

Clifton Street Precinct Urban Design Guidelines





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Clifton Street Precinct Urban Design Guidelines

1 Introduction

The Clifton Street precinct is within the Moe Town Centre and is bounded by Albert Street to the north, Moore Street to the east, George Street to the south, and Saviges Road to the west. The precinct incorporates a single town 'block', although with dimensions that are significantly larger than the other respective Moe town 'blocks'.

Moore Street to the east is the 'main street' of Moe, and contains a concentration of retail and commercial business and activity for the town. The precinct is generally bounded by diverse retail and commercial uses, the notable exceptions being the railway reserve to the south of the precinct, adjacent George Street, and the Moe Racecourse to the west of the precinct.

The existing Clifton Street precinct incorporates a number of retail and commercial businesses and landholdings, located around a loosely planned and largely inefficient layout of car parking and vehicle access.

There are number of proposals, current and pending, for future development within the precinct. The opportunities and constraints for the precinct need to be viewed with these applications in mind, and with a view to maximising the amenity and contribution of these, and future, proposed developments to the public realm in the area.

To this end it is important that the objectives of these guidelines underly all decisions made within the precinct to ensure that a continuity of thinking is achieved across all scales of change and development. A series of small, local and inexpensive improvements guided by a common set of objectives can achieve a much larger public and visual benefit for the community.

Clifton Street Precinct Urban Design Guidelines

2 Urban Context



The urban context of the Clifton Street precinct refers to its physical surroundings, the social and economic environment and the preferred future form and outcome of the precinct. New investment and development should make a positive contribution to the local character of Moe, and more locally to the nature of the precinct itself. This will take the form of public sector capital works investments by Council, and also private sector development of renewal of properties/ holdings within the precinct.

Given the nature of land ownership within the precinct - a diverse number of single titles in private ownership and some limited Council ownership - the urban context will be renewed and improved through a number of smaller, localised changes, investments and improvements rather than with a single large, sweeping gesture or proposal.

OBJECTIVE

- To ensure that future development responds creatively and efficiently to its existing context and to the agreed vision for Moe, coordinating renewal within the Clifton Street precinct with other improvements across Moe.
- To create a clearer, safer and more 'people friendly' series of public spaces within the precinct that prioritise pedestrians over cars and make movement within, through and around the precinct easy and appealing.
- To encourage future developments to respond to the objectives of both the Moe Activity Centre Plan (MACP) and also the Clifton Street Masterplan in terms of providing buildings that front onto the public spaces within the precinct and provide 'activation' (pedestrian movement and surveillance) to the precinct wherever possible.

DESIGN APPROACH (DA)

- DA 2.1** The Clifton Street Precinct should respond to the existing urban character of Moe. This includes:
- Built Form: Should reinforce and create a sense of place for the precinct that is predominately 1-2 storey retail and commercial business
 - Public Realm: Should be structured to achieve specific functional, visual and environmental outcomes.
 - Roads: There should be clear delineation between road, carpark and footpath to match the rest of the Town Centre.
 - Footpaths and streets: Should be structured to prioritise pedestrians and cyclists over cars.
- DA 2.2** The Clifton Street precinct requires new and/or upgrade of developments on sites such as the CFA site, Purvis Plaza, Home Hardware, and Super Cheap Auto to introduce activated frontages and entries onto the internal spaces of the precinct.
- DA 2.3** The Clifton Street Precinct should ensure that the service areas should be gated and or screened to improve the public realm.
- Primarily Purvis Plaza and the freezer repairs should be encouraged to gate off their service areas to provide a safer and better connection of Purvis Lane from Moore Street to the Clifton Street Precinct.
- DA 2.4** The Clifton Street Precinct should respond to have and better connections with the surrounding areas of the town centre:
- Moore Street: The "main street" of Moe which is the major shopping and pedestrian strip of the town centre.
 - Train Station and Precinct: Including the future development of this area
 - Coles: Including the future development of this area
 - Racecourse and the Bowls Club.

3 Road Network

OBJECTIVE

- To create a road network within the Clifton Street Precinct that provides safe and convenient circulation for cars, establishes a sense of hierarchy to the car movements, and limits 'total' permeability within the area.
- To use the road network and hierarchy to establish a 'block' pattern of fronts and backs of shops to be more similar to the rest of the town 'blocks' within Moe.
- To clearly delineate Council road reserves from car parking aisles and bays - ie. clear visual cues to land use, and to limit or close selected car access points into the precinct from surrounding streets, to streamline the use of the precinct as a 'rat run'.
- To prioritise pedestrian and cyclist movements over car movements in all design and construction works, and ensure rationalisation of car movements does not compromise a safe and comfortable environment for pedestrians.

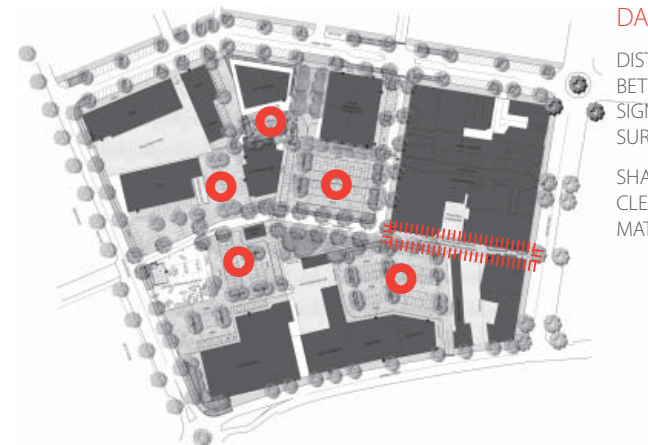
DESIGN APPROACH (DA)

- DA 3.1** Establish a clear road network through the precinct along Market Street through the centre of the precinct to meet Saviges Road and close off Clifton Street to through traffic. Allow traffic to go as far as the ABC carpark access.
- DA 3.2** The perimeter of the Clifton Street Precinct is currently over 800m, approximately more than double the typical block perimeter that encourages easy and accessible pedestrian use. The addition of a new road will encourage pedestrian use and increase levels of activity within the precinct, in line with the other town 'blocks' of Moe.
- DA 3.3** Clear physical delimitation (spoon drain or traffic hump) should be made between the new 'road' and the car parking areas, to give visual cues similar to the road hierarchy in the rest of Moe town centre. This will ensure that the connection from Albert Street to Saviges Road will be treated as a local street, whilst the areas that are accessed off this street within the precinct are read as car parking zones.
- DA 3.4** Changes in materials should also be used to highlight the distinction between local street and carpark. The new local street can be of asphalt construction and appearance as per other local streets in Moe town centre, whilst the car parking areas should be in a slightly different material or finish - either lighter coloured asphalt or a concrete type finish.
- DA 3.5** Distinction of line marking and surface 'signage' can also be used to clearly delineate which areas are road, and which are carpark. Lines can be in white road paint for the local street, whilst yellow or a similar colour for the car parking. Shared zones should be clearly marked out with a different material and or level change to roads. It is important for shared zones to be visually different for cars and pedestrians to identify that this area is used by both. This is particularly the case in the western end of the precinct
- DA 3.6** Ensure safe and efficient access to bin collection and loading bays for the redevelopment of the CFA site, Supercheap Auto and Home Hardware.

Clifton Street Precinct Urban Design Guidelines



DA 3.1
ESTABLISH A CLEAR PRIMARY ROAD NETWORK THROUGH CENTRE OF PRECINCT. ↔
RE- ESTABLISH ACCESS OF CLIFTON STREET ← - - -



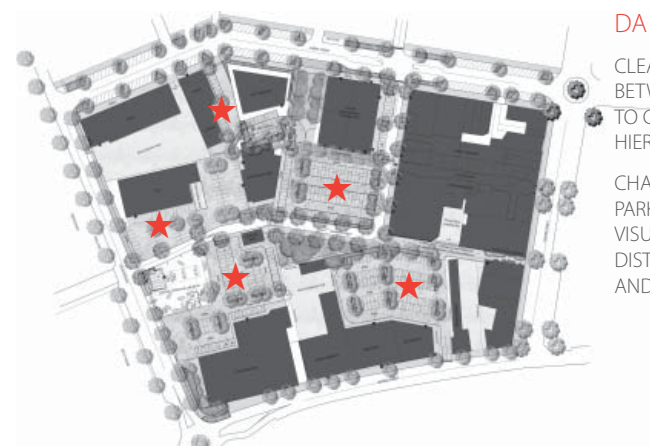
DA 3.5
DISTINCTION SHOULD BE MADE BETWEEN CARPARK LINE SURFACE SIGNAGE AND ROAD/STREET SURFACE SIGNAGE. ●
SHARED ZONES SHOULD BE CLEARLY MARKED WITH DIFFERENT MATERIALS AND OR LEVELS. ▨



DA 3.2
ENCOURAGE PEDESTRIAN USE AND LEVELS OF ACTIVITY WITHIN THE PRECINCT. ● ● ●



DA 3.6
ENSURE SAFE AND EFFICIENT ACCESS TO BIN COLLECTION AND LOADING BAYS. ↻



DA 3.3| DA 3.4
CLEAR PHYSICAL CHANGES BETWEEN CAR PARKING AND ROAD TO GIVE VISUAL CUES OF ROAD HIERARCHY ★
CHANGE OF MATERIALS CAR PARKING AND ROAD TO GIVE VISUAL CUES OF HIERARCHY AND DISTINCTION BETWEEN CARPARK AND ROAD ★

4 Parking

The Clifton Street precinct has been historically dominated internally by car parking. In order to effect public realm improvement and urban renewal within the precinct it is important that car parking is rationalised, made more functional, and safer for pedestrians and drivers within the precinct.

The Clifton Street Precinct should become part of the street and block network of the Moe Town Centre, rather than being a large carpark.

It is important to the future of the area that any private or public investment in the precinct be undertaken with a view to prioritising pedestrian movements over car and car parking movements.

In addition clear delineation should be made between zones that are to be local streets (ie. for cars to access and move through the precinct) and zones that are dedicated to car parking. Historically this has not been clearly separated and drivers and pedestrians have mixed uneasily in areas that are partly car park and partly 'rat-run' through the precinct.

OBJECTIVES

- To ensure high quality and safe parking for drivers throughout the Clifton Street Precinct. More localised parking should be established within the precinct and the ideal outcome would be that there was not net loss of car parks.
- To clearly delineate council road reserves from car parking aisles and bays - ie. clear visual cues to land use.
- To encourage limit or close selected car access points into the precinct from surrounding streets, to streamline the use of the precinct as a 'rat run'.

DESIGN APPROACHES (DA)

DA 4.1 Hierarchy should be established through the precinct between road and car parking areas. A level change should be established between the new 'road' and the car parking areas to ensure car park zones are read as different zones to the road.

DA 4.2 Distinction of line marking and surface 'signage' can also be used to establish which areas are road and which are carpark.

- Parking bays can be yellow or a similar colour to distinguish them from road markings which are traditionally white.
- Shared zones should be clearly marked out with a different material and or level change to roads.
- It is important for shared zones to be visually different for cars and pedestrians to identify that this area is used by both. This is particularly the case in the western end of the precinct.

DA 4.3 Car parks should clearly identify parking spaces, disabled parking spaces close to building entries, loading zones and service zones. This can be achieved by differentiating materials and road marking colours. Standard disabled road markings should be used.

DA 4.4 Appropriate parking areas should be made available for bicycles.

DA 4.5 Landscape design and planting should be used to segment car parking and visually break up the space.

DA 4.6 Clearly marked pedestrian zones and crossings should be incorporated to allow for comfortable pedestrian movement through the precinct, particularly connection to Purvis Plaza, Purvis Lane and the CFA site.

DA 4.7 Area 1.

The car parking in area 1 should be rationalised according to the masterplan. This has allowed for potential new development of the CFA site and the closure of Clifton Street.

DA 4.8 Area 2.

The layout of car parking in area 2 is unlikely to change in the short term due to private ownership.

- To create a pedestrian network from Saviges Road through the precinct it would be ideal if there was a reduction of car parking spaces on the Aldi title to allow for a pedestrian path to connect Saviges Road to the rest of the Clifton Street precinct.
- The car parking outside Liquor Locker and Repco should be localised to this area only.
- The ability for cars to enter the Clifton Street precinct from this area should be minimised by the adoption of 1 way through traffic to prevent it being used as a "rat run".



DA 4.1|DA 4.2

CLEAR PHYSICAL CHANGES BETWEEN CAR PARKING AND ROAD TO GIVE VISUAL CUES ENSURE CAR PARKING ZONES ARE READ DIFFERENTLY ★

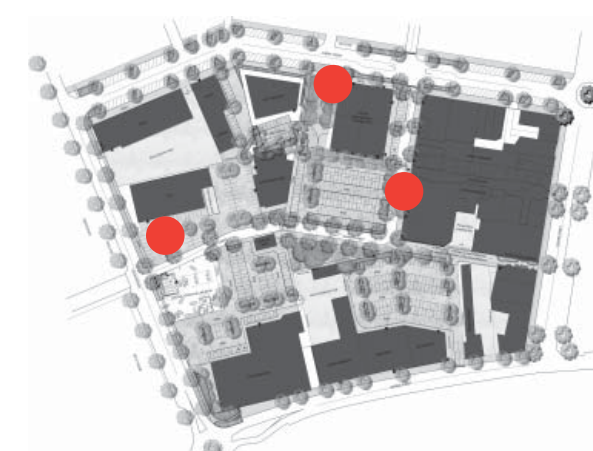
WITHIN PARKING AREAS LINE MARKINGS SHOULD DIFFER FROM ROAD MARKINGS TO ENSURE CAR PARKING AREA ARE READ DIFFERENTLY.



DA 4.3

DISABLED CARPARKS SHOULD BE CLEARLY MARKED ♿

LOADING ZONES AND SERVICE AREAS SHOULD BE CLEARLY MARKED x



DA 4.4

APPROPRIATE PARKING AREAS SHOULD BE MADE AVAILABLE FOR BICYCLES ●

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DA 4.9 Area 3.

Car parking in area 3 should be rationalised and at minimum re marked in the renewal of the precinct.

- This area is becoming quite run down and requires additional landscape treatment to visually improve the area.
- Bin areas should be appropriately screened and preferably fenced off.
- Pedestrian pathways should be established through the area for safety and ease of movement through to other parts of the Clifton Street precinct.

DA 4.10 Area 4.

Car parking in area 4 should be rationalised.

- The car parking directly in front of The Warehouse can be retained however there is a need to re-align the parking bays as per the masterplan to achieve a more efficient pedestrian and car movement and a safer service access to Home Hardware loading zone that has been proposed to be moved from its existing location.

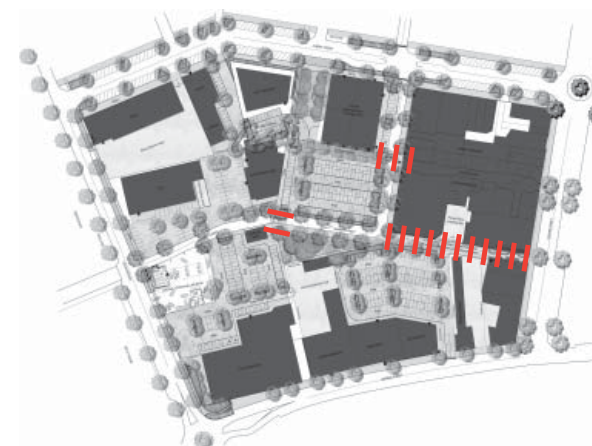
It would be preferable to reduce the number of cross overs to Saviges Road however, loading movements to and from The Warehouse make this difficult.

DA 4.11 Area 5.

- The car parking in Area 5 along Albert Street can be rationalised to have more coherent parking layout. Refer to the masterplan for the ideal parking layout.
- The new parking allows for more parking outside ABC childcare for drop off parking as Clifton Street has been redesigned as public open space, a bus stop that is required as per the Moe Activity Centre Plan and the potential redevelopment of the CFA site.

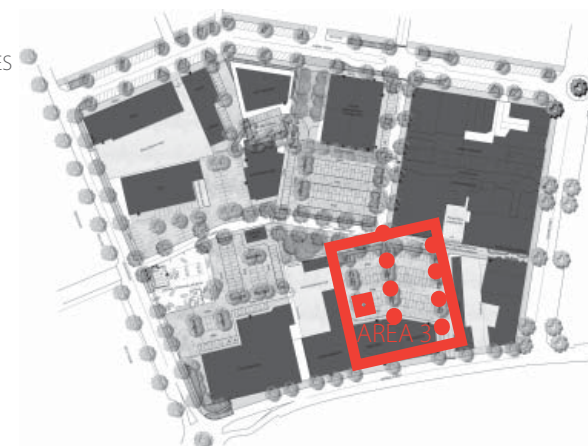
DA 4.12 Area 6.

Traffic analysis provided for the precinct and decisions made by Latrobe City has concluded that all parking along Saviges Road between Albert Street and George Street is to be removed. This is due to visibility for cars turning into the racecourse and the Clifton Street Precinct. A bus stop is to be provided along Saviges Road in accordance with the Moe Activity Centre Plan.



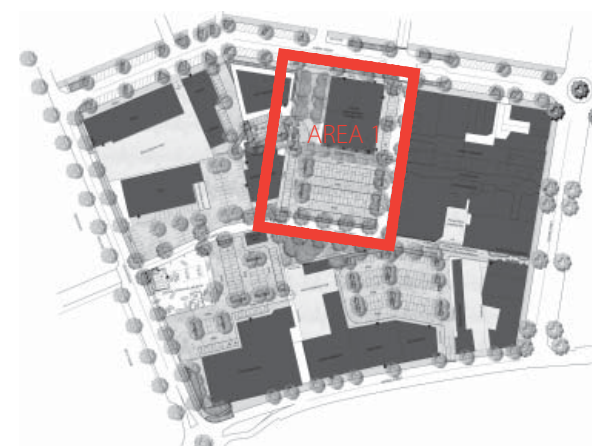
DA 4.6

CLEARLY MARK PEDESTRIAN ZONES AND SHARED ZONES



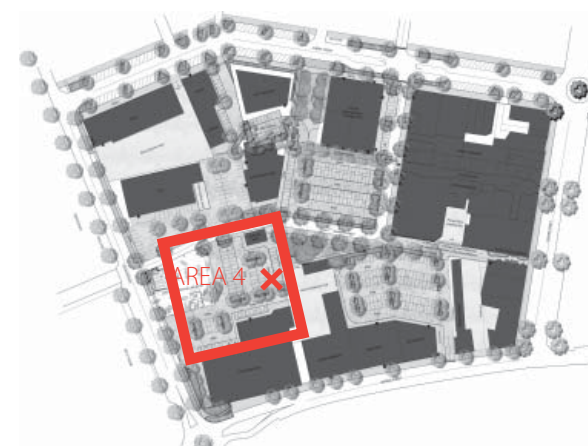
DA 4.9

AREA 3: SHOULD BE RATIONALISED AND AT A MINIMUM BE REMARKED
BIN AREAS SHOULD BE SCREENED AND OR FENCED
PATHWAYS FOR PEDESTRIANS SHOULD BE CLEARLY MARKED



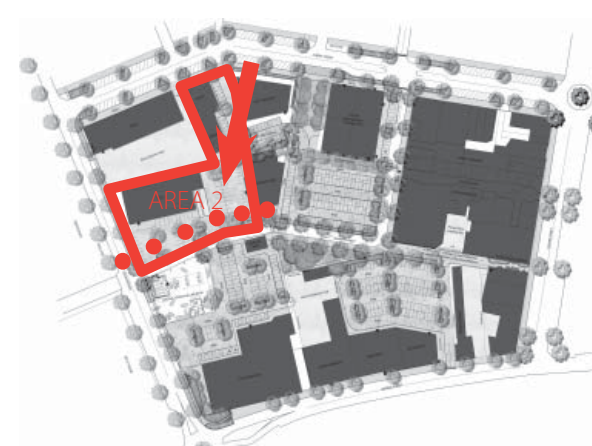
DA 4.7

AREA 1: RE-ALIGN CAR PARKING TO ALLOW FOR POTENTIAL DEVELOPMENT OF THE CFA SITE



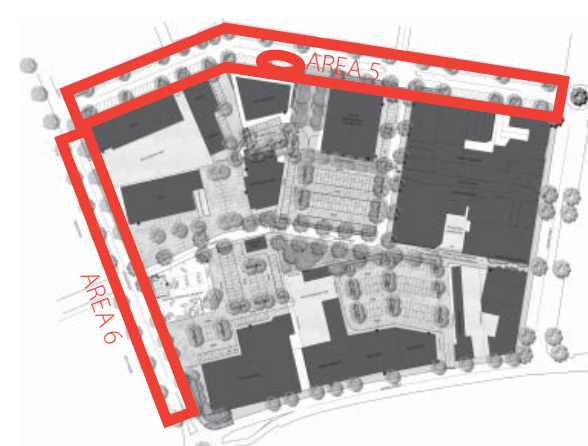
DA 4.10

AREA 4: PARKING SHOULD BE REALIGNED TO ACHIEVE MORE EFFICIENT PEDESTRIAN AND CAR MOVEMENT.
RE ALIGNMENT WILL ACHIEVE A SAFER AREA FOR HOME HARDWARE'S PROPOSED SERVICE ENTRY



DA 4.8

AREA 2: DUE TO PRIVATE OWNERSHIP IT WILL REMAIN THE SAME
IN THE FUTURE A PEDESTRIAN PATH SHOULD BE ESTABLISHED ALONG THE EDGE OF THE ALDI TITLE
DRIVE WAY PAST REPCO AND LIQUOR SHOULD BE REDUCED TO ONE WAY



DA 4.11|4.12

AREA 5: RATIONALISE CAR PARKING AS PER MASTERPLAN
DROP OFF POINT FOR ABC CHILDCARE SHOULD BE CLEARLY MARKED
AREA 6: ALL PARKING SHOULD BE REMOVED ALONG SAVIGES ROAD BETWEEN ALBERT STREET AND GEORGE STREET

5 Pedestrian and Cyclists

The Moe Activity Centre Plan clearly identifies strengthening mid block pedestrian links through arcades and lane ways to car parking areas. The Clifton Street Precinct was identified in this framework as a key area for improvement. Pedestrian and cycling movement should be a high priority in the renewal of the Clifton Street precinct, to turn an area dominated by car parking into a safe and comfortable place for pedestrians.

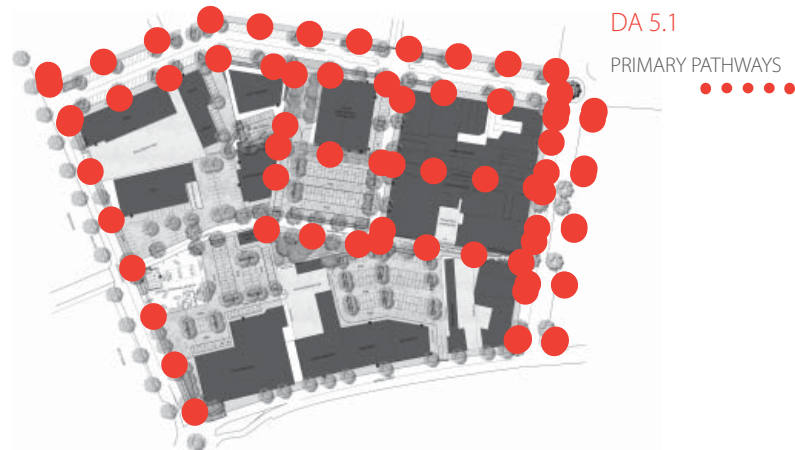
OBJECTIVE

- To prioritise pedestrian and cycling network through the precinct.
- Establish a clear hierarchy guiding pedestrian movement.
- Creation of 'human scale' pathways and footpaths including changes in materials to encourage safe and efficient pedestrian movements.
- Prioritise pedestrian and cycling movements over car movements.
- Create safe and secure sight lines for pedestrians both during the day and at night.
- Utilise increased landscaped areas within the precinct to soften the image of the precinct as a 'carpark'.
- Create strong pedestrian links to potential new public transport points (bus stops) as recommended in the Moe Activity Centre Plan.
- To Provide safe and accessible pedestrian circulation during the day and night.
- To provide safe and accessible crossing points for pedestrians and cyclists.

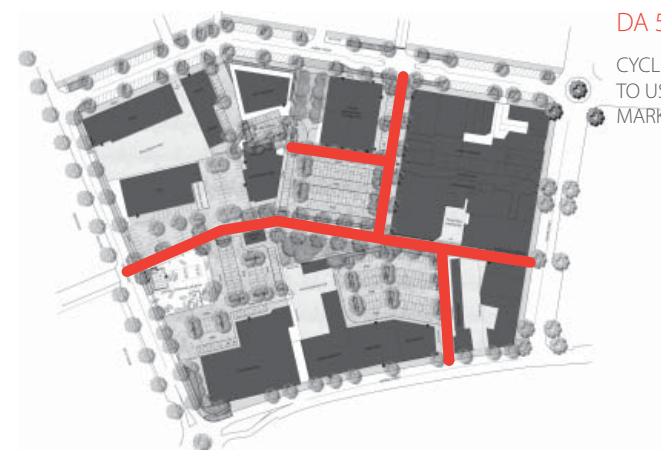
DESIGN APPROACH (DA)

- DA 5.1** Primary pathways should be 2.5-3m wide. These pathways run along the east side of Market Street, the East West connection from Purvis Plaza to Supercheap Auto and along Albert Street, Saviges Road and Moore Street.
- DA 5.2** Secondary Pathways
Secondary pathways should be at least 1.5-2.5m wide. These paths connect pedestrians from commercial outlets to the major pedestrian pathways. Secondary pathways run along Purvis Lane, north south from Albert Street to the new road along Clifton Street, from the major road through the centre of the precinct to the hardware store and The Warehouse.
- DA 5.3** The primary and secondary paths should be clearly delineated from roads and car parking. This can be achieved by the use of colour, surface treatment, visual character of edges and level changes. The major crossings should be incorporated as shown in the master plan. Material change where pedestrian crossings are should be encouraged.
- DA 5.4** Cyclists should be encouraged to use Market Street, Clifton Walk and Purvis Lane as their primary path through the Clifton Street Precinct.
- DA 5.5** The Clifton Street Precinct should ensure a high level of visibility and natural surveillance along the major and minor pathways. Development should front on to the precinct along with lighting throughout the precinct at night especially in Purvis Lane, around the CFA site and public open space.
- DA 5.6** Pedestrian Seating should be incorporated into the precinct, especially in public open space. See masterplan for seating arrangements. Bicycle racks should be incorporated into the precinct especially outside Purvis Plaza, Aldi, CFA site and public transport stops.

Clifton Street Precinct Urban Design Guidelines



DA 5.1
PRIMARY PATHWAYS
●●●●●



DA 5.4
CYCLIST ARE TO BE ENCOURAGED
TO USE PRIMARY PATHWAYS AND
MARKET STREET ———



DA 5.2
SECONDARY PATHWAYS
●●●●●



DA 5.5
FRONTAGES SHOULD BE ACTIVATED
ONTO THE PRECINCT TO ENSURE
SAFETY OF PEDESTRIANS AND
CYCLISTS
LIGHTING SHOULD BE POSITIONED
THROUGHOUT THE PRECINCT ★



DA 5.3
PRIMARY AND SECONDARY
PATHS SHOULD BE CLEARLY
DELINIATED FROM PARKING
AND ROADS. ●●●●●
PEDESTRIAN CROSSINGS
SHOULD BE CLEARLY MARKED
- - - - -



DA 5.6
BICYCLE RACKS SHOULD BE
INCORPORATED INTO THE SITE ○
PUBLIC SEATING SHOULD BE
INCORPORATED INTO THE SITE *

6 Building Settings

The built form of the Moe town centre has evolved over time and presents a diverse range of opportunities for urban renewal, especially within the Clifton Street precinct. Urban renewal is encouraged throughout the precinct in particular to street edges. Activating edges will create more activity within the precinct.

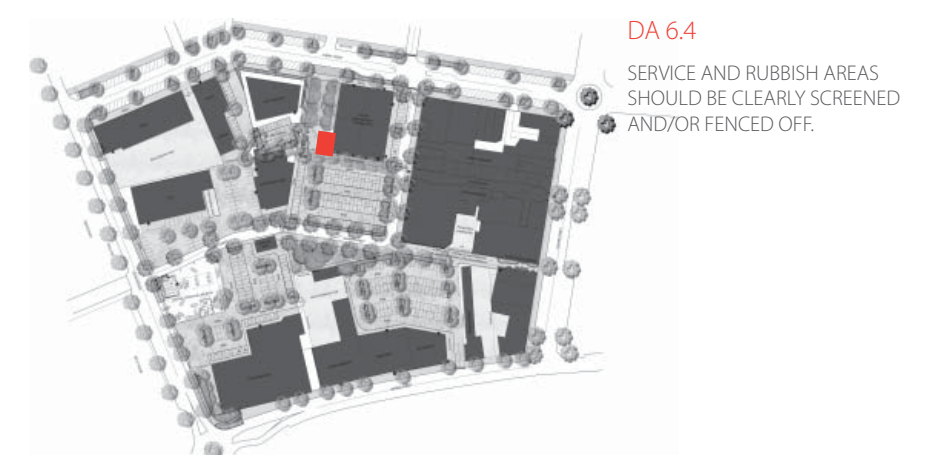
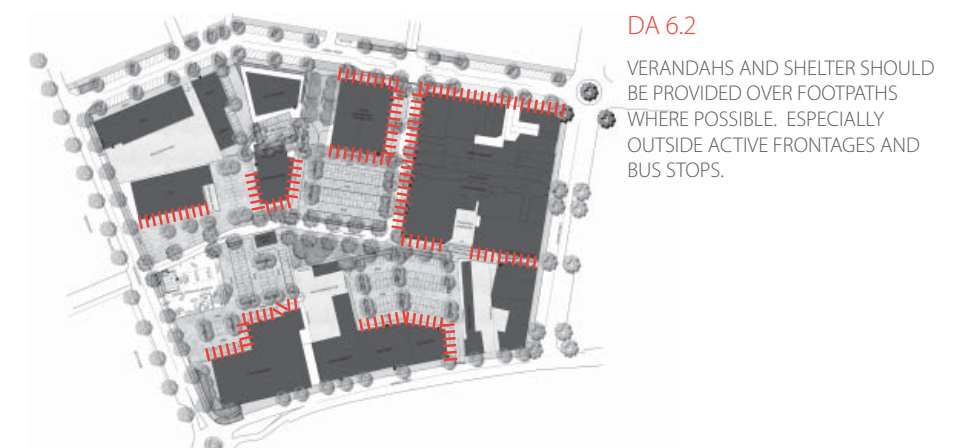
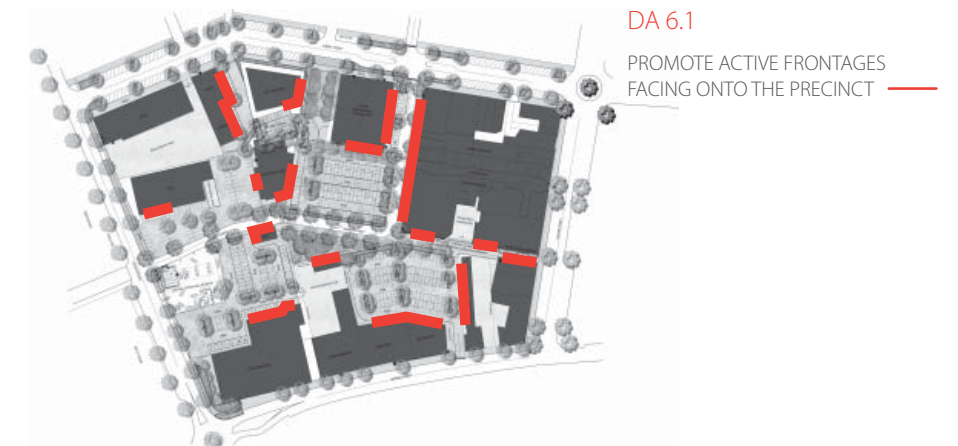
Typically buildings currently do not actively front on to the precinct. Improvements to building settings and interfaces should be encouraged for properties such as Purvis Plaza, re development of CFA, Home Hardware and Supercheap auto to actively engage with these internal areas. This will greatly improve the building setting.

OBJECTIVE

- To closely integrate the layout and occupation patterns of the new development within the precinct particularly CFA site and any alterations to Purvis Plaza.
- To create, improve and identify the character of the street edges within the precinct by providing shop fittings and entries to premises to newly aligned Market Street.
- Establish a hierarchy of sight lines to prioritise areas needing refining or restructuring.
- Prioritise safety and security in the internal areas of the precinct to the level of surrounding streets, particularly Moore Street.
- Eliminate and/ or control 'blind corners' so that pedestrian/ vehicle conflicts are minimised.
- Utilise new landscaping to control sight lines and views within and to the precinct.
- Focus views to important new connections as proposed within the Moe Activity Centre Pan - such as the Coles development to the north and Moore Street, the proposed new Moe Civic Hub and Train Station.

DESIGN APPROACH

- DA 6.1** New development and renewal should avoid creating blank walls, large service areas, co-located or continuous garage doors.
Blank walls or areas with minimal use located along developed edges are not appropriate. They do little to animate the street and are usually avoided as a preferred walking environment. When active edges are not possible windows should be facing onto the precinct.
- DA 6.2** In areas where frontages are about the street, buildings should incorporate verandahs over public footpaths to provide shelter for pedestrians.
- DA 6.3** Continuity should be maintained along the street edge throughout the Clifton Street Precinct, in regard to the character of the rest of Moe, such as awnings and heights of buildings.
- DA 6.4** Service and Rubbish Areas
- Service and rubbish areas are commonly visually unattractive and quite often provide safety concerns. These areas should be clearly fenced off so they are not seen from within the precinct and should not be easily accessible for people to loiter and hide in.
- DA 6.5** Purvis Plaza
- Purvis Plaza currently has a large service and rubbish area that is open to the precinct. It creates safety issues when walking through the Moore Lane Garden and is visually not attractive. Purvis Plaza should be encouraged to gate off this area.
- DA 6.6** Tenancies on the south side of Moore Lane Garden
- Investment has been made in the Moore Lane Garden to create a connection between Moore Street and the Clifton Street Precinct.
 - The Tenancies on the South side of Moore Lane including the air-conditioning repairs and its neighbours, all have their back of house facilities fronting onto the Moore Lane Garden. This is a security issue and reduces the value of the investment of the Moore Lane Garden. This back of house area should have high quality fencing and gates.



Clifton Street Precinct Urban Design Guidelines

DA 6.7 Back of house between Purvis Lane and the Hardware Store

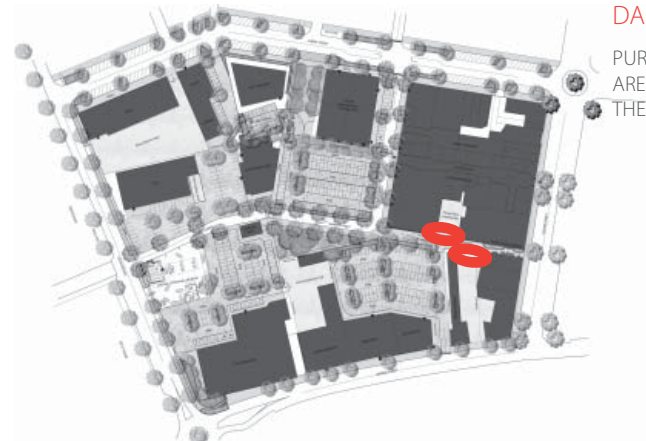
This back of house area is visually unattractive and unsafe - with obvious vandalism occurring over the years. A shared gated off area should be established within this area for the storage of bins and rubbish. This will prevent any safety concerns and will reduce vandalism within this part of the precinct.

DA 6.8 Petrol Station

The proposed development of the car wash and the petrol station should take into consideration the site lines of their service and rubbish areas. Their service and rubbish areas should be encouraged not to be visible from Saviges Road or the new established road within the precinct. The petrol station and car wash should be encouraged to gate or fence off their new service and rubbish areas.

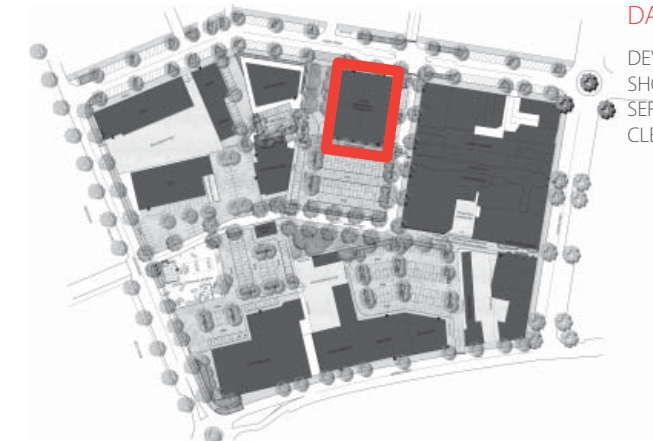
DA 6.9 Development of the CFA site

The development of the CFA site should clearly identify its service areas. These areas should be clearly fenced and gated off for safety of pedestrians and visual appeal of the precinct.



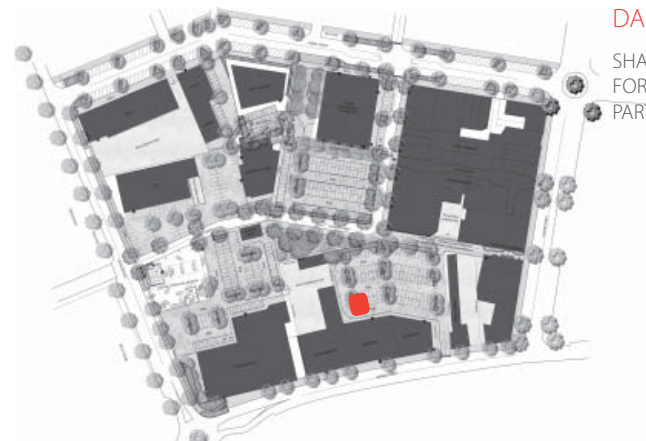
DA 6.5 | DA 6.6

PURVIS PLAZA THE FREEZER REPAIRS ARE ENCOURAGED TO GATE OFF THEIR LOADING AND BIN ZONES.



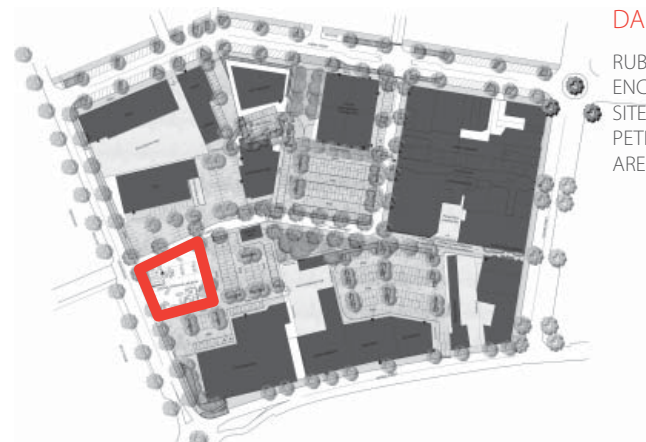
DA 6.9

DEVELOPMENT OF THE CFA SITE SHOULD CLEARLY IDENTIFY ITS SERVICE AREAS. THESE SHOULD BE CLEARLY GATED AND OR SCREENED.



DA 6.7

SHARED GATED AREA FOR BINS FOR USE OF OCCUPANTS IN THIS PART OF THE PRECINCT.



DA 6.8

RUBBISH AREAS ARE SHOULD BE ENCOURAGED TO BE AWAY FROM SITE LINES TO AND FROM THE PETROL STATION AND SERVICE AREA.

7 Landscape & Public Open Space

The quality of the public environment has a significant impact on the social, cultural and economic life of a community. Landscape and public open space design are considered to be important elements within the Moe town centre, with the potential to contribute to user amenity, ecological value, visual legibility and user orientation. The design of landscape systems within the Clifton Street Precinct should be structured to achieve specific functional, visual and environmental outcomes, rather than 'beautification' alone.

OBJECTIVE

- The Clifton Street Precinct landscape development should meet relevant Local Government landscape, open space and retail precinct design policies, promote biodiversity and higher ecological values within the town centre and integrate the Clifton Street Precinct with the Moe retail centre.

DESIGN APPROACH

DA 7.1 Existing vegetation

Manage existing high value vegetation or other landscape features nominated within the Clifton Street Precinct Masterplan and other Council policy documents. Management measures may include:

- Retain existing high value trees within protected settings that are capable of sustaining the long term health of the tree or tree group
- Develop long term management plans / procedures for vegetation to be retained
- Remove poorly formed, damaged or inappropriate vegetation.

DA 7.2 Services infrastructure

Minimise the impact of visually intrusive services infrastructure and related features

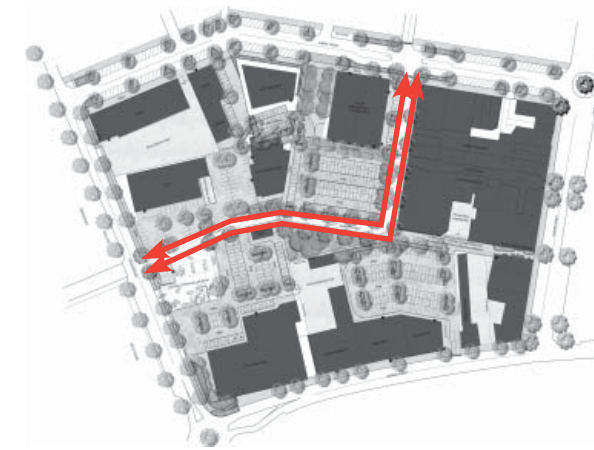
- Underground overhead electrical services, where possible and generally reduce the visual impact of services on public spaces. Place services and related easements so that they do not compromise landscape layout or the style of landscape development.
- Co-locate service compounds, waste storage and loading facilities where possible to reduce the number and visual impact of these facilities on the public environment and ease of access.
- Use colour, surface treatments and fencing design to minimize the visual impact of site 'edges', service compounds, rubbish storage locations. Integrate fencing, screens, storage facilities and related service features with the primary architectural character of the property.
- Minimise the placement of service pits within pedestrian and cycle path surfaces



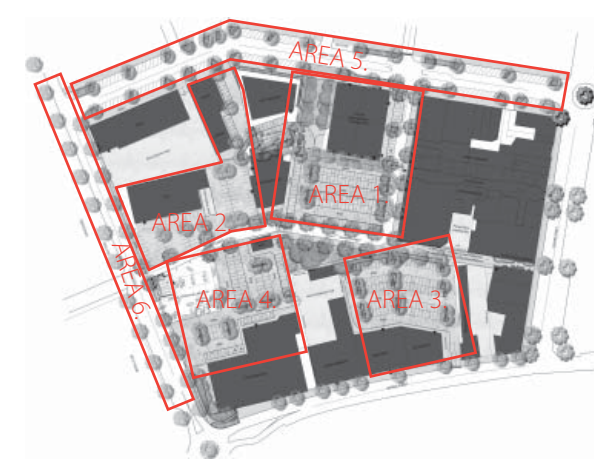
DA 7.1
RETAIN EXISTING VEGETATION OF HIGH VALUE



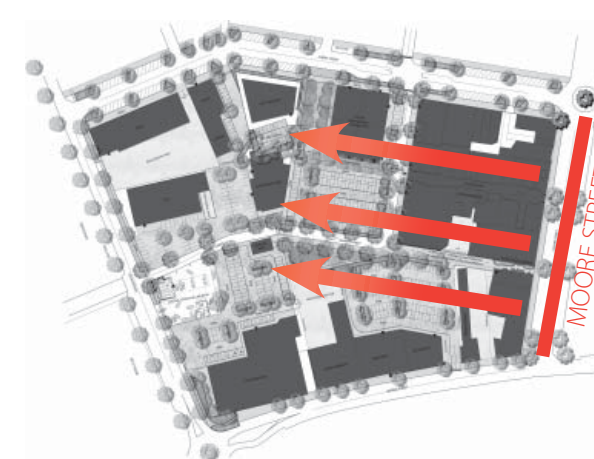
DA 7.2
MINIMISE THE IMPACT OF VISUALLY INTRUSIVE SERVICE INFRASTRUCTURE AND RELATED FEATURES. EG. UNDERGROUND POWER LINES



DA 7.3
USE TREE PLANTING TO VISUALLY REINFORCE THE SPATIAL STRUCTURE AND MOVEMENT SYSTEM OF THE PRECINCT ROAD AND PEDESTRIAN PATHS.
DEFINE MARKET STREET AS THE PRIMARY ACCESS ROUTE

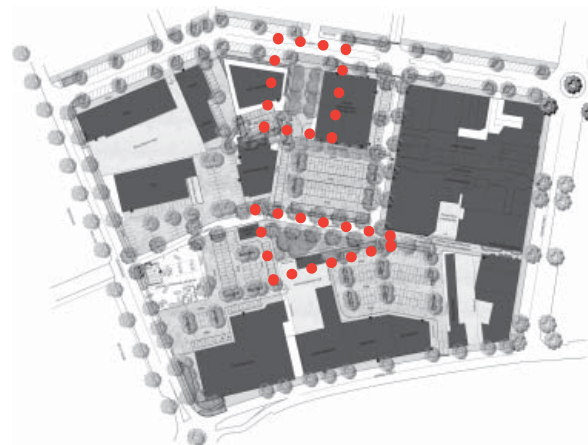


DA 7.4
DEVELOP DISTINCTIVE PLANTING CHARACTER FOR EACH COMMERCIAL AND PARKING "SUB PRECINCT"



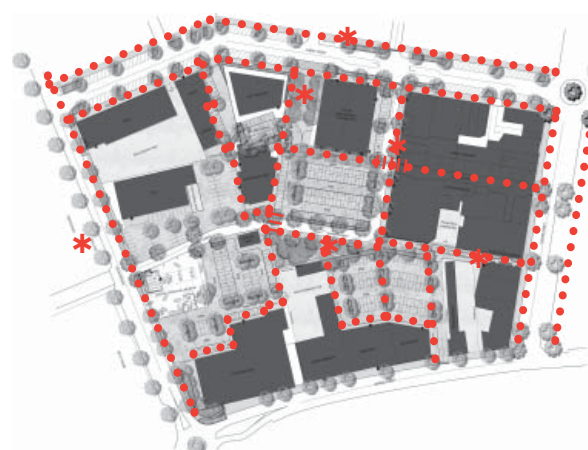
DA 7.5
VISUALLY INTEGRATE THE PRECINCT WITH ADJOINING RETAIL CENTRE (MOORE STREET).

Clifton Street Precinct Urban Design Guidelines



DA 7.6

DEVELOP A SERIES OF FEATURE LANDSCAPE SETTINGS FOR PASSIVE RECREATION USE AND HIGHER ENVIRONMENTAL VALUES.



DA 7.7 | DA 7.9

PROVIDE PEDESTRIAN PATHS AND PAVED SETTINGS TO ACHIEVE A HIGH LEVEL OF SAFETY AND AMENITY.

..... PEDESTRIAN PATHS
* SHELTER/SEATING

DA 7.3 Landscape structure & visual identity

Use tree planting to visually reinforce the spatial structure and movement system of the Precinct road, parking and pedestrian path network.

- Develop a structured system of tree planting that visually identifies the main commercial settings, pedestrian paths and vehicle routes.
- Use landscape to direct views away from service areas and other areas with low visual quality.
- Define Market Street as the primary vehicle and pedestrian access route.
- Provide shade, shelter and visual amenity to pedestrian and parking areas
- Use landscape elements where possible to break up large parking areas, screen service areas, walls and fences or areas of low visual quality

DA 7.4 Develop a distinctive planting character for each of the key commercial and parking 'sub-precincts'

DA 7.5 Visually integrate the precinct with the adjoining retail centre

- Create an overall visual image that is similar in quality to the main retail area of Moe and identifies the precinct as an integral part of the commercial centre.
- Develop the landscape of surrounding main roads to reinforce existing planting or establish new place specific styles that match existing commercial area streetscapes.

DA 7.6 Public open space

Develop a series of feature landscape settings for passive recreation uses and higher environment values

- Develop several landscape settings that can serve as passive recreation areas and potential storm water infiltration locations. These settings will include at a minimum, distinctive tree and groundcover planting, a higher level of street furniture and information. Moore Lane will be developed as a feature pedestrian area and shared use with zone with restricted vehicle access.
- Ensure that all public open space areas will be fully accessible by children and disabled users (DDA compliant).

DA 7.7 Develop pedestrian paths and paved settings to achieve a high level of safety and amenity

- Provide shelter, signage, lighting, furniture and other amenities to pedestrian spaces and pathways.

- Commercial activities that use footpath spaces such as café tables, product displays or promotions will use designated locations only and not restrict the primary function of pedestrian spaces as access ways.
- Create sheltered links between public transport stops and the main Precinct path network
- Maximise the visibility of pedestrians at road crossing locations.

DA 7.8 Ecological value

Develop landscape settings to achieve higher environment values

- Develop landscape settings and infrastructure design to maximise ESD potential, including storm water infiltration, the use of recycled materials, energy efficient lighting etc.
- Incorporate indigenous tree and groundcover species within the precinct planting design to maximize habitat and wildlife corridor potential.

DA 7.9 Site furniture and landscape materials

Site furniture and materials for the Clifton Street Precinct are intended to follow existing urban design standards for the Moe commercial centre, with a limited number of special decorative items (feature seats, signs or art works) associated with feature open space settings. Site furniture will meet the following requirements:

- Be contemporary in design and approved by Council
- Meet disability access standards and ergonomic design standards
- Be vandal resistant and meet all Council durability and maintenance requirements
- Match Council colour and material selection requirements

8 Environment

The principle of environmental sustainability is to minimize the impacts that buildings and related infrastructure developments have on the environment at all phases of the development, from construction to operation and decommissioning or conversion to new uses. Environmental sustainability is also concerned with the efficient use of land and creating a retail environment that is attractive for pedestrians and minimizes reliance on car travel.

OBJECTIVES

- The Clifton Street Precinct should incorporate a range of Ecologically Sustainable Development (ESD) and Water Sensitive Urban Design (WSUD) initiatives into current and future development.
- Development should seek to meet or exceed all relevant Local, State and Federal Government regulations with regard to energy and water conservation, building design, waste management and the promotion of biodiversity and ecological values within the town centre.



There is extensive use of asphalt



Incorporat WSUD objectives in carparking



No shelter within the precinct



Locate sheltered stops to encourage the use of public transport

Clifton Street Precinct Urban Design Guidelines



Sustainable building principles are not implemented in the precinct



Meet building code energy requirements - eg. Glazing on windows

DESIGN APPROACH

DA 8.1 Site Planning

Optimise the efficient use of land and the commercial and community value of activities within the Precinct through initiatives such as;

- multi level building development
- adaptation of existing structures where this is compatible with other design and development objectives
- shared parking, access and loading facilities
- off site bulk storage
- minimal waste storage facilities

Optimise the recycling of existing materials and existing facilities to the extent that these are compatible with other Precinct objectives.

DA 8.2 Building Code of Australia

All buildings should meet or exceed the minimum energy rating and building performance standards specified in the BCA

Commercial and Retail buildings (Class 4 – 10 buildings), will meet BCA requirements related to the building's fabric and annual energy consumption. Buildings with more than one classification (ie. part residential / part commercial) must comply with all relevant provisions of the BCA for each classification.

DA 8.3 Ecologically Sustainable Development initiatives

Use sustainable building materials with a low embodied energy, or durable materials that can be readily recycled

Minimise pollution of soil, air and water during the construction and operational phases of the Precinct development

Optimise the Passive Design outcomes, including:

- Design and orient buildings to make maximum use of daylight and solar energy for illumination and heating.
- Optimise the thermal performance of buildings by using efficient methods of heating & cooling, such as landscape shading, high capacity insulation, passive solar access and materials to achieve thermal mass stability
- Design buildings to minimise energy impacts on other structures or spaces, such as over-shadowing on adjoining developments or operations
- Maximise the use of natural light within buildings through building

orientation, design, glazing, colour and internal finishes

- Maximise natural ventilation through buildings through the use of openable facades, adjustable air flow rates and night purging

Optimise the Mechanical Design of buildings and external areas, including:

- Internal zoning of different use areas within buildings
- Timer control of lighting and other services to match periods of use
- High efficiency rated plant and equipment
- Insulation of ducts and pipework

Optimise Hydraulic and Drainage Services, including:

- High efficiency fittings and services
- Minimise site generated storm water discharge, including a reduction in run-off and peak flow levels
- Collection and re-use of storm water for landscape irrigation, toilet flushing and cleaning
- Use of permeable pavements and landscape areas (rain gardens) that allow storm water infiltration and pollution filtration
- Use of landscape planting that requires minimal artificial watering and maintenance inputs

Optimise Transportation Services, including:

- Location of public transport stops and sheltered pedestrian routes that maximize use and provide an alternative to car use or multiple car parking movements
- Pedestrian paths, bike parking facilities, seating and other facilities that encourage walking to and within the Precinct, rather than car based transport where possible.

Optimise Waste Management Services, including:

- Allow for the inclusion of a multi stream waste collection and recycling system

Optimise Lighting and Electrical services, including:

- High efficiency fittings and services
- Timer control of selected lighting services to match periods of use and specific functions
- Consider the use of non-mains or greenhouse friendly power sources

Additional references:

Environmentally Sustainable Design and Construction: principles & Guidelines for Capital Works Projects, 2003 (DSE)

Design Guidelines for Large Format Retail Premises (DPCD)

Design Guidelines for Activity Centres (DSE, April 2005)

9 Safety

Effective site design can make a setting a more comfortable, attractive and enjoyable place for a wider range of user types and reduce accident rates, crime opportunities, vulnerability to crime and fear of crime. High levels of pedestrian activity, clear visibility and passive surveillance of public spaces are fundamental to public safety.

OBJECTIVE

Design and development within the Clifton Street Precinct should increase community usage of public places by all user types, reduce opportunities for crime and anti-social behaviour, improve community perceptions of the place and create a more liveable and sustainable public environment which achieves all contemporary standards for safety through design.

DESIGN APPROACH

Optimise design for safety within the site development in accordance with the principles established in the Clifton Street Precinct Masterplan and related Council policies through initiatives including.

DA 9.1 Site planning

- Establish a clear definition between publicly controlled and privately controlled spaces and avoid ambiguous or contested spaces
- Maximise the ground level line of sight for pedestrians and motorists.
- Avoid creating semi enclosed or recessed spaces such as loading docks, storage areas, service enclosures, waste disposal facilities and partial fencing adjacent to main pedestrian paths or parks and public use areas
- Avoid shrub planting and other features that provide places of concealment or restrict pedestrian level views of the surrounding environment
- Create a public environment that is designed around pedestrian safety, efficiency, amenity and access for people of all abilities ie. Design for the most vulnerable user type.
- Manage traffic behaviour to minimize traffic speed, irregular or unpredictable vehicular movements
- Manage pedestrian spaces to avoid anti social behaviour, vandalism or domination of public areas by any one user type

DA 9.2 Building design

- Where possible, develop building forms that directly address the street with active frontages and doorways direct to the footpath
- Minimise the amount of blank walls, service facilities and non active frontages facing the footpath and encourage casual visual surveillance of the street from retail premises



Plants with low canopy cause safety issues



More investment is needed into safe and appropriate public open space



Ensure there are visible pedestrian paths



Ensure there is visible public seating and public open space

Clifton Street Precinct Urban Design Guidelines

DA 9.3 Parks and open space

- Open space settings should allow for simultaneous use by multiple users and alternative ways of moving through the space (avoid the situation where users in one location can 'dominate' the broader park setting and prevent footpath use and other activities in surrounding areas).
- Parks and open space should be located adjacent to a main pathway system. Main pedestrian paths should not run through open space areas and should be usable at all hours
- Open space settings should be entirely visible from the edges of the setting and adjoining roads or paths
- Landscape designs should include surface materials and grades that are generally accessible to all user types (including disabled) and in all weather conditions
- Landscaping should be based on trees and groundcover planting only and should not include shrubs, mounds, rockwork or other features that have the potential to obscure ground level pedestrian or vehicular views
- Landscape designs should avoid open water, toxic or spiky plants or other features that may be hazardous to people or animals
- Furniture elements and materials should be highly durable and easily maintained to ensure that temporary hazards are not created through changes to the site conditions

DA 9.4 Pathways and pedestrian spaces

- Paths should meet minimum width and design standards as described in the Clifton Street Precinct Masterplan, Council policies and Australian Standards.
- Paths, crossings and associated infrastructure should be DDA compliant
- Paths should be continuous and barrier free where possible and contain the minimum number of road crossings. Road crossing points should have a high level of intervisibility between pedestrians and vehicles.

DA 9.5 Roads and car parks

- Optimise the separation of cars from people where possible
- Minimise cars backing directly onto main access roads (ie Market Street)
- Minimise the number of exit points onto the roads surrounding the Precinct

DA 9.6 Public transport facilities

- Develop sheltered public transport stops with high levels of lighting linking the stop to pedestrian paths and parking areas

- Establish direct pathway connections from transport stops into the precinct

DA 9.7 Public facilities

Public facilities should be in high visibility, main path locations but should not obstruct the primary pedestrian walking space or crossing points.

- Public toilets in unrestricted public locations should be a 'single cubicle' style that is DDA compliant. Toilet should be in high visibility footpath edge location (s) with direct access from a main pedestrian pathway with access from multiple pedestrian streams and a high level of passive surveillance
- Public phones should be located in a main path location with overhead shelter and a high level of visibility and passive surveillance
- Cycle parking should be in locations behind the kerb and in areas that do not compromise walking or crossing spaces

DA 9.8 Lighting

Provide a safe, well illuminated street and carpark environment

Lighting levels and the style of lighting should be specific to the setting / purpose for which it is being used and visually assist both the function and functional legibility of the site for users. Develop site specific lighting designs and performance standards that provide a specific response to the following elements:

- Roads
- Car parks
- Transport stops and related access routes
- Pedestrian settings
- Parks and open space settings
- Building facades
- Landscape feature lighting

Additional references:

Safer Design Guidelines for Victoria (DSE)

Design Guidelines for Large Format Retail Premises (DPCD)

Design Guidelines for Activity Centres (DSE, April 2005)

10 Signage and Orientation



A multi layered signage system and legible public environment has the potential to improve the comfort and safety of users, the commercial viability of the Clifton Street Precinct and the functional relationship of the Clifton Street Precinct with other parts of the town centre.

OBJECTIVE

The Clifton Street Precinct should incorporate a comprehensive signage system that services the Precinct and integrates this area with the surrounding Moe commercial centre. The signage system should include the following elements:

DESIGN APPROACH

DA 9.9 Regulatory signage

- Traffic, safety and parking control signage in accordance with Council, VicRoads and Authority standards

DA 9.10 Services identification

- Identification of services infrastructure and related information where required
- Public transport timetables and related network information

DA 9.11 Circulation and precinct layout

- Plan based identification of street names, key land uses and public facilities (public toilets, phones, information locations, tourist facilities, heritage features etc)

DA 9.12 Community notice board & events directory

- Council information & cross references to other information sources
- Current events
- Tourist information

DA 9.13 Cultural history interpretation

- Cultural heritage information and interpretation
- Natural history interpretation

DA 9.14 Commercial directory

- Commercial tenant directory and location key to cover the entire commercial precinct and sub-precincts

DA 9.15 Commercial signage

- Ensure that corporate and advertising signage is consistent with Council policy and with the surrounding urban / architectural context in terms of scale, format, materials, colours, illumination and legibility
- Minimise visual clutter through integrating signage into the overall building form and architectural style
- Where a development comprises multiple tenancies, consolidate signage into a single sign, with no more than one sign for each building entrance and vehicle entrance

Additional references:

Design Guidelines for Activity Centres (DSE, April 2005)

Clifton Street Precinct Urban Design Guidelines

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