

6.2.9 Pakenham Revitalisation Project - Public Realm Strategy

Responsible GM: Peter Benazic
Author: {Kylie Traeger}

Recommendation(s)

That Council endorses the Public Realm Strategy to support the implementation of the long-term plan to revitalise Pakenham.

Attachments

1. Pakenham Public Realm Strategy [6.2.9.1 - 30 pages]

Executive Summary

The Pakenham Revitalisation Project is a Council priority project – a long term plan to deliver a vibrant and prosperous Pakenham for all people, one stage at a time. This report seeks approval of the Public Realm Strategy, the overarching strategy and direction to achieve Council’s long term plan. Figure 1 illustrates the staged plan.

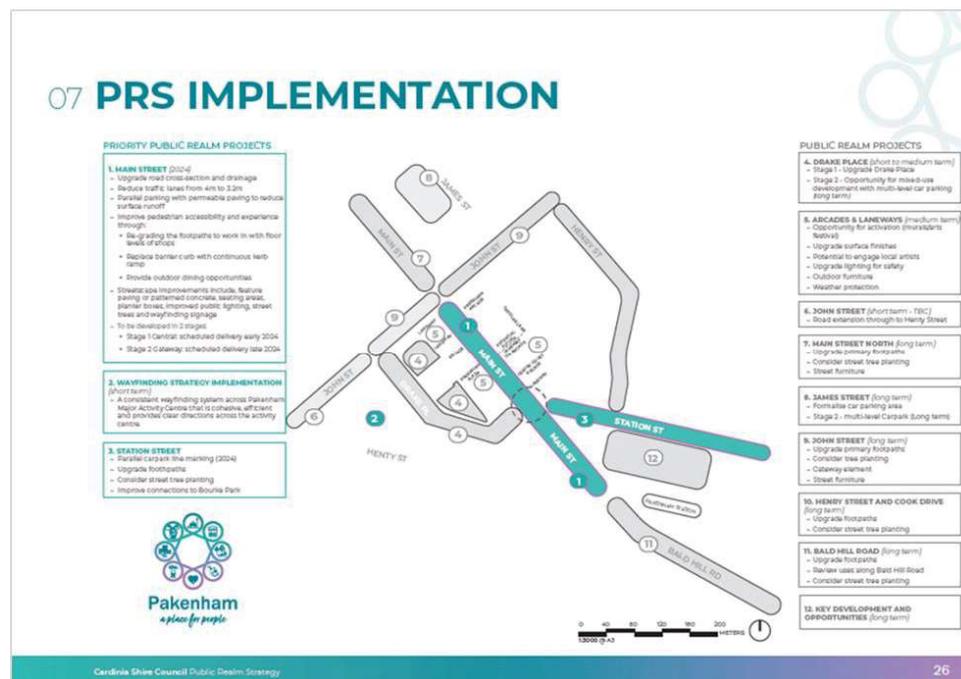


Figure 1 – Strategic context for the Pakenham Revitalisation Project

The Plan contains twelve stages to revitalise Pakenham, together with the community to bring in more visitors to give the businesses the boost they need.

The project involves 12 stages in total, and will begin with the first stage

- Main Street Central – to be delivered in early 2024
- Main Street Gateway – to be delivered in late 2024

The improvements aim to improve Main Street to make it more people focused, vibrant, safe and accessible for all people.

- 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

- Regrading the footpaths to work in with floor levels of shops
- Replace barrier curb with continuous kerb ramp

Stage 1 is funded by \$1M Growing Suburbs Funding from the Victorian Government, combined with Council’s capital works contribution of \$1.4M.

Community consultation was undertaken in August 2023 to test elements of the Public Realm Strategy, with close to 500 people providing their feedback online, at one of the five pop up events or workshops. The key themes the community were focused on

- A safe place with better lighting
- Accessible footpaths and entrances to shops
- Active with more restaurants and entertainment during the day and night
- An attractive place, featuring greening to attract people to visit and spend time

A summary report has been published on Creating Cardinia and key stakeholders have been notified.

Council is currently managing the detailed design phase of the project, with the tender and evaluation process to follow, anticipated to be presented to Council in February 2024.

Background

Council’s vision for the Pakenham Major Activity Centre is aligned and guided by the hierarchy of documents shown below in Figure 2.

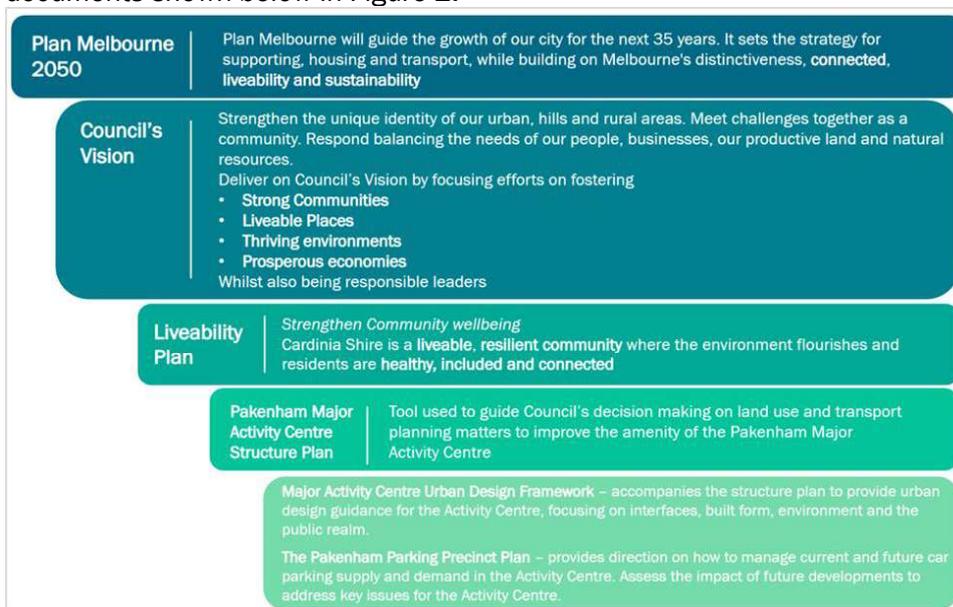


Figure 2 – Strategic context for the Pakenham Revitalisation Project

To achieve this vision, the Pakenham Revitalisation Project is delivering the following:

- **Public Realm Strategy** to improve the road and pedestrian network
- **Wayfinding Strategy** to provide a cohesive and consistent wayfinding system for all abilities
- **A Community Activation** program of activities that suit community demographics
- **Economic Activation** program to attract investment and drive job growth and economic opportunities within the activity centre.

- Amendment C228 was on public exhibition from 24 October 2019 to 6 December 2019.
- Submissions were considered at the Council meeting on 17 February 2020. Council resolved to refer the submissions to an independent Planning Panel.
- A Planning Panel hearing was held on 4 May 2020.
- The Amendment C228 Panel Report was finalised on 23 June 2020.
- Council resolved to adopt Amendment C228 at the Council meeting on 15 February 2021.
- Cardinia Planning Scheme Amendment C228 was gazetted in September 2021

Planning History

Cardinia Planning Scheme Amendment C228 sought to apply the Activity Centre Zone to the Pakenham Major Activity Centre and include both the Pakenham Major Activity Centre Structure Plan and the Urban Design Framework as reference documents in the Cardinia Planning Scheme.

Cardinia Planning Scheme – Activity Centre Zone

Schedule 1 to Clause 37.08 of the Cardinia Planning Scheme (Activity Centre Zone) includes objectives to be achieved for both transport and movement and the public realm. The transport and movement objectives include:

- Ensuring safe and convenient vehicle, pedestrian and cycle networks that facilitate movement through and to the activity centre.
- Encouraging active transport on streets, within car parking areas and arcades, in open space and along the creek network.
- Providing a clear, efficient and logical vehicle network and ensure access to convenient and safe car parking in the activity centre.

The public realm objectives include:

- Ensuring a network of attractive, safe and accessible streets that cater for and enhance the different activities and land uses within the activity centre.
- Promoting human scale and pedestrian focused streets to encourage a vibrant and lively public realm in the retail core, including evening activities.
- Facilitating activation of Precinct 1 streets (including Main Street) in the evening by encouraging outdoor dining areas and active uses throughout the precinct.

These objectives have informed both the Draft Public Realm Strategy and the concept plans for the first stage of works within the Pakenham Revitalisation Project.

Policy Implications

This work sits within Cardinia Shire key documents of:
Local Government Act in undertaking community engagement
Council Plan – commitment to our community
Liveability Plan
Pakenham Major Activity Centre Structure Plan
Pakenham Major Activity Centre Urban Design Framework
Pakenham Parking Precinct Plan
Procurement Policy
Engagement Policy
Community Safety Policy
Access and Inclusion Plan
Ageing Well Strategy

Relevance to Council Plan

The Pakenham Revitalisation Project is a Council initiative within the 2021-25 Council Plan, listed below and links to the community vision and priorities.

- Design Pakenham town centre streetscape
- Commence Pakenham town centre streetscape upgrades
- Progress Pakenham town centre streetscape upgrades
- Complete Pakenham town centre streetscape upgrades

1.1 We empower our communities to be healthy, connected and resilient

1.1.3 Lead by example in creating an inclusive and welcoming community for all by facilitating community education, capacity building, connection and celebration of our diversity.

1.1.4 Facilitate a partnership approach to create safer communities.

2.1 We support the creation of liveable spaces and places

2.1.1 Advocate, plan for and deliver accessible community infrastructure and services that address community need.

2.1.2 Plan and maintain safe, inclusive and connected open spaces, places and active travel routes.

2.1.5 Upgrade Council's road network to improve safety and connectivity while considering traffic demand and freight transport needs.

Text - Refer to Reference Document

Consultation/Communication

Community consultation was undertaken in August 2023 to test the elements of the Public Realm Strategy, with the following focused areas

- What should the project brand be
- Ways to strengthen the walkability of Main Street through activation
- Ways to support safety and movement around Pakenham
- Testing specific elements of the draft Public Realm Strategy, the look and feel
- Ideas to create community activation, social connection, community culture and civic pride
- Ideas to strengthen the local economy and industry

500 people provided their feedback online, at one of the five pop up events or workshops. The key themes the community were focused on

- A safe place with better lighting
- Accessible footpaths and entrances to shops
- Active with more restaurants and entertainment during the day and night
- An attractive place, featuring greening to attract people to visit and spend time

A summary report has been published on Creating Cardinia and shared with key stakeholders.

Financial and Resource Implications

Stage 1 involves the design and development of the streetscape in Main Street Central in the current 23/24 financial year – scheduled to commence by March 2024. A 1M has been granted under a Growing Suburbs Funding Agreement with the Victorian Government, combined with Council's contribution of \$1.4M to deliver Main Street Central.

Main Street Gateway has been tendered and designed at the same time for project and financial efficiency, however the area is not accessible until after the Level Crossing Removal Project has completed their works to the roundabout at Main, Baldhill and Henty Streets, anticipated in late 2024, in the 24/25 financial year. A separate budget exists for this stage and incorporates funding from the Level Crossing Removal Project from an asset maintenance Agreement.

The long-term project has 12 stages in total, stages 2 – 12 are unfunded at this stage.

Advocacy is actively sought at every opportunity across all levels of government to achieve additional funding for the future stages of Pakenham Revitalisation.

Conclusion

Pakenham is going through a major transition as it moves from a suburb on the fringe of metropolitan Melbourne servicing residents and commuters, to a Major Activity Centre that will be a destination for thousands of new residents and workers travelling to, or from the area. Pakenham Activity Centre is projected to service 24,756 additional people by 2041, this does not include people who will travel to Pakenham in the future to visit and spend time.

The Public Realm Strategy will guide the growth and development alongside the community to ensure Pakenham becomes an attractive and safe destination, accessible for all people featuring entertainment and community events, one stage at a time.



Pakenham
a place for people

PAKENHAM
MAJOR ACTIVITY CENTRE
PUBLIC REALM STRATEGY

OCTOBER 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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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

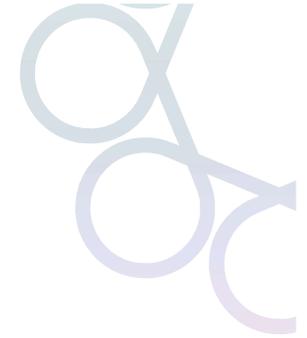


03 VISION



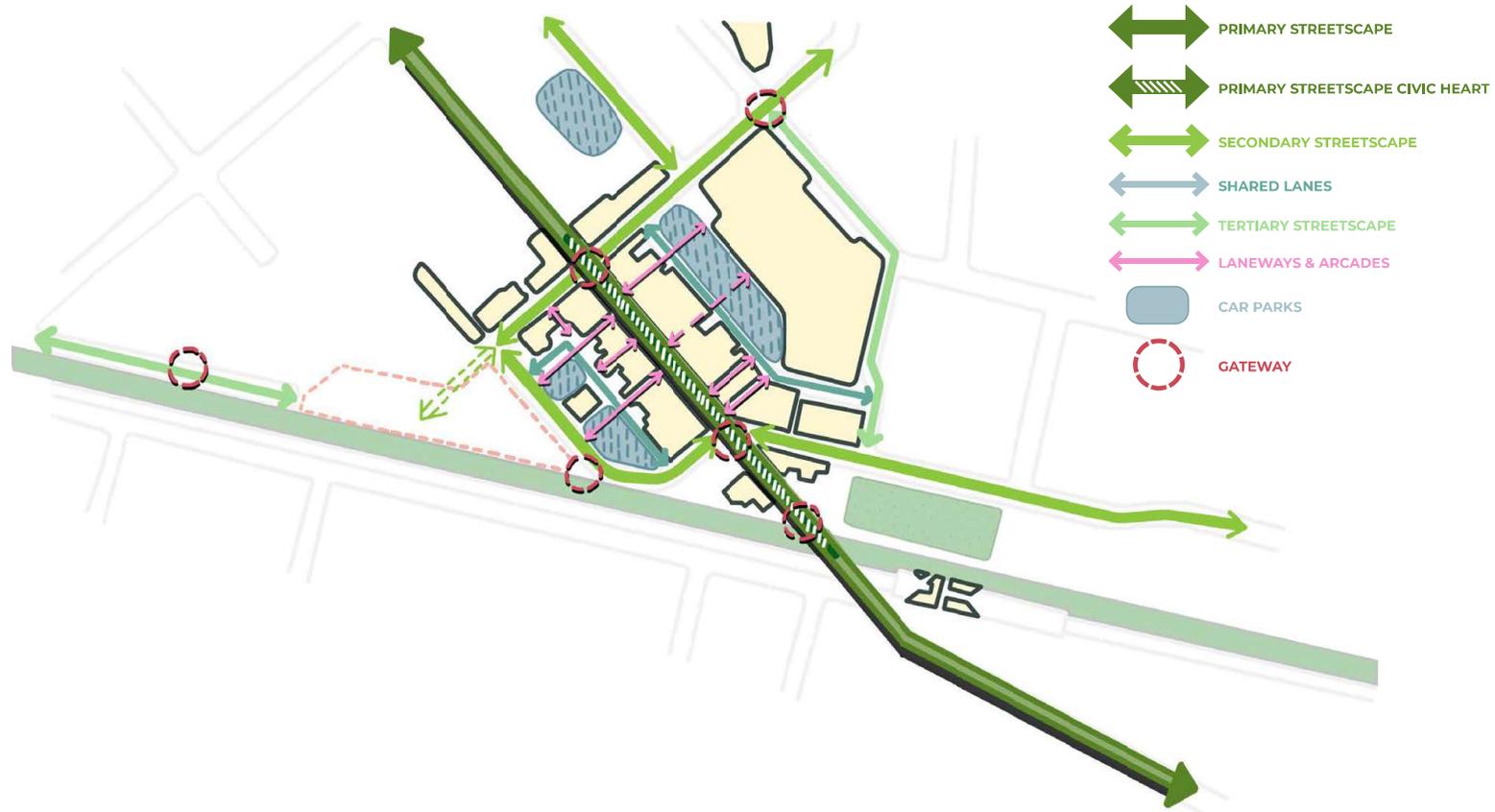
Vibrant and Active Pakenham





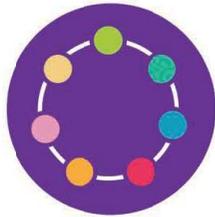
03 VISION

REVITALISING PAKENHAM A | PUBLIC REALM HIERARCHY





BI 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



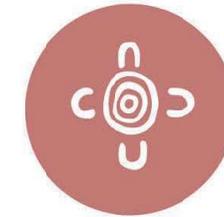
HIGH-QUALITY & DURABLE
GROUND PLANE



EMBED WATER SENSITIVE
URBAN DESIGN (WSUD)
PRINCIPLES



EMBED CRIME PREVENTION
THROUGH ENVIRONMENTAL
DESIGN (CPTED) PRINCIPLES



CONSULT WITH AND
REPRESENT FIRST NATIONS'
VALUES

04 COMMUNITY ENGAGEMENT

A | REVITALISATION PROJECT



A total of **378** people participated in the five engagement activities

-  the Phase 1 focus group about project brand (43 people)
-  the online survey (187 people)
-  the online mapping activity (55 people)
-  the postcard survey (35 people)
-  the community-based pop-ups (43 people)

Almost all (92.4%) engagement participants lived in the Shire of Cardinia, with 73.3% living in the suburb of Pakenham.



25.8% lived outside of the activity centre and/or used services within the activity centre



9.1% lived within the activity centre.

Engagement participants were mostly females, aged 35 - 49 and did not have a disability that required assistance.



54.5% were longer-term Pakenham people who had either lived, worked or used the activity centre for more than ten years.

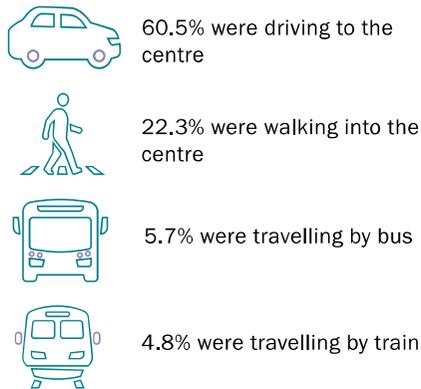
31.6% were people who had either lived, worked or used the activity centre for four to ten years.

46.2% were more likely to have been in the area for four to ten years.

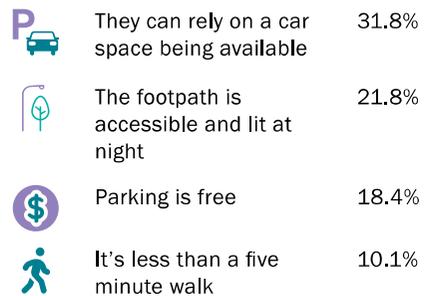


Travel and transport

Participants were asked how they get to Pakenham Activity Centre...

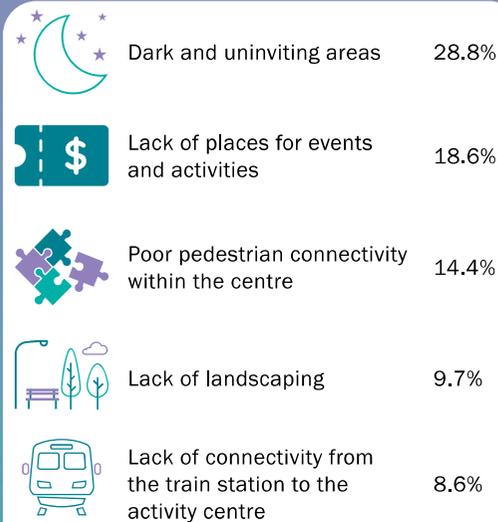


P 83.2% supported parking at the edge of the activity centre and walking the rest of the way with the following provisos:



Public Realm Strategy Issues

Top **5** issues



Public Realm Strategy Opportunities

Top **5** Opportunities



The benefits of these opportunities were thought to be a focus on small, local businesses to create a sense of charm and character and extended opening hours for night-time activation.

B | KEY DIRECTIONS



Main Street

The infrastructure and urban design changes most supported by engagement participants were:

-  Increasing the width of the footpaths 82.2%
-  Upgrading the pavement 79.8%
-  Attractive and purposeful street furniture 78.3%
-  Increased planting of street trees/feature planting 75.6%

Other suggestions made by participants were to activate the Street with arts and cultural activities and special event decorations, improve the dining options on offer and discourage businesses such as massage parlours, nail bars, take-away food shops. Improving pedestrian safety and relocation of parking to outside the Street were also mentioned.

Laneways and arcades

The infrastructure and urban design changes most supported by engagement participants were:

-  Improved lighting 95.1%
-  Providing some protection from rain/sun 86.8%
-  Outdoor dining 83.3%
-  Increased planting and vertical planting 80.7%

Other suggestions made by participants were to provide seating and tables outside, visual attractions such as greenery, signage and fairy lights; and to ensure these areas are well-lit and accessible.

Drake Place

The infrastructure and urban design changes most supported by engagement participants were:

-  Improved lighting for safety 92.8%
-  Increasing pedestrian crossings 80.4%
-  Increased planting of street trees/feature planting 80.3%

Other suggestions made by participants were to attract high quality retailers, arts and craft retailers and make traffic changes such as better access from Princes Highway and safer connections to public transport.



C | PAKENHAM, A PLACE FOR PEOPLE

Strengthening community connections

Here are the the top three suggestions to strengthen community use and social connection:

-  Upgrade the landscape and design to improve the attractiveness of the area 74 Comments
-  Increase the variety of businesses and extend opening hours to increase trade 32 Comments
-  More community festivals and events for greater appeal 29 Comments

Pakenham as a day and night time destination

Here are the the top three suggestions to make the activity centre a destination both day and night:

-  More entertainment and destination retail (cinema, bowling and live music) 119 Comments
-  Upgrade the buildings and landscaping to create an attractive centre 78 Comments
-  Better lighting and security for night time activation 74 Comments

Strengthening industry and the local economy

Here are the the top three suggestions to strengthen the local economy:

-  Make the centre attractive and safe, so people want to visit 67 Comments
-  Make Pakenham a one-stop destination for food, grocery and entertainment 57 Comments
-  Incentivise support for local businesses - events, focus on shopping local 24 Comments

Works happening in the next 12 months



- 1 Aug 2023**
 - Trees in Main Street causing damage to the road, drainage and footpath so some Main Street trees will be moved.
 - The Crepe Myrtle trees will be relocated to Bayview Road, Officer.
 - Trees better suited to Main Street will be planted in their place.
- 2 Sept 2023**
 - Council will engage a contractor to deliver Stage 1 works.
 - Detailed plan will be communicated to all impacted businesses and community.
- 3 Jan 2024**
 - Stage 1 (Part 1) Main Street Central works: This timeframe is linked to requirements to current funding received from the Victorian Government.
- 4 Sept 2024**
 - Stage 1 (Part 2) Main Street Gateway works: It is anticipated the second part of Main Street will be delivered in September 2024 to coordinate works with the Level Crossing Project.



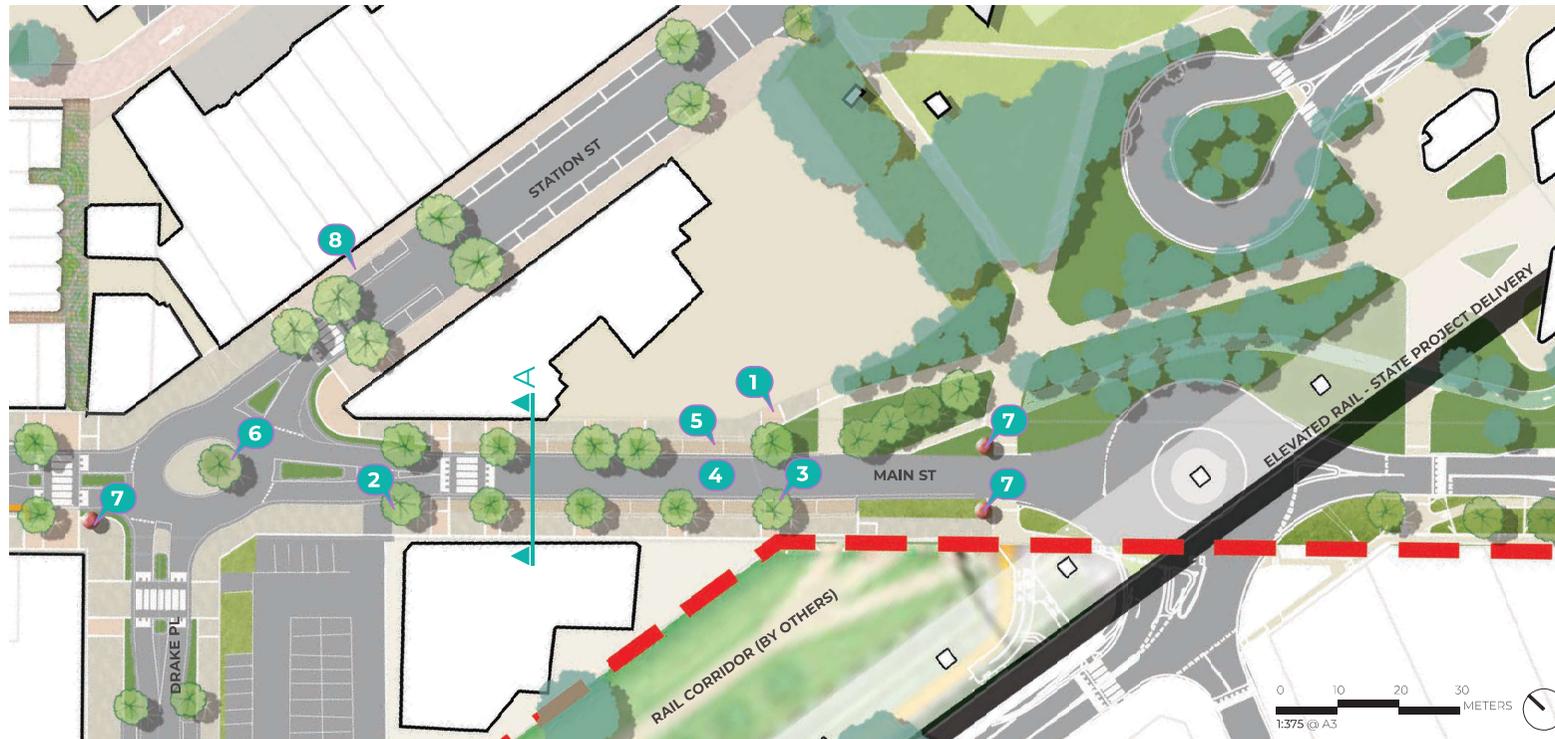
05 REVITALISING PAKENHAM

PUBLIC REALM STRATEGY



- KEY PUBLIC REALM PROJECTS**
- A | MAIN STREET GATEWAY**
 - B | MAIN STREET CENTRAL**
 - C | DRAKE PLACE UPGRADE**
 - D | ARCADES & LANEWAYS**

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 | |

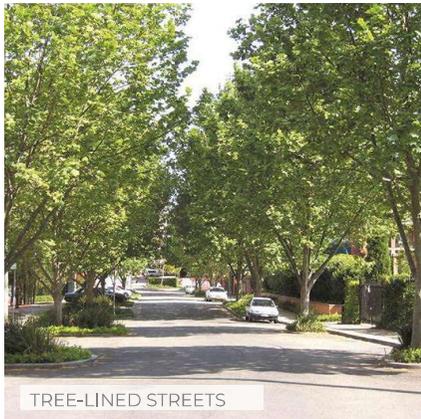


KEY PLAN

A | MAIN STREET GATEWAY

A

MAIN STREET GATEWAY TYPICAL SECTION



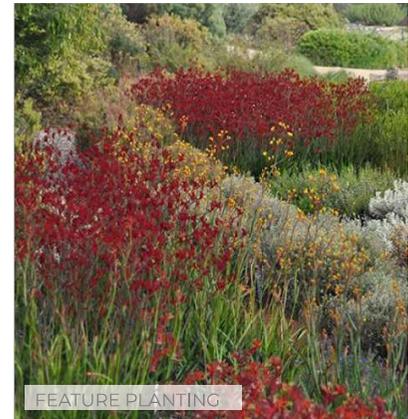
TREE-LINED STREETS



GATEWAY & SCULPTURES



WAYFINDING SIGNAGE



FEATURE PLANTING



PERMEABLE SURFACES



FOOTPATH MATERIALITY



PARKLETS



A | MAIN STREET GATEWAY - EXISTING



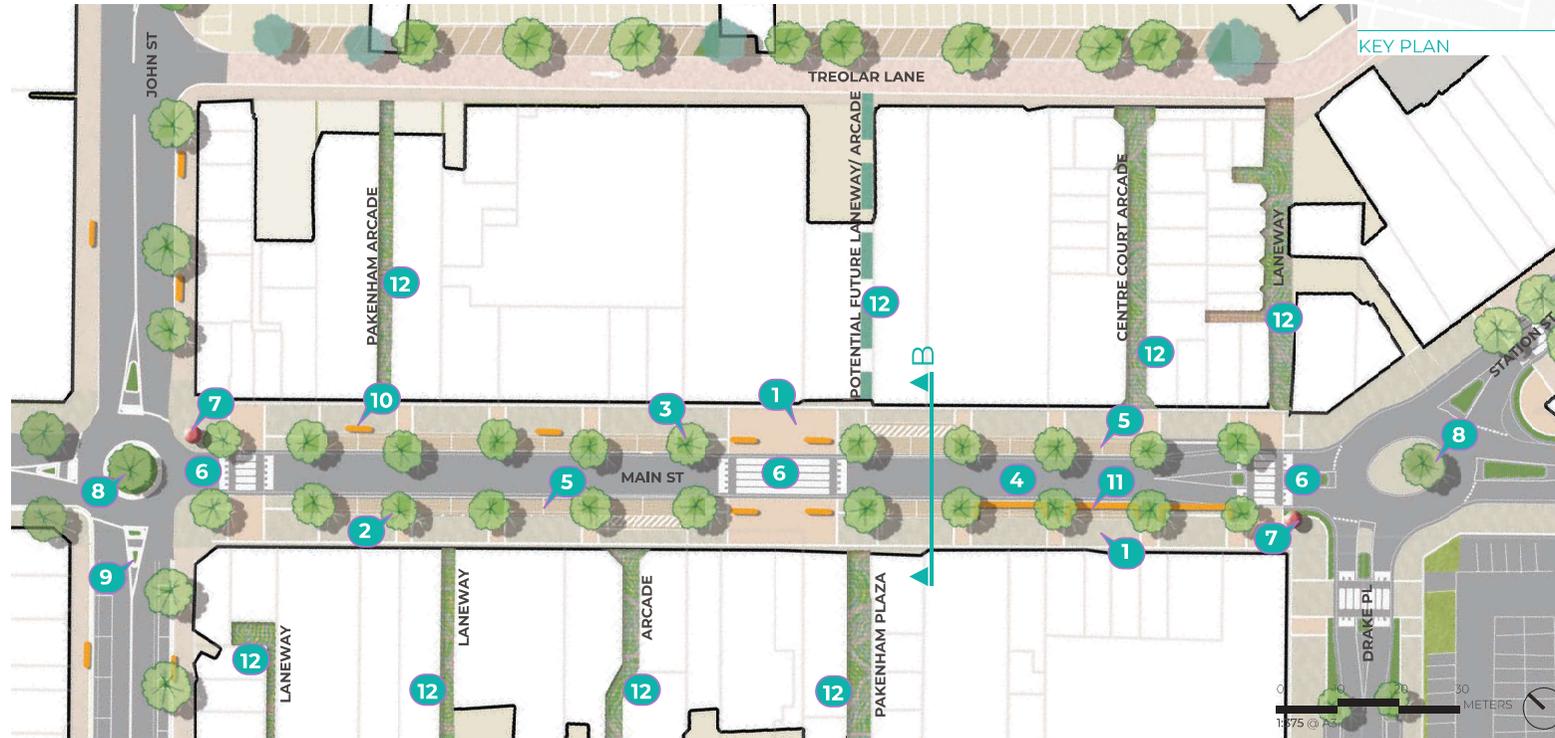
A | MAIN STREET GATEWAY - STAGE 1



A | MAIN STREET GATEWAY - STAGE 2



B | MAIN STREET CENTRAL

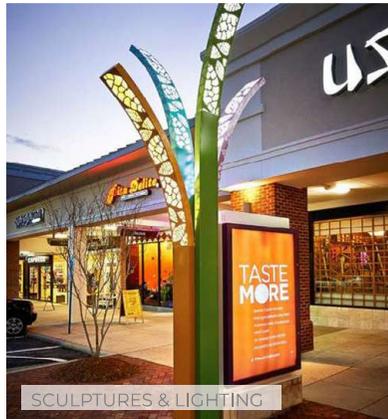
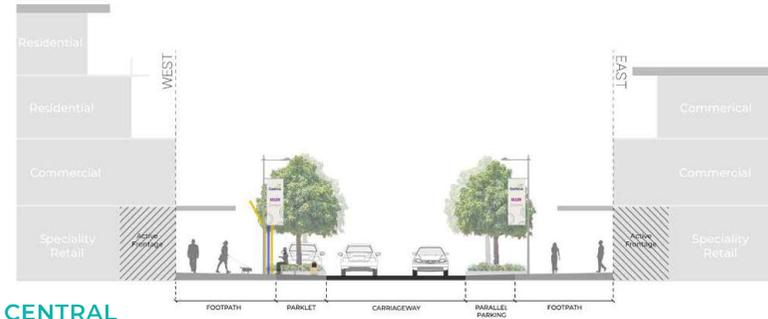


- | | | |
|--|--|--|
| 1 PRIMARY PAVING TREATMENT | 6 PEDESTRIAN CROSSING | 11 PARKLET
Outdoor dining, planter bed, seating and umbrellas. |
| 2 STREET TREES | 7 WAYFINDING SIGNAGE | 12 LANEWAYS & ARCADES
Upgrade paving, activate blank walls, lighting, alfresco dining, markets, etc. |
| 3 TREE OUTSTAND/ RAINGARDEN | 8 FEATURE TREE | |
| 4 NARROW CARRIAGEWAY | 9 FEATURE PLANTING | |
| 5 PARALLEL PARKING PERMEABLE PAVING | 10 STREET FURNITURE
Bench, bike hoops, dual bins, drinking fountains, etc. | |

B | MAIN STREET CENTRAL

B

MAIN STREET CENTRAL TYPICAL SECTION



B | MAIN STREET CENTRAL - EXISTING

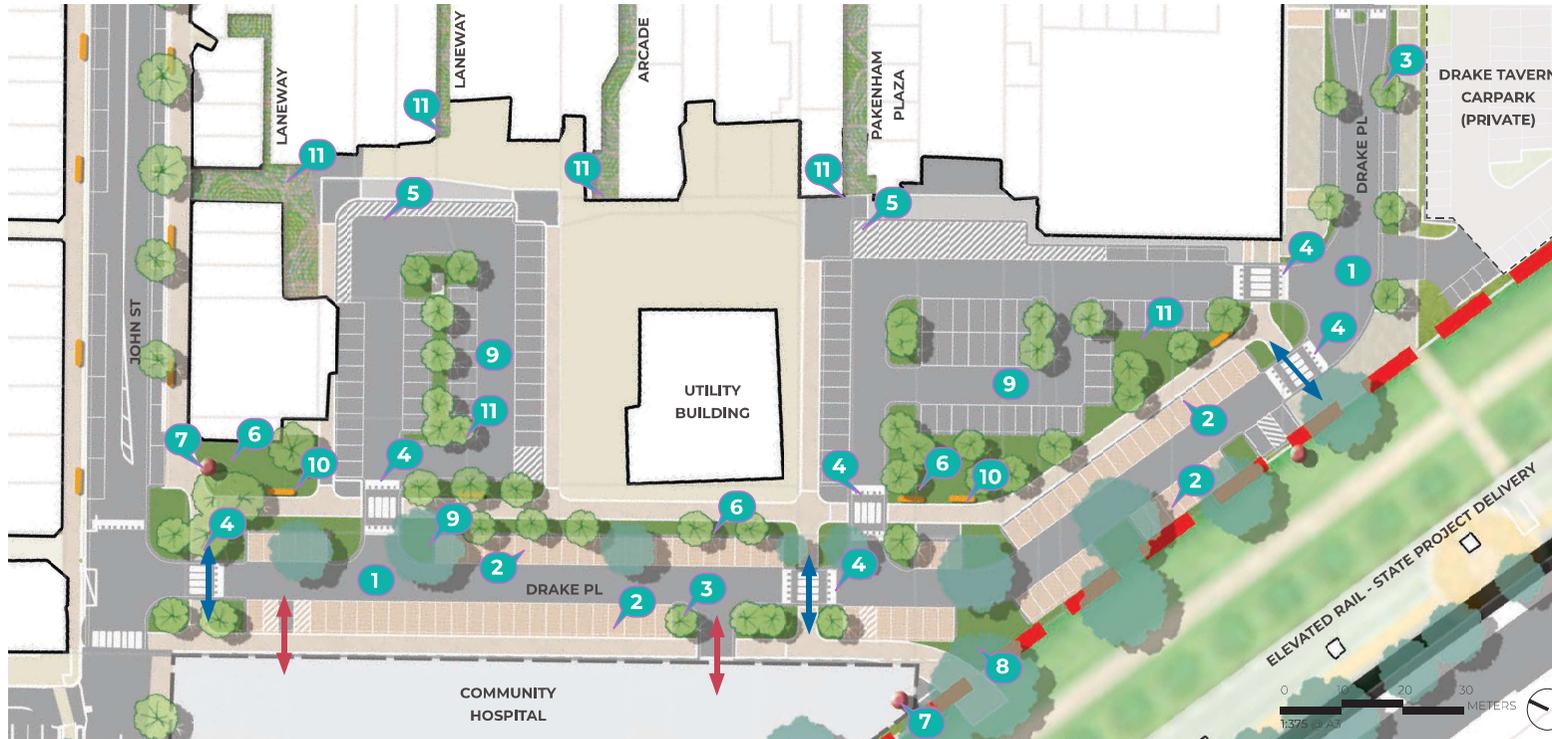


B | MAIN STREET CENTRAL - FUTURE



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

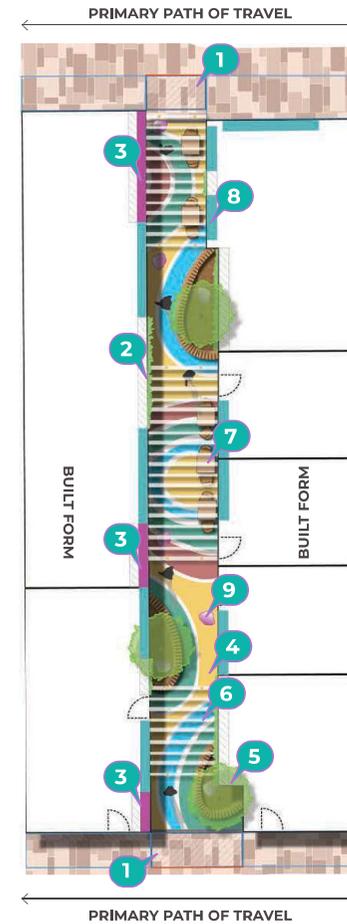
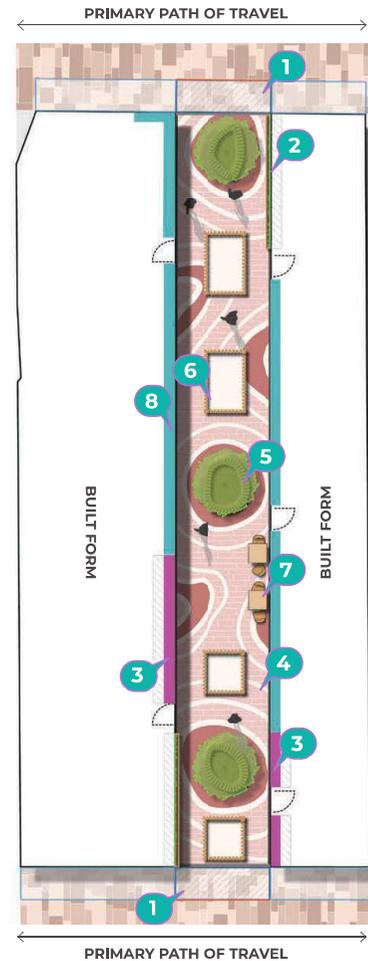
OPPORTUNITIES TO IMPROVE ACTIVATION AND SAFETY OF ARCADE INCLUDE:

- 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



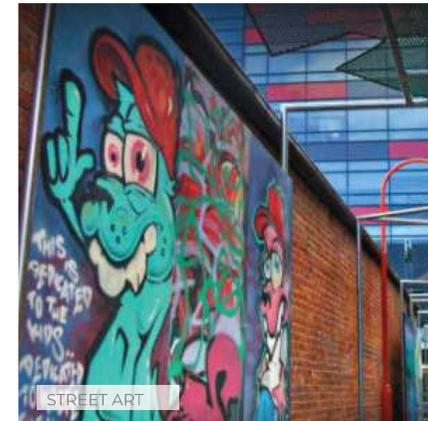
ART DISPLAY



MARKET



VERTICAL GREENING



STREET ART



ART/WEATHER PROTECTION



SURFACE TREATMENT



OUTDOOR DINING



INFORMAL SEATING/ MOVABLE FURNITURE

06 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.

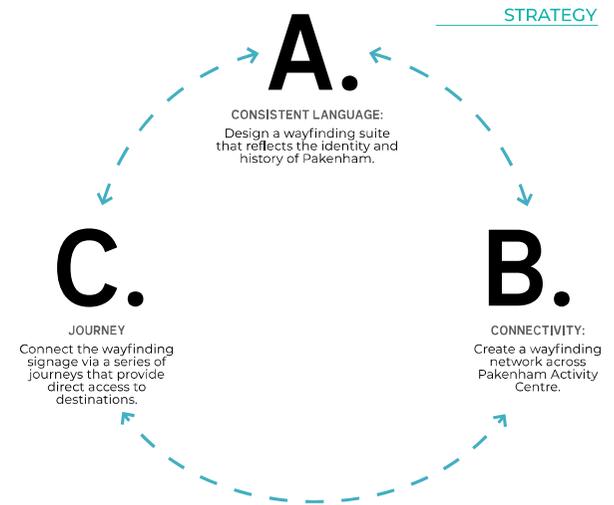
The wayfinding strategy identifies a linear graphic that encapsulates all the themes mentioned above in a way that celebrate each story.

The stripped patterns relates to:

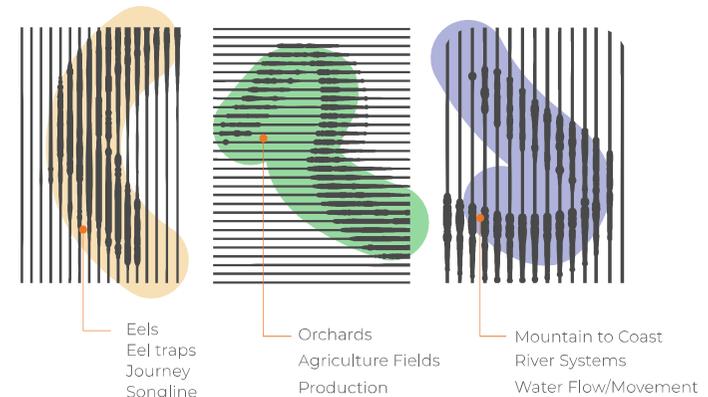
- First Nations story: eels movement, eel traps, mountain to coast journey, river systems, water as resource
- European Settlement story: agricultural fields and production patterns, orchards, water as supply
- Pakenham's story: train line and journey



Please note this wayfinding strategy is a draft and has been released for community feedback. The wayfinding strategy may change in consultation with State Government agencies including the Level Crossing Removal Project.

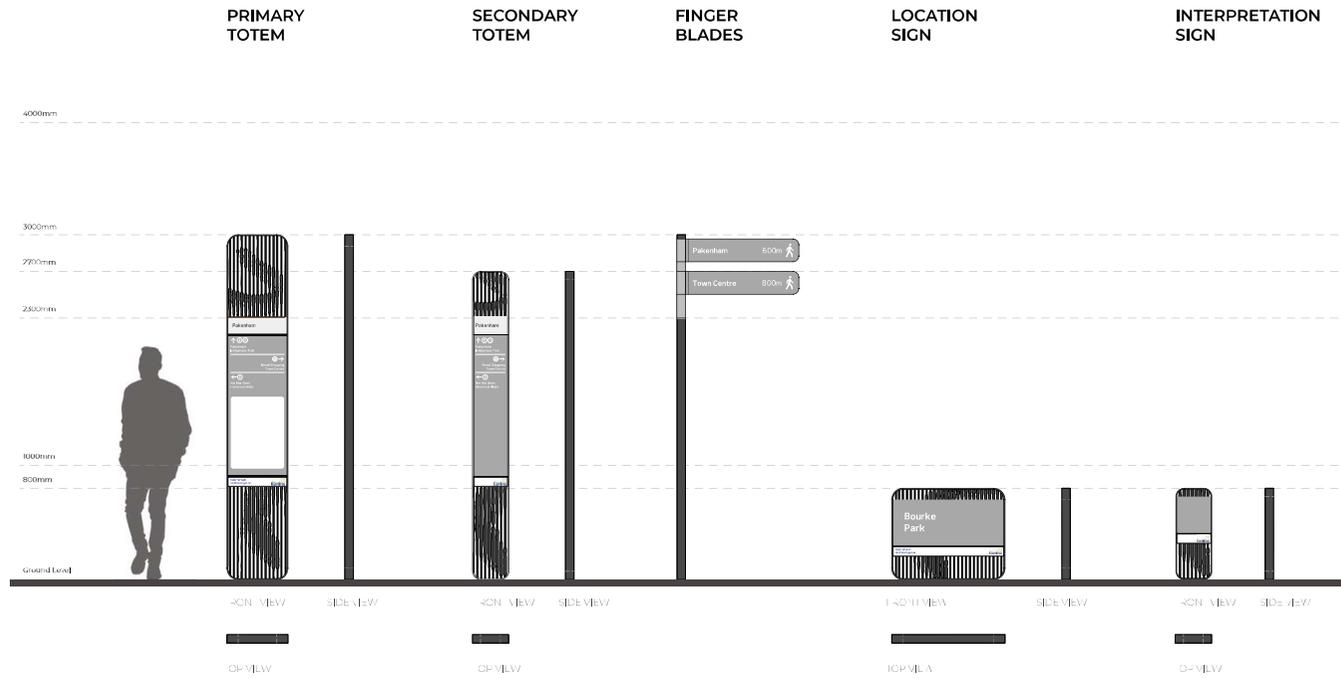


THEMES:





B | WAYFINDING SUITE



0 200 400 800 1200mm
 METERS
 SCALE 1:400 @ A3

Please note this wayfinding strategy is a draft and has been released for community feedback. The wayfinding strategy may change in consultation with State Government agencies including the Level Crossing Removal Project.

07 PRS IMPLEMENTATION

PRIORITY PUBLIC REALM PROJECTS

1. MAIN STREET (2024)

- 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)

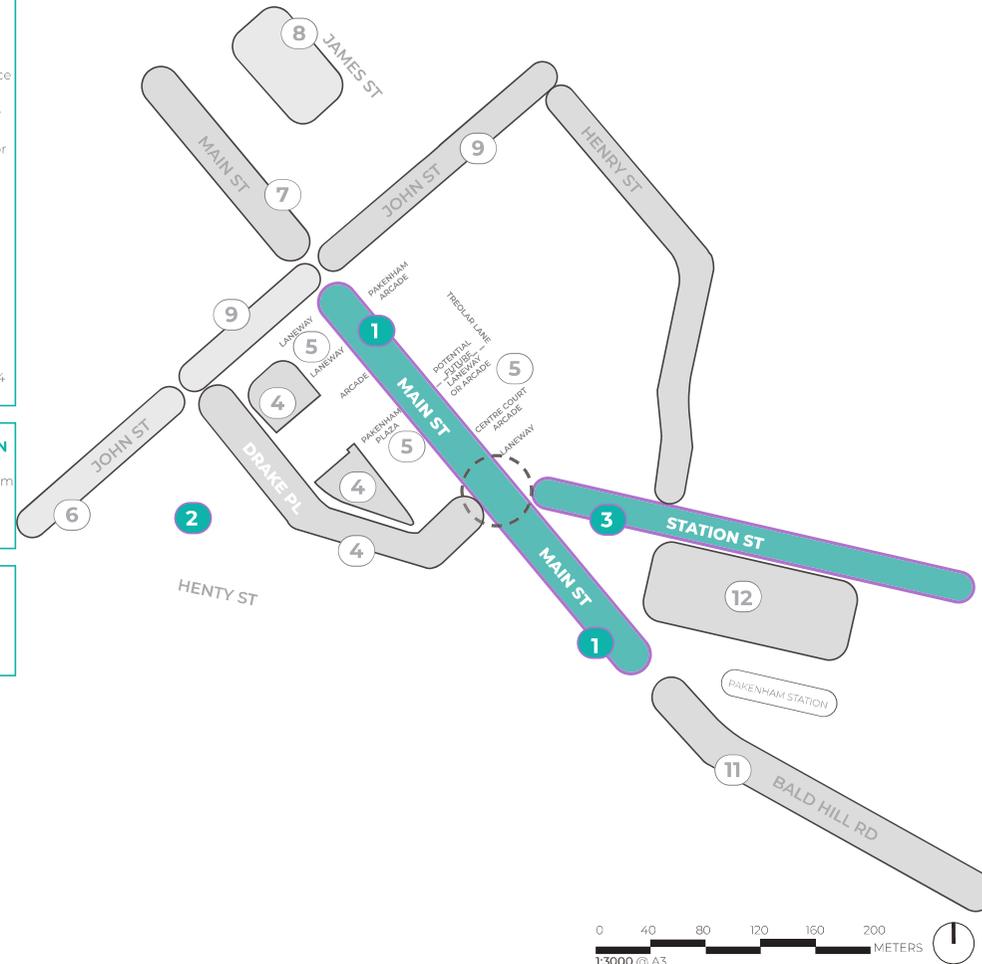
- A consistent wayfinding system across Pakenham Major Activity Centre that is cohesive, efficient and provides clear directions across the activity centre.

3. STATION STREET

- Parallel carpark line marking (2024)
- Upgrade footpaths
- Consider street tree planting
- Improve connections to Bourke Park



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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. JOHN STREET (short term - TBC)
- Road extension through to Henry Street

- ### 7. MAIN STREET NORTH (long term)
- Upgrade primary footpaths
 - Consider street tree planting
 - Street furniture

- ### 8. JAMES STREET (long term)
- Formalise car parking area
 - Stage 2 - multi-level Carpark (Long term)

- ### 9. JOHN STREET (long term)
- Upgrade primary footpaths
 - Consider tree planting
 - Gateway element
 - Street furniture

- ### 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

- ### 12. KEY DEVELOPMENT AND OPPORTUNITIES (long term)

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Cardinia

Pakenham Revitalisation Project

Cardinia Shire Council

Phone: +61 3 5943 4604

Web: www.cardinia.vic.gov.au