BRUNSWICK STREET STREETSCAPE MASTERPLAN

Issued 21 April 2020

CITY OF YARRA

RUSH \ WRIGHT ASSOCIATES

"GEOGRAPHY IS SHIFTING SAND AND HISTORY DECEIT, NO BAIL APPEAL, HELD ON REMAND IN THE CASE OF BRUNSWICK ST"

FITZROY MON AMOR, JOHN ASHTON

John Ashton was one of the original founders of Fetish and his poem was recited at a discussion of the publication *Brunswick Street: Art and Revolution, Anne Rittman and Maz Wilson* hosted by Yarra Libraries and the Ewing Trust and led by Kevin Pearson at the Fitzroy Town Hall Reading Room on 11 April 2019. http://blackpepperpublishing.com/RittmanAndWilsonBSAR.html

Rev	Date	Purpose/Comment	Issued By
MP02	19.04.20	FINAL MASTERPLAN	CC
MP03	21.04.20	FINAL MASTERPLAN	CC

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Contents

INTRODUCTION 4
ABOUT THE MASTERPLAN 6
BRUNSWICK STREET'S HISTORY 8
COMMUNITY PROFILE 10

ANALYSIS AND OPPORTUNITIES 12
CONTEXT WITHIN THE CITY 14
PLANNING 16
UNDERSTANDING BRUNSWICK STREET 18
THE THINGS THAT MAKE BRUNSWICK STREET"BRUNSWICK STREET" 22

ENGAGEMENT SUMMARY 28
COMMUNITY AND STAKEHOLDER ENGAGEMENT 30

MASTERPLAN DESIGN RECOMMENDATIONS 32
VISION 34
STREETWIDE IMPROVEMENT STRATEGIES 36
PLANTING 38
STREET FURNITURE, URBAN ELEMENTS AND LIGHTING 40
OUTDOOR TRADING 42
PAVING 44
THE OUTSTANDS 46
WESTGARTH STREET: THE BOWER 48
KERR STREET: A PUBLIC PLATFORM 52
VICTORIA STREET: A PUBLIC LOUNGE 56
BELL STREET: THE SUN LOUNGE 60
HANOVER STREET: AN EXAMPLE FOR NARROWER STREETS 62

TOWN HALL PRECINCT 64
TOWN HALL PRECINCT HISTORY 66
ANALYSIS AND OPPORTUNITIES 68
KEY ISSUES AND OPPORTUNITIES 70
CIVIC PRECINCT DESIGN RECOMMENDATIONS 72
KING WILLIAM STREET: A MULTIFUNCTIONAL GREEN STREET 76
CONDELL STREET: A NEW COMMUNITY OPEN SPACE AND PEDESTRIAN LINK 78
ATHERTON GARDEN PRECINCT 80
GERTRUDE STREET: GATEWAY 82

IMPLEMENTATION 84
SUMMARY OF PROJECTS AND ACTIONS 86
OTHER ISSUES AND ACTIONS 90

INTRODUCTION

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INTRODUCTION

ABOUT THE MASTERPLAN

The aim of this project is to prepare a Streetscape Masterplan for Brunswick Street, from Victoria Parade to Alexandra Parade, as well as the streets around Fitzroy Town Hall and Atherton Gardens, to guide the design and delivery of future streetscape and public realm improvements.

The objectives of the Master Plan are:

- To propose creative design solutions that enhance the area's eclectic character, history, sense of place and identity.
- To support a range of activities and public life in the street for all
- To provide community and health services and public housing with a welcoming and positive public realm interface to encourage social interaction.
- To provide a high quality public realm around existing and future buildings.
- To identify opportunities for additional trees and greenery in the precinct to improve the amenity of streets and reduce the Urban Heat Island Effect.
- To design streetscapes that encourage an increase in walking, cycling and public transport use.
- To provide high quality footpaths that consider the potential for accessible tram stops in the future and support an accessible street environment.
- To develop standard approaches for designing the footpath environment along Brunswick Street, meeting Council's requirements around standard details, placement of furniture, compliance and maintenance.
- To identify special places in the precinct that warrant a custom, crafted and place specific approach.
- To provide recommendations and ideas that are future proofed and consider other current and future strategic projects and Council initiatives.

The Streetscape Masterplan is an action from Yarra's Council Plan (2017-2021) to support Strategy 5.1 "Maintain and strengthen the vibrancy and local identity of retail and commercial precincts."

The Streetscape Masterplan is focused on the footpaths and public spaces in this precinct. The projects identified will be taken forward for further design and delivery through the capital works process.

It is recognised that the experience and character of Brunswick Street goes beyond the footpaths and relates to a number of other elements such as the road space, buildings, parks, land use and management.

Whilst it is not possible for this Streetscape Masterplan to cover all of these elements, other strategic work would cover these elements and overall reach a collaborative plan for the area. This includes:

- Any future transport work to explore potential for the road space, including accessible tram stops, cycle infrastructure, parking and traffic function.
- Any future built form work to implement planning controls to influence future development of buildings.
- Open Space Strategy
- Graffiti Management Framework (in draft) to manage removal of graffiti in the precinct.

Image: Marcus Bichel Lindegaard - Melbourne-61, CC BY 2.0, https://commons.wikimedia.org/w/index.php?curid=46928446

THE MAX
VEGETABLE CO

BRUNSWICK STREET'S HISTORY

Brunswick Street has always had good bones- its beginnings as one of the first north-south commercial thoroughfares connecting the city to the inner north's first suburb Fitzroy by cart then cable tram still defines its role as a vital link and destination today.

The architectural character of Brunswick Street too outlines both the past and the present, a condensed time line of Melbourne's tectonic shifts.

Anchored by the vista of St Patricks Cathedral at rising elevation of its southern end, the street passes swagged, poly chromatic and ironwork laced edifices borne of the great boom of Marvellous Melbourne such as the Fitzroy Post Office, the Shawcross Building and Perseverance Hotel, less decorative inner city factory buildings of the 30's,40's and 50's, the modernist monoliths of Atherton Gardens and some more recent additions.

The intersection with Gertrude Street marks the viewline towards the Royal Exhibition Building to the west .

A rich social and cultural history accompanies Brunswick Street and its commercial success has ebbed and waned over the past 150 years. From the early retail boom in the 1850's, it's later 19th and early 20th century malaise, an invigoration with post World War II European migration through to the reinvigoration and gentrification of the inner city from the 1970's on.

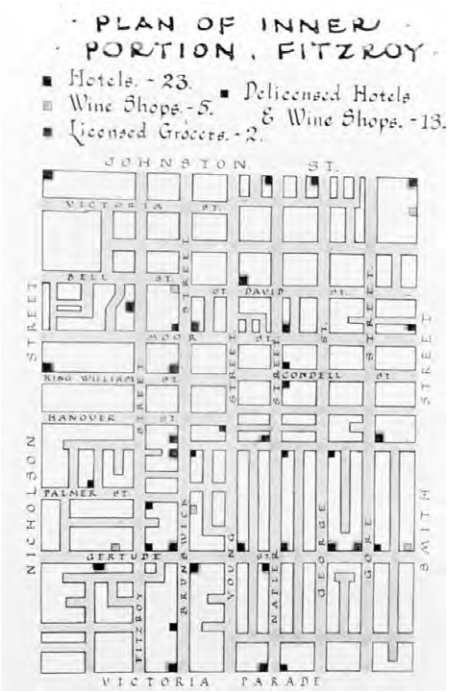
Fitzroy also is a place of important history and significance for Aboriginal and Torres Strait Islander People as a social and political hub in Melbourne.

Brunswick Street now exists in the imagination of Melburnians as a street with a grungy, colourful, alternative persona. This reputation chiefly draws on Brunswick Street's cultural explosion in the 1980's and 90's as the preferred stomping ground of bohemians, designers, artists, radical feminists, comedians and musicians.

The emerging café culture of The Black Cat, Rhumbarellas and Marios provided stimulating social places to hang out. Now legendary establishments such as The Punters Club, The Evelyn and The Provincial spawned the careers of multiple Melbourne bands and performers. Galleries and alternative bookshops sat beside local fashion and fetish purveyors.

Much of this is still present today but the bars, pubs and restaurant and retail mix has continued to evolve to reflect the changing population of Fitzroy and the increasing density of the suburb.

In developing a masterplan the design challenge will be to appreciate what has past but also see that this place is still in motion. Past stories and fragments persist with new emerging orders constantly intersecting, overlaying and sometimes even erasing them to continue the story of Brunswick Street.



Plan of inner portion, Fitzroy, 1935
Source: State Library of Victoria

Caffe Najila poster, Red Letter Press, 1990
Source: State Library of Victoria

Black Cat Cafe, Rennie Ellis, 1980's
Source: State Library of Victoria

Brunswick Street, 1970, Committee for Urban Action photographic survey of Fitzroy
Source: State Library of Victoria

Poratt Knitwear factory, 243 Brunswick Street,1964, Henry Talbot
Source: State Library of Victoria

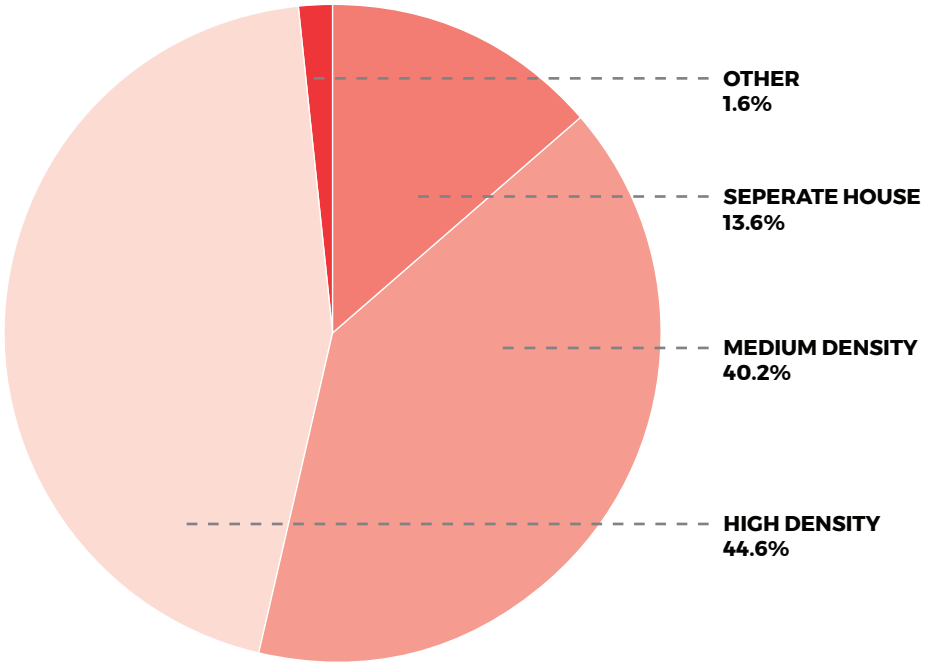
Brunswick Street, Fitzroy, 1908
Source: State Library of Victoria

COMMUNITY PROFILE

The 2018 Estimated Resident Population for Fitzroy is 11,720. The 2016 Census results indicate the following:

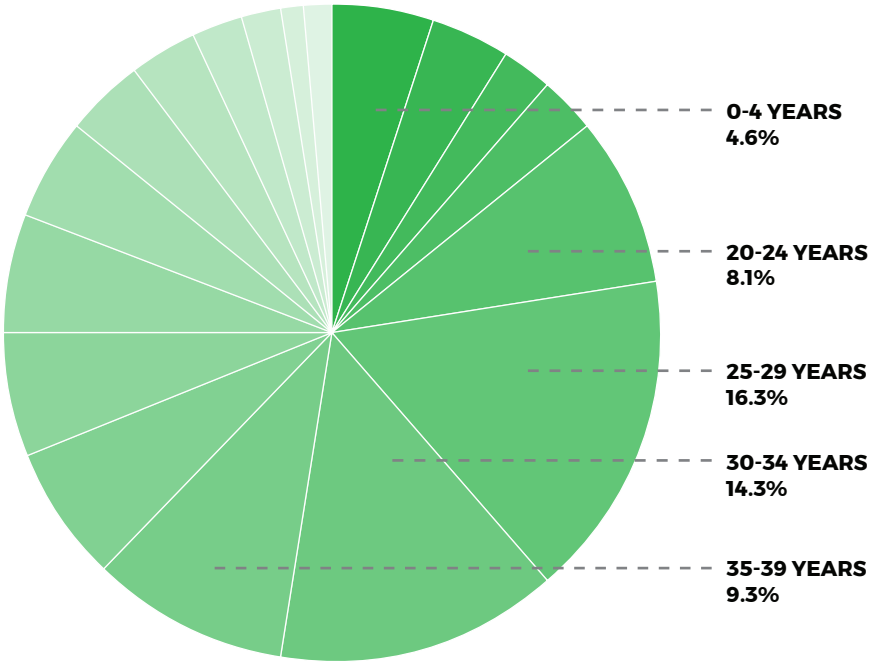
HOUSING TYPES

The majority of residents in Fitzroy live in medium and high density housing making access to public space a key consideration.



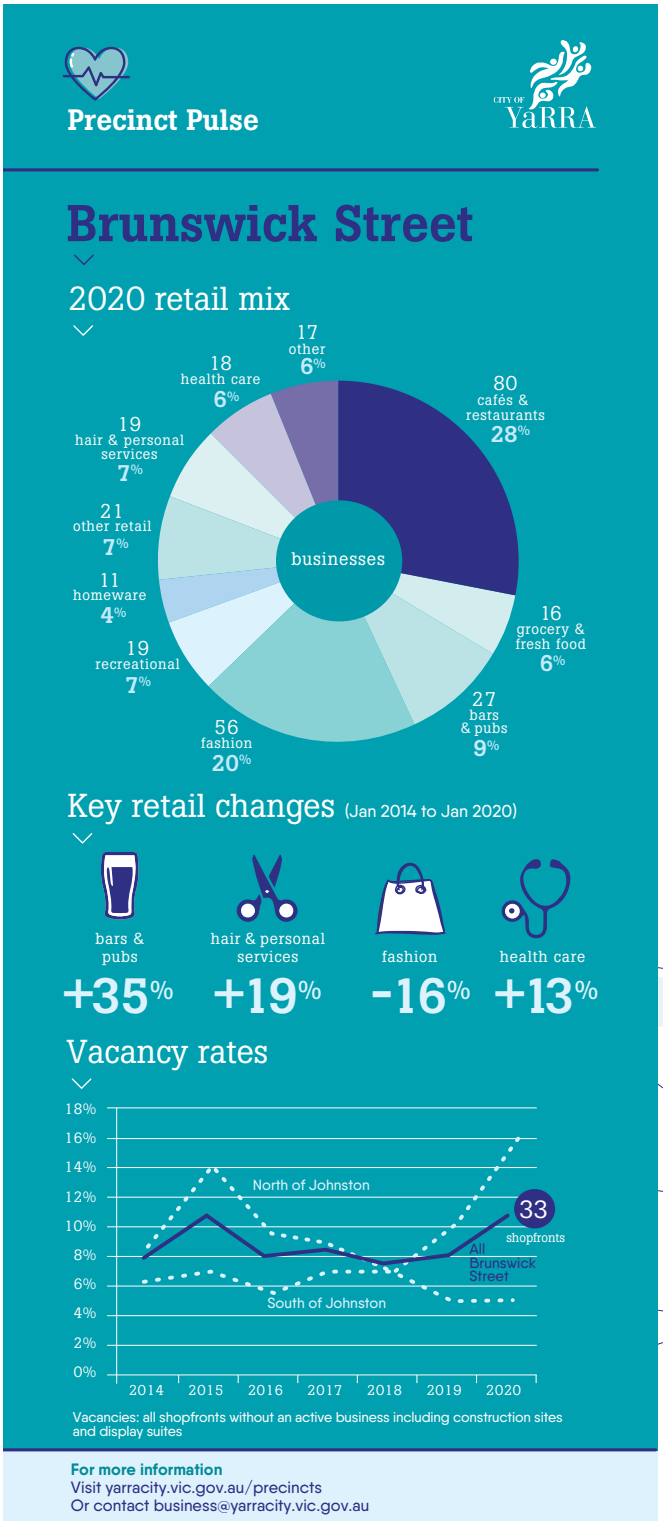
AGE IN 5 YEAR GROUPS

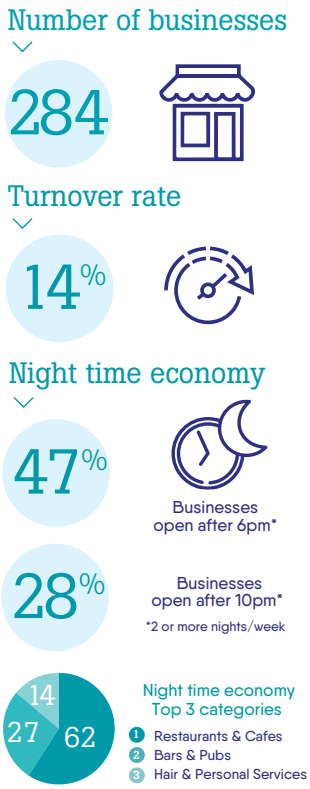
Fitzroy is a predominant young suburb with 69% of the population under 44 years of age and the largest age group being 25 to 29 year olds.

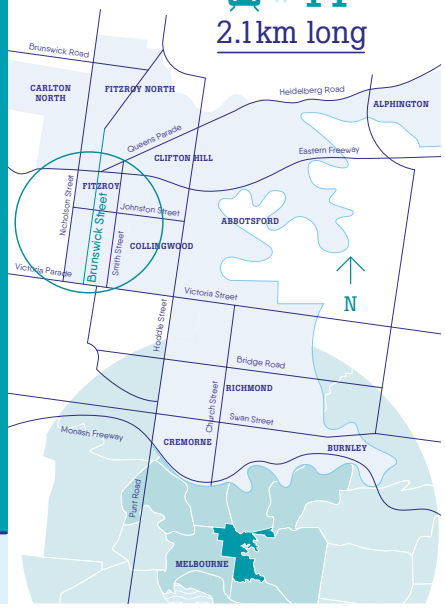


RETAIL PROFILE

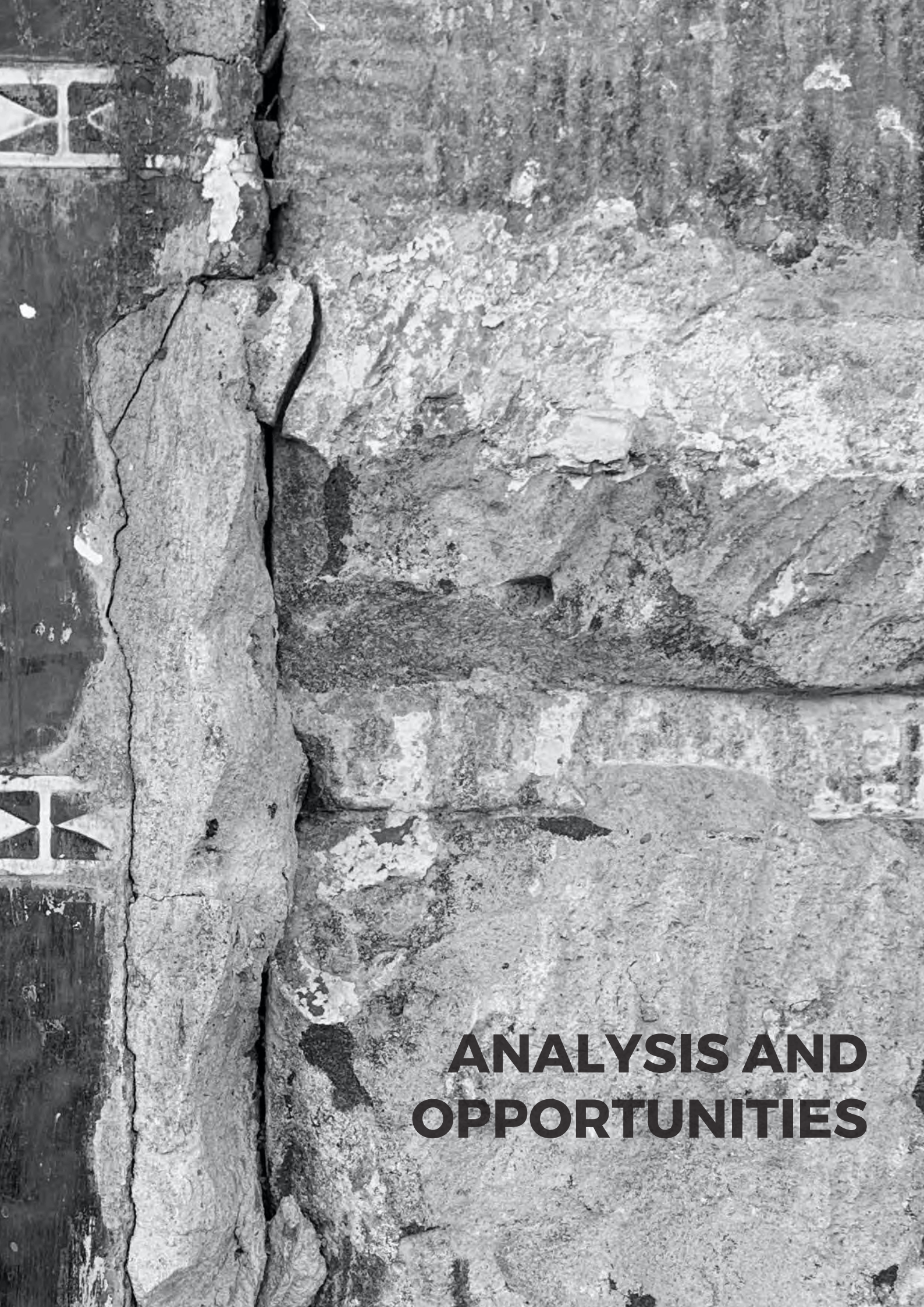
The retail snapshot outlines a street with a high proportion of food and beverage business and an active night time economy.







Brunswick Street Business Activity



ANALYSIS AND OPPORTUNITIES

ANALYSIS AND OPPORTUNITIES

CONTEXT

Brunswick Street is a key north-south thoroughfare leading out of the CBD via Fitzroy, Melbourne's first suburb established outside of Hoddle's city grid.

One of the first of Fitzroy's streets to develop as a commercial strip in the mid nineteenth century this activity was further consolidated with the introduction of the North Fitzroy cable tram in 1886.

Brunswick Street, along with Gertrude, Johnston and Smith Streets, form a tight network of highly active shopping strips with a complementary focus on food, diverse retail offers and entertainment.

0 500 1000 2000m

LAND USE AND TRANSPORT

Brunswick Street is dominated by Commercial Use zoning which is the predominant frontage to the street from Alexandra Parade to King William Street.

This along with the Mixed Use and Residential zoning which surrounds the street provides the framework for a rich and thriving local activity centre, supporting a diverse local community, as well as those travelling to the area via public transport, cycling routes and the road network.

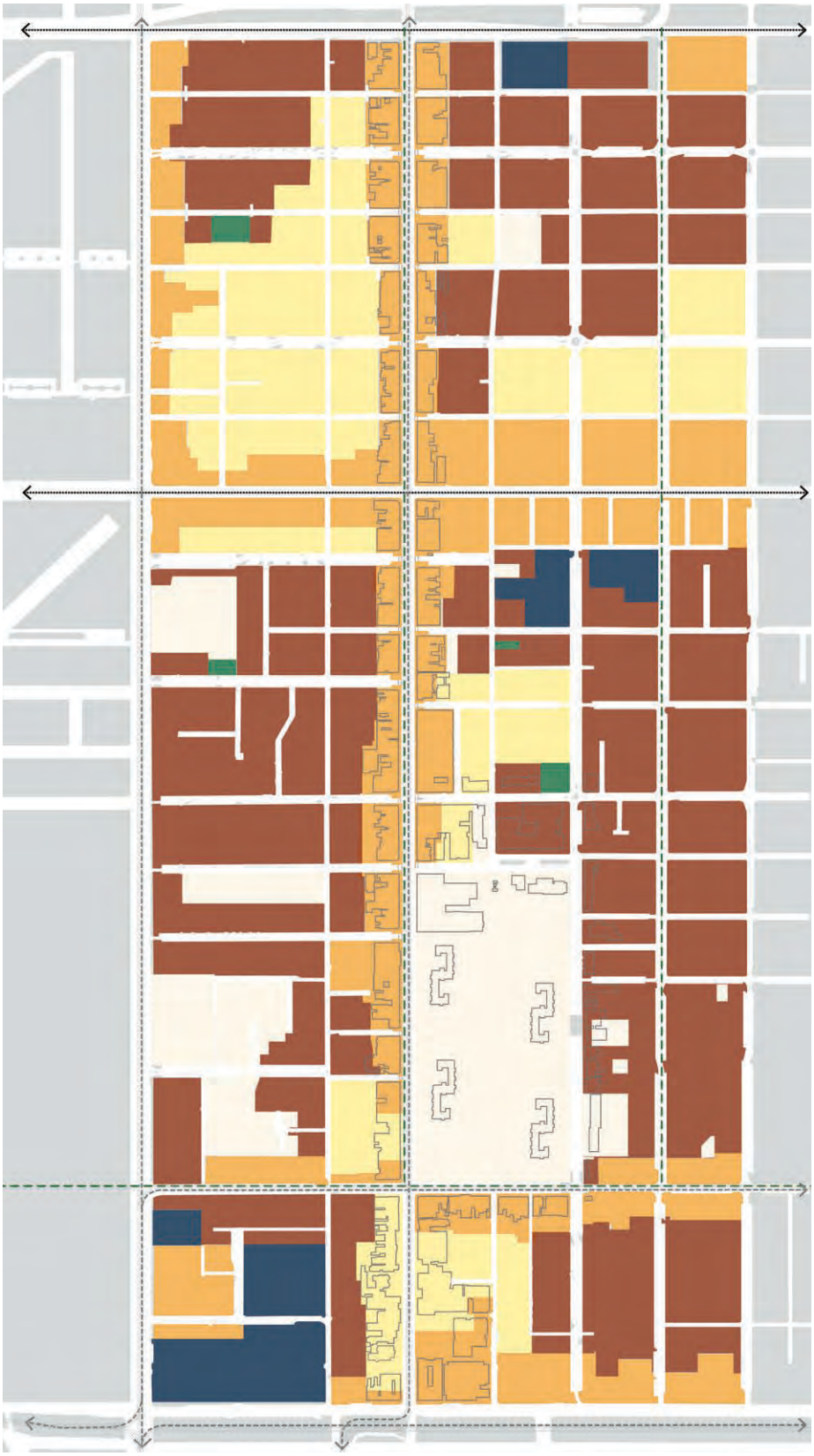
Other uses include the campuses of St Vincent's Hospital and the Australian Catholic University, along with a number of community, legal, health and outreach services

The are is well serviced for public transport. The Route 11 tram services runs the length of Brunswick Street and is intersected by the Route 86 tram service at Gertrude Street, Routes 12 and 109 trams at Victoria Parade/St Vincent's Plaza and the 200 and 207 bus services along Johnston Street.

Major cycle routes through Fitzroy run along Brunswick Street and Napier Street.

LEGEND:

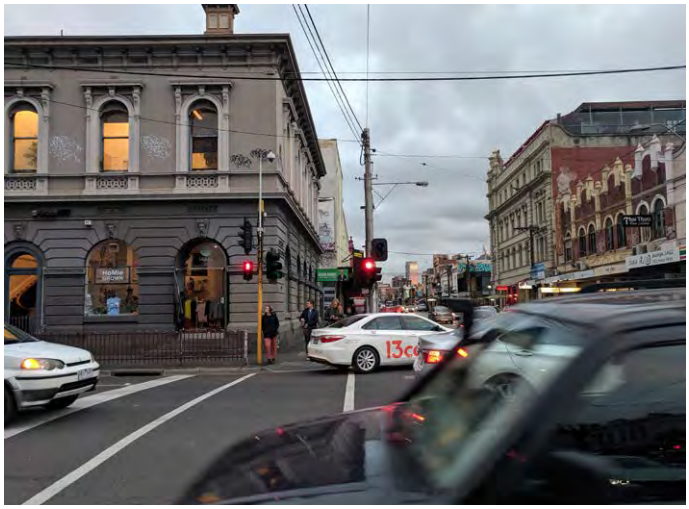
- Commercial Use
- Residential Use
- Neighborhood Use
- Mixed Use
- Public Use
- Public Recreational Use
- Tram Line
- Bus Route
- Arterial Cycle Route



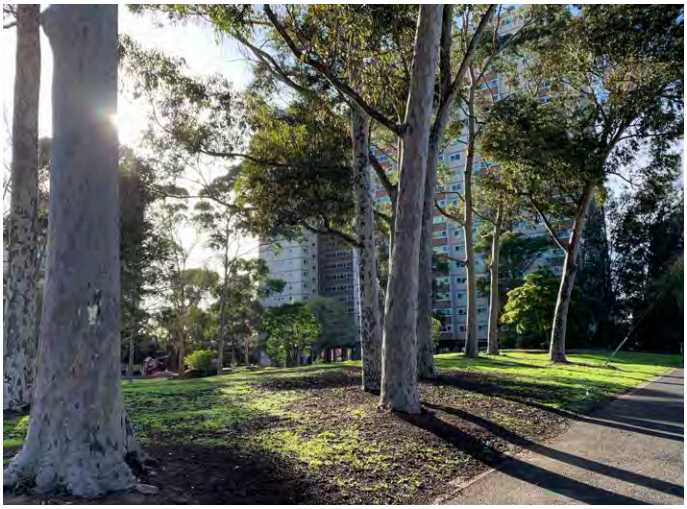
0 40 80 120 160 200 400m

Active retail frontages

Set back residential terraces



Busy transport links



Public/ private open space

High density public housing

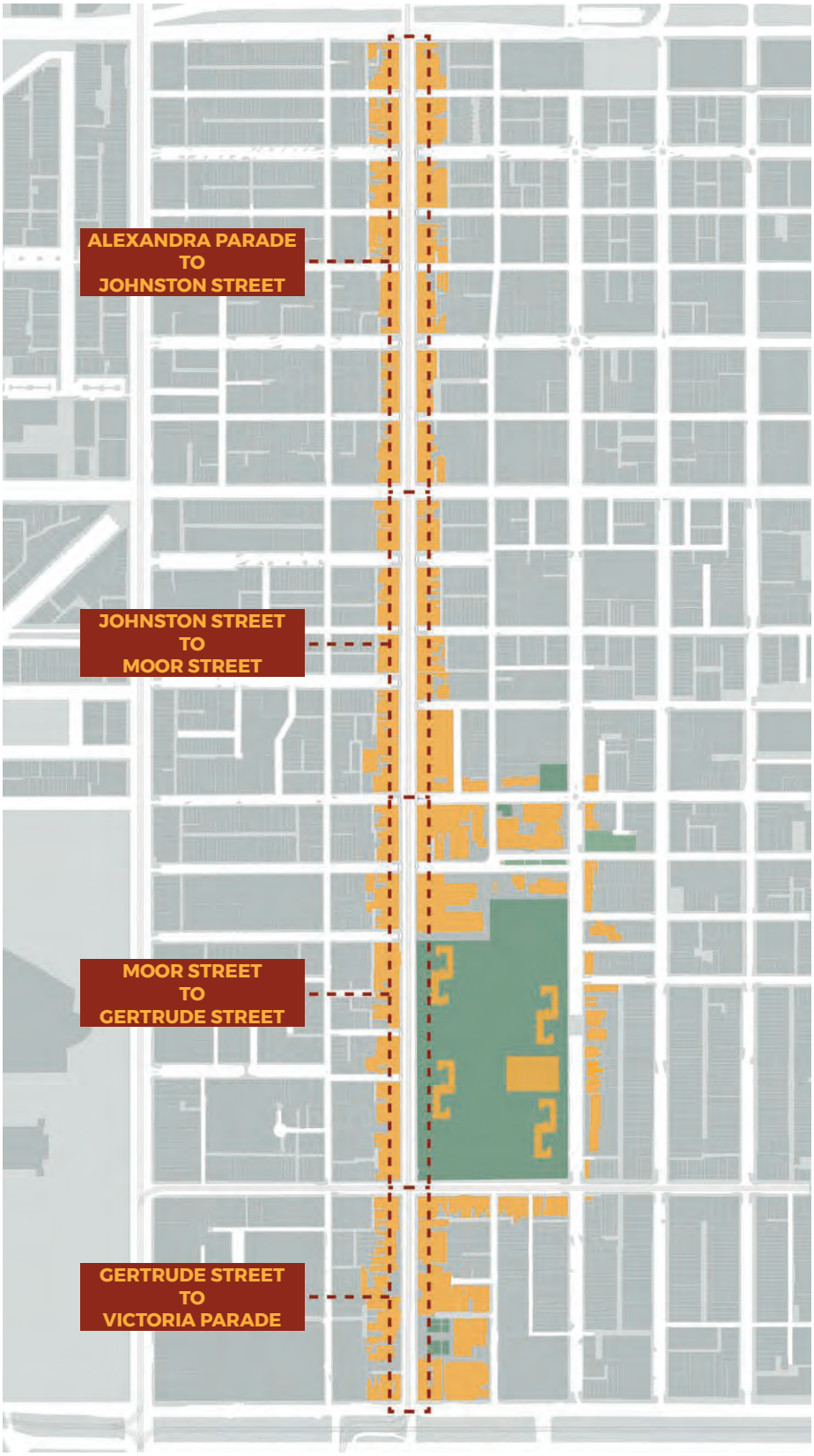
Footpath trading

UNDERSTANDING BRUNSWICK STREET

PRECINCTS

For the purpose of the Masterplan the street has been divided into four precincts based on land use, key intersecting streets, retail mix and architecture.

The precincts also perform differently in terms of provision of street furniture, trees, outdoor dining as outlined the precinct inventories.



PRECINCT INVENTORY

ALEXANDRA PARADE TO JOHNSTON STREET

Length	542 m
Street Trees	0
Benches	5 *(1 Raneri & 1 Bronwyn Snow bench)*
Bins	10
Bicycle Racks	16
Awning coverage	36%
Garden bed	0m2
Tram Stops	3
Artworks	3
Outdoor Dining	86m2

JOHNSTON STREET TO MOOR STREET

Length	364 m
Street Trees	0
Benches	6 *(3 Raneri & 2 Bronwyn Snow benches)*
Bins	5
Bicycle Racks	18
Awning coverage	40%
Garden bed	0m2
Tram Stops	1
Artworks	4
Outdoor Dining	50m2

MOOR STREET TO GERTRUDE STREET

Length	464 m
Street Trees	30
Benches	2 *(0 Raneri & 0 Bronwyn Snow benches)*
Bins	5
Bicycle Racks	9
Awning coverage	15%
Garden bed	6m2
Tram Stops	1
Artworks	1
Outdoor Dining	15m2

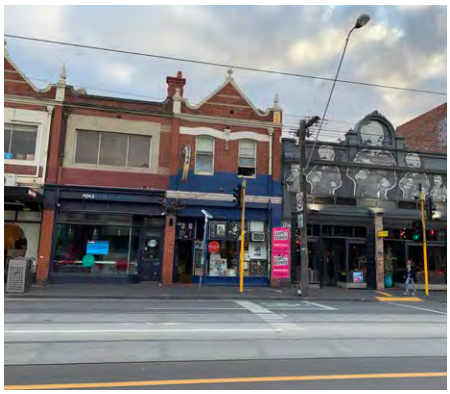
GERTRUDE STREET TO VICTORIA PARADE

Length	257 m
Street Trees	23
Benches	1 *(0 Raneri & 0 Bronwyn Snow benches)*
Bins	2
Bicycle Racks	2
Awning coverage	5%
Garden bed	12m2
Tram Stops	1
Artworks	0
Outdoor Dining	0m2

PRECINCT CHARACTER

Alexandra Parade to Johnston Street
This stretch encompasses some of Brunswick Street's long standing iconic businesses and landmarks- the Shawcross Building, Mario's, Brunswick Street Bookstore, Vegie Bar and The Fitz along with a high concentration of cafes, restaurants, bars and independent retailers that contribute to a highly active streetscape both day and night.

A large proportion of the footpath is covered with awnings and verandahs, and this combined with outdoor dining areas leave little space for public seating and resting points.

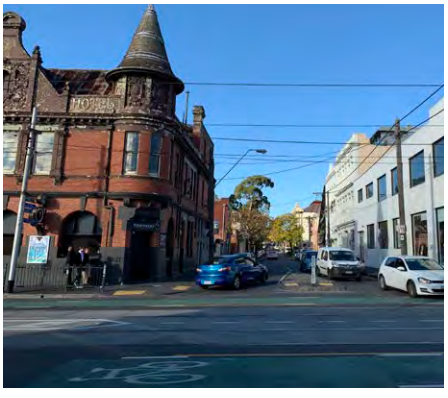


The Brunswick Street and Johnston Street intersection can be congested at times and requires review to improve safety and capacity in conjunction with Department of Transport.

Johnston Street to Moor Street
This precinct is also high in food and beverage and retail tenancies and has similar issues as the Northern Precinct in regard to congestion at Johnston Street, and limited pavement space for new improvements and a general lack of public seating.

The landmark heritage buildings: Perseverance Hotel, Moran & Cato Merchants building and Fitzroy Post Office mark key corners.

All four outstands at the intersection of Victoria Street, is a key opportunity for intervention.



The outstands at Moor Street also have attractive mature White Cedars, and have the potential to provide seating under the canopies and immersed in improved garden bed planting while Bell Street's north-west orientation provides an afternoon sun trap.

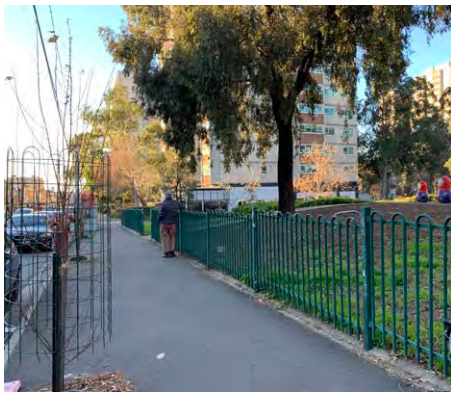
Moor Street to Gertrude Street
South of Moor, Brunswick Street footpaths slightly broaden and this combined with fewer verandahs, less kerbside trading and the Atherton Gardens interface gives the street a wider calmer and more spacious feel. In addition to commercial premises this precinct contains a number of important health and community services, along with key residential entries to Atherton Gardens.

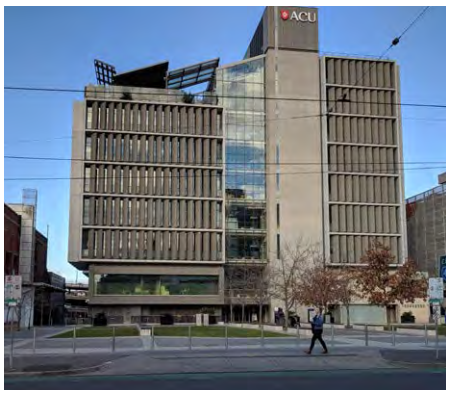
There is an amount of recent street tree planting, and rare potential for further planting in this precinct for both trees and gardens beds.

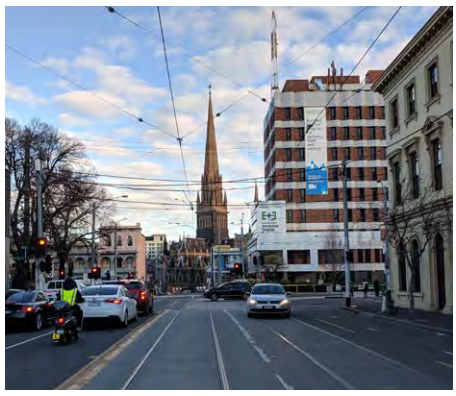
The intersection with Gertrude Street is a key gateway into Fitzroy and intersects the Fitzroy Aboriginal Heritage Walking Trail. This intersection also provides a connection to the Exhibition Building and Gardens.

Gertrude Street to Victoria Parade
The Southern Precinct is anchored by the educational campus of Australian Catholic University and the St Vincent's Hospital precinct. Fine Victorian terraces flank the street and their setback and front gardens lends a treed domestic and calm feel to the streetscape.

Footpaths area generally wide, and there is the most consistent street tree planting through this zone, and the most amount of seating boosted by the presence of the St Mary of The Cross Square which provides an expansive lawn and shaded seating at the entry to the University.



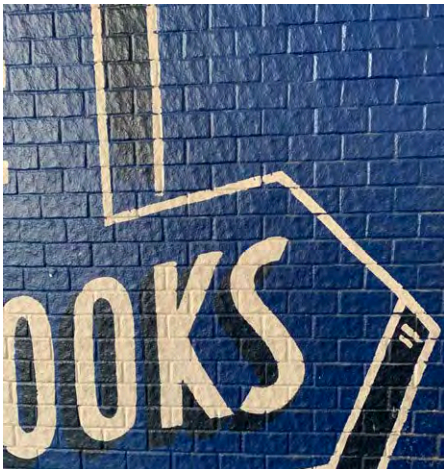


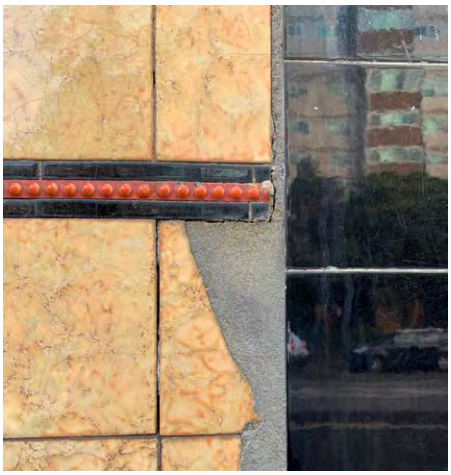


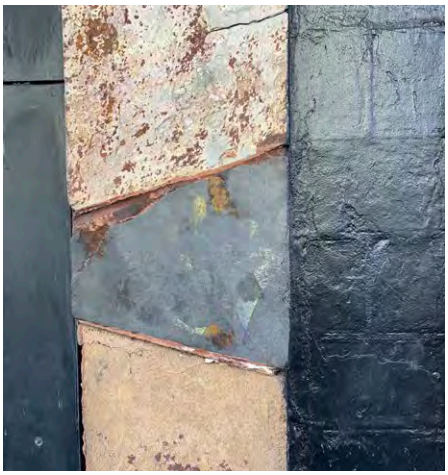
THE THINGS THAT MAKE BRUNSWICK STREET "BRUNSWICK STREET"!

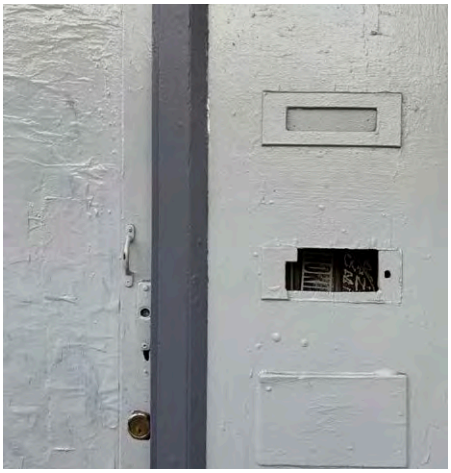
ECLECTIC PATTERNS, COLOUR AND TEXTURES

What makes this street different from other streets in inner city Melbourne? In Brunswick Street the relatively homogenous and intact Victorian shopfronts frame eclectic and ever changing layers of textures, patterns, materials, signs and symbols. This dynamic layering, reaching from the past and touching the current moment is further animated by the people and activity of the street itself.









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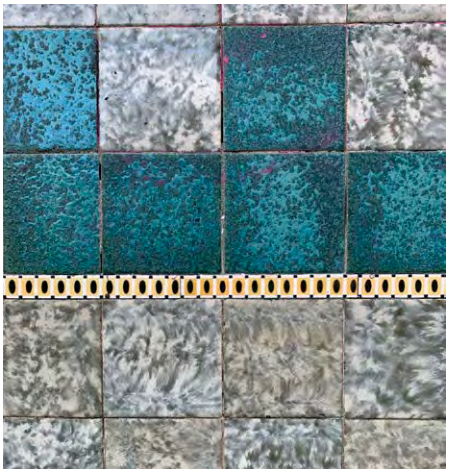
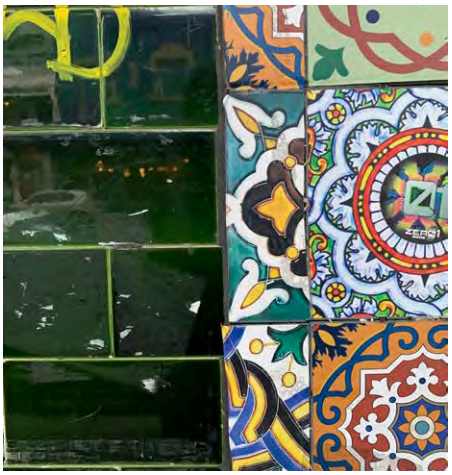
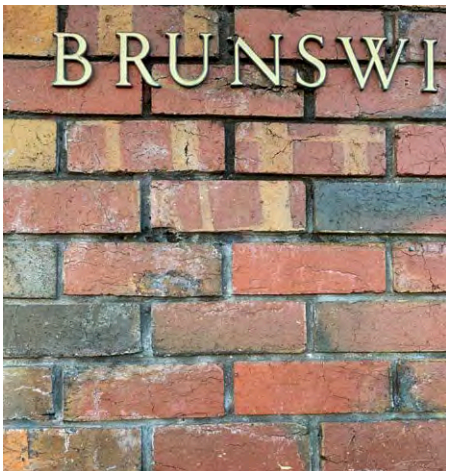


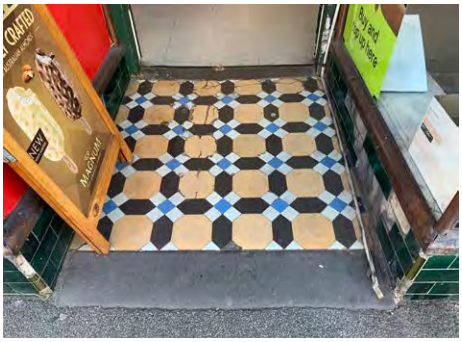



BRUNSWI

24TH
AUGUST
VIVA
Rascals
HOUR

THRESHOLDS

That moment between street, shop or home. A myriad of tiling patterns and terrazzo tell tales of time past and present.

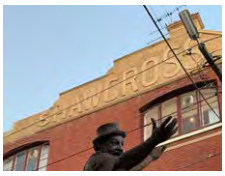


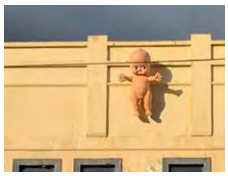
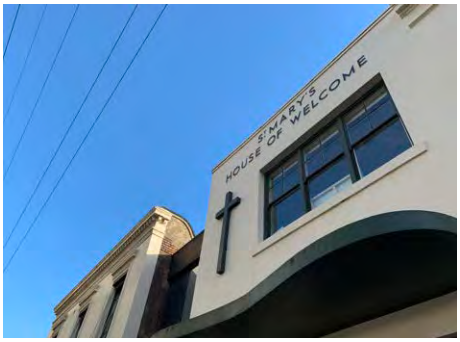
AWNING AND VERANDAHS

The awnings and verandahs occur in varying concentrations along the length of the street, and where they occur make a significant contribution to the look and feel of the street, both positive and negative, along with the provision of weather protection. Typically the awnings reach to the back of kerb limiting tree planting opportunities where they occur. Under the awnings there is a lot going on!

SIGNAGE

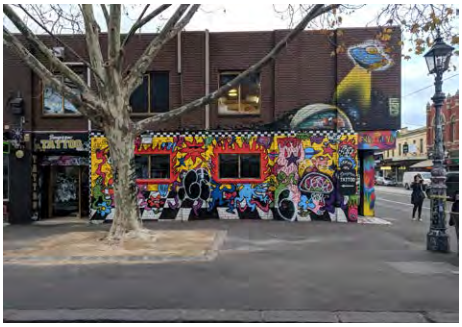
The street signage brings life, art, colour and light. Diversity diversity exists and many signs in the precinct are high quality in terms of materials, graphics and design. The emphasis should be on this decorative and unique signage and statutory signage such as parking signs should be reduced.



ART

The Street is and will continue to be a platform for varied artistic works, sanctioned and otherwise. All of the art commissioned by the City of Yarra was executed in the 1990's.



VEGETATION

There is currently very little diversity in street tree species, and groundcover planting.

The street trees are primarily deciduous, with the exception of the native planting of Atherton Gardens from Gertrude through to King William Street.

Planting in Brunswick Street is subject to a lot of wear and tear and needs to be robust in form and tolerant of inner urban conditions.

Given limitations of space there is a reliance on borrowed greenery such as the gardens of the terraces near Gertrude Street, the Black Cat and Fitzroy Nursery gardens, Flowers Vasette and any incidental planting that is provided by retailers.

The City of Yarra Urban Forest Strategy 2017 sets out a number of recommendations in regard to increasing canopy coverage and biodiversity in street planting.

Any new planting propositions should be developed in line with these recommendations including the canopy coverage targets for public roads.

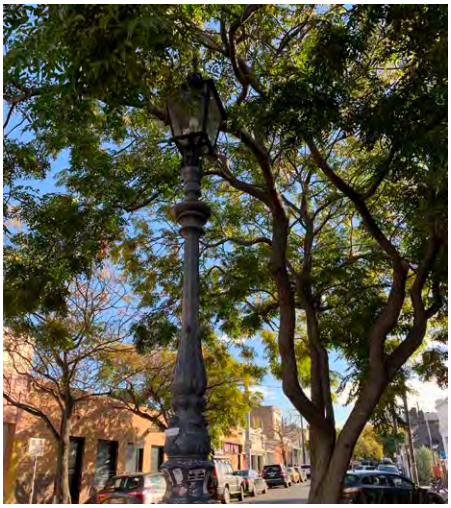
Acer buergerianum, Brunswick Street

Agonis flexuosa and *Dietes sp., King William Street*

Pyrus calleryana (possibly 'Bradford') at corner of Brunswick Street and Victoria Street

Jacaranda mimosifolia, James Street and *Dietes*

Platanus acerifolius, Kerr Street



Melia adzerach, Moor Street

Native Planting of Atherton Gardens with mixed understory

Guerilla garden, Palmer Street

Washingtonia robusta, Greeves Street

What is most important to you in the Brunswick Street Precinct?
Community spaces
Footpaths and pedestrian access
Landscaping and green spaces
Look and feel
Outdoor dining areas
Places to sit and rest
Public art
Safety at night (e.g. lighting)
MELBOURNE

ENGAGEMENT SUMMARY

COMMUNITY AND STAKEHOLDER ENGAGEMENT

Engagement

The project started in July 2019 has included a series of internal workshops and engagement with the community. Two rounds of public consultation were carried out:

- Early engagement with the community to understand people's priorities and ideas to inform the draft Streetscape Masterplan. This included online surveys, three pop-up sessions and information distributed to networks.
- Consultation on the draft Streetscape Masterplan, to understand if we got it right in terms of the ideas proposed. The consultation included online surveys, two pop-up sessions and information distributed to networks.

Round 1 Consultation

The first round of consultation was held in August-September 2019, and asked people what they valued about the area and what they wanted to improve. In terms of what they liked, key responses related to:

- Heritage buildings
- Public art
- Variety of shops and independent traders
- Vibrant night life and music scene
- Diversity of people
- Sense of community

In terms of what they wanted to improve, the top responses related to:

- Prioritising pedestrians
- More trees and greenery
- Increasing bike lanes / bike safety
- Removal of graffiti and tagging
- More public art
- Improved safety
- More bins and street cleaning
- More furniture and places to sit

This feedback has helped inform the development of the Streetscape Masterplan. The proposals aim to create new public spaces for the diverse community, rationalise the footpath space so that the shops, venues and heritage buildings are prominent features in the street, and provide more trees and greenery, public art, better lighting, bins and places to rest.

Some of the feedback is outside the scope of this Streetscape Masterplan, however we recognise that these issues are important to the community. These are responded to on pages 90-91 of the Streetscape Masterplan.

Round 2 Consultation

The draft Streetscape Masterplan was put on exhibition for comment and surveys asked for feedback on key aspects of the document:

- ideas to improve the footpath,
- opportunity for new public spaces at key street corners; and
- ideas for the areas around Fitzroy Town Hall and Atherton Gardens.

Overall, the masterplan received high levels of support from the community, and useful feedback has been provided to help refine the masterplan.

Brunswick Street footpaths

Feedback was sought in response to a number of street-wide ideas to improve the footpaths, such as tree planting, greenery, street furniture and lighting. For the majority of ideas, over 75% of respondents supported these. Ideas relating to more trees and greenery received very high levels of support (over 90% of respondents).

Feedback received related to a number of themes, including accessibility, trees and greenery, changes to the road space, bike parking, paving, maintenance of garden beds, tree species, street trading and anti-social behaviour.

Brunswick Street corners

Six key corners were identified for public space improvements, and the community were asked if they supported these locations and what types of improvements Council should focus on.

Between 71-76% of respondents supported the Westgarth, Kerr, Victoria and Gertrude Street locations. Around 65% of respondents supported the Bell and Hanover Street locations.

For the types of improvements that these corners should focus on, the highest scoring were greenery and garden style spaces, keeping existing public art and lighting poles, diverse public art and additional bike parking.

Feedback received related to a number of themes, including concern about new public toilet locations at Kerr and Hanover Streets, trees and greenery, anti-social behaviour, opportunity to extend the space, type of public art, bike parking and opportunities for other corners.

Community hub around Fitzroy Town Hall and Atherton Gardens

A number of opportunities for improvements in the streets around Fitzroy Town Hall and Atherton Gardens have been proposed. These include opportunities such as new public space, new landscaping and areas for sitting. Some of these ideas would require changes to the road space. The community was asked to comment on whether they supported these and if they had any feedback.

Overall, the majority of the proposed improvements received high levels of support.

- Proposals for a new public space at King William and Condell Streets received over 90% support. It is noted that a submission was received from Sacred Heart School and All Saints Church who are concerned about the impacts of the proposals on car parking and vehicle access.
- Proposals for a new pocket park in front of Florence Peel Centre and wider footpaths on Young Street received over 85% support.
- Proposals to improve the Town Hall forecourt, courtyard and space in front of the library received high levels of support (over 80%).
- The proposal to provide clear signage in the Town Hall precinct received about 70% support.
- Proposals to create a new public space on the north-east corner of Brunswick and Gertrude Streets, including an artwork, received about 90% support. Opportunities to remove fencing along Atherton Gardens boundary received about 80% support.
- Improved pedestrian access over Napier Street and upgrade the existing road closure and tram stop waiting area (corner Gertrude Street) received over 80% support.
- Proposals to relocate a public toilet from Condell Street to Hanover Street received lower levels of support (48.4%), as a number of people had concerns about losing a toilet in the existing location as well as concerns about the new proposed location.

The feedback received related to a range of themes including public toilets, trees and greenery, reallocating the road space, play space, public art, vehicle access, parking, bike parking, clothing bins, signage clutter, activation of spaces, consultation with key groups, opportunity to learn more about Aboriginal and Torres Strait Islander heritage, bike access, and pedestrian priority.

Other feedback

Feedback was received about providing stronger references to the heritage context and considerations, including heritage initiatives such as plaques on buildings, and explaining the link between this document and other strategic documents.

The Streetscape Masterplan has been refined in response to the feedback received, to emphasise issues and priorities that are important to the community, and provide more clarity on what will be considered as projects are taken forward. In relation to the concerns around the proposed public toilet locations, the Streetscape Masterplan now identifies more general opportunities for public toilets (rather than identifying a specific location), so that more feasibility work can be carried out in future.

MASTERPLAN DESIGN RECOMMENDATIONS

VISION

The overarching vision for the Brunswick Street precinct is drawn from consultation feedback and analysis of the area, recognising the area's strengths and distinctiveness.

Brunswick Street will continue to be a place of evolving eclectic character, artistic expression and layered history, and that attracts and welcomes a diverse community, both local and those visiting.

The streetscapes will provide an attractive network of high quality footpaths and public spaces which accommodate a variety of activities, support a vibrant mixed use precinct both day and night, provide improved amenity, and create spaces to meet and spend time in.

MASTERPLAN DESIGN STRATEGIES

BRUNSWICK STREET: STREET WIDE IMPROVEMENT STRATEGIES

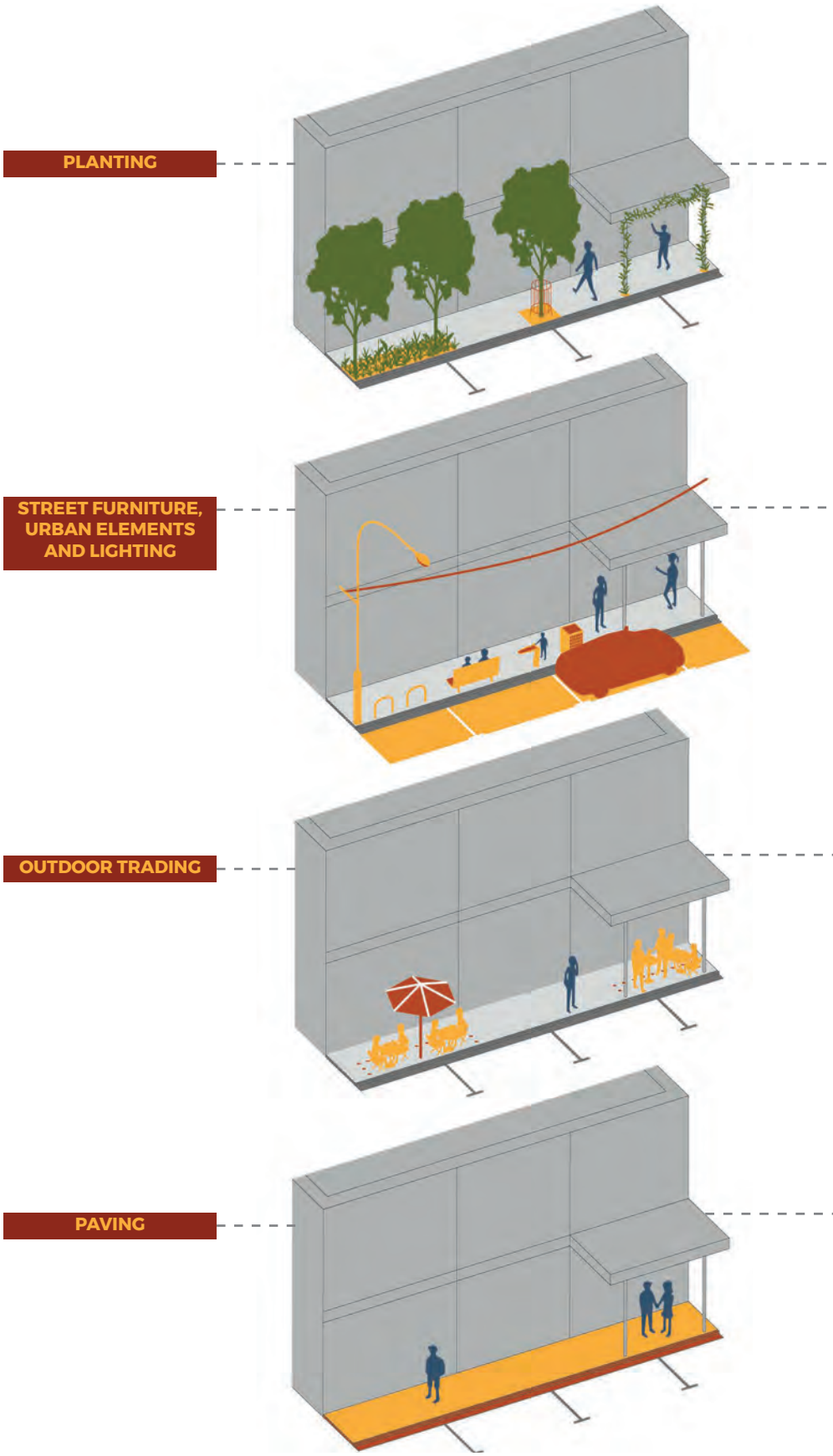
Through analysis and research into the key issues present on the street, a range of key opportunities for improvements have been identified These have been categorised into the following strategies:

Planting
There is little planting along much of Brunswick Street. This has been identified as a key issue both environmentally and socially, and was a key finding of the community consultation process.

Street Furniture, Urban Elements and Lighting
The street inventory undertaken revealed there is a deficiency in the amount of public seating available on the street. This needs to be rectified as well as the provision of more waste bins, drinking fountains, improved luminaires in lighting and consolidation of confusing signage and clutter of urban elements.

Outdoor Trading
Outdoor trading is a high level contributor to both the day and night time economy of Brunswick Street. This should be enabled to continue, whilst also prioritising the public nature of the street and allowing for clear enforcement of the City of Yarra Outdoor Trading Policy and maintenance of clear pedestrian access.

Paving-
The distinctive character of the street is reinforced by the simplicity and grit of the asphalt paving, as a material it is also easy to maintain and replace. This should remain as the paving type. The heritage bluestone kerb and channel should be retained and any new works to the street should replace the concrete kerbs with this type.



EXISTING CONTEXT

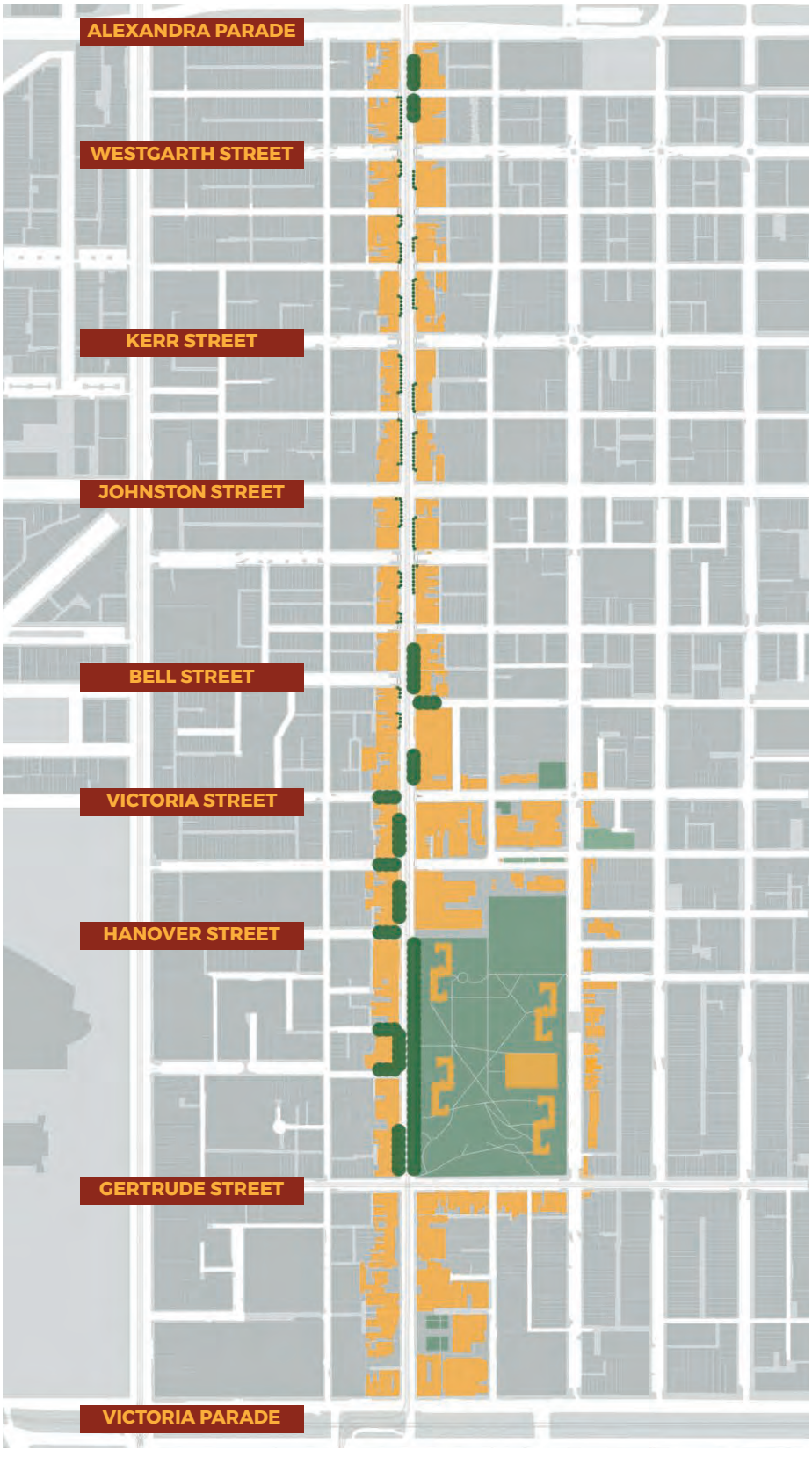
PLANTING

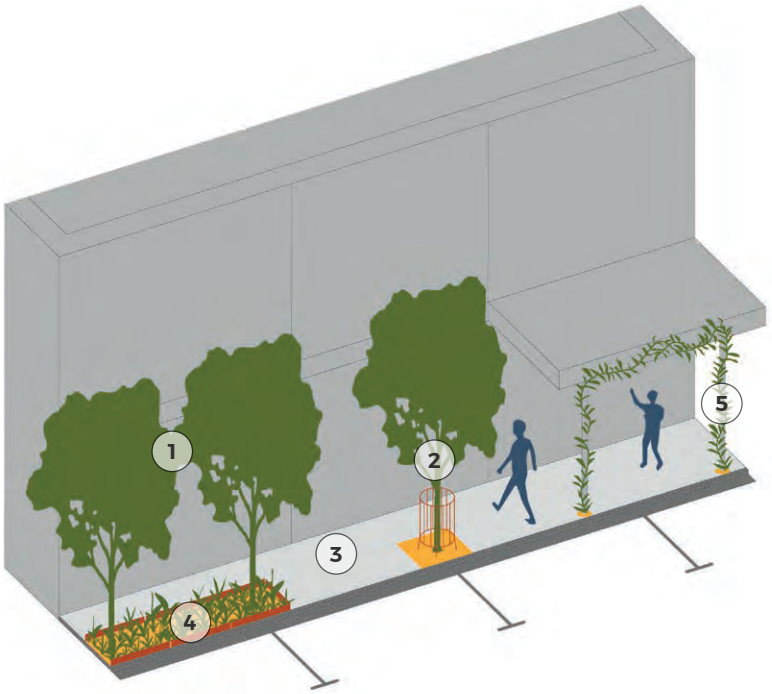
Objective

To maximise opportunities for additional trees and greenery in the precinct to improve the amenity of streets and reduce the Urban Heat Island Effect to achieve outcomes as outlined in the City of Yarra Urban Forest Strategy 2017.

Design Initiatives

- Infill trees at every opportunity possible i.e. where there are no awnings
- Aim for tree spacings of 3-4m
- Where possible develop shared continuous trenching for soil volume in tree pits
- Explore use of structural soil/ strata cells in new tree pits
- Aim for diversity in species of trees and greenery across the precinct as a whole, recognising that some discrete sections will be appropriate for uniform species. Trees and greenery to maintain adequate pedestrian access
- Increase garden bed areas where available and provide regular maintenance and protective measures such as a 150mm high raised edge to prevent rubbish ingress and foot trekking through beds.
- Use robust semi permanent fabricated tree guards until street tree establishment is achieved
- Encourage different types of greening in front of shops and buildings, including vertical planting in canopies and against blank facades
- Consider the status of future strategic projects (e.g.. potential future accessible tram stops) when establishing the placement of trees





1. Plant trees where possible with tighter spacing of 3-4m to establish a dense canopy.
2. Protect tree planting by providing robust trunk protection and plant super advanced tree stock
3. Maintain a minimum 1.5m wide footpath for pedestrian movement. and allow access from adjacent parking spaces
4. Employ a continuous trench for tree and understory planting to achieve higher soil volumes. Garden beds to have a raised edge to discourage ingress of rubbish and prevent foot traffic damage
5. Encourage greening of awnings, verandah posts and facades using both deciduous and evergreen vines

An Adelaide precedent- vines planted in the footpath and trained to verandah provide greenery where there is no space for tree planting

Trees planted at tight centres produces a cohesive dense canopy for maximum shade

Diversify groundcover planting selections and tree species for biodiversity, resilience and delight

Example of vertical greening

STREET FURNITURE, URBAN ELEMENTS AND LIGHTING

Objective

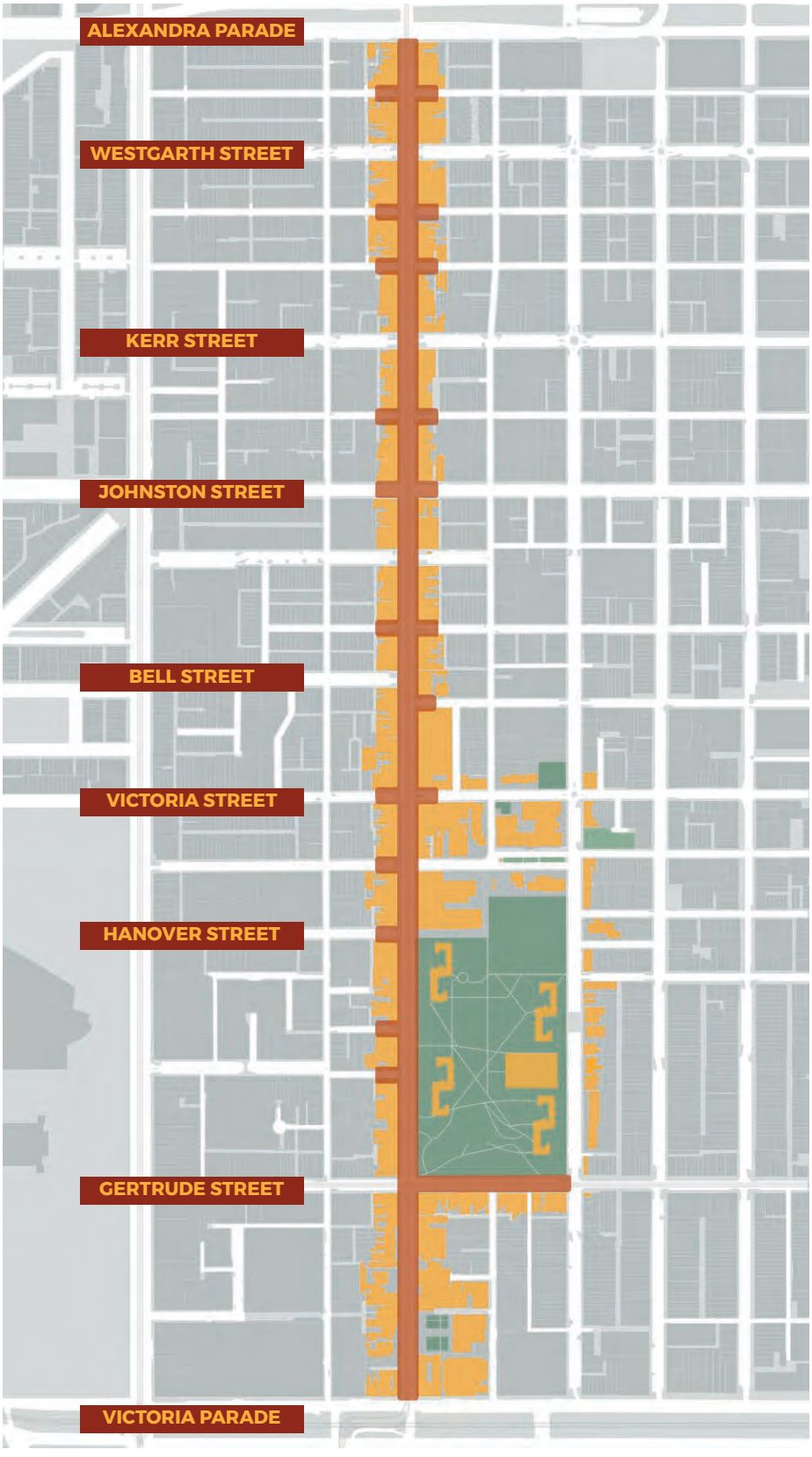
Provide improved public amenity, safety and universal access through the equitable and considered distribution of street furniture, urban elements and light

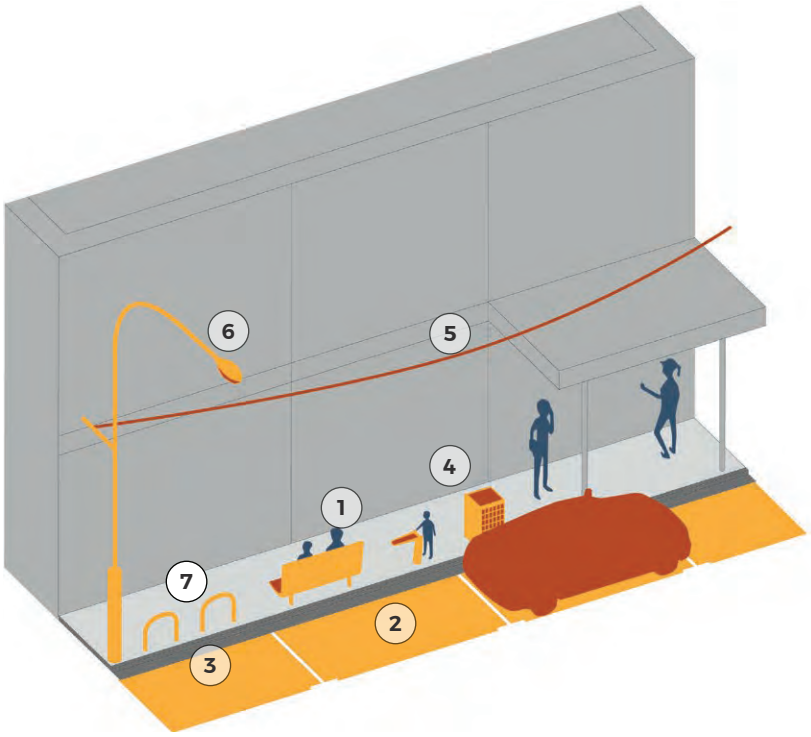
Design Initiatives

Reduce clutter and provide a cohesive public domain which encourages walking and cycling by:

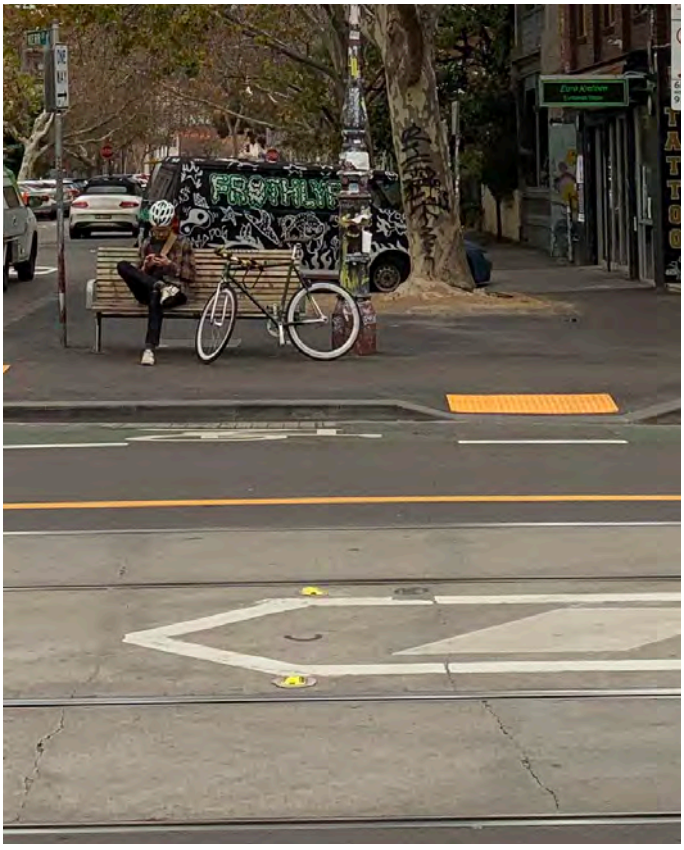
- Maintaining adequate pedestrian access
- Removing old furniture and replacing with a selection from the City of Yarra Public Domain Manual
- Providing a mixture of seating types including benches and seating with backs and arms.
- Aiming for at least one public bench every 60m
- Aiming to increase bicycle parking in the corridor and providing a consistent orientation for bicycle hoops to be parallel to the street kerb
- Introducing a minimum of 3 drinking fountains along the length of the street
- Increasing the number of rubbish and recycling bins in the street
- Planning to bundle power to reveal street architecture
- Replacing inefficient old sodium street lighting with new energy efficient LED luminaires
- Removing old furniture and replacing with a selection from the City of Yarra Public Domain Manual
- Investigating opportunities for e-charging points on the main corridor or entries to the side streets

Refer to City of Yarra Public Domain Manual: Technical Notes for furniture specification and details.





1. Place additional seating along the street. 60m spacing where possible.
2. Amalgamate parking signage and create parking zones.
3. Increase bicycle parking and place parallel to the street.
4. Increase the frequency of rubbish and recycling bins on the street to reduce occurrence of littering
5. Bundle power to reduce visual intrusion of power lines in front of heritage facades
6. Install LED luminaires to provide an even and environmentally responsible street light source
7. Maintain a minimum 1.5m clear zone for pedestrians



Standard City of Yarra seat

Example of power bundling in Chapel Street, Prahran

OUTDOOR TRADING

Objective

Footpath trading including dining and the display of goods can make a positive contribution to activation and liveliness of the street.

The extent of permitted footpath trading needs to be carefully balanced to:

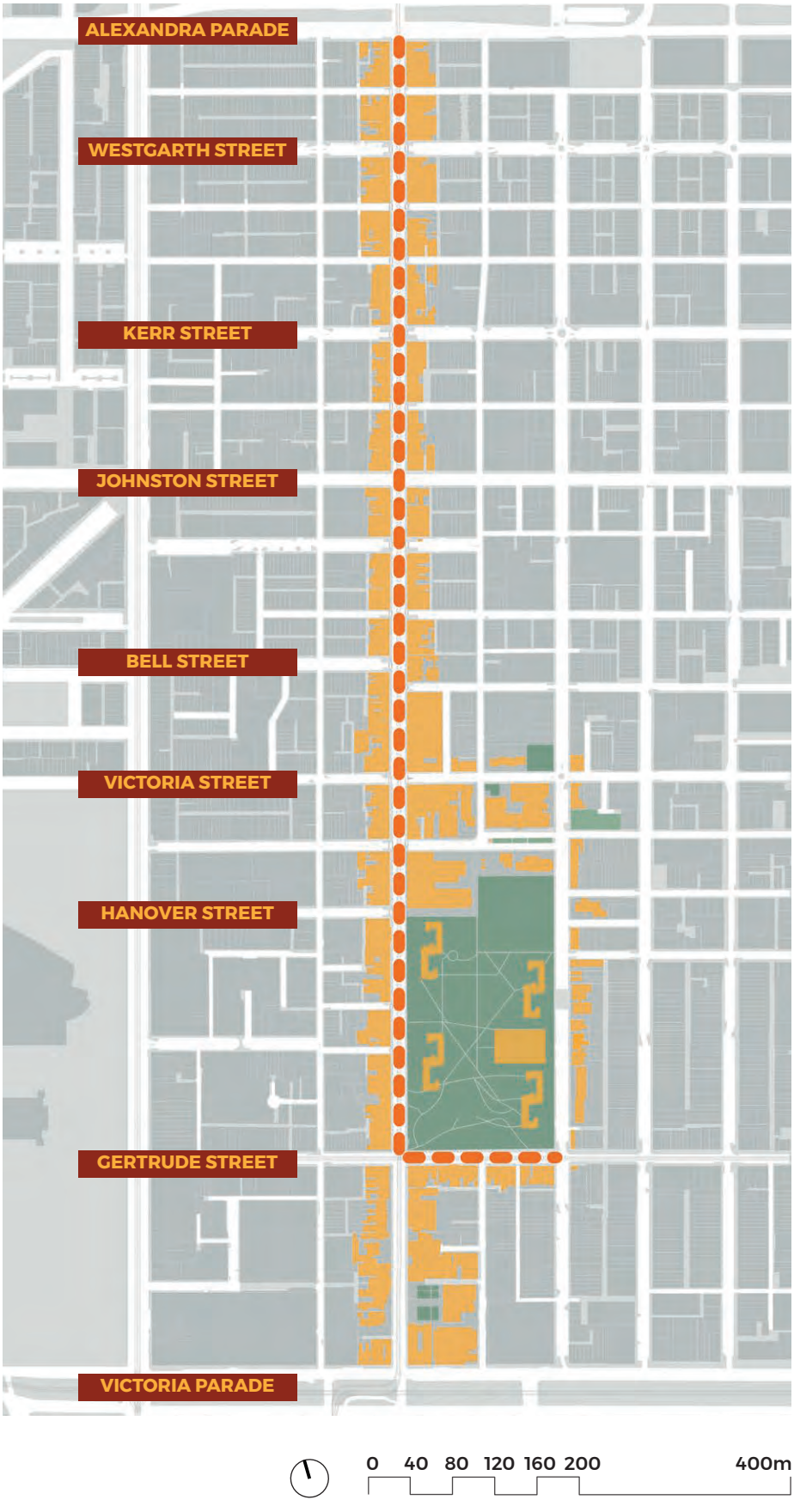
- Prioritise clear and unobstructed movement for pedestrians
- Reduce the risk of privatisation of public space
- Make greater allowances for public furniture including seats, bins and bicycle racks to be placed along the length of Brunswick Street

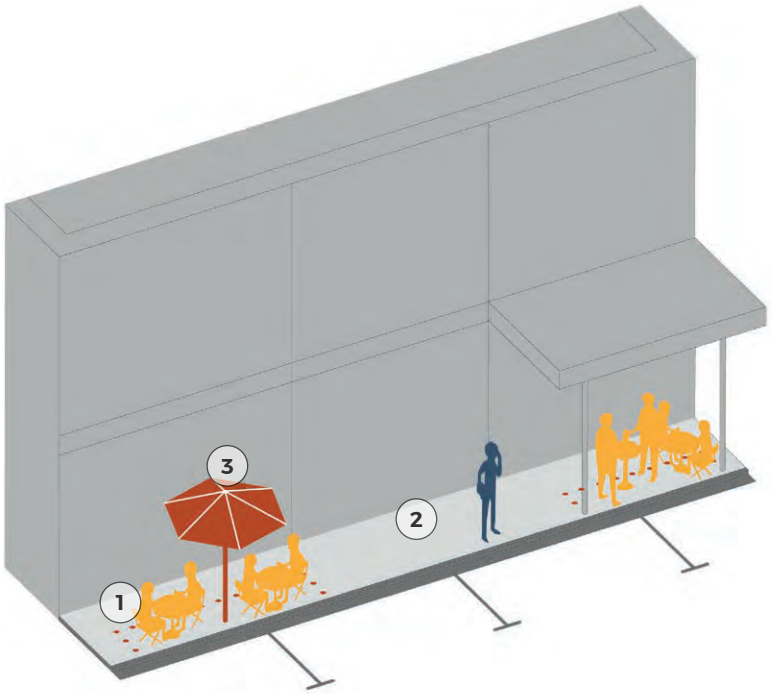
Design Initiatives

Encourage traders to continue to enrich the eclectic nature and amenity of Brunswick Street through:

- High quality signage and visual merchandising
- Provision of planting by traders as part of out fitments to add greenery to the street
- Discouraging advertising on temporary barrier screens
- Providing incentives to promote seasonal trading events
- Encourage traders to use outdoor furniture which adds character and is attractive and robust
- Install paving markers to delineate footpath trading areas and maintain clear pedestrian zones
- 50% public spaces at intersecting street corner outstands when reviewing footpath trading applications.

Refer to the City of Yarra Footpath Trading Policy for additional design information.

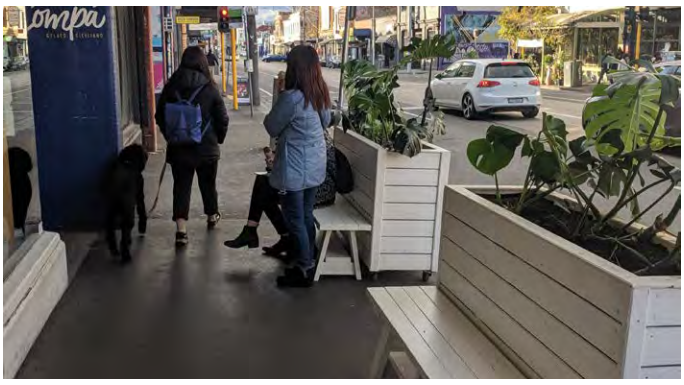




1. Paving makers to delineate areas of pedestrian movement and outdoor trading zones and maintain at least 1.5 m clear pedestrian access.
2. Maintain clear zones along building facades for access and pedestrian movement
3. Council should only authorise outdoor furniture and fitments which furniture placed on the street by traders

Open light furniture with warm materials

Structure to define outdoor trading area



Bespoke furniture with planting encouraged

Correct scale of furniture based on footpath width

PAVING

Objective

Asphalt is the paving type of choice along Brunswick Street. This assists in highlighting the colourful and eclectic thresholds to adjacent buildings as well as proving a robust and flexible surface that allows for easy services access which appears to be required constantly.

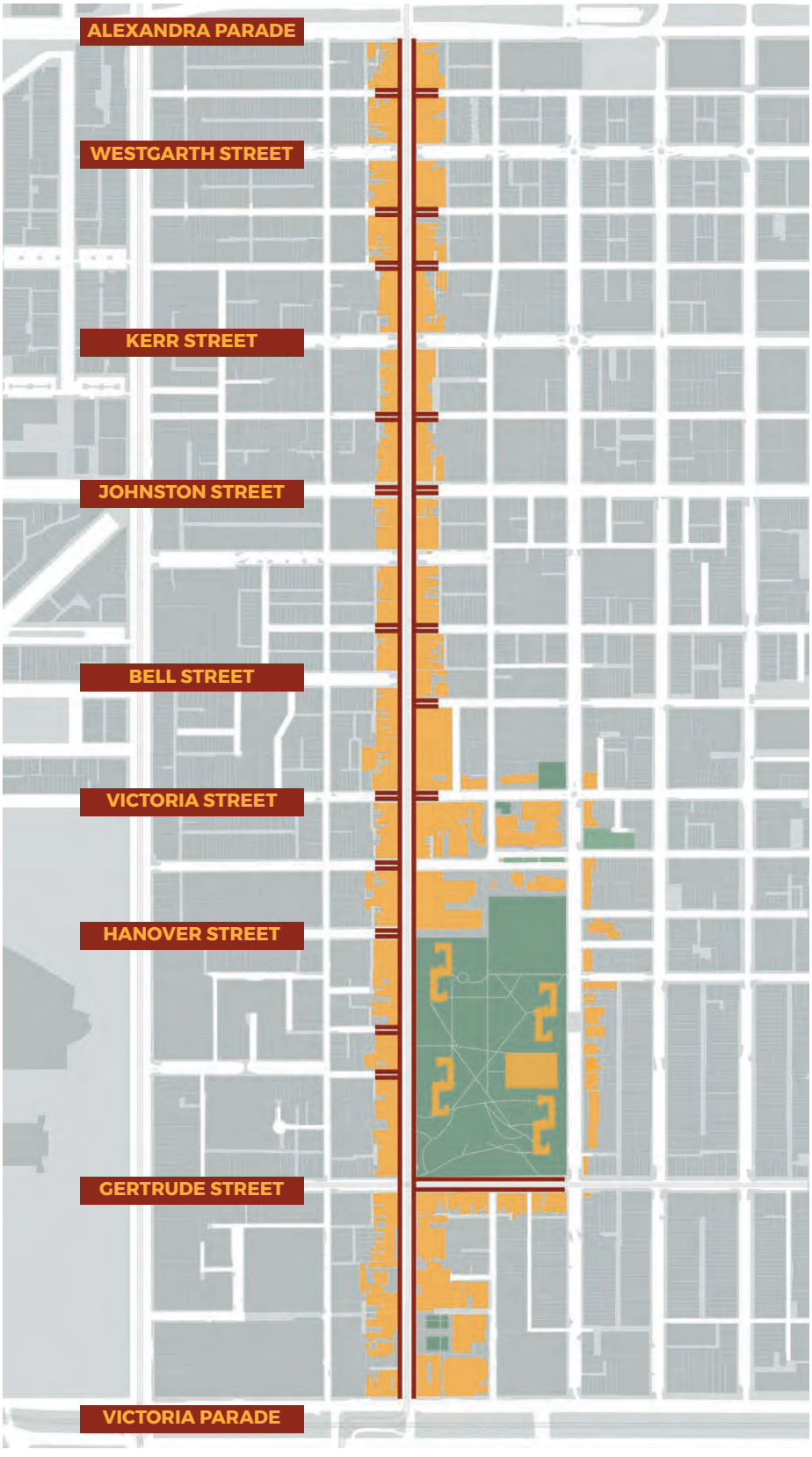
Heritage bluestone kerbs should be maintained and reinstated in areas of new works.

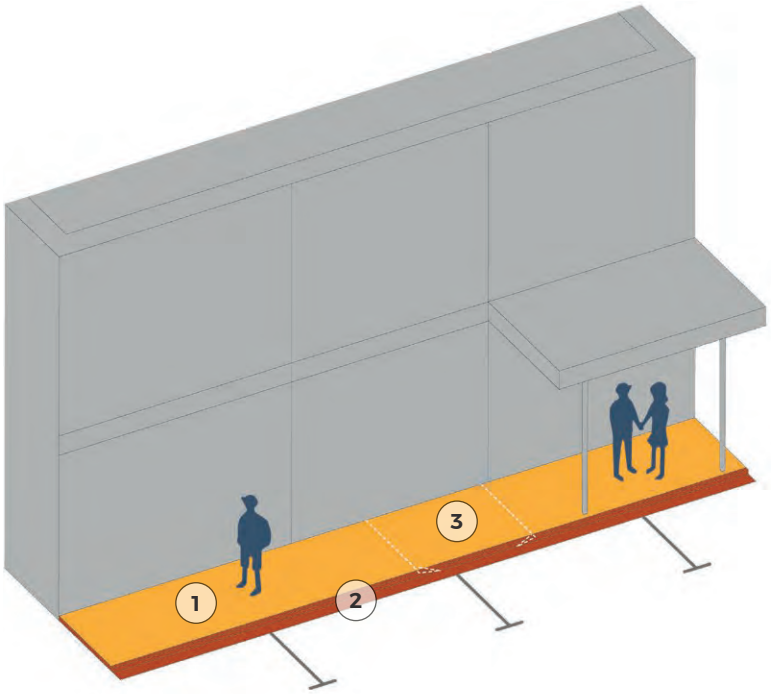
An easy and immediate improvement could be made through the removal of redundant vehicle crossovers through out the street and rationalisation/ reduction of the unnecessarily wide crossover in front of St Mary of the Cross Square to improve pedestrian accessibility.

Feature paving is to be reserved for outstands at street intersections which will relate to the character of the outstand. The extent and type of feature paving will be determined by existing services and maintenance requirements.

The raised crossovers installed in 2017 will be retained. Tactile indicators should be upgraded to meet City of Yarra standards.

There are some sections of Brunswick Street which still retain the heritage bluestone kerb and channel which should be retained. Any new works to areas with concrete kerbs should reinstate heritage bluestone kerb and channel along the length of Brunswick Street.





1. Maintain asphalt paving along the street.
2. Reinstate Heritage bluestone kerb and channel to length of street
3. Remove redundant vehicle crossovers and replace with asphalt paving and adjacent kerb type

Refer to City of Yarra Public Domain Manual: Technical Notes for furniture specification and details

Don't fix it if it isn't broken!

THE OUTSTANDS

Objective

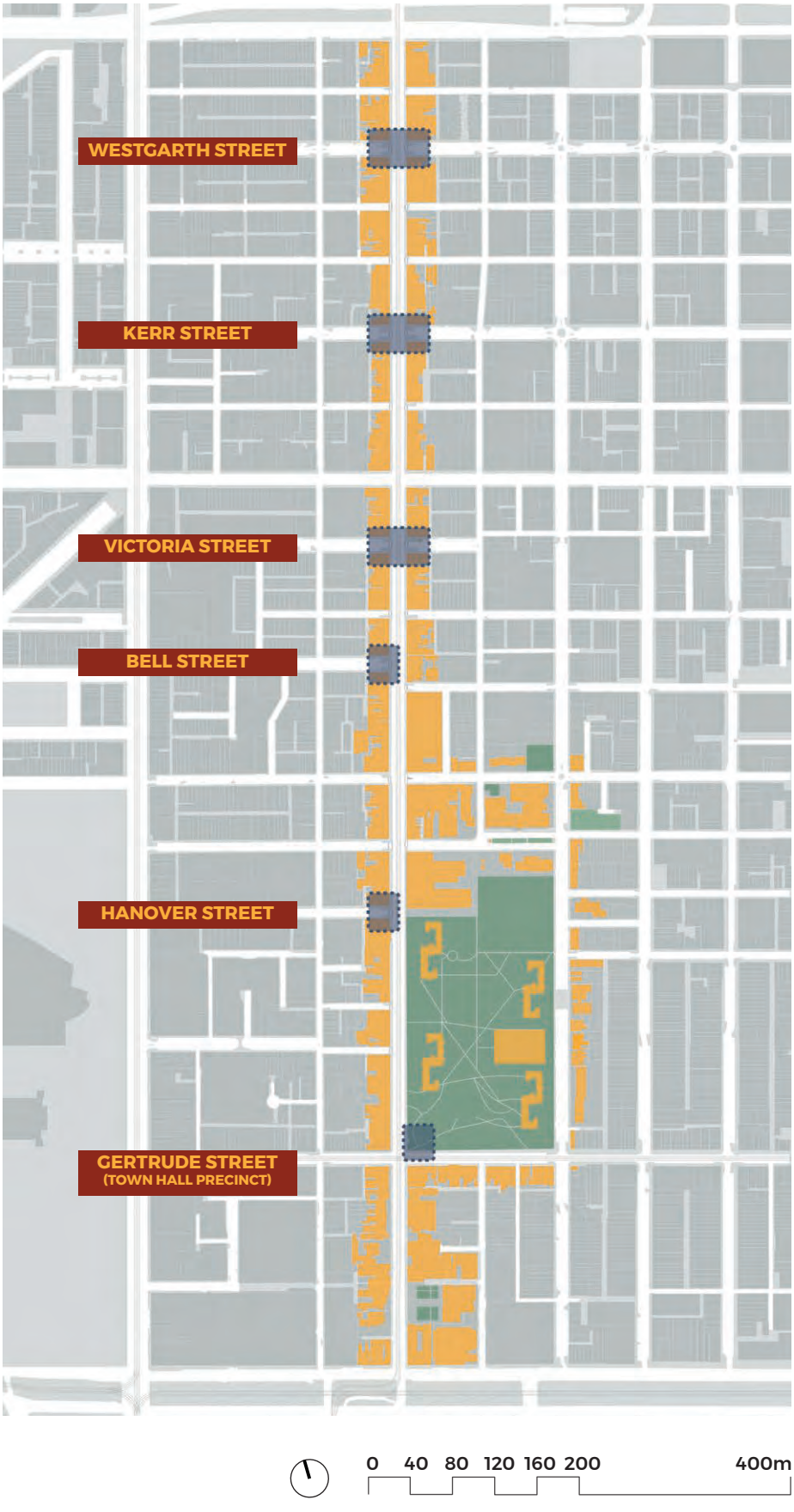
Establish a suite of smaller projects at key outstands and corners along Brunswick Street which makes the most of essential additional space not available in the typical footpath width of Brunswick Street.

The locations identified do not preclude upgrades to other corners in the future. Some of these spaces are already fully occupied currently by outdoor dining and temporary structures permitted by Council and may in time become future opportunities.

Design Initiatives

Punctuate the length of the street with smaller pedestrian friendly gathering places that provide:

- Attractive planting- in-ground, horizontal and vertical
- Bespoke seating that is diverse in type and arrangement for multiple modes of use
- Opportunity for public art including art by local Aboriginal and Torres Strait Islander artists
- Public toilet upgrades, in line with The Public Toilet Strategy -potential for one new toilet in north precinct subject to consultation
- A fair balance of area dedicated to permits for outdoor dining and those maintained for public use at each outstand
- Light for both safety and ambience or creative effect
- In built power infrastructure that could support busking/ outdoor performance/community activities
- Special paving treatments that incorporate colour and crafted elements
- Small high quality structures
- Play and engagement with children
- A celebration of local identity and heritage
- Opportunity for street furniture to use sustainable materials
- Additional bicycle parking



A LONG HISTORY OF THE USE OF CERAMICS COULD FORM A UNIQUE OVERRIDING THEME FOR NEW PROJECTS AT THESE INTERSECTIONS

The Outstand projects should continue to build on the individual and eclectic character of Brunswick Street.

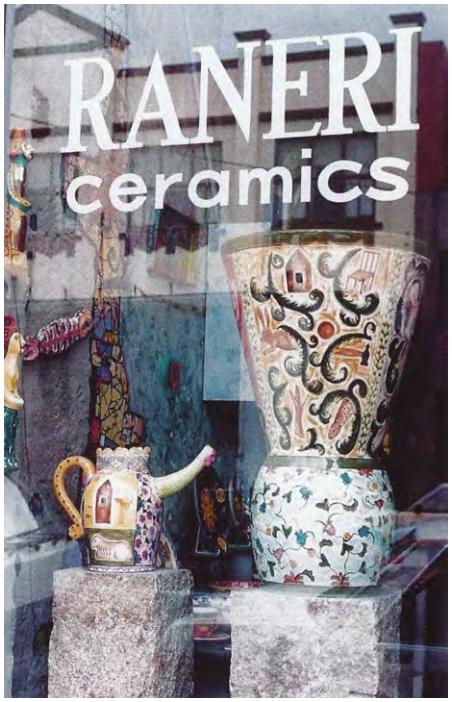
Brunswick Street has a long standing association with the use of ceramics and presence of ceramic artists in one form or another since the 19th century including:

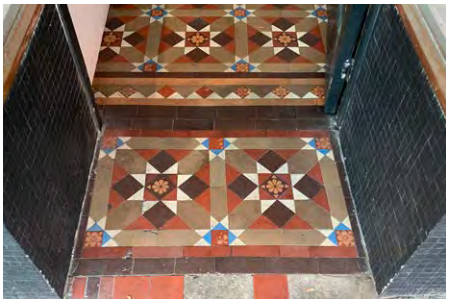
- Vitrified tesselated Victorian and Edwardian tiling at door thresholds
- Glazed coloured tiles on shopfronts and historic pubs and hotels including the Provincial and Labour in Vain amongst others.
- Pigtale Pottery established in 1982 housed a womens ceramic collective for over 10 years
- Raneri Ceramics which was located on Brunswick Street from 1983 - mid 90's and lives on in the four mosaic benches
- Deborah Halpern lived above Black Cat Cafe for a number of years

The commissioning of new works at the outstands could incorporate briefed requirements to explore the use of contemporary ceramics in public space. There is also an artwork, "The Lovers" that was originally located on Brunswick Street and is currently stored by the City of Yarra that could be put back into the street if vertically mounted.

This would differentiate Brunswick Street projects from others in the surrounding area.

The choice of ceramics as a theme is deliberately open ended and allows for multiple interpretations from a range of cultural backgrounds, traditions and perspectives.





THE BOWER : A GARDEN GATEWAY

WESTGARTH STREET: EAST

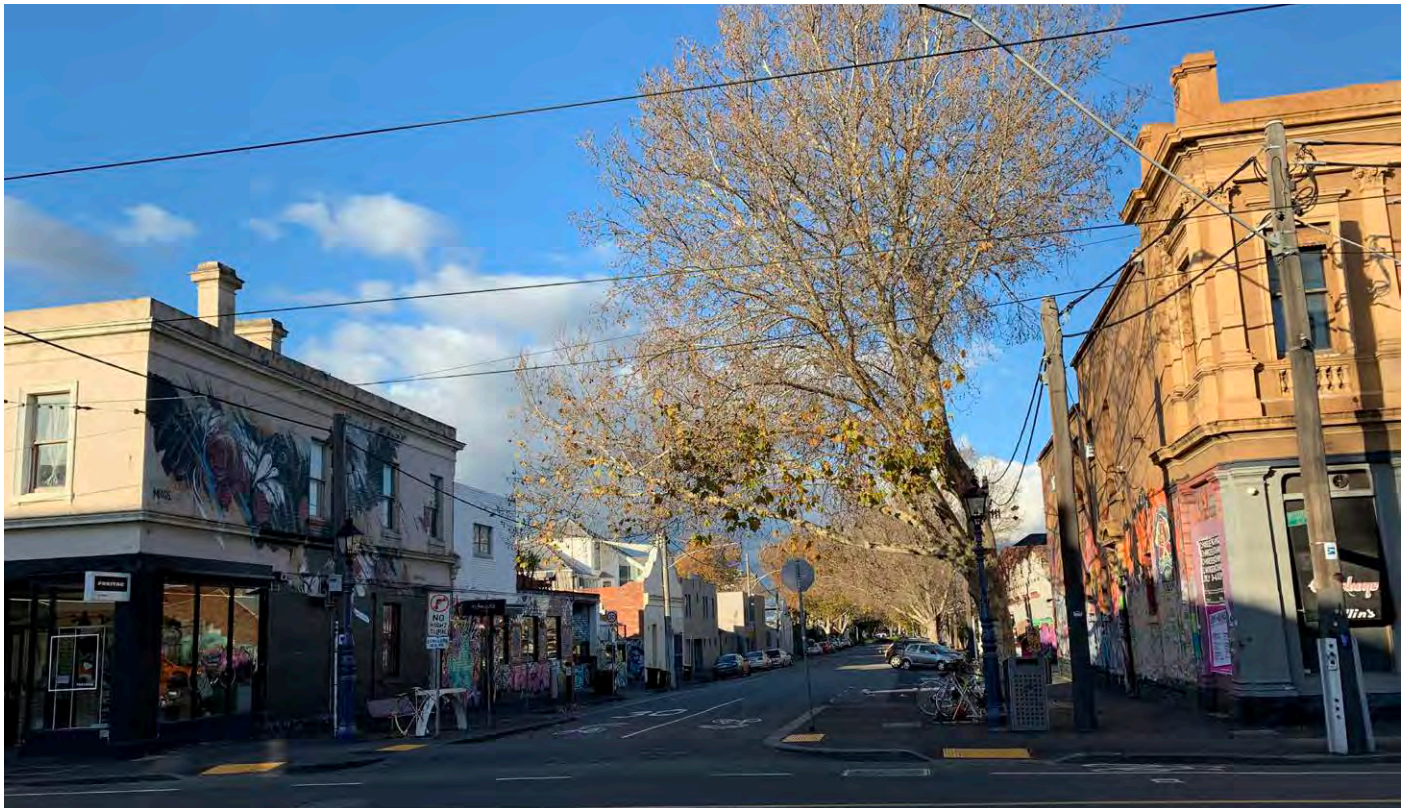
1. Garden planting surrounding seating niches
2. Arched pergola to define space and provide a structure for flowering vines to provide colour and seasonal change.
3. Textured intricate paving pattern to reinforce overall ceramic thematic
4. Retain heritage lamp post and additional feature lighting opportunities explored

   Opportunity to relocate Bronwyn Snow's 'Shine on me' bench from the Fitzroy Nursery site (scheduled for redevelopment) to this location.

Explore opportunities for bike parking within the outstand or the first car parking space at the back of the outstand

Any future feasibility and design work for this intersection to consider potential opportunities for a new public toilet in this area in line with Yarra's Public Toilet Strategy.

EXISTING CONDITION



OTHER IDEAS AND EXAMPLES

Seating immersed in a garden

Draws on and aims to replace the visual contribution of iconic Fitzroy Nursery which is scheduled for demolition.

WESTGARTH STREET: WEST

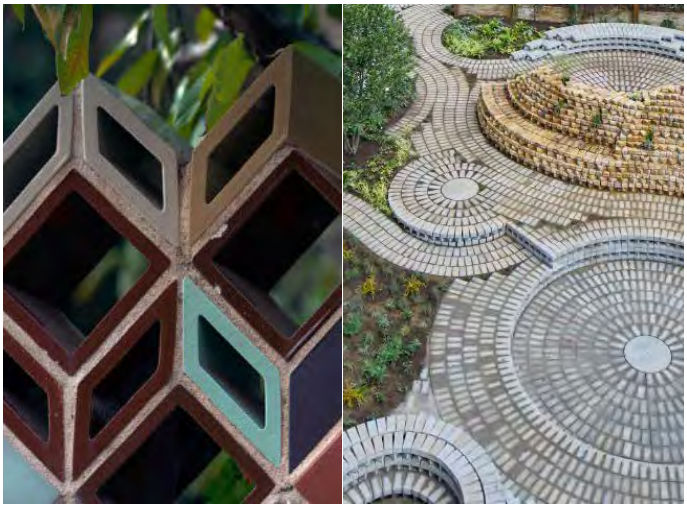
1. Existing Raneri bench is retained and is now semi encircled in planting
2. Arches for flowering vines, to frame views and define resting
3. Long continuous winding bench provides group or single seating with a variety of outlooks
4. Textured intricate paving pattern to reinforce overall ceramic thematic
5. Opportunity for sculpture within the garden to allow for further engagement with public art on the street
6. Retain heritage lamp post and additional feature lighting opportunities explored

Explore opportunities for bike parking within the outstand or the first car parking space at the back of the outstand

Any future feasibility and design work for this intersection to consider potential opportunities for a new public toilet in this area in line with Yarra's Public Toilet Strategy.

EXISTING CONDITION

OTHER IDEAS AND EXAMPLES



Example of intricate brick and tile paving patterns

Garden arches with climbing planting

A PUBLIC PLATFORM : A SOCIAL SPACE IN THE MIDST OF ALL THE ACTION

KERR STREET: EAST

1. Raised furniture element. Allowing for both substantial seating of groups and also for street performance and busking
2. Raised platforms around existing tree for protection and additional seating
3. Smaller seating elements define area for crossing
4. Flexible spaces remain for outdoor trading. Explore the removal of the existing structure to open up this public footpath whilst still allowing for footpath trading
5. Textural paving pattern defines the outstand from the street
6. Retain Heritage lamp posts, and add additional lighting to provide colour and feature illumination of seating elements.

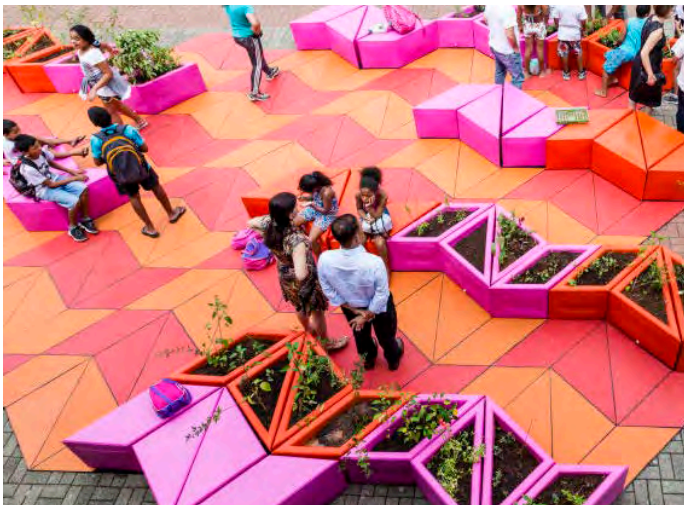
Explore opportunities for bike parking within the outstand or the first car parking space at the back of the outstand.

Any future feasibility and design work for this intersection to consider potential opportunities for a new public toilet in this area in line with Yarra's Public Toilet Strategy.

EXISTING CONDITION

OTHER IDEAS AND EXAMPLES

Flexible furniture for social seating and performance



Colour and tessellation to define spaces for activity

KERR STREET: WEST

1. Allow for continuation of outdoor trading in the outstand, but also introduce some public seating around existing trees,
2. Raised platforms around existing tree for protection and additional seating
3. Textural paving pattern defines the outstand
4. Retain public art work: *The Upper Room's Outer Space*
5. Retain Heritage lamp posts, and add additional lighting to provide colour and feature illumination of seating elements.

   Explore opportunities for bike parking within the outstand or the first car parking space at the back of the outstand.

   Any future feasibility and design work for this intersection to consider potential opportunities for a new public toilet in this area in line with Yarra's Public Toilet Strategy.

EXISTING CONDITION

OTHER IDEAS AND EXAMPLES

Flexible furniture with multiple modes of use around existing planting

Colour and crafted surfaces to define the outstand

A PUBLIC LOUNGE UNDER A COLOURFUL SUSPENDED DISPLAY FOR ACTIVATION DAY AND NIGHT

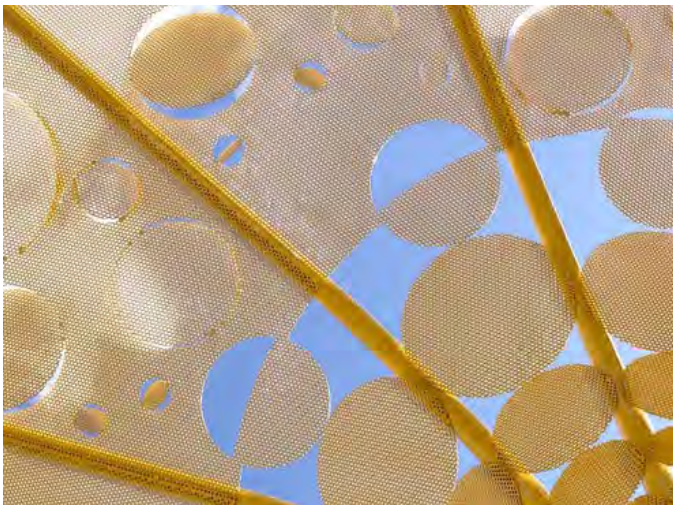
VICTORIA STREET: WEST

1. Introduce a catenary lighting system framing the wide view down Victoria Street. The catenary light could be a new artwork in conjunction with the other initiatives.
2. New intricate detailed paving to delineate seating areas
3. Create a public lounge by adding new seating elements that allow for seating in groups around the Raneri benches as well as opportunities to orient out to the street
4. New areas of planting to define seating zones
5. Retain Heritage lamp posts

Explore opportunities for bike parking within the outstand or the first car parking space at the back of the outstand

EXISTING CONDITION

OTHER IDEAS AND EXAMPLES



Articulated canopy above the street adds interest, colour and projects shadows onto the ground below

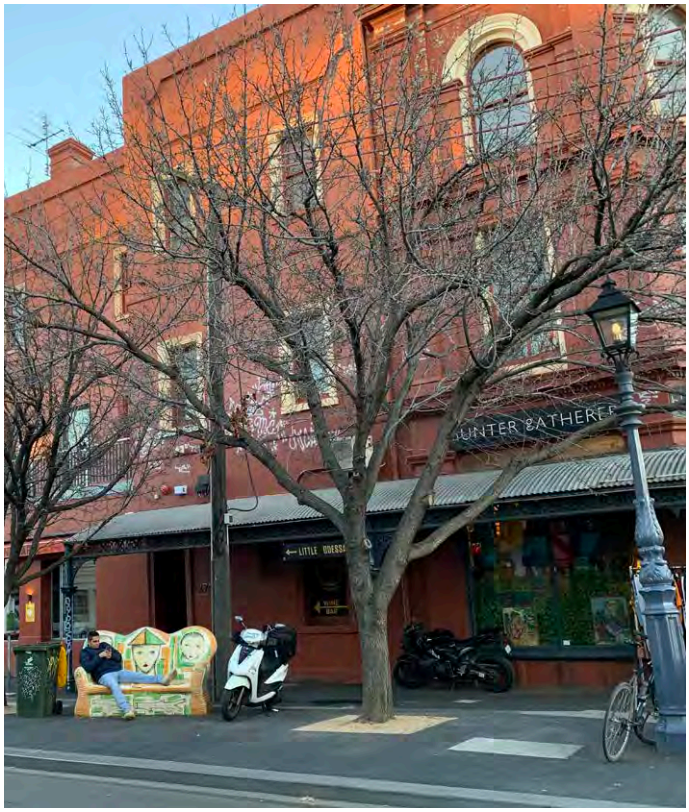
Light projection animates the ground plane at night

VICTORIA STREET: EAST

1. New intricate detailed paving to delineate seating areas
2. Retain existing mature *Pyrus calleryana* 'Bradford.'
3. Protect trees with increased garden bed / permeable surface area.
4. Create a relationship between the new geometries of seating and pavement and the existing Raneri bench to give the art work a bold and colourful new setting. Include feature lighting for inviting night time ambience
5. Maintain area for outdoor dining but remove unattractive planter boxes and replace with seating/ and or a immersive pergola structure that allows for public occupation adjacent to licensed area

Explore opportunities for bike parking within the outstand or the first car parking space at the back of the outstand

EXISTING CONDITION



OTHER IDEAS AND EXAMPLES

Pavilions that can support public use and delineate outdoor dining spaces

Seating that allows multiples ways of occupying the space

THE SUN LOUNGE: A SPACE WHICH MAXIMISES SOLAR ACCESS FOR REST AND PLAY

BELL STREET: WEST

1. A platform for sunning, lounging and gathering
2. Explore new feature planting to provide a moment of difference and a focal point in the street
3. New feature pavements with a high level of craft and custom materiality
4. Rope hammocks are playful for both adults and children
5. Retain heritage lamp post and additional feature lighting opportunities explored

   Explore opportunities for bike parking within the outstand or the first car parking space at the back of the outstand

EXISTING CONDITION

OTHER IDEAS AND EXAMPLES

Integrated lounging furniture and planting

Places for relaxation and play

HANOVER STREET

HANOVER STREET WEST IS AN EXAMPLE OF WHAT CAN BE ACHIEVED ON NARROWER SIDE STREETS

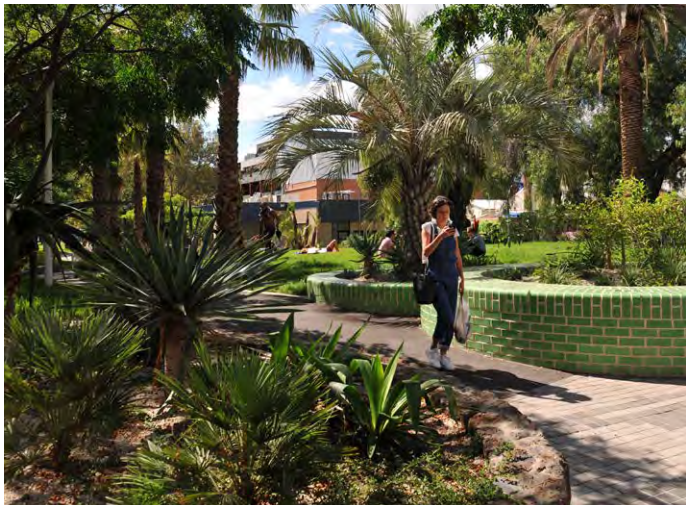
1. Planting beds extended where possible and planted with diverse, robust and attractive species. Integrate new seating where possible.
2. Retention of outdoor trading area
3. Explore opportunities for bike parking within the outstand or the first car parking space at the back of the outstand

Any public realm improvements here should consider the feasibility work for upgrading the Condell Street toilet nearby and if there is merit in relocating the toilet closer to the Brunswick Street corridor.

EXISTING CONDITION

OTHER IDEAS AND EXAMPLES

Neighbourhood seating structures



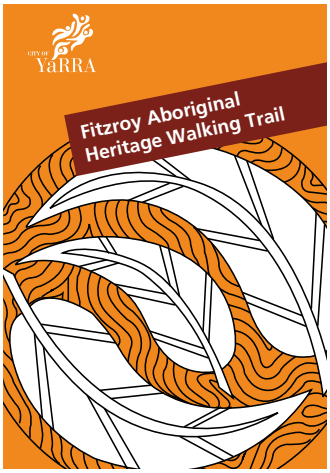
Example of robust plantings that move beyond a municipal approach to bedding out in one species

TOWN HALL
THIS STONE
WAS LAID BY
R.W BEST ESQ.R J.P.
MAYOR
1ST DECEMBER 1868.
CLIMATE EMERGENCY: WE COMMIT TO URGENT ACTION

TOWN HALL PRECINCT

TOWN HALL PRECINCT HISTORY

"From the 1920's, Gertrude Street established itself as an important hub for Aboriginal people, accommodating a number of community-led health and welfare facilities and meeting places. To commemorate the area's Aboriginal history, a walking trail has been created to encourage people to visit the many institutions and community led facilities that used to operate in the area"



City of Yarra: PO Box 168, Richmond VIC 3121
T 03 9205 5555 F 03 8417 6666 TTY 03 9421 4192
Interpreter Services: 03 9280 1940
E info@yarracity.vic.gov.au W www.yarracity.vic.gov.au

10 George Wright Hostel

66 George Street

Established as a half-way house by Aboriginal Hostels Limited and the Victorian Aboriginal Health Service in 1974, this building was officially named the George Wright Hostel in 1986. The shelter was initially set up in response to the many homeless men in and around Fitzroy. Over the years, the Hostel has played a vital role in helping homeless men in the Fitzroy area to get back on their feet by providing access to basic services including health, welfare and employment. For many who have stayed here, the Hostel has served as anything from a sanctuary from life on the streets to a starting point for linking back into the broader society. The Hostel was named after George Wright, one of Fitzroy's 'lane boys', a homeless man and a well-known local identity.

11 Nindeebiya

99 George Street

Established in 1983, the Nindeebiya Workshop was a local community meeting place where Aboriginal people could gather to practise arts & crafts, play sports and have a meal. Its doors opened early in the morning to catch the street mob and Parkies – serving breakfasts of tea, toast and hot porridge. Art & craft pursuits included screen printing, enamelling copper jewellery and leather crafts, as well as didgeridoo and boomerang making. Nindeebiya had an open door policy and welcomed anyone — Aboriginal or otherwise — in need of some help or direction. It was known as a place where the mob felt at home amongst their family members; a safe, welcoming space that became an important community hub. Key Nindeebiya staff included Jan Chessels, Maxine Briggs and Jack Charles, who always offered a friendly smile and welcoming hand to those in need.

12 Builders Arms Hotel

211 Gertrude Street

The Builders Arms Hotel was an important Aboriginal social and political gathering place from the 1940s until the 1980s. Together with other hotels along and around Gertrude Street including the Napier, the Rob Roy and the Royal (now closed), the Builders was frequented by Aboriginal community people who were not as keen on church–run activities, and instead preferred to mix with their mob over a quiet drink. It was in such pubs that Aboriginal people mixed with the Fitzroy milieu and forged friendships with the long term residents and post–war immigrants who also populated the area. Many older members of Melbourne's Aboriginal community retain fond memories of the Builders Arms Hotel which became known nationally as the 'Black Pub of Melbourne', the place to go and meet up with your mob, whether you were a local, or visiting from the country or interstate.

14 Koori Kollij

42 Cambridge Street, Collingwood

Established in 1982, Koori Kollij was an Aboriginal health worker training program that forged new and enduring standards of Aboriginal healthcare in Australia. Born from the philosophy of Aboriginal control of Aboriginal affairs, the 'kollij' was created to ensure that Aboriginal people were an integral part of healthcare within their communities. A venture of the Victorian Aboriginal Health Service, the first intake attracted thirty Aboriginal students. With enrolments from across the country, graduates returning to their communities were able to share newly learned skills and implement important changes to health service delivery. While focusing primarily on health worker training, course offerings soon expanded to include politics of health, media, art and music. Koori Kollij was a place where many students first learned of their country's history and how to create positive changes for their people. Many graduates continued on to fulfil senior leadership roles in their communities.

15 Victorian Aboriginal Co-operative Limited

108 Smith Street

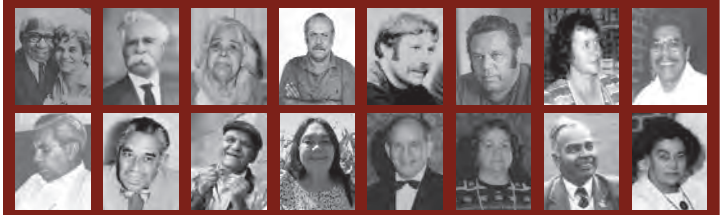
Established in 1976, the Victorian Aboriginal Co-operative Limited provided local housing and welfare services to the Aboriginal community of Melbourne. The Co-op was directly involved in, or provided its meagre resources towards, the establishment of a number of Aboriginal community–controlled organisations and services such as the Fitzroy Stars Aboriginal Youth Club Gymnasium Incorporated, Koori Kollij, Aboriginal History Program, Melbourne Aboriginal Community Youth Support Scheme, Eric McGuiness Study Centre, Victorian Aboriginal Education Association, Aboriginal Housing Board of Victoria, Melbourne Aboriginal Education Association, Camp Jungai, Melbourne Blacks Basketball Club, Yappera Childrens Services, Victorian Aboriginal Youth Sport and Recreation, National Council of Aboriginal and Torres Strait Islander Women, and the Koori Kitchen.

16 Pastor Doug Nicholls Church of Christ

258 Gore Street

In 1943, Pastor Doug Nicholls and his wife Gladys Nicholls, with support from the Church of Christ, established a church service that attracted a devoted Aboriginal congregation and famous international guests. Pastor Doug Nicholls remained Pastor until 1970 and he became a great leader for the Aboriginal and Torres Strait Islander people of Australia. In 1962 he was named Victorian Father of the Year; in 1969 he was proclaimed 'Bapa Mamus' (Headman) by the Torres Strait Islander people; in 1972 he became the first Aboriginal person to be knighted; in 1976 he became Governor of South Australia; in 1979 he was crowned King of Moomba; in 2007 a statue of Pastor Sir Doug and Lady Gladys Nicholls was unveiled in Parliament Gardens, Melbourne; and in 2008 the Nicholls family launched Dungulla Wamayirr (River People) Exhibition on the Life of Pastor Sir Doug and Lady Gladys Nicholls.

Some Important Figures in Fitzroy's Aboriginal History



Top Row (L–R): Pastor Sir Doug Nicholls & Lady Gladys Nicholls, William Cooper, Margaret Tucker, John McGuinness, Bruce McGuinness, Joe McGuinness, Alma Thorpe, Jock Austin
Bottom Row (L–R): Eric Onus, William Onus, Herb Patten, Bunta Patten, Alex Jackomos, Merle Jackomos, Stewart Murray, Mollie Dyer

The Aboriginal History of Fitzroy

Dispossession and Dispersal of the Wurundjeri (Woiwurrung) People

The Wurundjeri (Woiwurrung) people before contact lived, worked and looked after the land in the area now known as Fitzroy since the beginning of time. The cities of Fitzroy and Collingwood now stand on these traditional lands.

The settlement and development of the city of Melbourne impacted heavily upon the Wurundjeri people. Dispossession of land, dislocation, frontier clashes, massacres and the impact of introduced diseases saw a dramatic decline in Aboriginal populations of the area. In 1835, Wurundjeri 'Ngurungaetas' (or tribal leaders) Billibellary and Bebejan were tricked into signing a treaty (later deemed invalid by the English government) with visiting businessman, John Batman, that signed over a large portion of Wurundjeri land in exchange for gifts such as flour, blankets and steel axes.

As the government tried to assimilate Aboriginal people into white society, the Wurundjeri people were encouraged to move to the Merri Creek Protectorate Station. When this failed, people were moved to the Acheron Mission Station, and later to Coranderrk (run by the Aboriginal Protectorate Board), near Healesville (see map below). Coranderrk was closed in the 1920s by the government, but some of the Wurundjeri refused to leave and stayed on.

Fitzroy Aboriginal Community

Despite the effects of colonisation, Aboriginal people and culture survived and the strong bonds between families and clans could not be broken. From the 1920s onwards, the Aboriginal community of Melbourne began to steadily increase with the wave of Aboriginal people coming straight from the missions such as Thomas James, Grace Brux, Margaret Tucker, Martha Nevin (Wandin, Wurundjeri women) and William Cooper, who moved to Fitzroy from Cummeragunja between 1920 and 1935.

By the 1950s, Fitzroy supported a community of more than 300 Aboriginal people, with many living in surrounding inner city suburbs. Fitzroy not only became the largest Aboriginal community in Victoria, it also became the social and political hub of Aboriginal Melbourne.

Yarra City Council acknowledges the Wurundjeri people as the Traditional Owners of the country within the council's boundaries. Today they remain the custodians of the cultural heritage of this land. Yarra City Council also acknowledges that many Aboriginal and Torres Strait Islander people have lived, worked and contributed to the cultural heritage of Yarra.

Brunswick Street - New Town. Nr. Melbourne from the front of our house. June 1841, Sarah Susanna Bunbury, Source: State Library of Victoria

Gertrude Street Shops, including Nick's Hairdressing, Continental Medal handmade shoes, Phillip Rodgers, 1980's, Source: State Library of Victoria

1984 Fringe Arts Festival
Source: State Library of Victoria

Moor Street, Fitzroy, from Smith Street to Gore Street - south side.
Committee for Urban Action (Melbourne, Vic.) 1970
Source: State Library of Victoria

ANALYSIS AND OPPORTUNITIES

TOWN HALL CIVIC PRECINCT

The Town Hall Precinct is seen as the civic hub of the area covered by the masterplan and has much potential to be improved with an increase in the quality and quantity of open spaces and improved pedestrian connections.

A number of important community facilities are co-located in the precinct including the Fitzroy Police Station, Fitzroy Library, Connie Benn Centre (a family and childrens' hub), Yarra Youth Centre, Fitzroy Legal Service, Florence Peel Centre, Acacia Fitzroy Crèche, Sacred Heart School, All Saints Church, Cubbies Adventure Playground and school as well as public parks.

Formal and informal public spaces are well used in the area, such as the Condell Street Community garden and the King William Street closure as additional recreational space for students of the Sacred Heart School.

The historically significant Fitzroy Town Hall, which is regularly used for events. presents a grand facade to Napier street and its forecourt accommodates much foot traffic for those travelling to the library and surrounding parks.

ATHERTON GARDENS PRECINCT

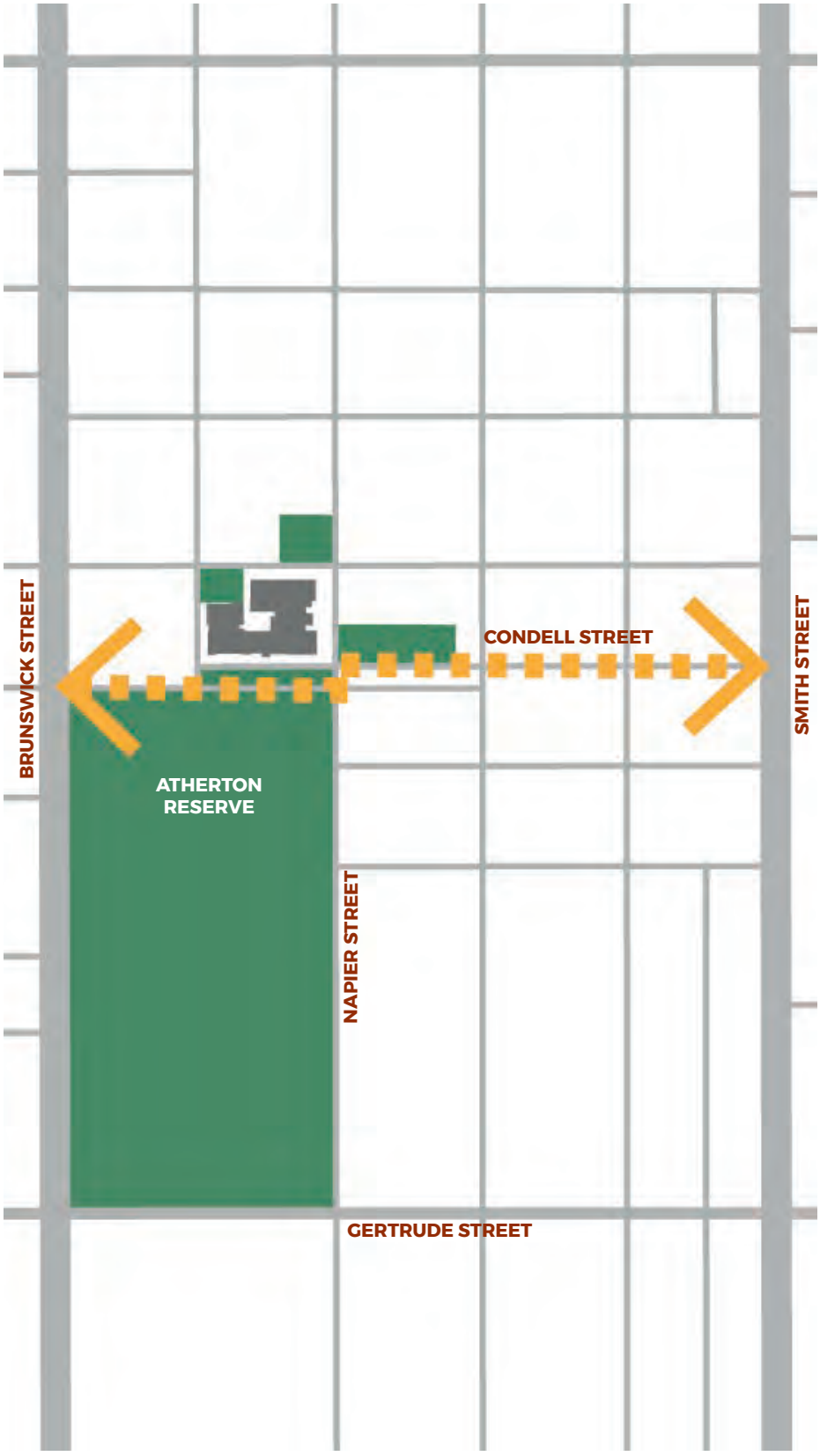
The masterplan scope includes the street interfaces with the residential Atherton Gardens Estate. Generally there is a fence at the property line with a number of small forecourts and car park entries on all sides.

Objective

Enhance the civic hub and gateway to the Brunswick Street activity centre through the provision of increased and improved public amenity and enhanced pedestrian and cycle connections.

Design Initiatives

- Increase planting in volume and species diversity
- Reconfigure streets and to expand public open space and provide greater opportunities play, community activities and establish an improved connection between Brunswick and Smith street.
- Upgrade to higher quality paving
- Investigate high quality lighting design and replace inefficient old sodium street lighting with new energy efficient LED luminaires
- Create a safer pedestrian and cycle experience, especially between community facilities and the Sacred Heart School
- Advocate for increased permeability, physical and visual, between the streetscape and Atherton Gardens
- Increase community amenity and structure open space to accommodate for future growth
- Upgrade existing public space to better connect to public buildings
- Celebrate Indigenous and Torres Strait Islander heritage Atherton Gardens. and highlight the Aboriginal Heritage marker
- Amplify the gateway to Brunswick street at Gertrude Street intersection
- Removing old furniture and replacing with a selection from the City of Yarra Public Domain Manual



Establish a mid-block link between Brunswick and Smith Street which prioritises pedestrians and cyclists day and night

KEY ISSUES AND OPPORTUNITIES

King William Street
King William Street is partially closed. At the intersection to Brunswick Street access is afforded to a rear laneway access and four fifteen-minute parking spaces and two one-hour spaces, along with the entry to Foodworks loading zone.

The remainder of King William Street is closed with removable bollards. Controlled access is currently provided for rubbish collection, access to All Saints Parish and Sacred Heart school car parking, along with occasional use as a site for a community soup van.

Students of the Sacred Heart School use the road during recess and lunch times as additional break out space due to the constricted area available on the school grounds.

At eastern end of road closure, there is a link to Atherton Gardens (alongside Cubbies). Many young people run or ride through the link and into the road space which is a safety issue that require resolution

The street comprises predominantly asphalt surfaces and existing street trees are planted directly in the road pavement and are in poor condition. Subsequently the street has little shade, no seating and little visual appeal beyond some of the fine Victorian halls that line the street.

King William Street provides the opportunity to develop a truly shared space that prioritises pedestrians and accommodates its many active uses in an attractive setting with increased amenity in the way of art, high quality pavements furniture and planting.

Condell Street
There is the opportunity to extend the widening of King William Street and connection through to Napier Street and beyond through the removal of the right of way and the creation of Condell Street as a one way street.

This would have the benefit of creating a significant new fifteen metre wide public space with excellent solar orientation, and could include an expansion of the community garden, additional shelters and community gathering facilities and a pedestrian route with new lighting and avenue planting.

The existing toilet is no longer compliant and requires upgrading, providing an opportunity for the toilet location to be reviewed.

Young Street
Young Street is a one way local access road with very poor pedestrian amenity. The footpaths on either side are very narrow, with the west side often obstructed with parked cars semi mounted on the path. A redress of parking arrangements is required to either extend a footpath on one side or alternatively investigate a shared street option.

Town Hall Forecourt
The forecourt currently presents as little more than an empty wide footpath of aged concrete, providing little amenity or civic foregrounding to the Town Hall. This feeling of neglect is further added to by the random placement of signs, poles, lights and bike racks throughout. There is little in the way of signage or information that describes the important history of this building.

The forecourt could be carefully upgraded in quality and arrangement to continue to support the many events and festivals that spill out into Napier Street along with just being a good place in which to enjoy sitting on the steps in the morning sun.

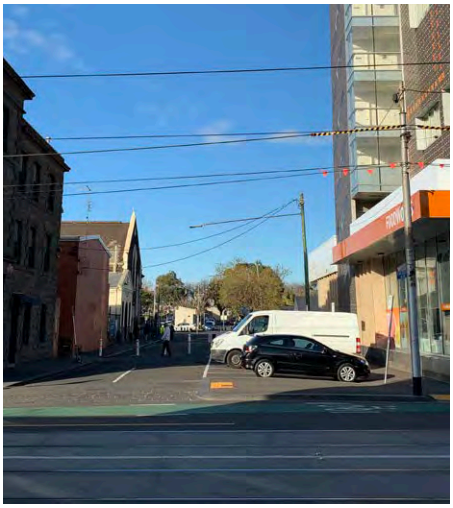
Moor Street
The Fitzroy Library is an important community resource but the entry is not readily visible or celebrated. Visitors to the Library often congregate in front of the library entrance but there is a narrow footpath. By widening the footpath through the removal of two car parks would provide additional space for seating and signage at the entry.

Town Hall Courtyard
The Town Hall courtyard is an unrealised gem. It is the disabled access route into the Town Hall but issues such as rubbish storage and collection, along with heritage surfaces and lack of adequate night lighting have prevented the space being utilised in a way which encourages occupation. Evaluating the potential for the Library to access the Courtyard should be investigated.

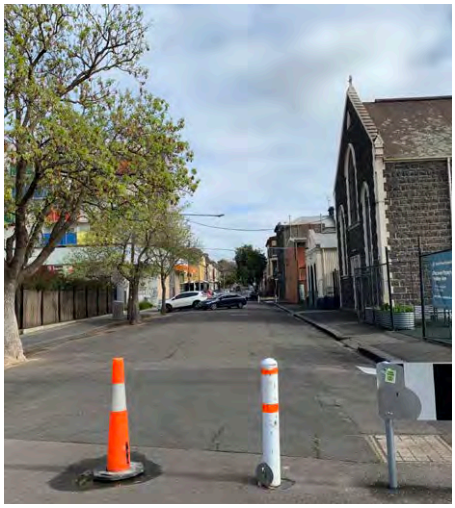
Florence Peel Reserve
The Florence Peel Centre is used every day for a variety of groups, including senior citizens and Atherton Gardens residents. With a north facing aspect this small pocket of land has the potential to provide a breakout and meeting space adjacent to the FItzroy Library. It currently has attracted a plethora of clutter including donation bins and share bike racks that could be located elsewhere to free up this space.

Yarra Youth Centre
The Yarra Youth Centre provides and important space for young people in this area requires improved linkages and wayfinding to other services in the Precinct.

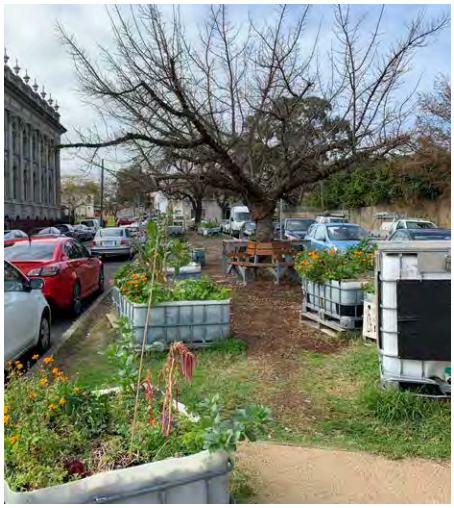
It is recognised that Napier Street is a well-used cycling route, however there are concerns about maintaining safe pedestrian access across Napier Street for people moving between the Youth Centre and Atherton Reserve.



King William Street connection is car dominated

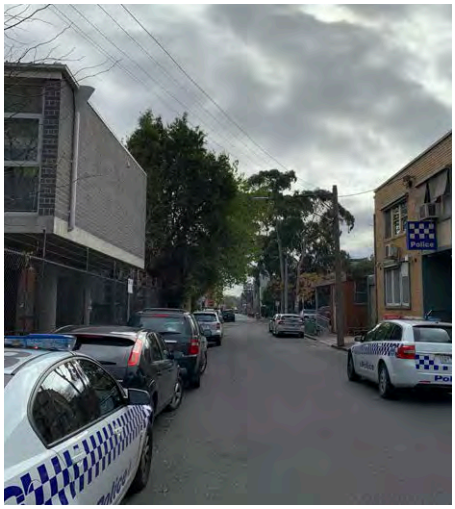


Controlled entry to King William

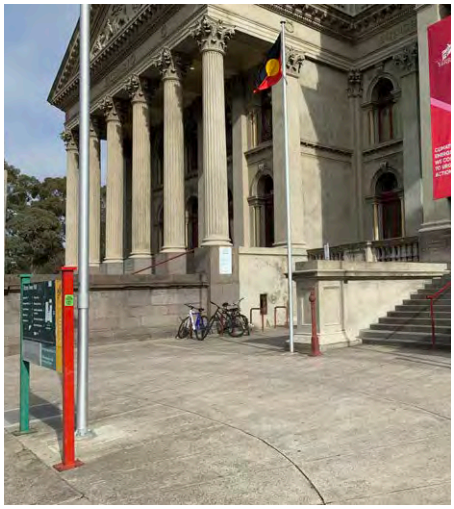


Community gardens have made a new positive contribution to the street

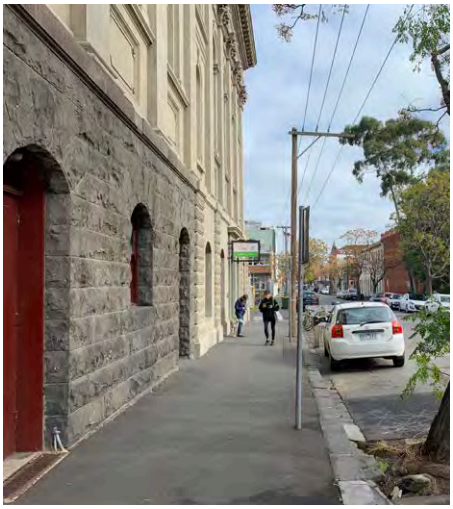
Existing amenity does not meet current access standards



Young Street has poor pedestrian amenity

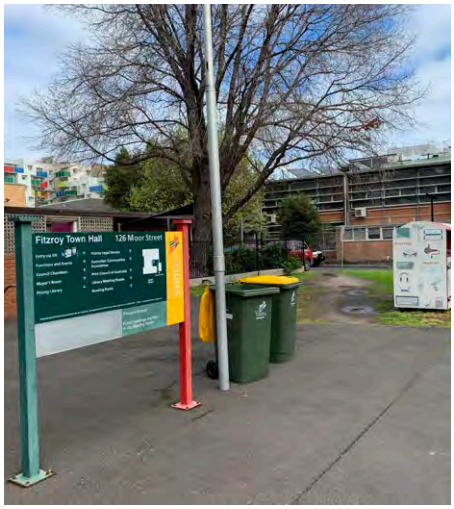


Fitzroy Town Hall forecourt has attracted a lot of clutter over the years



Fitzroy Library entry lacks visibility

Underutlised courtyard at the rear of the Town Hall



Florence Peel Reserve

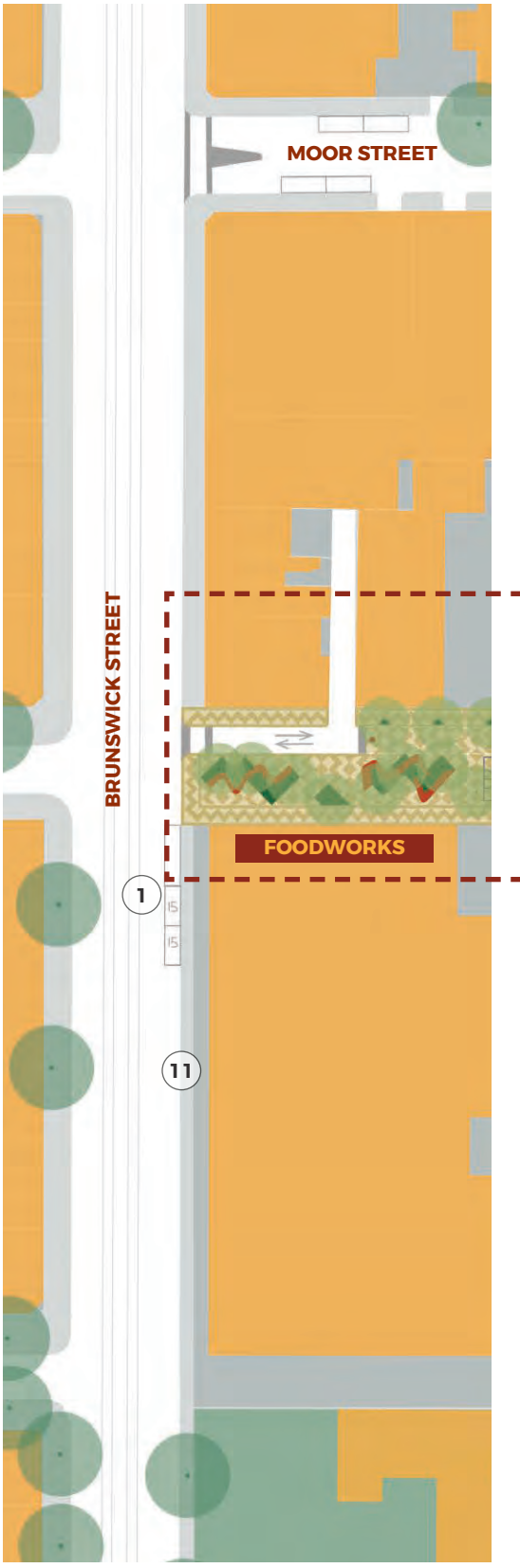
CIVIC PRECINCT DESIGN RECOMMENDATIONS

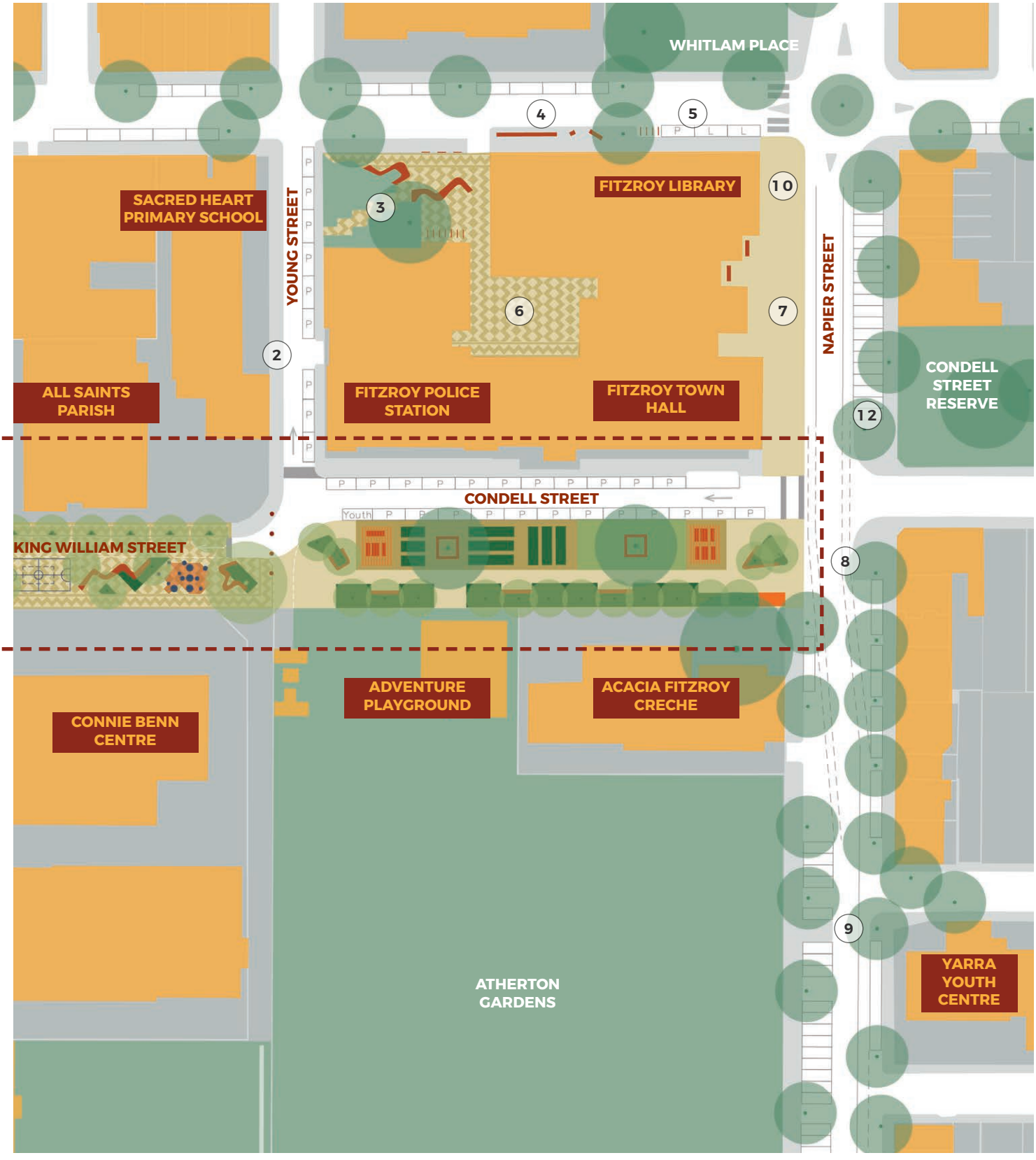
TOWN HALL CIVIC PRECINCT

There is significant opportunity to enhance the local streets in this precinct to provide improved public areas for the local community. These identified opportunities are highlighted on the following pages, and the images illustrate the potential of these spaces.

To achieve these ideas, some changes to the road space would be required. This could include the number of lanes, right of way and parking. For any ideas that are progressed further, feasibility work and close consultation with the community would be required to better understand the vehicle access and parking conditions and requirements, as well as their aspirations for the space.

1. Relocate 15 minute parking and loading bay to Brunswick Street and extend outstand. To be reviewed in wider parking strategy
2. Widen footpath on west side of Young Street and relocate parking to east side only. Could also be a raised road section
3. Remove two on-site car spaces and clutter and redesign this as a pocket park which links to the Fitzroy Library entrance. Consider opportunities to reposition/relocate clothing bins.
4. Remove two car parks and extend outstand to provide a more prominent entrance to Fitzroy Library, including trees, plant beds, seating and signage.
5. Locate permit parking for two Library vans in these spaces
6. Redesign courtyard as a new outdoor space that is linked to Town Hall activities
7. Replace asphalt and concrete pavements with high quality bluestone paving. Remove car parking and accommodate necessary vehicle access along the site frontage. Explore opportunities for seating, landscaping and facade lighting
8. Provide extended outstand for greater pedestrian connectivity
9. Provide extended outstands on either side of the street for safer crossing point for those travelling between Atherton gardens and Yarra Youth Centre
10. Develop an overall wayfinding and interpretation strategy for the precinct aiming to reduce signage clutter
11. Provision of more seating in front of community services and explore removal of tram shelter beneath awning
12. Investigate opportunities for e-charging points in the precinct




WHITLAM PLACE
SACRED HEART PRIMARY SCHOOL
YOUNG STREET
FITZROY LIBRARY
NAPIER STREET
CONDELL STREET RESERVE
ALL SAINTS PARISH
FITZROY POLICE STATION
FITZROY TOWN HALL
CONDELL STREET
KING WILLIAM STREET
ADVENTURE PLAYGROUND
ACACIA FITZROY CRECHE
CONNIE BENN CENTRE
ATHERTON GARDENS
YARRA YOUTH CENTRE
1
2
3
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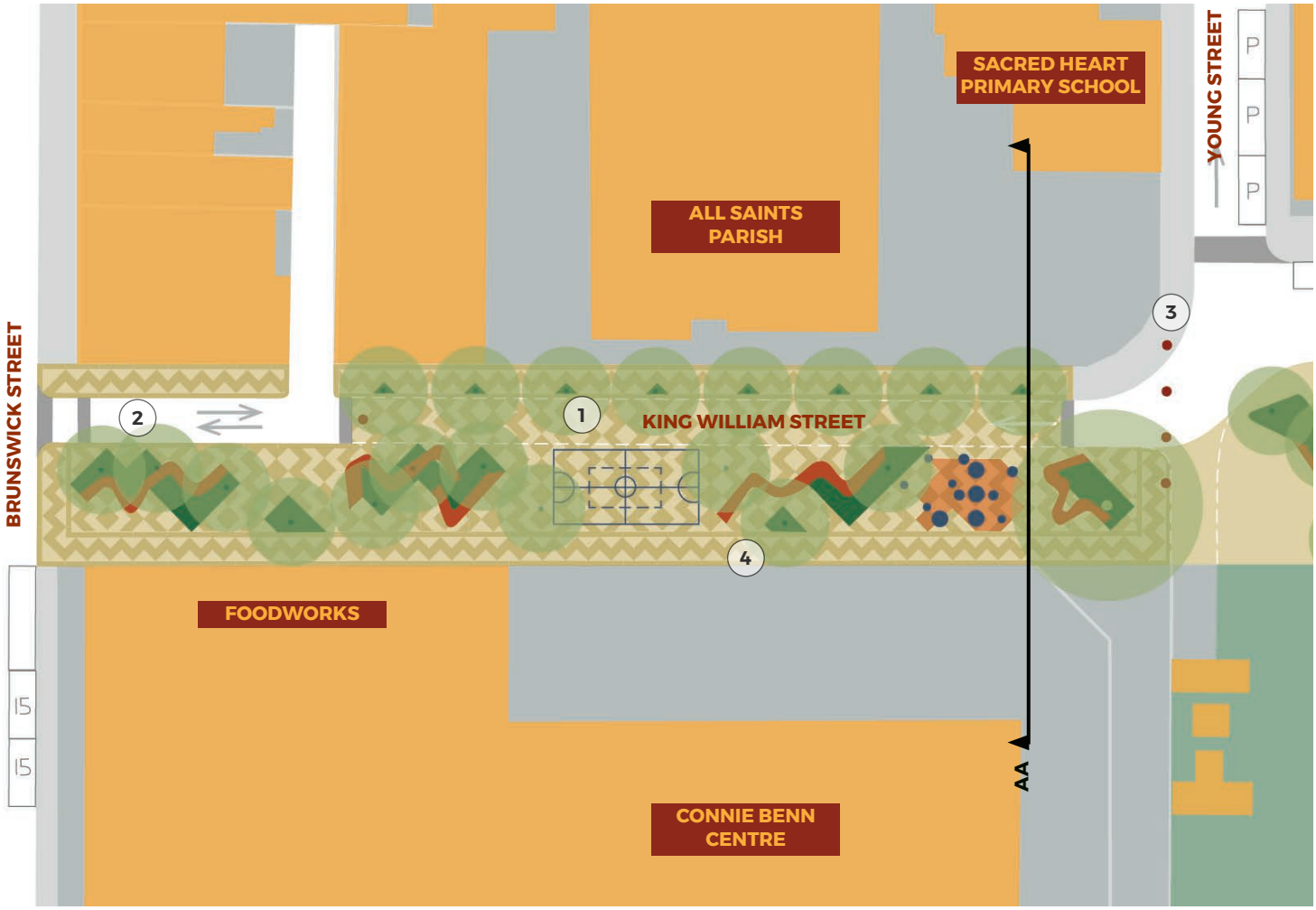
50m

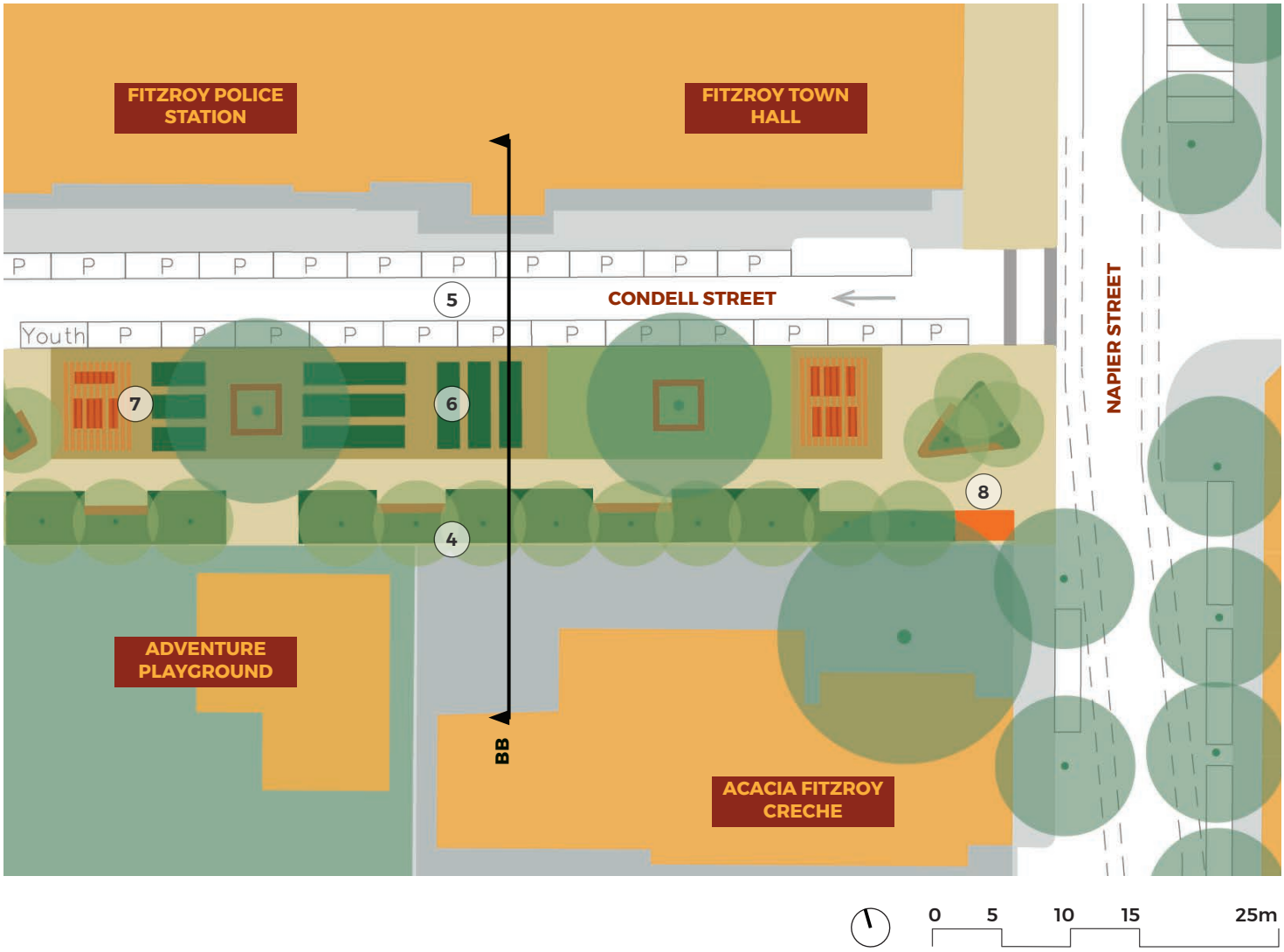
CIVIC PRECINCT DESIGN RECOMMENDATIONS

A NEW CIVIC CONNECTION



KING WILLIAM STREET

1. Establish a controlled one way shared space at King William Street with no kerbs, new attractive street and garden bed planting, furniture, some nature play elements, and linemarking for balls sports that support the Sacred Heart students use of this space during school breaks and lunch
2. Retain two way access to King William Street from Brunswick street for access to laneway
3. Relocate removable bollards to reduce conflict for cyclists and pedestrians exiting the Atherton Gardens laneway
4. Employ more attractive fence types to interface with new public open space. Allow for greater visual delight and connection between facilities where possible. Incorporate public art and planting opportunities



CONDELL STREET

5 Condell Street to become one way. All parking will be permit parking only for Police, community services and accessible parking

6 Remove Right of Way and extend the central median to create a new expanded public space which could contain the following:
Improved community garden with the potential to be expanded
Community facilities such as shelter, BBQ, lawn and picnic seating
A new pedestrian link with new lighting and significant tree planting
More seating and gathering spaces
Drinking fountains

7 As part of upgrade of public toilet, explore opportunities to relocate toilet within space or closer to Brunswick Street corridor.

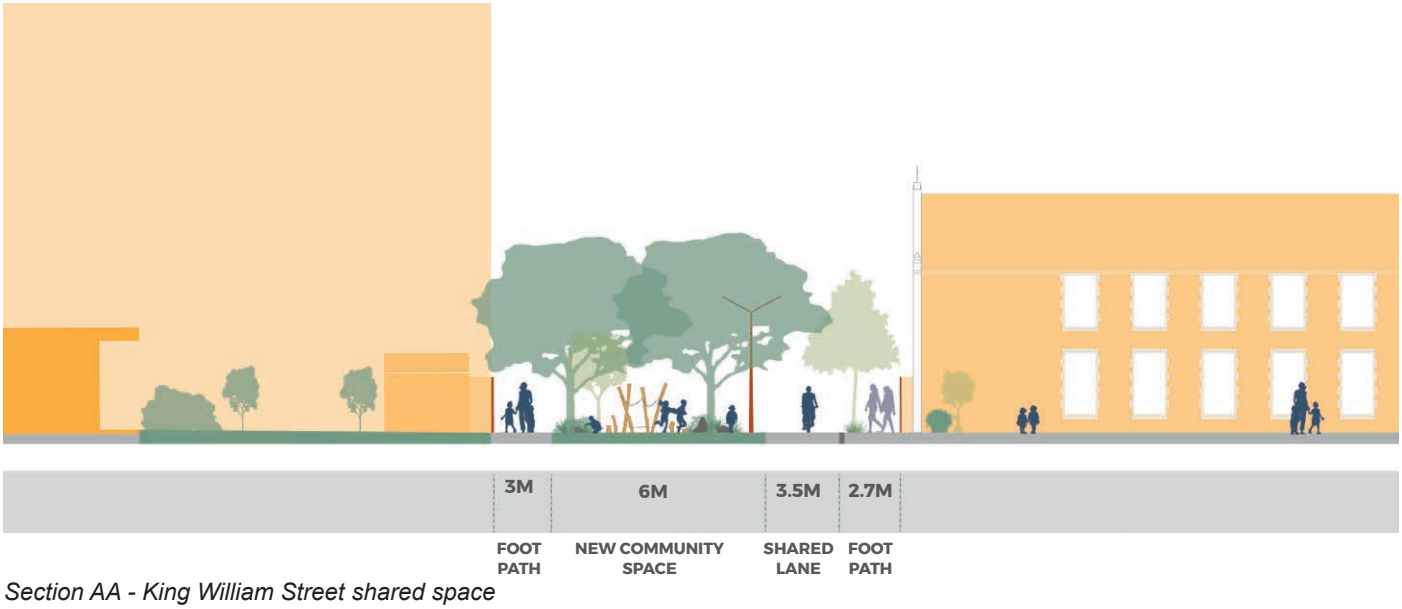
8 Possible location for potting shed and equipment store to support community garden

A MULTI FUNCTIONAL GREEN STREET

KING WILLIAM STREET

Artists impression for further exploration

Proposed view: King William Street shared space



Section AA - King William Street shared space

EXISTING CONDITIONS

OTHER IDEAS AND EXAMPLES

Integrated urban play

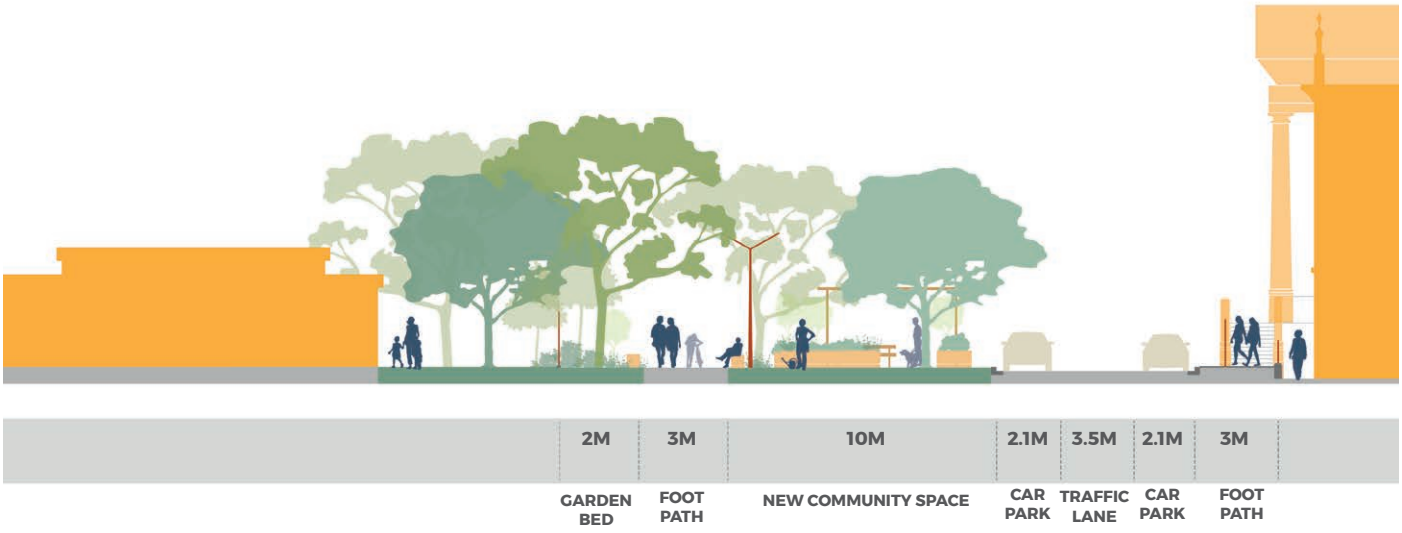
Shared zone with integrated planting

A NEW COMMUNITY OPEN SPACE AND PEDESTRIAN LINK

CONDELL STREET

Artists impression for further exploration

Proposed view: Condell Street Link



Section BB - Condell Street community garden and facilities

EXISTING CONDITIONS

OTHER IDEAS AND EXAMPLES

Lush and robust plantings with generous shady canopies

Community picnic seating, tables and BBQ

Bespoke facade treatment to public amenities shows how these functions can be a positive contribution to the streetscape

Productive gardens and community facilities

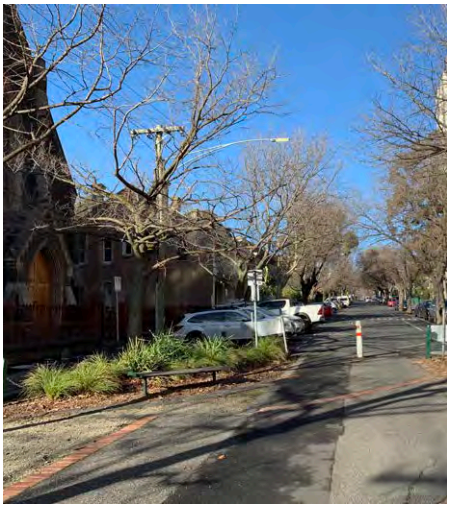
ATHERTON GARDENS PRECINCT

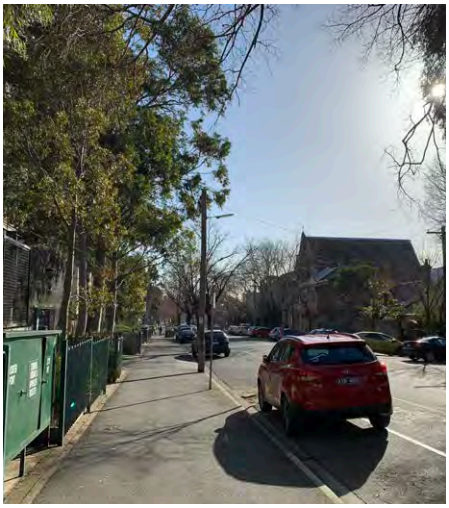
PRECINCT CHARACTER

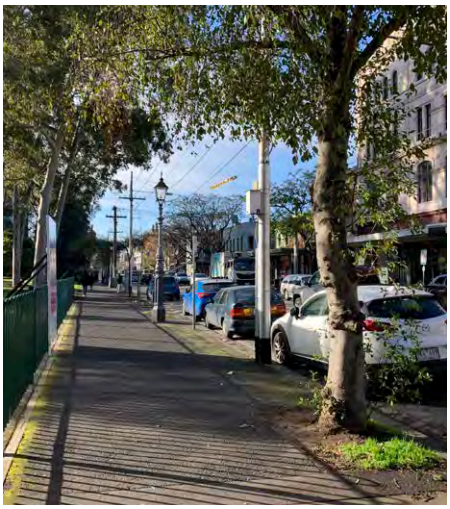
Napier Street
Napier Street is partially closed to traffic and is a key pedestrian and bicycle route through Fitzroy. Lined with mature street trees, there is a small seating area located at the closure.
Due to the mature trees the street lighting is perceived to be poor.

Gertrude Street
The Gertrude Street footpaths, kerbs and planting are in good condition. It is in this section that some of the fencing has been removed to open up the Atherton Gardens landscape to the street and should be encouraged.

The corner of Gertrude Street and Brunswick Street, co-located with the tram stops and some of the important stops on the Aboriginal Heritage Walking Trail is an important gateway into the precinct and there is the opportunity to create a new space and focus on Aboriginal culture and art at this intersection to provide education about significance of the area for Aboriginal and Torres Strait Islander people and make the walking trail more visible in close consultation with the Aboriginal and Torres Strait Islander community.


Napier Street closure


Napier Streetscape


Gertrude Streetscape

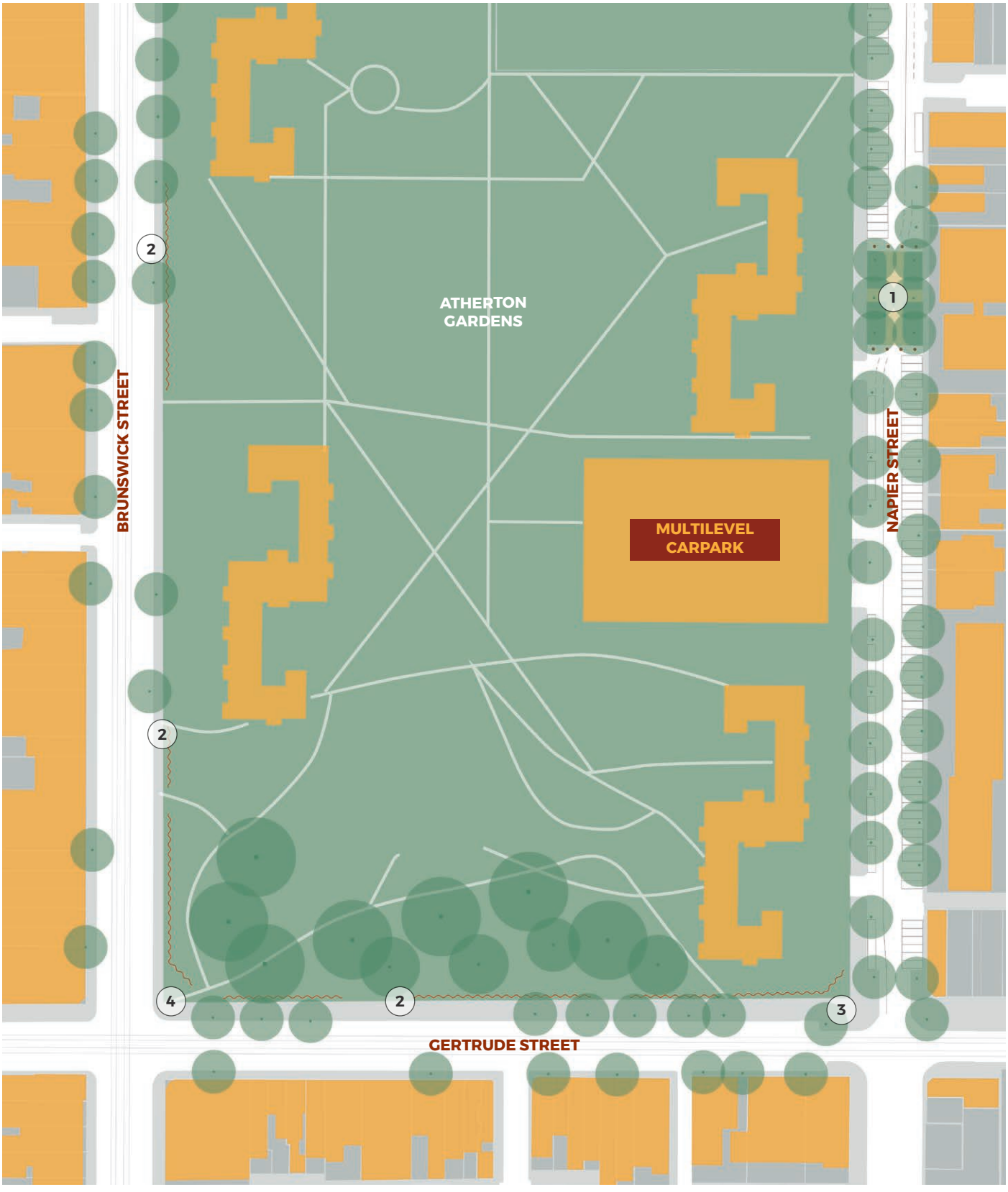
Gertrude Street tram stop

Redundant fencing

Public vs private conflict

OPPORTUNITIES

1. Rejuvenate Napier Street closure with new understory planting, upgraded paving and social seating and review street lighting. Maintain cycle access.
2. Explore opportunities to remove sections of fencing, with DHHS and in consultation with Atherton Gardens residents.
3. Consolidate furniture and provide covered waiting area at Gertrude/ Napier street intersection tram stop
4. Create new gateway landscape at the Gertrude/ Brunswick

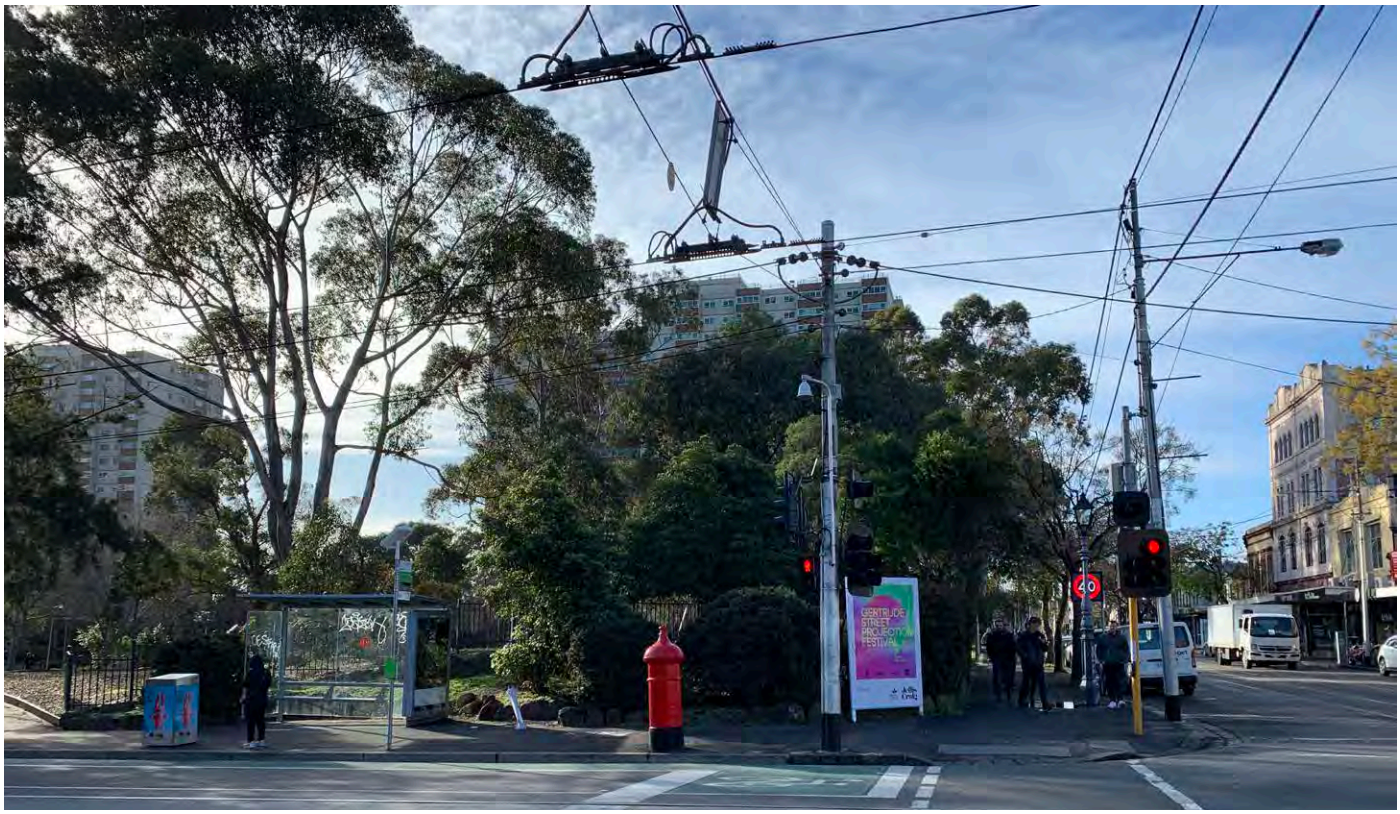

ATHERTON GARDENS
MULTILEVEL CARPARK
BRUNSWICK STREET
NAPIER STREET
GERTRUDE STREET
1
2
2
2
3
4
0
10
20
30
50m

GERTRUDE STREET GATEWAY

GERTRUDE STREET: EAST

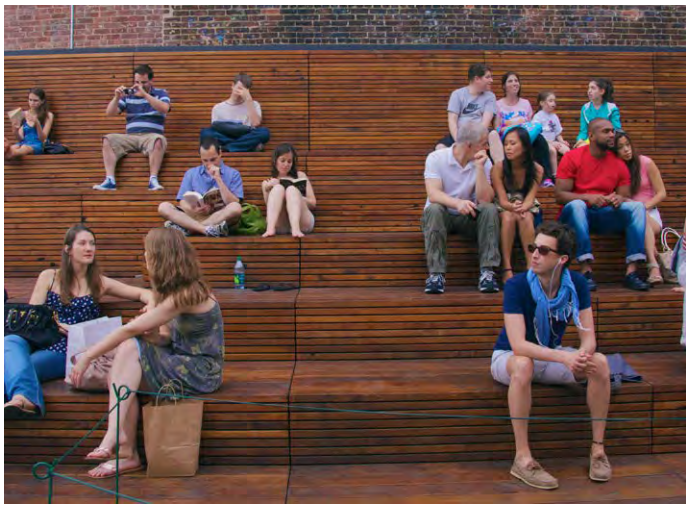
1. Negotiate with DHHS to open up the corner to create a new meeting place and gateway to Gertrude Street
2. Create a welcoming entry to the Atherton Gardens. Make the Aboriginal Heritage marker more prominent.
3. Commission a significant art work which celebrates Aboriginal and Torres Strait Islander history in Gertrude Street
4. Locate a custom tram stop shelter that is integrated with new artwork and public realm improvements on this corner
5. Retain heritage lamp post and install feature lighting to structure corner at night
6. Explore opportunities for new trees and greenery at the corner and along the edges with the estate to offer improved amenity and shade and reflect the local identity

EXISTING CONDITION



OTHER IDEAS AND EXAMPLES

Trams Shelter to be an integral part of the integrated art for the corner



Tiered seating overlooking all the action

BAR OPEN

IMPLEMENTATION PLAN

SUMMARY OF PROJECTS AND ACTIONS

Area	Project	Lead /Support	Timeframes
Street wide improvements to footpaths **(refer pages 36-45)**	Planting of new trees and garden beds.	**Lead** Urban Design **Support** Open Space Services City Works	Ongoing
	Upgrade/installation of street furniture, including seats, bins, bike parking and drinking fountains.	**Lead** Urban Design **Support** Strategic Transport Civil Engineering Infrastructure City Works	Short term / ongoing
	Explore opportunities to reduce number of parking signs and other clutter.	**Lead** Urban Design **Support** Parking Services Civil Engineering Infrastructure City Works	Medium term
	Investigate power bundling.	**Lead** Civil Engineering **Support** City Works Infrastructure Urban Design	Medium term
	Investigate replacement of existing lighting with LED efficient lighting.	**Lead** Sustainability **Support** Civil Engineering City Works Infrastructure Urban Design	Short term
	Install paving markers to delineate footpath trading areas.	**Lead** Urban Design **Support** Compliance Economic Development Civil Engineering Infrastructure City Works	Short term

Area	Project	Lead /Support	Timeframes
	Reinstate heritage bluestone kerb and channel along the length of Brunswick Street, through any renewal works and other opportunities.	**Lead** Infrastructure **Support** Civil Engineering City Works Urban Design	Ongoing
	Remove redundant crossovers and replace with asphalt paving and adjacent kerb type, through any renewal works and other opportunities.	**Lead** Infrastructure **Support** Civil Engineering City Works Urban Design	Ongoing
Corner outstand improvements – new and improved public spaces at key corners along Brunswick Street **(refer pages 46-63)**	Westgarth Street	**Lead** Urban Design **Support** Open Space Services Economic Development Arts and Culture Strategic Transport Traffic Engineering Civil Engineering Infrastructure City Works Building Projects	Short term
	Kerr Street		Short term
	Victoria Street		Short term
	Bell Street		Medium term
	Hanover Street		Medium term
Town Hall Precinct **(refer pages 68-79)**	Create new public space at King William, Condell and Young Street	**Lead** Urban Design **Support** Civil Engineering Infrastructure Traffic Engineering Strategic Transport City Works Open Space Open Space Services Urban Agriculture Aboriginal Partnerships Arts and Culture Venues Libraries Parking Services Building Projects	Medium term
	Upgrade forecourt in front of Fitzroy Town Hall		Short term
	Improve footpaths in front of Fitzroy Library		Short term
	Upgrade courtyard in Fitzroy Town Hall site		Medium term
	Create new public space in front of Florence Peel Centre.		Medium term

Atherton Gardens Precinct **(refer pages 80-83)**	New public space at Gertrude Street / Brunswick Street intersection	**Lead** Urban Design **Support** Aboriginal Partnerships Arts and Culture Civil Engineering Infrastructure Traffic Engineering Strategic Transport City Works Open Space Open Space Services Social Strategy and Community Development	Short term
	Public realm improvements at Gertrude Street / Napier Street intersection (tram stop waiting area)	**Lead** Urban Design **Support** Social Strategy and Community Development Aboriginal Partnerships Infrastructure City Works Arts and Culture	Medium term
	Improved landscaping and lighting at Napier Street road closure		Short term
	Crossing improvements on Napier Street		Medium term
	Explore with Department of Health and Human Services to remove fencing along edge of Atherton Gardens as part of any public realm improvements.		Medium term

WINE BAR
Herald Sun

OTHER ISSUES AND ACTIONS

The consultation has raised a number of other issues faced in the area, which predominately relate to the road space (between the kerbs) and private property. Although these are out of scope for this project, it is important to acknowledge these and consider how they can be addressed through future work. This chapter outlines the key issues that have been raised and provides recommendations for future actions to investigate these. This chapter also highlights other projects that are happening now or in the future which need to be coordinated with the Streetscape Masterplan.

Accessible tram stops
Council understands that the Department of Transport (DoT), who are responsible for the tram route infrastructure, have the obligation to provide upgrades to all tram stops to make them accessible (Disability Discrimination Act (DDA) compliant).

At this stage it is unclear when this is likely to happen along Route 11 on Brunswick Street, and at the time of writing there are no committed funds to deliver the work. Although it is not clear what style or location of tram stops, for the purpose of the testing the Streetscape Masterplan the following assumptions have been made to help with future proofing the proposals:

- The stops at the Johnston Street, Gertrude Street and Alexandra Parade intersections will likely remain near either side of the intersection as they serve as interchanges with other tram and bus routes.
- The two stops in between the Gertrude Street and Johnston Street stretch (820m long) are relatively close together and therefore DoT may investigate whether there is any benefit to consolidating the two tram stops, as this has been done for other projects.
- As Brunswick Street is a Council owned local road, there will be more flexibility in terms of the style of stops and supporting placemaking measures proposed, provided that they still meet any requirements around tram journey times, performance of intersections etc.

The tram stops are an important part of the street and any changes to them should consider what the community have already said in terms of what they value about the area and what they want to see improved. The consultation feedback captured through this project will be used to assist with any initial discussions with DoT about tram stops. This includes but is not limited to the following:

- Supporting the shops and independent traders
- Providing more space for pedestrians and cyclists
- ·Providing more trees and greenery
- Contributing to the area's eclectic character and heritage buildings
- Reflecting the significance of the area for Aboriginal and Torres Strait Islander people, particularly around the intersection with Gertrude Street and along Gertrude Street (if Route 86 tram stops are upgraded in future)
- Providing more places to sit and improved lighting

In testing the Streetscape Masterplan's response to potential future tram stops, the key aspect at this stage relates to the planting of trees along Brunswick Street, and ensuring that the placement of trees considers existing and potential future tram stop locations, based on the above assumptions and continued discussions with Department of Transport.

It is also important to ensure that current issues with existing tram stop design are dealt with in the short term where this is possible. In particular, we have heard that the tram stop shelter (which is situated under an awning) outside the Connie Benn Centre greatly restricts footpath space and should be removed. The Streetscape Masterplan recommends that discussions with the Department of Transport take place to address this issue.

Allocation of road space
Along Brunswick Street, the scope of work is focused on the existing footpaths and does not include the road space (in between the kerbs). It is noted that road space comprises approximately 75% of the available street space so has to be considered at some stage albeit this will be a complex work area where there will be divergent views around how this space should be allocated and how the street should function. One of the main reasons that the project does not include the road space is because strategic work has not yet been carried out to deliver accessible tram stops along the corridor (as discussed above). When this does come forward it will be an ideal opportunity to consider the allocation of road space on Brunswick Street (including car parking) and to carry out strategic work to determine the role of Brunswick Street in the wider street network in Yarra. It is noted that Brunswick Street is Council managed road (not VicRoads) so presents more opportunities for how the road space is divided up.

Through the community consultation, many people have expressed the desire for wider footpaths and increased bicycle lanes, which are not

within the scope of this project. The Streetscape Masterplan acknowledges these important issues and recommends that future strategic work (such as an integrated transport corridor study) is carried out in future to explore the allocation of road space and be coordinated with any potential tram stop proposals to ensure a holistic approach to the street.

The existing Streetscape Masterplan provides relatively light touches to the footpaths along Brunswick Street (e.g. rationalisation of street furniture) which won't greatly impact any potential future changes to the road space. The planting of trees as identified in the Streetscape Masterplan will bring many benefits to the street, however when they are taken forward will need to check the status of any future strategic work to ensure it is future proofed. Most of the tree planting opportunities are in the Moor to Gertrude Street precinct (particularly around Atherton Gardens) where the footpaths are slightly wider already.

It is also worth considering the potential for interim measures that look at the potential for temporary reallocation of the road space (e.g. sections of the 2m wide car parking) for other uses, such as greenery, seating, bike parking as means for testing reallocation of the road space at a localised level. The Streetscape Masterplan recommends that this be explored in the short term.

Key intersections
Brunswick Street intersects with many other busy streets, including Victoria Parade, Gertrude Street, Johnston Street and Alexandra Parade. Some of the feedback received and observations note that these intersections (most of which are VicRoads managed with the exception of Gertrude Street) are poor for pedestrians and cyclists. There is the opportunity for these intersections to be reviewed in future (as part of strategic work or through other opportunities), looking at:

- Reduced road crossing times and shorter crossing distances
- Improved pedestrian amenity, including more footpath space, wider crossings and public realm improvements.
- Improvements to cyclist safety and reductions in delay

At the Brunswick and Johnston Street intersection, the community suggested implementing a diagonal (also known as a scramble) crossing. The Streetscape Masterplan recommends that this be taken forward, to investigate opportunities for scramble crossing as a trial or potentially as a permanent change.

Access into shops
Accessibility into shops has been raised as an issue and impacts a range of people, including wheelchair and pram users. The issue of providing step free access into shops is a challenging one, particularly as many properties are heritage and given the relatively modest footpath width.

Although adjustments into shops requires work on private land, there is the potential to explore this further to investigate if other initiatives could be rolled out in the precinct to encourage businesses to provide better access into shops.

The Streetscape Masterplan recommends that Council continues work to explore initiatives to improve access into shops. Initiatives such as temporary ramps could be investigated and potentially be piloted on retail streets such as on Brunswick Street.

Graffiti
Graffiti and particularly tagging of properties was raised as a concern by many community members. Particular hotspots were also identified where there is regular tagging of vacant properties. The community has asked for better and more frequent removal of graffiti.

Council has drafted a Graffiti Management Framework which outlines Council's approach to managing graffiti in Yarra. It includes strategies related to the removal of graffiti on Council sites and private land. It includes actions to conduct programmed graffiti removal in retail precincts and to explore alternative ideas, such as green walls and lighting, to assist in the prevention of graffiti.

Rose Street shared zone
Through previous Local Area Traffic Management (LATM) work, Rose Street has been earmarked as a shared zone to provide improved safety for people moving along this well-used street. Council aims to deliver this TAC funded proposal in the next financial year. There will be the opportunity for any treatment of this space (particularly where it meets Brunswick Street) to consider the concepts and recommendations that are made in this report to ensure a similar approach.

Heritage initiatives
Identified initiatives include heritage plaques to support local heritage walks and celebrate stories behind key buildings and places in the precinct, as well as restoration of heritage features such as bluestone laneways.

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