



PAKENHAM MAJOR ACTIVITY CENTRE

PUBLIC REALM STRATEGY

DRAFT REPORT DOCUMENT

CARDINIA SHIRE COUNCIL

MAY 2023

“Pakenham Activity Centre will be a great place to **shop, eat, relax, socialise, work and live.**”

- Pakenham Major Activity Centre Structure Plan 15 February 2021

Document prepared by:

mesh

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CONTENTS

01	INTRODUCTION	P. 4
02	EXISTING CONDITIONS	
	A ISSUES	P. 5
	B OPPORTUNITIES	P. 6
03	VISION	
	A PUBLIC REALM HIERARCHY.....	P. 7
	B DESIGN PRINCIPLES	P. 8
04	REVITALISING PAKENHAM	
	PUBLIC REALM STRATEGY	P. 9
	A MAIN STREET GATEWAY	P. 10 - 14
	B MAIN STREET CENTRAL	P. 15 - 18
	C DRAKE PLACE UPGRADE.....	P. 19
	D ARCADES & LANEWAYS	P. 20 - 21

05	WAYFINDING STRATEGY	
	A STRATEGY & THEMES	P. 22
	B LOCATION PLAN	P. 23
	C WAYFINDING SUITE	P. 24
06	FURNITURE PALETTE	
	A ON-STREET UTILITIES	P. 25
	B SEATING BENCHES	P. 26
	C ADDITIONAL SEATING	P. 27
07	PRS IMPLEMENTATION	P. 28

01 INTRODUCTION

PAKENHAM MAJOR ACTIVITY CENTRE STRUCTURE PLAN & UDF

STRUCTURE PLAN & URBAN DESIGN FRAMEWORK

Cardinia Shire Council has prepared a Structure Plan (the structure plan) for the Pakenham Major Activity Centre (the activity centre) which provides an integrated response to the changes envisaged for the centre until the year 2035. The structure plan is one of the tools used to guide Council's decision-making on land use and transport planning matters to improve the amenity of the Pakenham Major Activity Centre.

The Action Plan also forms part of this document and lists the actions required to implement the structure plan and indicates which Council department, agency or organisation is responsible; the timeframe and measure allocated to each action. The Pakenham Major Activity Centre Urban Design Framework (2021) accompanies the structure plan to provide urban design guidance for the activity centre, focusing on interfaces, built form, environment and the public realm.

The structure plan communicates the community's shared vision for the activity centre. Specifically, the structure plan provides certainty for the community, business owners, developers and planning applicants regarding the level and types of changes in the development of the Pakenham Major Activity Centre.

This document provides decision makers, including Council, Victorian Government and other agencies with a platform to allocate resources towards capital works, guide the determination of planning applications, and sets the work programs across different departments.

Pakenham Major Activity Centre has changed significantly over the past 20 years and will continue to change in line with significant population growth, consumer preferences and in response to the development market. These changes are positively guided by the community's vision for the activity centre as expressed through the structure plan.

(Sourced from Pakenham Major Activity Centre Structure Plan 15th February 2021)

PAKENHAM CONTEXT

Pakenham Major Activity Centre is located approximately 60 kilometres south-east of Melbourne's Central Business District and is approximately 181 hectares in size. The activity centre operates as a regional hub servicing areas both within and beyond the municipal boundary.

The Pakenham Railway Station is located towards the south-eastern end of the activity centre. Commuters have access to both a metropolitan rail service as well as V-Line services to regional Victoria. The railway line has three level crossing points enabling north-south road, cycle and pedestrian traffic movement to and from the activity centre.

The centre is known as the Pakenham Town Centre and comprises the John and Main Street shopping strips, Pakenham Place and Pakenham Central Marketplace shopping centres, the adjoining residential neighbourhoods, open space (PB Ronald Reserve and Bourke Park), and sporting and community facilities. In close proximity to the activity centre are purpose-built sporting facilities which cater for the regional catchment, including Cardinia Life, Pakenham Regional Tennis Centre and Toomuc Reserve. Pakenham is located within the Casey-Cardinia Growth Area. There are emerging employment areas such as the Cardinia Road Employment Precinct, South East Business Park, and Pakenham Employment Precinct. These areas are envisaged to be multi-functional employment areas that deliver a diverse mix of jobs to the Casey-Cardinia region. Nearby commercial centres located beyond the municipal boundary are part of Melbourne's activity centre network, which includes Fountain Gate-Narre Warren and Dandenong Metropolitan Activity Centres, and Berwick Activity Centre. The activity centre is relatively flat with some natural creeks flowing through and around the town centre. These waterways are a combination of visible flow paths and covered drains.

The commercial core of the activity centre has traditionally been located on Main Street between John and Station Street. Over the years, development has progressively dispersed away from this central point with the development of Pakenham Place in the mid 1980s and more recently Pakenham Central Marketplace (mid-2012). The broader catchment area is characterised by a mix of both established and recently developed areas surrounding it to the north and south. Land to the east, west and southwest is established; with the exception of the Bald Hill Road industrial area, which is still under development.

(Sourced from Pakenham Major Activity Centre Structure Plan 15th February 2021)

WHAT IS PAKENHAM'S PUBLIC REALM STRATEGY?

The purpose of a public realm strategy (PRS) is to create a holistic approach for the development of the activity centre that has key considerations for circulation, universal access, safety, materiality, activation, economic opportunities, and many more.

The process involves an in-depth review of the existing site conditions, as well as developing a strong understanding of proposed projects within or near the activity centre. The public realm strategy furthers key principles established within the Structure Plan and the UDF by providing a more detailed vision for the future of the activity centre land uses and public realm.

The public realm strategy identifies key projects whereby the public realm will be upgraded to provide adequate amenity that caters for the demands of a growing population, as well as ensuring seamless and considered connections with proposed large scale projects already underway. The PRS also provides the opportunity to review vehicular, pedestrian and cyclists movements across the activity centre and beyond by ensuring these are embedded within each project.

The strategy also advocates for a consolidated approach relating to urban infrastructure by proposing a unified suite of materiality and furniture elements.

As a whole, the PRS provides Council and the community with a clear vision and direction to guide future provision, planning, design, implementation and management of the public realm across the activity centre.



MAIN STREET, PAKENHAM ACTIVITY CENTRE

02 EXISTING CONDITIONS

A | ISSUES



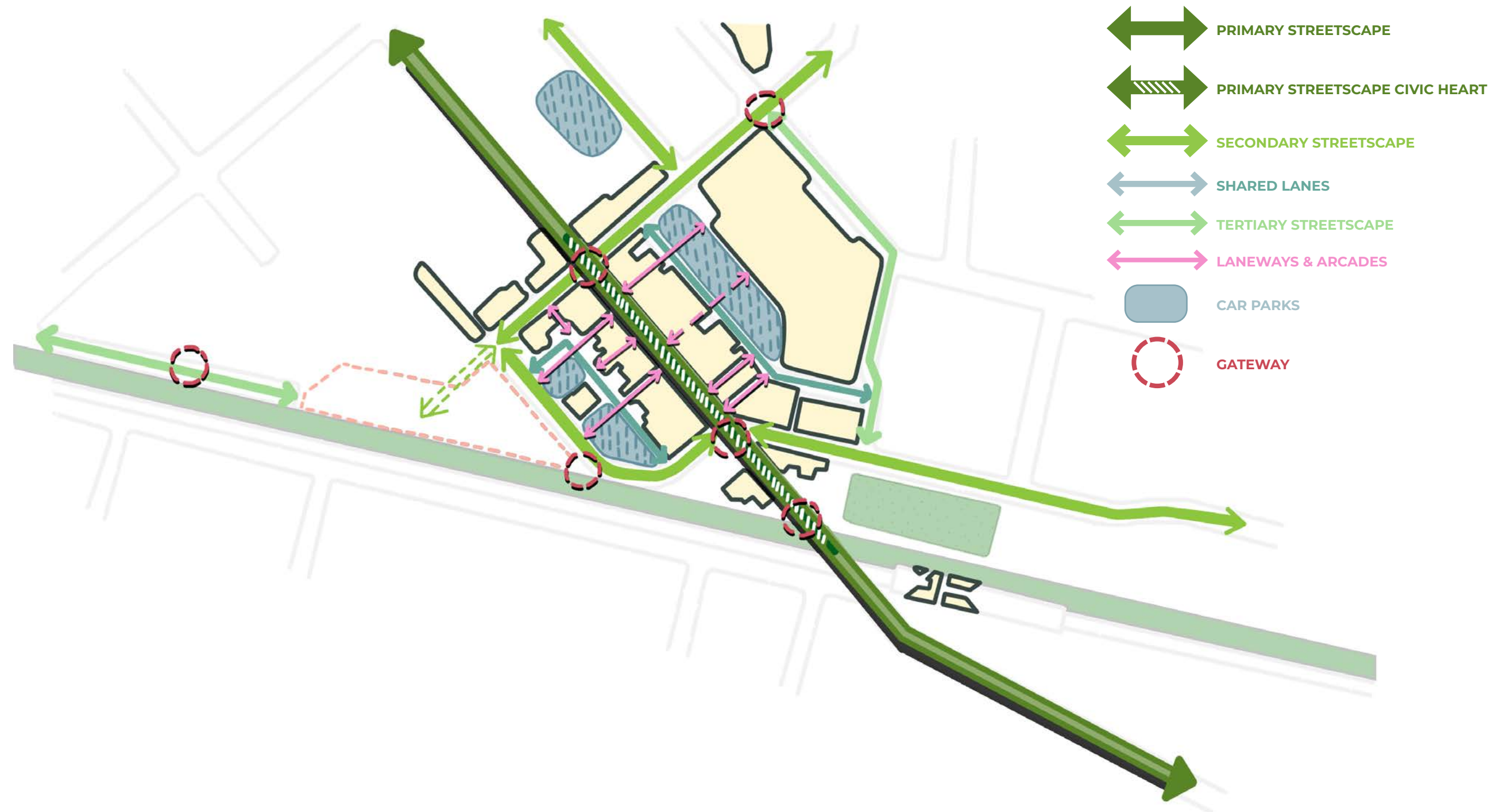
B | OPPORTUNITIES



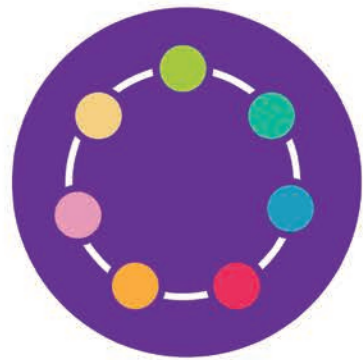
03 VISION

REVISTALISING PAKENHAM

A | PUBLIC REALM HIERARCHY



B I DESIGN PRINCIPLES



STRENGTHEN IDENTITY FOR
PAKENHAM



INCREASE CANOPY COVERAGE
& A COOLER GREENER
ENVIRONMENT



PROVIDE UNIVERSAL ACCESS



PROMOTE ECONOMIC
VIABILITY



STRENGTHEN COMMUNITY
PRIDE



A PLACE FOR PEOPLE TO
INHABIT



PROVIDE CONTINUOUS
AMENITIES



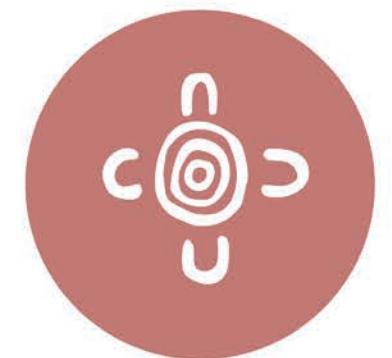
HIGH-QUALITY & DURABLE
GROUND PLANE



EMBED WATER SENSITIVE
URBAN DESIGN (WSUD)
PRINCIPLES



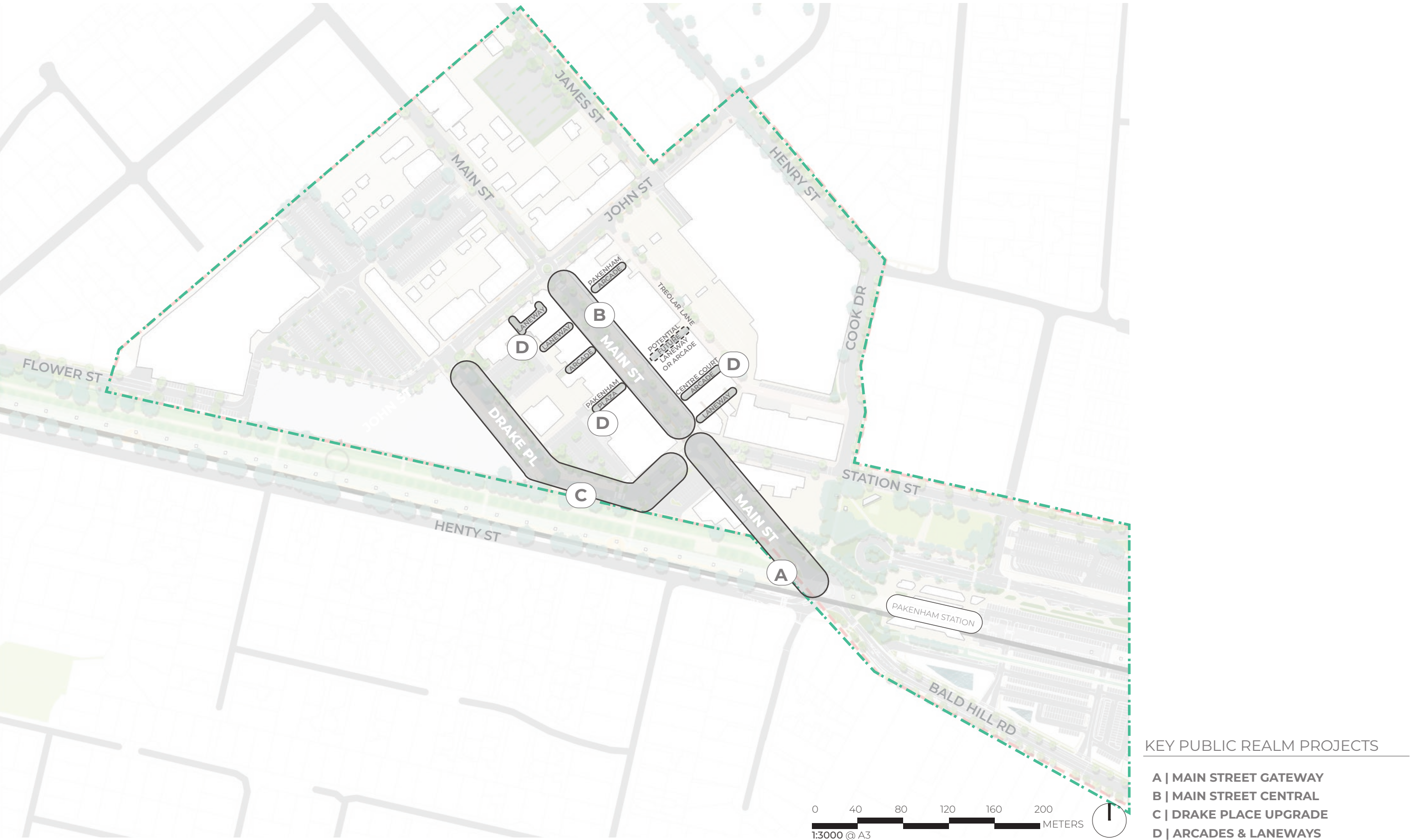
EMBED CRIME PREVENTION
THROUGH ENVIRONMENTAL
DESIGN (CPTED) PRINCIPLES



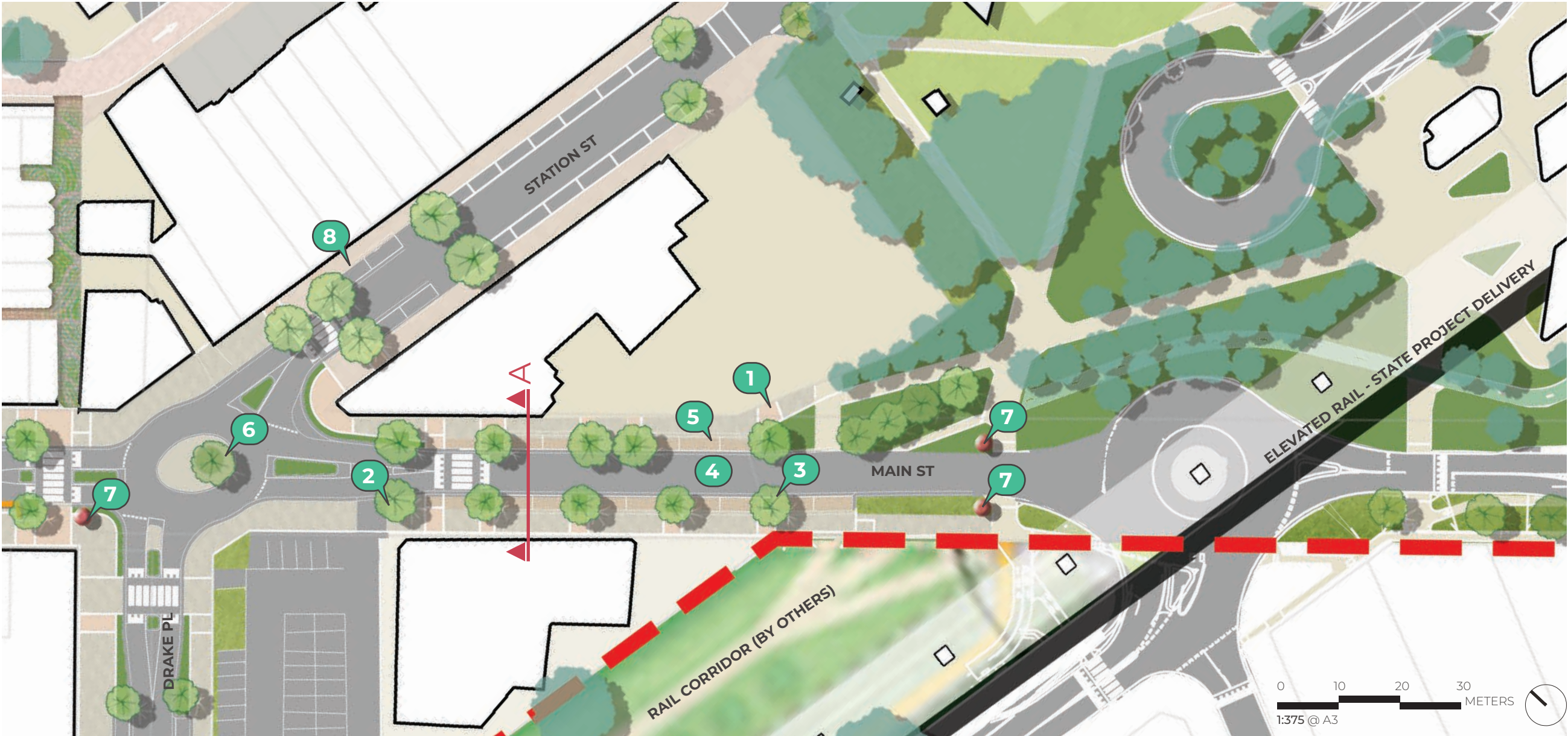
CONSULT WITH AND
REPRESENT FIRST NATIONS'
VALUES

04 REVISTALISING PAKENHAM

PUBLIC REALM STRATEGY



A | MAIN STREET GATEWAY



- | | | | |
|---|-----------------------------------|---|----------------------------|
| 1 | PRIMARY PAVING TREATMENT | 6 | FEATURE PLANTING |
| 2 | STREET TREES | 7 | WAYFINDING SIGNAGE |
| 3 | TREE OUTSTAND/ RAINGARDEN | 8 | SECONDARY PAVING TREATMENT |
| 4 | NARROW CARRIAGEWAY | | |
| 5 | PARALLEL PARKING PERMEABLE PAVING | | |



KEY PLAN

A | MAIN STREET GATEWAY

A

MAIN STREET GATEWAY
TYPICAL SECTION



TREE-LINED STREETS



GATEWAY & SCULPTURES



WAYFINDING SIGNAGE



FEATURE PLANTING



PERMEABLE SURFACES



FOOTPATH MATERIALITY



PARKLETS



A | MAIN STREET GATEWAY - EXISTING



A | MAIN STREET GATEWAY - STAGE 1

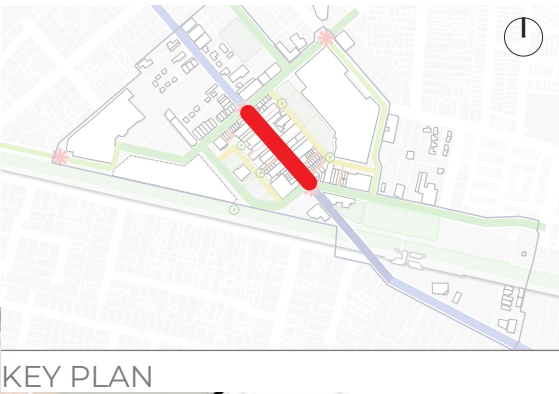
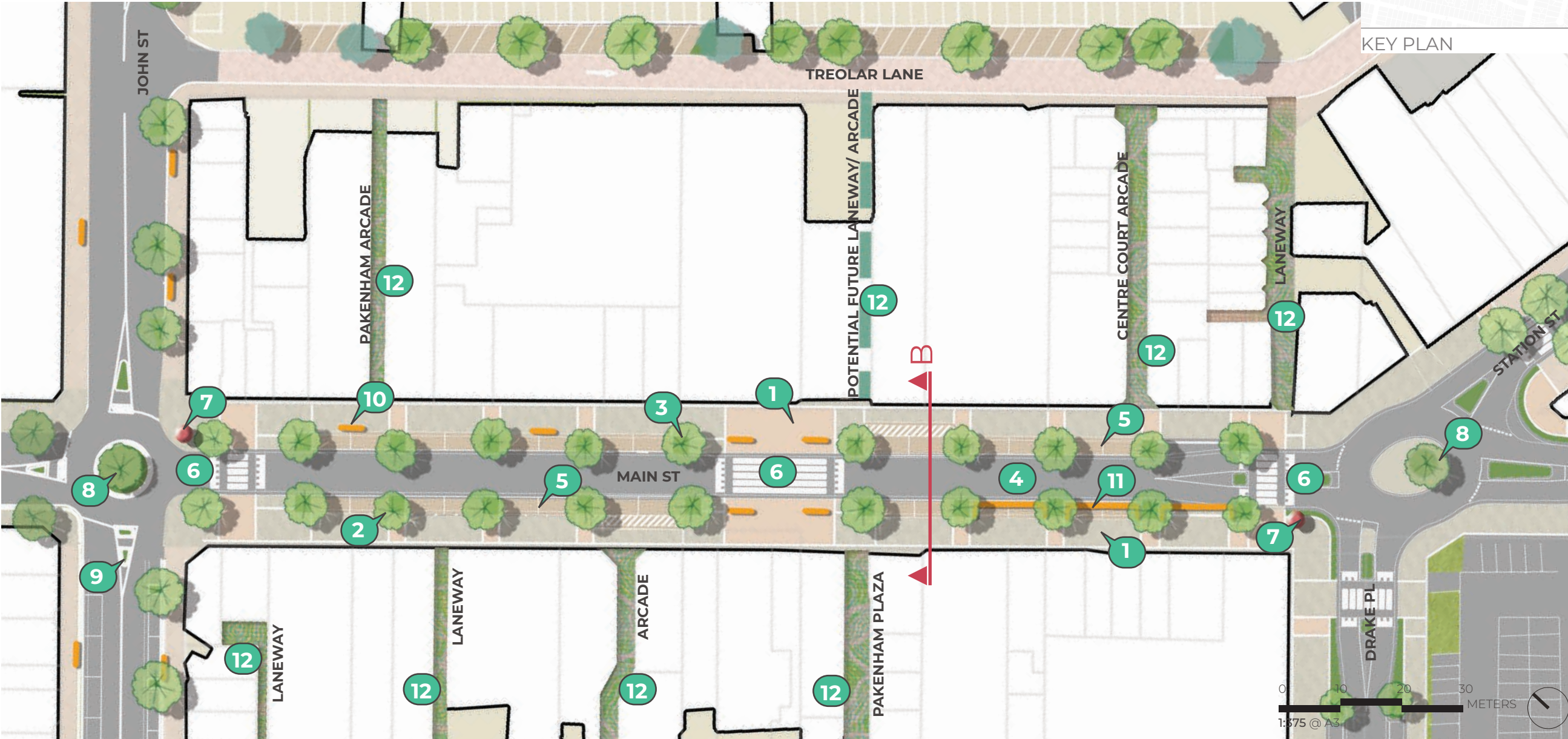


A | MAIN STREET GATEWAY - STAGE 2



STAGE 2
(Render shown indicatively only)

B | MAIN STREET CENTRAL



B | MAIN STREET CENTRAL

B

MAIN STREET CENTRAL
TYPICAL SECTION



SCULPTURES & LIGHTING



CONTINUOUS PALETTE



PARKLET



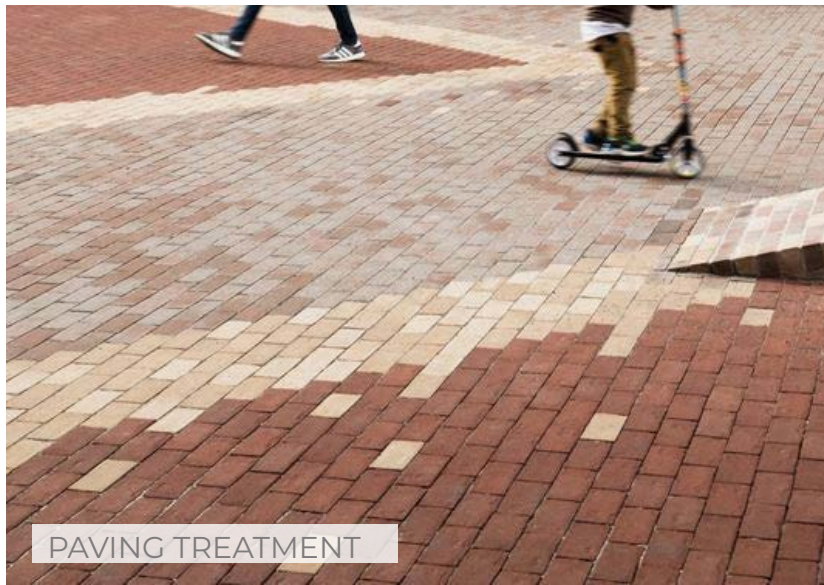
WSUD FEATURES



STREET COHESION



FEATURE SEATING ELEMENTS



PAVING TREATMENT



URBAN LOUNGES

B | MAIN STREET CENTRAL - EXISTING

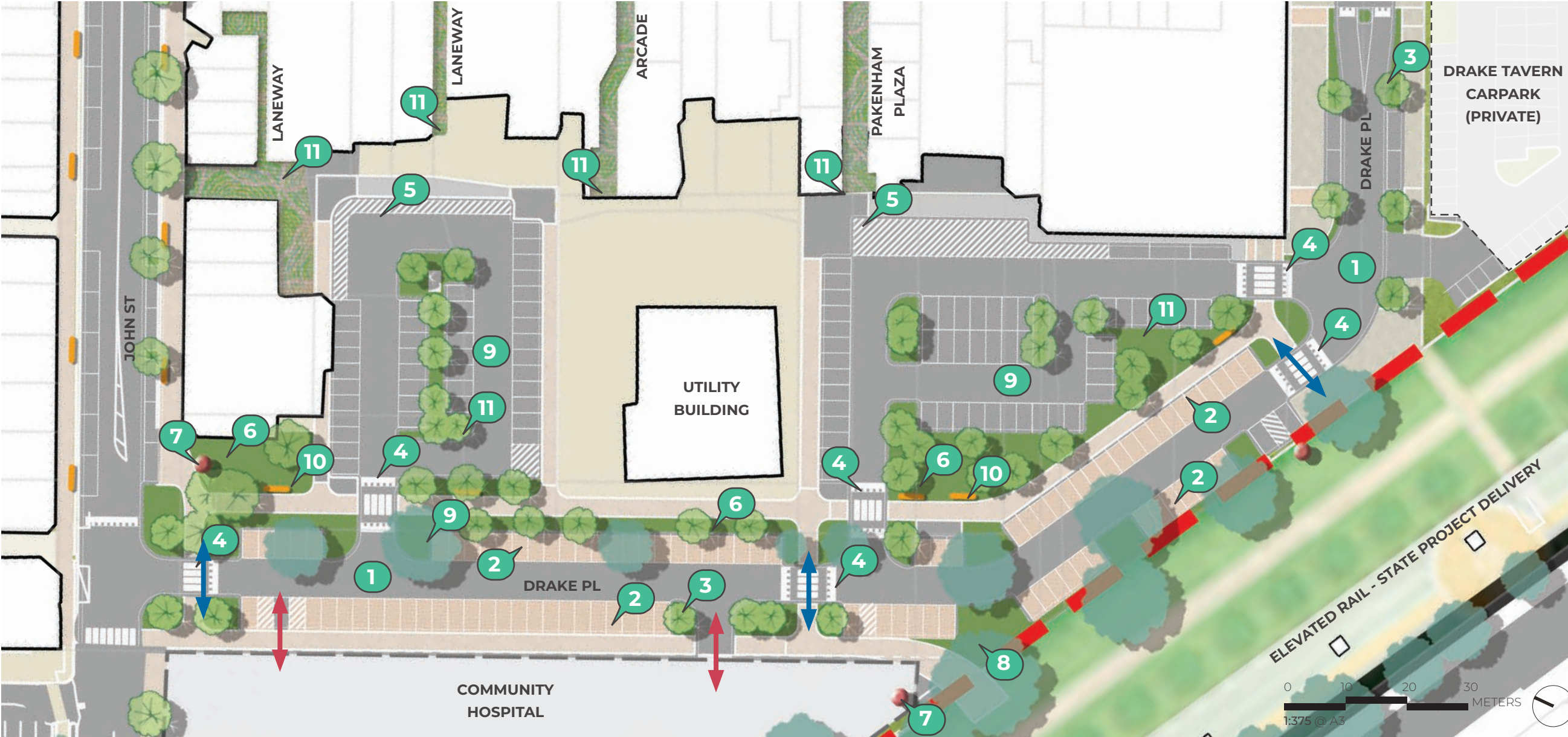


B | MAIN STREET CENTRAL - FUTURE



FUTURE CONDITION
(Render shown indicatively only)

C | DRAKE PLACE UPGRADE



- | | | |
|---------------------------------------|--|---------------------------------------|
| 1 TWO-WAY STREET | 4 PEDESTRIAN CROSSING | 8 GATEWAY LANDSCAPE |
| 2 90° PARKING PERMEABLE PAVING | 5 POTENTIAL SHARED STREET/
DELIVERY VEHICLE ACCESS | 9 EXISTING TREES |
| 3 STREET TREE OUTSTAND | 6 LINEAR PARK/ WSUD ELEMENT | 10 STREET FURNITURE |
| PEDESTRIAN ACCESS | 7 WAYFINDING SIGNAGE | 11 UPGRADE LIGHTING FOR SAFETY |
| HOSPITAL CAR PARK FLEET ACCESS | | |



KEY PLAN

D | ARCADES & LANEWAYS

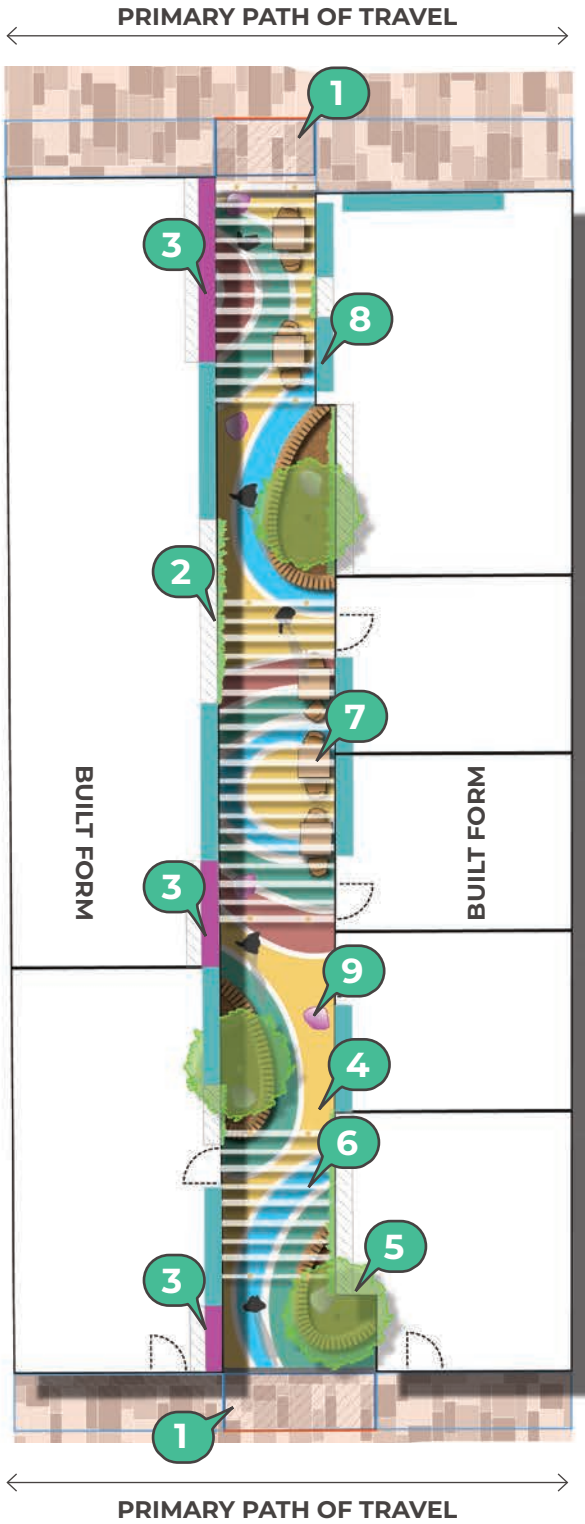
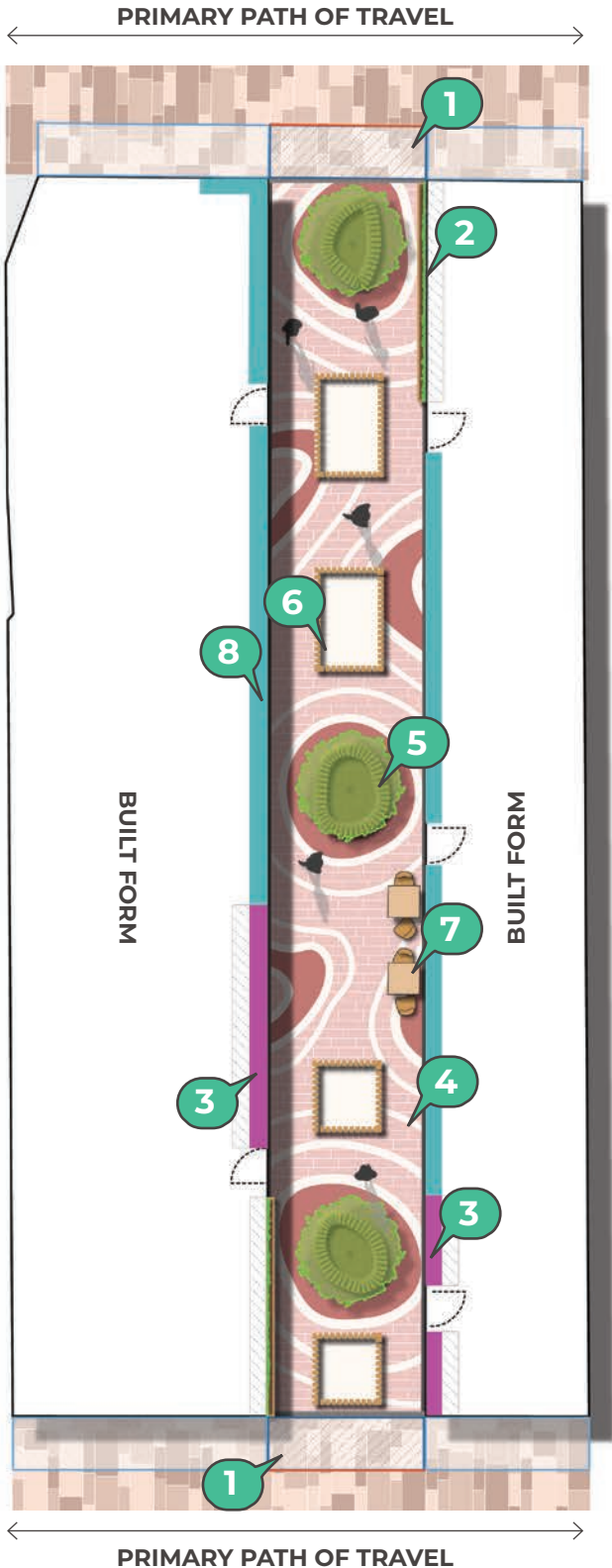
OPPORTUNITIES TO IMPROVE ACTIVATION AND SAFETY OF ARCADE INCLUDE:

- 1 FEATURE AWNING WITH LIGHTING
- 2 BLANK WALL - OPPORTUNITY FOR VERTICAL GREENING
- 3 BLANK WALL - OPPORTUNITY FOR MURAL/ STREET ART
- 4 SMALL FORMAT PAVING WITH LINEMARKING PATTERN
- 5 SEATING WITH TREE PLANTING
- 6 OPPORTUNITY FOR MARKET STALLS
- 7 OPPORTUNITY FOR ALFRESCO DINING
- 8 GLASS/ WINDOWS FOR PASSIVE SURVEILLANCE AND LIGHT SPILL

ARCADE CONCEPT PLAN

Identified as an enclosed passage that provides key circulation movements across the activity centre. Arcades have the potential for spill out spaces for fine grain retail uses, outdoor furniture, lighting and other activation uses.

[ENCLOSED OR SEMI-ENCLOSED PASSAGE]



OPPORTUNITIES TO IMPROVE ACTIVATION AND SAFETY OF LANEWAY INCLUDE:

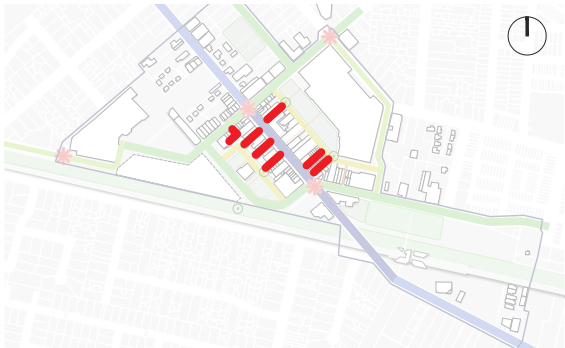
- 1 FEATURE AWNING WITH LIGHTING
- 2 BLANK WALL - OPPORTUNITY FOR VERTICAL GREENING
- 3 BLANK WALL - OPPORTUNITY FOR MURAL/ STREET ART
- 4 FEATURE PATTERN GROUND PLANE
- 5 SEATING WITH TREE PLANTING
- 6 OPPORTUNITY FOR ALL WEATHER PROTECTION
- 7 OPPORTUNITY FOR ALFRESCO DINING
- 8 GLASS/ WINDOWS FOR PASSIVE SURVEILLANCE AND LIGHT SPILL
- 9 OPPORTUNITY FOR PUBLIC ART/ SCULPTURES/ DISPLAYS/ EVENTS

LANEWAY CONCEPT PLAN

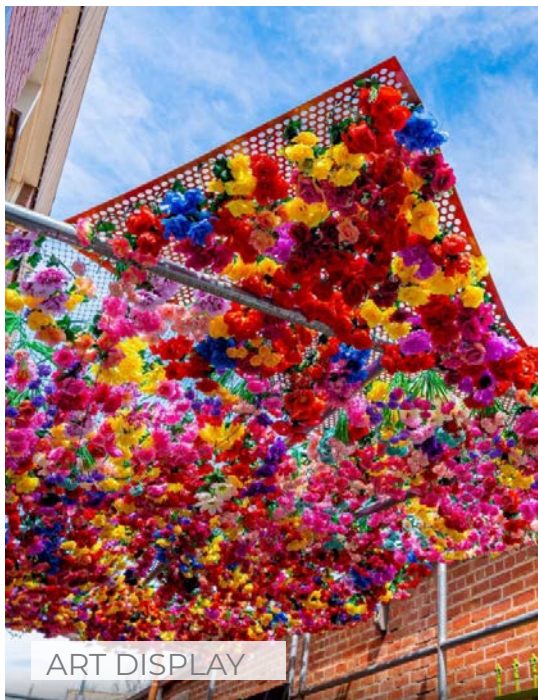
Identified as a mostly open air passage that provides key circulation movements across the activity centre. Laneways have the potential for spill out spaces for fine grain retail uses, street furniture, murals, vertical greening, canopy structures, lighting, public art and more activation.

[SEMI-ENCLOSED OR OPEN AIR PASSAGE]

D | ARCADES & LANEWAYS



KEY PLAN



ART DISPLAY



MARKET



VERTICAL GREENING



STREET ART



ART/ WEATHER PROTECTION



SURFACE TREATMENT



OUTDOOR DINING



INFORMAL SEATING/ MOVABLE FURNITURE

05 WAYFINDING STRATEGY

A | STRATEGY & THEMES

The Pakenham Major Activity Centre is made up of distinct precincts that are well-known to the community, the future Community Hospital and the Level Crossing Removal Project (LXRP) will create new precincts with distinct destinations for locals and visitors. It is of prime importance to consider the relationship between the different types of precincts to encourage safe walking and cycling via a multitude of routes.

The design for Pakenham's wayfinding system acknowledges the various land uses and activities located across the Major Activity Centre. Scale, hierarchy and consistency are the major guiding principles that underpin the proposed wayfinding strategy. The strategy proposes to align with the hierarchy of open space identified as part of the Draft Public Realm Strategy; this will ensure each journey is supported accordingly. It will need to be represented through a clear and legible suite of signage that is made up of a continuous graphic and aesthetic.

The three design principles established for Pakenham's wayfinding strategy are:

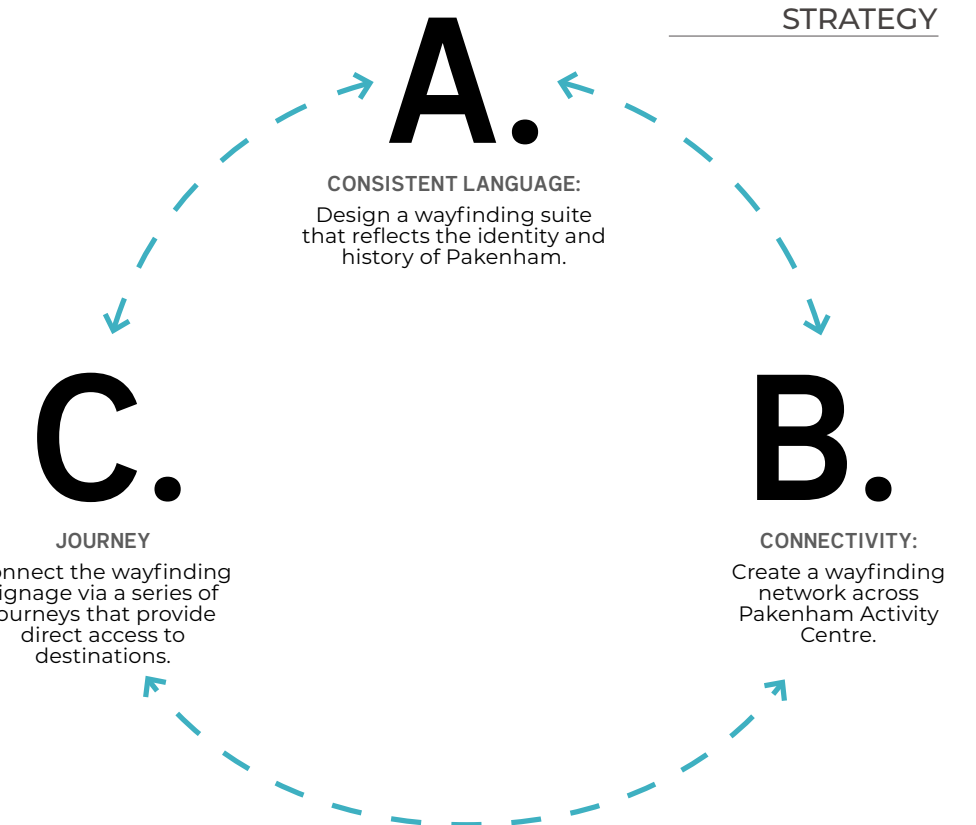
- A. Consistent language
- B. Connectivity
- C. Journey

The proposed narrative for the wayfinding strategy aims to stitch together the various themes and stories of the site. The indigenous story lines, the European settlement history, the agricultural and production history and the commuter suburb are all rich stories that may be captured through the wayfinding signage.

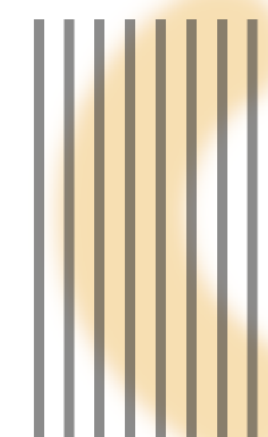
The wayfinding strategy identifies a linear graphic that encapsulates all the themes mentioned above in a way that celebrate each story.

The stripped patterns relates to:

- + First Nations story: eels movement, eel traps, mountain to coast journey, river systems, water as resource
- + European Settlement story: agricultural fields and production patterns, orchards, water as supply
- + Pakenham's story: train line and journey



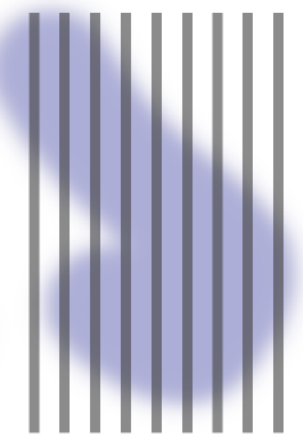
THEMES:



Eels
Eel traps
Journey
Songline



Orchards
Agriculture Fields
Production



Mountain to Coast
River Systems
Water Flow/Movement

B | LOCATION PLAN

- PT-001 PRIMARY TOTEM
- ST-001 SECONDARY TOTEM
- PD-001 PEDESTRIAN TOTEM
- FB-001 FINGER BLADES
- LS-001 LOCATION SIGN
- IS-001 SECONDARY LOCATION SIGN



C | WAYFINDING SUITE

Note: Stripped pattern artwork yet to be developed - not shown below

**PRIMARY
TOTEM [PT-001]**



**SECONDARY
TOTEM [ST-001]**



**PEDESTRIAN
TOTEM [PD-001]**



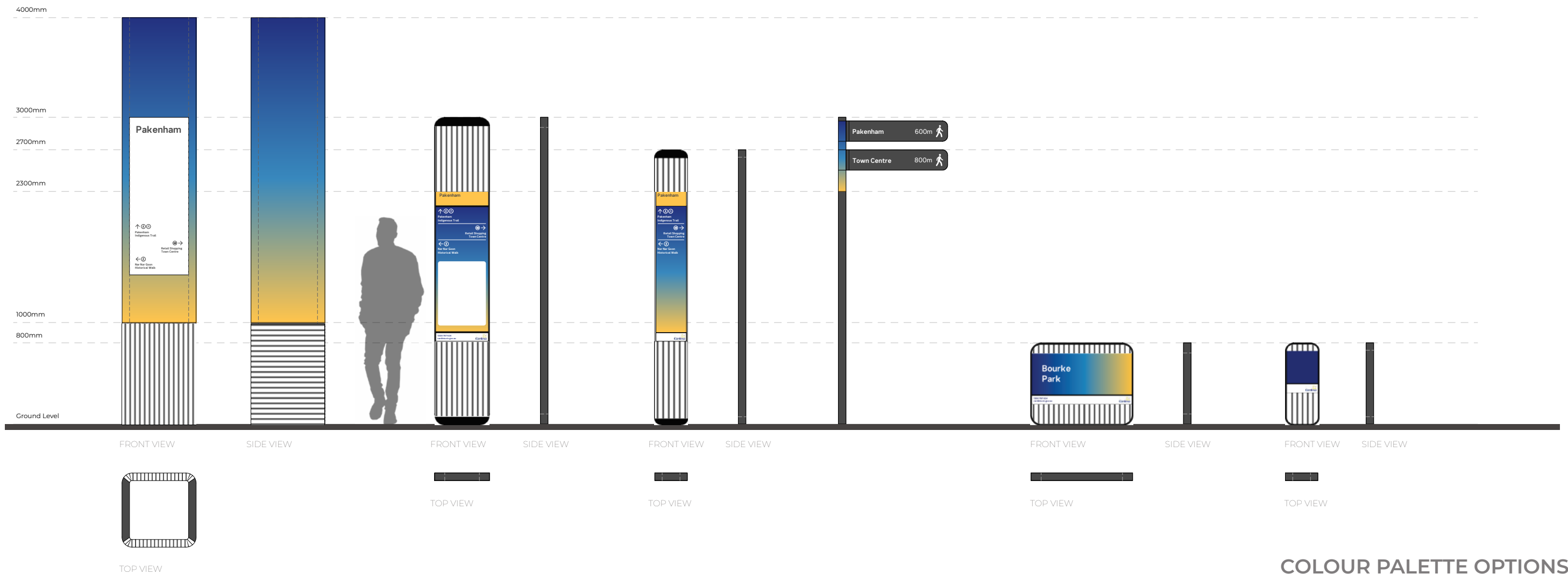
**FINGER
BLADES [FB-001]**



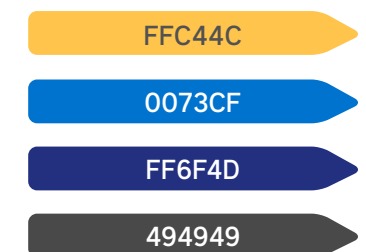
**LOCATION
SIGN [LS-001]**



**SECONDARY LOCATION SIGN
SIGN [IS-001]**



COLOUR PALETTE OPTIONS



06 FURNITURE PALETTE

A | ON STREET UTILITIES

A consistent furniture palette will create consistency across the activity centre and provide a sense of identity. Key considerations were made to ensure all items appear to be part of one suite. Each furniture element can be customised in terms of colour and finish in order to reflect Pakenham's branding and identity. The selected suite can be used within a range of public realm spaces, such as; streetscapes, parks, playgrounds, laneways, and many more.

CHILLOUT TREE - SF



ESCOLA BIN ENCLOSURE 240L - SF



FLIGHT DRINKING FOUNTAIN - S + G



LINEA BICYCLE STAND - SF

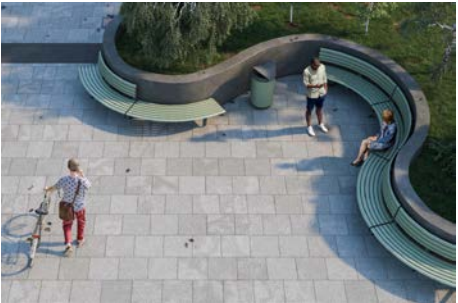


LINEA BOLLARD - SF



B | SEATING - BENCHES

The below range of bench seating offer various seating types that may be used across different types of open space and public realm. The elements are consistant in aesthetic and provide many customisation options, such as: colour, finish, backrests, armrests, materiality, shape, and fixing types.

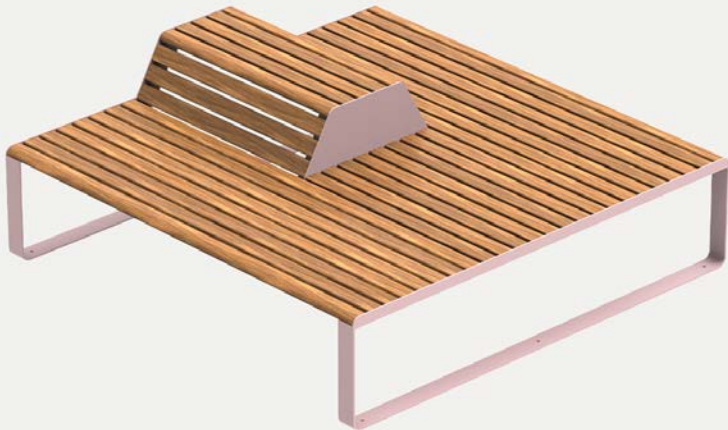


C | ADDITIONAL SEATING

The below seating elements are envisioned in more social settings, such as parks, playgrounds, parklets, arcades and laneways. They provide a level of interaction that promotes socialising, whilst also allowing for individual use. The aesthetic across all of the elements is consistent; each can be customised in colour and finish to match.



LINEA PLATFORM - SF



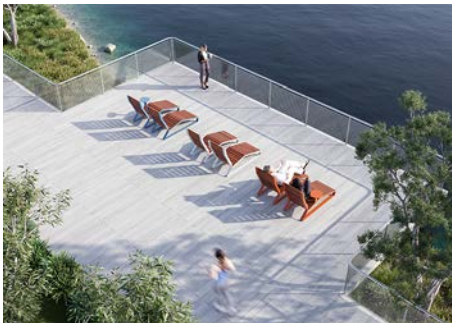
LINEA TABLE - SF



LINEA SUN LOUNGE - SF



LINEA LOOKOUT TABLE - SF



07 PRS IMPLEMENTATION

PRIORITY PUBLIC REALM PROJECTS

1. MAIN STREET *(short term)*

- Upgrade road cross-section and drainage
- Reduce traffic lanes from 4m to 3.2m
- Parallel parking with permeable paving to reduce surface runoff
- Improve pedestrian accessibility and experience through:
 - + Re-grading the footpaths to work in with floor levels of shops
 - + Replace barrier curb with continuous kerb ramp
 - + Provide outdoor dining opportunities
- Streetscape improvements include, feature paving or patterned concrete, seating areas, planter boxes, improved public lighting, street trees and wayfinding signage
- To be developed in 2 stages:
 - + Stage 1 Central: scheduled delivery early 2024
 - + Stage 2 Gateway: scheduled delivery late 2024

2. WAYFINDING STRATEGY IMPLEMENTATION *(short term)*

- A consistent wayfinding system across Pakenham Major Activity Centre that is cohesive, efficient and provides clear directions across the activity centre.

3. JOHN STREET *(short term - TBC)*

- Stage 1 - Main Street to Drake Place
- Stage 2 - Extension from Drake Place through to Henty Street.

PUBLIC REALM PROJECTS

4. DRAKE PLACE *(short to medium term)*

- Stage 1 - Upgrade Drake Place
- Stage 2 - Opportunity for mixed-use development with multi-level car parking *(long term)*

5. ARCADES & LANEWAYS *(medium term)*

- Opportunity for activation (murals/arts festival)
- Upgrade surface finishes
- Potential to engage local artists
- Upgrade lighting for safety
- Outdoor furniture
- Weather protection

6. STATION STREET *(long term)*

- Upgrade secondary footpaths
- Consider street tree planting
- Improve connection to Bourke Park

7. JOHN STREET *(long term)*

- Upgrade primary footpaths
- Consider street tree planting
- Gateway element
- Street furniture

8. MAIN STREET NORTH *(long term)*

- Upgrade primary footpaths
- Consider street tree planting
- Street furniture

9. JAMES STREET *(long term)*

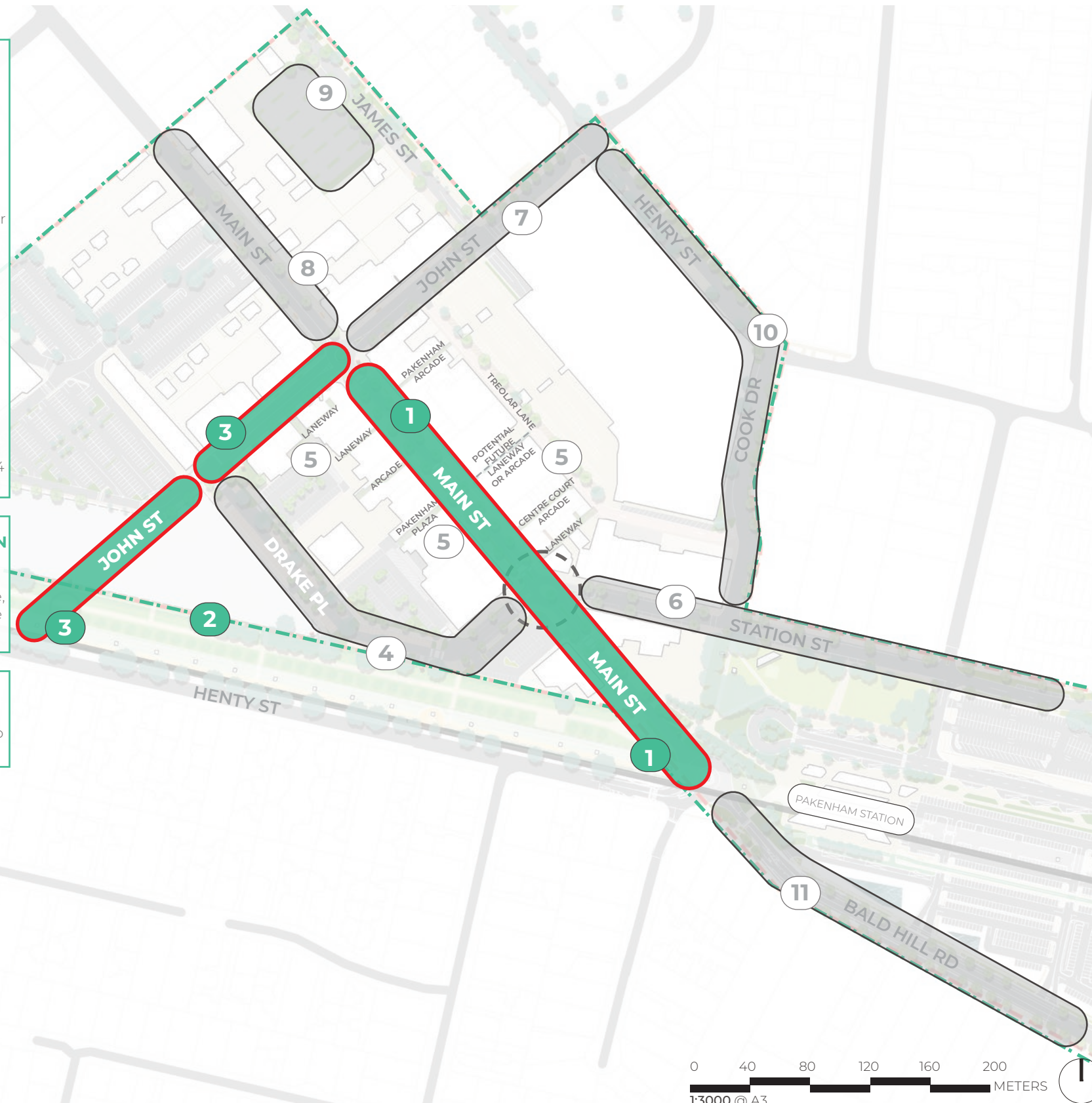
- Formalise James Street car park

10. HENRY STREET AND COOK DRIVE *(long term)*

- Upgrade footpaths
- Consider street tree planting

11. BALD HILL ROAD *(long term)*

- Upgrade footpaths
- Review uses along Bald Hill Road
- Consider street tree planting





Pakenham Revitalisation Project

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