



Sandringham Village Streetscape Master Plan

Executive Summary

Context

The Sandringham Village plays a pivotal role as a gateway for public transport in the local Bayside area, significantly contributing to connectivity within and to/from Melbourne CBD, and also as a local centre for shopping and recreation. The centre has a mix of architectural styles with a mainly fine grain village style built form closer to the train station, whilst the station is a local landmark and focal point of the Village.

Council has identified that there is a need to ensure the appropriate regeneration of the Village’s streetscapes, consistent with the existing and future activities and uses of the local area. A Streetscape Master Plan for the Village would need to reflect and respond to the uses and associated character of eth place, whilst not compromise the integrity of the streetscape and its historically significant values and characteristics.

Prior to this Streetscape Master Plan, an extensive body of work has been completed to inform the future development of Sandringham Village – including the development of a Structure Plan.

Revitalisation of the Sandringham Village streetscapes will improve the public realm outcomes in the study area, to stimulate the local economy and provide community benefits. Public realm investment in the Village will also support broader Council objectives within the Structure Plan by strengthening the economic and ‘destination’ role of Sandringham.

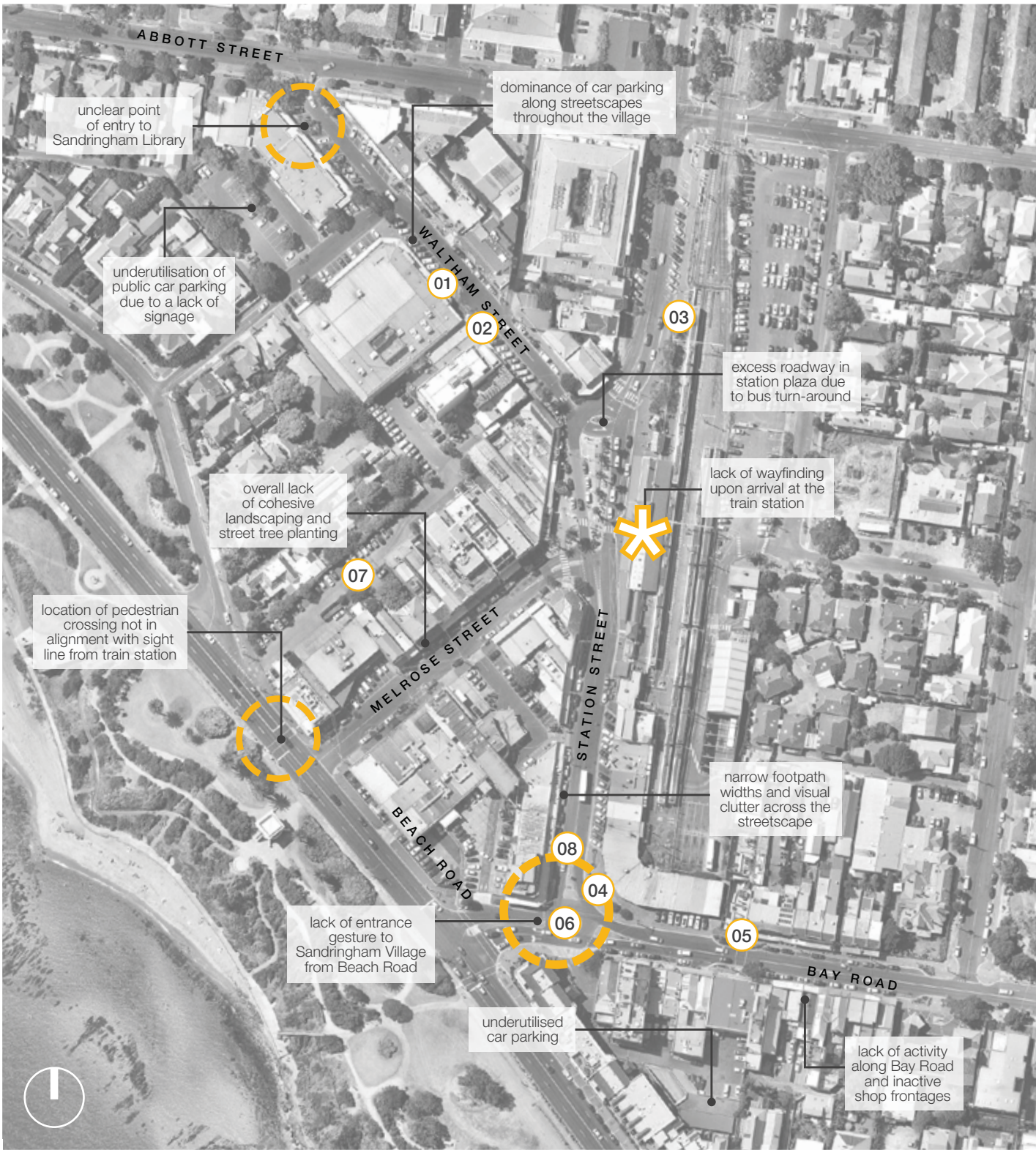
Please note, that the adoption of the Sandringham Village Masterplan by Council does not constitute a decision to proceed with all identified opportunities. Rather, it provides a long term concept for the anticipated future needs and uses of the site and will be subject to future decisions and funding considerations by Council.

Project Process

- The Streetscape Master Plan has been developed in conjunction with:
- representatives from Council to steer its direction and guide the plan’s recommendations;
 - community engagement forums which have sought to promote and encourage the local community to have their say at key points during the development of the Master Plan.

Design Objectives

- Objective 01.**
Create new and enhance existing streetscapes and public spaces to enhance street life.
- Objective 02.**
Develop a cohesive landscape of trees and plants that provide shade and amenity.
- Objective 03.**
Develop a streetscape that responds to and creates the character of Sandringham.
- Objective 04.**
Improve the pedestrian amenity, including shelter, safety, crossovers and footpath widths.
- Objective 05.**
Enhance visual links through the Village, between and to key public spaces.
- Objective 06.**
Enhance and reinforce the activation and connectivity of laneways.
- Objective 07.**
Create and implement a cohesive wayfinding system for the Village for both pedestrians and vehicles.
- Objective 08.**
Establish continuity in the streetscape condition and materiality throughout the Village.
- Objective 09.**
Create links between the Village to and from the Foreshore.
- Objective 10.**
Ensure safe and easy access for public transport users and bicycle riders.
- Objective 11.**
Reduce the impact of buses on pedestrians in the centre.
- Objective 12.**
Reduce the number of potential conflicts between vehicles and pedestrians.



Existing Constraints Plan

The Master Plan

The Master plan’s development has utilised best practice urban design techniques to deliver exemplary urban design outcomes, including urban renewal and public realm upgrades to contribute to facilitating the strengthening The Village.

The aspirations and objectives for Sandringham Village were developed directly from design options and the feedback of the community and key stakeholders. An understanding of the physical characteristics of the Village and its existing land use context was also important to influencing the aspirations for the precinct.

This Streetscape Master Plan has been designed to respond to the specific values, functions and physical features of the Village, providing an integrated and accessible town for all users, which is inter-connected with its surrounds. The Master Plan provides for:

- efficient, safe and attractive public streets and spaces that facilitates movement, enjoyment and the economic growth of the Village.
- increased prominence and use of Station forecourt as a new Village Square.
- increased use of underutilised street spaces, introducing a mix of new landscape materials, infrastructure and planting, to supporting the use and growth of Sandringham Village.

- It is a staged, multi-faceted and flexible plan that comprises:
- a new public plaza / town square connecting the Station to the Village;
 - relocated and upgraded bus stops to the north and south of the Station (still within close proximity);
 - a new civic public space on Waltham Street, connected to the library;
 - refurbishment and upgrade of Waltham Street, Station Street North, Station Street South, Melrose Street and Bay Road with new paving materials and public realm infrastructure.
 - the streetscape widening of Waltham Street and Station Street South to enhance the pedestrian experience (within the existing road alignment);
 - enhanced and expanded public space at the corner of Bay Road and Station Street South; and
 - planting / public realm upgrade on the corner of Melrose Street and Beach Road to enhance wayfinding.

Importantly, the initiatives are all public, civic and transport-related, and hope to establish the conditions to attract investment, forming a ‘catalyst’ for further upgrades and revitalisation of the Village over time.

New public space and enhanced pedestrian routes reconnect the Station Forecourt and key arrival points into the Village, amongst its existing radial street alignment. The Village is reorganised to remove and manage conflicts between vehicles and pedestrians, and provide seamless connections between public transport modes.

New public spaces and enhanced streetscapes provide for further activation, whilst re-energising existing assets.

The Master Plan is broken into key area plans, which illustrate and explain the design intent for the Village. The Village has been broken up into five (5) areas, as follows:

- Area 01: Village Square / Station Forecourt
- Area 02: Waltham Street / Civic Space
- Area 03: Station Street South / Bay Road
- Area 04: Station Street North
- Area 05: Melrose Street

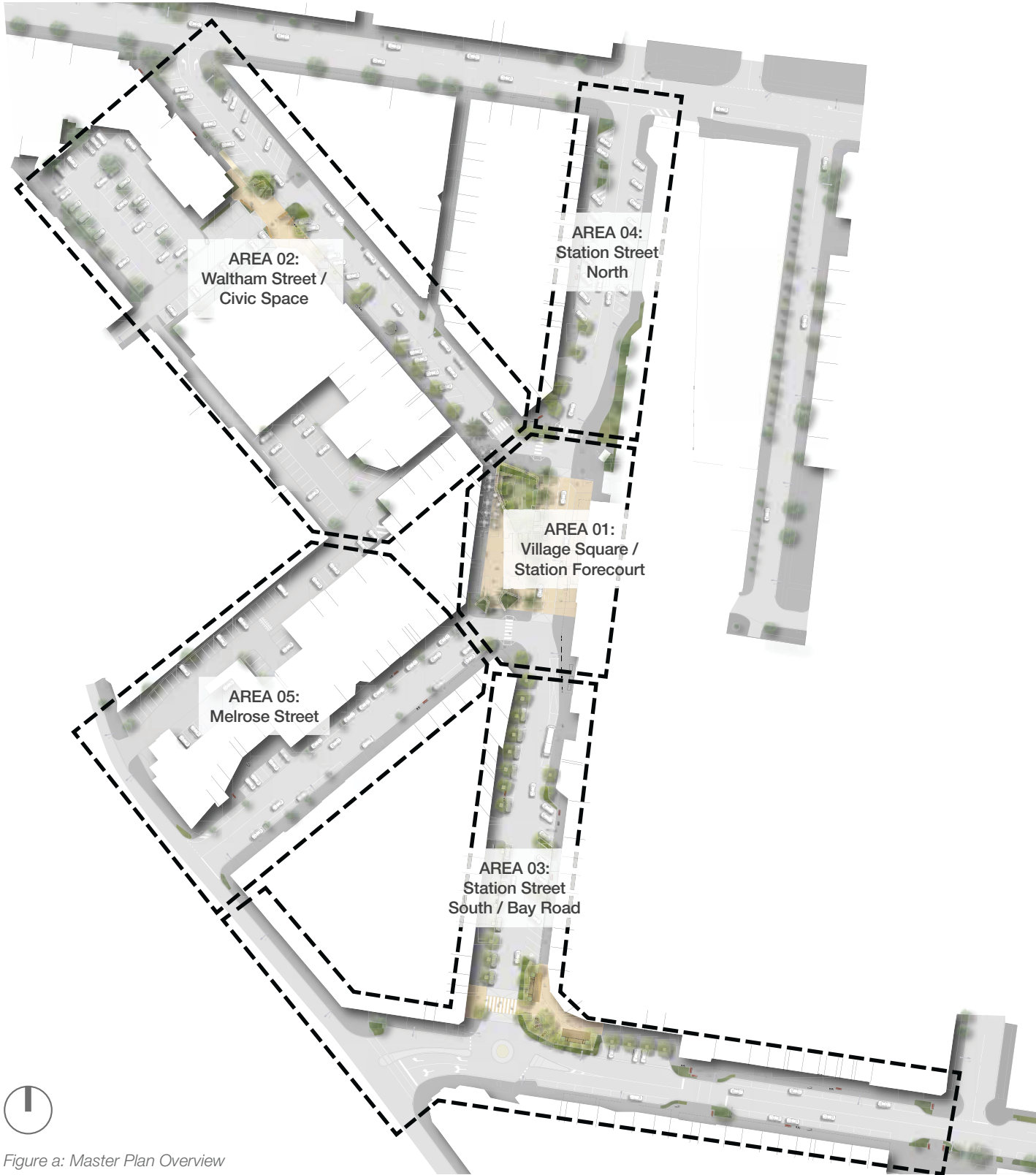
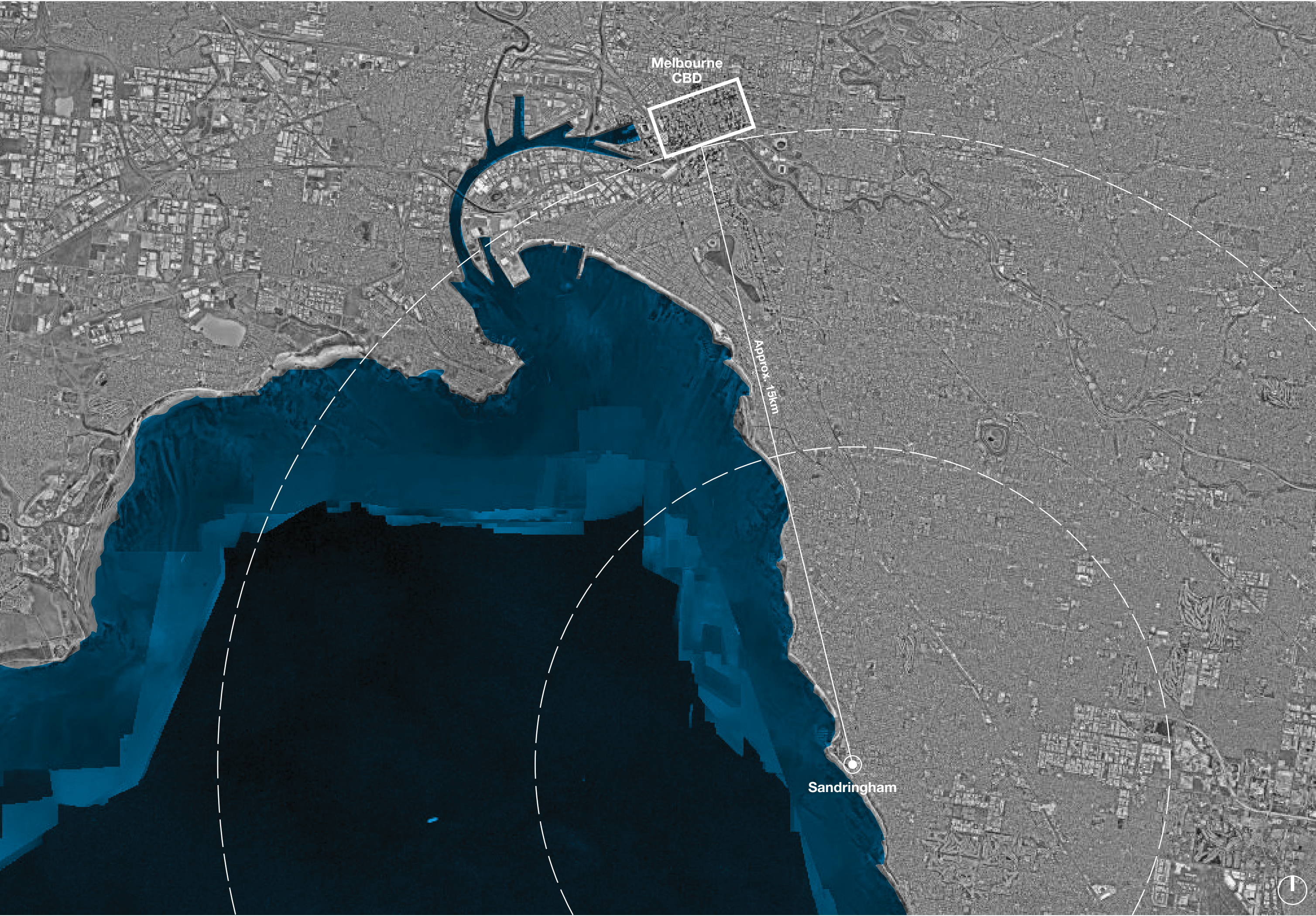


Figure a: Master Plan Overview



Melbourne
CBD

Approx. 15km

Sandringham



**Sandringham Village
Streetscape Master Plan**

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Introduction

Part A

A1. Project Purpose

Bayside City Council is undertaking a design process to create an integrated Streetscape Master Plan for Sandringham Village (The Village).

Council has identified a need to ensure revitalisation of The Village's streetscapes in order to maintain consistency with the existing and future activities and uses within the centre. Revitalisation ensures that integrity, cultural values and historical significance of the village is not overlooked.

Council has already undertaken an extensive body of work to inform the future development of Sandringham Village, involving the development of a structure plan. This Master Plan provides another level of detail toward understanding the needs and requirements for the streetscapes over the coming years.

It is envisaged that the Master Plan will guide ongoing management and future decision making for upgrades to the Village as part of future capital works budgets and will identify projects and actions that are to be implemented in the next 2–5 years. However, the adaptation of the Master Plan does not commit council to any future budget allocations.

A2. Project Process

Project Partners

Representatives from multiple internal Council departments have been involved in the assessment and design process of the project to steer its direction and guide the plan's recommendations.

Community Engagement

The community engagement forums run throughout this project process have sought to promote and encourage a broad spectrum of the Sandringham local community to have their say at key points during the development of the Master Plan. Two community engagements sessions were held, to allow local residents and employees to:

- highlight the problems and opportunities in The Village; and
- respond to the preferred design concepts drawn up for the Village.

In addition to these events, local community members were invited to leave their comments on Bayside Council's website forum. A summary of the engagement outcomes is provided in section B4 of the Master Plan and Appendix A (The Background Report).

Options Analysis

The final Master Plan was developed with consideration of a number of different design options developed as part of the early project phases. The final Master Plan is a product of community feedback, preferences and Council direction.



Figure 01: Sandringham Village, Location Map

A3. Vision

The Vision for the Sandringham Village Master Plan is informed by the Sandringham Village Centre Structure Plan, which states:

Located within metres of the magnificent Sandringham foreshore, Sandringham Village will both benefit from and respect its proximity to the spectacular Port Phillip Bay.

The Centre will be noted for its friendly village atmosphere and local community feel, while providing a vibrant mix of shops including cafes and restaurants.

Retaining a strong presence of heritage buildings, the Centre will be integrated whilst retaining its interesting shape.

Convenient due to its proximity to public transport and pedestrian accessibility, the Centre will provide ease of access and demonstrate traffic and parking solutions that accommodate increases in visitors to the Centre, and foreshore.

A4. Objectives

Objective 01.

Create new and enhance existing streetscapes and public spaces to enhance street life.

Objective 02.

Develop a cohesive landscape of trees and plants that provide shade and amenity.

Objective 03.

Develop a streetscape that responds to and creates the character of Sandringham.

Objective 04.

Improve the pedestrian amenity, including shelter, safety, crossovers and footpath widths.

Objective 05.

Enhance visual links through the Village, between and to key public spaces.

Objective 06.

Enhance and reinforce the activation and connectivity of laneways.

Objective 07.

Create and implement a cohesive wayfinding system for the Village for both pedestrians and vehicles.

Objective 08.

Establish continuity in the streetscape condition and materiality throughout the Village.

Objective 09.

Create links between the Village to and from the Foreshore.

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Objective 11.

Reduce the impact of buses on pedestrians in the centre.

Objective 12.

Reduce the number of potential conflicts between vehicles and pedestrians.



Plaza space with 'bayside character' and landscape



Public seating which provides visual interest



Public realm palette to enhance a character



Cohesive and high quality streetscape condition



Landscape treatment to activate and enhance laneways



Paving texture to define pedestrian and cycle paths



Wayfinding strategy connecting foreshore to town centre



Analysis

B1. Analysis and Synthesis

Outlined below is an overview of the initial background and analysis work undertaken in the preparation of this Streetscape Master Plan for Sandringham Village. A more detailed and complete account of this work can be found in the Background Report, dated July 2015, attached as Appendix 01.

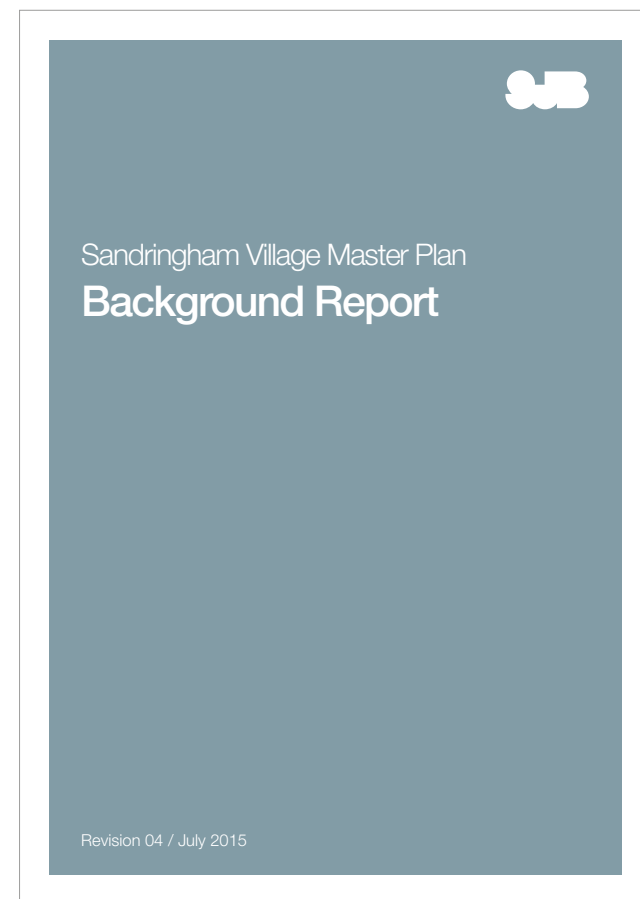


Figure 02: SJB Background Report (July 2015)

Policy Reviews

A background policy / document review was undertaken of the key documents affecting / guiding development of the study area. These include:

- Parking Issues and Needs Analysis (tbc.)
- Bayside Bicycle Strategy (2013)
- Sandringham Village Activity Centre Review (2012)
- Sandringham Village Structure Plan (2006)

Context Analysis

A range of site analysis work and assessment was undertaken across the study area which identified the following key points:

- Land uses and activation – activity is focused from / around the Station in a radial pattern.
- Movement network – the centre primarily consists of local roads, with traffic appearing to be quite dominant.
- Nodes and spaces – there are a number of ‘key’ nodes and gathering points, however the station forecourt appears to be the only formalised space.
- Landscape character – the landscape character is currently varied and disparate, with the Station Plaza presenting the most distinct street plantings. There is a noticeable lack of street trees in key streets which contributes to exposed street environments, and is partially due to parking configurations and also to the wide road pavement widths.
- Streetscape character – the arrangement of urban elements reflects the addition of separate elements over time.
- Pedestrian experience analysis – this analysis outlined key pedestrian routes and highlighted key features and points of interest along the way.

Community Consultation Responses

Outlined here is a summary of the responses we received from the community in the first round of consultation and our on-street surveys. The key outcomes / requirements include:

- More street tree planting;
- More furniture to assist people in moving around The Village;
- Enhanced physical and visual connections to the foreshore;
- Enhanced cyclist safety and facilities;
- There was a mixed response regarding existing public space access, but people would spend more time in The Village if public spaces were better;
- Respondents would like to see more public art;
- An overwhelming number of respondents would like to see Sandringham have a central ‘Village Square’;
- A large portion of respondents thought that removing the bus U-turns from the centre of The Village could enhance the space as a plaza; and
- Almost half of respondents thought there was value in looking at relocating the buses outside of the Station.

Initial Design Scenarios

As part of the background design work, three initial scenarios were developed to catalogue ideas for the improvement of Sandringham Village. These included:

- **Scenario A: Amenity, landscape and pedestrian experience**
This scenario established the need for improved streetscape conditions to improve the amenity and experience for pedestrians, this included materiality, planting and enhancing public space.
- **Scenario B: Views, legibility and wayfinding**
This scenario established ideas to create visual connections throughout the precinct, enhancing gateways to the Village and providing signage and wayfinding opportunities.
- **Scenario C: Transport, access and movement**
This scenario established ideas to improve the efficiency of parking and vehicle movements, whilst enhancing the connectivity for pedestrians throughout the Village.

All of the ideas developed within the initial scenarios were then developed into the Framework Plan to guide design work for the Village.

Part B

B2. Existing Site Constraints

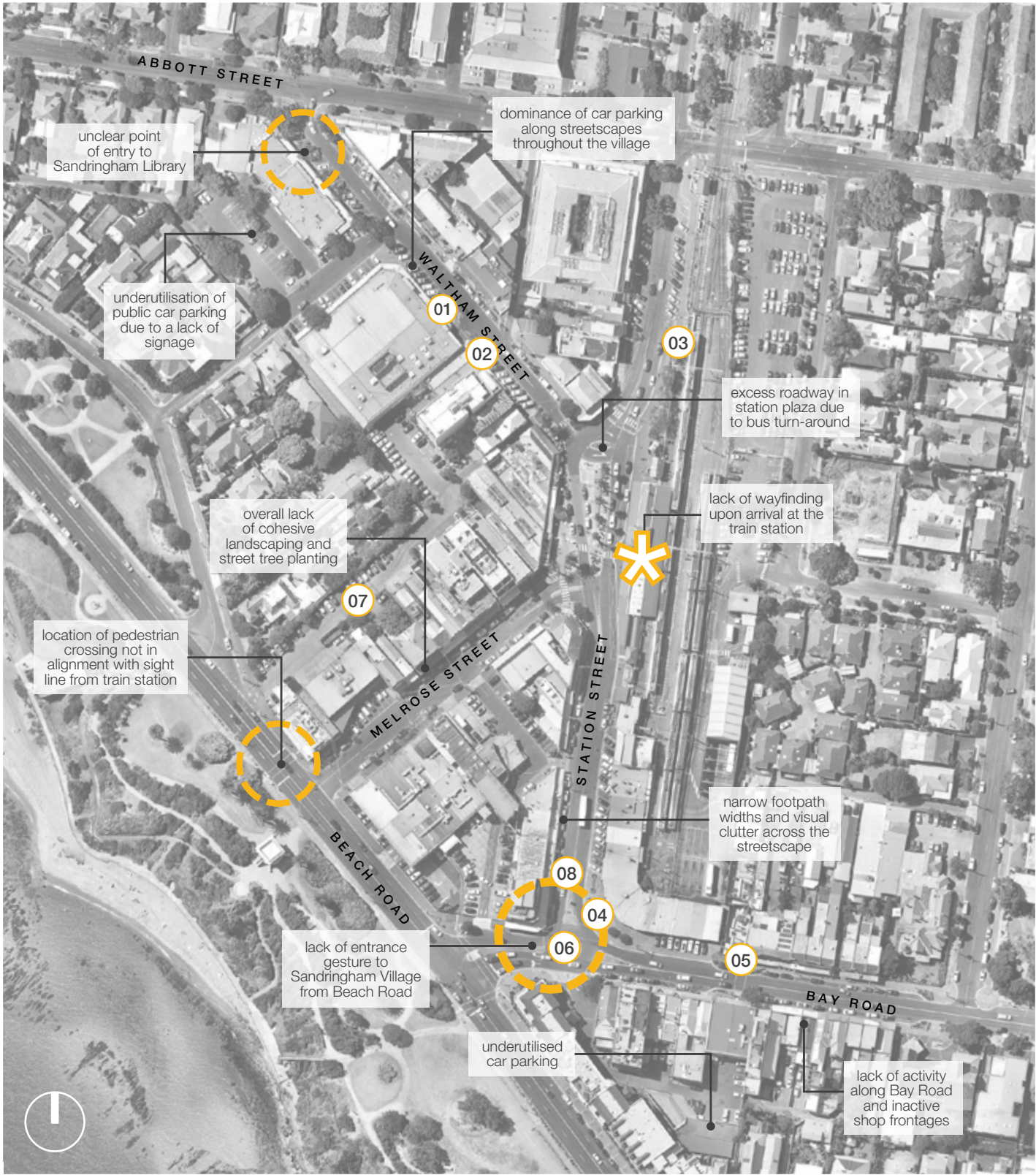


Figure 03: Existing Constraints Plan



Lack of activation along the Coles Supermarket frontage.



Location of loading zones causing potential pedestrian conflicts.



Poor quality landscaped edge to railway corridor.



Poor use of footpath space at intersection of Bay / Beach Roads.



Lack of amenity and seating for pedestrians.



Busy traffic and poor pedestrian environment at roundabout.



Unclear legibility for pedestrians and vehicles within laneways.



Wide traffic lanes which do not encourage pedestrian movement

B3. Village Character

Existing Village Character

Sandringham Village has a long established and distinctive ‘character’ derived from its movement through history, geography and geology, and its flora and fauna. Economic, social and environmental influences all add to the definition of a place and its character. In addition, the shared experiences and stories of its locals, continue to connect place and people from generation to generation.

Sandringham is the terminus of the Sandringham train line, the 600, 922, 293 and 822 bus routes, and is the major transport hub for the surrounding area. It is a destination location for locals and tourists.

Sandringham Village has a mix of architectural styles, with a mainly fine grain village style built form around the train station, which fragments to larger footprint buildings with destination shopping and service providers towards the outer edges of the centre.

Although Sandringham Village has good views of the foreshore, the large 1970's 'Sandy Hotel', coupled with the busy and high-speed Beach Road form a strong barrier between the activity centre and the coastal area.

Sandringham Village has a discordant mix of paving and furniture styles, architectural styles and a varying quality of public space and amenity. However, its high profile seaside location and historic character allows abundant opportunity to enhance the public realm.

Master Plan Approach

The Master Plan will seek to enhance Sandringham's 'Village Character' qualities through public realm design initiatives. Consideration of the appropriate use of robust and locally specific furniture, planting and materials will also seek to reinforce and strengthen the public realm character of the Village.

The creation of new and enhanced existing public spaces will seek to encourage recognisable and attractive spaces for the public to move through, rest and gather in. The Master Plan will also seek to develop and enhance new and existing entries to the Village, in order to celebrate entering the village and it's different precincts.

The Master Plan will nominate some specific locations within the Village for design initiatives and subsequent works, including: the Station Forecourt / Plaza; Station Street South / Bay Road; and Waltham Street.

B4. Project Evaluation: Framework Plan

The aspirations and objectives for Sandringham Village were developed directly from the feedback of the community and key stakeholders. An understanding of the physical characteristics of the Village and its existing land use context was also important to influencing the aspirations for the precinct. The aspirations for the Village comprise a long-term vision for the site and several critical design objectives that must be achieved to support the vision. The initiatives outlined in below have been developed with consideration of the overarching vision and design objectives.

Initiative 01: Establish a public plaza in close proximity to the entrance to Sandringham Library.

Initiative 02: Reduce conflicts between vehicles and pedestrians by clarifying clear areas of separation and shared zones.

Initiative 03: Widen footpaths to improve pedestrian environment by balancing the vehicle access within the village.

Initiative 04: Widen key streets with capacity for additional public realm infrastructure (eg. Waltham and Station Street)

Initiative 05: Establish an overall wayfinding strategy at key nodal points throughout The Village.

Initiative 06: Re-route bus access as a one-way system through The Village.

Initiative 07: Ensure ongoing connectivity between relocated bus stop and train station.

Initiative 08: Develop an overall landscaping plan that reviews plant species to improve shade, visual amenity and urban character.

Initiative 09: Redefine the station forecourt as a shared, high quality public space.

Initiative 10: Redefine and enhance pedestrian priority and safety from the Station into The Village.

Initiative 11: Establish a pedestrian space on Melrose Street as a key connection to the foreshore from The Village.

Initiative 12: Determine an acceptable trade-off between reduction of traffic lane widths and minor loss of on-street parking and the improve activation through better public space.

Initiative 13: Create a visual gateway at the intersection of Bay Road and Station Street as an active public meeting place or seating area.

Initiative 14: Create visual links between spaces within The Village.

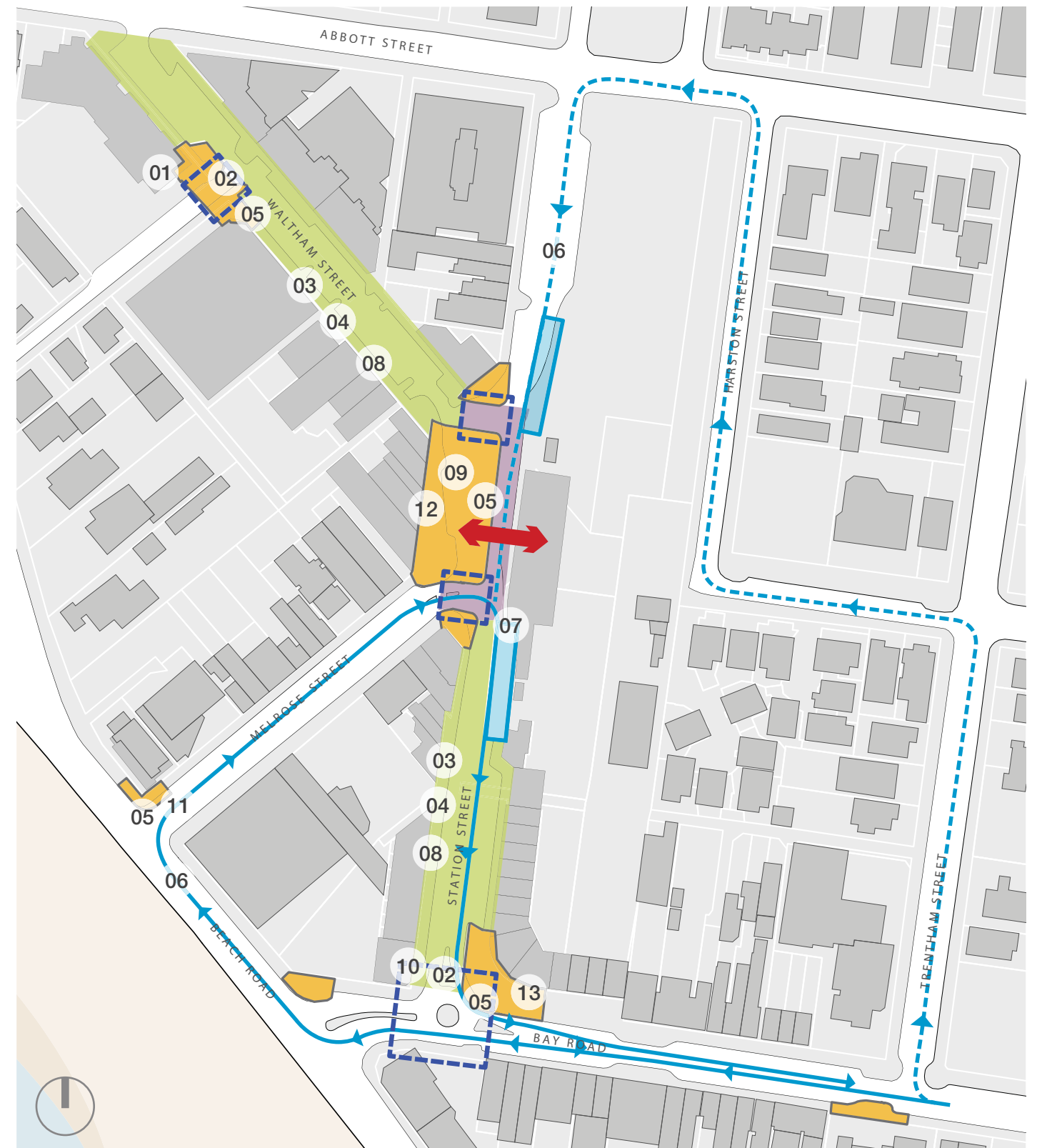


Figure 04: Framework Plan

B5.1 Area 01: Station Street Concept

Benefits

- The introduction of a new pedestrian crossing at the corner of Bay Road will provide new pedestrian priority for safer movement and access across Station Street south (support from questions 7/12).
- Upgrades to Station Street south will provide more footpath space for people to move and traders to operate together with the addition of new street trees (support from questions 3/12).
- New street trees for amenity and shade.
- There is an opportunity to explore narrow tree planting solutions.

Impacts

- Street trees will require one car parking space to be removed.
- One (1) carpark removed due to additional trees.

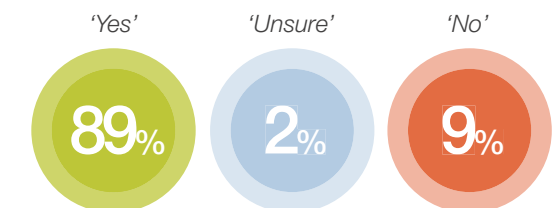


Figure 07: Station Street South Concept

What We Heard from the Community about the Station Street Concept...

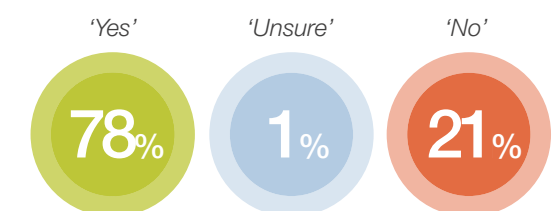
Question 09.

Do you support the idea for wider footpaths for trees, cafes and walking on the west (beach) side of Station Street? (they won't affect parking or the street and the narrower street will be easier and safer to cross).



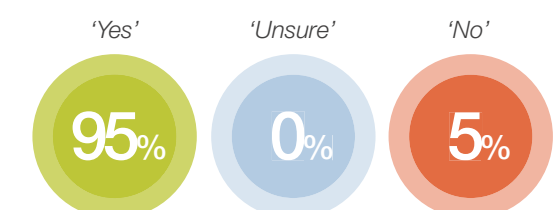
Question 10.

Do you support removing one carpark along the east (inland) side of Station Street to plant a row of new trees?



Question 11.

Do you support the idea for a safer pedestrian crossing of Station Street at the Bay Road roundabout?



Very few comments were received for this design concept.

Part B

B5.2 Area 02: Village Square Concepts

Option 01: More Public Space

Benefits

- The new plaza area allows for a new public space to redefine the heart and street life of The Village (support from questions 12/14).
- The redirection of bus routes allows for the creation of the new plaza space, and removes buses from stopping directly outside the Station entry (support from questions 15/16/17).
- New and significant upgrades to green space, planting, trees, street furniture, art and public space will enhance the amenity of the public space (support from question 3/12/13).

Impacts

- The relocation of three (3), and loss of three (3) car parking spaces are expected in the plaza area to allow for the new public plaza space.
- The relocation of bus stops slightly further south and north Station Street.



Figure 08: Village Square Concept - Option 01



Option 02: Less Public Space

Benefits

- Expanded public space in the streetscape to enhance pedestrian movement, trading and outdoor dining (support from question 12).
- Opportunities to regain on-street car parks at other locations to be examined, such as Station Street north (just off this plan).
- Rejuvenated streetscapes with enhanced planting.

Impacts

- The relocation of three (3) car parking spaces from the existing plaza area.



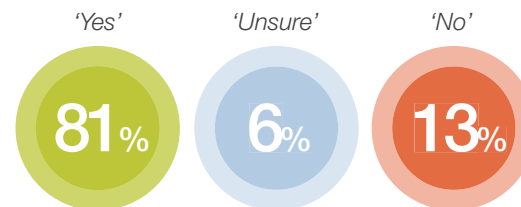
Figure 09: Village Square Concept - Option 02

What We Heard from the Community about the Village Square Concept...

Question 01.

Do you like the idea of a Village Square?

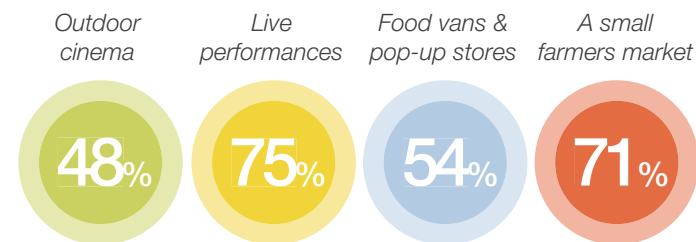
- where you could meet with friends, relax on the grass, read a book or enjoy a coffee?



Question 02.

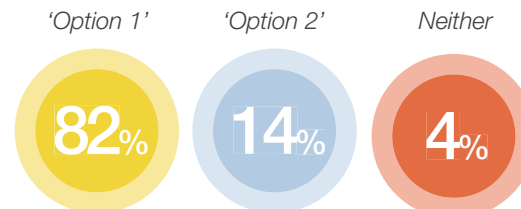
What would you like to see happening in a Village Square?

It could be a place where many different organised activities and events could happen. Would you like to see any of the following happen in a new Village Square in Sandringham?



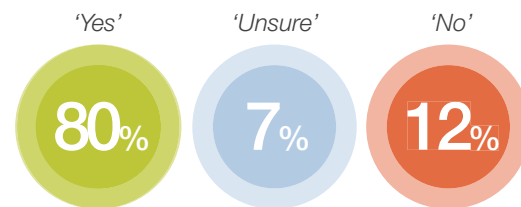
Question 03.

Which design do you prefer and why?



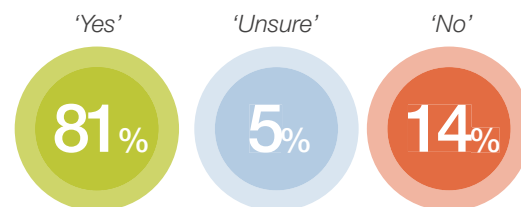
Question 04.

If Option 1 is selected, we need to make it happen. In order to allow the Village Square to be built, buses will be re-routed along other streets and the bus-turn-around will be removed from in front of the Station. Do you support this change?



Question 05.

Removal of the bus turn also means that private vehicles will no longer be able to make a U-turn in Station Street. Do you support this change?



Part B

B5.3 Area 03: Waltham Street Concepts

Option 01: More Public Space

Benefits

- Option 01 provides larger, much further defined and enhanced new public spaces, in front of Coles and the library, with larger areas to rest and congregate, in conjunction with these key retail and civic uses (support from questions 3/12).

Impacts

- These extended spaces will require the removal of two (2) car parking spaces from Waltham Street and two (2) from Chalmers Avenue.

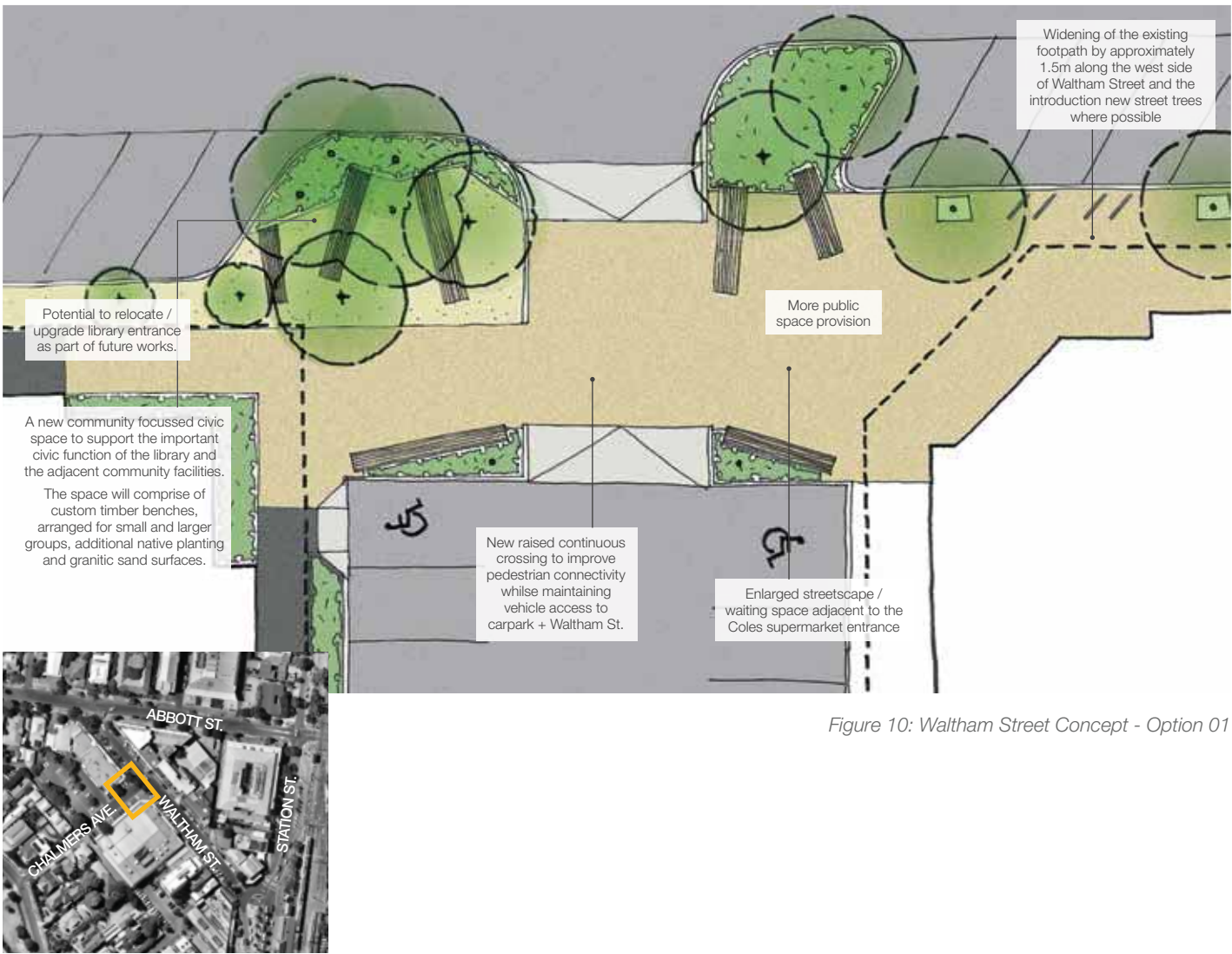


Figure 10: Waltham Street Concept - Option 01

Option 02: Less Public Space

Benefits

- The introduction of a new pedestrian crossing at the corner of Chalmers Avenue will provide new pedestrian priority for safer movement and access (support from questions 7/12).
- The widening and upgrade to public space in front of the entrance to Coles will provide more footpath space for people to move and rest, together with new street trees (support from questions 3/12).
- New planting and furniture features to enhance the library and the entry to Coles.

Impacts

- This extended space will require the removal of one (1) parking space from Waltham Street and one (1) parking space from Chalmers Avenue.

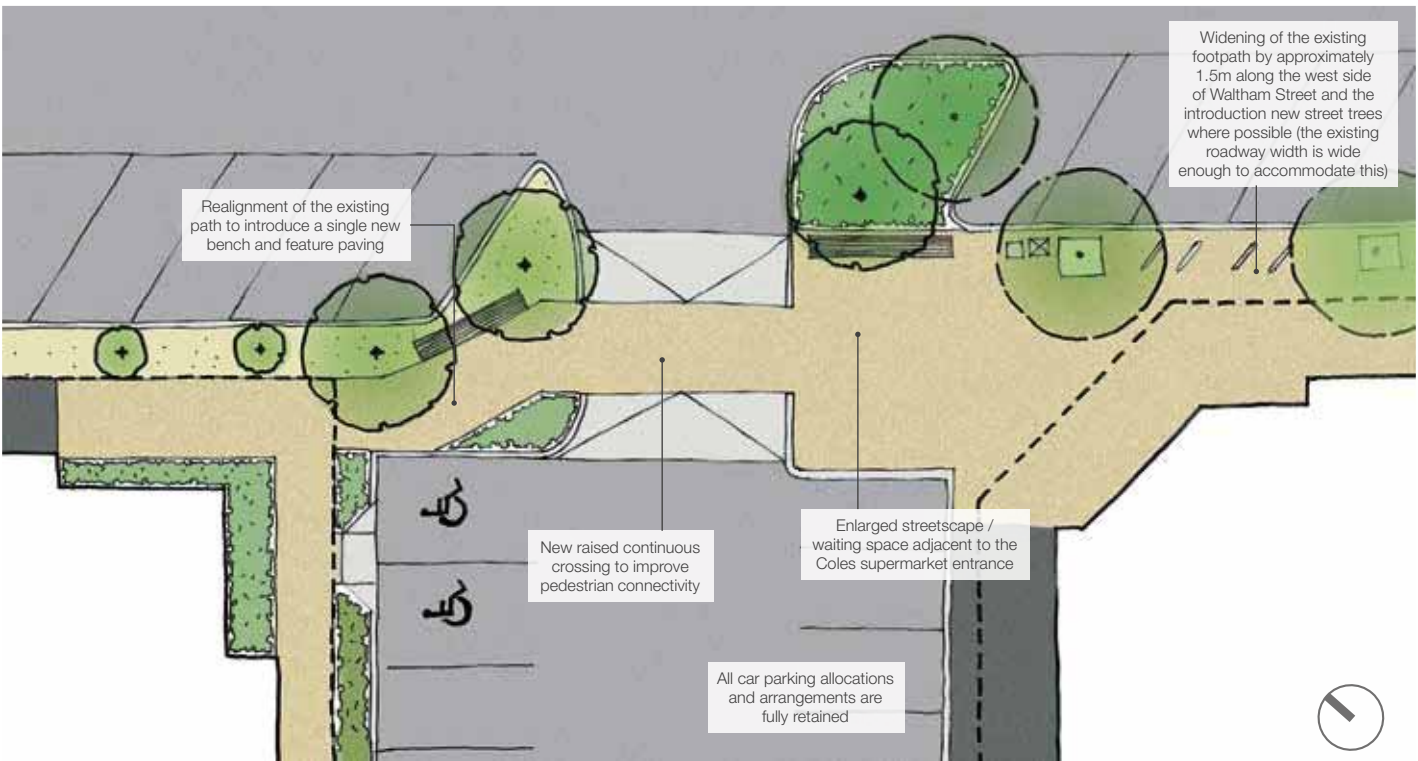
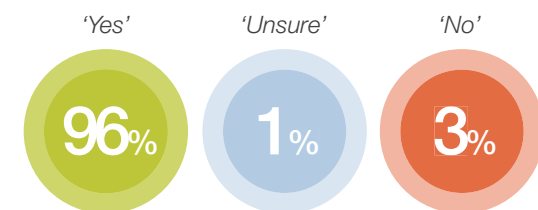


Figure 11: Waltham Street Concept - Option 02

What We Heard from the Community about the Waltham Street Concept...

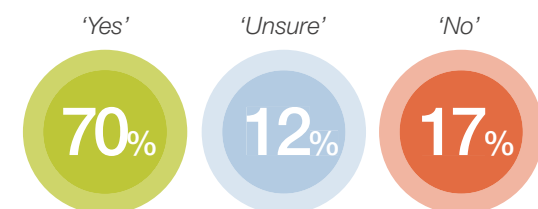
Question 06.

Do you regularly visit this area of Waltham Street (Coles supermarket or Sandringham library)?



Question 07.

Do you like the idea of a community space in this area?



Question 08.

Which design do you prefer?

