



BRIDGE ROAD STREETSCAPE MASTERPLAN

ADOPTED BY COUNCIL ON 21.11.2017



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INTRODUCTION

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1 INTRODUCTION

1.1 How to Read This Document

This document has been prepared in three sections. Section 1 provides an overview of why Council has prepared this Streetscape Masterplan and summarises the background work undertaken, including community and stakeholder consultation. Section 2 describes the objectives and directions for the Streetscape Masterplan, and identifies the strategies and potential projects to realise them, along with outlining materials palettes. Section 3 outlines the proposed implementation strategy including short, medium and long term timeframes, and City of Yarra's project lead unit.

1.2 The Purpose

The purpose of the Bridge Road Streetscape Masterplan is to provide a long term strategic vision for the street's public domain and public spaces, and set out objectives and a framework to achieve that vision.

This Streetscape Masterplan:

- Outlines and responds to the aspirations of the community, stakeholders and visitors;
- Determines a vision for each precinct within Bridge Road;
- Defines a framework with key objectives and directions for developing safe, attractive, coherent and high quality streetscapes and public spaces;
- Defines projects for capital investment and a strategy for implementation; and
- Provides a cohesive material palette to be implemented throughout Bridge Road.

The purpose of this Streetscape Masterplan thus also is to provide a basis for attracting future investment along Bridge Road in the short term (0-5 years), medium term (5-10 years) and the long term (10+ years) as part of City of Yarra's forward Capital Works Programme and advocating for State and other external funding and contributions from developers.

1.3 The Process

This Streetscape Masterplan has been a collaborative effort of a number of key stakeholders. A Project Steering Group comprising Council officers, representatives from Transport for Victoria, Public Transport Victoria, Vic Roads, Yarra Trams, Bicycle Victoria, Victorian Planning Authority, Epworth Hospital and Bridge Road Mainstreet Association has guided the development of the different stages of this masterplan.

The Streetscape Masterplan process illustrated in the following diagram, includes the background work undertaken to inform this report.

The background work to inform this Streetscape Masterplan report covered site analysis and mapping of existing conditions, review of the planning context, consultation with internal and external stakeholders, design workshops and development of opportunities and constraints. The background analysis is summarised in Section 1.7.

The Draft Streetscape Masterplan was placed on public exhibition for community feedback in July - August 2017. The information and ideas from the community consultation were considered where appropriate and changes were made to the draft masterplan accordingly.

This report, the Final Streetscape Masterplan reflects and responds to the community and stakeholder aspirations and feedback received through the development of the masterplan.

BACKGROUND ANALYSIS

Background Analysis and Site Investigations

Internal Consultation

External Consultation
(Key stakeholders, residents, businesses and visitors)

Ideas Thinktank Workshop

Development of Opportunities and Constraints



MASTERPLAN REPORT

Draft Streetscape Masterplan

Final Draft Streetscape Masterplan

Public Consultation

Final Streetscape Masterplan

Adoption

1.4 The Broader Context

Bridge Road is designated as a Major Activity Centre (Plan Melbourne 2017-50) and is located within Richmond, an inner city suburb on the east edge of Melbourne CBD. It extends from Punt Road to the Yarra River along 2.2km length and is a key route between the CBD and eastern suburbs.

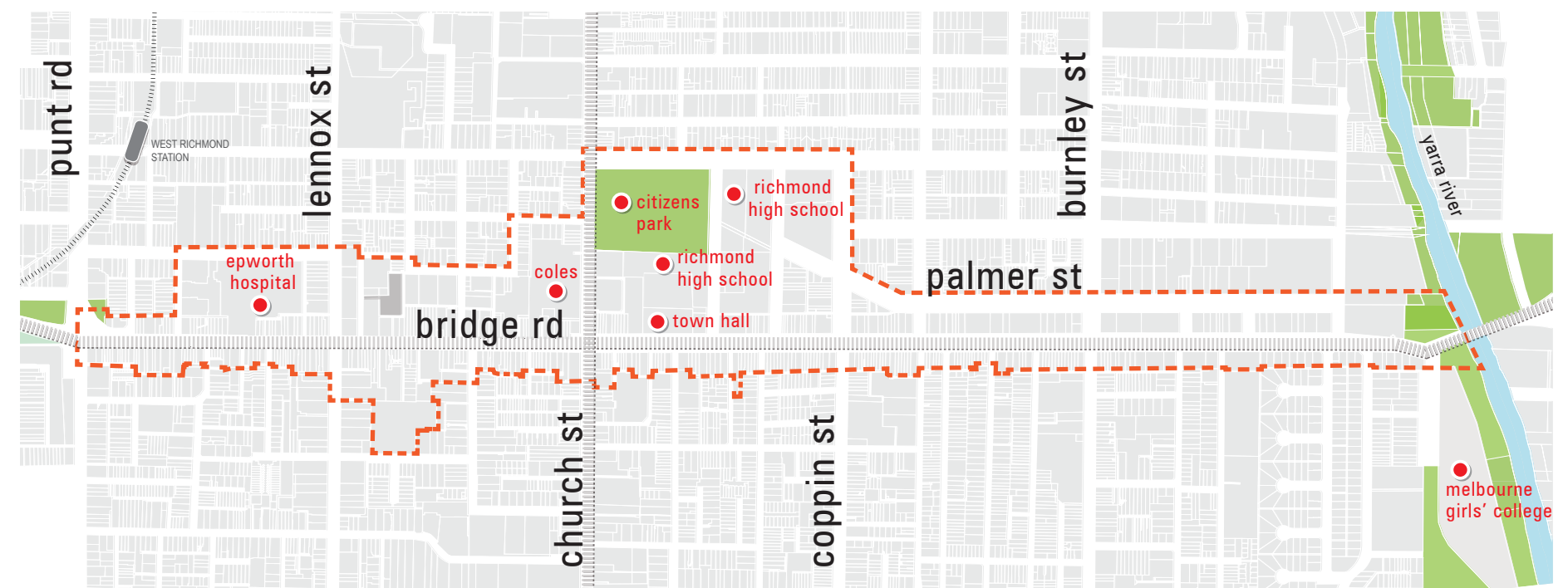
Bridge Road sits between two other Major Activity Centres within the City of Yarra, being Victoria Street to the north and Swan Street to the south. These three streets are arterial roads and provide key connections for movement of vehicles, trams, cyclists and pedestrians between the CBD and eastern suburbs. These three streets are all connected north to south by Church Street and Punt Road which both provide public transport routes via bus and trams. Bridge Road is also serviced by a number of train stations within 1.0km walking distance, including West Richmond Station, Richmond Station, East Richmond Station and Burnley Station. The Yarra River to the east end of Bridge Road provides an off road connection for pedestrians and cyclists.

Bridge Road is a major part of the identity of Richmond and is continually evolving in the type of activities and uses it supports. This Streetscape Masterplan has been undertaken during a time when the different precincts of Bridge Road support a variety of changing uses from retail, to hospitality, health, education and civic uses, and the suburb of Richmond is experiencing population growth.



1.5 The Study Area

The study area for the Streetscape Masterplan project focuses on Bridge Road but also extends to adjacent streets and junctions. Major connecting streets into Bridge Road include Church Street, Coppin Street and Burnley Street. Streets parallel to Bridge Road are also included, such as Palmer Street, as well as connections to areas with key public facilities such as Richmond Town Hall and new Gleadall Street high school, Citizens Park, the Epworth Hospital and the Yarra River.



LEGEND



1.6 Project Overview

1.6.1 Emerging Development

Bridge Road is experienced as a number of different precincts by the local community, that have varying characters and uses. Bridge Road has seen a significant change over the last decade in the types of use due to changing retail patterns and development types, in particular the western end of Bridge Road between Punt Road and Church Street (commonly referred to as the Richmond Hill precinct). This includes the current shift of Bridge Road from accommodating regional retail destinations (outlet retail stores with a focus on fashion) to functioning as a retail and service destination to cater for a more localised catchment. The number of restaurants and cafes as well as medium to high density residential developments have grown whereas retail (particularly fashion) has declined. New high density residential developments will bring about increase in the local residential population around Bridge Road. The Epworth Hospital is a key destination between Punt Road and Lennox Street, identified by Plan Melbourne 2017-2050 as a place of state significance that will a focus for investment and growth. Another key destination within Bridge Road is the Richmond Town Hall and associated civic facilities between Church Street and Coppin Street. Also within this area, the state government initiative of a new high school on Gleadall Street is anticipated to commence construction in 2017.

The City of Yarra's annual audit for Bridge Road identifies the changing role of Bridge Road from 2014 to 2017. Since 2014 the number of fashion retail businesses has halved within the Richmond Hill precinct of Bridge Road, and growth in optical and medical businesses has tripled since 2014. West of Church Street the audit identifies restaurant and cafe business as the largest user group.

1.6.2 Bridge Road as a Transport Corridor

Bridge Road is a major arterial road which has changes to traffic priorities during different times of the day. This includes a clear way operating during peak hours to provide vehicle priority. Bridge Road is also identified on VicRoads Smart Roads Network Operating Plan as a route for tram priority, traffic priority, pedestrian priority and bicycle priority. This illustrates that there are a number of competing interests along the street.

1.6.3 Bridge Road as a Local Place

Public spaces and amenities are relatively limited along Bridge Road, with the exception of Citizen's Park to the north of Richmond Town Hall, the Yarra River, and O'Connell Reserve at the eastern extent. With the changing uses of Bridge Road and increase in new residents in Richmond there is need for additional and improved public spaces and amenities.

1.6.4 The Context of Previous Studies

In 2003 Council prepared a masterplan for Bridge Road from Punt Road to Church Street, which identified streetscape improvements with focus on pedestrian priority and amenity. Projects were implemented between Punt Road and Church Street from 2009 to 2011.



Example of implemented streetscape improvements at Waltham Street from the 2003 masterplan (source: City of Yarra)

In 2015 an independent streetscape study of the Richmond Hill precinct of Bridge Road was prepared by Tract Consultants on behalf of Bridge Road Main Street Inc. This study documented a list of opportunities for Richmond Hill through a participatory process to identify public realm upgrades. These opportunities were considered and tested during the preparation of the Streetscape Masterplan, and where proposed projects were identified as viable these have been considered as part of the Streetscape Masterplan. However there are practical constraints from the perspective of authorities and agencies which identified some proposals as unviable in the timeframe of this Streetscape Masterplan.

In 2016 Council determined a streetscape masterplan was required for the length of Bridge Road from Punt Road to the Yarra River. This was to ensure that the process of improving the quality of the whole length of Bridge Road and the experiences of its users could be facilitated in a measured and coordinated manner, with focus on capital works which could be implemented by the City of Yarra within short, medium and long term time frames. As such this document, The Bridge Road Streetscape Masterplan, has been prepared.

1.6.5 Authorities and Agencies

The preparation of The Bridge Road Streetscape Masterplan has included participation the following authorities and agencies:

- **Vic Roads**

Role: Responsible for developing and managing the state arterial road network.

- **Transport for Victoria**

Role: Agency that coordinates Victoria's growing transport network.

- **Public Transport Victoria**

Role: Statutory authority that manages Victoria's train, tram and bus services.

- **Yarra Trams**

Role: Management agency for Melbourne's tram network.

- **Department of Education**

Role: The Department leads the delivery of education and development services.

- **Victorian Planning Authority**

Role: Statutory planning authority that reports to the Minister for Planning. The VPA plans for growth in new suburbs and for renewal sites in parts of metropolitan Melbourne and regional Victoria.

- **Bicycle Victoria**

Role: Promotion and advocacy for cyclist safety and access improvements.

Participation was also provided from the Bridge Road Mainstreet Association.

1.7 Project Background

The project background analysis and investigation is summarised in the following section. Full details can be found in the *Bridge Road Streetscape Masterplan Background Report*.

The background report commenced with reviewing the context and history of Bridge Road, supported by analytical mapping of access and movement, land use, built form development, landscape and topography, pedestrian experience, existing character and site conditions.

Consultation was then undertaken through liaison with Council's Project Working Group and Project Steering Group, a survey Questionnaire, ideas thinktank workshop, external stakeholder consultation, Epworth Hospital consultation and Business Association consultation through July 2016.

The outcomes of the consultation are summarised on the following two pages.

From the preceding background work and consultation, issues, constraints and opportunities were identified and mapped as a basis for the Streetscape Masterplan Framework.



Aspirational project examples were identified in the Ideas Thinktank workshop with Council Officers, Architects and Designers. Two examples included North Terrace in Adelaide (source: City of Yarra) as an example of a civic square and Centre Place (off Flinders Lane) (source: City of Yarra) in Melbourne as an example of an active laneway with distinctive character.



Business Association

Bridge Road has transitioned from more of a regional destination to more of a local destination

Promote street activation

Epworth Hospital

Establish a 'health' precinct around the hospital

Establish Erin Street as a pedestrian priority street

Department of Education

New schools on Gleadall Street

Safety and accessibility for all ages

Public Transport Victoria

Improvements to public transport accessibility by 2030

Efficient transport movement

Vic Roads

Existing Bridge Road clearway during peak periods

Metropolitan Planning Authority

Consolidate locally based employment

Yarra Trams

Current tram routes on Bridge Road are overloaded

Snapshot of Questionnaire and Ideas Thinktank Consultation

"Connect
Bridge Road
to the Yarra
River "

"Improve
the pedestrian
experience with
footpath widening and
tree planting"

"Limit
vehicular
traffic along Bridge
Road by reducing
the roadway to two
lanes "

"Individual
precincts
should be developed
according to their
unique characteristics"

"Increase
green spaces
and provide tree
canopies"

"Public
spaces should
be improved at
Richmond Plaza, Mary
Rodgers Square and the
Urban Arts block"

Snapshot of Resident and Visitor Consultation



Bridge Road is...

- Disjointed with poor legibility, especially for pedestrians
- Predominantly a movement route that prioritises vehicles
- Diverse in character and form
- Busy, full with people, cars and trams
- A street with much potential for lively activation with a wealth of heritage buildings



I wish Bridge Road was...

- More green
- More pedestrian friendly. There should be places where people can pause and relax
- An exciting food and retail precinct
- Cohesive as a whole
- Inviting to people of a mix of backgrounds and also offering a mix of uses for a variety of needs



Bridge Road is not...

- What it used to be; a lively retail strip
- Pedestrian friendly
- Connected to the residential area
- A boulevard; landscaping is lacking
- A destination
- Cohesive along its length or easy to navigate as one travels through it
- Inviting; there are few places to linger



If I could change one thing about Bridge Road it would be...

- Activated at night
- To have more of a distinct character in the different precincts
- To widen the footpaths between Punt Road and Church Street
- To have more publicly accessible open space
- To link to the river better



What are the main things respondents & residents would change?

1.



range + quality
of shops

2.



parking

3.



more
landscaping

What are the main reasons for visiting?

1



restaurants, cafes
and bars



grocery
shopping

2



working



retail / services

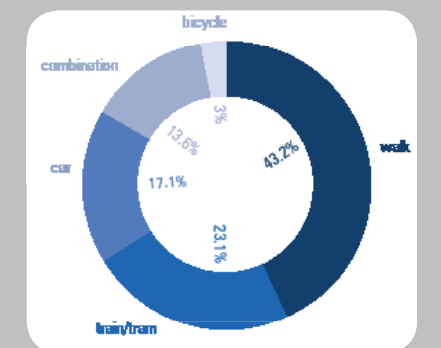
Transport



Walking and public transport
were the main methods of travel
to Bridge Road



Only one-sixth travel by car



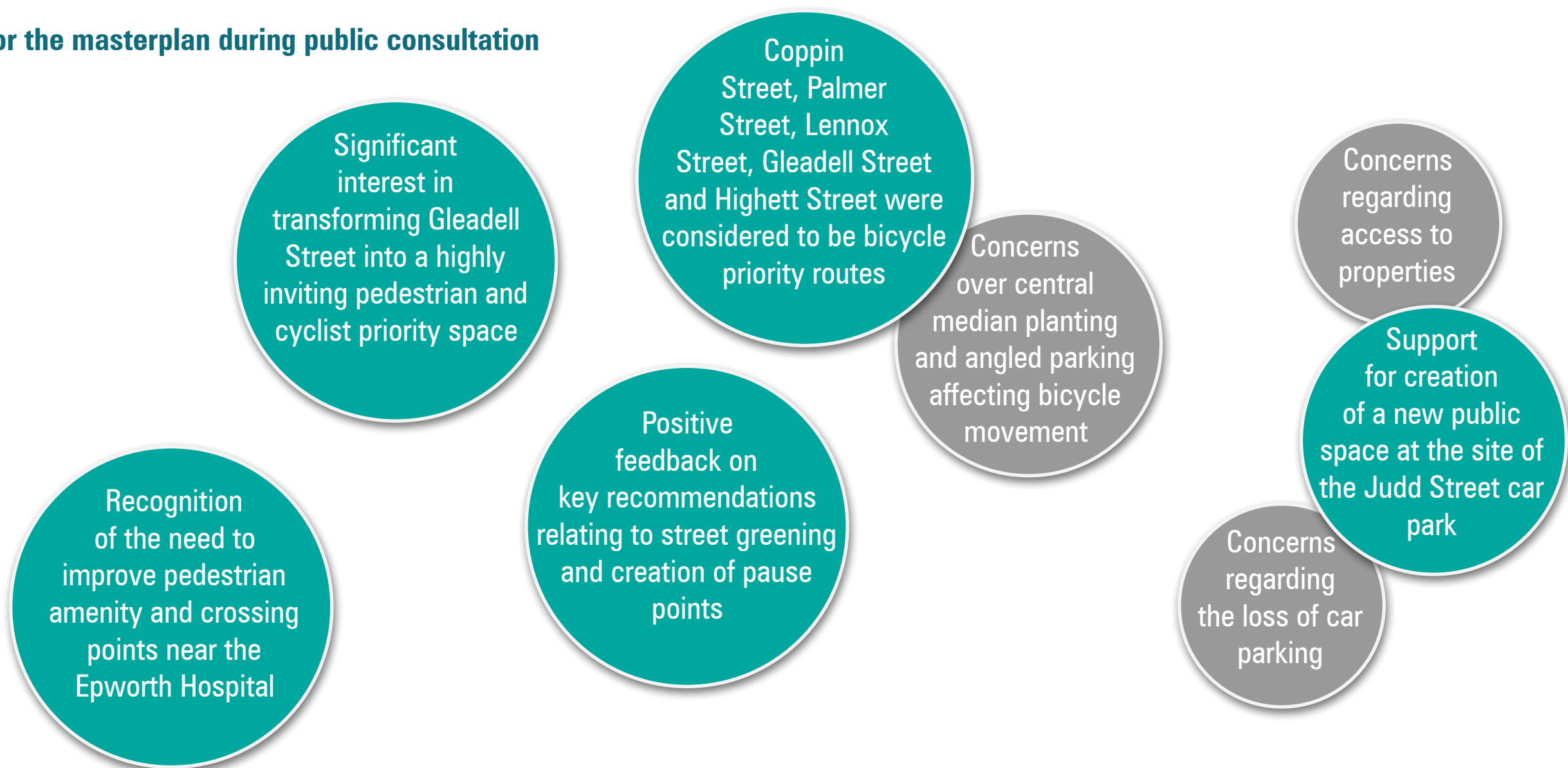
1.8 Public Consultation

The Draft Streetscape Masterplan was placed on public exhibition for community feedback in July - August 2017. The information and ideas from the community consultation were taken forwards into the final masterplan where appropriate, and a summary of community feedback is provided in the following section.

During the public exhibition / consultation period there was significant support from the community about the masterplan, however some concerns were raised relating to specific proposals.

In principal support was also received from the transport agencies (VicRoads, Yarra Trams, and PTV) for the recommendations of the Draft Streetscape Masterplan and the need for collaboration with Council on further work relating to tram stop upgrades, road user hierarchy and transport network context was identified.

Support for the masterplan during public consultation



Concerns raised on the masterplan during public consultation

There should be a priority for improving the Gleadell Street tram stop to address safe access for students of the new Richmond High School and other users

Concerns over the relocation of tram stops near Church Street and Melbourne Girls College

There is a need for provision of disabled car parking bays close to key public space and facilities

Council should give priority to implementing the Streetscape Masterplan

Access and connection objectives should have a focus on improving universal access

Concerns over the loss of car parking due to additional greening of the street and the locations of new accessible tram stops

The northern footpath on Bridge Road from Punt Road to Church Street is narrow and poses significant constraints on universal access, particularly the movement of people on wheelchairs and scooters

STREETSCAPE MASTERPLAN

2

2 THE STREETSCAPE MASTERPLAN

2.1 The Streetscape Masterplan Structure

The following diagram illustrates the structure of the Streetscape Masterplan, beginning with the Streetscape Masterplan Framework.

The Streetscape Masterplan Framework (Section 2.2) sets out the strategic objectives for Bridge Road. Precinct Plans (Section 2.3) determine a vision and directions for each precinct in response to the framework objectives. Further to this, a series of special places and key projects were defined (Section 2.4) as being suitable for capital investment and future implementation.



2.2 The Streetscape Masterplan Framework

The Streetscape Masterplan Framework provides a vision and sets out the strategic objectives for the Bridge Road study area.

Opportunities and constraints were identified through the background report and the Streetscape Masterplan Framework sets out appropriate responses with consideration to the opportunities and constraints.

Through the project site analysis and consultation process, three key precincts were identified within the study area. These precincts have distinct identities and have been identified as Precinct 1 Richmond Hill, Precinct 2 Civic and Institution, and Precinct 3 Bridge Road East. The Streetscape Masterplan Framework recognises and responds to these precinct identities, and a vision was determined for each precinct. The objectives set out in the Streetscape Masterplan Framework seek to achieve the vision for each precinct.

Precinct 1 Richmond Hill has a strong character which comes from the heritage architecture and narrower street cross section than the rest of Bridge Road. The Streetscape Masterplan Framework seeks to support the state significant health precinct of the Epworth Hospital, provide more equitable distribution of public space, enhance the identity of the precinct and improve pedestrian connections from public transport and across Bridge Road.

Precinct 2 Civic & Institution has the key destination of Richmond Town Hall and surrounding civic uses. The Streetscape Masterplan Framework seeks to support the Town Hall and surrounds as an emerging node for concentration of civic uses, education and community infrastructure.

Precinct 3 Bridge Road East is linked to the character of the Yarra River and is distinct from the rest of Bridge Road. The Streetscape Masterplan Framework seeks to strengthen the connection to the Yarra River, provide more equitable distribution of public space and support the improvement of sustainable transport routes.

PRECINCT VISION STATEMENTS

PRECINCT 1: RICHMOND HILL

Celebrate the intimate streetscape character and heritage of Richmond Hill, and strengthen connections to the activity node of the state significant health precinct of the Epworth Hospital

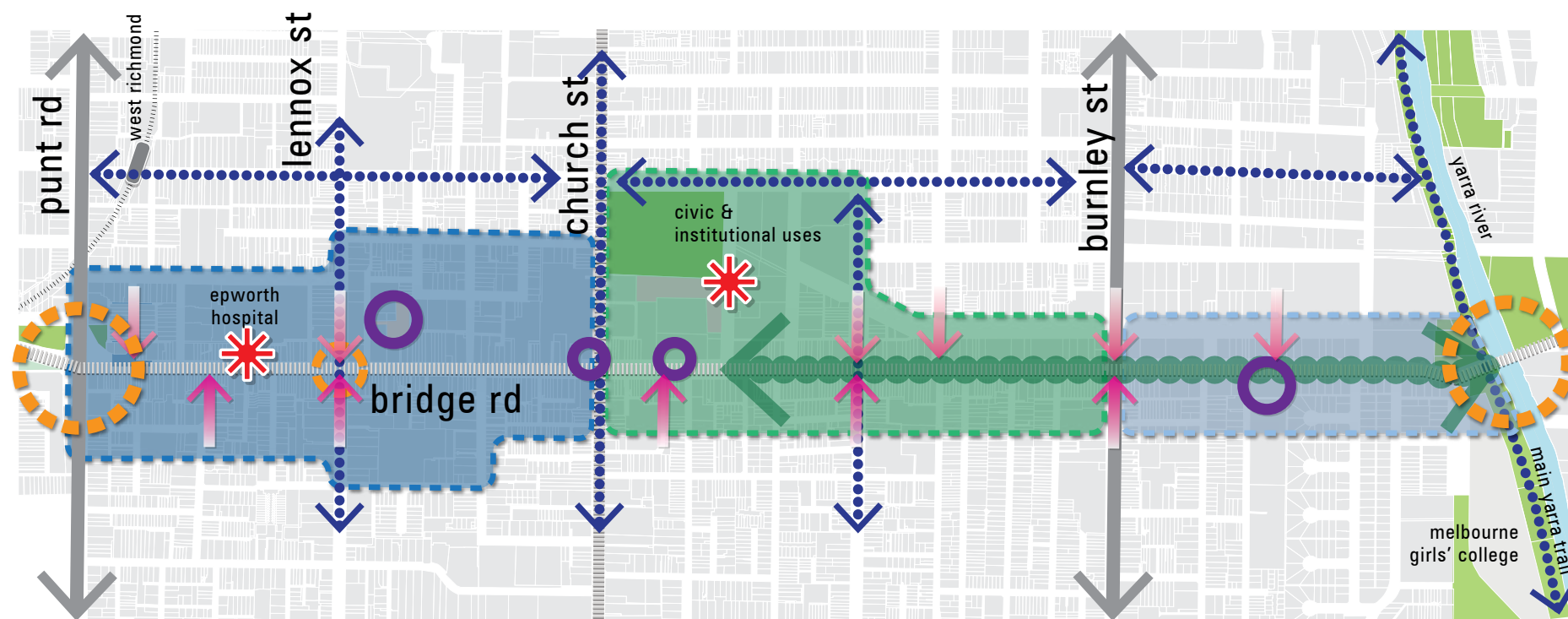
PRECINCT 2: CIVIC & INSTITUTION

A pedestrian focused civic heart, centered around the iconic town hall, civic and institutional uses

PRECINCT 3: BRIDGE ROAD EAST

Create a gateway and sense of arrival into Bridge Road as a boulevard from the Yarra River

STREETSCAPE MASTERPLAN FRAMEWORK



LEGEND

MASTERPLAN FRAMEWORK

- precinct 1: richmond hill
- precinct 2: civic & institution
- precinct 3: bridge road east
- enhance the public domain to create a sense of arrival into Bridge Road
- civic and institutional uses
- river connection
- cycle connection
- neighbourhood connections into bridge road
- upgraded/proposed public space node

EXISTING CONDITIONS

- existing tram lines
- major vehicular transport corridor
- train station
- existing open space
- river
- train line

FRAMEWORK OBJECTIVES

The following objectives were selected to support the vision for the masterplan, and for each precinct. The objectives guide the directions determined in the Precinct Plans and provide the strategic context for the selection of special places and key projects.

- 1 Objective 1 - Precinct Character:**
Strengthen the existing character precincts of Bridge Road through complimentary public realm improvements with unifying streetscape elements and focus on key destinations
- 2 Objective 2 - Access and Connections:**
Improve accessibility and connections focusing on universal access and enhance the sense of arrival into Bridge Road from neighbouring streets, public transport nodes and key destinations
- 3 Objective 3 - Sustainable Transport Priority:**
Recognise Bridge Road as a key destination for retail, civic and institutional uses and provide high quality public realm improvements to support pedestrians, cyclists and public transport users
- 4 Objective 4 - Public Space**
Identify and develop public spaces for pedestrian and recreational amenity
- 5 Objective 5 - Street Greening**
Create a stronger green link by additional planting

2.3 Precinct Plans

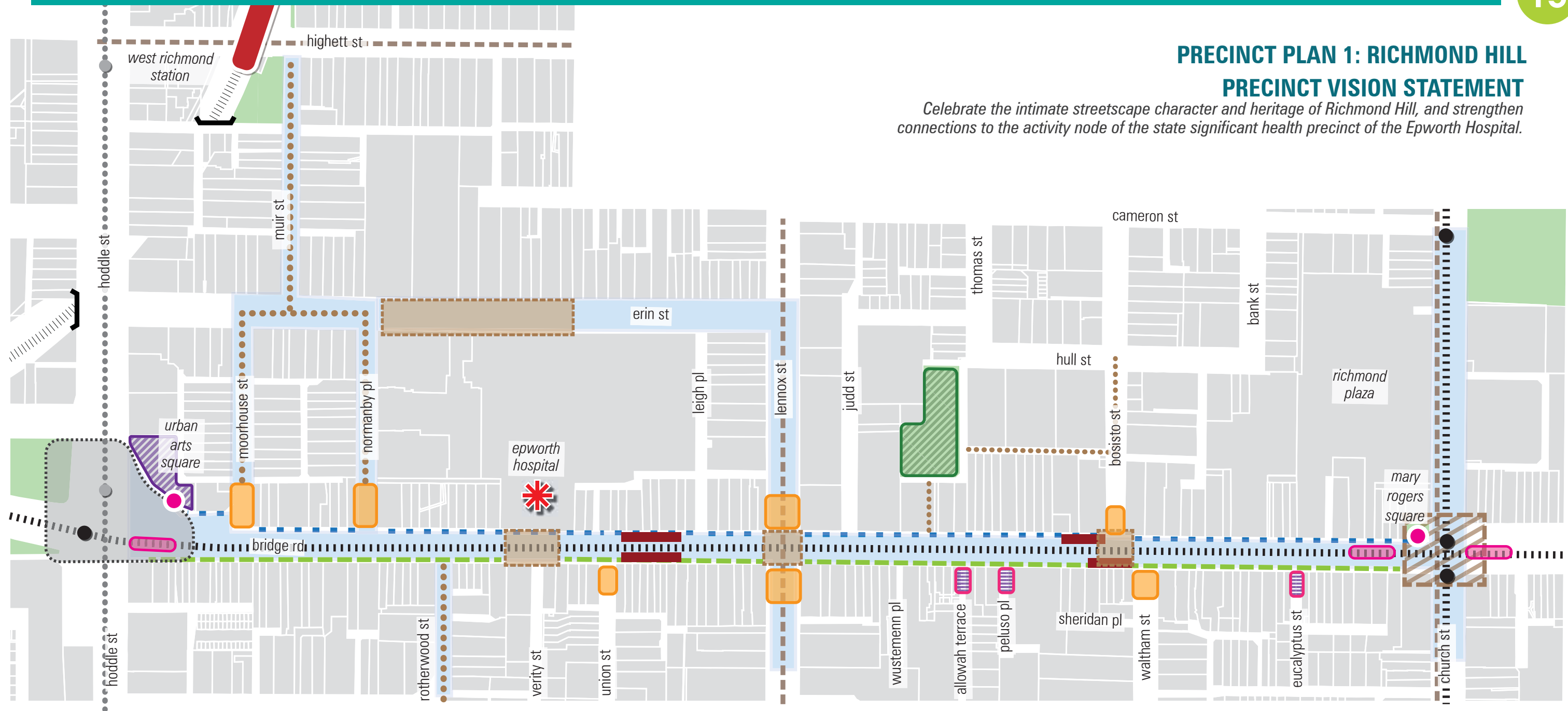
Following the development the Streetscape Masterplan Framework (Section 2.2), which sets out the strategic objectives for Bridge Road, Precinct Plans were developed to articulate appropriate directions to realise the vision for each precinct in response to the streetscape masterplan framework objectives and opportunities and constraints identified.

The directions determined in the precinct plans set the context for the selection of special places and key projects (Section 2.4).

PRECINCT PLAN 1: RICHMOND HILL

PRECINCT VISION STATEMENT

Celebrate the intimate streetscape character and heritage of Richmond Hill, and strengthen connections to the activity node of the state significant health precinct of the Epworth Hospital.



OBJECTIVE: PRECINCT CHARACTER

DIRECTIONS:

emphasise distinctive precinct character, with definition through branding and material palette, and provide signage/ wayfinding for key streets in the precinct

improved landscaping and possibility for public/ community art installation

OBJECTIVE: ACCESS AND CONNECTIONS*

DIRECTIONS: SHORT TO MEDIUM TERM

improve existing pause point with high quality material treatment, landscaping, furniture, lighting and street activation opportunity where appropriate

creation of a new pause point through use of high quality material treatment, landscaping, furniture, lighting and street activation opportunity where appropriate

raised pedestrian crossing at side street intersections to reinforce pedestrian priority

improve pedestrian amenity and safety, and explore the opportunity for public art

explore opportunity for entry enhancement at the urban arts square

DIRECTIONS: LONG TERM

explore opportunity for widening of northern footpath

*Subject to traffic and transport analysis

OBJECTIVE: SUSTAINABLE TRANSPORT PRIORITY*

DIRECTIONS:

upgrade of mary rogers square and creation of a safer pedestrian space at bridge road and church street intersection, with signage to key destinations

creation of pedestrian and bicycle priority spaces

improve pedestrian access between bridge road and west richmond station, richmond plaza and judd street proposed public space

improve pedestrian amenity at existing tram stop

preference for central median tram stop adjacent to key destination with safe and efficient pedestrian access (location of existing tram stops may change subject to further investigations by PTV)

improve bicycle priority and facilities along highett street, lennox street and church street.

integrated streetscape and sustainable transport improvements as part of the hoddle street intersection streamlining

*Subject to traffic and transport analysis

OBJECTIVE: PUBLIC SPACE

DIRECTIONS:

creation of possible public space on the judd street car park

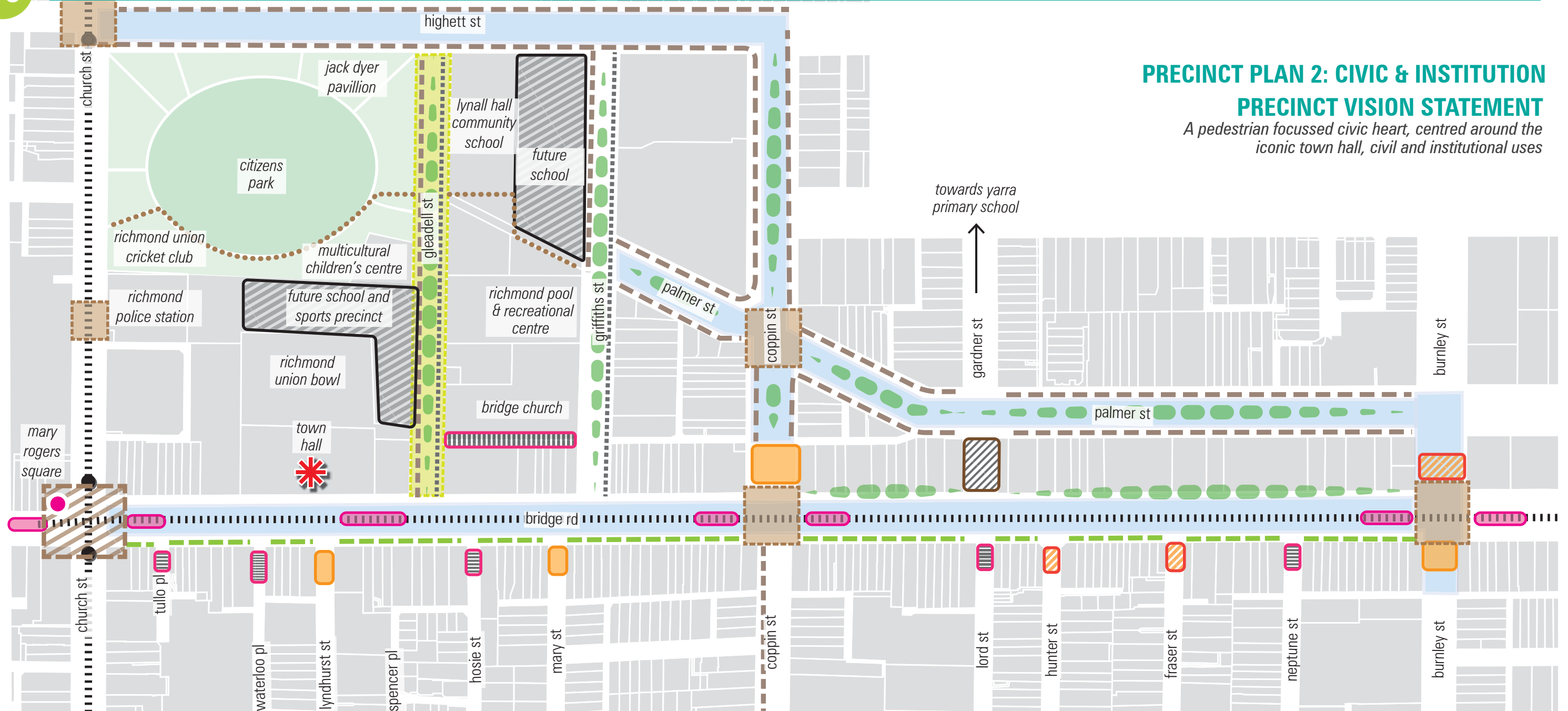
OBJECTIVE: STREET GREENING

DIRECTIONS:

improve landscaping on the south side of bridge road

0 20 40 60 80 100m





PRECINCT PLAN 2: CIVIC & INSTITUTION

PRECINCT VISION STATEMENT

A pedestrian focussed civic heart, centred around the iconic town hall, civil and institutional uses

OBJECTIVE: PRECINCT CHARACTER

DIRECTIONS:

- emphasise distinctive precinct character, with definition through branding and material palette, and provide signage/ wayfinding for key streets in the precinct
- improved landscaping and possibility for public/ community art installation
- placemaking to establish a civic hub along gleadell street to support community and institutional uses in the Town Hall and Gleadall Street precinct

OBJECTIVE: ACCESS AND CONNECTIONS*

DIRECTIONS:

- improve existing pause point with high quality material treatment, landscaping, furniture, lighting and street activation opportunity where appropriate.
- creation of a new pause point through use of high quality material treatment, landscaping, furniture, lighting and street activation opportunity where appropriate.
- improve pedestrian amenity and safety, and explore the opportunity for public art
- raised pedestrian crossing at side street intersections to reinforce pedestrian priority

*Subject to traffic and transport analysis

OBJECTIVE: SUSTAINABLE TRANSPORT PRIORITY*

DIRECTIONS:

- traffic calming measures to service existing and future community facilities
- upgrade of mary rogers square and creation of a safer pedestrian space at bridge road and church street intersection, with signage to key destinations
- creation of pedestrian and bicycle priority spaces
- preference for central median tram stop adjacent to key destination with safe and efficient pedestrian access (location of existing tram stops may change subject to further investigations by PTV)
- possible east - west pedestrian access
- improve bicycle priority and facilities

*Subject to traffic and transport analysis

OBJECTIVE: STREET GREENING

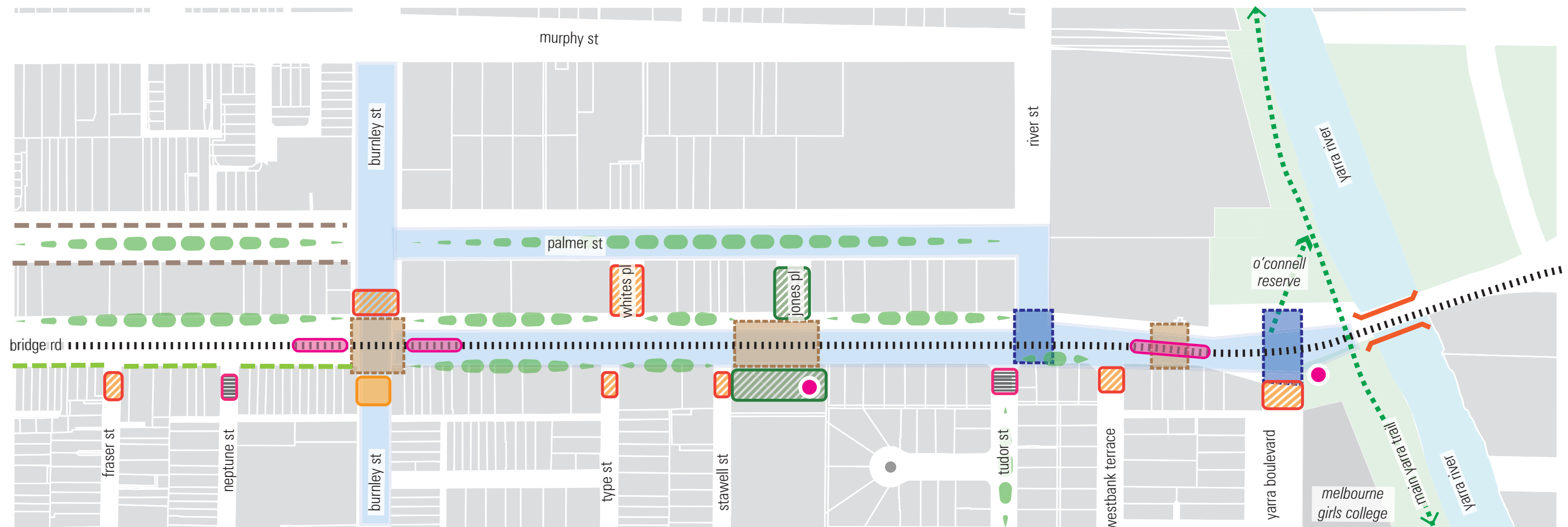
DIRECTIONS:

- opportunity to explore additional street tree planting
- improve landscaping on the south side of bridge road



PRECINCT PLAN 3: BRIDGE ROAD EAST PRECINCT VISION STATEMENT

Create a gateway and sense of arrival into Bridge Road as a boulevard from the Yarra River



OBJECTIVE: PRECINCT CHARACTER

DIRECTIONS:

emphasise distinctive precinct character, with definition through branding and material palette, and provide signage/ wayfinding for key streets in the precinct

Improve landscaping and allow opportunity for public/ community art installation

OBJECTIVE: PUBLIC SPACE*

DIRECTIONS:

explore the creation of public space on Jones place, and fronting bridge road as part of the development of the office works site

*Subject to further investigation and negotiation

OBJECTIVE: ACCESS AND CONNECTIONS

DIRECTIONS:

improve existing pause point with high quality material treatment, landscaping, furniture, lighting and street activation opportunity where appropriate.

creation of a new pause point through use of high quality material treatment, landscaping, furniture, lighting and street activation opportunity where appropriate.

improve pedestrian amenity and safety, and explore the opportunity for public art

improve safety of turning vehicles

OBJECTIVE: SUSTAINABLE TRANSPORT PRIORITY*

DIRECTIONS:

creation of pedestrian and bicycle priority spaces

relocation of tram stop adjacent to key destination with safe and efficient pedestrian access (location of existing tram stops may change subject to further investigations by PTV)

improved bicycle priority and facilities

clarify the pedestrian and cycle through existing public space to the river and main yarra trail

*Subject to further investigation and negotiation

OBJECTIVE: STREET GREENING

DIRECTIONS:

explore opportunity to establish additional street tree planting

improve landscaping on the south side of bridge road

0 20 40 60 80 100m

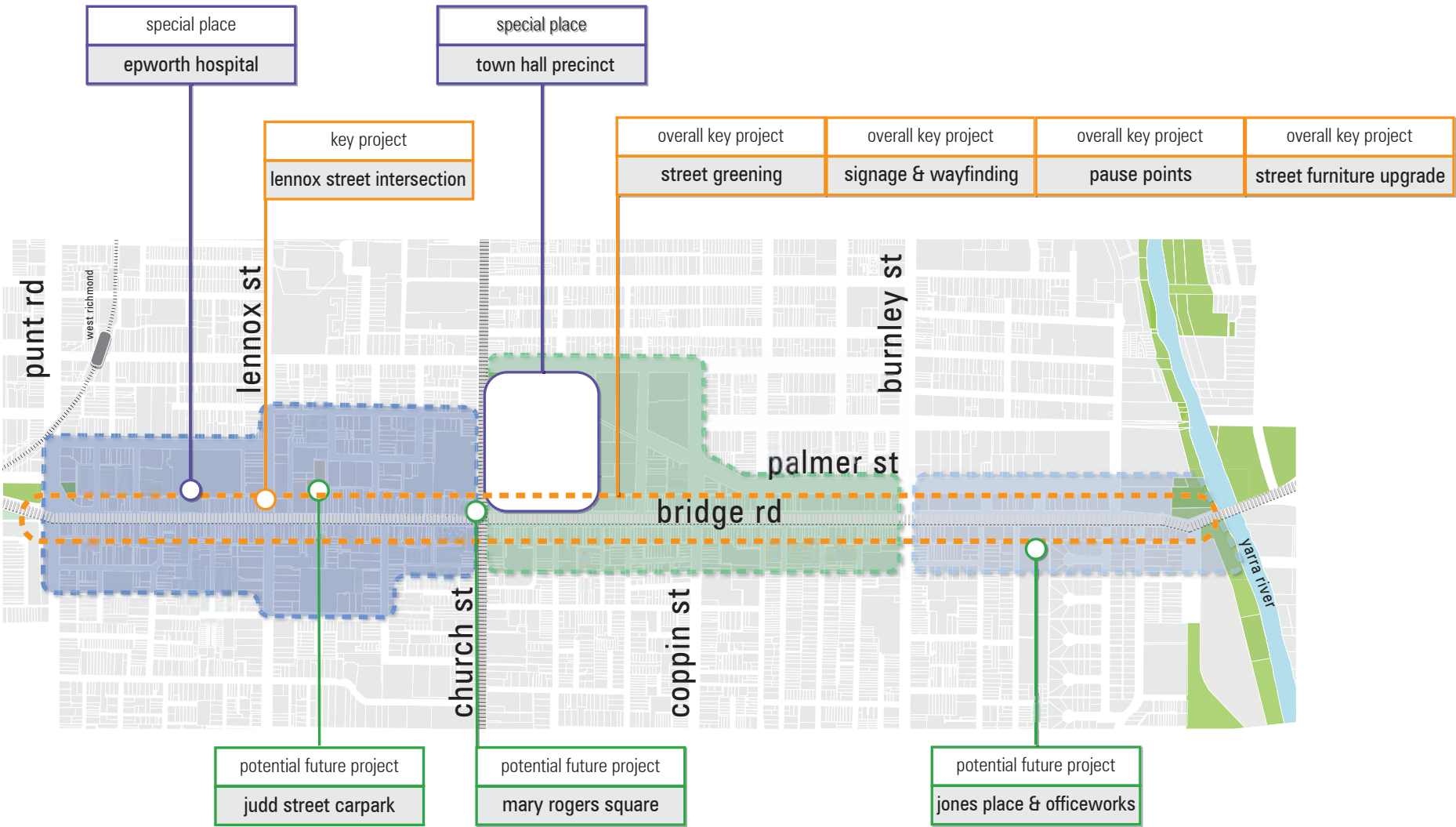


2.4 Special Places and Key Projects

The Streetscape Masterplan objectives could potentially be realised through delivery of the following key projects. These projects include the establishment of a common thread to connect the different precincts along Bridge Road, identification of potential new open space, developing consistency in public realm upgrades, improving accessibility to public transport and establishment of pedestrian focused environments. Key activity nodes around the Epworth Hospital and the Town Hall / Gleadell Street have been identified as special places requiring significant public realm upgrades.

These projects are envisaged as positive contribution to the establishment of vibrant, active, safe and inviting Bridge Road for existing/ future residents, traders, workers and visitors alike. A total of **7 projects (2 special places and 5 key projects)** are identified within the Streetscape Masterplan for future implementation within a 10 year timeframe as follows. A total of 3 potential future projects are also identified, for which the feasibility needs to be established first. The masterplan recognises widening of the northern footpath between Punt Road and Church Street as an opportunity which would require further exploration and discussion with transport authorities in the future.

Section 3.0 sets out the implementation strategy for the special places and key projects.



Special Places

Two 'Special Places' are identified by the Streetscape Masterplan. Existing conditions are shown in the following images.

Special Place: Epworth Hospital Precinct



Existing condition: Epworth Hospital vehicle entrance on Bridge Road (source: Hansen Partnership)

Special Place: Town Hall Precinct



Existing condition: Richmond Town Hall (source: Hansen Partnership)

Key Projects

Five 'Key Projects' are identified by the Streetscape Masterplan in relation to place specific initiatives, or overall streetscape interventions along Bridge Road. Existing conditions are shown in the following images.

Overall Key Project: Pause Points



Existing condition: Union Street (source: Hansen Partnership)

Overall Key Project: Street Furniture Upgrade



Existing condition: Tram stop with seating (source: Hansen Partnership)



Installation of a new public toilet in the Bridge Road East precinct

Overall Key Project: Street Greening



Existing condition: Gleadell Street (source: Hansen Partnership)

Overall Key Project: Signage and Wayfinding



Existing condition: Bridge Road branding (source: Hansen Partnership)

Key Project: Lennox Street Intersection



Existing condition: Lennox Street intersection with Bridge Road (source: Hansen Partnership)

Potential Future Projects

Three potential future projects are identified by the Streetscape Masterplan in relation to place specific initiatives, for which the feasibility requires to be established first. Existing conditions are shown in the following images.

Potential Future Project: Mary Rogers Square



Existing condition: Mary Rogers Square (source: Hansen Partnership)

Potential Future Project: Judd Street Car Park



Existing condition: Judd Street Car Park (source: Hansen Partnership)

Potential Future Project: Jones Place & Officeworks (566 Bridge Road)



Existing condition: Officeworks frontage (source: Hansen Partnership)

2.4.1 Special Place: Epworth Hospital

The Epworth Hospital and health related uses within its immediate surrounds are considered to be a key activity node of state significance and an asset which will benefit from high quality public realm upgrades and improved pedestrian access.

Within the Bridge Road spine there is opportunity to improve pedestrian priority at a key crossing point to the hospital, and to establish pedestrian space as pause point at the intersections of side streets or laneways with Bridge Road. New landscaping, street arts, or installation of public furniture/ signage are encouraged.

Improved public realm and pedestrian connectivity are considered beneficial in reducing unnecessary vehicular movement within the precinct and to encourage high quality walking environment. There is opportunity to improve pedestrian connections from the hospital to the rest of the health precinct and public transport nodes including West Richmond Station. Importantly, public realm upgrades sought within this precinct will respond to the following Streetscape Masterplan Framework objectives:

Objective 2 - Access and Connections:

Improve accessibility and connections focusing on universal access and enhance the sense of arrival into Bridge Road from neighbouring streets, public transport nodes and key destinations

Objective 3 - Sustainable Transport Priority:

Recognise Bridge Road as a key destination for retail, civic and institutional uses and provide high quality public realm improvements to support pedestrians, cyclists and public transport users

Key project opportunities identified within this precinct include:

1 Improving pedestrian connection across Bridge Road

Direction: Creation of pedestrian priority spaces

How:

- Widening of existing pedestrian crossing at the front of the Epworth Hospital, ensuring safe access near the car park entrance.
- Relocation, or re-arrangement of on street car parking to facilitate widening of pedestrian crossing.
- Consider alternative, or distinctive material treatment to distinguish pedestrian crossing and vehicular crossovers (to the Hospital car park entries and porte cochere) to clearly announce pedestrian priority space.

2 Upgrade the pedestrian pause point at Union Street

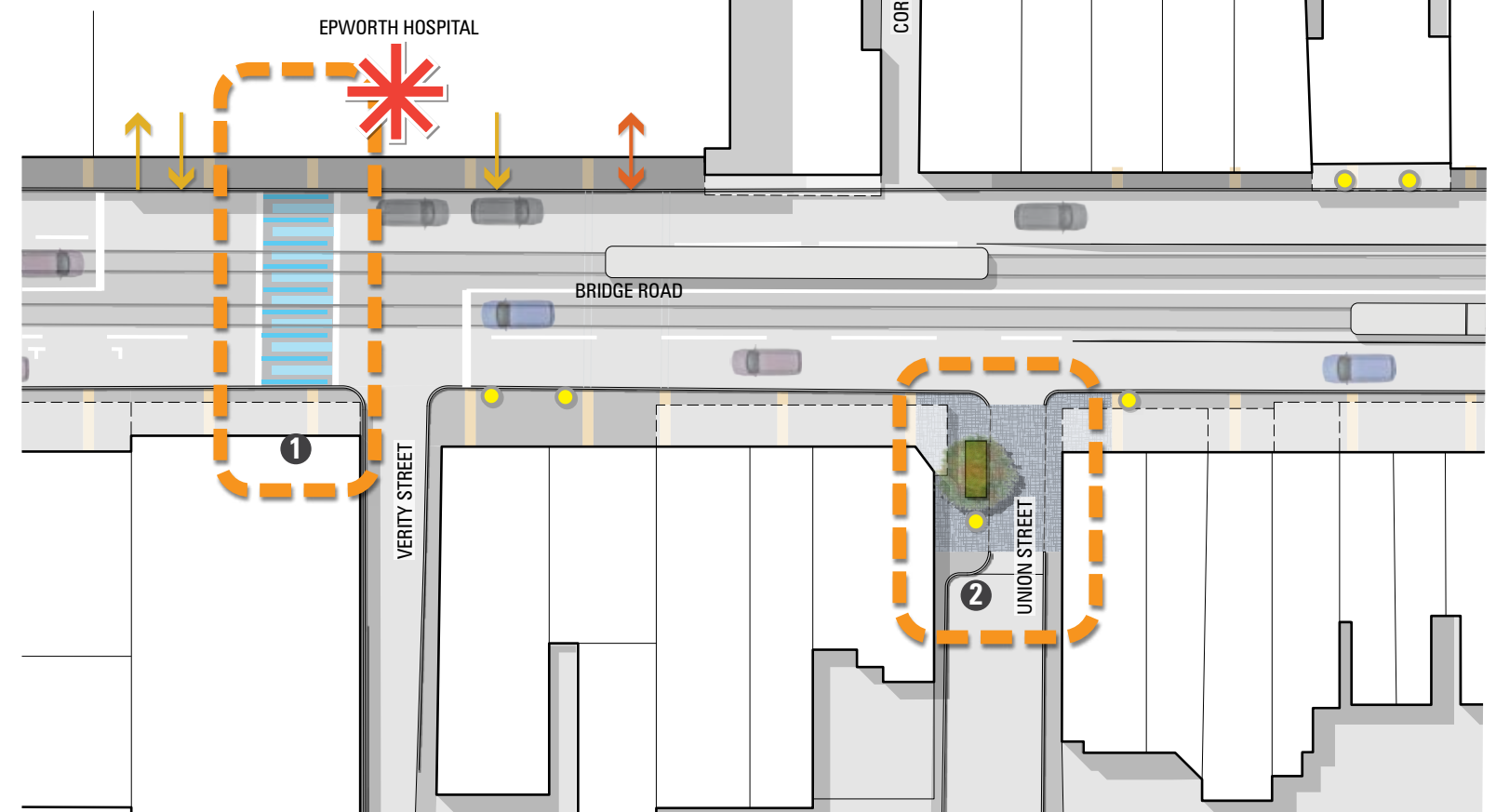
Direction: Improve existing pause point with high quality material treatment, landscaping, furniture, lighting or opportunity for street activation

How:

- Kerb extension on the west side of Union Street.
- Installation of lighting, street furniture and additional landscaping.
- Establish shared surface arrangement to clearly define pedestrian 'pause point' to encourage slowing down of traffic movement.
- Street activation should consider balancing the need for public space.



Example of Waltham Street pause point (source: City of Yarra)



Indicative concept

SCALE 1:250 AT A1 OR 1:500 AT A3

0 5 10 20m

LEGEND

	EXISTING BUILDING CANOPIES		EPWORTH VEHICLE ENTRY/EXIT POINTS
	EXISTING ASPHALT STREET/LANEWAY		EPWORTH PEDESTRIAN ENTRY/EXIT POINTS
	EXISTING BUILDING		KEY DESTINATION
	EXISTING TRAM LINES		KEY PROJECT
	ROAD LINE MARKINGS		PROPOSED STREET TREE
	EXISTING ASPHALT PAVING		PROPOSED GARDEN BED PLANTING
			PROPOSED CUSTOM SEAT/PLANTER FURNITURE LOCATION
			PROPOSED ARTWORK PEDESTRIAN CROSSING
			PROPOSED PAVING BANDING
			PROPOSED SHARED SURFACE

2.4.2 Special Place: Town Hall Precinct

Richmond Town Hall and nearby civic / educational uses are considered to be a key activity node within Bridge Road. This node will have further future importance as the new school and the indoor sports building is developed on Gleadell Street. The masterplan recognises this as a special place with a focus on establishing a 'heart' to Bridge Road. Opportunities exist to provide a high quality public realm to support civic and educational uses, create inviting pedestrian and cyclist priority spaces, promote sustainable transport connections and strengthen the role of the precinct, facilitate connections to services and facilities within adjacent streets.

Improved sustainable transport connections seek to facilitate active transport and reduced use of personal vehicles, allowing greater accessibility to important civic facilities.

Importantly, public realm upgrades sought within this special place will respond to the following Streetscape Masterplan Framework objectives:

Objective 1 - Precinct Character:

Strengthen the existing character precincts of Bridge Road through complimentary public realm improvements with unifying streetscape elements and focus on key destinations

Objective 2 - Access and Connections:

Improve accessibility and connections focusing on universal access and enhance the sense of arrival into Bridge Road from neighbouring streets, public transport nodes and key destinations

Objective 3 - Sustainable Transport Priority:

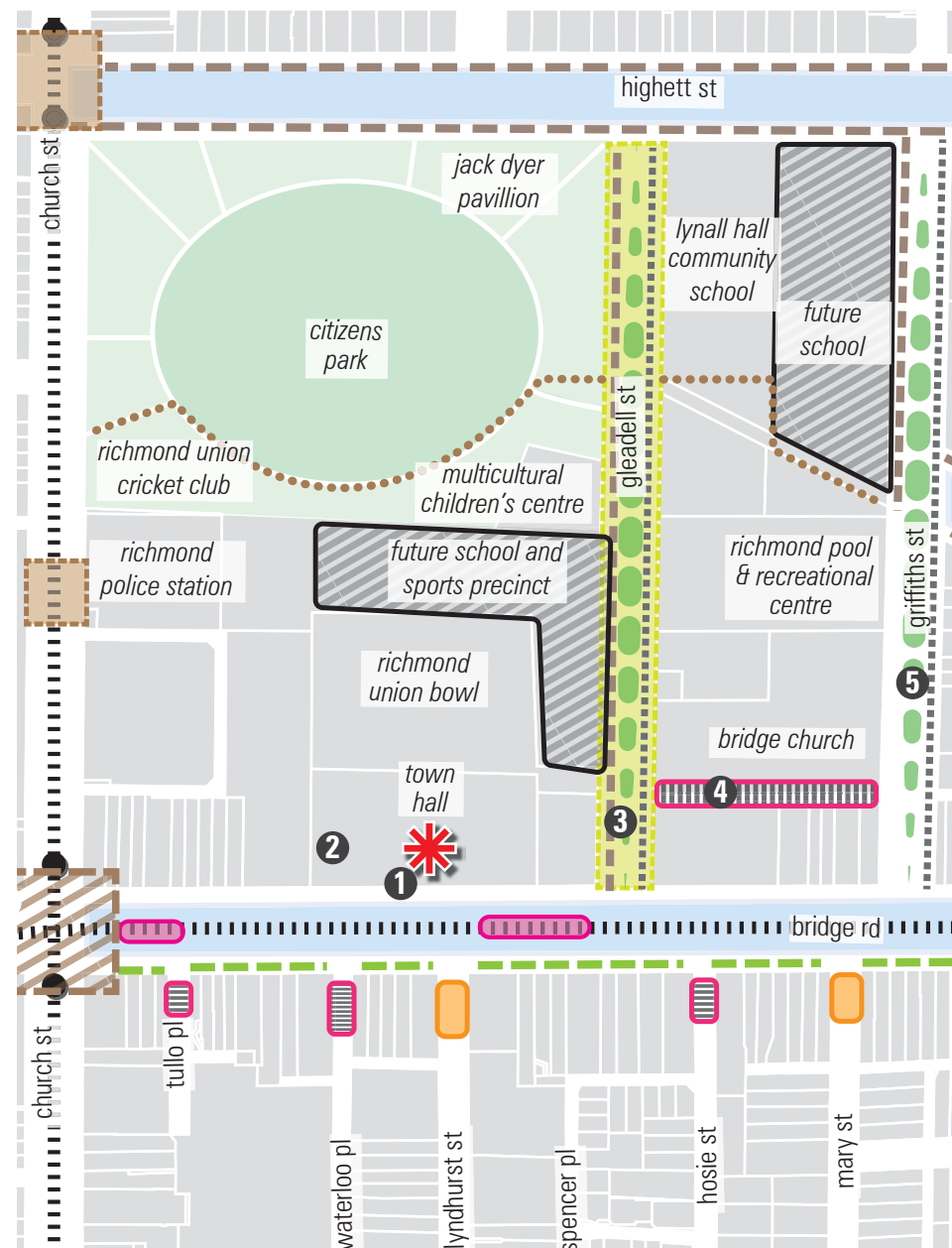
Recognise Bridge Road as a key destination for retail, civic and institutional uses and provide high quality public realm improvements to support pedestrians, cyclists and public transport users

Objective 5 - Street Greening

Create a stronger green link by additional planting



Example of a central median tram stop (source: Hansen Partnership)



Extract of Richmond Town Hall and Gleadell Street from the precinct plan

Key project opportunities identified within this precinct include:

1 Tram stop upgrade

Direction: Preferred location of central median tram stop

How:

- Accessible tram super stops should be adjacent or close to a key destination, with safe and efficient pedestrian access.
- Making the upgrade of the tram stop near Gleadell Street a priority in light of the construction of the new Richmond High School.
- Rationalise the location of tram stops with the possibility of central stops to consolidate two stops into one.

2 Streetscape setting for the Richmond Town Hall and former Police building

Direction: Key destination of the Richmond Town Hall

How:

- Improved streetscape interface to the Richmond Town Hall and former police building, and improved setting for built form.
- Creation of a public plaza and rest node in front of the former police building, with seating and planting to create a comfortable pedestrian scale space.
- High quality paving materials and street furniture to support the significance of Richmond Town Hall's civic function.



Artists illustration (indicative only)

3 Streetscape improvements along Gleadell Street

Direction: Placemaking to establish a civic hub along Gleadell Street to support community and institutional uses

How:

- Additional street tree planting and soft landscaping through reorganising on street parking.
- Traffic calming measures / shared zone to focus on pedestrian priority and walking connection from relocated tram stop to civic and institutional uses.
- Improved bicycle priority and access.
- High quality streetscape materials and furniture palette, including new seating and lighting
- Improved east-west pedestrian connections through future schools and links to Citizens Park.



Example of shared pedestrian and vehicle surface (source: Hansen Partnership)

4 Upgrade Gleadell and Griffiths Street ROWY

Direction: Creation of an artwork laneway

How:

- Laneway resurfacing and installation of lighting.
- Opportunities for utilising side walls for graphic art installation, or air right (above laneway) for potential art installation.



Example of laneway mural (source: Hansen Partnership)

5 Streetscape improvements along Griffiths Street

Direction: Improve bicycle priority and facilities, and provide traffic calming measures

How:

- Wider footpaths and new bicycle lanes.
- Improved landscaping, planting and street furniture.



Example of St Kilda Road cycle lane and mature street tree planting (source: Hansen Partnership)



Artists illustration (indicative only)

2.4.3 Key Project: Pause Points

A pause point is a space which allows space for pedestrians to rest or pause on the street, and provides comfortable street furniture and amenity for users. A pause point also acts as a traffic calming measure.

The existing pause points which can be improved, and the proposed pause points identified in the Precinct Plans are summarised on the adjacent diagram. Further investigation will be required to determine how the pause points can be implemented subject to traffic assessment, services and drainage investigation. Consideration will be given to existing street character, creation of active building interfaces, location of disabled car parking bays, widening of pedestrian spaces through development proposals, trading permits, authorities works and maintenance requirements. Consultation will be required with adjacent property owners.

Importantly, public realm upgrades sought for this key project will respond to the following Streetscape Masterplan Framework objectives:

Objective 2 - Access and Connections:

Improve accessibility and connections focusing on universal access and enhance the sense of arrival into Bridge Road from neighbouring streets, public transport nodes and key destinations

Opportunities identified:

1

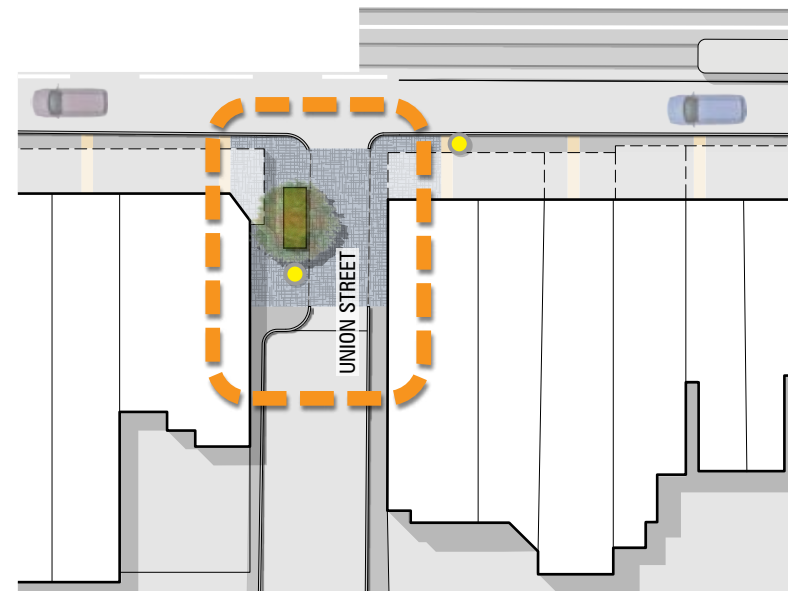
Pause Point

Direction: Improve existing pause point with high quality material treatment, landscaping, furniture or lighting

Direction: Create a new pause point through use of high quality material treatment, landscaping, furniture or lighting

How:

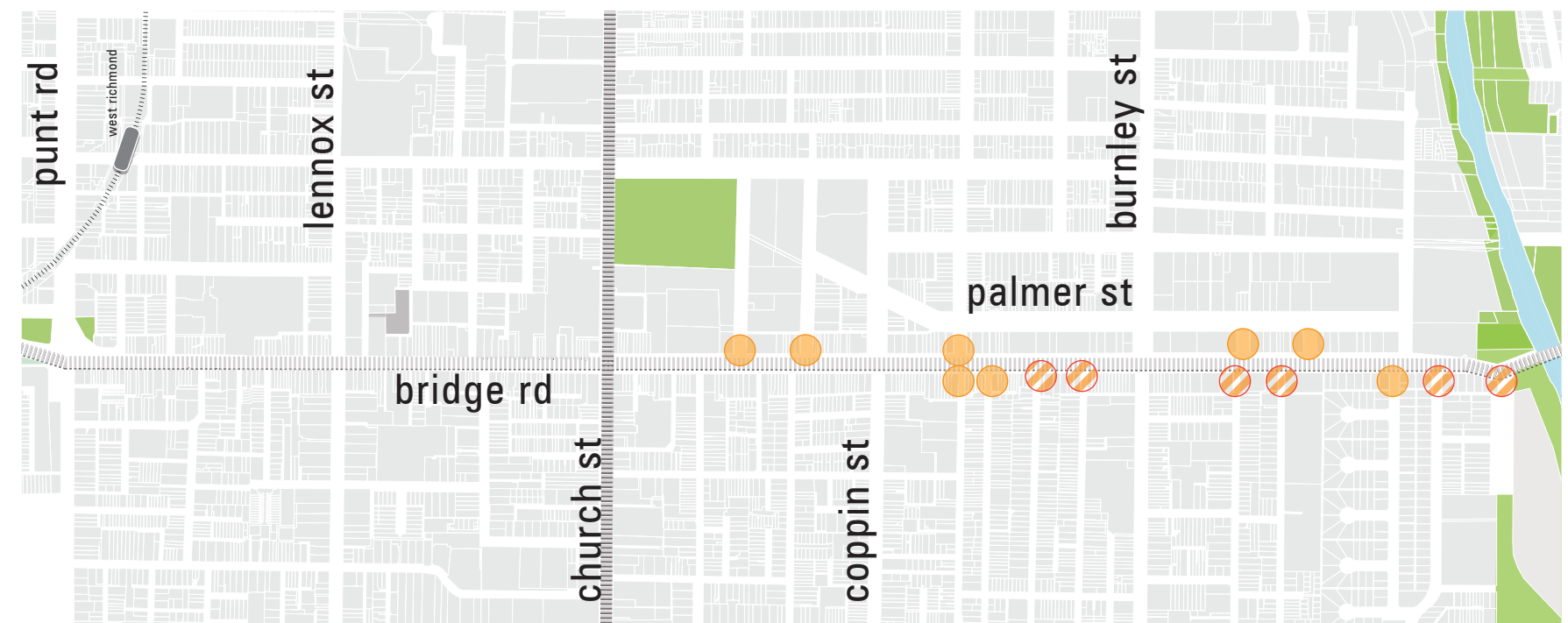
- High quality natural stone paving and kerb materials
- Widened footpaths
- Kerb extensions
- Narrowed roadway
- Shared surface
- Raised crossing
- Garden bed and tree planting
- Street furniture including seating, bins and bike racks
- Installation of a public toilet in the Bridge Road East precinct
- Feature lighting and public art
- Creation of active edges and widening of pedestrian spaces
- Activation of building frontages through outdoor dining / trading where practical, balanced with the need for public space



Example pause point on Union Place within the Epworth Hospital special place, including shared surface, widened footpath, garden beds and tree planting



Existing pause point at Waltham Street (source: City of Yarra)



Orange circle: Proposed raised crossing

Orange circle with diagonal lines: Proposed pause point

Locations of proposed pause points and raised crossings

2.4.4 Key Project: Lennox Street Intersection

The Lennox Street intersection is the main central road junction within the Richmond Hill precinct, and as such is an important north-south connection. Opportunities exist to provide a high quality public realm which creates more public space within the Richmond Hill precinct. This can be achieved through a series of pause points on the north and south side of Bridge Road, and establishment of a pedestrian node and comfortable rest point.

Establishing pause points at this intersection will provide a point of reference and orientation, assist with enhancing the character of the precinct, improve street activation, improve pedestrian priority and provide cycle facilities.

Importantly, public realm upgrades sought for this key project will respond to the following Streetscape Masterplan Framework objectives:

Objective 1 - Precinct Character:

Strengthen the existing character precincts of Bridge Road through complimentary public realm improvements with unifying streetscape elements and focus on key destinations

Objective 2 - Access and Connections:

Improve accessibility and connections focusing on universal access and enhance the sense of arrival into Bridge Road from neighbouring streets, public transport nodes and key destinations

Objective 3 - Sustainable Transport Priority:

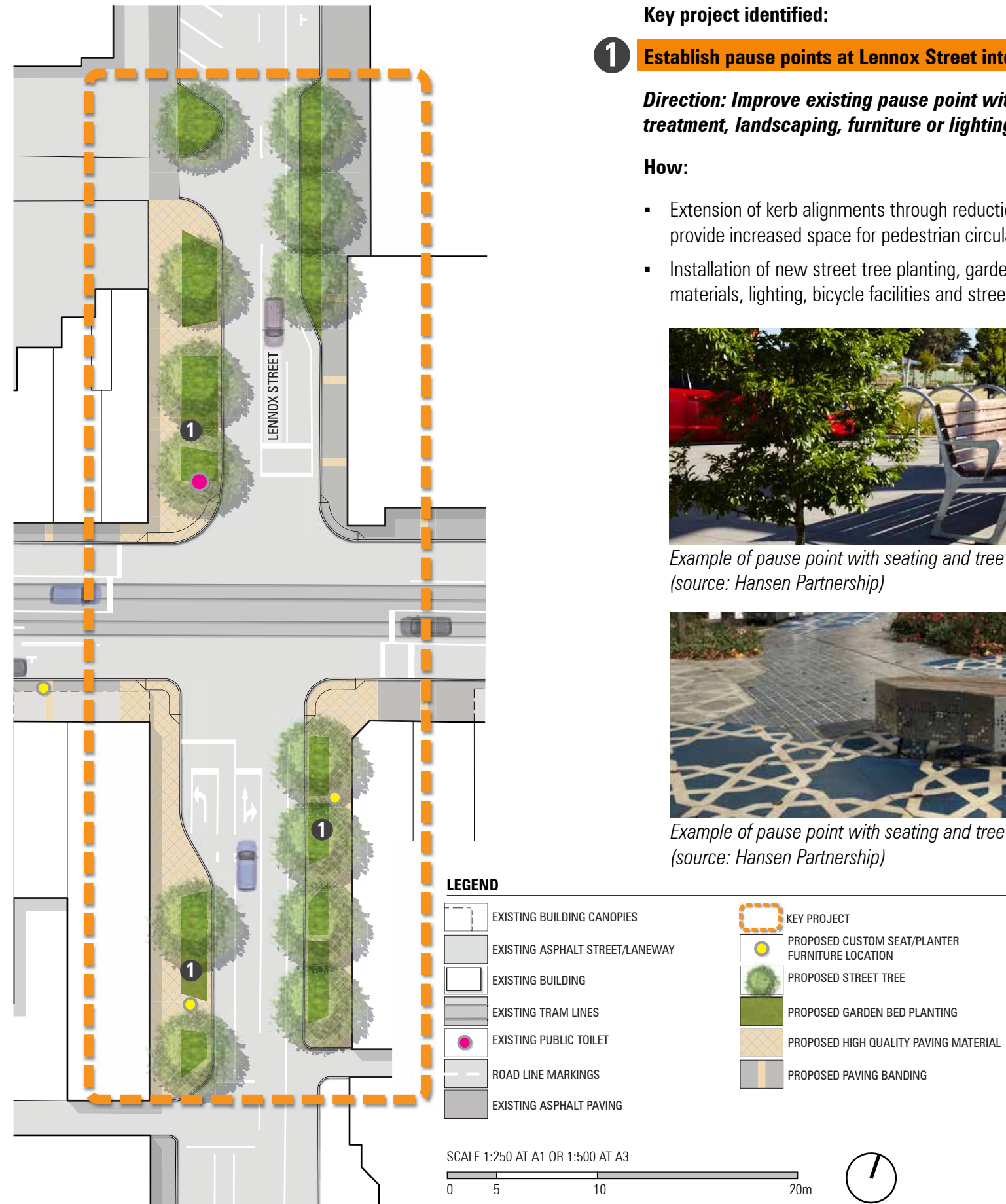
Recognise Bridge Road as a key destination for retail, civic and institutional uses and provide high quality public realm improvements to support pedestrians, cyclists and public transport users

Objective 4 - Public Space

Identify and develop public spaces for pedestrian and recreational amenity

Objective 5 - Street Greening

Create a stronger green link by additional planting



Key project identified:

1 Establish pause points at Lennox Street intersection

Direction: Improve existing pause point with high quality material treatment, landscaping, furniture or lighting

How:

- Extension of kerb alignments through reduction of car parking spaces, to provide increased space for pedestrian circulation.
- Installation of new street tree planting, garden beds, high quality paving materials, lighting, bicycle facilities and street furniture.



Example of pause point with seating and tree planting
(source: Hansen Partnership)



Example of pause point with seating and tree planting
(source: Hansen Partnership)

2.4.5 Key Project: Street Greening

Bridge Road its self currently has a number of different tree species planted along its length, and existing trees are generally located within the Bridge Road East precinct or at existing pause points. This is due to constraints of road / pavement width within the Richmond Hill precinct, and service infrastructure / canopies within the Civic & Institution Precinct.

Street greening has been identified as a key project to improve the character of Bridge Road. A number of opportunities and strategies have been suggested to improve greening along the street.

It is envisaged that street greening will seek to enhance continuity of character within the overall Bridge Road precinct, as well responding to the local character of individual streets.

Importantly, public realm upgrades sought for this key project will respond to the following Streetscape Masterplan Framework objectives:

Objective 5 - Street Greening

Create a stronger green link by additional planting

Opportunities identified:

1

Street Tree Planting

Direction: Additional street tree planting through reorganising on street car parking layout

Direction: Establish boulevard effect through regular tree planting

How:

- Additional street tree planting on Bridge Road with a consistent tree species and staged replacement of existing trees, to strengthen the character of Bridge Road and provide consistency.
- Additional street tree planting on side streets with species consistent along the street. Care is also required to create consistency in the treatment of side street intersections with Bridge Road. Species to be selected with consideration to existing street tree species within the Bridge Road precinct, as identified in the adjacent diagram.
- Reorganisation of existing parking to create more space for street tree planting.



Existing street tree species within the Bridge Road precinct and examples of locations (source: City of Yarra)

2 Planting in public spaces and kerb outstands

Direction: Opportunity to explore additional street tree planting

How:

- Improve street tree planting in kerb outstands, and public spaces.



Example of semi-mature street tree planting in a kerb outstand
(source: Hansen Partnership)

3 Footpath Trading Policy

Direction: Improve landscaping on the south side of Bridge Road

How:

- Encourage traders to provide planter boxes associated with building uses such as cafes, restaurants and retail.
- Implemented through the footpath trading policy with guidelines on sizes and materials.



Examples of planter boxes associated with commercial building uses on Bridge Road (source: Hansen Partnership)

4 Planting in pause points

Direction: Improve existing pause point with landscaping

Direction: Create a new pause point with landscaping

How:

- Street tree and garden bed planting within widened pavement areas and shared zones.
- Raised planter boxes.
- Species selection to compliment the existing character of the street and buildings, and create consistency at the intersections of side streets with Bridge Road.
- Drought tolerant species that do not have an aggressive root system.
- Low garden bed planting to avoid conflict with vehicle sight lines.



Robust strappy leaved species such as Lomandra varieties
(source: Hansen Partnership)



Low, mounding species such as Westringia or Rosmarinus varieties
(source: Hansen Partnership)

Suggested understorey species

Preferred features:

- Seasonal interest through colour, flowers and leaves.
- Structural planting with interesting form.
- Spreading groundcovers.
- Robust species to withstand harsh conditions in a streetscape.



Species with colourful flowers such as Brachyscome varieties
(source: City of Yarra)



Spreading groundcovers with structural interest such as Banksia varieties (source: City of Yarra)



Structural shrubs such as Callistemon varieties (source: City of Yarra)

2.4.6 Key Project: Signage & Wayfinding

There is opportunity to use signage and wayfinding to emphasize the distinctive characters of each precinct in Bridge Road, and provide consistency within the overall Bridge Road precinct.

Importantly, public realm upgrades sought for this key project will respond to the following Streetscape Masterplan Framework objectives:

Objective 1 - Precinct Character:

Strengthen the existing character precincts of Bridge Road through complimentary public realm improvements with unifying streetscape elements and focus on key destinations.

Opportunities identified:

1 Enhanced Precinct Character

Direction: Develop cohesive signage / wayfinding and branding

How:

- In discussion with the Bridge Road Main Street Association and the local businesses, prepare street branding strategies for different precincts of Bridge Road.
- Liaise with PTV and Yarra Trams for incorporating wayfinding and branding along with the new tram super stops.

2 Signage upgrade programme and new signage

Direction: Provide signage / wayfinding to key streets in the precinct

How:

- Remove / replace existing signage based on a signage audit.
- Upgrade existing maps and directional signage.
- Provide new signage in accordance with the City of Yarra Signage Policy and Melbourne Way Finding and Master Style Guide (Way Found), seeking opportunities for installation of wayfinding signs in coordination with new tram stops.
- Provide new signage to key locations and destinations in the Bridge Road precincts.
- Provide directional signage for car parking which services Bridge Road.



Example of wayfinding signage (source: Hansen Partnership)

3 Maintenance Framework

Direction: Improve processes for installation and upkeep of signage

How:

- Conduct an audit with the aim of decluttering signage along Bridge Road and identify signage which can be removed / replaced / improved.
- New developments to pursue re-installation of the existing historic markers through planning permits.
- Prepare a program for regular maintenance and upkeep.

4 Install new historic markers

Direction: Emphasise distinctive precinct character and build on historical interpretation with new signage and markers

How:

- Undertake a program to provide additional markers relating to the history of Bridge Road and the association of places and buildings with historic figures or businesses.



Example of existing interpretive signage (source: Hansen Partnership)

2.4.7 Future Potential Project: Mary Rogers Square

Mary Rogers Square is a public space node at the junction of Bridge Road and Church Street, which marks the start of the Richmond Hill Precinct.

It is envisaged that the upgrade of the square will support wayfinding for visitors, enhance the character of this junction with a focus on pedestrian safety and improved amenity.

Opportunity needs to be explored to provide an active and attractive built edge and an identity to the square, in future, seeking integration with the development of adjoining sites.



Aerial photo of existing Mary Rogers Square and Bridge Road - Church Street intersection (not to scale)

2.4.8 Future Potential Project: Judd Street Car Park

Judd Street car park is an existing car park on the north side of Bridge Road which has been identified as a potential future project to improve precinct character and provide new public open space within the Richmond Hill precinct. New development in the area (under construction) is changing the type of land use around the car park, and this project has the potential to provide open space and amenity for future residents as well as visitors to Bridge Road.

Council has recently sought a wide pedestrian link through an adjoining development which would provide a legible connection to the Judd Street car park from Bridge Road. The pedestrian links off Judd Street and Bosisto Street (via Leggo Place and Hull Street), and the new direct link from Bridge Road will connect this project into its surrounds. Establishing a public space in this location will provide a destination point within the Richmond Hill precinct which is open to all users, and provides space for activities and gatherings. There is also an opportunity to provide car parking along with public space, taking advantage of the slope of the land and the size of the existing car park.

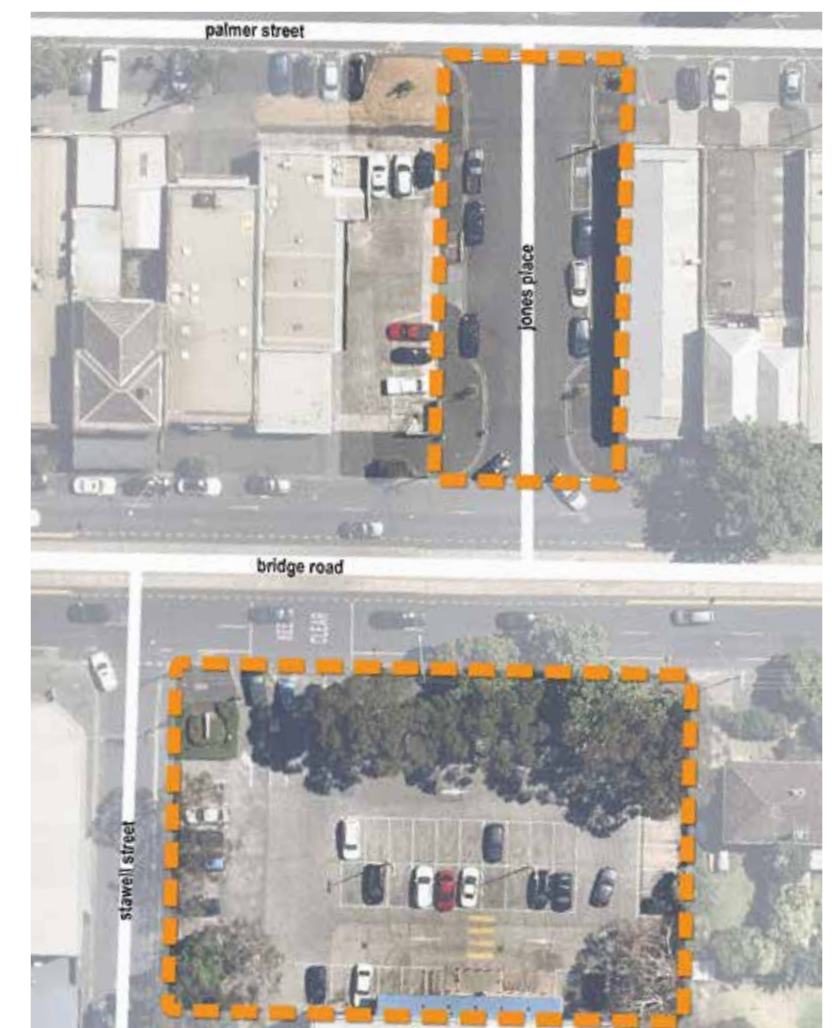


Aerial photo of existing car park and adjacent apartment construction site (not to scale)

2.4.9 Future Potential Project: Jones Place and Officeworks

Jones Place is an existing two way street between Palmer Street and Bridge Road. Officeworks lies opposite to Jones Place on the south side of Bridge road, with the frontage currently occupied by an at grade car park associated with Officeworks. These spaces have been identified as a potential opportunity to improve the character of the precinct, improve equitable distribution of public space, create nodes to encourage walking and sustainable transport to local facilities and improve street greening.

Establishing a public space at Jones Place and a new open space within the front setback of the Officeworks site (if the opportunity arises with future development of the site) would create a new destination point within the precinct which would provide facilities for residents, workers and visitors.



Aerial photo of existing Jones Place and Officeworks car park (not to scale)

2.5 Design and Material Palette

A design and material palette has been prepared to define surface materials and street furniture for use within the three precincts of Bridge Road, with a view to create consistency along the street, ease of movement for all and to standardize maintenance requirements.

Surface Materials

Higher order, non slip, paving materials of natural stone and exposed aggregate concrete will be used in special places, key projects and pause points.

New public spaces, parks and reserves such as Judd Street Park, and Jones Place would be suitable for a softer materials palette including warmer colours and permeable materials.

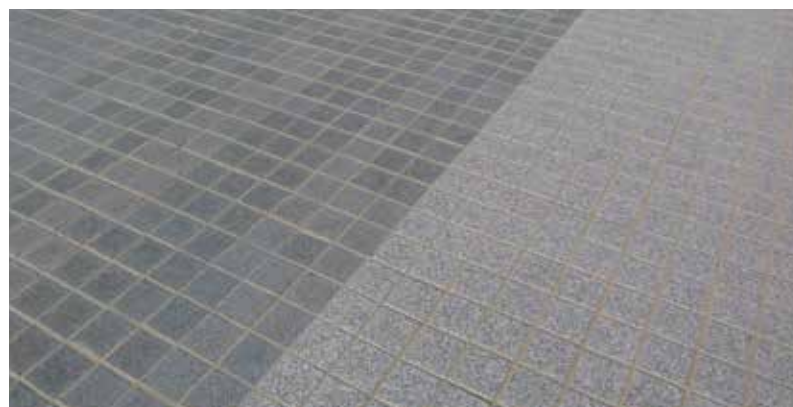
Special Places and Pause Points



Natural granite or bluestone in grey to warm tones
(source: Hansen Partnership)



Exposed aggregate concrete (source: Hansen Partnership)



Natural granite or bluestone cobbles (source: Hansen Partnership)



Natural granite or bluestone paving bands
(source: Hansen Partnership)

Parks and Reserves



Exposed aggregate concrete, granitic gravel and feature areas of natural stone for public open space and parks (source: Hansen Partnership)



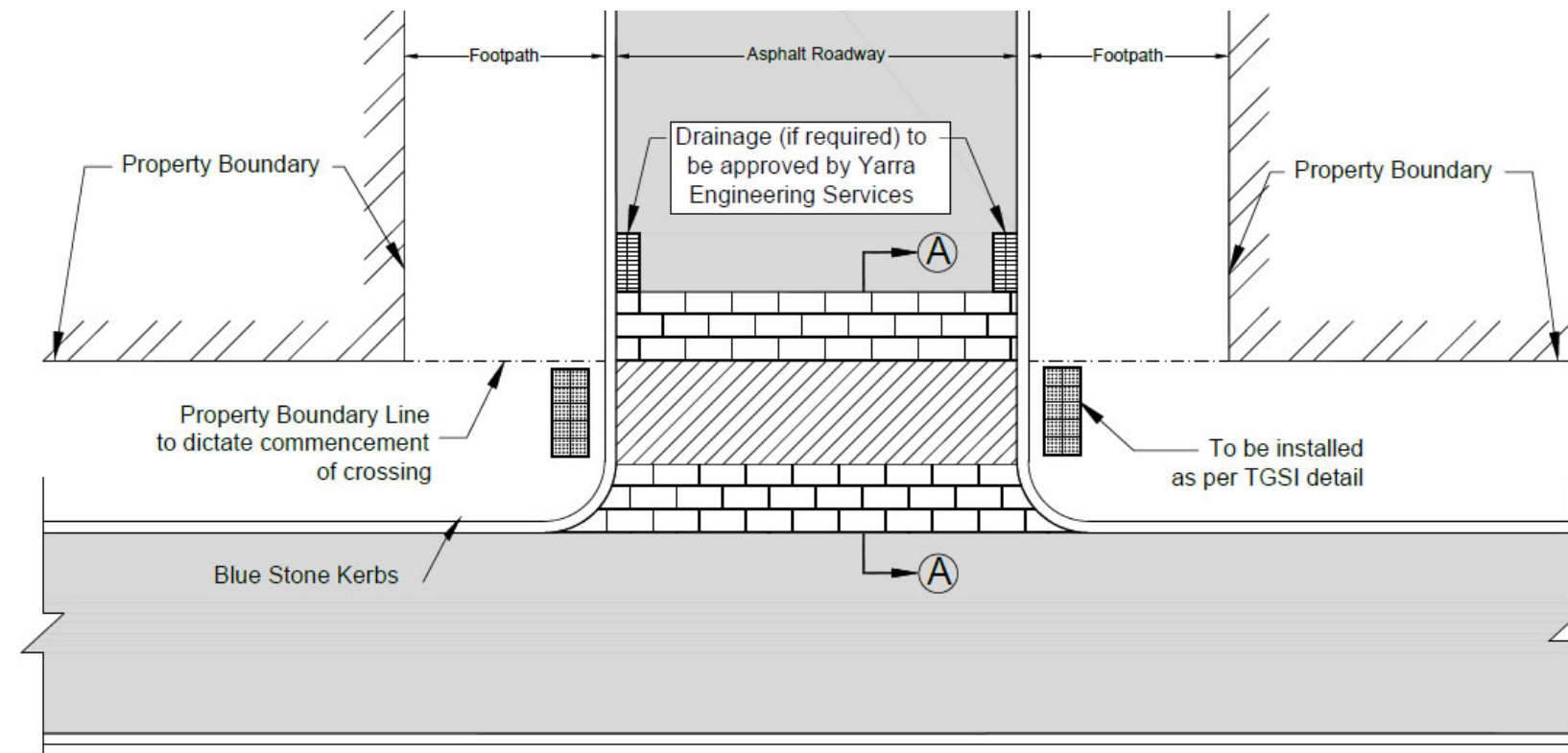
Natural timbers for furniture and decking areas (source: hoskingindustries.com.au)

Raised Crossing Treatment

A standardized approach will be taken to improving access at the junction of side streets to Bridge Road. This will include raising the level of the side street at the crossing point to create a flush transition from the main Bridge Road footpath, and slow turning vehicles through visual indicators of stone setts and the raised crossing point.



Examples of raised crossing treatments at side streets
(source: City of Yarra)



Typical design for a raised crossing treatment at a side street
(source: City of Yarra)

Street Furniture

Standard Furniture Palette

A standard suite of furniture shall be used throughout Bridge Road in accordance with the City of Yarra Public Domain Manual. Locations of new street furniture will require consultation.



Standard stainless steel seats will be used in accordance with the City of Yarra Public Domain Manual. Seats should be located close to public transport nodes including tram stops and bus stops. A clearance of 1.8m should be allowed from building lines and a minimum of 1.5m should be allowed between seats. (source: City of Yarra)



Standard stainless steel rubbish bins will be used in accordance with the City of Yarra Public Domain Manual. Bins should be located close to public transport nodes including tram stops and bus stops, and in proximity to on street seating. (source: City of Yarra)



Standard steel inground and post bike hoops will be used in accordance with the City of Yarra Public Domain Manual. Post bike hoops assist with minimising street clutter. Bike facilities such as bike pumps shall be provided along key bike routes. (source: City of Yarra)



Drinking water fountains with bottle refills will be provided close to public toilets and in the identified special places of the Epworth Hospital and Richmond Town Hall & Gleadall Street. (source: City of Yarra)

Custom Furniture for New Public Spaces

Custom furniture may be suitable for designed for new public spaces, reserves and parks such as Judd Street Park and Jones Place. This furniture should respond to the character of each precinct and compliment the identity of that precinct



Example of sculptural seating at Peel Street Park in City of Yarra (source: City of Yarra)



Example of custom seating and lighting at Richmond Terrace in City of Yarra. (source: Hansen Partnership)



Example of custom furniture at Oxford Street Park in City of Yarra. (source: Hansen Partnership)

IMPLEMENTATION

3

3 IMPLEMENTATION STRATEGY

3.1 The Strategy

This section sets out the proposed timeframe to implement the Special Places and Key Projects identified in the Streetscape Masterplan. The timeframes are identified as short term (0-5 years), medium term (5-10 years) and long term (10+ years). The appropriate City of Yarra Lead Unit has also been identified along with the required implementation process in the subsequent pages. The table also includes immediate actions to be undertaken (in the next financial year) to progress the priority projects.

The Streetscape Masterplan recognises that there are further opportunities which would require additional exploration, discussions and a strong partnership between a number of agencies and stakeholders (including TFV, PTV, Yarra Trams, VicRoads, Bridge Road Mainstreet Association). These include:

- New accessible tram superstops.
- Widening of the northern footpath in the Richmond Hill precinct.
- Additional street tree planting on the southern side of Bridge Road between Burnley Street and the Yarra River.

Realising these opportunities would be a future process and would depend on exploring a change to traffic and transport options. Implementing these options would also require significant resources. Since such opportunities would be important for placemaking in the future, the Streetscape Masterplan recommends that Council takes a strong advocacy and coordination role and continues to work with the transport agencies to establish the road user hierarchy along Bridge Road and better understand the functions of Bridge Road in the wider transport network context.

	Key Projects	Description	Associated Interventions	Responsibility	Timeframes Short (0-5 years) Medium (6-10 years) Long (10+ years)	Immediate Actions
1	Town Hall Precinct	Transformation of the public realm around the Town Hall and along Gleadell and Griffiths Streets into a highly inviting pedestrian and cyclist priority space which seeks to strengthen the role of this precinct as a civic and community node.	Tram Stop Upgrade to provide a central median DDA compliant platform, including provision of easy and safer access to tram stop.	External Project Lead: State Government Yarra City Council Lead: Strategic Transport Unit	Short Term	Council will continue to work in partnership with TFV, PTV and VicRoads to: <ul style="list-style-type: none"> seek clarity on road user hierarchy, traffic impacts and network analysis. implementing upgraded tram stops at Gleadell Street and Church Street.
			Upgrade the streetscape setting around the town hall by revitalising the existing garden beds with new planting, exploring opportunities for street tree planting and providing high quality pavement material, street furniture and entry treatment to support the significance and civic function of the Richmond Town Hall. Depending on the tram stop location and type there may be opportunities to integrate the public space with the tram stop.	Yarra City Council Project Lead: Urban Design Unit	Short Term	Develop a design concept and design details.
			Gleadell Street streetscape improvement to create a pedestrian friendly and walkable environment for all users including the new Richmond High School students. The upgrade will include provision of potential shared space in front of the school entrance and recreation center, new landscaping, raised pedestrian crossing, street furniture and lighting. Design of the streetscape improvements will incorporate the retention of Gleadell Street Market. The design will also need to integrate improvements to the tram stop near Gleadell Street.	External Project Lead: Department of Education Yarra City Council Lead: Planning and Placemaking (Urban Design and landscaping in partnership with traffic and Strategic Transport units)	Short Term	Undertake parking occupancy surveys, traffic counts, pedestrian/bicycle counts, feature survey and other site investigations. Investigate and establish the feasibility of the east-west connections through the School site and Citizens Park with State Authority. Advocate for State funding contribution to the project. Commence the design process.
			Griffiths Street streetscape improvement to create a pedestrian and bicycle friendly environment for the new Richmond High School students. The upgrade will investigate opportunity for wider footpath, raised pedestrian crossing, more landscaping and street furniture and new bicycle lanes.	External Project Lead: Department of Education Yarra City Council Lead: Planning and Placemaking (landscaping)	Short Term	Undertake traffic and parking analysis, parking occupancy survey, traffic/pedestrian counts etc. Finalise the design engaging with the local community and integrating the improvements to Palmer Street and Coppin Street. Seek funding for implementation.
			Upgrade the Gleadell Griffiths ROWY to promote a safe and permeable environment for pedestrians and bikes. This will include laneway re-surfacing, installation of public lighting and commissioning of artwork along the sides of buildings.	Yarra City Council Project Lead: Urban Design Unit	Medium Term	Prepare design concepts and undertake community consultation. Finalise the design.

	Key Projects	Description	Associated Interventions	Responsibility	Timeframes Short (0-5 years) Medium (6-10 years) Long (10+ years)	Immediate Actions
2	Epworth Hospital Precinct	The project seeks to encourage safer and more attractive pedestrian environment around the important Epworth Hospital as a key activity and employment node. It also seeks opportunities for developing 'public space nodes' within the Richmond Hill Precinct.	Widening of existing pedestrian crossing across Bridge Road and using distinctive pattern to reinforce pedestrian priority for the increasing north-south pedestrian movement. Also create a distinctive marking for safe pedestrian movement across Epworth's drive way entry.	Yarra City Council Project Lead: Traffic / Urban Design Unit External VicRoads, Transport for Victoria, Public Transport Victoria (PTV) and Epworth Hospital	Short Term	Prepare a design concept in consultation with PTV, Yarra Trams, Vic Roads and Epworth Hospital. In partnership with VicRoads implement a pedestrian crossing across Bridge Road. In partnership with Epworth Hospital implement distinctive treatment for safer crossing in front of Epworth Hospital.
			Investigate with Epworth Hospital to improve public realm amenity of the hospital building to Bridge Road frontage and Erin Street. Opportunity for introduction of plants (potted plants) at Bridge Road frontage, better landscaping along Erin Street frontage along with installation of seats, better access to the landscaped area at Epworth Rehabilitation Centre.	External Project Lead: Epworth Hospital Yarra City Council Lead: Urban Design Unit		Council to work with Epworth Hospital management to identify the opportunity to improve amenity of the hospital frontage and Erin Street.
3	New Pause Points and Raised Crossing	Provision of pause points will facilitate public space nodes and improve pedestrian amenity, safety and quality of the streetscape. Provision of raised crossing will give pedestrians priority at road crossings.	Create six new pause points. Pause points should include raised pedestrian crossings and kerb extensions using high quality material treatment, landscaping, furniture and lighting as necessary. For cost efficiency creation of pause points need to be coordinated VicRoads pedestrian safety improvement project which includes raised crossings. Locations for new pause points: -Hunter Street -Fraser Street -Type Street -Stawell Street -Westbank Terrace -Yarra Boulevard	External Project Lead: VicRoads Yarra City Council Lead: Urban Design Team and Traffic Team	Short Term	Council to work with VicRoads to finalise design for pedestrian safety improvement projects to deliver new raised crossings and pause points between Church Street and the Yarra River.

	Key Projects	Description	Associated Interventions	Responsibility	Timeframes Short (0-5 years) Medium (6-10 years) Long (10+ years)	Immediate Actions
	New Pause Points and Raised Crossing (continued)		Provide new raised crossings at the following side streets: - Gleadell Street - Griffiths Street - Gardner Street - Lord Street - Neptune Street - Tudor Street - Whites Place - Jones Place	External Project Lead: VicRoads Yarra City Council Lead: Urban Design Team and Traffic Team (in partnership with Engineering Services)	Short Term	Council to provide input to Vic Roads design process. Implementation proposed through VicRoads - TAC funding.
4	Street Furniture Upgrade	Provision of high quality and consistent furniture to unify the streetscape elements and improve the visual appearance of Bridge Road.	Undertake a street furniture upgrade programmed to provide a consistent palette of furniture for the whole of Bridge Road and the existing pause points to include seats, bins, water fountain and bike hoops. Consideration to be given to minimal life cycle costs and maintenance requirements.	Yarra City Council Project Lead: Urban Design Unit	Short Term	Undertake an audit of existing street furniture and locations for additional furniture. Consult with business and property owners, finalise furniture locations and seek funding.
			Investigate a suitable location to provide a public toilet east of Coppin Street.	Yarra City Council Project Lead: Urban Design Unit	Medium Term	
5	Street Greening	Provide additional landscaping along Bridge Road	Additional street tree planting along Bridge Road, side streets and public spaces.	Yarra City Council Project Lead: Compliance Services	Ongoing	Identify opportunities for additional greening of the street. Program additional tree planting.
			Improve landscaping in existing pause points and create new pause points with landscaping.	Yarra City Council Project Lead: Recreation and Open Space Unit	Short Term	Under the Council's street tree / landscape program create a program for additional greening of pause points and side streets, east of Church Street.
			Encourage footpath traders to provide planter boxes along Bridge Road.	Yarra City Council Project Lead: Urban Design Unit	Ongoing	As part of the ongoing footpath trading permit process, promote installation of planter boxes where appropriate.
6	Judd Street car Park	Opportunity to convert existing car park into a new, inviting meeting place for existing and future residents living within the Richmond Hill precinct and beyond.	Explore opportunity to convert the car park into a public place. Consideration should be given to providing pedestrian linkages off Judd Street and Bosisto Street connecting the surrounding area to the car park.	Yarra City Council Project Lead: Urban Design Unit	Short Term	Prepare scope for conducting a feasibility study of options for the future use of Judd Street car park s public space. Seek funding to undertake feasibility study.
			If feasibility of the project is established undertake design, consultation, seek funding and implement.		Medium to Long Term	

	Key Projects	Description	Associated Interventions	Responsibility	Timeframes Short (0-5 years) Medium (6-10 years) Long (10+ years)	Immediate Actions
7	Signage and Wayfinding	Improve streetscape presentation through consolidating public signage and minimising on street visual clutter	Undertake a signage upgrade program in accordance with City of Yarra Signage Policy and Melbourne Way finding Signing Master Style Guide to improve pedestrian navigation along the street, including building upon existing heritage markers and providing new directional signage to key locations and train stations.	Yarra City Council Project Lead: Urban Design Unit	Short to Medium Term	Undertake a public signage audit to reduce signage clutter. Advocate to PTV and Yarra Trams to install way finding maps integrated with tram stop infrastructure. Investigate options for installation of new historical interpretation signs.
8	Lennox Street Intersection	The project seeks to create a sense of arrival into Bridge Road through establishment of a pedestrian node as Lennox Street is an important pedestrian and cyclist north-south connection.	Redesign of kerb to increase kerb extension which will assist in traffic calming and provide an opportunity for public space and planting. Provision of high quality material treatment, landscaping, street furniture and lighting.	Yarra City Council Project Lead: Urban Design Unit	Medium Term	
9	Existing pause points	Upgrade existing pause points, east and west of Church Street to improve pedestrian amenity and quality of streetscape.	Improve existing pause points with high quality material treatment, landscaping, furniture and lighting. Investigate street activation opportunities through outdoor dining / trading where appropriate and balance the need for public spaces.	Yarra City Council Project Lead: Urban Design Unit	Short to Medium Term	Undertake an audit of existing pause points to identify improvements and scope for future works.
10	Mary Rogers Square	Conduct a feasibility study to explore opportunity to upgrade of the Mary Rogers Square into a safe, functional and attractive public space.	Provision of more landscaping and relocation of street furniture. In future if the tram stop is removed from Mary Rogers Square consider exploring a redesign of the site.	Yarra City Council Project Lead: Urban Design Unit External VicRoads	Long Term	
11	Jones or Whites Place Public Space	Conduct a feasibility study to explore opportunity for road closure to convert either of the streets into a pocket park to serve the future residents.	Council's new open space strategy should confirm the need for new public open space. Consistent with the open space strategy convert Jones Place or Whites Place into a pocket park. Provide a pause point on the other street.	Yarra City Council Project Lead: Urban Design Unit	Long Term	
12	Important Advocacy Actions	Council will continue advocating to State transport agencies on: <ul style="list-style-type: none"> Establishing road user hierarchy, traffic impacts and network priority. Identify location and type of new upgraded tram stops. A program to implement upgraded tram stops. Feasibility for widening northern footpath. 	State government's tram stop upgrade program to make tram stops disability access compliant.	Yarra City Council Project Lead: Urban Design Unit	Short, Medium and Long Term	Council to continue advocating.