Frankston Local Shopping Strip Action Plan

2021

Lifestyle Capital of Victoria

Acknowledgement of Country

Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City, and value and recognise local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.

Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions and culture in our community.

Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal cultural heritage of the land and waters where Frankston City Council is situated.

Message from the Mayor

Cr Kris Bolam
Mayor, Frankton City

Local shopping strips are crucial to Frankston City's growing economy and play an important role in shaping the character and amenity of our neighbourhood communities. They create a sense of shared community, provide convenience, enhance streetscapes and most importantly, offer a place for local businesses to establish and grow. These strips also have tremendous and often untapped potential as urban green spaces and hubs for local arts and culture.

Council has undertaken an extensive review of shopping strips across Frankston City, to assess how well these places are servicing their local communities. Importantly, we have asked our community what it is they want from their local shopping strips, and the main issues they are encountering; be it safety, variety, accessibility, car parking, look and feel or otherwise. This feedback has been used to inform and reinforce opportunities, outcomes and priorities of the Plan and it is a pleasure to present it to the Frankston City community.

The Local Shopping Strip Action Plan demonstrates Council's ongoing commitment to ensuring local shopping strips reach their full potential, and continue to be thriving hubs of community activity for generations to come. This is an innovative plan that provides the basis for Council to prioritise public realm improvement projects in local shopping strips over the next 10 to 15 years.

The outcomes and priorities outlined can be summarised into four key areas being:

• Providing safe, convenient and accessible spaces

• Integrating sustainable design

• Encouraging activity and engagement

• Forming a strong sense of identity

These key areas will target the long-term success of our local shopping strips.

We want to ensure our shopping strips not only function well, but reflect a truly innovative approach to activating our local neighbourhoods.

The Local Shopping Strip Action Plan aligns with our Community Vision 2040, where Frankston City is 'the place on the bay to learn, live, work and play in a vibrant, safe and culturally inclusive community'. Each project will be approached as an opportunity to make our City the very best it can be.

Executive Summary

Local shopping strips are an important part of our urban neighbourhood fabric providing conveniently located shops and businesses that service their local communities. The Local Shopping Strips Action Plan will guide the development of the public realm and streetscape environment of our Local Shopping Strips over the next 10-15 years.

The public realm and streetscape is the fundamental framework to support and attract new businesses and visitors, promote social engagement and foster a strong economy. The Action Plan provides a vision and framework for Local Shopping Strip streetscapes in Frankston and addresses issues and challenges. It identifies strategic directions and opportunities for improving the prosperity of our local shopping strips to realise social, environmental, economic and cultural benefits.

Frankston City Council has 23 local shopping strips spread across 5 suburbs: Frankston, Frankston North, Frankston South, Langwarrin and Seaford. Improving the public realm quality of these shopping strips has the potential to enhance them as attractive and accessible community destinations which positively contribute to the overall experience of Frankston City.

Our local shopping strips are the centre of activity for our communities. As such, community feedback was encouraged throughout the development of the plan to ensure we can work towards planning for the community's needs and aspirations for these spaces.

The following 4 principles have been used to determine the success of Frankston City's local shopping strips:

- Identity;

- Connections;

- Community; and

- Sustainability.

A number of recurring issues were identified through the shopping strip assessments:

- Insufficient Water Sensitive Urban Design (WSUD) initiatives;

- Minimal identification signage to create a strong sense of place, character and orientation

- Inconsistencies in the type and quality of paving treatments and lighting

- Lack of equitable access for people of all ages and abilities

- Insufficient provision for designated pedestrian crossings

- Inadequate provision of canopy tree cover

- Poor visual appearance of buildings and the number of inactive frontages (blank walls)

- Potential opportunities for outdoor seating areas

In response, there are opportunities for Council to improve the local shopping strips through future upgrades guided by Urban Design Guidelines and a strategic Action Plan to help achieve its vision of becoming '…the place on the bay to learn, live, work and play in a vibrant, safe and culturally inclusive community' and being 'clean, green and environmentally responsible.'

Contents

Introduction

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Norman Avenue, Frankston South

1.1 Purpose

To provide a coordinated and consistent approach to local shopping strip improvements across Frankston City.

The Frankston Local Shopping Strip Action Plan provides a guiding framework for the future design, development and management of Frankston City's local shopping strips in the short, medium and long term. Well-designed shopping strips are beneficial for everyone; for residents, businesses and for the municipality. They bring people outdoors, attract tourists and foster a strong city economy.

This document contains a qualitative analysis of the existing conditions of Frankston City's local shopping strips, and design guidelines and actions to improve their public realm quality through future upgrades.

It is widely acknowledged that high-quality and well-maintained public spaces increase the number of people visiting retail areas, leading to improved trading for local retailers. However it is not just the economic benefits that foster smarter, more innovative investments in great public open spaces, it's the health, environmental and social benefits that make a city successful. Over time, ongoing innovation and transformation of a place is beneficial for growth as it affects both its users and its social and economic value.

In addition, there is a growing emphasis on designing for socially inclusive and sustainable outcomes. This document will deliver a holistic approach to developing vibrant, attractive and functional shopping strips, which are well integrated into the local community.

A review of the existing 23 shopping strips provides Council with an objective and transparent assessment to ensure that improvements are made to those shopping strips that are most in need of attention.

This Plan aims to identify what is and isn't working within the shopping strips and considers opportunities for improvement guided by holistic principles and site investigations of existing conditions.

The improvements of the shopping strips is addressed through the 'Action Plan' detailed in Chapter 5 of this report. The plan is prioritised into short (0-4 years), medium (4 – 8 years), long term (beyond 8 years) and ongoing priorities.

1.2 Scope

The Frankston Local Shopping Strip Action Plan provides direction for the future development of our local shopping strips public realm throughout the municipality for the next 10 to 15 years. The outcomes of this project strongly reflect the Frankston City Council Community Vision 2040 aspirations for Frankston City to become 'the place that people want to visit, study, work and live in.'

The 'Action Plan' for the shopping strips is a 10 to 15 year plan. It applies to all 23 Council-managed local shopping strips across the municipality as identified in this document. This does not include privately owned shopping strips or larger activity centres such as Frankston and Karingal. It also excludes privately owned land, buildings and businesses. A map indicating the list of shopping centres is included on page 18.

The Plan considers all public realm elements of a shopping strip that Council has a direct influence over such as seating, car parking, landscaping, footpaths, signage and lighting. The results will also be used to work with and support local traders and owners to improve the condition and appearance of buildings in private ownership.

The implementation of the 'Action Plan' will be addressed in Section 5 of this document. The plan is prioritised into early priority, short (1-3 years), medium (4-6 years), long term (7-9 years) and ongoing priorities.

Budget estimates will be prepared for each of the priority periods and an annual submission for funding will be submitted to Council. This may be operational or capital funds as appropriate to the actions.

"Frankston City is the place that people want to visit, study, work and live in."

1.3 Benefits

1.3.1 Benefits

Environmental Benefits

Improved pedestrian environment will reduce reliance on vehicular movement and encourages walking and cycling, reducing pollution by as much as 40% and CO2 emissions by 10%.[1]

Increased tree canopy and vegetation in the urban environment can lower surface and air temperatures by providing shade and through evapotranspiration.[7]

Economic Benefits

Attractive shopping strips will encourage residents to spend time and money locally, instead of being forced to inner city locations.[2]

Studies have found "strong correlations between rental value, accessibility, active shop frontage, and attractive public realm."[3]

Social Benefits

Local shopping strips are an integral part of community life and fundamental to supporting social interaction and social cohesion.[4]

Research has indicated that "high streets function as meeting places for locals thus strengthening communities".[6]

Health Benefits

Physical and mental health benefits can be improved through shopping strips creating places where people can engage with the community.

Local shopping strips encourage physical activity. By participating in 15 minutes of walking a day, 5 days a week, the disease burden from physical inactivity would reduce by about 13%. [5]

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1. Andrade et al. Designed to Move: Active Cities, 2015
2. Hooi and Pojani, Urban design quality and walkability: An audit of suburban high streets in an Australian city, 2019
3. Hooi and Pojani, Urban design quality and walkability: An audit of suburban high streets in an Australian city, 2019
4. Andrade et al. Designed to Move: Active Cities, 2015
5. Australian Institute of Health and Welfare 2017. Impact of physical inactivity as a risk factor for chronic conditions: Australian Burden of Disease Study. Australian Burden of Disease Study series no. 15 Cat. no. BOD 16. Canberra: AIH
6. Hooi and Pojani, Urban design quality and walkability: An audit of suburban high streets in an Australian city, 2019
7. Akbari, H., D. Kurn, et al. 1997. Peak power and cooling energy savings of shade trees. Energy and Buildings 25:139–148.

1.3.2 Melbourne Benchmarks

A review of shopping strips throughout Melbourne assists in the understanding of the quality and ambitions for Frankston City Council. This includes local shopping strips in Fawkner, Brighton, Balwyn, Camberwell, Highett and Kew.

These shopping strips consist of high quality pedestrian spaces, pavement and landscape treatments, feature lighting, seating and excellent connections to public transport.

These well-designed elements, when thoughtfully combined, result in thriving commercial strips that achieve strong identity, connections, community and sustainability outcomes.

Public Art
Anderson Rd, Fawkner

Identification Signage
Dendy Village

Pedestrian spaces
Yerrin St, Balwyn
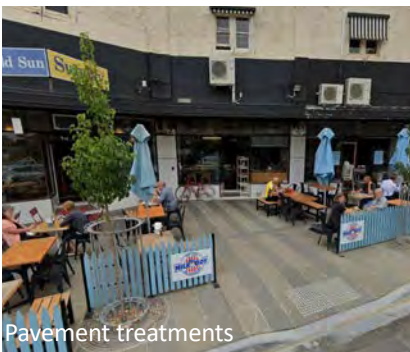
Pavement treatments
Fordham Ave, Camberwell

Bike rails

Seating and landscaping
Spring Rd, Highett

Identification Signage

Seating

Widended pedestrian spaces

Connections to public transport

Willsmere Village, Kew

1.3.3 Frankston Benchmarks

Local precedents within Frankston City Council, such as the recently redesigned Station Street shopping mall, can influence the quality and design of local shopping strips throughout the municipality.

Station Street has a number of cafes, restaurants and shops. It has active building edges that adds interest, life and vitality to the public realm. Pavement treatments, seating, bike rails, and waste bins contribute positively to the quality of the shopping strip.

Successful implementation of these elements has resulted in an inclusive, welcoming space that encourages social gathering.

Landscape and amenity

Continuous canopy and clear pedestrian walkways for access and movement

Active uses 'spill' onto the street

Bins
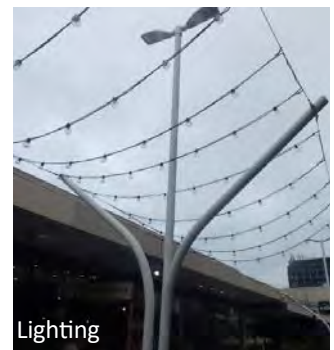
Lighting

Station St, Frankston

1.3.7 Frankston Benchmarks

Foot Street in Frankston is a busy shopping strip where people can comfortably sit and enjoy the outdoors. It has good connections to public transport, mature canopy trees, a designated pedestrian crossing (line marking), clean and consistent pavement treatments, seating, and universal access.

Foot Street provides inclusive access to all users, and delivers a safe and comfortable experience; and the surrounding landscape forms a strong sense of identity.

Bike rails

Connections to public transport

Seating

Canopy trees and landscape

Tactile indicators

Direct pathways
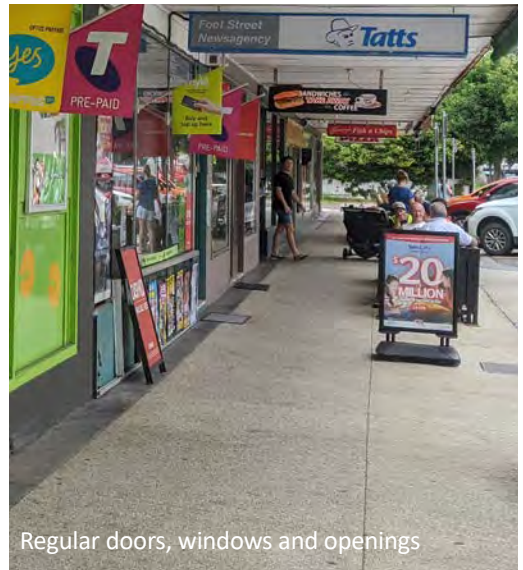
Regular doors, windows and openings

Foot St, Frankston

Policy Context

02

2.1 Policy Context

The Frankston Local Shopping Strip Action Plan is based on the objectives of Frankston's Council Plan 2021-25 to develop a series of strategic documents to guide the ongoing evolution of public places and spaces.

The Local Shopping Strip Action Plan is one of several strategic documents guiding a new approach to public realm and open space improvements in Frankston City. The Frankston Community Vision, Council Plan, Municipal Strategic Statement and Health and Wellbeing Plan are Council's overarching strategic documents. There are broader State policies that govern public realm and space in Victoria.

The Action Plan seeks implement the objectives of Plan Melbourne 2017-2050 to deliver a 20 minute neighbourhood – where people are able to meet most of their daily needs within a 20 minute walk from home.

The Action Plan strategically aligns with the following relevant Council documents:

- Frankston Council Plan 2021-25;

- Frankston City Health and Wellbeing Plan 2017-2021;

- Biodiversity Policy, Environmental Sustainability Policy;

- Frankston Open Space Strategy 2016;

- Frankston Major Activity Centre Streetscape Palette 2019;

- Economic Development Strategy 2016-2022;

- Kerbside Trading Guidelines;

- Urban Forest Policy and Draft Urban Forest Action Plan 2020; and

- Frankston Water Sensitive Urban Design Guidelines 2012.

Current State of Frankston Shopping Strips

03

Foot Street, Frankston

3.1 Community Profile

Frankston City Council is situated approximately 40km south of Melbourne on the eastern shores of Port Phillip Bay. Occupying an area of about 130 square km, it shares it's municipal boundaries with Kingston, Greater Dandenong, Casey and the Mornington Peninsula Shire Councils. The western boundary of the municipality is formed by 10km of Port Philip Bay coastline.

Frankston City is one of nine designated Metropolitan Activity centres in Metropolitan Melbourne, identified as a place that can perform a capital city role for the Mornington Peninsula and south-east bayside municipalities. Once considered a regional centre, Frankston City is now strategically placed as an activity hub for the Mornington Peninsula and nearby south east growth corridor of outer Metro Melbourne. Currently, Frankston City provides regional shopping, education, health, community service, financial, recreation and leisure and entertainment facilities for a population catchment far greater than its municipal boundaries.

3.1.1 Residential / Local Neighbourhood Areas

Frankston City comprises the following residential suburbs:

• Carrum Downs

• Frankston

• Frankston North

• Frankston South

• Langwarrin

• Langwarrin South

• Sandhurst

• Seaford

• Skye

The most densely populated The most densely populated residential areas are Frankston, Seaford, Karingal and Frankston South while the least densely populated area is Langwarrin South. The suburbs of Carrum Downs, Langwarrin and Skye, and Sandhurst are experiencing the largest rate of growth

3.1.2 Demographics

The 2016 Australian Census of Population and Housing estimated the total population of the Frankston City Council to be 134,143. The census summarised Frankston's population as 48.8% male and 51.2% female with a median age of 38. Population estimates place Frankston's current population at approximately 144,000 with forecasts predicting an increase to 155,200 by 2031. From 2011 to 2031 the percentage of population aged under 20 years is anticipated to decrease from 25.6% to 24.1%, in contrast, the percentage of population aged 65 years of older is anticipated to increase from 13.6% to 20.3% ('Victoria in Future 2016 – Population and household projections to 2051' – DELWP)..

3.1.3 Vulnerable Groups

• The groups considered to be most vulnerable within the Frankston community are categorised below:

• Children: the 2016 Census reported 9,016 children aged 0-4 years living in Frankston, or 6.7% of the total population. This is slightly higher than both the Victorian average of 6.3% and the Greater Melbourne average of 6.4%.

• Aged Persons: the 2016 Census reported 20,608 people, or 15.3% of Frankston City's total population aged 65 years and over. This is consistent with the Victorian average of 15.6% but slightly higher than the Greater Melbourne average of 14.4%.

• People Needing Assistance: the 2016 Census reported that 7,277 people, or 5.4% of Frankston City's total population needed help in their day-to-day lives due to a disability, long-term health issues or old age. This is higher than both the Victorian average of 5.1% and the Greater Melbourne average of 4.9%.

3.1.4 Socio-economic status

Frankston City has disparity between areas of socio-economic advantage and disadvantage. The Socio-Economic Index for Areas (SEIFA) – which is derived from attributes such as income, employment, skills and unskilled occupations and other variables that reflect advantage or disadvantage – lets us know that Sandhurst, Langwarrin South and Frankston South are amongst some of the least disadvantaged suburbs in the country.

In contrast, Frankston North and Frankston Central are amongst the most disadvantaged. Since the SEIFA was last measured in 2006, Sandhurst has seen an increase in its SEIFA rating reflecting its rapid growth during that period of residents with high qualifications (Bachelor Degree or higher) and professionals.

Frankston Central has also seen an increase in its SEIFA score, which to a much smaller scale has also seen growth in its proportion of residents with high qualifications and professionals. In contrast, all other small areas within Frankston City have either remained static since 2006, for have received a lower score

3.1.5 Natural environment

Frankston is generally considered a green suburb with a wide variety of natural heritage elements. Hundreds of indigenous flora species Frankston's natural environment is predominately coastal or near coastal, punctuated   gently sloping escarpments and incised creek lines. A coastal dune system is well developed between Frankston and Seaford. Kananook Creek runs over six kilometres between foreshore dunes, existing at Frankston Pier. To the north, Seaford Wetland typifies the broader swamp areas that once existed

3.1.6 Perception of Safety

Most residents in Frankston City (87.2%) say that they feel safe walking alone during the day, this is significantly less than the Victorian estimate (92.5%). Just 46.1% say that they feel safe walking alone in their local area after dark, which is significantly less than the Victorian estimate (55.1%).

Street dining on Station Street, Seaford

CITY OF KINGSTON

CARRUM DOWNS

Lathams Road

Mornington Peninsula Freeway

Ballarto R

21

18

23

SEAFORD

19

20

11

12

FRANKSTON NORTH

22

Frankston Freeway

Frankston- Dandenong Road

Nepean Highway

05

Dandenong Road

Skye Road

01

04

02

08

FRANKSTON METROPOLITAN ACTIVITY CENTRE (FMAC)

03

FRANKSTON

Cranbourne Road

Frankston-Flinders Road

06

10

07

Mornington Peninsula Freeway

Nepean Highway

14

Golf Links Road

13

09

15

FRANKSTON SOUTH

MORNINGTON PENINSULA SHIRE

CITY OF GREATER DANDENONG

SANDHURST

SKYE

Hall Road

Mudgeong Valley Highway

McCormicks Road

Road

Valley Road

Quarry Road

Frankston-Cranbourne Road

Centre Road

16

17

LANGWARRIN

Warrandyte Road

North Road

Robinsons Road

LANGWARRIN SOUTH

CITY OF CASEY

Legend

- - - - Municipal Boundary

▬ Frankston Metropiltan Activity Centre (FMAC) *refer Frankston MAC Streetscape Strategy and Palette 2016

- - - - Suburb Boundaries

Local Shopping Strips

Frankston

01. Ashleigh Avenue
02. Beach Street (Central)
03. Beach Street (East)
04. Beach Street (West)
05. Fairway Street
06. Foot Street
07. Heatherhill Road
08. Kareela Road
09. Lakewood Estate
10. The Mall

Frankston North

11. Excelsior Drive
12. Mahogany Avenue

Frankston South

13. Culcairn Drive
14. Norman Avenue
15. Sanders Road

Langwarrin

16. Josephine Street
17. Long Street

Seaford

18. Armstrongs Road
19. Austin Road
20. Belvedere Shopping Centre
21. Railway Parade
22. McCulloch Avenue
23. Seaford Village

3.2 Local Shopping Strips

3.2.1 What is a Local Shopping Strip?

A local shopping strip is a row or grouping of commercial stores that is generally situated on a local road or street, comprising about 10 businesses or less. They offer the local area a range of conveniently located services, retail and specialty stores such as bakeries, cafes, laundromats, chemists, beauty salons, take away, boutiques and small grocers and supermarkets.

3.2.2 Shopping Strips by Suburb

Frankston City Council has 23 local shopping strips spread across the following 5 suburbs:

• **Frankston: 10 Shopping Strips**

- Ashleigh Avenue

- Beach Street East

- Beach Street Central

- Beach Street West

- Fairway Street

- Foot Street

- Heatherhill Road

- Kareela Road

- The Mall

- Lakewood Estate

• **Frankston North: 2 Shopping Strips**

- Excelsior Drive

- Mahogany Avenue

• **Frankston South: 3 Shopping Strips**

- Culcairn Drive

- Norman Avenue

- Sanders Road

• **Langwarrin: 2 Shopping Strips**

- Josephine Street

- Long Street

• **Seaford: 6 Shopping Strip**s

- Armstrongs Road

- Austin Road

- Belvedere

- McCulloch Avenue

- Railway Parade

- Seaford Village

The geographic location of the shopping strips with consideration of existing streetscape, landscape, heritage and character elements will form a framework to create a 'sense of place' and identity for each shopping strip.

There are advantages of consistent elements throughout the municipality, however unique and individual elements will provide interest and excitement to the shopping strips. Particular elements that can contribute to the local identity for each shopping strip include planting palettes, pavement treatments, lighting, and public artwork.

Considerations to create a 'sense of place' and individual identity of shopping strips include:

• Proximity to Port Phillip Bay to determine the amount of seascape qualities to incorporate into the particular elements;

• Discussions with the Bunurong people to develop motif themes for the precincts;

• Ecological Vegetation Class (EVC) mapping to determine the individual planting palettes;

• Specific artists to deliver artwork to a precinct for a consistent style; and

• Opportunities for larger shopping strips (e.g. Seaford) to deliver higher quality palettes

3.3 Principles

The Local Shopping Strip Action Plan outlines a contemporary and integrated approach for our streetscape and public realm design, resulting in spatially consistent and socially and ecologically sustainable outcomes.

The Plan reviewed various benchmarks, including other public realm outcomes in neighbouring municipalities, together with an understanding of our communities aspirations and needs. Four guiding principles have been developed as guidance.

IDENTITY

Local Character, Heritage, Public Art Identification Signage, Visual Clutter

Identity refers to the qualities of a place that make it distinct, recognisable, and memorable. This is determined by physical elements such as buildings, landmarks, landscaping and artwork that contribute to the local character and heritage and the arrangement of buildings in relation to its surroundings. Identification signage should also be displayed as a branding element for businesses within the shopping strip.

CONNECTIONS

Direct Pathways, Public Transport Connections, Universal Access, Bicycle

Connections considers the ways in which a place feels safe, convenient and accessible for pedestrians and cyclists. This includes designated pedestrian crossings (line marking), provision of ramps, tactile indicators and disabled car parking for universal access and bike rails.

COMMUNITY

Seating, Pedestrian Spaces, Canopy Trees, Openings, Paving Treatments, Canopies, Lighting

Community refers to the level of human activity occurring which establishes a more lively space. It can be determined by a number of factors including, but not limited to: the presence of seating, enlarged pedestrian spaces (pause points), canopy trees for shade and shelter, sense of enclosure, pavement treatments, continuous canopies/awnings, activities that 'spill' onto the street, and feature lighting. Moreover, it may also include human activity that can be seen beyond the edge of the public space which includes regular doors, windows and openings.

SUSTAINABILITY

Wsud, Landscaping, Durable Materials, Indigenous And Climate Resistant Species

Sustainability is the ability to use the space while greatly reducing energy use. This includes the use of Water Sensitive Urban Design (WSUD), high quality materials and indigenous and climate resistant plantings.

3.4 Development of Assessment Criteria

The existing conditions of the shopping centres has been assessed through criteria that have been characterised under the key principles for successful shopping strips (Identity, Connections, Community and Sustainability). The criteria considers basic levels of streetscape presentation and infrastructure, and elements that provide levels of amenity, form and function. The assessment of the shopping strips have been considered in relation to the size of the centre as some elements may not be appropriate for a smaller shopping strip due to levels of usage. In addition, the order of elements in each list does not give any indication on the importance.

To ensure consistency in the assessment of the centres, a standard scoring system under the key principles has been used. Each question of the assessment was given a traffic light score which includes poor, moderate, or good:

Assessment Rating	
🔴	Poor
🟡	Moderate
🟢	Good

3.5 Matrix

A matrix has been used to investigate the performance of the shopping strips against the guiding principles (refer to Appendix 1 for matrix table). Assessment ratings were allocated to a series of objective criteria group under each of the four urban design principles: Identity, Connection, Community, and Sustainability.

In summary, the shopping strips had a variety of success levels throughout the municipality. The most successful shopping strips being Foot Street and Beach Street West, and the least successful shopping strips being Fairway Street and Railway Parade.

A profile of each shopping strip and summarised rationale for the assessment of each shopping strip is located on the following pages.

s.

Most Successful

Foot Street

Beach Street (West)

Least Successful

Fairway Street

Railway Parade

Kareela Road, Frankston

01 Ashleigh Avenue, Frankston

Key Plan

General Information

Location
Ashleigh Avenue between Flam Street (west) and Karingal Lane (east).

Shopfronts
6 x premises facing public realm

Existing Conditions

Strip Inventory

- Tree x 23
- Seat x 1
- Bin x 1
- Bike rail x 1
- Pavement treatment
- Disabled carpark x 2
- Tactile indicators
- Garden bed
- Identification Signage

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Inactive frontage

Regular openings and windows along Ashleigh Avenue

Opportunities

Assessment

Identity

- Planting palette is consistent and reflects the surrounding context.

- There is identification signage for the shopping strip.

Movement

- Pedestrian connections are interrupted and paths of travel conflict with vehicle movement.

- Connections to and from public transport are safe and convenient.

- There is sufficient bicycle facilities.
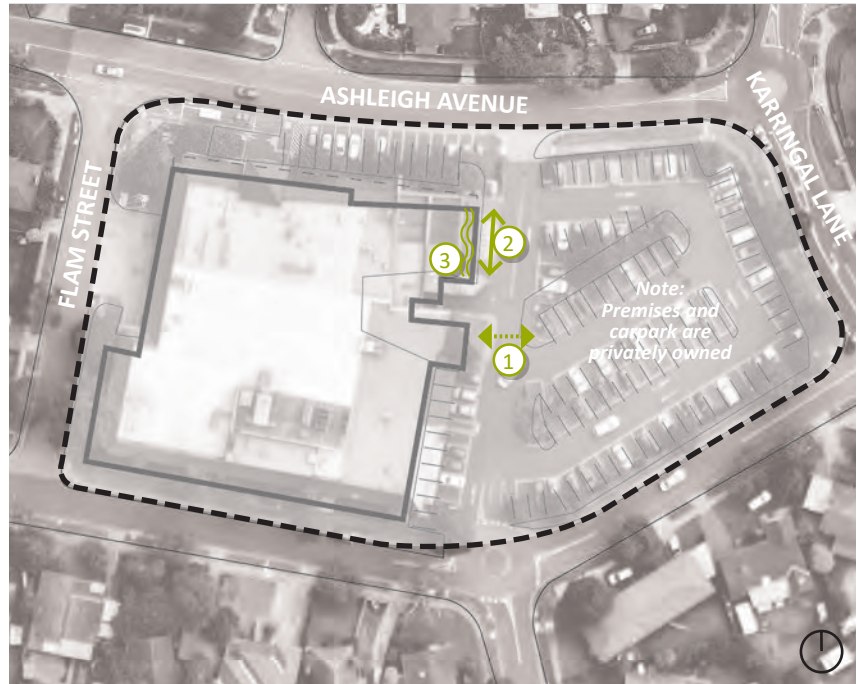
Community

- There are some inactive frontages with no doors, openings and activities to the street.

- Canopies/ awnings are provided along Ashleigh Avenue, however this does not extend along the main carpark.

Sustainability

- Landscaping and garden beds along the street frontage provide sufficient greening.

- Plant species are inconsistent across the site forming two distinct characters: native and exotic.

Opportunities

1. Potential designated pedestrian crossing (line marking) within the main carpark.

2. Extend canopy /awnings.

3. Blank walls allow opportunities for vertical integration/wall display (e.g public artwork).

02 Beach Street (Central), Frankston

Key Plan

General Information

Location
Beach Street, either side of Royle Street.

Shopfronts
14 x premises
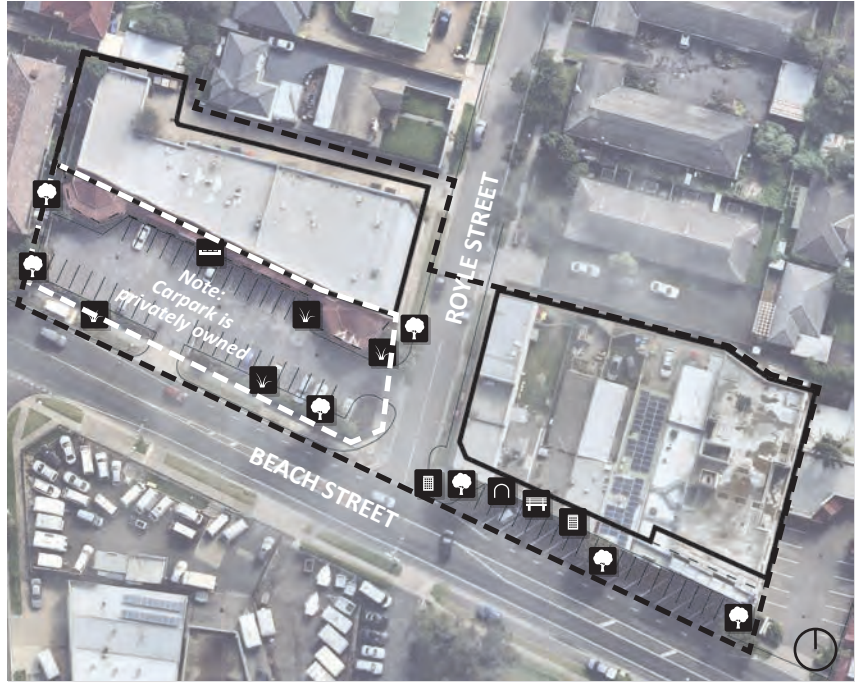
Existing Conditions

Strip Inventory

🌳 Tree x 7

🪑 Seat x 1

🗑 Bin x 2

🔗 Bike rail x 1

▬ Pavement treatment

♿ Disabled carpark x 0

⠿ Tactile indicators

🌱 Garden bed

Assessment Rating

IDENTITY
- 🟡 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟡 Does the urban form contribute to the local character and/or heritage of the place?
- 🟡 Does the shopping centre respond to the conditions of the surrounding area?
- 🔴 Is there clear identification signage?
- 🟢 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🟢 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟢 Are pathways clear without barriers or obstructions?
- 🟢 Are pathways direct and catering the most desired routes?
- 🟢 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🟢 Are there conflicts with vehicles and pedestrians?
- 🟢 How well has universal access been considered?
- 🟡 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🔴 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🔴 Are there comfortable pause points along the street?
- 🔴 Are there trees providing sufficient shade and shelter?
- 🟡 Is there a sense of enclosure (e.g. building/trees?)
- 🟡 Is the architecture detailing of high quality?
- 🟡 Is there any feature paving?
- 🟡 Are there awnings or canopies to provide sufficient shade and shelter?
- 🟡 Do the activities from the buildings spill onto the street?
- 🟡 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🔴 Is there any WSUD provided on site?
- 🔴 Are there adequate bed spaces?
- 🟡 Are the materials durable?
- 🔴 Is the landscaping indigenous or climate resistant?

Existing pavement treatment

Existing Landscape Character

Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.

- Lack of consistency in appearance (e.g. pavement treatments, landscaping) between the west and east side of the shopping centre.

Movement

- Connections to the street is unsafe with conflicts between pedestrian and vehicles, particularly to the west side of the shopping centre.

- Connections to public transport is generally poor, particularly to the bus stop from the west side of the shopping centre.

- Poor universal design with minimal ramps and disabled car parking spaces.

Community

- There are few pause points for pedestrians to enjoy the outdoor area.

- No feature paving to the east side of the shopping centre.

Sustainability

- Landscaping and garden beds along the street frontage provide some greening to the centre.

Opportunities

1. Provision of tactile indicators.

2. New and consistent pavement treatments to west and east shopping strips.

3. Provision of disabled car parking spaces.

4. Potential designated pedestrian crossing (line marking) to bus stop across the carpark.

5. Additional seating, bins and bike rails to east side of shopping centre.

6. Identification signage to improve legibility.

7. Potential for additional planting. Consider climate resilient planting palette.

8. Activation of blank frontage.

03 Beach Street (East), Frankston

Key Plan

General Information

Location
Intersection of Ashleigh Avenue (west) and Frawley Street (East)

Shopfronts
20 x premises
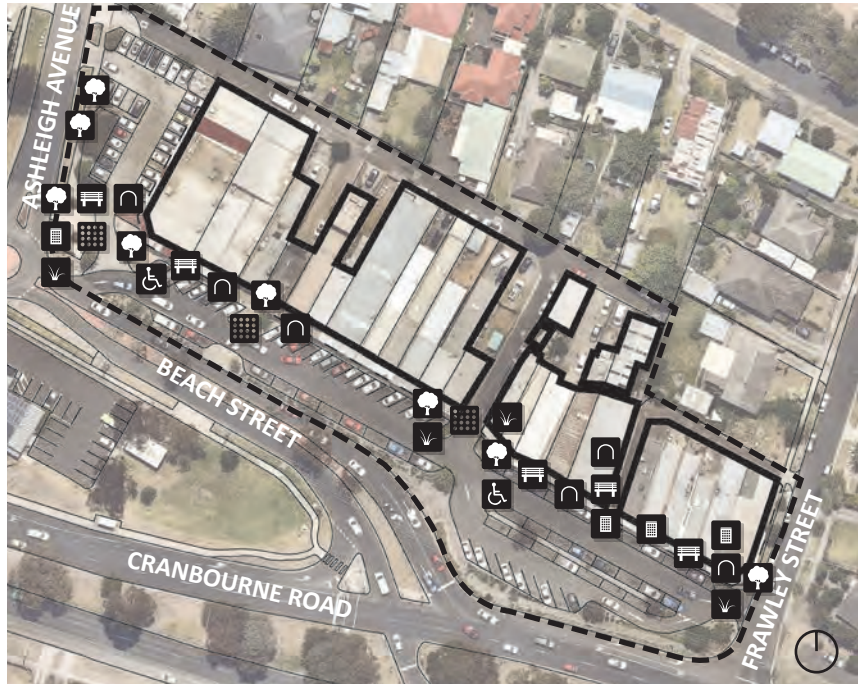
Existing Conditions

Strip Inventory

- Tree x 8
- Seat x 5
- Bin x 4
- Bike rail x 6
- Pavement treatment
- Disabled carpark x 4
- Tactile indicators x
- Garden bed

Assessment Rating

IDENTITY
- 🟢 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🔴 Does the urban form contribute to the local character and/or heritage of the place?
- 🟢 Does the shopping centre respond to the conditions of the surrounding area?
- 🔴 Is there clear identification signage?
- 🟢 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🔴 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟡 Are pathways clear without barriers or obstructions?
- 🔴 Are pathways direct and catering the most desired routes?
- 🔴 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🔴 Are there conflicts with vehicles and pedestrians?
- 🟢 How well has universal access been considered?
- 🟢 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🟢 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🟢 Are there comfortable pause points along the street?
- 🟡 Are there trees providing sufficient shade and shelter?
- 🟡 Is there a sense of enclosure (e.g. building/trees?)
- 🟡 Is the architecture detailing of high quality?
- 🟢 Is there any feature paving?
- 🟡 Are there awnings or canopies to provide sufficient shade and shelter?
- 🟢 Do the activities from the buildings spill onto the street?
- 🟡 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🟢 Is there any WSUD provided on site?
- 🟢 Are there adequate bed spaces?
- 🟡 Are the materials durable?
- 🟢 Is the landscaping indigenous or climate resistant?

Pedestrian Environment

Existing WSUD

Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.

- Overhead power lines results in visual clutter.

Movement

- Universal design has been considered with ramps, tactile indicators and disabled car parking spaces.

- Sufficient bicycle facilities.

- Connections from shops to car parking is generally unsafe (no line marking).

Community

- Pedestrian spaces and pause points are sufficient, particularly to the entries of the centre.

- There are few canopy trees close to the activity that provide sufficient 'greening' to the centre.

- No feature paving contributing the quality of the public realm.

Sustainability

- WSUD initiatives and garden beds are reasonably provided in the centre.

Opportunities

① New pavement treatments.

② Potential designated pedestrian crossing (line marking) to access Beach Street across existing carpark.

③ Identification signage to improve legibility.

④ Activation of blank frontage.

04 Beach Street (West), Frankston
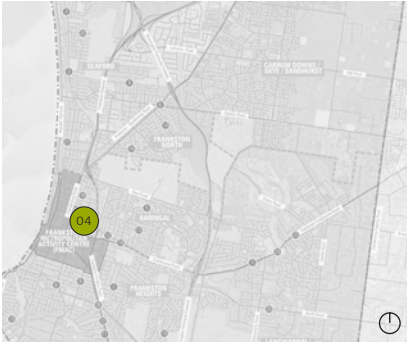
Key Plan

General Information

Location
Beach Street between Petrie Street and Finlay Street.

Shopfronts
9 x premises

Existing Conditions

Strip Inventory

- Tree x 7
- Seat x 3
- Bin x 4
- Bike rail x 2
- Pavement treatment
- Disabled carpark x 1
- Tactile indicators
- Garden bed

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Pedestrian pause point

Existing Landscape Character

Opportunities

Assessment

Identity

- There is a coastal planting scheme that reflects the Bayside precinct character.

- There is no identification signage for the shopping strip.

Movement

- Connections to surrounding streets and public transport are safe and convenient.

Community

- There are active frontages with activities that 'spill' onto the street.

- Sufficient spaces for pedestrians to enjoy the outdoor areas.

Sustainability

- Landscaping and garden beds provide sufficient greening to the centre.

Opportunities

1. Identification signage to improve legibility

05 Fairway Street, Frankston

Key Plan

General Information

Location
Intersection of Fairway Street and Orwil Street.

Shopfronts
11 x premises

Existing Conditions

Strip Inventory

- Tree x 5
- Seat x 2
- Bin x 2
- Bike rail x 1
- Pavement treatment
- Disabled carpark x 0
- Tactile indicators
- Garden bed

Assessment Rating

IDENTITY
- 🔴 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟡 Does the urban form contribute to the local character and/or heritage of the place?
- 🟡 Does the shopping centre respond to the conditions of the surrounding area?
- 🔴 Is there clear identification signage?
- 🟡 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🔴 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟡 Are pathways clear without barriers or obstructions?
- 🟡 Are pathways direct and catering the most desired routes?
- 🟡 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🟡 Are there conflicts with vehicles and pedestrians?
- 🔴 How well has universal access been considered?
- 🟡 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🟡 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🔴 Are there comfortable pause points along the street?
- 🟢 Are there trees providing sufficient shade and shelter?
- 🟡 Is there a sense of enclosure (e.g. building/trees?)
- 🟡 Is the architecture detailing of high quality?
- 🟡 Is there any feature paving?
- 🟡 Are there awnings or canopies to provide sufficient shade and shelter?
- 🔴 Do the activities from the buildings spill onto the street?
- 🔴 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🟡 Is there any WSUD provided on site?
- 🟢 Are there adequate bed spaces?
- 🔴 Are the materials durable?
- 🟡 Is the landscaping indigenous or climate resistant?

Existing Landscape Character

Inactive frontage

Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.
- Roller doors to shops makes place feel unsafe

Movement

- Connections from shops to opposite side of street and bus stop is generally unsafe (no line marking).
- Poor universal design with no disabled car parking spaces.

Community

- There are inactive building frontages along the public streets and activities do not 'spill' onto the street
- There are few pause points for pedestrians to enjoy the outdoor area.
- Low quality materials.

Sustainability

- Landscaping and garden beds along the street frontage provide some greening to the centre.

Opportunities

1. Provision of disabled car parking spaces

2. Potential designated pedestrian crossing (line marking) to opposite side of street (north-south along Fairway Street)

3. Upgrade quality of the materials (awnings/roller doors) to improve visual appearance

4. Identification signage to improve legibility

06 Foot Street, Frankston
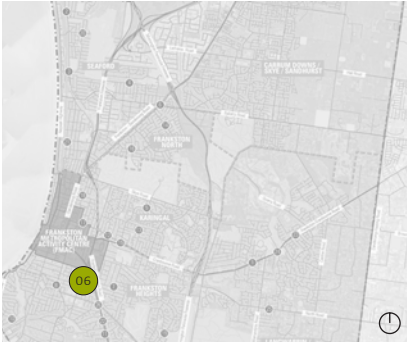
Key Plan

General Information

Location
intersection of Foot Street and Warrain Street.

Shopfronts
11 x premises

Existing Conditions

Strip Inventory

🌳 Tree x 14

🪑 Seat x 3

🗑 Bin x 4

⌒ Bike rail x 4

▭ Pavement treatment

♿ Disabled carpark x 1

▦ Tactile indicators

🌱 Garden bed

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Regular doors, windows and openings

Pedestrian pause point

Opportunities

Assessment

Identity

• There is no identification signage for the shopping strip.

Movement

• Connections are direct with appropriate pavement treatments as a dedicated pedestrian crossing (line marking).

• There are sufficient bicycle facilities.

• Connections to public transport is safe and convenient.

Community

• There are active frontages with doors, openings and activities that 'spill' onto the street.

• Sufficient space for pedestrians to enjoy the outdoors.

Sustainability

• Landscaping and garden beds along the street frontage provide sufficient greening to the centre.

Opportunities

1. Install new identification signage.

2. Activation of blank frontage.

07 Heatherhill Road, Frankston

Key Plan

General Information

Location

Intersection of Heatherhill Road and Manly Avenue.

Shopfronts

15 x premises

Existing Conditions

Strip Inventory

Tree x 4

Seat x 3

Bin x 3

Bike rail x 2

Pavement treatment

Disabled carpark x 1

Tactile indicators

Garden bed

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Pause point

Regular openings, windows and entries

Opportunities

Assessment

Identity

- There is a coastal planting scheme that reflects the Bayside character.
- There is no identification signage for the shopping strip.
- Minimal overhead powerlines.

Movement

- Connections are direct with appropriate pavement treatments and line marking.
- Connections to public transport are safe and convenient.

Community

- There are active frontages with activities that 'spill' onto the street.
- Sufficient spaces for pedestrians to enjoy the outdoor areas.

Sustainability

- Landscaping and garden beds along the street frontage provide sufficient greening to the centre.

Opportunities

1. Identification signage to improve legibility.

2. Provision of canopy trees to provide additional shading.

3. Potential for additional planting and under planting. Consider climate resilient planting palette.

4. Blank walls allow opportunities for vertical integration/wall display (e.g public artwork).

08 Kareela Road, Frankston

Key Plan

General Information

Location
Intersection of Omaroo Road and Kareela Road.

Shopfronts
8 x premises

Existing Conditions

Strip Inventory

🌳 Tree x 6

🪑 Seat x 0

🗑 Bin x 2

🚲 Bike rail x 2

▭ Pavement treatment

♿ Disabled carpark x 0

▦ Tactile indicators x

🌱 Garden bed

Assessment Rating

IDENTITY
- 🟡 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟢 Does the urban form contribute to the local character and/or heritage of the place?
- 🟢 Does the shopping centre respond to the conditions of the surrounding area?
- 🔴 Is there clear identification signage?
- 🟢 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🟡 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟢 Are pathways clear without barriers or obstructions?
- 🟡 Are pathways direct and catering the most desired routes?
- 🟡 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🔴 Are there conflicts with vehicles and pedestrians?
- 🔴 How well has universal access been considered?
- 🟢 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🔴 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🔴 Are there comfortable pause points along the street?
- 🟡 Are there trees providing sufficient shade and shelter?
- 🟢 Is there a sense of enclosure (e.g. building/trees?)
- 🟢 Is the architecture detailing of high quality?
- 🟢 Is there any feature paving?
- 🔴 Are there awnings or canopies to provide sufficient shade and shelter?
- 🟡 Do the activities from the buildings spill onto the street?
- 🔴 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🟢 Is there any WSUD provided on site?
- 🟢 Are there adequate bed spaces?
- 🟢 Are the materials durable?
- 🟢 Is the landscaping indigenous or climate resistant?

Existing WSUD

Lack of activation along Omaroo Road

Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.

- Clean and appears to be well looked after.

Movement

- Poor universal design with no tactile indicators and disabled car parking spaces.

- Sufficient bicycle facilities.

Community

- There are inactive building frontages along the public streets and activities do not 'spill' onto the street along the Omaroo Road frontage.

- Canopies/awnings are not provided along Omaroo Road frontage.

- There are few pause points for pedestrians to enjoy the outdoor area.

- There is feature paving contributing the quality of the public realm.

Sustainability

- WSUD initiatives and garden beds are reasonably provided in the centre.

Opportunities

1. Provision of tactile indicators.

2. Provision of a disabled car parking space.

3. Extend canopy/awning along Omaroo Road.

4. Identification signage to improve legibility.

5. Blank wall allows opportunity for vertical intervention/wall display (e.g. public art).

6. Potential for additional planting.

7. Canopy trees to provide additional shading.

8. Provision of seating.

09 Lakewood Estate, Frankston
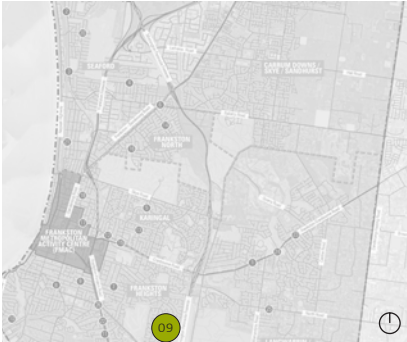
Key Plan

General Information

Location
Heatherhill Road at the intersection of Shaxton Circle and Gattinara Drive.

Shopfronts
7 x premises

Strip Inventory

Tree x 2

Seat x 1

Bin x 1

Bike rail x 2

Pavement treatment

Disabled carpark x 0

Tactile indicators

Garden bed

Existing Conditions

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Existing Landscape Character

Potential to link canopies/awnings
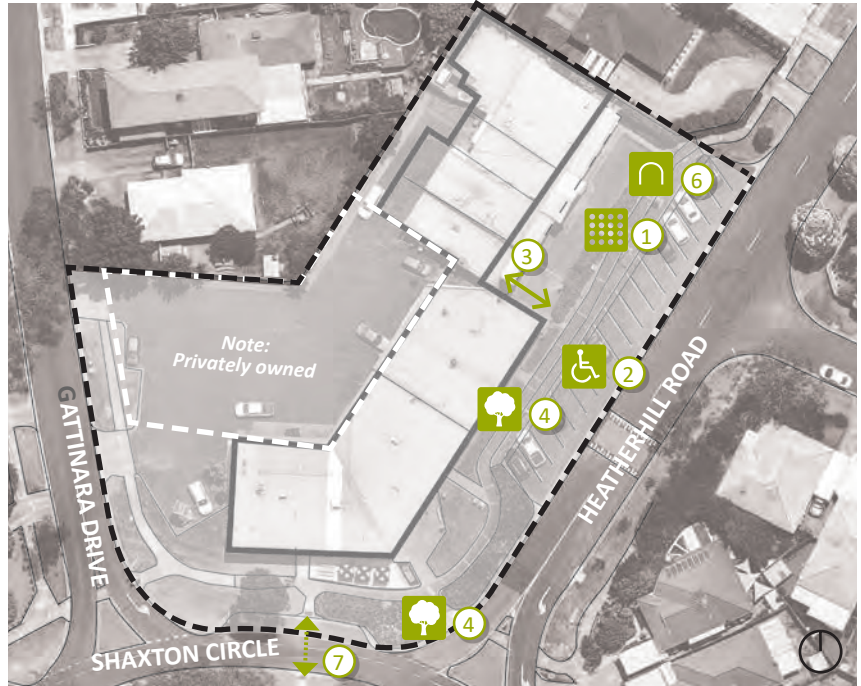
Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.

- Clean and appears to be well looked after

Movement

- Poor universal design with few tactile indicators and no disabled car parking spaces.

- Connections from shops to opposite side of street and bus stop is generally unsafe (no line marking).

Community

- There is a lack of canopy tree vegetation near the building to provide sufficient shade and shelter.

- Canopies/awnings are not consistent and continuous along the street frontage.

- There is feature paving contributing the quality of the public realm.

Sustainability

- WSUD initiatives and garden beds are reasonably provided in the centre.

Opportunities

1. Provision of tactile indicators in front of stairs

2. Provision of a disabled car parking space

3. Link canopy/awnings between buildings

4. Canopy trees to provide additional shading

5. Identification signage to improve legibility

6. Provision of additional bike hoops

7. Potential designated pedestrian crossing (line marking) to opposite side of street (Shaxton Reserve)

10 The Mall, Frankston
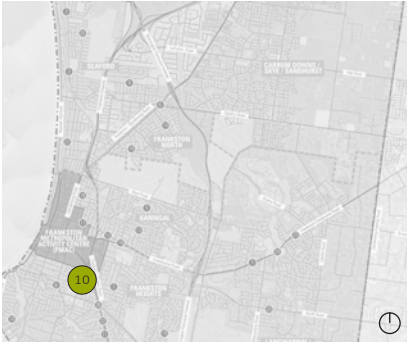
Key Plan

General Information

Location
The Mall is located along Overport Road and Tara Drive.

Shopfronts
8 x premises

Existing Conditions

Strip Inventory

- Tree x 5
- Seat x 4
- Bin x 2
- Bike rail x 3
- Pavement treatment
- Disabled carpark x 1
- Tactile indicators
- Garden bed

Assessment Rating

IDENTITY
- 🟢 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟡 Does the urban form contribute to the local character and/or heritage of the place?
- 🟡 Does the shopping centre respond to the conditions of the surrounding area?
- 🔴 Is there clear identification signage?
- 🟢 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🟢 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟡 Are pathways clear without barriers or obstructions?
- 🟡 Are pathways direct and catering the most desired routes?
- 🟢 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🟢 Are there conflicts with vehicles and pedestrians?
- 🟢 How well has universal access been considered?
- 🟢 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🟢 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🟢 Are there comfortable pause points along the street?
- 🟢 Are there trees providing sufficient shade and shelter?
- 🟡 Is there a sense of enclosure (e.g. building/trees?)
- 🟢 Is the architecture detailing of high quality?
- 🟢 Is there any feature paving?
- 🟢 Are there awnings or canopies to provide sufficient shade and shelter?
- 🔴 Do the activities from the buildings spill onto the street?
- 🟡 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🟡 Is there any WSUD provided on site?
- 🟢 Are there adequate bed spaces?
- 🟡 Are the materials durable?
- 🟢 Is the landscaping indigenous or climate resistant?

Large native canopy trees

Example of blank facade

Opportunities

Assessment

Identity

- The landscape features are relatively homogenous however there is a lack of tree cover which contrasts with the character of the area.

- Visual clutter is minimal.

- There is no identification signage for the shopping strip.

Movement

- Universal access has been considered with ramps, tactile indicators, and disable spaces.

- There are sufficient bicycle facilities.

Community

- Activities are internalised and do not spill out onto the street.

- Pedestrian spaces and pause points are sufficient.

- There is feature pavement treatments that contribute to the quality of the public realm.

Sustainability

- Landscaping and garden beds along the street frontage provide some greening to the centre however there is a noticeable lack of tree canopy cover.

Opportunities

1. Blank walls allow opportunities for vertical integration/wall display (e.g public artwork).

2. Identification signage to improve legibility.

3. Provision of canopy trees to provide additional shading.

4. WSUD opportunity adjacent to existing drainage infrastructure.

11 Excelsior Drive, Frankston North
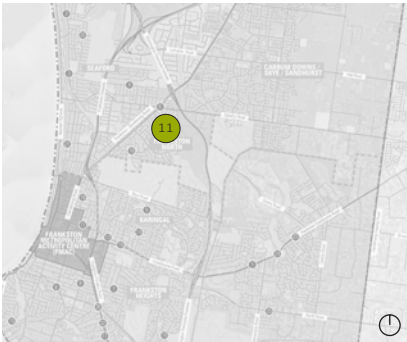
Key Plan

General Information

Location
Intersection of Silver Avenue (north) and Wallowa Crescent (south).

Shopfronts
9 x premises

Existing Conditions

Strip Inventory

Tree x 10

Seat x 2

Bin x 3

Bike rail x 2

Pavement treatment

Disabled carpark x 1

Tactile indicators

Garden bed

Marked pedestrian crossing

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Inactive frontage

Pavement treatments as a designated pedestrian crossing

Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.

Movement

- Connections are direct with appropriate pavement treatments as a designated pedestrian crossing.

- No tactile indicators on ramps for universal access.

Community

- There are few pause points for pedestrians to enjoy the outdoor area.

- There are inactive building frontages along the public streets and activities do not 'spill' onto the street.

Sustainability

- Landscaping and garden beds are insufficient for greening the centre.

Opportunities

1. Provision of tactile indicators.

2. Blank wall allows opportunity for vertical intervention/wall display (e.g. public art).

3. Identification signage to improve legibility.

4. Potential for additional planting and under planting. Consider climate resilient planting palette.

12 Mahogany Avenue, Frankston North

Key Plan

General Information

Location
Intersection of Mahogany Avenue and Forest Drive.

Shopfronts
9 x premises

Existing Conditions

Strip Inventory

- Tree x 10
- Seat x 4
- Bin x 3
- Bike rail x 1
- Pavement treatment
- Disabled carpark x 1
- Tactile indicators
- Garden bed

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Community artwork

Existing Landscape Character

Opportunities

Assessment

Identity

- Connection to the identity of the place through artwork and sculptures

- There is no identification signage for the shopping strip.

Movement

- Connections to surrounding streets and public transport are safe and convenient.

- Connections from shops to car parking is generally unsafe (no line marking).

Community

- There are active frontages with multiple doors, openings and activities that 'spill' onto the street.

- Feature street lighting along the frontage supports the comfort and safety of the place.

Sustainability

- Landscaping and garden beds along the street frontage provide sufficient greening to the centre.

Opportunities

1. Potential designated pedestrian crossing (line marking) at the main entry from Forest Drive.

2. Identification signage to improve legibility

3. Canopy trees to provide additional shading

4. Potential for additional planting. Consider climate resilient planting palette.

5. Provision of additional bike hoops

6. Provision of disabled car parking spaces

7. Activation of blank frontage

13 Culcairn Drive, Frankston South

Key Plan

General Information

Location
Intersection of Culcairn Drive and Frankston-Flinders Rd Service Road

Footprint
5 x premises

Existing Conditions

Strip Inventory

- Tree x 0
- Seat x 0
- Bin x 0
- Bike rail x 0
- Pavement treatment
- Disabled carpark x 1
- Tactile indicators
- Garden bed
- Identifying signage x 1

Assessment Rating

IDENTITY
- 🔴 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🔴 Does the urban form contribute to the local character and/or heritage of the place?
- 🟡 Does the shopping centre respond to the conditions of the surrounding area?
- 🟡 Is there clear identification signage?
- 🟡 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🟡 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟢 Are pathways clear without barriers or obstructions?
- 🟡 Are pathways direct and catering the most desired routes?
- 🟡 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🟡 Are there conflicts with vehicles and pedestrians?
- 🟡 How well has universal access been considered?
- 🔴 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🔴 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🔴 Are there comfortable pause points along the street?
- 🔴 Are there trees providing sufficient shade and shelter?
- 🔴 Is there a sense of enclosure (e.g. building/trees?)
- 🔴 Is the architecture detailing of high quality?
- 🔴 Is there any feature paving?
- 🟡 Are there awnings or canopies to provide sufficient shade and shelter?
- 🔴 Do the activities from the buildings spill onto the street?
- 🟡 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🔴 Is there any WSUD provided on site?
- 🔴 Are there adequate bed spaces?
- 🟡 Are the materials durable?
- 🔴 Is the landscaping indigenous or climate resistant?

Artwork to brick wall

Universal design upgrades required

Opportunities

Assessment

Identity

- There is identifying signage for the shopping strip.

Movement

- Poor universal design with few tactile indicators and no disabled car parking spaces.
- Lack of bicycle facilities.

Community

- There is some on-street dining opportunity to the store fronts.
- Low quality materials.
- There are no public pause points.
- Parklets have been installed in response to Covid 19.

Sustainability

- There is a lack of canopy tree vegetation near the building to provide sufficient shade.
- There are no garden beds or planting beyond lawn to provide amenity.

Opportunities

1. Place for people to sit/pause.
2. Potential for new garden beds to increase on-site vegetation.
3. Addition of canopy trees to provide shade and amenity.
4. Consider upgrade of pavement treatments.
5. Tactile indicators to pedestrian crossings and upgrade of non-compliant stair.
6. Provision of bike hoops.
7. Activation of blank frontage.

14 Norman Avenue, Frankston South

Key Plan

General Information

Location
Intersection of Norman Avenue and Fleetwood Crescent.

Shopfronts
10 x premises

Existing Conditions

Strip Inventory

- Tree x 6
- Seat x 3
- Bin x 3
- Bike rail x 2
- Pavement treatment
- Disabled carpark x 1
- Tactile indicators
- Garden bed

Assessment Rating

IDENTITY
- 🟢 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟢 Does the urban form contribute to the local character and/or heritage of the place?
- 🔴 Does the shopping centre respond to the conditions of the surrounding area?
- 🟡 Is there clear identification signage?
- 🟢 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🔴 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟡 Are pathways clear without barriers or obstructions?
- 🟢 Are pathways direct and catering the most desired routes?
- 🔴 Is there convenient access to public transport stops?
- 🟡 Is there opportunities to park close to activities?
- 🔴 Are there conflicts with vehicles and pedestrians?
- 🔴 How well has universal access been considered?
- 🟢 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🟢 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🟢 Are there comfortable pause points along the street?
- 🟡 Are there trees providing sufficient shade and shelter?
- 🟡 Is there a sense of enclosure (e.g. building/trees?)
- 🟡 Is the architecture detailing of high quality?
- 🟡 Is there any feature paving?
- 🟡 Are there awnings or canopies to provide sufficient shade and shelter?
- 🔴 Do the activities from the buildings spill onto the street?
- 🟡 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🔴 Is there any WSUD provided on site?
- 🟡 Are there adequate bed spaces?
- 🔴 Are the materials durable?
- 🟡 Is the landscaping indigenous or climate resistant?

Telecommunication tower

Level difference

Opportunities

Assessment

Identity

- Connection to the identity of the place through the stone wall treatments providing a natural response to the 'Bayside' character precinct.

- There is no identification signage for the shopping strip.

- Overhead power lines and telecommunications tower results in visual clutter.

Movement

- Connections from shops to car parking is generally unsafe (no line marking).

- Poor universal design with minimal ramps and disabled car parking. spaces.

- Minimal tactile indicators

Community

- There are active frontages with multiple doors, openings and activities that 'spill' onto the street.

- Sufficient spaces for pedestrians to enjoy the outdoor areas.

- Parklets have been installed in response to Covid 19.

Sustainability

- Minimal landscaping and garden beds within the centre.

Opportunities

1. Provision of ramps, disabled spaces and tactile indicators.

2. Minimise the visual impact of the telecommunications tower above the building.

3. Identification signage to improve legibility.

15 Sanders Road, Frankston South

Key Plan

General Information

Location
Intersection of Sanders Road and Moorooduc Highway.

Shopfronts
4 x premises

Existing Conditions

Strip Inventory

- 🌳 Tree x 2
- 🪑 Seat x 3
- 🗑 Bin x 2
- ∩ Bike rail x 2
- ▬ Pavement treatment
- ♿ Disabled carpark x 1
- ⬚ Tactile indicators
- 🌱 Garden bed

Assessment Rating

IDENTITY
- 🔴 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟡 Does the urban form contribute to the local character and/or heritage of the place?
- 🔴 Does the shopping centre respond to the conditions of the surrounding area?
- 🟡 Is there clear identification signage?
- 🟡 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🟢 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟡 Are pathways clear without barriers or obstructions?
- 🔴 Are pathways direct and catering the most desired routes?
- 🟡 Is there convenient access to public transport stops?
- 🟡 Is there opportunities to park close to activities?
- 🟡 Are there conflicts with vehicles and pedestrians?
- 🔴 How well has universal access been considered?
- 🟢 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🟡 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🔴 Are there comfortable pause points along the street?
- 🔴 Are there trees providing sufficient shade and shelter?
- 🟡 Is there a sense of enclosure (e.g. building/trees?)
- 🟡 Is the architecture detailing of high quality?
- 🟡 Is there any feature paving?
- 🟢 Are there awnings or canopies to provide sufficient shade and shelter?
- 🔴 Do the activities from the buildings spill onto the street?
- 🔴 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🟡 Is there any WSUD provided on site?
- 🟡 Are there adequate bed spaces?
- 🟡 Are the materials durable?
- 🟡 Is the landscaping indigenous or climate resistant?

Existing pause point

Existing Landscape Character
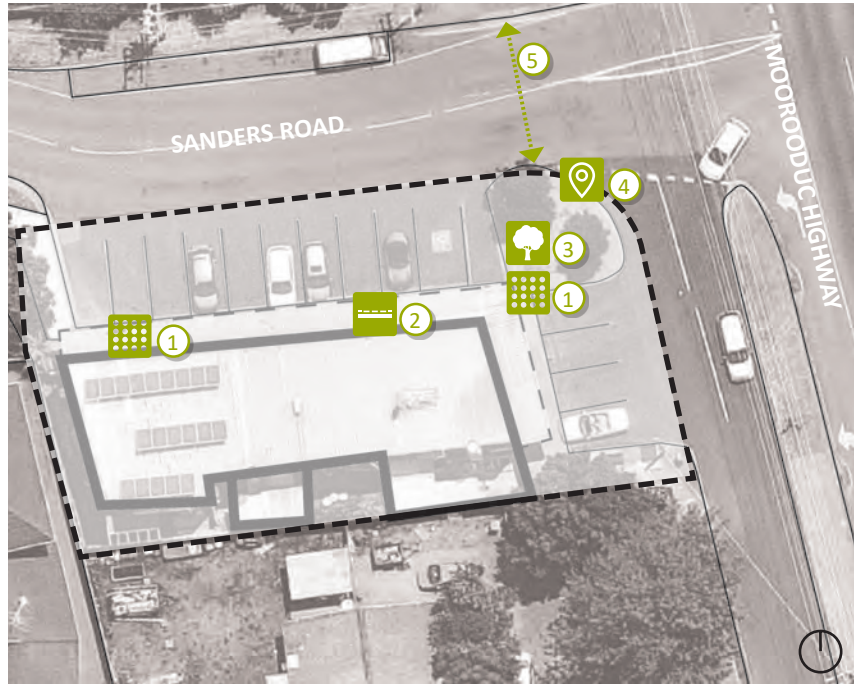
Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.

- Minimal overhead powerlines.

Movement

- No tactile indicators on ramps for universal access.

Community

- There are inactive building frontages along the public streets and activities do not 'spill' onto the street.

- There are few pause points for pedestrians to enjoy the outdoor area.

- There is a lack of canopy tree vegetation near the building to provide sufficient shade and shelter.

- No feature paving contributing the quality of the public realm.

Sustainability

- Landscaping and garden beds along the street frontage provide some greening to the centre.

Opportunities

1. Provision of tactile indicators to the ramps.

2. New pavement treatments.

3. Provision of canopy trees to provide additional shading.

4. Identification signage to improve legibility.

5. Potential designated pedestrian crossing (line marking) across Sanders Road to existing footpath.

16 Josephine Street, Langwarrin
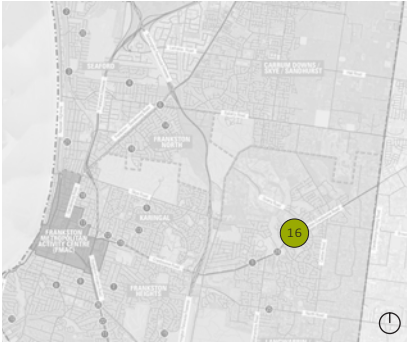
Key Plan

General Information

Location
Intersection of Josephine Street and Cranbourne-Frankston Rd Service Road

Footprint
6 x premises

Existing Conditions

Strip Inventory

🌳	Tree x X4
🪑	Seat x 1
🗑	Bin x 2
∩	Bike rail x 2
▦	Pavement treatment
♿	Disabled carpark x 0
▦	Tactile indicators
🌱	Garden bed
📍	Identifying signage

Assessment Rating

IDENTITY
- 🟡 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟡 Does the urban form contribute to the local character and/or heritage of the place?
- 🟡 Does the shopping centre respond to the conditions of the surrounding area?
- 🔴 Is there clear identification signage?
- 🟢 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🟡 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟢 Are pathways clear without barriers or obstructions?
- 🟡 Are pathways direct and catering the most desired routes?
- 🟡 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🟡 Are there conflicts with vehicles and pedestrians?
- 🟡 How well has universal access been considered?
- 🟡 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🔴 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🔴 Are there comfortable pause points along the street?
- 🔴 Are there trees providing sufficient shade and shelter?
- 🟡 Is there a sense of enclosure (e.g. building/trees?)
- 🟡 Is the architecture detailing of high quality?
- 🟡 Is there any feature paving?
- 🟡 Are there awnings or canopies to provide sufficient shade and shelter?
- 🔴 Do the activities from the buildings spill onto the street?
- 🟡 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🔴 Is there any WSUD provided on site?
- 🔴 Are there adequate bed spaces?
- 🟡 Are the materials durable?
- 🔴 Is the landscaping indigenous or climate resistant?

Little opportunity for on-street activity spill out

Existing pause point, consistent surface materiality

Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.

- Clean and appears to be well looked after

Movement

- Tactile indicators are located at crossings

- No disabled car parking space is provided

Community

- Canopies/awnings are not consistent and continuous along the street frontage.

- There is feature paving contributing the quality of the public realm.

Sustainability

- There is a lack of canopy tree vegetation near the building to provide sufficient shade and shelter

- There are no garden beds or planting beyond lawn to provide amenity

Opportunities

1. Addition of canopy trees to provide shade and amenity

2. Potential for new garden beds to increase on-site vegetation. Consider climate resilient planting palette.

3. Activation of blank frontage

4. Identification signage to improve legibility

5. Provision of a disabled car parking space

17 Long Street, Langwarrin

Key Plan

General Information

Location
Intersection of Cranbourne-Frankston Service Road and Long Street.

Shopfronts
7 x premises

Existing Conditions

Strip Inventory

Tree x 16

Seat x 2

Bin x 2

Bike rail x 1

Disabled carpark x 1

Tactile indicators

Garden bed

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Bicycle facilities and feature lighting

Existing landscape character

Opportunities

Assessment

Identity

- The landscape features are relatively homogenous.

- There is no identification signage for the shopping strip.

Movement

- Connections to public transport are safe and convenient.

- Pathways are direct, cater to the most desired routes, and support universal access.

- There are sufficient bicycle facilities.

Community

- Canopies/awnings are not continuous along the frontage.

- Pedestrian pause points are sufficient to enjoy the outdoor area.

- Feature street lighting along the frontage supports the comfort and safety of the place.

Sustainability

- Landscaping and garden beds along the street frontage provide sufficient greening to the centre.

- There is a strong native planting theme with some exotic species.

- There is a minor level of senescing/dead vegetation.

Opportunities

1. Link canopy/awnings between buildings.

2. Identification signage to improve legibility.

3. Canopy trees to empty tree pits and to Long Street Frontage.

4. Additional understory planting.

5. Potential designated pedestrian crossing (line marking.

18 Armstrongs Road, Seaford

Key Plan

General Information

Location
Corner Armstrongs Road and Newton Street.

Footprint
4 tenancies x 25 linear meters of street frontage.
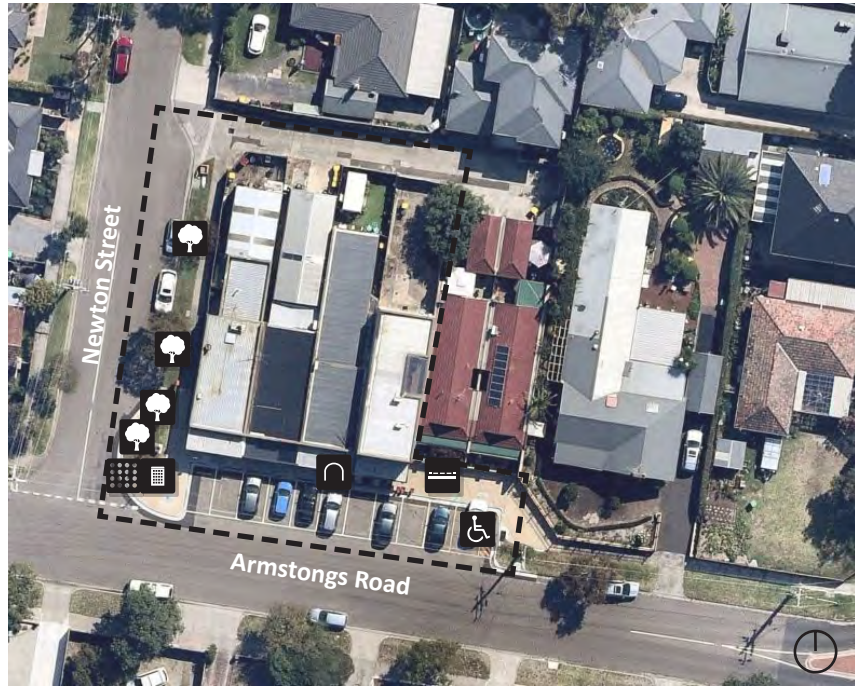
Existing Conditions

Strip Inventory

🌳 Tree x 4

🪑 Seat x 0

🗑 Bin x 1

∩ Bike rail x 1

▭ Pavement treatment

♿ Disabled carpark x 1

⠿ Tactile indicators

🌱 Garden bed x 0

Assessment Rating

IDENTITY
- 🟡 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟡 Does the urban form contribute to the local character and/or heritage of the place?
- 🟡 Does the shopping centre respond to the conditions of the surrounding area?
- 🔴 Is there clear identification signage?
- 🟢 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🟢 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟢 Are pathways clear without barriers or obstructions?
- 🟢 Are pathways direct and catering the most desired routes?
- 🟢 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🟢 Are there conflicts with vehicles and pedestrians?
- 🟢 How well has universal access been considered?
- 🟡 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🔴 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🔴 Are there comfortable pause points along the street?
- 🔴 Are there trees providing sufficient shade and shelter?
- 🟡 Is there a sense of enclosure (e.g. building/trees?)
- 🟡 Is the architecture detailing of high quality?
- 🟡 Is there any feature paving?
- 🟡 Are there awnings or canopies to provide sufficient shade and shelter?
- 🟡 Do the activities from the buildings spill onto the street?
- 🟡 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🔴 Is there any WSUD provided on site?
- 🔴 Are there adequate bed spaces?
- 🟡 Are the materials durable?
- 🔴 Is the landscaping indigenous or climate resistant?

On street dining opportunity

Recently completed outstand with additional tree planting

Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.

- Clean and appears to be well looked after.

Movement

- Adequate universal design with tactile indicators and disabled car parking space provided.

- Close to key locations such as foreshore and wetlands.

Community

- Canopies/awnings are not consistent and continuous along the street frontage.

- There is some spill-out and on street activity.

Sustainability

- There is a lack of canopy tree vegetation near the building to provide sufficient shade and shelter.

Opportunities

1. Identification signage to improve legibility.

2. Places for people to sit/pause along the street.

3. Potential for above ground planters. Consider climate resilient planting palette.

4. Canopy trees to empty tree pit to provide additional shade and amenity.

5. Activation of blank frontage.

19 Austin Road, Seaford
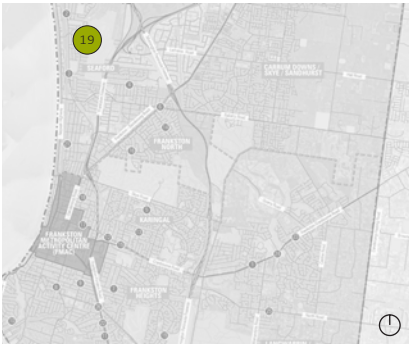
Key Plan

General Information

Location
Austin Road between Moomba Avenue (west) and Keerok Avenue (east).

Shopfronts
10 x premises
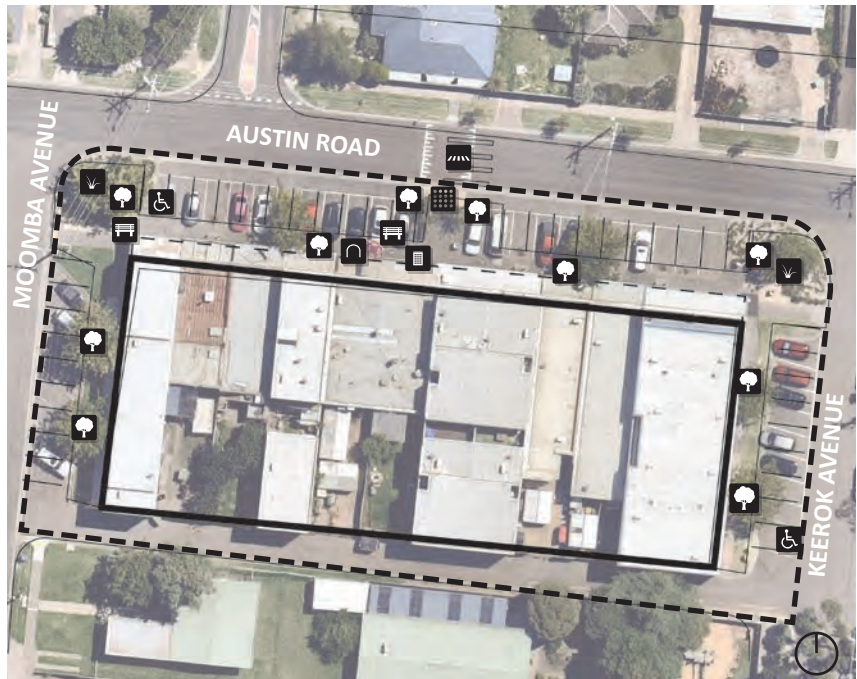
Existing Conditions

Strip Inventory

🌳 Tree x 9

🪑 Seat x 1

🗑 Bin x 1

∩ Bike rail x 1

▭ Pavement treatment

♿ Disabled carpark x 2

▦ Tactile indicators

🌱 Garden bed

Assessment Rating

IDENTITY
- 🟢 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟡 Does the urban form contribute to the local character and/or heritage of the place?
- 🟢 Does the shopping centre respond to the conditions of the surrounding area?
- 🔴 Is there clear identification signage?
- 🟡 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🟡 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- 🟢 Are pathways clear without barriers or obstructions?
- 🟢 Are pathways direct and catering the most desired routes?
- 🟢 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🟢 Are there conflicts with vehicles and pedestrians?
- 🟢 How well has universal access been considered?
- 🟢 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- 🟢 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🟢 Are there comfortable pause points along the street?
- 🟢 Are there trees providing sufficient shade and shelter?
- 🟢 Is there a sense of enclosure (e.g. building/trees?)
- 🟡 Is the architecture detailing of high quality?
- 🔴 Is there any feature paving?
- 🟢 Are there awnings or canopies to provide sufficient shade and shelter?
- 🟡 Do the activities from the buildings spill onto the street?
- 🟡 Does there appear to be sufficient lighting?

SUSTAINABILITY
- 🟡 Is there any WSUD provided on site?
- 🟡 Are there adequate bed spaces?
- 🟡 Are the materials durable?
- 🟡 Is the landscaping indigenous or climate resistant?

Large canopy trees

Safe crossing and comfortable pause point
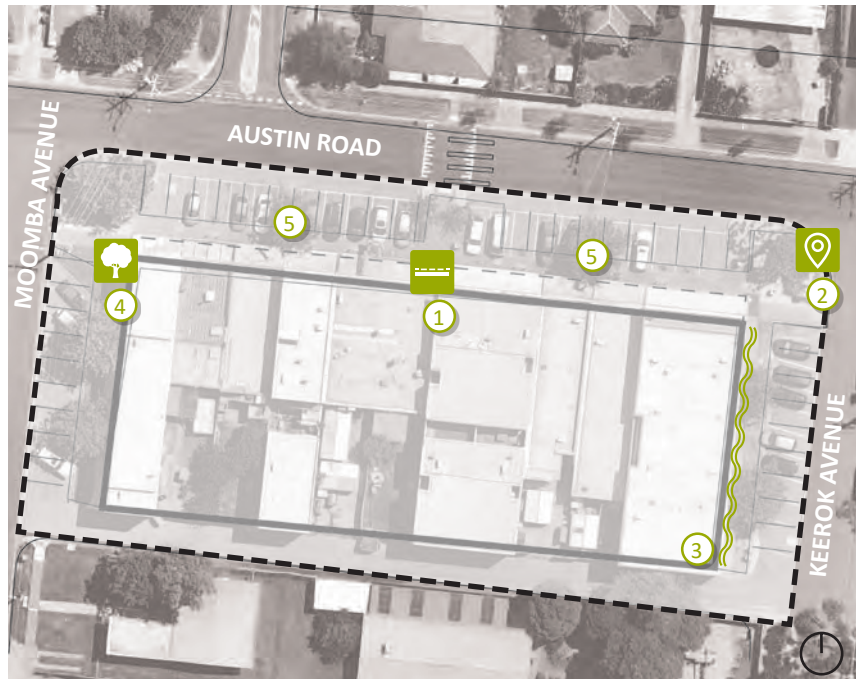
Opportunities

Assessment

Identity

- There is a connection to the identity of the place (rock statue/ sparkle pavement treatments).

- Large canopy trees are typical of the suburban context and reduce the visual presence of overhead cables.

Movement

- Connections are direct with a designated pedestrian crossing (line marking).

- Universal Access has been considered with ramps, tactile indicators, and disabled spaces.

- There are sufficient bicycle facilities.

Community

- There are active frontages with doors, openings and activities that 'spill' onto the street.

- There is no feature paving contributing to the quality of the public realm (except sparkle treatments).

Sustainability

- Landscaping and garden beds along the street frontage provide sufficient greening to the centre.

- Trees are exotic species.

Opportunities

1. New pavement treatments.

2. Identification signage to improve legibility.

3. Blank walls allow opportunities for vertical integration/wall display (e.g public artwork).

4. Opportunity for additional canopy tree.

5. Permeable surface to outstands under existing trees.

20 Belvedere Shopping Centre, Seaford
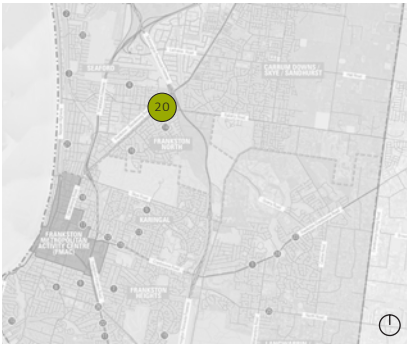
Key Plan

General Information

Location
Intersection of Frankston Dandenong Road and Seaford Road

Shopfronts
17 x premises
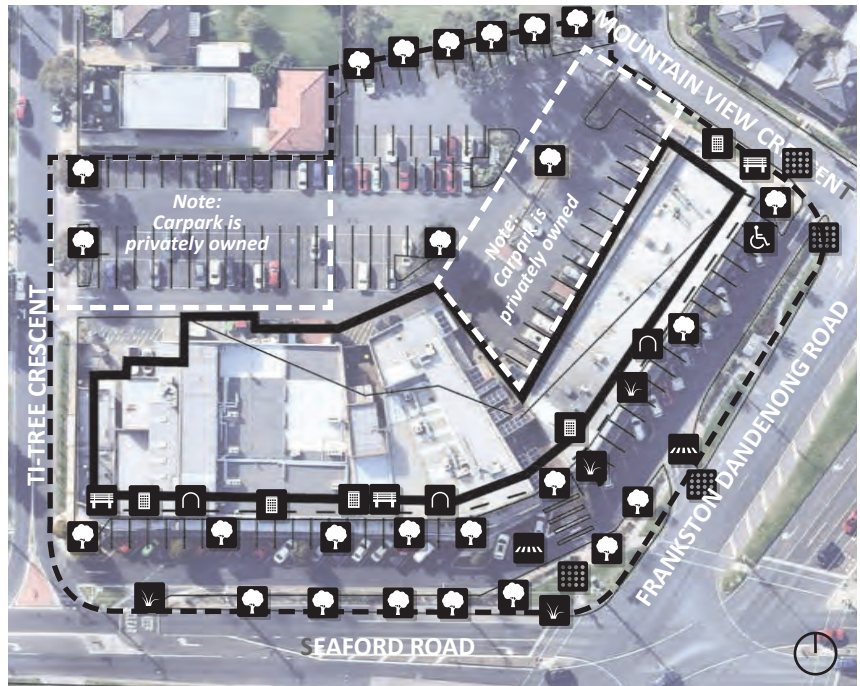
Existing Conditions

Strip Inventory

Tree x 25

Seat x 3

Bin x 5

Bike rail x 3

Pavement treatment

Disabled carpark x 1

Tactile indicators

Garden bed

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Pause point

Active frontages

Opportunities

Assessment

Identity

- The landscape features are relatively homogenous.

- Visual clutter is minimal.

- Interface condition is successful to Frankston Dandenong Road (buffer).

- There is no identification signage.

Movement

- There are conflicts between pedestrians and vehicles at the rear carpark.

- There are sufficient bicycle facilities.

- Connections to public transport are safe.

Community

- There are canopy trees to provide shade and shelter.

- There is feature pavement contributing to the quality of the public realm.

Sustainability

- Landscaping and garden beds along the street frontage provide sufficient greening to the centre.

Opportunities

① Potential designated pedestrian crossing (line marking) within rear carpark.

② Identification signage to improve legibility.

③ Opportunity for additional canopy tree.

④ Provision of additional disabled car parking space.

21 Railway Parade, Seaford

Key Plan

General Information

Location
Intersection of Railway Parade and Covelly Parade.

Shopfronts
10 x premises

Existing Conditions

Strip Inventory

🌳 Tree x 8

🪑 Seat x 1

🗑 Bin x 2

🔲 Bike rail x 2

♿ Disabled carpark x 1

▦ Tactile indicators

🌱 Garden bed

Assessment Rating

IDENTITY

- 🟡 Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- 🟡 Does the urban form contribute to the local character and/or heritage of the place?
- 🟢 Does the shopping centre respond to the conditions of the surrounding area?
- 🔴 Is there clear identification signage?
- 🟡 Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- 🔴 Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT

- 🔴 Are pathways clear without barriers or obstructions?
- 🟡 Are pathways direct and catering the most desired routes?
- 🔴 Is there convenient access to public transport stops?
- 🟢 Is there opportunities to park close to activities?
- 🔴 Are there conflicts with vehicles and pedestrians?
- 🟡 How well has universal access been considered?
- 🟡 Are there any bicycle facilities, and are these appropriately located?

COMMUNITY

- 🔴 Are there adequate places for people to sit and enjoy outdoor spaces?
- 🔴 Are there comfortable pause points along the street?
- 🔴 Are there trees providing sufficient shade and shelter?
- 🟡 Is there a sense of enclosure (e.g. building/trees?)
- 🟡 Is the architecture detailing of high quality?
- 🟡 Is there any feature paving?
- 🔴 Are there awnings or canopies to provide sufficient shade and shelter?
- 🟡 Do the activities from the buildings spill onto the street?
- 🔴 Does there appear to be sufficient lighting?

SUSTAINABILITY

- 🔴 Is there any WSUD provided on site?
- 🟡 Are there adequate bed spaces?
- 🔴 Are the materials durable?
- 🟡 Is the landscaping indigenous or climate resistant?

Visual clutter (powerlines)

Low quality materials

Opportunities

Assessment

Identity

- There is no identification signage for the shopping strip.

- There is visual clutter due to overhead cables and ad-hoc signage.

- Low quality materials.

Movement

- Connection to shops and bus stop is generally unsafe (no line marking).

- Universal access has been considered with ramps, tactile indicators and disabled carpark spaces. Level changes between the building and pavement make it difficult to access most of the shops.

Community

- There are few pause points for pedestrian to enjoy the outdoor area.

- There is a lack of canopy tree vegetation near the building to provide sufficient shade and shelter.

- There is no feature paving contributing to the quality of the public realm.

- Canopies/awnings are neither consistent nor continuous along the street frontage.

Sustainability

- Landscape and garden bed along the street frontage provides some greening to the centre.

Opportunities

1. Potential designated pedestrian crossing (line marking) to bus stop.

2. Provision of seating.

3. Canopy trees along frontage to provide greening of the centre.

4. New pavement treatments.

5. Provision of a continuous canopy/awning.

6. Identification signage for improved legibility.

7. Blank wall opportunity for vertical wall display (e.g public artwork).

8. Potential for additional planting.

22 McCulloch Avenue, Seaford

Key Plan

General Information

Location
Intersection McCulloch Avenue and Kananook Avenue

Footprint
5 x premises

Existing Conditions

Strip Inventory

Tree x 0

Seat x 0

Bin x 1

Bike rail x 0

Pavement treatment x 0

Disabled carpark x 0

Tactile indicators x 0

Garden bed x 0

Identifying signage

Assessment Rating

IDENTITY
- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT
- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY
- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY
- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Opportunity to improve streetscape amenity

Spill-out opportunity at the corner of McCulloch and Kananook Avenues

Opportunities

Assessment

Identity

• There is no identification signage for the shopping strip.

Movement

• Well connected to key destinations such as Kananook Creek and Kananook Beach.

• Poor universal design with few tactile indicators and no disabled car parking spaces.

• Lack of bicycle facilities.

Community

• There is some on-street dining opportunity to the front of the Kananook Corner Store.

• Low quality materials.

• There are no public pause points.

Sustainability

• There is a lack of canopy tree vegetation near the building to provide sufficient shade and shelter.

Opportunities

1. Place for people to sit/pause along the street.

2. Potential for new garden beds to increase on-site vegetation.

3. Addition of canopy trees to provide shade and amenity.

4. Consider upgrade of pavement treatments.

5. Tactile indicators to pedestrian crossing.

6. Identification signage to improve legibility.

7. Provision of bike hoops.

8. Activation of blank frontage.

23 Seaford Village, Seaford
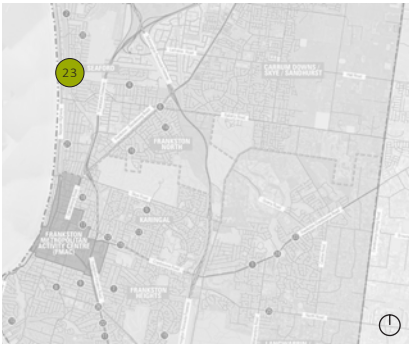
Key Plan

General Information

Location
Intersection of Nepean Hwy and Station Street.

Shopfronts
32 x premises

Strip Inventory

🌳 Tree x 4

🪑 Seat x 6

🗑 Bin x 5

∩ Bike rail x 5

▬ Pavement treatment

⠿ Tactile indicators

🌱 Garden bed

〰 Marked pedestrian crossing

📍 Identification signage

♿ Disabled carpark x 1

Existing Conditions

Activities 'spill' onto the street

Feature paving and bicycle facilities

Poor connections to bus stop

Activities 'spill' onto the street

Assessment Rating

IDENTITY

- Does the street furniture, materials, landscape contribute to the local character and/or heritage of the place?
- Does the urban form contribute to the local character and/or heritage of the place?
- Does the shopping centre respond to the conditions of the surrounding area?
- Is there clear identification signage?
- Does the place appear to be well looked after (e.g. vandalism, rubbish)?
- Is there unnecessary visual clutter (e.g. signage, powerlines, services)?

MOVEMENT

- Are pathways clear without barriers or obstructions?
- Are pathways direct and catering the most desired routes?
- Is there convenient access to public transport stops?
- Is there opportunities to park close to activities?
- Are there conflicts with vehicles and pedestrians?
- How well has universal access been considered?
- Are there any bicycle facilities, and are these appropriately located?

COMMUNITY

- Are there adequate places for people to sit and enjoy outdoor spaces?
- Are there comfortable pause points along the street?
- Are there trees providing sufficient shade and shelter?
- Is there a sense of enclosure (e.g. building/trees?)
- Is the architecture detailing of high quality?
- Is there any feature paving?
- Are there awnings or canopies to provide sufficient shade and shelter?
- Do the activities from the buildings spill onto the street?
- Does there appear to be sufficient lighting?

SUSTAINABILITY

- Is there any WSUD provided on site?
- Are there adequate bed spaces?
- Are the materials durable?
- Is the landscaping indigenous or climate resistant?

Assessment

Identity

- There is identifying signage for the shopping strip.

- Coastal native landscape character of the area is reflected in the site vegetation and there are references in the paving details in some locations.

- Interface conditions are poor to Nepean Highway (lack of barriers).

Movement

- Pathways are direct, sheltered, cater to the most desired routes, and support universal access.

- Connections to public transport is generally poor to the western side of Nepean Highway.

- There are sufficient bicycle facilities.

Community

- There are active building frontages that 'spill' onto the street.

- Sufficient space for pedestrians to enjoy the outdoors.

- There is a lack of canopy trees to provide shade and shelter.

- Parklets have been installed in response to Covid 19.

Sustainability

- Existing vegetation is native and appropriate for the climate.

- There is a moderate level of senescing /dead vegetation within existing garden beds.

23 Seaford Village (continued)

Opportunities

① Provision of additional canopy trees to provide more shading.

② Potential to improve connections to bus stop at the corner of Station Street and Nepean Highway (western side of Nepean Highway).

③ Provision of a dedicated pedestrian pathway from eastern car park to Nepean Highway.

④ Potential for high quality treatments and finishes due to its size and importance within the municipality.

⑤ Blank walls allow opportunities for vertical integration/wall display (e.g public artwork).

Note

• The scale and function of Seaford Village may warrant reclassification to a small activity centre, and may warrant a more detailed planning approach through a Precinct Plan or similar.

• The performance of Parklets installed in response to Covid-19 should be considered when considering future opportunities in the Precinct.
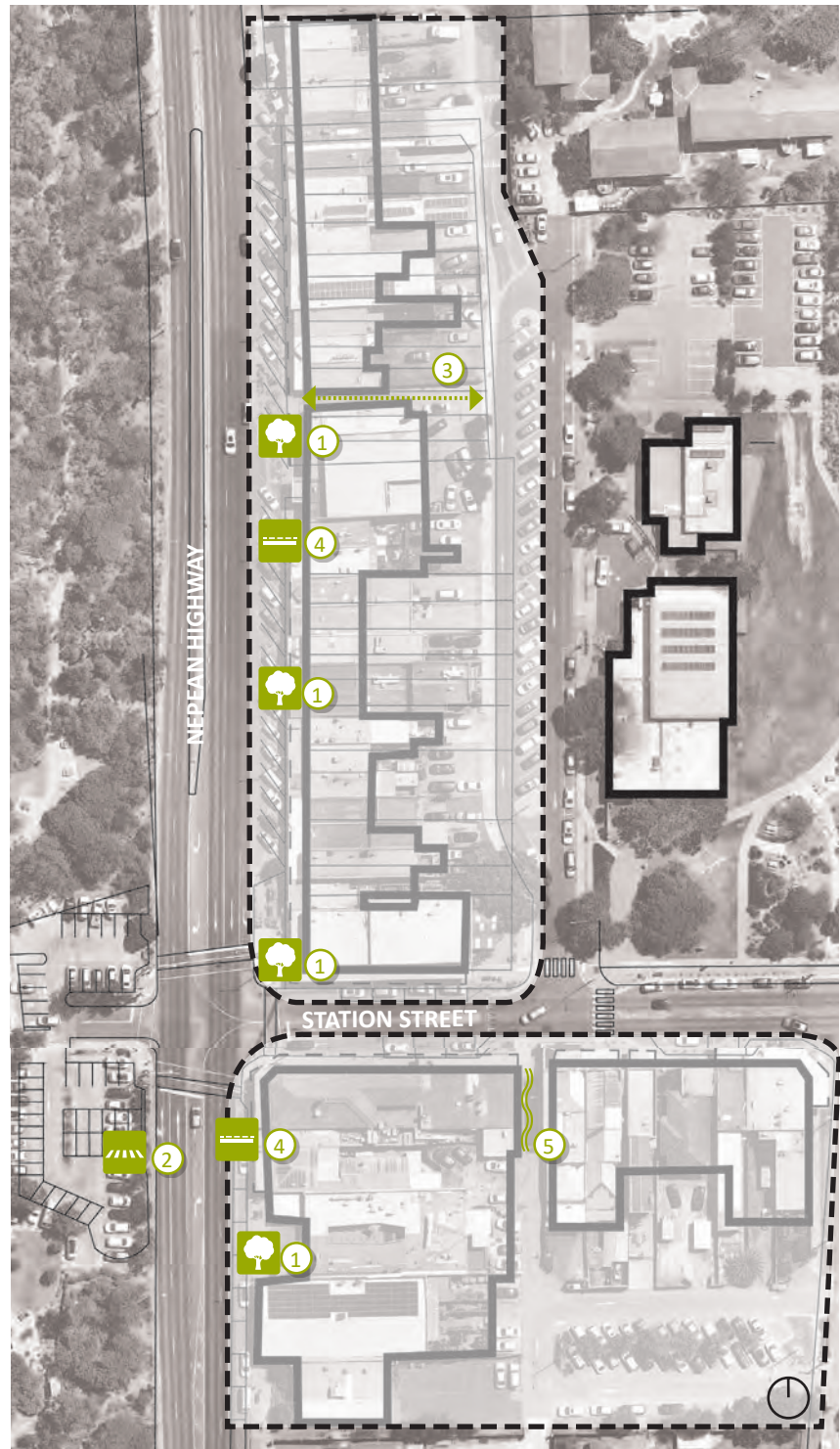
Opportunities

Seaford Village Outdoor Dining, Seaford

3.6 Community Feedback

In April/May of 2020, the project team prepared a survey for the Frankston community to understand the quality of the local shopping strips. A total of 39 responses were received from the community. The survey was undertaken after the initial review of the shopping strips, in order to keep that phase of work independent and unswayed by opinion of stakeholders.

What elements contribute to a successful shopping strip?

Respondents were asked to identify their favourite local shopping strip in Frankston City. They were also asked to identify the features they felt were important to determining why it was their favourite. The results of this question are outlined below:

SEAFORD VILLAGE, SEAFORD: 26%

NORMAN AVENUE, FRANKSTON SOUTH: 21%

FOOT STREET, FRANKSTON: 18%

Key features contributing to why these are their favourite shopping strips include:

- Access to car parking: 62 %
- Easy to access from home or work: 59%
- Variety and range of shops: 51%
- Safe feeling: 38%

What elements contribute to an unsuccessful shopping strip?

Respondents were also asked to identify their least favourite local shopping strip including the features they felt were important to determining why it was their least favourite. The results of this question are outlined below:

FAIRWAY STREET, FRANKSTON: 14%

BEACH STREET (CENTRAL), FRANKSTON: 11%

EXCELSIOR DRIVE, FRANKSTON NORTH: 11%

Key features why these are their least favourite shopping strips include:

- Poor variety and range of shops: 50%

- Poor buildings: 47%

- Unsafe feeling: 47%

What improvements would they like to see?

Respondents were asked to identify features that are important to improving the shopping strips. Consistently, the Community considered that:

• 'Good street trees and other landscape' (53%) and 'Good outdoor seating areas' (47%) were most important to improving the shopping strips.

The important features to the community were:

• Great range of shops: 41%

• Beautiful buildings: 41%

Open-ended questions found that the visual appearance of buildings and trees were most important for the Community.

'Outdoor activities (eg. street chess)' was consistently found to be least important to the improvement of the shopping strips.

What is adequate in general across the shopping strips?

Respondents were asked to identify features that were adequate across the shopping strips. The Community considered that 'Rubbish Collection' (77.2%) and the 'Maintenance of landscape' (77.42%) were adequate but that the 'Maintenance of Shop fronts' (Community 70.97%) was generally inadequate across the shopping strips.

Key Implications

From reviewing the key responses facing the shopping strips in its existing condition, to the ingredients required to help improve them, the following key implications were found:

• Foot Street in Frankston is one of the community's favourite shopping strips.

• The variety of shops, canopy trees, outdoor seating and visual appearance and quality of buildings were consistently important to the improvement of the shopping strips;

• Outdoor activities (eg. street chess) were not considered to be important to the improvement of shopping strips.

Foot Street in Frankston is one of the community's favourite shopping strips.

The variety of shops, canopy trees, outdoor seating and visual appearance and quality of buildings are important to the community.

3.7 Key Issues

Following the assessment of the shopping strips, there are some recurring issues common to a number of the centres. These are also seen as common issues for shopping strips across Melbourne, and throughout Australia. This information will be used to prioritise improvement works for the shopping strips. A summary of the key opportunities and issues are outlined below.

Water Sensitive Urban Design

Water Sensitive Urban Design (WSUD) is becoming a standard approach to the management of the urban water cycle for shopping strips. This has been demonstrated in a number of the case studies within Frankston City (for example the recent upgrades to Station Street within Frankston MAC) and wider Melbourne.

At present, there are very few shopping strips with WSUD initiatives.

Incorporating WSUD initiatives into Frankston's shopping strips will help improve the health and quality of Frankston's waterways and create a healthy, resilient city that provides not only sustainable water management, but also improved urban greening, biodiversity and local climate.

Beach Street East, Frankston Central

Identification Signage

Identification signage is becoming increasingly important throughout Frankston City as the number of visitors to the municipality continues to grow. Effective identification signage creates a strong sense of place and character and helps people to understand where they are.

A shopping strip's identification signage should also be more readily noticeable/prominent than any advertising signage present along the strip.

The review of the shopping strips indicates that there is a lack of sufficient identification signage.

A consistent theme for identification signage should be considered for the municipality.

Willsmere Village, Kew

Dendy Village, Brighton

Paving Treatments

Footpath paving treatments form a major part of the public realm, one which directly affects the quality of a pedestrian's shopping strip experience.

The site assessment results in Chapter 6 indicate that a number of shopping strips lack consistent and high quality paving treatments which significantly detracts from their perceived character and condition.

Young Street, Frankston (Successful)

Lakewood, Frankston (Successful)
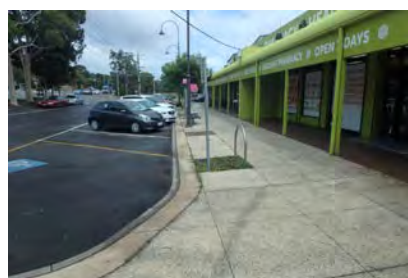
Long Street, Frankston (unsuccessful)

Sanders Road, Frankston (unsuccessful)

Universal Access

Equitable access that accommodates all ages and abilities and which provides for a safe and comfortable shopping experience is an essential component of a successful shopping strip. Access should be able to accommodate users with mobility requirements including wheelchairs, scooters, walking frames, prams and people with young children and vision impairments.

The site assessment results indicate that 4 shopping strips- Kareela Road, Norman Avenue, Lakewood, Fairway Street and- do not have an appropriate level of access for all users.

Young Street, Frankston (successful)

Heatherhill Road, Frankston (successful)

Norman Avenue, Frankston (unsuccessful)

Lakewood, Frankston (unsuccessful)

Lighting

Lighting is an important aspect of public spaces which affects human comfort and safety. The importance of lighting has been demonstrated in some of the shopping strips in Frankston (e.g. Mahogany Avenue, Frankston North) and other public spaces throughout Melbourne.

Standard streetlights can have a negative impact on the appearance, amenity and suitability of a shopping strip. Whilst passive lighting is provided from the shops and businesses along the shopping strips, there are few shopping strips of the 23 identified in the study with a consistent, high quality approach to lighting.

More lighting does not necessarily mean better quality lighting, however a consistent lighting scheme developed for the shopping strips and their surroundings should be considered.

Young Street, Frankston (successful)

Culcairn Drive, Frankston South

Young Street, Frankston (successful)

Mahogany Avenue, Frankston (successful)

Pedestrian Crossings

Marked pedestrian crossings ensure that pedestrians are given a clear priority. Well-designed crossings will use methods to reduce speeds for drivers to improve the safety and convenience of the shopping strip.

There are currently 56 designated pedestrian crossings provided throughout the 23 shopping strips- Austin Road, Belvedere, Foot Street, Heatherhill Road and Seaford Village.

The provision of designated pedestrian crossing should be integrated with pedestrian experience. The locations should be assessed based on pedestrian and vehicle counts.

Heatherhill Road, Frankston

Blank Walls

Inactive building frontages can impact on the vitality and safety of a shopping strip. This includes long blank walls and few doors, windows and little articulation. There should be an active, visual engagement between the buildings and street to provide passive surveillance and visual interest.

The site assessment results indicate that a number of the shopping strips have stretches of inactive building frontages. These are typically located along the side streets away from the primary shopping strip frontages.

Blank walls should consider the opportunity for vertical intervention or wall displays. These can also host community artwork to add interest.

Ashleigh Avenue, Frankston
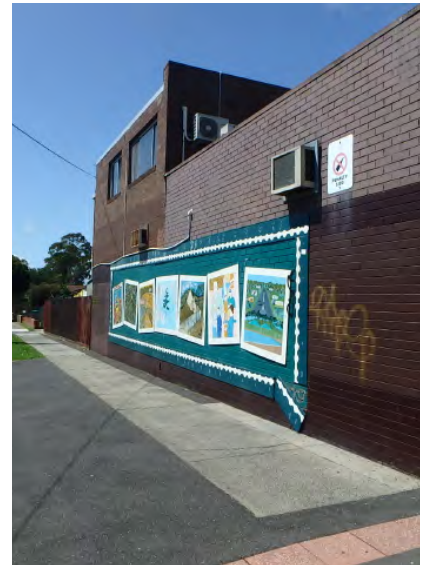
Excelsoir Drive, Frankston

Additional Canopy Trees

Greening the shopping strips is important to the quality of the public realm. Canopy trees provide shade, shelter and greening to the overall shopping strip.

There are a number of shopping strips that lack sufficient canopy trees or canopy tree cover. In most cases there have been some trees, however generally, the existing canopy coverage fails to provide adequate shade. Nor do the present trees contribute to a strong identity. Vandalism, vehicle damage and insufficient soil volumes have also resulted in the loss or removal of some trees within the shopping strips.

A careful review of the adequacy of the existing trees will need to be undertaken to ensure that there is a well-planned approach to the greening of the shopping strips.

Long Street, Frankston

Visual Appearance of Buildings

The external appearance of buildings contribute to the quality and amenity of the public realm. This includes the building form, architectural style, detailing and materiality.

The results of the stakeholder and community engagement indicated that the visual appearance of buildings is considered to be important to the quality of the shopping strips. While the condition and appearance of buildings is predominantly within private ownership, there should be consideration to the support of local traders and owners to improve the buildings where possible.

Greville Street, Prahran

Outdoor Seating Areas

Opportunities for outdoor seating help to provide a comfortable pedestrian environment, activation and passive surveillance of the streetscape. These opportunities may include stationary seating or areas for outdoor dining.

The results from the Stakeholder and Community consultation indicate that outdoor seating areas are important to the quality of shopping strips. A careful examination of the available areas for additional seating will need to be undertaken.

The performance of Parklets and additional outdoor seating spaces installed in response to Covid-19 should be considered when exploring future opportunities in shopping strips. Examples include Norman Avenue, Culcairn Drive and Seaford Village Parklets.

Opportunities for new or enhanced outdoor dining should be considered in association with updates to footpath and kerbside trading guidelines.

Seaford Village, Frankston

Outcomes

04

Norman Avenue, Frankston South

4.1 Programme Logic

Council maintains a broad policy environment to guide local shopping strip improvements. Policy domains developed to provide this guidance include: Stronger Families; Community Strength; Safe Community and a Sustainable Environment.

The Local Shopping Strip Action Plan contributes to 6 strategic outcomes associated with the 3 policy domains. The purpose of the Action Plan seeks to improve the local shopping strips within Frankston City Council.

The 4 guiding principles (Identity, Connections, Community and Sustainability) will ensure that the urban design quality of the shopping strips will be delivered and aligned with the Community Vision and Policy Domains.

Vision

Frankston City 2040 is the place on the bay to learn, live, work and play in a vibrant, safe and culturally inclusive community. Our City is clean, green and environmentally responsible.

POLICY DOMAINS

COMMUNITY STRENGTH	SAFE COMMUNITY	SUSTAINABLE ENVIRONMENT

LONG TERM OUTCOMES

ACCESSIBLE COMMUNITY INFRASTRUCTURE	SOCIAL INCLUSION & ENGAGEMENT	VIBRANT COMMUNITY	SAFE DESIGN	OPEN SPACE & BIODIVERSITY	RESOURCE USE
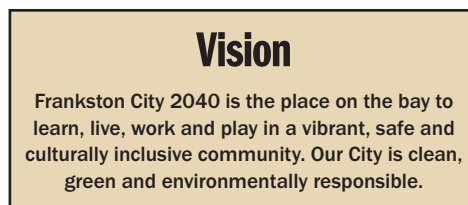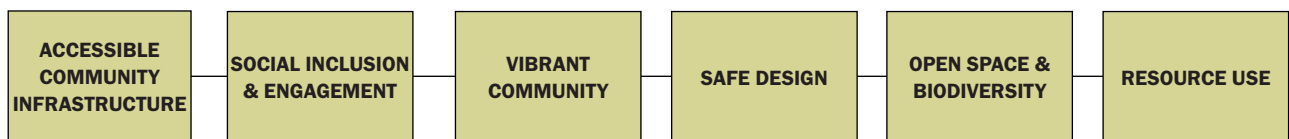
LOCAL SHOPPING STRIP PRIORITIES

IDENTITY	CONNECTIONS	COMMUNITY	STAINABILITY
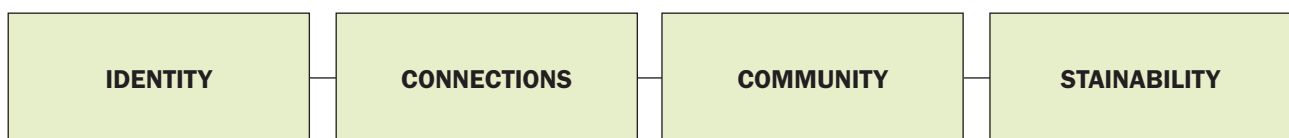
Austin Road, Frankston

4.2 Urban Design Guideline

This section provides urban design guidelines to assist with the preparation of concept designs for shopping strips within Frankston City.

The guidelines have been arranged with specific elements in 6 Design Strategies. Each Design Strategy consist of Objectives that relate to the guiding principles (Identity, Connections, Community and Sustainability). The Guidelines provide recommendations for how the objectives can be achieved.

DESIGN STRATEGY 1 - GREENING, COOLING & SHADING

DESIGN STRATEGY 2 - ACCESS & MOVEMENT

DESIGN STRATEGY 3 - STREET INFRASTRUCTURE & PUBLIC ART

DESIGN STRATEGY 4 - BUILT FORM

DESIGN STRATEGY 5 - VEHICLE MANAGEMENT

DESIGN STRATEGY 6 - SERVICES

DESIGN STRATEGY 1 - GREENING, COOLING AND SHADING

Future-proofing through the considered use of trees, understorey planting and water sensitive garden beds creates sustainable solutions whilst improving the comfort and appearance of a place and establishing a strong identity.

Objectives:

- Establish a strong landscape character that reflects the broader precinct context
- Provide a sense of comfort through appropriate species selection and tree placement
- Increase available shade and associated cooling

Guidelines:

TREES

1.1 Tree species selection for local shopping strips shall be based upon the recommended council species list and should consider:

- The appropriateness of the size and species type for the size of the shopping strip and growing climate;

- The appropriateness of the species in relation to the local context, EVC and identity;

- Providing a diversity in tree species; and

- Providing deciduous trees where winter sun is desired;

- Providing dense, evergreen trees where summer shade is desired.

1.2 Provide at least one canopy tree for every 3 to 4 car parking spaces adjacent to parking areas.
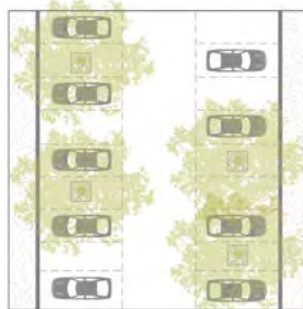
A canopy tree for every 3-4 car spaces

1.3 Provide new outstands with tree planting to angled, parallel and 90 degree parking bays.
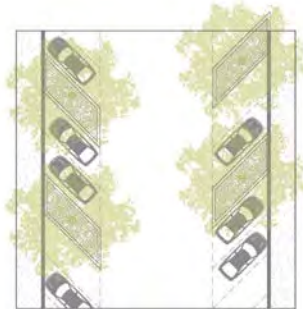
Outstand tree planting for 45 degree parking bays
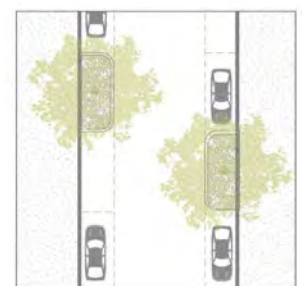
Outstand tree planting for 90 degree parking bays

Tree planted in outstands in parking area

1.4 Plant trees in outstands within the parking area pavement where existing shop canopies extend to the kerb. Use appropriate trees to reflect street width and frame as a the space. Where no significant constraints apply, a 1:1 tree height to street width ratio should inform species selection.

1:1 Ratio
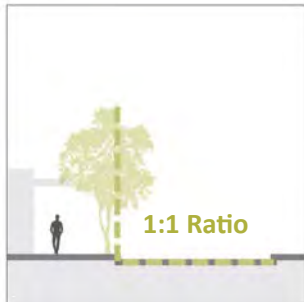
Sense of enclosure

1.5 With reference to council planting details, ensure adequate soil area and/or planter soil volume is provided to support the successful mature development of canopy trees. Where appropriate utilise storm water run off and connect planting areas to increase available soil volume.

1.6 Ensure tree guards are installed and refer to council furniture standards to ensure colour and finishes are consistent with the overall street colour and material palette. Consider bollards to further protect young trees adjacent to streets and carparks.

1.7 Select appropriate tree pit infill
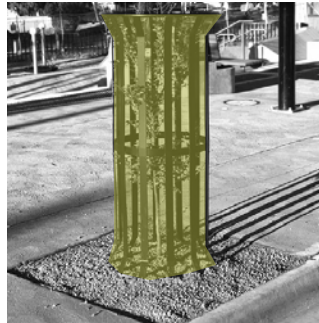
Tree guard

solutions with consideration of tree growth rates. Infill shall be consistent in appearance to surrounding surface materials. Refer to council standards for infill materials.

1.8 Ensure tree foliage does not

Undesirable weed growth surrounding tree base due to lack of pit infill cover.

cause visual obstructions throughout the site.

1.9 Ensure planter bed edging

is considerate of the overall street material palette. Edge materials and finishes should consist of materials utilised within the same site, with consideration of the relevant council material palette. Where appropriate, consider opportunities for raised edging that supports a secondary function as informal seating.
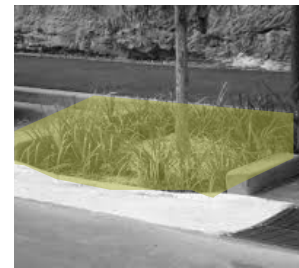
Raised edge provides informal seating option

Raised Edging Treatment at height appropriate for seating for raised edge details.

1.10 Install bollards to protect trees from vehicles as necessary.

Bollard protection in kerbless environment

1.11 Understory plant species selection for local shopping strips should enhance the overall precinct landscape character. Species selection should be informed by the relevant council plant palette. and the following guidelines:

- Consider plant adaptability and resilience to local environmental conditions and the impacts of climate change;

- Avoid using plant species which drop large quantities of fruit or nuts or excessive plant litter;

- Consider plant form and habit, colour, aroma, seasonal displays and maintenance requirements; and

- Consider the ability to provide habitat for local indigenous flora and fauna.

1.12 Introduce groundcovers to outstands and median strips where appropriate. Replace brick pavement in existing medians with groundcovers and consider introducing granitic sand where groundcovers are impractical to use.
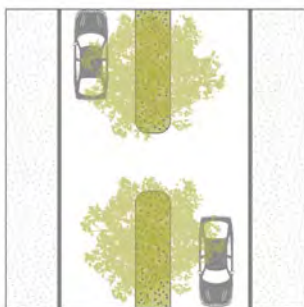
Ground covers to medians

Sand ground covers

1.13 Where retailers want to place planter boxes outside their shops, ensure that the planter box design and plant selection is uniform for the centre, compliments the overall material palette and does not obstruct pathways. Refer to council planter box specifications for planter box standards.
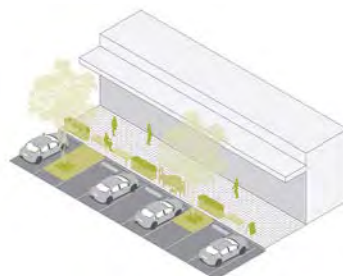
Planter boxes outside shops

Raised Planter Boxes provide sense of enclosure when placed between parking spaces and pedestrian areas.

1.14 Ensure understorey planting maintains clear sightlines and informal surveillance. Where shrub planting is required, provide low to medium shrub planting with a height no greater than 1.0m and /or taller clear stemmed trees above 2.5m.
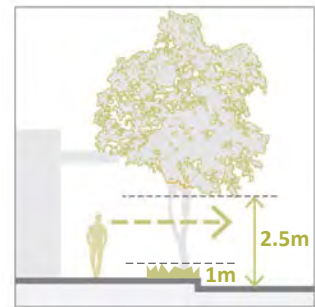
Clear sightlines over groundcovers and under tree foliage.

WSUD

1.15 Minimise use of water irrigation through the use of water retention methods in the planting design. Provide rain-gardens and other WSUD features to assist with storm water collection and treatment. Refer to Council WSUD Guidelines 2012.

Rain-gardens

Austin Road, Frankston

DESIGN STRATEGY 2 - ACCESS AND MOVEMENT

Pathways, pavement treatments, tactile indicators and ground surfaces can assist in making connections safe and convenient for all users. Feature treatments can also make it distinct, recognisable and memorable giving it a unique identity and meaning for people.

Objectives:

- Ensure that movement and access is safe and convenient for all users.
- Reduce conflict between pedestrian, bicycles and vehicles.

Guidelines:

PAVING TREATMENTS

2.1 Provide consistent pavement treatments to improve walkability, appearance and coherency.

2.2 Consider opportunities for creative paving treatments that reflect the character of the neighbourhood and local area. Selection should consider its location in terms of colours, tones, materials, texture and quality.

2.3 Ensure paving is detailed and well-constructed to ensure easy repair and maintenance.

2.4 Consider light/reflective pavement surfaces to reduce heat island effect.

2.5 Provide in situ concrete barrier concrete kerbs and edging to the building frontage, as required.

PATHWAYS

2.6 Provide direct, continuous and clear paths with the following minimum dimensions (in accordance with AS1428 - Design for Access and Mobility):

Kerbside Zone

1.5m

Pedestrian Zone (footpath less than 3.5m wide)

1.5m

Pedestrian Zone (footpath more than 3.5m wide)

1.8m
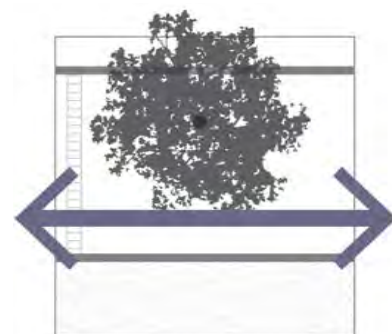
Direct pathways
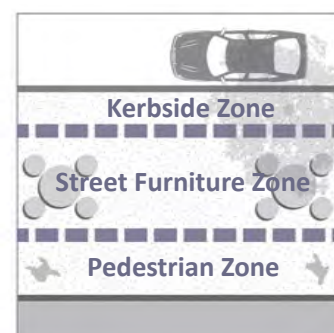
Zones within footpath

2.7 Where practical, extend the width of paths to allow people to meet, gather and pause comfortably, and to allow for outdoor trading and dining.
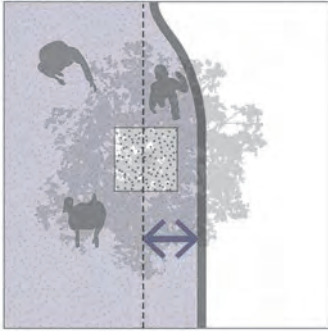
Extend width of paths, where practical

2.8 Introduce improved pedestrian crossings where appropriate – this may include zebra or wombat crossing and traffic light controlled crossings. Locate crossings along desire lines and to connect to public transport.
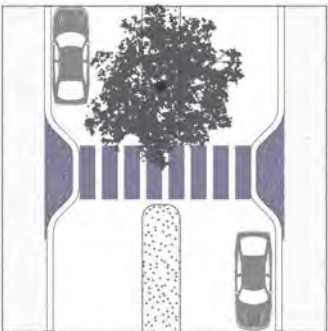
Pedestrian crossings and Footpath extensions

2.9 Use footpath extensions, median islands and pedestrian refuge islands to reduce crossing distances.

2.10 Define pedestrian crossover points across main roads with outstands, tree planting and paving.
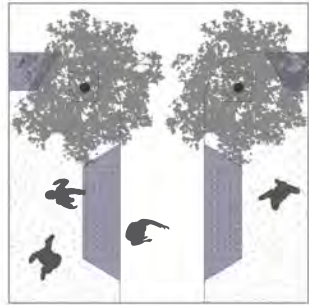
Pedestrian crossings

UNIVERSAL ACCESS

2.11 Ensure that disability access points are provided throughout all shopping strip footpaths.

2.12 Minimise uneven surfaces to achieve consistent levels and cross falls.

2.13 Ensure clear visibility of, and access to bus stops

2.14 Install standard crossing facilities, ramps and tactile indicators are provided in accordance with AS1428 - Design for Access and Mobility.

2.15 Provide tactile indicators to each pedestrian crossing point.

Tactile indicators

DESIGN STRATEGY 3 - STREET INFRASTRUCTURE AND PUBLIC ART

Seats, bins, bicycle stands, lighting, drinking fountains, public art, signage and materials provide the elements to create a safe, lively and comfortable place. These elements contribute to the local character and allow people to practically and comfortably use the space.

Objectives:

▪ Ensure the public realm supports safety and amenity.

▪ Minimise visual and physical clutter in the public realm.

Guidelines:

LIGHTING

3.1 Introduce feature lighting in areas that contribute to the character of the shopping strip.

3.2 Feature lighting should:

▪ Be designed to reduce the contrast between shadows and illuminated areas;

▪ Be installed at a human scale height (approximately 3.5m);

▪ Be designed to ensure faces are illuminated in pedestrian areas;

▪ Use low temperature, long life LED light fittings for the general lighting (between 2700K and 3000K);

▪ Avoid light fittings that contribute to light pollution through excessive light spread or up-lighting; and

▪ Be vandal proof;

▪ Be in accordance with Australian Standards.

3.3 Feature lighting should reflect the character of its neighbourhood or local area.

The selection of feature lighting should consider its location in terms of appearance, style, activity and quality.

Example of feature lighting

SIGNAGE

3.4 Provide a consistent suite of signage in terms of identification, wayfinding and regulatory (parking). These should consider:

- Clear, legible and timeless graphics;

- Contemporary visual language;

- Consolidate a number of signs; and

- Any relevant guideline(s) from Council Sinage strategies

Examples of identification signage

SEATING

3.5 Provide a consistent suite of seating.

3.6 Place seats at regular intervals and position with respect to the sun, shade, trees and shelter.
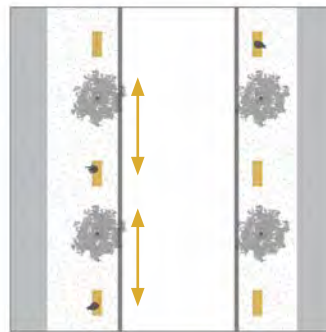
Seating spaced at regular intervals

3.7 Locate seats with offsets and alignments to match other public realm elements.

3.8 Locate seats where people gather and linger such as enlarged pedestrian spaces, and where people can enjoy views engage in conversation and watch activities.
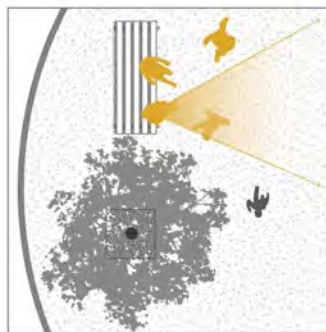
Seating in open, well utilised areas

3.9 Provide comfortable seating in open well utilised areas, not hidden from view.

BICYCLE STANDS

3.10 Provide a consistent suite of bicycle stands as a functional and visually ordered solution to bicycle parking.

3.11 Consider the placement of bicycle stands at the entries of the shopping strip.

Bicycle stands

3.12 Locate bicycle stands on a footpath with a preferred minimum width of 3.5m, and an absolute minimum of 2m.

DRINKING FOUNTAINS

3.13 Provide a consistent suite of drinking fountains within shopping strips where there is a high degree of activity.

3.14 Locate drinking fountains along pedestrian paths with clear access for a minimum of 1.5m.

Drinking fountain

3.1 RUBBISH BINS

3.2 Provide a consistent suite of bins.

3.3 Place bins at regular intervals.

3.4 Locate bins with offsets and alignments to match other public realm elements.

3.5 Avoid locating bin within 3m of a seat.

PUBLIC ART

3.6 Consider public artwork to add visual interest to shopping strips (e.g. street artwork to blank walls).

3.7 Public art should only be installed following a consultation process between Council and shopping strip property owners.

3.8 Ensure that artwork is coated with anti graffiti coating upon completion.

Public street art to blank walls

MATERIALS

3.9 Use durable, vandal proof materials where possible.

3.10 Use standard, off the shelf options to facilitate easy, low cost replacement where possible.

3.11 Use materials, furniture and fixtures with low life cycle costings, preferably including those manufactured locally.

3.12 Reduce construction waste by use of construction materials made of post consumer recycled content.

VISUAL CLUTTER

3.13 Signage, signals and utility infrastructure should be located appropriately to minimise visual clutter.

3.14 Where practical, combine multiple items of street furniture into a single item.

Combined seat and planter box to single item

Street dining on Norman Avenue, Frankston

DESIGN STRATEGY 4 - BUILT FORM

Buildings, canopies/awnings, public/private spaces and advertising signage should contribute to public life where people can stay, play and enjoy the place.

Objectives:

- Ensure the public realm supports safety and amenity.
- Encourage streetscape activation and social interaction.
- Establish a weather protected public domain to provide adequate shade and shelter.

Guidelines:

CANOPIES / AWNINGS

4.1 Ensure that canopies/awnings are continuous along the street frontage.

4.2 Complement the design, style and appearance of the existing environment

4.3 Provide sufficient protection from sun and rain. Generally canopies/awnings should be 3.6m-4.2m above ground and at least 3.6m wide.
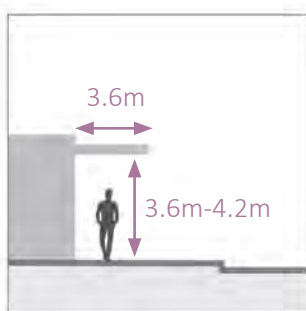
Sufficient protection for sun and rain

WALLS AND FRONTAGES

4.4 Materials and finishes should be compatible with the surrounding streetscape character.

4.5 Incorporate regular doors, recesses and clear glazing to the street frontages.

Regular door, recesses and clear glazing to the street

4.6 Allow retailers to encroach into the footpath with retail goods and/or advertising within the Kerbside Trading Zone (refer to Guideline 2.6).

4.7 Provide opportunities for outdoor dining within Kerbside Zone and Street Furniture Zone (refer to Guideline 2.6). This includes a simple, unobtrusive and easy management method of defining outdoor licenced areas.
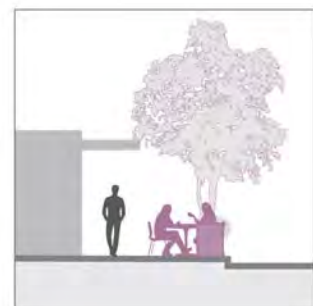
Outdoor dining

4.8 Provide consistent ground levels between the building edge and back-of-footpath for a seamless transition between private and public spaces.

4.9 Where blank walling is unavoidable, use materials, finishes, greenwalls and/or public artwork to enhance the visual quality of the space.

Public artwork to provide visual interest on blank wall

4.1 Consider opportunities for occasional street activation (e.g. street markets, buskers, coffee carts, etc.), plug & play facilities and outdoor activities (eg. street chess, pavement mazes, school displays, etc.).

4.2 Ensure that future building development reduces the opportunity for people to be unobserved, by providing direct street access and by placing windows to ensure passive surveillance across pedestrian spaces.

Passive surveillance

ADVERTISING SIGNAGE

4.3 Signage should be designed to respond to scale, proportions and architectural detailing of the building.

4.4 Signage should be applied to the building, where possible. Avoid signage above canopies/awnings to minimise visual clutter.
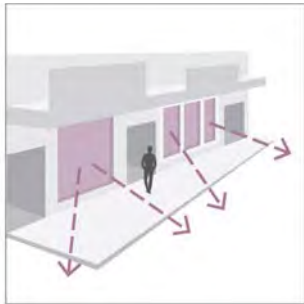
4.5 Consider an integrated approach to signage, where possible. This may include a single consolidated sign with the display of multiple businesses.

DESIGN STRATEGY 5 - VEHICLE MANAGEMENT

Site legibility and connections are improved when interactions between vehicles, cyclists and pedestrians are harmonious.

Objectives:

- Ensure that the movement and access is safe for all users.
- Ensure that paths are legible and convenient for all users.

Guidelines:

5.1 Provide disability parking spaces to all shopping strips in accordance with relevant Australian Standards.

5.2 Ensure the installation of wheel stops to prevent parking overhanging paths.
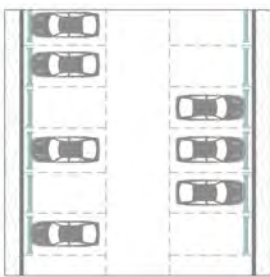
Wheel Stops

5.3 Provide adequate infrastructure to support and encourage active transport (cycling and walking).

5.4 Reduce the visual dominance of car parking through the placement of trees in garden bed outstands. Refer to Guidelines 1.2.
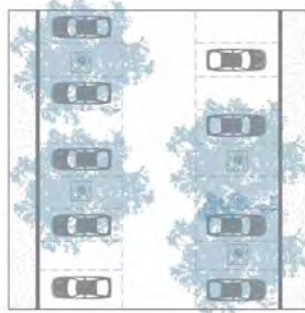
A canopy tree for every 3-4 car spaces

5.5 Where possible, ensure parking spaces are clearly legible and minimise reliance on parking signage. Appropriate visual connections from drivers to parking areas and signage should be established with clear line-marking and ensuring lines of sight remain clear and direct. Ensure parking signage is designed such that it minimises visual clutter.

Car Parking Signage is clear of obstructions.

5.6 Ensure linemarking, surface materials and finishes, and site levels clearly delineate between modes of transport and pedestrian movement is prioritised. Consult with council traffic design for site appropriate layouts:

Considered site layout allows for dedicated bike lanes

- To protect pedestrians and cyclists, site layout should separate modes of travel, where possible;

- Where dedicated bike paths are not practical, utilise contrasting surface treatment and changes in grading/ kerb treatments.

- Provide infrastructure to support active transport. Refer to Guidelines 3.10-3.12.

Walking & bike paths physically separated by kerb, and visually contrasting surface materials.

DESIGN STRATEGY 6 - SERVICES

Services are essential for the function of shopping strips. Considered installation techniques, siting and alignment of services can improve the overall identity of a place and provide opportunities for enhanced design solutions.

Objectives:

▪ Ensure that services do not restrict best practice urban design outcomes.
▪ Ensure that services remain visually recessive.

Guidelines:

6.1 Where practicable, consider locating aerial cables underground. Where this is not practicable, consider aerial bundling along shop fronts as an interim solution.
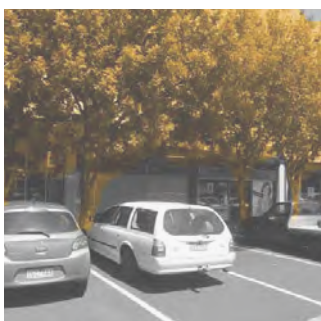
Undergrounded or relocated cables reduce visual clutter and allow for growth of large canopy trees

6.2 Where overhead services are retained as an interim solution, coordinate tree planting (size and location) with the overhead service locations. Refer to council and service provider advice on clearances, and consider the council standard plant palette during species selection.

Aerial bundled cables reduces visual clutter however, restricts tree growth.

6.3 Ensure that all service connection pits are provided below pavement areas with conduit provided to shopfronts as required for the future provision of services.

6.4 Ensure that all pit covers are coordinated with the pavement design, and where possible, use pavement filled covers to fit within the overall pavement surface. Refer to council standard details for pit design considerations.

6.5 Where practical, conceal services within landscaping or site along buildings where pedestrian traffic is low and visual presence is minimised.

Foot Street, Frankston

Action Plan

05

Heatehrhill Road, Frankston

5.1 Action Plan

This provides the list of Actions that should be considered between for the next 10 year period. These actions have been arranged under the following headings; Governance; Strategy; Capital Works Minor Projects; Major Projects; Placemaking and Activation; and Management. The following criteria was used when prioritising the shopping strips:

• Site assessment (health check) to determine the general quality of the shopping strip;

• Identifying common items that are deficient across numerous shopping strips;

• Identifying items that should be updated for safety and accessibility purposes (e.g. tactile indicators);

• Level of activity (and size of the shopping strip). For example the level of activity generated from Seaford Village is considered more of a priority;

• Whether specific actions (such as tactile indicators, bike rails) were being addressed from a separate action. For example, Norman Avenue is considered a lower priority given that tactile indicators had been installed;

• Identifying short term worthwhile rectifications to shopping strips where there will be a considerable delay (e.g after 10 years) before a full update is likely;

• Similarly, not planning rectifications to a shopping strip where a full upgrade is likely in the foreseeable future (e.g. within 10 years); and

• Shopping strips that have recently (or are currently) being upgraded.

Plan Ref	Action	Section Description	Funding Source	Early Priority	Year 1-3	Year 4-6	Year 7-9
Governance							
1.1	Business Improvement	Establish a Local Shopping Strip Working Group (LSSWG) to meet quarterly for the next 24 months. Purpose of the group is to focus on the design, delivery and evaluation of the Local Shopping Strips Action Plan. Establish clear roles and responsibilities.	FCC	x			
1.2	Funding / Grant Applications	Following endorsement of the Local Shopping Strip Action Plan Council to actively seek and apply for relevant grant opportunities to assist in the delivery of various local shopping strip improvement projects. There are various funding opportunities from State Government for public realm improvements identified in the Year 1-3 year period.	FCC	x	x		
1.3	Standard Drawings and Technical Notes	Agree on a range of street furniture items and surface materials palette for local shopping strips. Prepare Standard Technical Notes based on the local character design standards developed.	FCC	x			
1.4	Development Briefs	Prepare development briefs for capital works projects.	FCC	x			
1.5	Private Centres	Undertake consultation with shopping strips in private ownership to advise on the relevant guidelines.	FCC	x			
1.6	Holistic Planning Approach	Ensure the importance of our Local Shopping Strips is considered in the development or review of relevant strategic Council documents.	FCC		x		
1.7	Local Shopping Strip Records	Collate and organise corporate Local Shopping Strip plans and information for ease of access. Ensure regular updates of Council's GIS system.	FCC		x		
1.8	Capital Works Planning	Ensure the Local Shopping Strips Action Plan informs Council's Long Term Infrastructure Plan.	FCC		x	x	x
1.9	Auditing	UUpdate the Local Shopping Strip Action Plan every 4 years including updating streetscape audits for each shopping strip.	FCC			x	

Plan Ref	Action	Section Description	Funding Source	Early Priority	Year 1-3	Year 4-6	Year 7-9
Strategic Projects							
2.1	Place / Identity / Character A	Develop a new and distinctive character for Local Shopping Strips based on each local neighbourhood precinct that celebrates local cultural heritage and community characteristics that reinforce a sense of place and identity. Consider: - local flora and fauna - local landscape features	FCC	x			
2.2	Place / Identity / Character	Develop plant lists specific for Local Shopping Strips within each local neighbourhood. Include appropriate indigenous flora.	FCC	x			
2.3	Kerbside Trading Guidelines	Develop precinct-specific guidelines for kerbside trading and outdoor dining to support activated streetscapes.	FCC	x	x		
2.4	Neighbourhood Character	Review Frankston's Neighbourhood Character Policy and design guidelines to directly reference the importance of the shopping strip in the private realm.	FCC		x		
2.5	Smart Cities	Consider Local Shopping Strips in the development of an Electric Vehicle, Bicycle and Parking Strategy.	FCC		x		
2.6	Local Shopping Strip Welcome Signs- Planning / Design	Develop a standard Local Shopping Strip Identification Sign. Consider illumination.	FCC		x		
2.7	Signage Strategy	Develop a standard integrated signage suite for Local Shopping Strips, that coordinates with the municipal Signage Strategy. The signage suite should consider the following: - Important places or features - Regulatory information (parking, dog access restrictions, smoking and alcohol consumption restrictions) - Neighbourhood connections and directions - Local maps to orient visitors and show local links and recreational opportunities	FCC		x		
2.8	Accessibility / Links	Develop holistic accessibility plans, prioritising pedestrian safety and accessibility, for each Neighbourhood to improve access to Local Shopping Strips.	FCC		x		
Capital Works							
Minor Projects							
3.1	Urban Forest	Establish and deliver a capital works program to provide additional tree canopy, in accordance with the Urban Forest Action Plan 2020, at the following priority locations: - Lakewood Estate - Sanders Road - Seaford Village - Railway Parade - Culcairn Drive	FCC		x		
3.2	Accessibility Improvements	Establish and deliver a capital works program for accessibility improvements (ground surface tactile indicators) at the following priority shopping strips: - Kareela Road - Sanders Road - Beach Street East - Ashleigh Avenue - Norman Avenue - Culcairn drive	FCC		x		

Plan Ref	Action	Section Description	Funding Source	Early Priority	Year 1-3	Year 4-6	Year 7-9
3.3	Active Transport Improvements	Establish and deliver a capital works program for active transport improvements (bicycle parking) at the following priority shopping strips: - Frankston East - Kareela Road - Beach Street East - Lakewood Estate - Mahogany Avenue	FCC		x		
3.4	Local Shopping Strip Welcome Signs- Design & Delivery	Establish and deliver a rolling capital work program for new and replacement Local Shopping Strip Welcome and Wayfinding Signs across the municipality.	FCC		x		
3.5	Accessibility Improvements	Establish and deliver a capital works program for accessibility improvements (disabled car parks) at the following priority shopping strips: - Lakewood Estate - Josephine street - Beach Street Central - Kareela Road - Fairways Street	FCC		x		
Capital Works							
Major Projects							
4.1	Local Shopping Strip Upgrade Program- Delivery	Develop a rolling improvement program for Local Shopping Strips based on a 2-year time frame with one year to plan, undertake community engagement and design and the second year to procure and deliver. The program should be structured around the following high priorities: - Railway Parade - Fairway Street - Kareela Road - Mahogany Avenue - Sanders Road - Seaford Village	FCC	x	x	x	
4.2	Local Shopping Strip Upgrade Program- Delivery	Develop a rolling improvement program for Local Shopping Strips based on a 2 year time frame with one year to plan, undertake community engagement and design and the second year to procure and deliver. The program should be structured around the following medium priorities: - Beach Street East - Beach Street Central - Belvedere Shopping Centre - Long Street - Lakewood Estate	FCC			x	x
Place Management and Activation							
5.1	Façade Improvement	Expand the Façade Improvement Program to our Local Shopping Strips to encourage and facilitate business owners, operators and landlords to enhance the presentation of buildings and businesses.	DJPR FCC	x	x		
5.2	Kerbside Dining	Expand the Kerbside Dining Encouragement Program to our Local Shopping Strips to encourage and facilitate business owners to brighten, stimulate and activate our Local Shopping Strip streets.	DJPR FCC	x	x		
5.3	Place Activation	Develop a night-time activation strategy to improve safety and visitation to local shopping strips.	DJPR FCC	x	x		
5.4	Place Activation	Investigate ways Council can work with Local Businesses to organise and support small activations (festivals, markets, day or night events) within our Local Shopping Strips.		x	x		
5.5	Promotion	Develop a media and communications plan to promote the improvements to the shopping strips and the benefits to the Frankston Community.	FCC	x			
5.6	Local Advisory Group	Investigate a coordinated approach through a new Local Advisory group to assist with advocacy etc.	FCC	x			
5.7	Business Support	Continue to deliver Council's business improvement program that supports neighbourhood precincts with: - Visual merchandising - Business mentoring support - Buy-local campaigns and promotions - Temporary installations including parklets for the expansion of kerbside dining			X		

Plan Ref	Action	Section Description	Funding Source	Early Priority	Year 1-3	Year 4-6	Year 7-9
5.8	Street Art	Expand the Big Picture Festival to Local Shopping Strips to address blank walls at the following priority shopping strips: - Railway Parade - Seaford Village - Kareela Road - Ashleigh Avenue - Josephine Street - Armstrongs Road - Beach Street Central - Excelsior Drive - Foot Street - The Mall	DJPR FCC		x		
5.9	Public Art	Develop an integrated public art program for Local Shopping Strips to deliver appropriate art installations in consultation with the Frankston Arts Board.	DJPR FCC		x		
5.10	Data Capture	Install pedestrian counters at local shopping strips to capture people movement data prior to and following major upgrade works.			x		
5.11	Data Capture	Prepare annual vacancy and retail audits for all local shopping strips. Audits should capture types of businesses present.			x		
5.12	Branding Guidelines	Local Shopping Strip Branding Guidelines- develop a brand and associated promotional strategy for our Local Shopping Strips to ensure consistent communication and clear messaging. Branding will make the centres easily identifiable and assist with creating a consistent image and appearance.	FCC		x		
Management							
6.1	Audits	Undertake a biennial shopping strip audit to all shopping strips to determine upgrades due to damage and vandalism	FCC	x	x	x	x

5.2 Action Plan Summary

Ref.	Action	EARLY PRIORITY	1 YEAR	2 YEAR	3 YEAR	
	GOVERNANCE					
1.1	Business Improvement	●				
1.2	Funding / Grant Applications	●	●	●	●	
1.3	Standard Drawings and Technical Notes	●				
1.4	Development Briefs	●				
1.5	Private Centres	●				
1.6	Holistic Planning Approach		●	●	●	
1.7	Local Shopping Strip Records		●	●	●	
1.8	Capital Works Planning		●	●	●	●
1.9	Auditing					
	STRATEGIC PROJECTS					
2.1	Place / Identity / Character	●				
2.2	Place / Identity / Character	●				
2.3	Kerbside Trading Guidelines	●	●	●	●	
2.4	Neighbourhood Character		●	●	●	
2.5	Smart Cities		●	●	●	
2.6	Local Shopping Strip Welcome Signs Planning / Design		●	●	●	
2.7	Signage Strategy		●	●	●	
2.8	Accessibility / Links		●	●	●	
	CAPITAL WORKS - MINOR PROJECTS					
3.1	Urban Forest		●	●	●	
3.2	Accessibility Improvements		●	●	●	
3.3	Active Transport Improvements		●	●	●	
3.4	Local Shopping Strip Welcome Signs-Design/Delivery		●	●	●	
3.5	Accessibility Improvements		●	●	●	
	CAPITAL WORKS - MAJOR PROJECTS					
4.1	Local Shopping Strip Upgrade Program-Delivery		●	●	●	●
4.2	Local Shopping Strip Upgrade Program Delivery					●
	PLACE MANAGEMENT & ACTIVATION					
5.1	Façade Improvement	●	●	●	●	
5.2	Kerbside Dining	●	●	●	●	
5.3	Place Activation	●	●	●	●	
5.4	Place Activation	●	●	●	●	
5.5	Promotion	●	●	●	●	
5.6	Local Advisory Group		●	●	●	
5.7	Business Support		●	●	●	
5.8	Street Art		●	●	●	
5.9	Public Art		●	●	●	
5.10	Data Capture		●	●	●	
5.11	Data Capture		●	●	●	
5.12	Branding Guidelines		●	●	●	
	MANAGEMENT					
6.1	Audits	●	●	●	●	

4 YEAR	5 YEAR	6 YEAR	7 YEAR	8 YEAR	9 YEAR

Shopping Strip Performance Matrix

06

Austin Road, Frankston

6.1 Matrix

ASSESSMENT RATING	
🔴	Poor
🟡	Moderate
🟢	Good

A matrix has been used to investigate the performance of the shopping strips against the guiding principles.

	IDENTITY
1	Does the street furniture, materials & landscape contribute to the local character and/or heritage of the place?
2	Does the urban form contribute to the local character and/or heritage of the place?
3	Does the shopping centre respond to the conditions of the surrounding area?
4	Is there clear identification signage?
5	Does the place appear to be well looked after (e.g. vandalism, rubbish)?
6	Is there unnecessary visual clutter (e.g. signage, powerlines, services)?
	MOVEMENT
7	Are pathways clear without barriers or obstructions?
8	Are pathways direct and catering the most desired routes?
9	Is there convenient access to public transport stops?
10	Is there opportunities to park close to activities?
11	Are there conflicts with vehicles and pedestrians?
12	How well has universal access been considered?
13	Are there any bicycle facilities, and are these appropriately located?
	COMMUNITY
14	Are there adequate places for people to sit and enjoy outdoor spaces?
15	Are there comfortable pause points along the street?
16	Are there trees providing sufficient shade and shelter?
17	Is there a sense of enclosure (e.g. building/trees?)
18	Is the architecture detailing of high quality?
19	Is there any feature paving?
20	Are there awnings or canopies to provide sufficient shade and shelter?
21	Do the activities from the buildings spill onto the street?
22	Does there appear to be sufficient lighting?
	SUSTAINABILITY
23	Is there any WSUD provided on site?
24	Are there adequate bed spaces?
25	Are the materials durable?
26	Is the landscaping indigenous or climate resistant?

#	Frankston										Frankston North			Frankston South			Langwarrin			Seaford					
		Ashleigh Avenue	Beach Street (Central)	Beach Street (East)	Beach Street (West)	Fairway Street	Foot Street	Heatherhill Road	Kareela Road	Lakewood Estate	The Mall		Excelsior Drive	Mahogany Avenue		Culcairn Drive	Norman Avenue	Sanders Road		Josephine Street	Long Street		Armstrongs Road	Austin Road	Belvedere Shopping Cr	Railway Parade	McCulloch Avenue	Seaford Village
		1	2	3	4	5	6	7	8	9	10		11	12		13	14	15		16	17		18	19	20	21	22	23