22.07 STREETSCAPES POLICY

09/08/2012 C65

This policy gives direction to the appropriate treatment of streetscapes throughout Frankston City. It applies to land in road reserves, those parts of properties adjoining road reserves that are set aside for landscaping, and buildings and works along major roads that form the gateways to the City as identified in Map 1 to this policy.

22.07-1 Policy basis

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A consistent approach to streetscape development is desirable and will result in improved urban form and visual amenity.

A strategy of the MSS is to ensure the provision of high quality streetscapes and consistent streetscape themes (within streetscape zones) throughout Frankston City.

22.07-2 Objectives

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- To enhance or create streetscape character.
- To encourage a consistent approach to streetscape works on public and private land.
- To help create a sense of place by developing strong streetscape themes at gateways to the City and along entry boulevards.
- To achieve a high standard of built form and landscaping at gateway locations and along entry boulevards.

22.07-3 Policy

09/08/2012 C65

It is policy that:

- The following principles be used to guide landscape design:
 - Street tree planting be increased throughout Frankston City.
 - Street trees be used more effectively as a measure to reduce the scale of the road and traffic speed.
 - Street trees be utilised to provide a sense of consistency, homogeneity and scale to the street.
 - Street furniture be designed and located to enhance the visual quality of the street.
 - Paving materials be cost effective and easily maintained.
 - · Remnant indigenous vegetation be conserved.
 - Streetscape treatments be consistent with the role of the road in the road network.
 - Streetscape treatments be simple and uncluttered.
 - Streetscape design and traffic management treatments be integrated.
 - The safety of road users be one of the primary considerations in the design of streetscapes and in the development of any traffic management treatments.
 - Water conservation be a high priority in streetscape design.
- In designing and undertaking streetscape works, the following design intent be applied to each of the streetscape zones identified on Map 1 to this policy:
 - The City Zone be upgraded and revitalised to become the focus and centre-piece of Frankston; a new City Plaza be created, the Kananook Creek Area be improved and the Nepean Highway be redeveloped with major street trees to provide a much needed link between the City and the Bay; and street trees be planted throughout the Zone, footpaths be widened where possible and new street furniture, materials and colours be introduced to create a "Bayside" flavour.
 - The Bayside Zone exhibit a more pronounced "Bayside" character with improved street furniture and more planting of indigenous trees typical of this foreshore environment.

FRANKSTON PLANNING SCHEME

- The Hinterland Zone be enhanced to provide a more heavily treed suburban environment, minimising the existing dominance of overhead powerlines and front fences.
- The Rural Zone retain as much as possible of its existing open character and new tree planting be provided in each new subdivision.
- Major Roads, which radiate out from the City Centre, be themed to provide a more consistent City approach.
- Inner and Outer Gateways be developed along these routes to herald both the outer entrances to the wider City and the inner entrances to the City Centre.
- Landscaping works within that part of a property adjoining a road be consistent with and contain elements of any streetscape theme that has been developed for the area.
- A high standard of architectural design, external finishes, identification/advertising signs and landscaping be achieved at gateway sites and along entry boulevards identified on Map 1 to this policy.

22.07-4 Policy references

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Municipal Streetscape Strategy, 1997

Map 1 To The Streetscapes Policy

