



# FINAL REPORT

## Peterborough Streetscape Plan

Peterborough Streetscape Plan MS852  
for Moyne Shire Council  
by Here Studio + Hansen Partnership

December 2022



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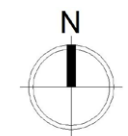
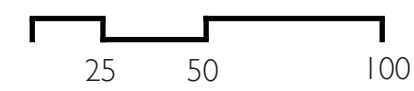


## Introduction

Moyne Shire Council commissioned The Peterborough Streetscape Plan at the beginning of 2022 to consider amenity and streetscaping treatments to the main block of Macs Street, and the length of Irvine St, from the Great Ocean Road to the headland. The consultant team, led by Here Studio - architects, included Participatory Design, Urban Design, Landscape Architecture, Civil Engineering and Cost Planning, worked closely with Council Officer Fiona Davey, and Peterborough residents.

The Plan process was subject to community and stakeholder input, and expert design. After three iterations the final outcome is a "masterplan" with key proposed design moves being:

1. a new pedestrian crossing on Irvine St;
2. works to rearrange and signify the pedestrian town centre on Macs St;
3. alterations to paths on Irvine St focussing on youth and revegetation; and
4. adjustments to the signage and seating at the headland.







The project comes about after a long period of COVID19 lockdowns, a time of planning to transfer land to the newly formed Great Ocean Road Authority, and economic insecurity. It relates to the Shipwreck Coast Masterlan (2015) and the Great Ocean Road Strategy (2004) which anticipate significant population and tourism growth, and impacts from climate change.

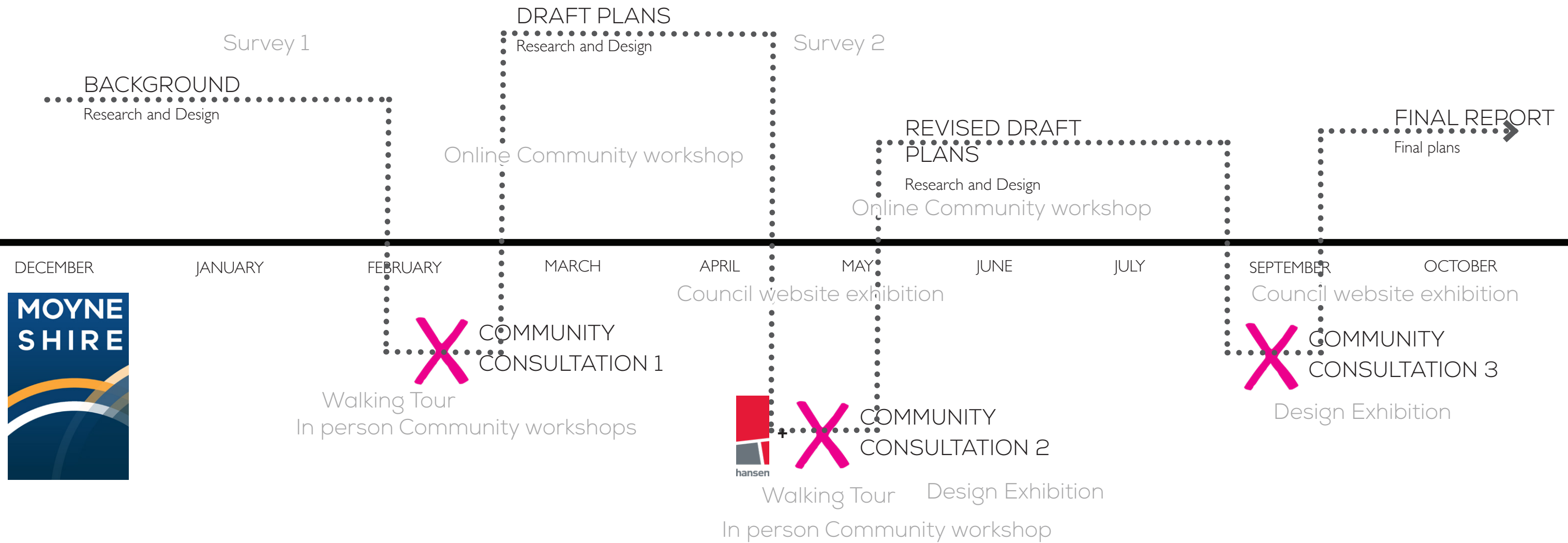
The purpose of the Streetscape Plan is therefore to support future town improvement, and future consultation with residents, stakeholder and authorities.

**The project team appreciates the participation of the community and stakeholders in the project, and acknowledges the efforts of Council to facilitate the best outcome possible with the residents group.**

## Macs Street - perspective

100s of emails & phone calls to community members, stakeholders, authorities

Traditional owners conversations



## Process

### What we did

The Peterborough Streetscape Plan was an initial project to gauge community sentiments, explore what is possible and represent **a vision that both the Community and Council can advocate for.**

Scheduled to run January 2022 - June 2022, after the initial feedback on the first draft of the masterplan, and post-COVID 19 situations (illnesses and leave), it was extended through to November 2022.

The consultation activities by Here Studio and Moyne Shire Council were conducted in three stages,

1. an initial site visit for goals, purpose and principles setting;
2. presentation and feedback on draft concepts; and
3. presentation and feedback on final concepts.

Community engagement methods included:

- 2x surveys
- Council website exhibiting work in progress, with space for feedback
- 3x onsite consultations
- 2x design exhibitions with different options and iterations
- 3x community workshops (2x online)
- 2x walking tours
- Traditional owner conversations
- 100s of emails and phone calls to community members, stakeholders and authorities



**③ IRVINE**

Food loop...  
 wait...  
 the iconic arrival...  
 lots of activity...  
 unsafe...  
 local walk...  
 do a loop...  
 + drop into shops...  
 local Friday night...  
 (windy)...  
 - picnic...  
 - pickup trucks...

future...  
 (issues? is it safe...)  
 More parking  
 shade for kids...  
 round about at the top?  
 artwork?  
 'drive around'  
 + restaurant...  
 - long term...  
 + parking at town bay  
 - more slow down...  
 [Petersburg Rd, green]  
 + more food pieces?  
 + trees, shrubs... (sustainability)

**General Principles/ ⑨**

tourists  
 + non verbal  
 communication  
 respect...  
 + tourists?

- streetscape for - aging / walking
- Street furniture / what breaks?? (winter wind!)

idea  
 - Map of special interests  
 - get people engaged  
 - distances to walk  
 - health...etc.

make people more around.

- keep grass carpet... (if not possible)
- Fix what's here... (keep + bare feet)
- imagination
- Festival... round Irvine + Macs...  
 don't develop. Keep what got what accommodate...

②-1

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① Macs St. @ 19/20

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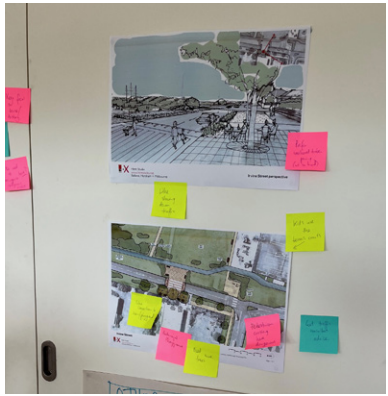
② Roads

priority (car & pedestrian)...  
 - compact road  
 - Macs candy ring  
 - floor...  
 - more trees...  
 - keep...  
 - ...

Timeline

1-2 years  
 3-5 years  
 7 pt Campbell.

shade for playground  
 drainage  
 - Macs St power lines  
 - like parks  
 - retain character of the town.  
 - retain character of the town.  
 7 pt Campbell.



**④ MACS**

2 notes...  
 - Cross of + drainage...  
 - E/S site is too steep...  
 - is now have...  
 - second house...  
 - [new stable]  
 - historic...  
 - already a UDF...  
 - keep size...  
 - double thing

future...  
 7 telegraph from line...  
 lighting...  
 - pedestrian lighting...  
 - quality...  
 - 'village'...  
 - keep size...  
 - double thing

**⑤ DENSITY**

TENSION  
 - car...  
 - power...  
 - people...  
 - people...  
 - town...  
 - idea...  
 - little...  
 - families...  
 - people...  
 - low...  
 - people...  
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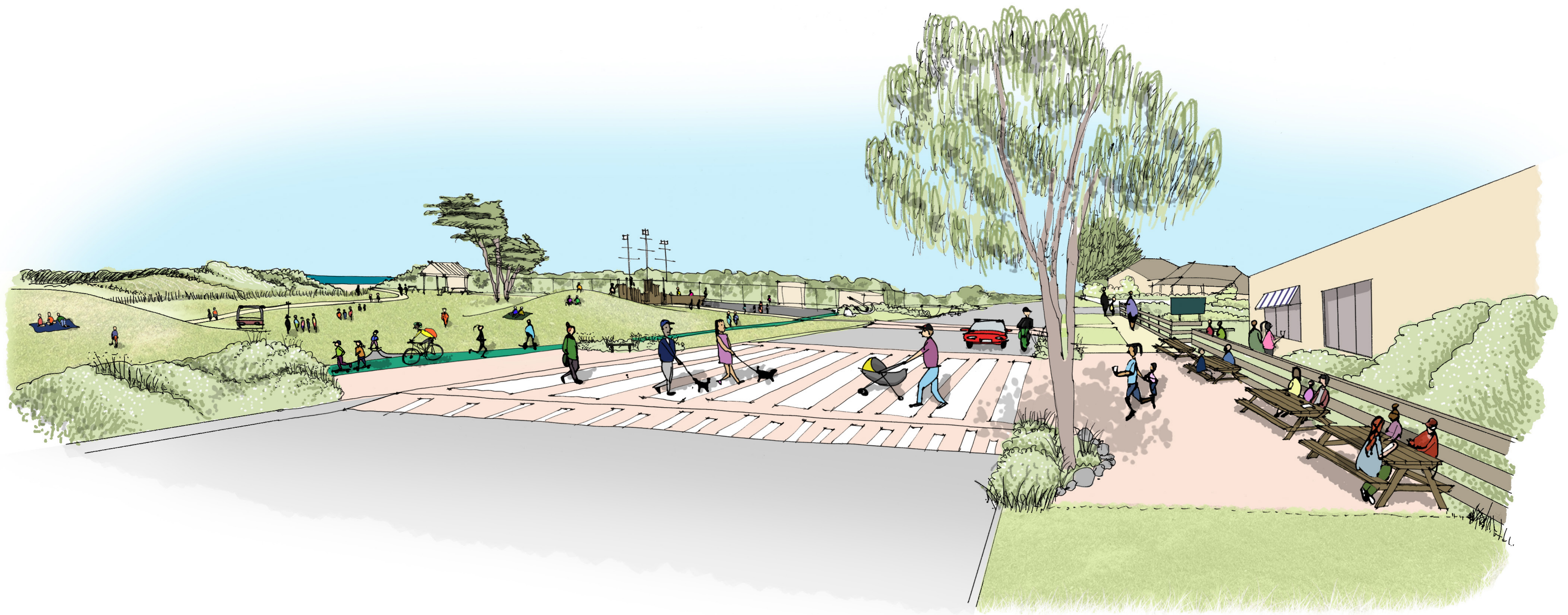
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**TOP PRIORITIES**

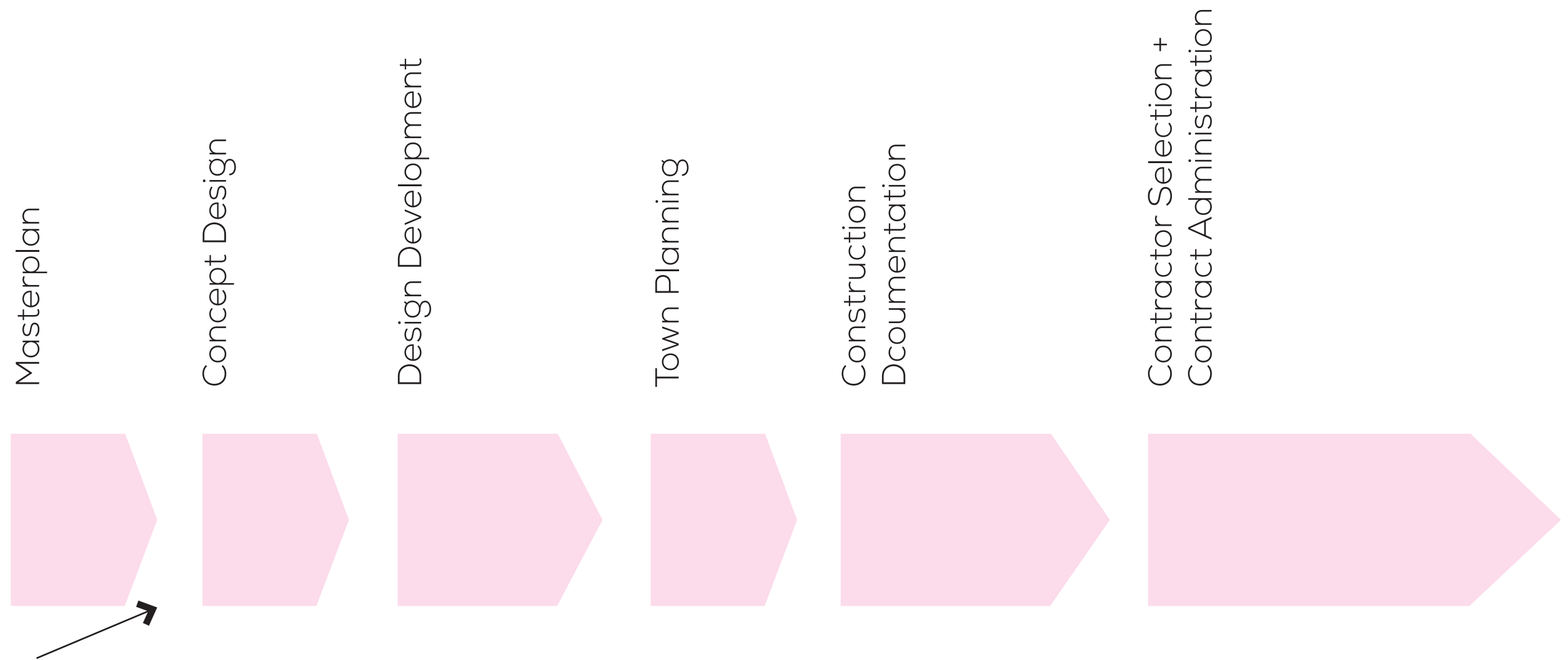
- ① underground powerlines.
- ② extension of play area for skatepark
- ③ Irvine crossing, pedestrianise  
 - leave monument as is  
 - place to turn around + a destination  
 - informal carparking
- ④ Fix drainage issues
- ⑤ Eastern Macs recognition project (near bridge)
- ⑥ More trees (coastal)
- ⑦ Irvine / Macs intersection / island  
 - pedestrianise crossing at Macs.  
 - centre + street space / seating





## Irvine Street - perspective





### Where we are now

This fits at the start of a procurement process - typically called a "Masterplan" level of resolution

A masterplan means that the overall direction and intention are now clarified, however, the feasibility and detail are not. Parts of the project may now be carried forward by the residents, Council or other agents through different models – delivering, partnering, facilitating, and advocating.

### What needs to happen next

With critical reflection of what was undertaken and achieved, the key next steps for anyone undertaking consultation activities going forward – next steps for Council and the Community should include:

#### **Formal and tangible** Traditional Owner Engagement

It is suggested that this process be focussed and resourced in conjunction with other Eastern Marr Traditional Owner Engagement work in the Shire, and centre on curating "cultural consistency and flow" along the Great Ocean Road. Tangible design elements include the Irvine Street Headland Walk which would accommodate improved information, history and signage, and possible artwork in Macs St. The context of Peterborough - Massacre Bay, shell middens, and the National context of aboriginal reconciliation demands meaningful actions in the next stages of the project.

#### **Detailed design** utilising business owners' and residents' specific requirements and specialist consultants

This may include logistical needs, such as deliveries, rubbish removal, and specific safety requirements, civil engineering and cost planning

#### **Close back and forth** with Authorities

Given the stage and context of the project (including the transfer to the Great Ocean Road authority), there was limited direct back and forth with authorities. This must be taken up once feasibility and timelines for particular elements of Streetscape Plan are established by the Community and Council.





## Goals and principles for future design development

The most important goals revealed from the initial consultations with community and stakeholders were:

- Better management of building form and use
- Indigenous Reconciliation
- Little to no change
- Appreciation of the Landscape
- Responding to Climate Change - adaptation and mitigation

Through engaging with design and the context, the special consultant team noted the following:

**Landscape Architecture** – A preliminary planting palette and the intention to include revegetation works in conjunction with a Coastal Watty) offset programme are provided. During consultation, numerous community members expressed a strong interest in sharing local expertise about what plants work in the area, and caution as to planting trees. It is preferable to plant young trees that have time to establish themselves in the local conditions – which means that it will take time to establish shelter and shade for pedestrians.

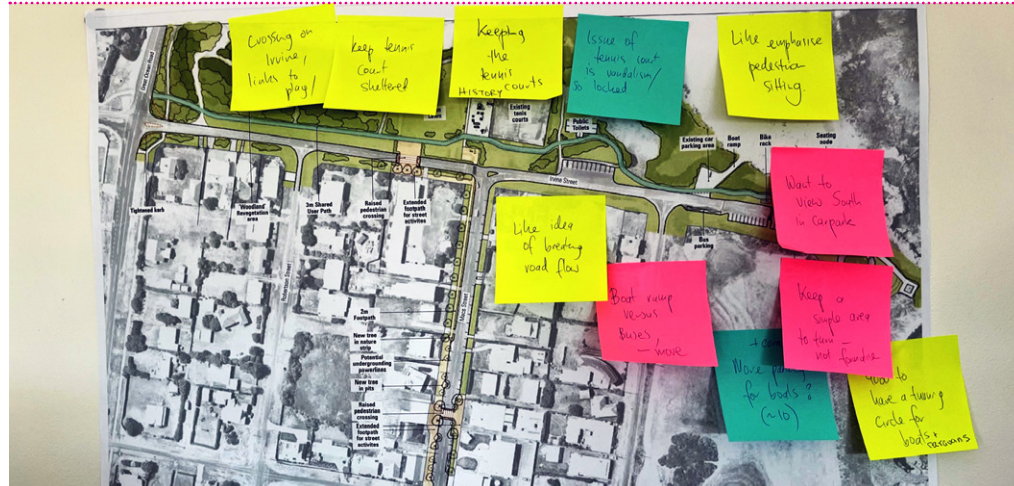
**Cost Planning** – A preliminary review was undertaken including incorporating advice as to cost savings and relative value of works. Very significant escalation in the building industry post COVID19 for both labour and materials needs to be taken into account going forward; it is suggested that savings made so far in the initial design process may now be neutral. Direct quotes and estimates with authorities (Powercor) will be required to establish the cost of under-grounding powerlines which is expected to be expensive.

**Urban Design** – The initial design iteration planned to respond to a longer-term future, including population growth and significant effects of climate change (and possible culture) over the next 20+ years. In particular, the emphasises needs to be on pedestrian amenities, stimulating the local economy, and preparedness for harsher weather. Comments on the building form and uses were not part of this study, however, were an interest to residents, and so are potential gaps that need to be addressed by the relevant planning authority going forward.



## Outcomes

Peterborough is a special place. It is unique its coastline and history, the presence of the landscape, and its small-town orientation to families – characterised by multiple generations living or holidaying in Peterborough on a regular basis.



The final Peterborough Streetscape Plan is a short to medium-term vision of key design interventions for the community and Council to advocate for, and partner to deliver (say over the next 5-10 years). It represents the current ideas that are supported for change and strikes a balance between future thinking and conserving what's there. It is a step in the right direction to address cultural, economic and environmental factors, but not the solution.

The key elements of the Streetscape Plan are:

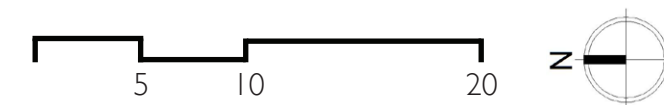
- **Irvine St - a new crossing** creating an informal pedestrian zone, and connection with the with the landscape and multi-use open space.
- **Macs St - town centre signification** creating visual and pedestrian movement connections between the shops and the community centre, under-grounding the powerlines and general beautification.
- **Irvine St - paths and nodes** creating opportunities for people to enjoy the existing landscape more, especially for youth to play and exercise, and areas of beautification through revegetation.
- **Irvine St headland adjustments** creating renovated signage, more places to sit and planting, that allow people to better understand, appreciate and enjoy the vistas and scenery, and discover more about the history and cultural significance of this special place.
- **Revegetation works** creating a plan to revegetate the foreshore, to benefit the local ecology of birds and insects, and general beautification.
- **General - drainage work** repair to improve local amenity.







# Irvine Street

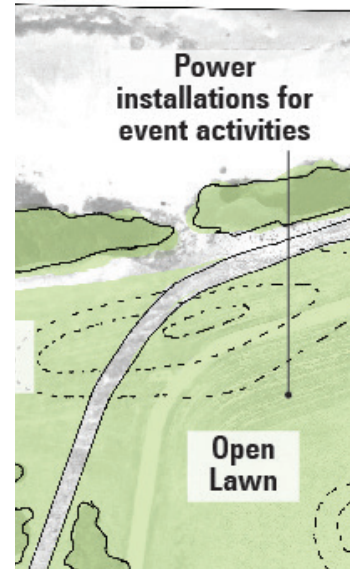




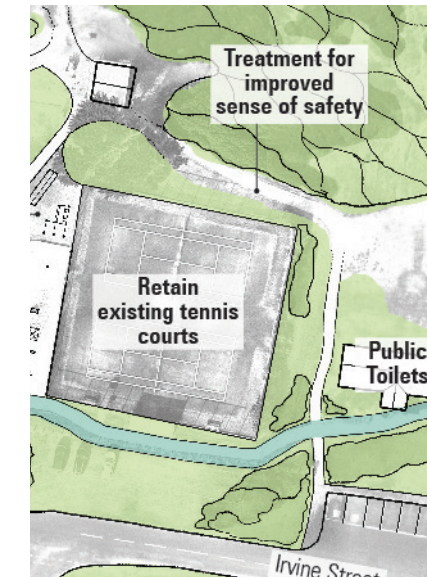


The estuary is revegetated, pressing out to define the entrance from the Great Ocean Rd.

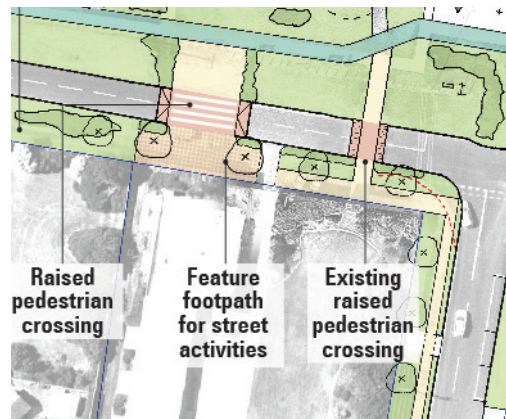
The existing footpath is enhanced for youth to play along it with skate-able/skoot or parkour elements.



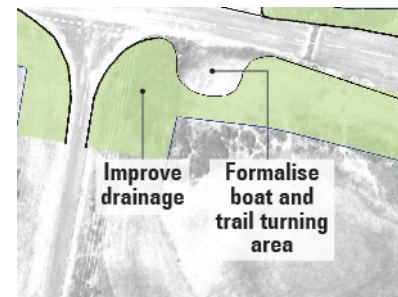
An outdoor powerpoint is installed in the existing formed grass area to facilitate community events.



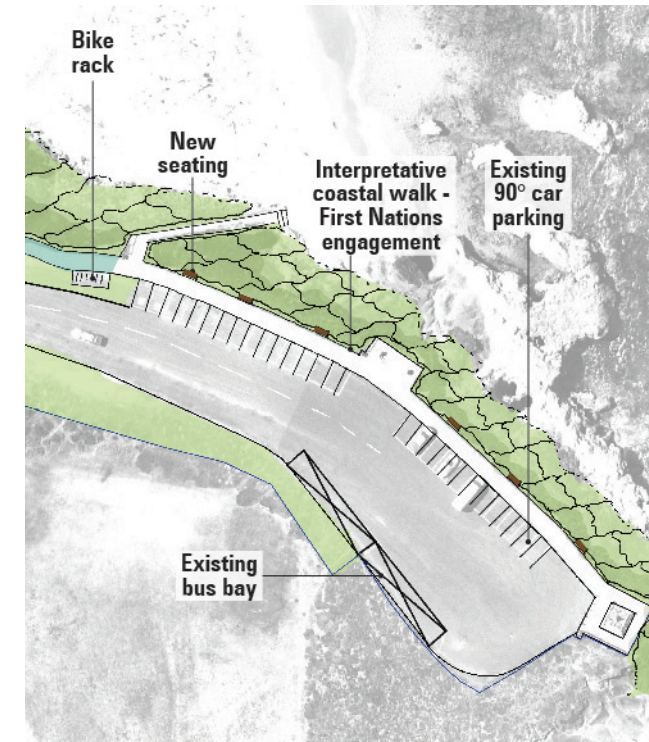
The tennis courts are retained, with some landscape improvements around for safety and security.



A second raised crossing slows down traffic between Peterborough House and the playground and improves pedestrian safety.



The area around the boat ramp is formalised to support various uses and users, particularly during peak periods



This project sees no change to existing car-parking and bus bays.

More seating is added to the headland to enjoy the view of this special place.

A headland walk with interpretive signage and history is an opportunity for First Nations engagement.

## Irvine Street - key elements



Selected from EVC Coastal Scrubs Grasslands and Woodlands, Heathlands and Salt-tolerant and/or Succulent Shrublands, sourced from the Indigenous Plants of Moyne Shire

### **Tree/ Large Shrub**

Acacia mearnsii (Late Black Wattle)  
Acacia melanoxylon (Blackwood)  
Acacia verticillata (Prickly Moses)  
Allocasuarina verticillate (Drooping Sheoak)  
Banksia marginata (Silver Banksia) -Small tree/  
shrub  
Eucalyptus leucoxyton megalocarpa 'Rosea'  
(Red Flowering Dwarf Yellow Gum)  
Eucalyptus viminalis (Coastal Manna Gum)  
Eucalyptus camaldulensis subsp. Camaldulensis  
(River Red Gum)  
Hakea nodosa (Yellow Hakea)  
Leptospermum continentale (Prickly Tea-tree)  
Melaleuca squarrosa (Melaleuca squarrosa)  
Leptospermum lanigerum (Woolly Tea-tree)  
Viminaria juncea (Golden Spray)

### **Small Shrub**

Astroloma humifusum (Cranberry Heath)  
Correa alba (White Correa)  
Leucophyta brownii (Cushion Bush)  
Astroloma conostephioides (Flame Heath)  
Pimelea humilis (Common Rice-flower)

### **Sedges**

Ficinia nodosa (Nobby Club-sedge)  
Lomandra filiformis (Wattle Mat-rush)

### **Grasses and Groundcovers**

Distichlis distichophylla (Australian Salt-grass)  
Poa poiformis (Blue Tussock-grass)  
Spinifex sericeus (Hairy Spinifex)  
Tetragonia implexicoma (Bower Spinach)

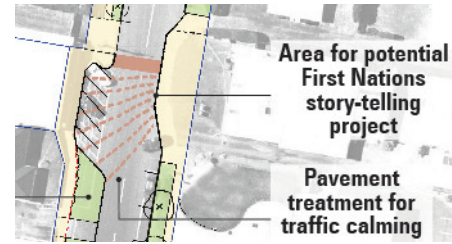
## **Proposed planting palette**





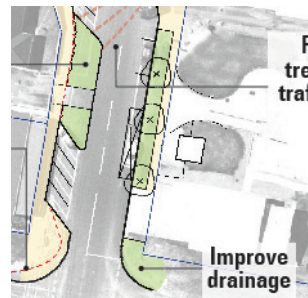
The existing pedestrian feel and low-scale character is retained, including existing grass to street edges.

Retention of the existing footpath is preferred from cost and underground utility perspectives.



Surface treatments and improved paving help to signify the town centre as a pedestrian place.

There is an opportunity for a First Nations storytelling project in the centre of town.



Relocating the existing shelter will allow a visual connection between the shops and the community hall, and provides a more usable community space.



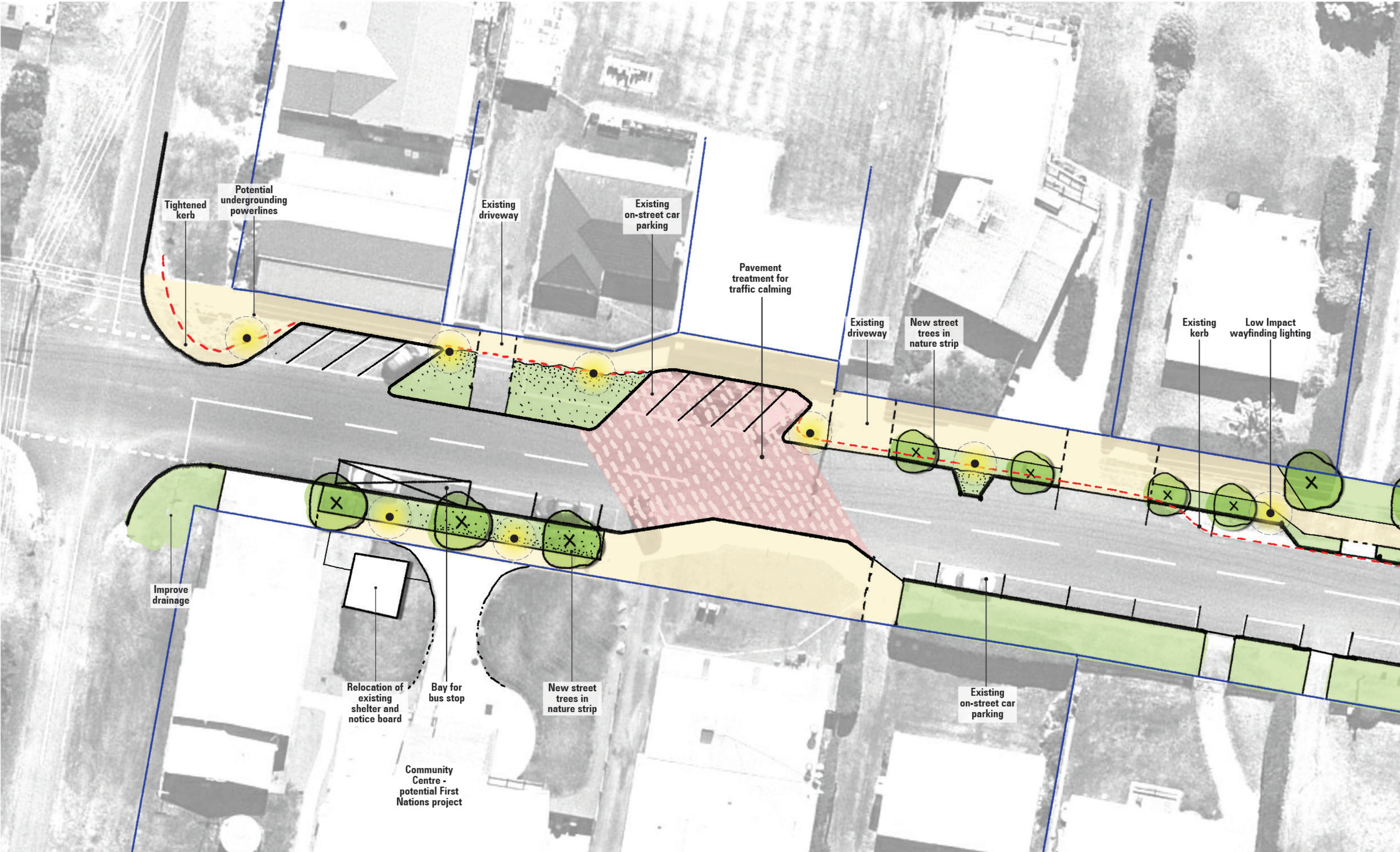
Formalised carparking provides a net increase in car spaces, with more trees and vegetation to provide for greater amenity.



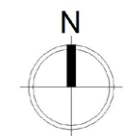
Under grounding of powerlines would allow for improved landscaping, paths and pedestrian lighting.

## Macs Street - key elements



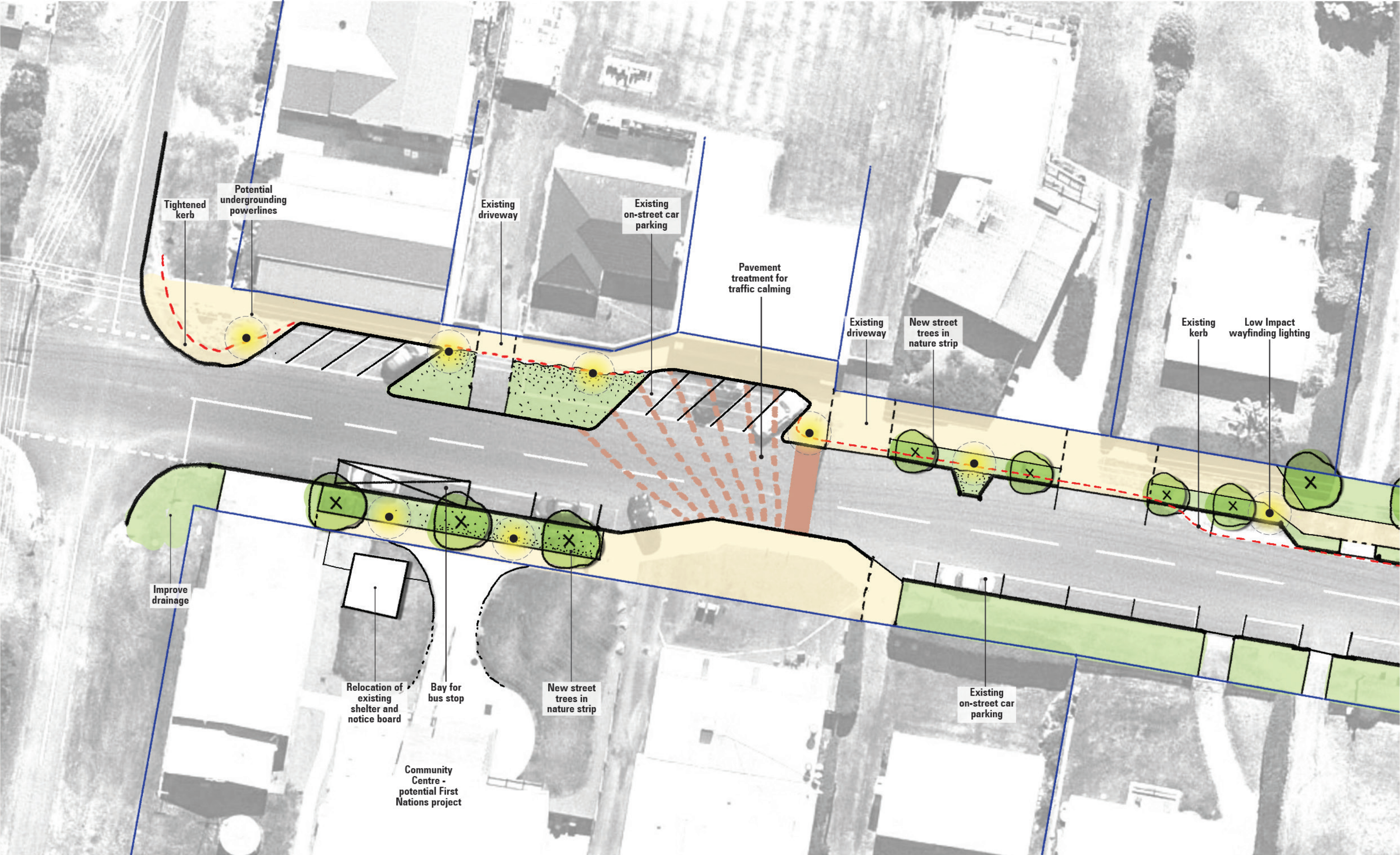


# Macs Street - Option A



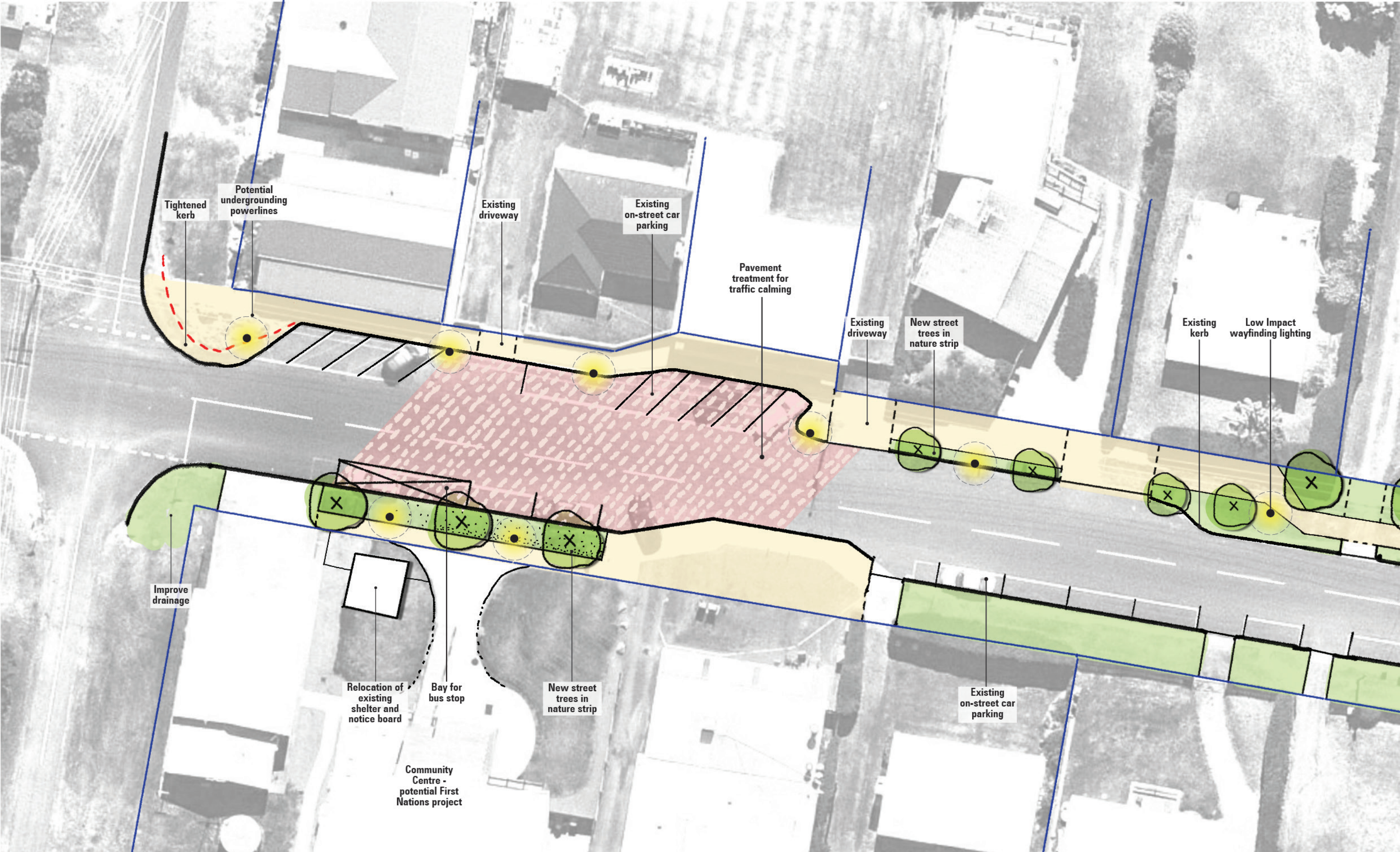
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## Macs Street - Option B



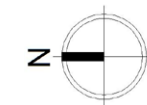


## Macs Street - Option C





# Overall plan







## Next steps

An action plan is suggested over an implementation plan. This approach responds to a number of factors including imminent changes to governance (ie GORA) and the economy (ie inflation).

Action	Expected processes
Transfer to GORA	<p>Liaise with authorities to undertake the next steps of the project, including with authorities.</p> <p>Works on Irvine Street may be out of the control of Moyne Shire Council.</p>
Determine feasibility of undergrounding power lines	<ol style="list-style-type: none"> <li>1. Community (led by the Residents Group) seeks costs from Powercor to design and estimate</li> <li>2. Community applies for a grant of up to 50% of planning and design costs</li> <li>3. Powercor designs and costs</li> <li>4. Community and Council determine feasibility</li> </ol>
Council in partnership with community advocate to authorities	Use the Streetscape Plan to engage with other parties to take on the vision and develop it in more detail
Include particular areas of design interventions in future bids	Council may consider elements of the design for future bids for funding, under annual budgets and longer term financial plans.
Community fundraising	Community to work together on fundraising and grants to support implementation of the Plan.

## Appendix

- See Issues and opportunities report