

# LAVERTON

This project is delivered by



# BETTER PLACES

Laverton

PLACE GUIDE | SEPT 2020

What are your  
hopes + vision  
for the future of  
Laverton?



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When the local community was asked to share their hopes and visions for the future of Laverton, they did not talk about futuristic vehicles, smart technologies or shiny new buildings. Their answers were far more human and meaningful.

They spoke about making Laverton cleaner and greener, improving the parks and streets to make them more attractive, and making it a place that is easier and safer to walk or get around on a bike. They spoke about making their village centres more vibrant and their community more connected.

They want Laverton to continue to be a place that is diverse, creative and affordable, and to protect its character and the things that make it unique.

In short, they want to keep working towards making Laverton an even better place to live - and a place that they are proud to call home.

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(Image Credit: FFLA)

# PART

# 1

## OVERVIEW

# 1.1 BETTER PLACES

## A NEW APPROACH TO CHANGE





What are the things that make a place a great place to live?.....

And how would you go about making the place you call home an even better place live into the future?.....

Creating great places to live is a complex process. Its about more than just buildings and the way things look. Its about the people, the spaces in between buildings, and all the little things that add up to give life and a sense of community to a place.

Creating great places is also a collaborative process. It requires a vision that captures the imagination and shared identity of the people who live there and gives them a sense of ownership and opportunities to be actively involved.

To create a great place you have to think about the place as a whole, understanding and enhancing the things that make it special and knowing the elements needed to make the place better into the future.

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Better Places is ultimately about providing a more holistic and integrated approach to thinking about and designing for change.....

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The Better Places program has recently been developed by Hobsons Bay City Council to provide a more holistic and integrated approach to thinking about and designing for change into the future. Better Places is focused on taking a more placed based approach - thinking in terms of overall 'places' rather than individual 'pieces' - and providing a new model for the way that Council designs and delivers projects. Better Places also aims to more actively involve the community in the process of shaping the place they live in, helping to create a vision that not only reflects their values, ideas and priorities, but also provides practical ideas and clear steps towards turning the vision into real improvements into the future.

# 1.2 THE PLACE GUIDE

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## A SHARED VISION FOR THE FUTURE OF LAVERTON

Better Places Laverton is the first project being undertaken as part of the Better Places program. The Laverton Place Guide provides a summary of the visioning process undertaken, the community input and key findings and sets out the projects and improvements that will be undertaken into the future.

The Place Guide is broken into 6 parts that are intended to clearly describe the steps and process undertaken to evolve from the initial consultation and visioning through to the end outcomes.

The Place Guide will be the guiding framework around which future projects will evolve and be delivered.





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a vision that captures the imagination  
and shared identity of the  
community...

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involved in shaping the future of the  
place they live in

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PART

2

THE LAVERTON STORY

# 2.1 TODAY AND TOMORROW: THE CHANGING FACE OF LAVERTON

## 2.1.1 TODAY

The Laverton we see today largely developed post World War I as part of the ongoing urban growth of Melbourne's west and particularly after the RAAF base was established in 1921.

Following World War II there was an explosion of residential development in the area, including a Housing Commission Estate and service married quarters.

Today Laverton is predominantly a residential suburb, with many of the homes being typical post war suburban style on large lots. A key feature of the suburb is its strong boundary edges formed by major roads and defence infrastructure.

The RAAF base that was established in 1921



(Image Credit: WilliamsLanding)

## 2.1.2 LOCAL CONTEXT

Laverton is a community of approximately 5,000 residents within Hobsons Bay City Council and is situated approximately 18km southwest of the Melbourne CBD.

Laverton is bounded by the Princes Freeway to the south and east, Old Geelong Road to the north and the Royal Australian Air Force base to the west. The VicRail metro line passes through the south of Laverton and the suburb contains two rail stations (Aircraft and Laverton).

Laverton is surrounded by the predominantly residential suburbs of Williams Landing to the west and Altona Meadows and Seabrook to the south, and the industrial and commercial areas of Laverton North to the north.



### 2.1.3 DEMOGRAPHICS AND POPULATION

Laverton is known for being a culturally diverse suburb. According to the 2016 Census data for Laverton, 43.9% of people only spoke English at home, with other languages including Punjabi 7.1%, Karen 6.4%, Hindi 4.4%, Mandarin 2.5% and Arabic 2.2%”

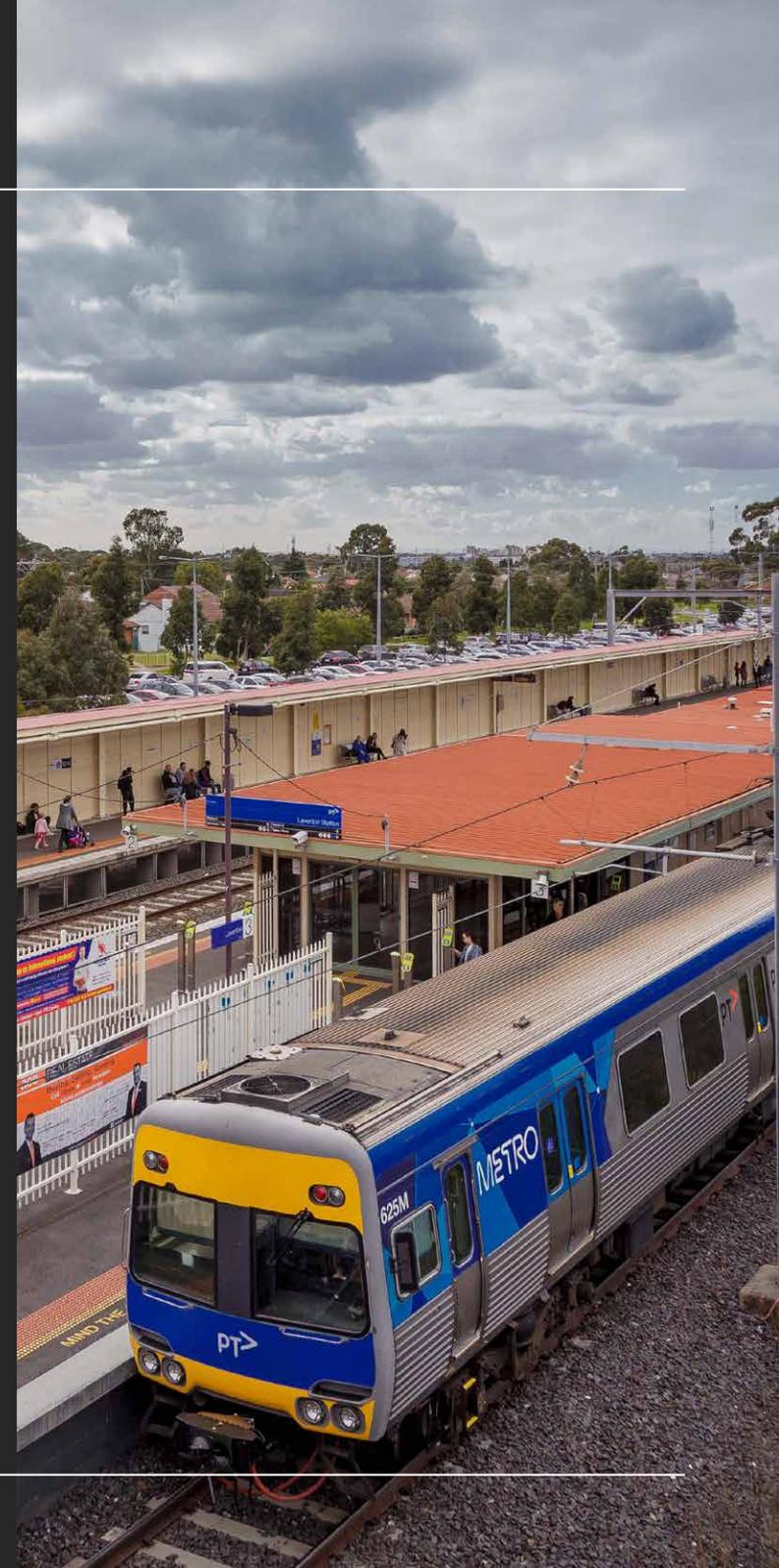
The population of Laverton is increasing due to suburban regeneration and increasing rates of infill development. The area is becoming increasingly attractive to young working families due to larger land sizes and relatively low property prices in comparison to other areas of Melbourne and access to many forms of public transport and freeways.

Population forecast for Laverton indicate an increase of 2,602 people by 2041, an increase of nearly 45.49% to 8,323 people (February 2020 Forecast.id).

### 2.1.4 SOCIO ECONOMIC

Laverton is one of the most disadvantaged neighbourhoods in Australia. Some of the key socio economic factors that will need to be considered as part of any future planning include:

- Laverton has the highest unemployment rate within the local municipality at 10.9 per cent
- Low income levels and low levels of educational attainment
- High levels of jobs in relatively unskilled occupations
- The stock of rented households is very high (43.1 per cent)
- 5.3 per cent of households do not have a car.





### 2.1.5 OPEN SPACE

Whilst the overall amount of open space in Laverton is marginally below average for the local area, Laverton still has a good distribution of open spaces, with only 4.4% of residents not having access to open space within a 400m walking distance.

However, projected increases in the future population will place pressure on available open space and recreational facilities, and this will need to be addressed as part of any future open space planning.

There is also a lack of established trees in the Laverton area and this contributes to a higher level of vulnerability to heat stress. This is reflected in Council's recent land surface temperature reviews, which indicated that some parts of Laverton are between 2 and 7 degrees hotter than the air temperature. Tree planting and other cooling initiatives along key walking routes and within open space should be explored as a priority.

### 2.1.6 HOUSING

Laverton developed in the typical post war suburban style, with dwellings on large lots. There is a mixture of housing stock mainly from the 1950s to the 1980s, predominantly single storey and detached.

The larger lot sizes and ageing housing stock, as well as the train stations and bus interchange are attracting an increase in infill development with older homes being replaced by medium density dwellings. The forecast housing demand for Laverton is expected to increase by 49% by 2036. This means that Laverton will need to accommodate an additional 956 houses (47.8 per annum).

## 2.1.7 PLANNING CONTEXT

Laverton was largely developed in the 1950s and 1960s, and much of the housing stock is ageing and facing pressures for redevelopment. Overall, future residential development is most likely to be on smaller strategic sites or as infill development as older dwellings are replaced by newer and higher density forms of housing.

Planning permit applications in Laverton between 2018 and 2020 indicates that the suburb is experiencing reasonably fast growth, and this growth is consistent with the forecasted increase in infill developments.

In August 2019 Council adopted the New Residential Zones which set the strategic framework for future growth and will direct where new development is to occur based on a range of factors such as proximity to public transport, shopping areas and community facilities.

The three new zones to be applied across the municipality provides an indication of the level of housing change envisaged per area. It speaks to the identified need to increase densities around the activity centres to allow for a diversity of housing types for a broad range of households and age groups, and also to contribute to the viability of these centres.

Although not located within Laverton or the municipal boundary, the RAAF base is a large parcel of land and its potential redevelopment will have a significant impact on Laverton. This is acknowledged by the Activity Centres Strategy 2019 in identifying the Aviation Road commercial area as a future Large Neighbourhood Activity Centre that would service the increased population of Laverton and the redevelopment of the RAAF base.





# PART 3

**CONNECTING WITH THE COMMUNITY**

(Image Credit: Hustle + Bank)

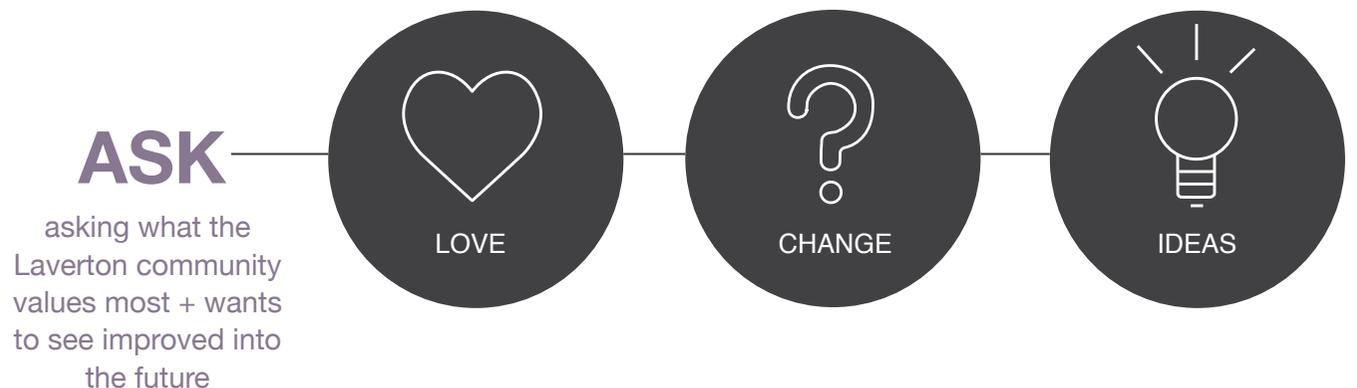
How would  
you make  
Laverton  
a better place?

# 3.1 STARTING THE CONVERSATION

...asking the community to share their views and around what they love most about the area, what they would like to see changed, and any big ideas they might have to improve Laverton into the future.

The Better Places Laverton project launched with a public engagement process that ran throughout March and April of 2020. The focus of the initial engagement was to start the conversation - to 'ASK' the local community to share their ideas, concerns and aspirations for the future of Laverton based around 3 simple questions:

- What do you **LOVE** most about Laverton?
- What would you like to see **CHANGE**?
- What are your big **IDEAS** for its future?



Shortly after the launch of the project the COVID 19 crisis reached Australia, and the associated restrictions meant that some of the planned public consultation events needed to be postponed. However, the program was adjusted and input was gathered through various channels, each targeting a slightly different sample of people and aiming to capture the widest possible number and range of responses.

Engagement was undertaken through 4 key channels:

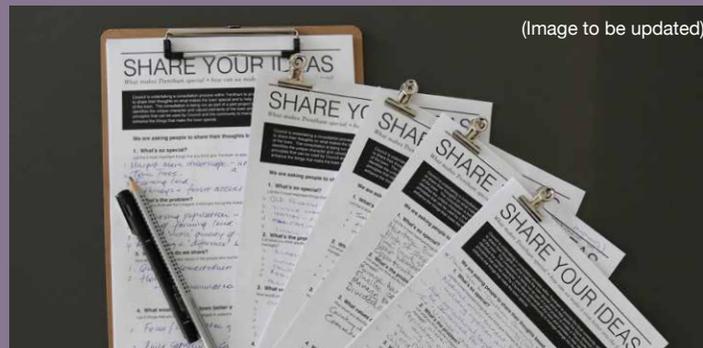
## The Laverton Festival

A community engagement event was held at the Laverton Festival in March 2020 which included one-on-one discussions and a challenge game where kids and adults were asked to complete question cards to gain entry into a random prize draw.



## Returnable Flyer Mailout

A program introduction postcard was sent to all Laverton residents which was then followed up by a flyer one week later. The flyer was a questionnaire form that could be returned to HBCC free of charge.



## Participate Website

A dedicated web page was developed that allowed community members to share their views and ideas and to vote for those they liked and supported the most.



## Internal Council Workshop

A series of workshops were held with Hobsons Bay Council staff directly involved with the Laverton community to gather their thoughts and ideas based on their understanding of the community and its needs.

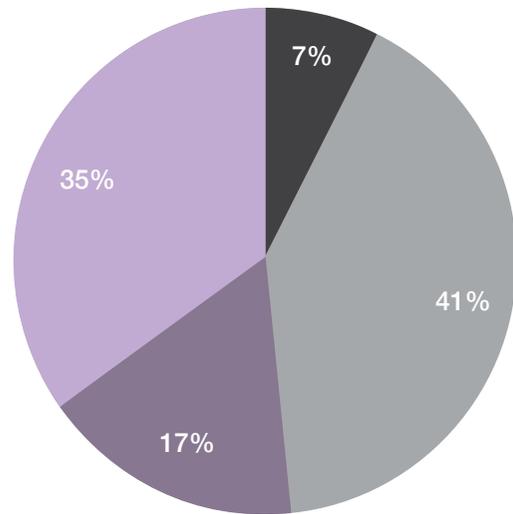


## 3.2 THE KEY QUESTIONS + FINDINGS

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Through the initial engagement process over 1500 responses were received. Whilst this process only represented the first step in the consultation, and the start of a much broader conversation, it showed high level of interest and engagement from the community.

Where Input Came From:



■ Laverton Festival      ■ Returnable Flyer  
■ Participate Webpage      ■ Workshop

Consultation Numbers:



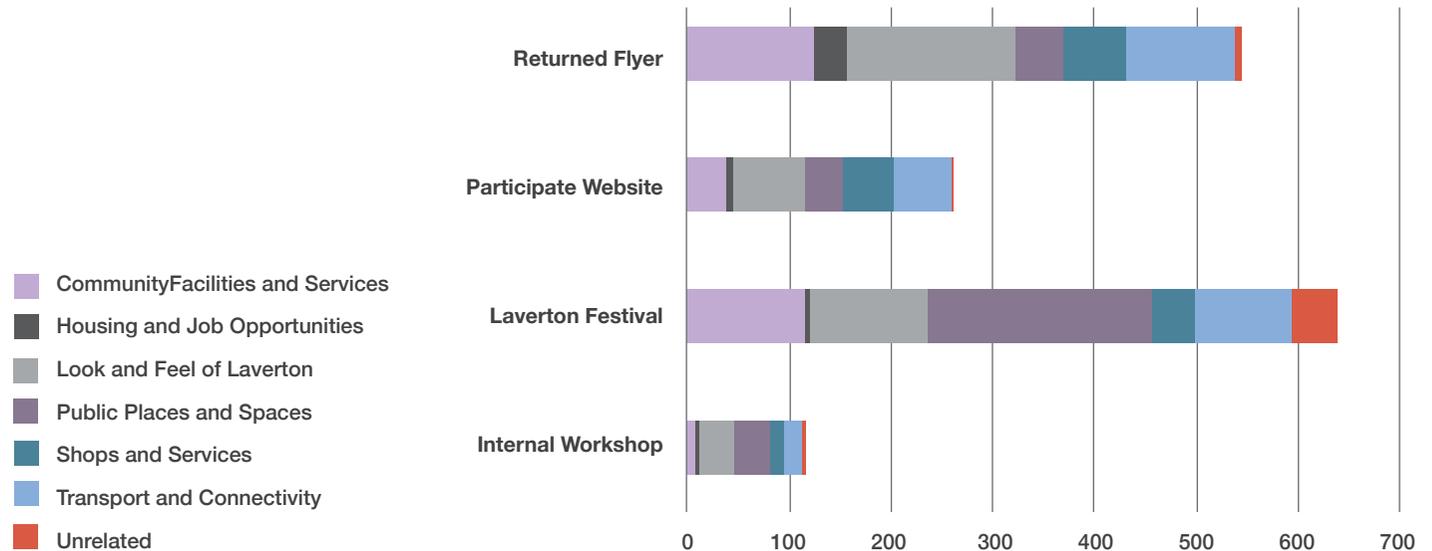
To assist with interpreting the information gathered throughout the initial consultation, all of the comments and ideas received were grouped into 6 key categories, each containing a variety of sub elements.

The following pages provide a summary of the key findings of the initial consultation. The results are organised under the 6 key categories and are presented based around the 3 simple questions related to Love, Change and Ideas.

### 6 Key Categories and Sub Elements:

|                                     |  |
|-------------------------------------|--|
| <b>Public Places &amp; Spaces</b>   | <b>Community Facilities &amp; Services</b> |
| Parks & Ovals                       | Festivals & Events                         |
| Beaches                             | Council Services                           |
| Paths & Tracks                      | Health & Fitness                           |
| Playgrounds                         | Halls & Centres                            |
| Other social gathering places       | Family & Community Services                |
|                                     |  |
| <b>Transport &amp; Connectivity</b> | <b>Housing &amp; Job Opportunities</b>     |
| Access to Public Transport          | Affordable Housing                         |
| Geographic Location                 | Variety of Housing                         |
| Public Roads                        | Employment Opportunities                   |
|                                     |  |
| <b>Shops &amp; Services</b>         | <b>Look &amp; Feel of Laverton</b>         |
| Variety of Options                  | Sense of Community                         |
| Markets & Pop-ups                   | Trees & Greenery                           |
| Cafes & Restaurants                 | Historic Connection                        |
| Retail Activity                     | Civic Pride                                |
|                                     | Diversity                                  |
|                                     | Safety                                     |

### Organisation of Input Based Upon 6 Key Categories:





### LOVE - What We Heard:

The residents of Laverton love the geographic location of their suburb and appreciate the easy access to public transport they have to get to nearby places. Any future development should enhance these connections through paths and tracks that better connect residents to the various pockets of Laverton and nearby places such as Altona Meadows and Williams Landing.

Laverton has a village feel whereby those residents that responded indicated they like the community halls, festivals and events. This is something people want to retain, so more programs or events that bring the community together will be received well.

### Key Findings:

From all the comments and suggestions gathered, 505 related to things that people **LOVE** about Laverton. The key categories that rated highest were:

#### Look and Feel

Whilst many comments were received relating to the desire to improve the tidiness and look of Laverton, 'look and feel' also rated most highly in terms of what people love. Even though this may seem like a contradiction at first, a closer inspection of the comments received shows that, whilst there are concerns regarding the appearance of the area, there is also a strong sense of community pride and that locals really value Laverton's 'small town' or 'village' character.

#### Transport and Connections

People appreciate how central Laverton is to assets such as the city, beaches and country and how easy these places can be reached with public transport.

#### Public Places and Spaces

Reflecting an appreciation for the number of parks + reserves, the paths and tracks that connect them and their quiet and remote character.

“I like the new Community Hub and its proximity to the rail station, Aviation Road and new community park. The new Curlew Community Park is great...”

“I love that it’s a small community, transport is close and there’s numerous parks available...”

### Summary of Responses:

| Input Source        | Community Facilities + Services | Housing + Job Opportunities | Look + Feel of Laverton | Public Places + Spaces | Shops + Services | Transport + Connectivity | Unrelated    |
|---------------------|---------------------------------|-----------------------------|-------------------------|------------------------|------------------|--------------------------|--------------|
| Internal Workshop   | 2.70%                           | 8.11%                       | 35.14%                  | 32.43%                 | 5.41%            | 16.22%                   | 0.00%        |
| Laverton Festival   | 17.74%                          | 0.00%                       | 24.60%                  | 31.85%                 | 6.05%            | 12.90%                   | 6.85%        |
| Participate Website | 10.20%                          | 2.04%                       | 26.53%                  | 20.41%                 | 6.12%            | 32.65%                   | 2.04%        |
| Returned Flyer      | 16.37%                          | 1.17%                       | 43.27%                  | 9.94%                  | 11.11%           | 18.13%                   | 0.00%        |
| <b>Grand Total</b>  | <b>15.45%</b>                   | <b>1.19%</b>                | <b>31.88%</b>           | <b>23.37%</b>          | <b>7.72%</b>     | <b>16.83%</b>            | <b>3.56%</b> |



What do you **LOVE** most about Laverton? .....

**Here's What People Said:**

**What do you LOVE most about Laverton?** I like the community / That it's close to the station / I like Curlew Park / Lots of different things to do / It's quiet / The parks and playgrounds / Big open parks to kick a football / The trees / I like the festival / Still has some older areas / I like the location and nature / Aviation Road overpass / It's quiet and easy to get around / The skate park / Dog walking / It is accessible and you can walk everywhere / The beach / The Hub / How green it is / Location from Geelong and City / The people / The houses / Its a great community / The programmes held every year / All the eating places / Good bike trails / The pool / My mum lives here / Like a small country town / It's peaceful and quite / Access to public transport is excellent / I love how family friendly it is / How multicultural it is / I love the community arts vibe in Laverton that the woods street art space provides / Laverton has the potential to become the arts precinct of the west / I love that it's a small town and community / transport being so close and numerous parks available / The thing I love most about Laverton is the feel one gets of a village hub and this charm makes it special / the people make Laverton special / that its not too fancy - that you see the real struggle of people and the environment is not pretentious / McCormack park and the river that runs through it - this is a significant site but also has room for improvement / The creek corridor is very special and should be celebrated and further enhanced as should the parks along its course including McCormack Park / curlew park is brilliant /McCormack park is lovely and there's a decent native bird population / we are lucky to have the large open space areas with established trees and a handful of 'corner parks' with playgrounds scattered throughout the suburb / I love that it is situated near the city and has convenient access to public transport like buses and trains / the best part of living here is that it is a quiet suburb which is in close proximity to freeways, beaches and public transport / Laverton has a nice community feel to it and is a nice quiet suburb / It has a number of parks dotted around and three schools within, including an autistic school therefore catering to everyone's needs / Laverton has multiple ways in and out which is a huge benefit these days with an increase in traffic and is only a short drive to Williamstown beach, Altona beach and the city / The new Community Hub and its proximity to the rail station, Aviation Road and new community park / The new neighbourhood Park - Curlew Community Park is great as is McCormack Park / I love that Laverton is close to the city and it is quite laid back / Good job on the bridge at Aviation Road and Curlew Park is great / That it accessible to the city has great shops close by and schools



## CHANGE - What We Heard:

While many people love the ‘community feel’ of Laverton, even more residents feel somewhat isolated or even forgotten. Co-existing with a sense of pride that Laverton people are “real” or “authentic” is an overwhelming frustration that the area looks ‘untidy’ and even ‘unloved’ - people are proud of the community itself but embarrassed by the way the community looks.

It is clear that one of the highest priorities for the local community is to make the area more visually appealing. Any project or program will need to go beyond just planting a few trees, even though increasing trees and greenery is top of the list for many residents. A future Laverton should seek to increase community pride so residents are more likely to take care of their suburb.

## Key Findings:

Whilst the feedback received from the community in relation to what they would like to see **CHANGE** was quite diverse, the ‘look and feel’ category clearly received the highest level of responses.

### Look and Feel

Close to a third of all comments received in relation to change related to the look and feel of the area. Included under this category were elements such as civic pride, sense of community and trees and greenery, all of which featured very strongly in the comments received.

### Other Issues and Priorities

Of the other changes suggested, the ones that featured most regularly related to community facilities, public places and transport and included:

- Upgrading park spaces and recreation facilities
- Improving the appearance of public spaces and private homes to lift the image of the area
- Addressing traffic congestion and parking

“There is a general sense of it being a poorly maintained neighbourhood. People don’t seem to care....”

“Laverton has potential... but we need to clean-up everything ...and get residents to maintain their properties...”

“the challenges are that laverton is a forgotten suburb - it is a drive through suburb for all new suburbs around it...”

## Summary of Responses:

| Input Source        | Community Facilities + Services | Housing + Job Opportunities | Look + Feel of Laverton | Public Places + Spaces | Shops + Services | Transport + Connectivity | Unrelated |
|---------------------|---------------------------------|-----------------------------|-------------------------|------------------------|------------------|--------------------------|-----------|
| Internal Workshop   | 11.90%                          | 0.00%                       | 23.81%                  | 26.19%                 | 19.05%           | 16.67%                   | 2.38%     |
| Laverton Festival   | 18.58%                          | 0.55%                       | 13.11%                  | 27.87%                 | 8.74%            | 24.04%                   | 7.10%     |
| Participate Website | 15.04%                          | 1.50%                       | 35.34%                  | 12.03%                 | 15.79%           | 20.30%                   | 0.00%     |
| Returned Flyer      | 20.13%                          | 11.32%                      | 45.91%                  | 0.00%                  | 6.29%            | 13.84%                   | 2.52%     |
| <b>Grand Total</b>  | 17.60%                          | 4.06%                       | 29.79%                  | 15.09%                 | 10.64%           | 19.34%                   | 3.48%     |



What would you like to see change in Laverton? .....

#### Here's What People Said:

**What would you like to see change?** Better roads / More rubbish bins / More shade and seating / Left turn at bridge at Aviation Road / More carparks / More footpaths / Improve bridges at McCormack Park / More trees and grass / Water Park - outdoor splash / Bigger shopping centre / More playgrounds / Better food shops / Water plan / More outdoor space and playgrounds / Hearts and minds - there's much to be positive about, need to spread the word / Improve safety / Extend library times during holidays / Less rubbish / Fix congestion at train station / Better walking tracks in parks and playgrounds / More houses / More things for teenagers / Better connections between Laverton and Altona Meadows / More sustainable ways of doing things, e.g. rubbish / It could become a little village nestled in between industrial estates, motorways and the rail / I don't feel part of the community and don't belong to any community groups / Need to bring an old suburb into a new updated one / Parking is an issue - my street is like Bourke St for parking due to rentals / I do not feel part of the community any more as it is being spoilt by untidy premises and incomplete buildings / Its affordable but that's all and the renters don't care for their homes / Needs more community involvement and events / There is not enough things to do for children / Council rates are the same in Laverton but the area still doesn't appear to have the same environmental as other suburbs / Laverton feels forgotten / I would be proud if it was clean and crime free / It is only a matter of time before its value is realised - we just need to get more people to invest in Laverton / apart from immediate neighbours I have no sense of community / the current volumes of traffic are a problem / I do not really feel part of the community as my work and interests are outside of Laverton / laverton feels like a forgotten suburb - this needs to change / it is a drive through suburb for all new suburbs - need to fix traffic / Bring life back to Laverton like it used to be / Improve the aesthetics of Laverton station / I'd like to see the vacant land on old geelong rd opposite the residential area used for light commercial shops and businesses / Council need to have more hard collections each year / need to get property owners to mow their lawns and clean up their properties / Policing unkempt nature strips in and around all of Laverton / The front gardens are unkempt, nature strips not mowed, foliage hanging over footpaths - this needs to be fixed / New townhouse developments upgrade the living standard - need more of that / Too many developments neglect the footpath and naturestrip while they are constructed / Run inspections to ensure locals can still use the footpath unobstructed and that construction waste is not dumped on the naturestrip / Would like to see more people taking pride in their property and their gardens / Fix McCormack Park Creek foot bridges are often flooded in and days after wet weather / Stop developers buying up properties and letting them become run down



### IDEAS - What We Heard:

The Laverton community has a lot of ideas for how the area could be improved into the future, ranging from smaller-scale short term improvements through to much bigger and longer term ideas. Whilst for many people the priority is to ‘clean-up’ the suburb and improve the overall appearance, the community also sees a lot of opportunities for improving the local village shopping areas, increasing the amount of greenery, making the area more walking and cycle friendly and enhancing the character of the area. In short, whilst the ideas and priorities are diverse, they all centre around making Laverton a more attractive, safe and liveable place into the future.

### Key Findings:

There was a total of 537 **IDEAS** put forward throughout the initial engagement, and these were relatively evenly distributed across most of the key categories.

Some of the ideas that were most commonly shared and supported included:

- Upgrading and activating the Aviation Road shopping precinct
- Changing / removing highway access to Aviation Road so that the shopping precinct could return to a regular high street
- Trying to attract a mainstream supermarket to the area
- Improving car parking and congestion around the train station
- Improving paths and tracks around the Laverton and better connecting open space areas
- Planting more trees and giving the area a ‘greener’ overall character
- ‘Cleaning-up’ the suburb and improving the overall appearance
- Adding more public art to reinforce local identity and pride
- Providing more health and fitness related facilities - in particular, providing refurbished pool and gym facilities
- Improving safety through upgraded lighting and a 24hr manned police station

“Revitalising the shops at Laverton Village would improve the look, feel, and longevity of the community...”

“The Laverton RAAF base will close sooner or later and when it does there will be an opportunity to link Laverton to Williams Landing...”

“Perhaps a cultural venue such as a live music venue, small cinema, gallery or theatre, would help attract more visitors to Laverton...”

### Summary of Responses:

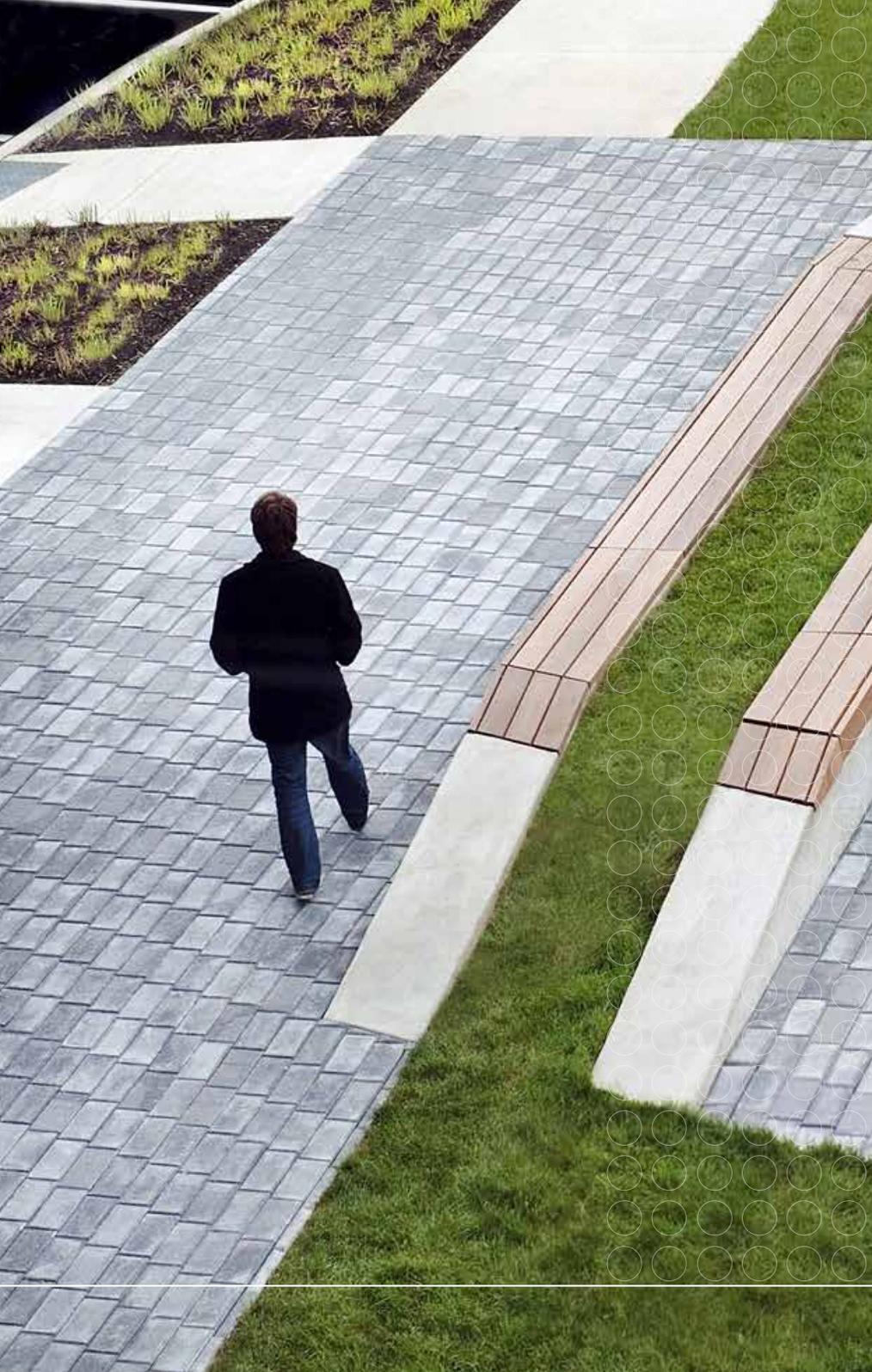
| Input Source        | Community Facilities + Services | Housing + Job Opportunities | Look + Feel of Laverton | Public Places + Spaces | Shops + Services | Transport + Connectivity | Unrelated    |
|---------------------|---------------------------------|-----------------------------|-------------------------|------------------------|------------------|--------------------------|--------------|
| Internal Workshop   | 2.70%                           | 5.41%                       | 32.43%                  | 29.73%                 | 10.81%           | 13.51%                   | 5.41%        |
| Laverton Festival   | 18.36%                          | 1.45%                       | 15.46%                  | 43.48%                 | 5.31%            | 8.70%                    | 7.25%        |
| Participate Website | 17.72%                          | 2.53%                       | 15.19%                  | 13.92%                 | 32.91%           | 17.72%                   | 0.00%        |
| Returned Flyer      | 30.37%                          | 6.07%                       | 8.88%                   | 14.49%                 | 14.49%           | 25.23%                   | 0.47%        |
| <b>Grand Total</b>  | <b>21.97%</b>                   | <b>3.72%</b>                | <b>13.97%</b>           | <b>26.63%</b>          | <b>13.41%</b>    | <b>16.95%</b>            | <b>3.35%</b> |



What are your big **IDEAS** for the future of Laverton? .....

**Here's What People Said:**

**What are your big ideas for the future of Laverton?** Water play areas for summer / More trees / More parks / Water slide beach / A water park / Make Laverton more green by planting more trees / More funds for children services / Get rid of the freeway exit / A cinema / Housing renewal / Community support for homeless people / Upgraded swim centre / Affordable housing - provided in the right location / More community events / Police station open 24hrs / More car parking - particularly around rail station / Better street lighting - more and brighter / Traffic lights instead of roundabout at bottom of new bridge / Underground all powerlines / Fix traffic congestion at corner of central ave and point cook rd / Improve the look of entrances into Laverton from Bladin St (both ends) / Fix the problem at Aviation Road roundabout with traffic going to or coming from Point Cook / Reinstate Aviation Road as a true high street and not the beginning of the freeway - better yet close it to freeway access / Working with Wyndham to connect it and make it accessible to the rest of Laverton will provide arts and sports for Laverton youth and families to engage in / The Laverton RAAF base will close sooner or later and when it does there will be an opportunity to link Laverton to Williams Landing enabling access to the modern shops and facilities / The council should strategically purchase land on Summers, Allen and Wackett St to enable a future connection with the new development / Would like to see more effort put into the shops outside the train station and turned into a community hub / Shopping precinct across from rail station needs to be completely revamped / Revitalising the shops at Laverton Village would also improve the look, feel, and longevity of the community / Keep trying to clean the streets, remove hard rubbish and above all try and encourage cafes and restaurants / A big upgrade at the shopping precincts, with more cafes, restaurants and bars / The shops in Woods St should be redeveloped and modernised / Aircraft station needs to be redeveloped and become a modern mini shopping complex with a better suited multi level car park to bring it up to the modern day / Needs a proper supermarket / Laverton station need renovation / need to attract more cafes, restaurants and boutiques / Needs to be more drawcards for people to visit the suburb - perhaps a cultural venue such as a live music venue, small cinema, gallery or theatre / The Laverton RAAF base is in a great location with access to the freeway and public transport and potentially could be better utilized as a shopping and business precinct / New swim and fitness facilities / Fix up Laverton swim centre as it really needs a face lift / Need more playground equipment for kids / Needs better playgrounds and walking tracks / Need to improve parks and maintenance / Improve McCormack Park / We would love to see a safe place or enclosed fence to let dogs off the lead / Full upgrade of all community parks and play spaces / upgrade of Railway Reserve / Build up bridges over the creek in McCormack park / Yoga classes in park



PART

4

SHAPING THE VISION

Shaping a  
shared vision  
for the future  
of Laverton

# 4.1 SHAPING A SHARED VISION

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Creating a shared vision  
that captures the values  
+ aspirations of our  
community and can be  
used to guide future  
projects+ improvements

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One of the common challenges that places face as they change and grow is that they often do not have a clear and shared vision as to what that change should look like and how to protect and enhance the things that make that place special. While the people that make up a community may have different and sometimes conflicting priorities about what they want to see happen, it is essential to establish a vision that can be used to help guide future changes and improvements.

The initial consultation phase went out to the Laverton community to 'ASK' people to share their views and around what they love most about the area, what they would like to see changed, and any big ideas they might have to improve Laverton into the future. Input was gathered through an event at the Laverton Festival, Council's Participate Webpage and a mailout questionnaire. Over 1500 responses were received.

The next step in the process is to 'SHAPE' the community's views into a clear vision. The vision may evolve over time, but aims to guide decision making, manage change and identify future priorities and improvements. Once the Laverton community has reviewed and provided input into the vision, this information will be used to identify Place Projects. These projects will begin to bring the vision to life - to 'MAKE' the vision happen.

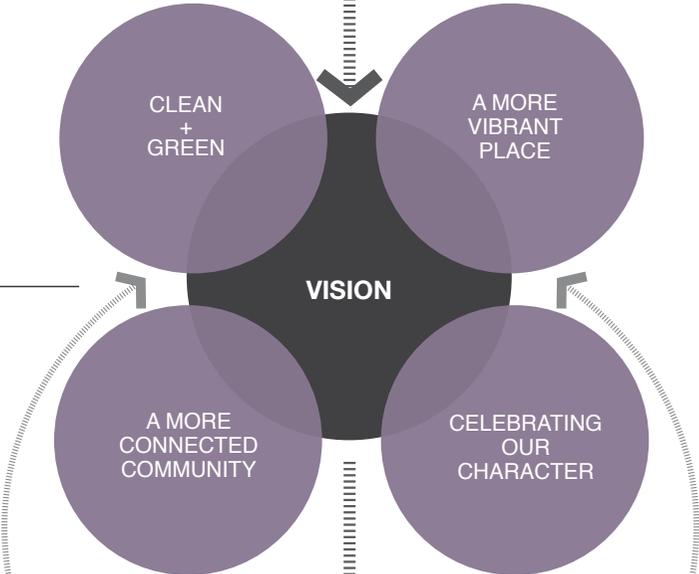
As each Place Project is identified and evolves, the community will have the opportunity to provide input. Each project will be continually assessed against the vision to ensure that it reflects the values, ideas, and priorities originally expressed by the community.

The vision may evolve over time, but aims to guide decision making, manage change and identify future priorities and improvements...

**ASK**  
asking what the Laverton community values most + wants to see improved into the future



**SHAPE**  
shaping a shared vision that can be used to guide future changes + projects



**MAKE**  
undertaking projects that will bring the vision to life



# 4.2 THE VISION FOR LAVERTON

## Vision Statement

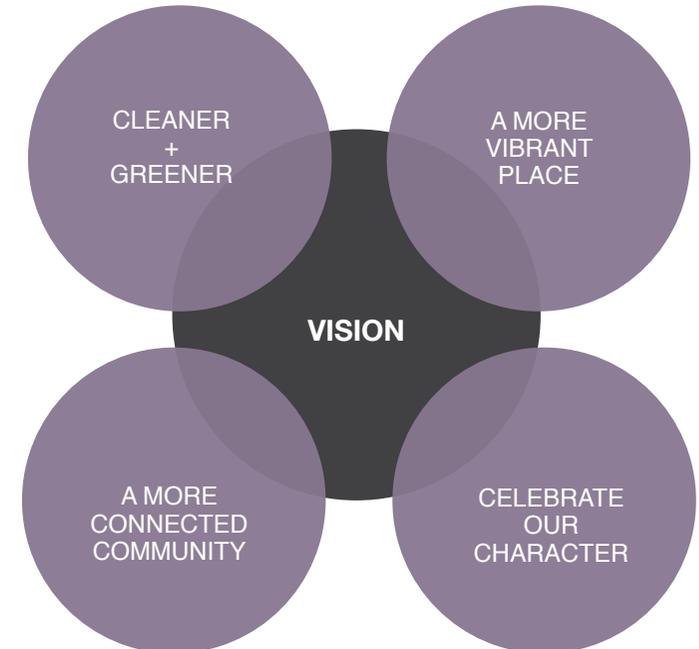
Laverton is a vibrant community that is loved for its connection to natural opens spaces, its village atmosphere and as a place where all the needs of daily life are within easy reach. Residents choose to live in Laverton for its convenient access to public transport, variety of housing and people, well serviced local shopping precincts and extensive parks and open spaces.

Local residents value the area's unique character and history and that it is a diverse and creative community - and want to continue to protect and enhance these things into the future and keep working towards making it a great place to live and a place that we are proud to call home.

The vision for Laverton is broken down into 4 key themes:

- Cleaner + Greener
- A More Vibrant Place
- A More Connected Community
- Celebrate Our Character

These themes are intended to describe what the Laverton community values most as well as the elements that they want to see protected and improved into the future.



# 4.3 KEY THEMES, PRINCIPLES AND POTENTIAL PROJECTS AND INITIATIVES

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Each of the 4 key themes include a statement that describes the general views, values and aspirations expressed by the community and this is followed by a series of Guiding Principles that set out the key improvements that the community want to see occur.

For each of the key themes a variety of potential projects and initiatives are identified that offer ideas, inspiration and real-life examples for possible improvements and can be used to generate discussion and feedback from the community.

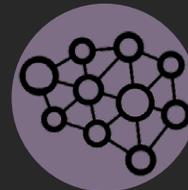
In this way the vision not only describes the core values of the Laverton community, but also provides practical ideas and steps towards turning the vision into real improvements into the future.



Cleaner + Greener



A More Vibrant Place



A More Connected Community



Celebrate Our Character



## THEME 1:

### Cleaner + Greener

The Laverton community want their local area to look cleaner and greener to lift the overall appearance and strengthen the green 'leafy' character

Whilst many people expressed throughout the consultation that they value that Laverton has a more casual character and is not 'overly manicured', many people felt that some places looked 'untidy' and 'unloved' - both in terms of streets and public spaces but also the private residences. Some of the most common and reoccurring themes were that people wanted Laverton to look tidier and felt that the character of the area could be improved by increasing the amount of greenery - and that any projects and initiatives that would help to make Laverton 'cleaner + greener' should be a high priority.

### Guiding Principles

All future projects within Laverton should, wherever practical, aim to achieve the following key principles:

- 1.1 Every project must consider and address the overall tidiness of Laverton in some way. This will help to achieve continual improvement in the appearance and quality of public spaces through cared for and maintained facilities, and a reduction of rubbish and waste
- 1.2 Increase the amount of greenery in all public areas and improve the diversity and health of the tree population within Laverton - aim towards achieving at least 40% canopy within all parks and streetscapes
- 1.3 Look for ways to encourage and support private residents to plant trees and to maintain their front yards and gardens - to help improve the overall appearance and enhance the green character of the local area
- 1.4 Increase opportunities for the community to experience and engage with the natural environment

# THEME 1 CLEANER AND GREENER



## THEME 1: Cleaner + Greener Potential Projects + Initiatives

1

### Looking Good Laverton

Develop new program + community grants scheme to provide funding, education and resources for:

- grass-roots clean-up + greening projects
- eligible residents on how to maintain their nature strip, front yards and property
- a special hard rubbish removal program
- identifying + removing redundant cyclone fencing

Undertake targeted maintenance blitz of public assets (picnic settings, bench seats, bollards and fencing) - to bring them up to good condition

2

### Green Streets Laverton

Develop a greening project similar to Cool Streets or “beautify your neighbourhood” that:

- Undertakes intensive fast-tracked tree planting in all street vacancies along main roads
- Provides resident-based programs for tree planting in residential streets

3

### Love Laverton Parks

Upgrade 8 local parks within Laverton as a single co-ordinated project that:

- creates a complementary suite of parks that offer choice and a variety of functions and activities for people of all ages
- apply the principles of achieving a ‘cleaner and greener’ Laverton
- incorporate art / educational elements that celebrate Laverton’s history + culture
- explore opportunities for art trails, wayfinding and green linkages that tie the parks together

## Inspiration

What could these projects + initiatives look like?



AN INTENSIVE PLANTING PROGRAM TO GREEN THE STREETS  
+ PUBLIC SPACES OF LAVERTON



UPGRADING PARKS + THE KEY LINKAGES BETWEEN THEM  
(Image Credit: LAT27)



COMMUNITY BASED PLANTING + STREETSCAPE IMPROVEMENTS  
(Image Credit: Brisbane Kids)



## THEME 2:

### A More Vibrant Place

Helping to strengthen the vibrant village lifestyle of Laverton into the future

The 'village atmosphere' of Laverton is something that the local community strongly identifies with and values - based around the idea that most of the needs of daily life are within easy reach and that the parks and smaller village centres which form the heart of the community have a strong 'local feel'. The local community want to see this 'village lifestyle' maintained, but also want to look for new ways to add more life and activity to the village areas and public spaces to make sure Laverton becomes an even more vibrant and liveable community into the future.

#### Guiding Principles

All future projects within Laverton should, wherever practical, aim to achieve the following key principles:

- 2.1 Foster community activity through design that increases activation of public spaces and encourages more people to interact with the outdoors
- 2.2 Seek opportunities to improve the amenity, function and access of the village shopping and community hubs within Laverton to help increase their viability, make them more attractive and vibrant places, and extend their usage (i.e. day time / night time and weekday / weekend)
- 2.3 Ensure that any new or upgraded public spaces are designed to be safe, accessible and usable for all residents and for different times of the day
- 2.4 Look for ways to connect people within the community (local traders, creatives, entrepreneurs etc) to stimulate new partnerships, activities and opportunities (art initiatives, community events, business initiatives) that will add life and vibrancy to the local village areas
- 2.5 Explore opportunities to provide more diverse and affordable housing options around the village centres and key community facilities to help increase their viability and activation into the future and ensure they remain accessible to all members of the community

## THEME 2 A MORE VIBRANT PLACE



## THEME 2:

# A More Vibrant Place Potential Projects + Initiatives

4

### Better Villages Project

Develop a Master Plan for the Aviation Road Village + Woods Street Precinct that:

- provides upgrades to the streetscape, public spaces, parking and linkages within the centres and key adjoining areas (such as Aircraft Station)
- improves connectivity (walking, cycling, public transport)
- identifying opportunities to establish new partnerships, initiatives and activities

5

### Better Places Laverton Leadership Group

Providing funding and resources for the development of a Better Places Leadership Group that:

- Will lead activities and events to activate the Village centres and community spaces
- Includes representatives from local traders, local creatives, business entrepreneurs

6

### Safer Places Project

Undertake an intensive fast-tracked program to improve general safety and accessibility around Laverton. A key initiative could be to provide street lighting improvements and widened footpaths along main walkways and routes connecting to key places within Laverton such as village centres, rail stations and parkland.

7

### Housing Choice

Ensure diverse and affordable housing is available in Laverton that:

- Delivers new private and social housing options in close proximity to the village centres, including on the Council owned land at Epsom St which will provide more choice and affordability in housing
- Ties in with the newly created Hobsons Bay Affordable Housing Trust to deliver increased housing choice and affordability in the local area
- Is supported by the roll out of the New Residential Zones in Laverton which delivers increased housing choice and supports the viability of the village centres

## Inspiration

What could these projects + initiatives look like?



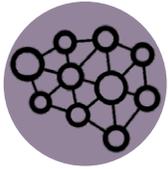
ADDING GREENERY + AMENITY TO OUR VILLAGE CENTRES  
(James Street, Brisbane)



GETTING THE COMMUNITY ACTIVELY INVOLVED  
(Beers + Ideas Warrambool - Image Credit: Hustle + Bank)



IMPROVED COMMUNITY SPACES + CONNECTIVITY  
(Holland Street, Adelaide - Image Credit: JPE Design)



## THEME 3:

### A More Connected Community

Making Laverton more walkable and bike friendly, and enhancing the linkages and places that promote interaction and will help connect the community together

Whilst many people expressed throughout the consultation that they felt that Laverton is a place with good access to public transport and a variety of road connections to surrounding areas, it was also regularly noted that it is very car focused and not very pedestrian or bike friendly. One of the key themes that emerged is that the local community would like to see more focus placed on improving the pathway and cycling connections throughout Laverton - both to help people move between key destinations but to also provide more recreational opportunities. They would also like to see some of the key parks and spaces around Laverton upgraded and connected through a network of green linkages and pathways to create a more active, walkable and bike friendly place and to encourage community interaction.

#### Guiding Principles

All future projects within Laverton should, wherever practical, aim to achieve the following key principles:

- 3.1 Focus on improving mobility connections within and external to Laverton through new pedestrian and cycling ways, bus service provisions and any other sustainable transport modes
- 3.2 Priority to be given to upgrading and improving key pathways and linkages between the main community destinations such as village centres, rail stations and parkland areas
- 3.3 Focus on upgrading key public places and facilities that will encourage residents and visitors to socialise, play, exercise and interact
- 3.4 Look for new ways to improve connections between people within the community (community groups, facilities and events etc)

## THEME 3 A MORE CONNECTED COMMUNITY



## THEME 3:

# A More Connected Community Potential Projects + Initiatives

8

### Missing Links Project

Develop an intensive fast-tracked schedule to identify and construct missing pedestrian + cyclist links / footpaths as part of the Missing Links Program - including identifying any additional initiatives to help make Laverton a more walkable and cycle friendly place

9

### Better Places + Spaces Project

Develop a Master Plan for the development of the Railway Avenue and McCormack Park areas to allow for upgraded and new spaces and activities that will help bring the community together including:

- McCormack Park recreation area
- Splash Park water play area & youth centre
- Spaces for community gardens and workshop programs related to food security, health and sustainable living
- Health and recreation opportunities recreation (i.e. trails + free outside gym exercise stations)

10

### Way Finding + Signage Project

Develop an intensive fast-tracked program to identify, design and construct wayfinding signage that connects key destinations within Laverton. Key elements of the program to include:

- signage typologies, hierarchy and locations
- integration with the Gateways + Art Trails and Missing Links Projects that celebrate the local heritage

## Inspiration

What could these projects + initiatives look like?



CONSTRUCTING KEY MISSING PEDESTRIAN + CYCLIST LINKS  
(Frome Street Bikeway, Adelaide - Image Credit: Clity of Adelaide)



NEW SPACES TO CONNECT THE COMMUNITY  
(Edible Street Garden + Parklet - Image Credit: Sam Crawford Architects)



PROVIDING NEW WAYFINDING + TRAILS CONNECTING KEY DESTINATIONS  
(Frome Street Bikeway, Adelaide - Image Credit: Clity of Adelaide)



## THEME 4:

### Celebrate Our Character

Continuing to celebrate and strengthen the diversity of the area's history and people into the future

The Laverton community is diverse, but the area has a clear identity, character and sense of place based around a elements such as its 'village feel', its history connected to the RAAF base and its suburban character and housing stock which dates back to the working class growth areas of the 1950s. The diversity of the local residents and the sense of an emerging creative culture are also seen as being valued qualities that make Laverton unique, and will be important to the future character and success of the area. Whilst the Laverton community acknowledges that change will inevitably occur, they want to make sure that the elements of the local character that are valued and unique are retained and continue to be strengthened.

#### Guiding Principles

All future projects within Laverton should, wherever practical, aim to achieve the following key principles:

- 4.1 All projects should in some way reflect, celebrate and tell the story of the unique qualities and character in Laverton's landscape, cultures, and built environment
- 4.2 Explore opportunities to engage, partner with, and actively involve local residents, creatives, community representatives and local indigenous leaders and representatives
- 4.3 All projects should consider the objectives and strategies of the Hobsons Bay Neighbourhood Character Study 2019
- 4.4 Investigate opportunities to incorporate cultural activities (events, artworks interpretive signage etc) that will help to strengthen the local culture and sense of community and identity

# THEME 4 CELEBRATE OUR CHARACTER



**THEME 4:**  
**Celebrate Our Character**  
**Potential Projects + Initiatives**

11

**Gateways + Art Trails Project**

Develop a program to explore ideas and opportunities to create key gateway entrance statements and outdoor artwork / sculpture spaces and trails at key sites within Laverton that build on and compliment existing artwork and respond to council's public art policy and strategy including:

- Old Geelong, Aviation Rd, Merton St
- Aviation Rd freeway interchange - advocating for improved connectivity, safety and amenity
- Bladin St

12

**Love Laverton Focus Group**

Formation of a community focus group that:

- is charged with providing input and guidance into key projects related to Laverton's diversity, history and unique character
- will provide ideas, connections and active involvement in supporting existing and new events, art initiatives and cultural activities that promote and strengthen Laverton's local history + culture
- will connect with the Local Leaders Action Group to ensure art / cultural / historical initiatives and events are integrated into the village centres

**Inspiration**

What could these projects + initiatives look like?



CREATING GATEWAYS + ART TRAILS THAT CELEBRATE OUR CULTURE

(Image Credit: Landezine)



EVENTS, ACTIVITIES + INITIATIVES THAT STRENGTHEN LOCAL CULTURE

(Image Credit: news.kennesaw.edu)



ARTWORKS AND SIGNAGE THAT TELL THE STORY OF LAVERTON

# 4.4 CONTINUING THE CONVERSATION: THE COMMUNITY RESPONSE TO THE VISION

The second phase of community engagement for Better Places Laverton ran for 4 weeks from the end of July through to Mid August 2020. The focus of the engagement was to invite the community to help 'SHAPE' the vision for Laverton by providing feedback on the key themes, principles and potential projects and initiatives generated through the visioning process.

The following section provides a summary of the process undertaken and the key findings.

LAVERTON

**HAVE YOUR SAY**  
SHAPING A SHARED VISION FOR LAVERTON

We are encouraging the community to provide feedback to help shape the vision for Laverton. To find out more details on the Better Places Laverton project, and to fill out an on-line survey, please visit:  
<https://participate.hobsonsabay.vic.gov.au/better-places-laverton>

For those without internet access, please fill out this paper survey and send it back to us in the prepaid envelope provided by Friday 7 August 2020.

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**OVERALL VISION**

Do you agree that the draft vision is consistent with how you'd like to see Laverton developed into the future?  
 Yes     Unsure     No  
 (if no, why) .....



**THEME 1:**  
Cleaner + Greener

Is Laverton becoming 'Cleaner + Greener' an important priority for you? (Please tick one)  
 Yes     Unsure     No  
 (if no, why) .....

Do you support the proposed 'Cleaner + Greener' projects? (Please tick one)  
 Yes     Unsure     No  
 (if no, which projects and why) .....

Do you have any other 'Cleaner + Greener' projects or initiatives that should be considered?  
 Yes     Unsure     No  
 (if yes, please list) .....



**THEME 2:**  
A More Vibrant Place

Is Laverton becoming 'A More Vibrant Place' an important priority for you? (Please tick one)  
 Yes     Unsure     No  
 (if no, why) .....

Do you support the proposed 'A More Vibrant Place' projects? (Please tick one)  
 Yes     Unsure     No  
 (if no, which projects and why) .....

Do you have any other 'A More Vibrant Place' projects or initiatives that should be considered?  
 Yes     Unsure     No  
 (if yes, please list) .....



**THEME 3:**  
A More Connected Community

Is Laverton becoming 'A More Connected Community' an important priority for you? (Please tick one)  
 Yes     Unsure     No  
 (if no, why) .....

Do you support the proposed 'A More Connected Community' projects? (Please tick one)  
 Yes     Unsure     No  
 (if no, which projects and why) .....

Do you have any other 'A More Connected Community' projects or initiatives that should be considered?  
 Yes     Unsure     No  
 (if yes, please list) .....



**THEME 4:**  
Celebrate Our Character

Is the 'Celebrate Our Character' theme an important priority for you? (Please tick one)  
 Yes     Unsure     No  
 (if no, why) .....

Do you support the proposed 'Celebrate Our Character' projects? (Please tick one)  
 Yes     Unsure     No  
 (if no, which projects and why) .....

Do you have any other 'Celebrate Our Character' projects or initiatives that should be considered?  
 Yes     Unsure     No  
 (if yes, please list) .....

**FINAL COMMENT**

Which themes are most important to you? (Please rank from 1 to 4 with 1 being the highest priority)  
 Cleaner + Greener     A More Vibrant Place     A More Connected Community     Celebrate Our Character

Do you have any other comments to add on the Vision + Proposed Projects?  
 .....  
 .....

This project is delivered by





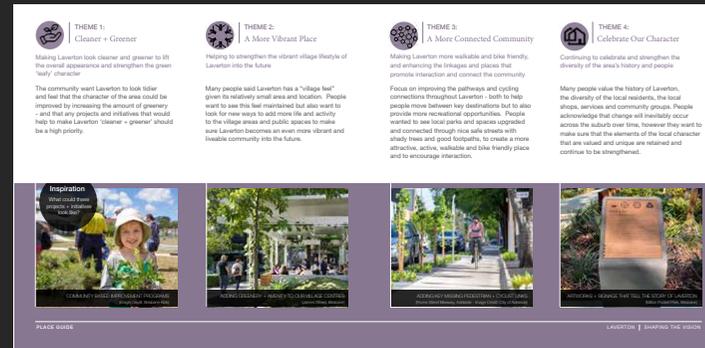
The Returnable Flyer Mailout

As with the initial engagement process, the consultation ran under the challenging conditions created by the COVID 19 restrictions, however a range of different consultation methods were undertaken to try to capture the widest possible number and range of responses.

Engagement was undertaken through 4 key channels:

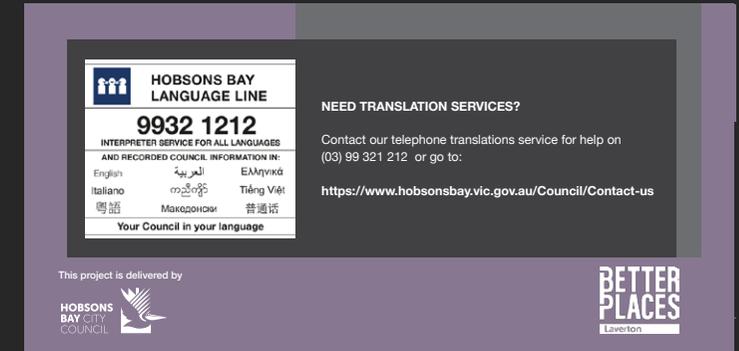
## Returnable Flyer Mailout

A flyer with a summary of the vision and a return questionnaire was sent out to the community through a letter box drop providing the community with an opportunity to give their feedback on the proposed key themes, principles and potential projects and initiatives.



## Language Translations

Details of the engagement process and a language helpline was translated into 8 different languages and put onto a flyer that was sent out to the community through a letter box drop. The key themes, principles and potential projects were also translated into eight languages and hosted on the Participate website.



## KEY ENGAGEMENT FIGURES:

**Dates:** July 22 to August 14

**Participate site visits:** 326

**Participate surveys:** 56

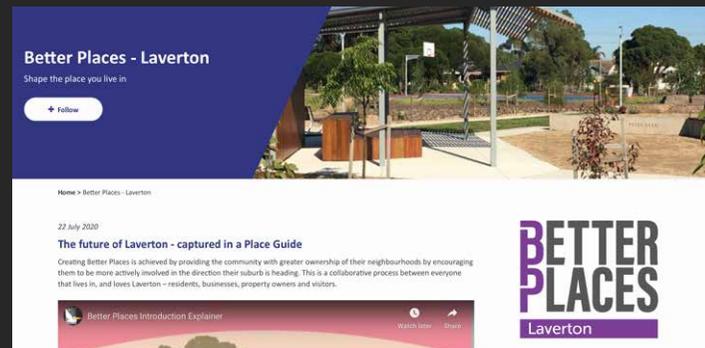
**Participate Q&A contributions:**  
2 questions

**Hard copy surveys returned by due date:** 92 (data analysed)

**Total responses:** 150 (excludes 32 surveys returned after due date)

## Participate Website

A summary of the vision was added to the Participate web page providing the community with an opportunity to view and give their feedback on-line.



## Light Truck Campaign

A light truck with information about the Better Places Laverton vision and consultation details was set up at strategic locations throughout Laverton to promote the program and increase community awareness and participation.



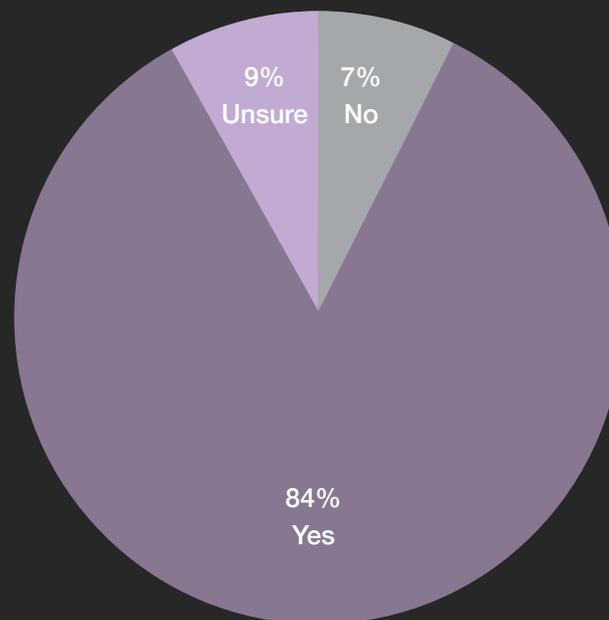
# 4.4 CONTINUING THE CONVERSATION: THE COMMUNITY RESPONSE TO THE VISION

## What we heard:

Overall feedback for the Better Places Laverton Place Guide has been overwhelmingly positive. It is clear that above all else residents want to prioritise the Cleaner & Greener initiatives while working to make the community more vibrant, with focus on the retail precincts and railway areas. Despite not being seen as high a priority as the first two themes, a connected community that celebrates its character will help tie all the various elements together and ultimately help deliver on the overall Laverton vision.

## Does the community support the draft vision?:

The first question was simply “Do you agree that the draft vision is consistent with how you’d like to see Laverton developed into the future?”



For those respondents that said no, the opportunity to indicate why was given.

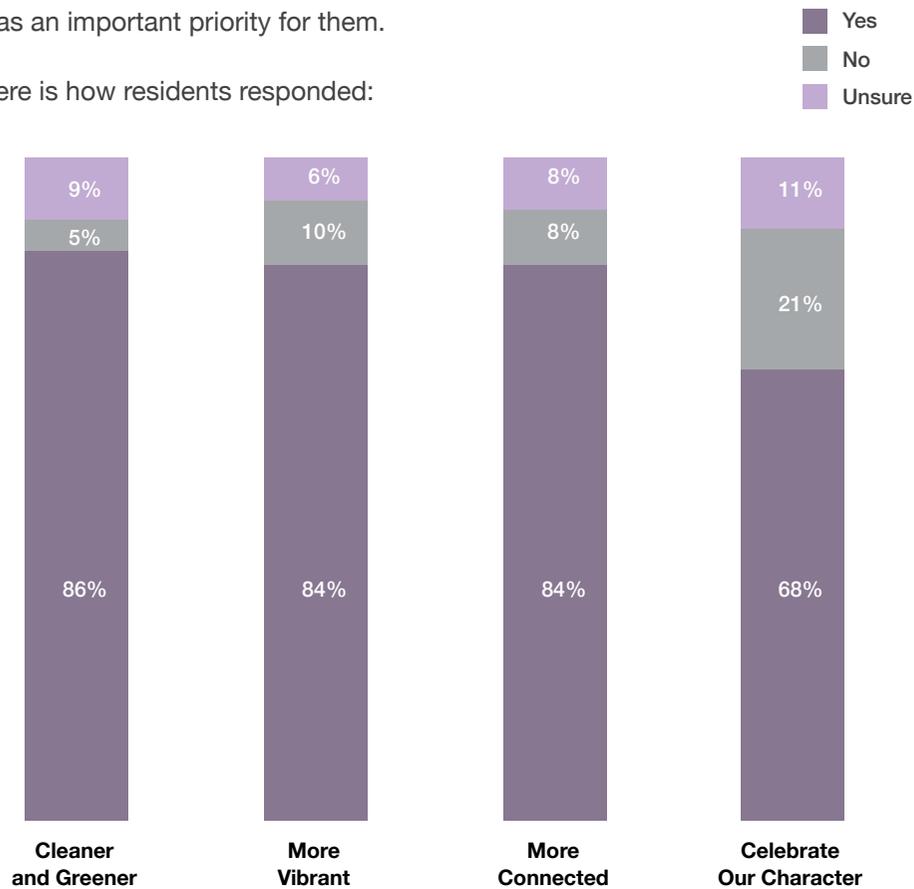
Below are some of the reasons given:

- Community garden must be provided here in Laverton to connect us
- As long as we get action and not meetings
- The principles are just so generic! They have all been used so many times before in so many other reports and studies all with the exact same 4 vision statements
- Current services provided is very poor
- The Hobson's Bay council need to invest in this neglected area as they do in others, but have only ever provided the barest of essentials
- I don't think this goes far enough and I am strongly opposed to the idea of more social housing in a suburb where we already provide much more than others

## Does the community support the key themes?

With each of the four themes outlined, residents were asked whether or not each individual theme was an important priority for them.

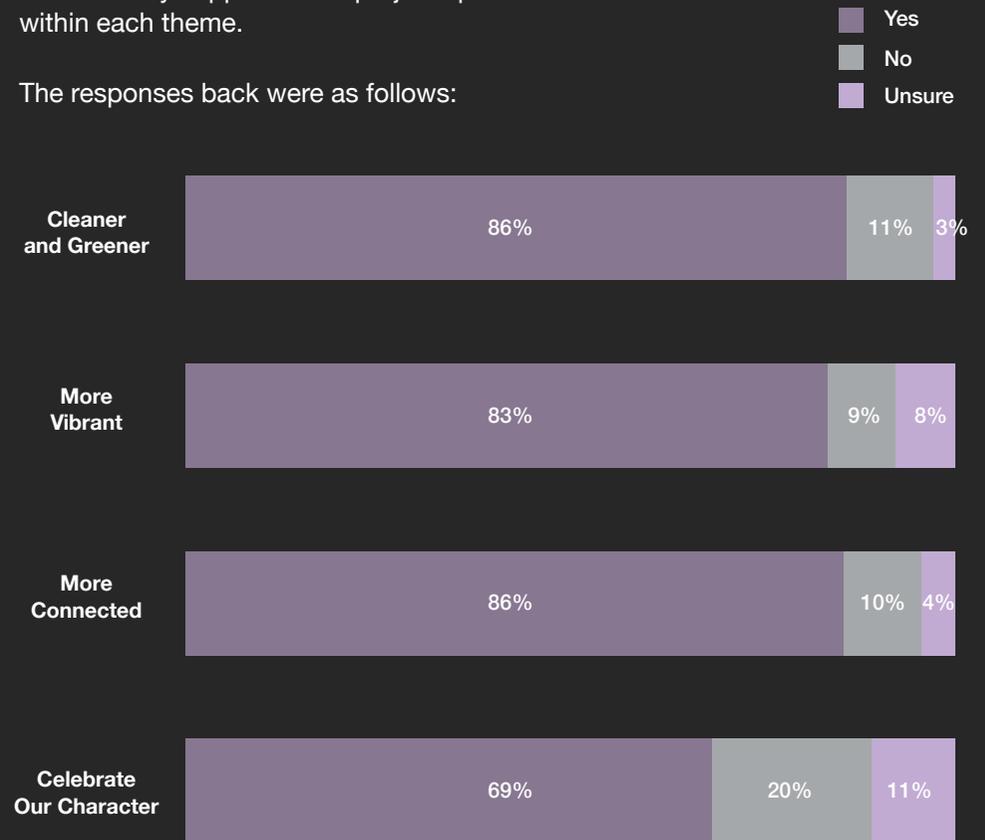
Here is how residents responded:



## Does the community support the proposed projects and initiatives?

The Laverton Community was also asked directly whether they supported the projects put forward within each theme.

The responses back were as follows:



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## Does the community support the key themes?

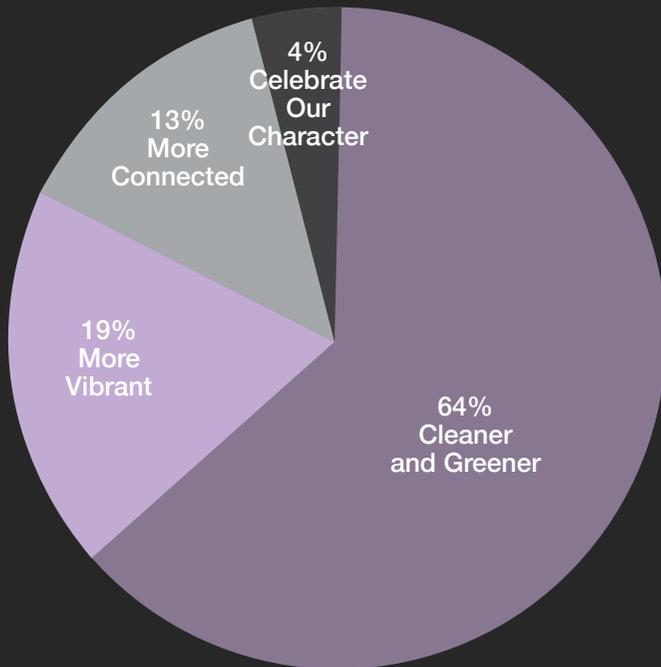
When asked whether there were other ideas they thought should be considered, many great ideas were put forward.

Some of the key ideas included:

Focus on planting not only on the main roads but on other roads as well / Fruit trees and planter boxes for free or low cost to residents to make medium strips and footpaths places to grow produce for the whole street and the entire suburb / Fenced dog park to encourage more resident participation in outdoor activities and therefore more interest in maintenance / An urban forest could be developed, especially at east and west rail entrances into Laverton / Create a permanent village centre where markets can be set up so people can get together, also consider the large park in Woods St / More low rise social housing / More street art, murals, sculptures, yarn bombing and give local artists space to display their art / Bring a playground back to McCormack Park / Focus on upgrading Laverton centre to encourage new businesses (cafes, clothing shops) to open there / Redevelop the site of the old fire station on Railway Ave into shops / Bladin Shopping strip is always busy - it has room for car parks to be pulled back and the footpath area extended / Consider the wonderful community centre having a non-for profit café to help young or newly Australians to gain some skills / Develop Woods Street into a culinary and arts precinct / Include the Bladin Street shopping strip in the Better Village Program as well / More cultural events - there are so many great multicultural communities, restaurants, young people - Council should showcase the vibrancy that already exists / To make sure good lighting is all around the train station area so people aren't scared to walk or cycle around / A bike repair shed where locals can connect and share skills to repair bikes and household items for free or low cost / Diwali festival celebration at Lohse St Laverton / Bring back Laverton Festival to Aviation Rd Laverton / Rebuild aviation shopping precinct into a better organised layout / Create better connections over Laverton Creek in the McCormack Park precinct / Synthetic grassed areas for sports set up in McCormack Park / Regular market / Community food and plant share tables / Garden beds / Fruit orchard / Include an improvement to the freeway entry interchange from Old Geelong Road and Fitzgerald Road onto the M1 / More crossings over the Laverton Creek in McCormack park / I think a greater focus on suburb wide cycling, walking connectivity - rather than small scale treatments shown in the images / Support coordination, publishing and distribution of new Laverton community newspaper / Link bike trail along railway to Williams Landing / Build a full size basketball court in McCormack park where games can be played / Celebrate our aviation history, bring back real aircraft like Fleetwings used to display / Support local education providers to research and produce a new History of Laverton (text and multimedia) / Celebrate Laverton's large Indian community with some Indian icons in shopping and park areas / Laverton has multi-culturalism like Fitzroy, Kensington, Footscray etc, lets really celebrate it / Signage to raise awareness and impact knowledge of Australian indigenous history, plant names, animals and birds / A yearly cultural festival aboriginal and ethnic community participation

## Which key theme is the community's highest priority?

Lastly, residents were asked to indicate which theme they believed should be considered the highest priority, second, third and fourth. This feedback was intended to help prioritise work and budgets, especially over the next 12-18 months.





# PART 5 PLACE PROJECTS

# Bringing the vision to life

The following section takes the potential projects and initiatives identified as part of the visioning phase and shapes these into a series of Place Projects that bring the vision for Laverton to life.

The Place Projects are described in terms of initial ideas and opportunities, and provide principles and inspiration examples to establish a clear direction for each project. It is important to note that the Place Projects are not intended to be viewed as prescribing final or specific outcomes, but rather providing a guiding framework that will evolve with ongoing design and community input.

## 5.1 PLACE PROJECT 1

# Looking Good Laverton

# 1

### Project Description

Develop and deliver a new program and community grants scheme to provide funding, education and resources for projects that will help 'clean-up' Laverton and make it a tidier and better maintained place. Looking Good Laverton will include Council led clean-up works, but will also focus on providing support for hands-on, community led initiatives. Key initiatives to include:

#### COUNCIL LED INITIATIVES

- Undertake a fast-tracked and co-ordinated clean-up of public assets (picnic settings, bench seats, bollards and fencing) - to bring them up to good condition
- Develop updated maintenance plan for Laverton to ensure improved standards are maintained into the future
- Undertake a blitz on dumped rubbish within Laverton's local parks and car parks and continue to encourage local residents and traders to report dumped rubbish in public spaces
- Identify and remove any redundant cyclone fencing on Council land
- Council will undertake a graffiti removal in parks and retail precincts and provide a free service to remove graffiti on private property to residents and commercial dwellings for 6 months
- Work with State Government agencies such as Vic Track, Vic Roads and PTV to initiate and assist with the clean-up and general repair of furniture, fixtures and fences on land that they own or control (i.e. railway station car parks)

#### POSSIBLE COMMUNITY LED INITIATIVES (WITH COUNCIL PARTNERSHIP / SUPPORT)

- Funding and support for grass-roots clean-up and greening projects
- Support residents to better maintain their nature strips, front yards and property - Council to develop naturestrip guidelines and explore ways to support local residents wanting to undertake a residential street wide approach by providing advice on the preparation of their front yards and naturestrips, suggestions on plant selection and access to free or subsidized trees and mulch when available.

### Ideas + Inspiration



FAST-TRACKED CLEAN-UP OF PARKS AND PUBLIC ASSETS  
(Image Credit - Furphy Foundry)



SUPPORT FOR CLEAN-UP OF NATURE STRIPS AND FRONT YARDS  
(Image Credit - Transition Town Guildford)



GRAFFITI REMOVAL ON BOTH PUBLIC AND PRIVATE PROPERTIES  
(Image Credit - Yarra Council)

## 5.2 PLACE PROJECT 2

# Green Streets Laverton

# 2

### Project Description

Develop a greening project similar to Cool Streets or “beautify your neighbourhood” that will increase the amount of tree planting and landscaping within Laverton’s streets. The focus of the project will be to establish a network of green leafy streets that will provide shade, amenity and habitat protection and will enhance the green leafy character of Laverton. Key initiatives to include:

#### GREEN AVENUES

Undertake an intensive fast-tracked tree planting along main and key secondary roads to establish green avenues. New planting to be provided in all current vacancies and trees that are no longer contributing to landscape or are in poor condition will be removed and replaced with appropriate urban tree species. In key locations, and wherever practical, advanced tree planting will be used to help create a more immediate greening effect. Emphasis will be placed on greening routes that connect key destinations such as local schools and services and have highest pedestrian and cycle activity including:

#### ANNUAL STREET PLANTING

Design and implement an annual street tree planting program for all remaining residential streets within Laverton

#### RESIDENT LED GREEN STREETS PROJECTS

Provide advice and support (such as access to free or subsidized trees when available and planting details through nature strip guidelines) for residents wanting to undertake tree planting within their own front yards

#### MAIN ROADS

- Aviation Road
- Point Cook Road
- Railway Avenue
- High Street
- Maher Road
- Bladin Street

#### KEY SECONDARY ROADS

- Lohse Street
- Woods Street
- Fitzroy Street
- Thomas Street
- Watts Street
- Jennings Street
- Wackett Street
- Campbell Street
- Tyquin Street
- Whittaker Avenue
- Burnley Street

### Ideas + Inspiration



TURNING OUR MAIN ROADS INTO GREEN AVENUES  
(Image Credit: Jane Irwin LA)



GREEN STREETS THAT ADD SHADE AND AMENITY



SUPPORTING RESIDENTS TO GREEN THEIR FRONT YARDS AND STREETS

## 5.3 PLACE PROJECT 3

# Love Laverton Parks

# 3

### Project Description

As a key initiative towards making Laverton Cleaner and Greener, the Love Laverton Parks project will upgrade 8 local community parks as a single co-ordinated and fast-tracked program with a focus on:

- upgrading and improving existing facilities, furniture / equipment in all parks
- creating a complementary suite of parks that offer choice and a variety of functions and activities for people of all ages and abilities
- adding new landscaping and tree planting that will enhance the green character of Laverton
- incorporating art / educational elements that celebrate Laverton's history and culture
- improving pedestrian and cyclist pathway connections, wayfinding and green linkages to increase accessibility and help to tie the parks together into a network

### Ideas + Inspiration



IMPROVE FACILITIES AND MAINTENANCE IN ALL PARKS  
(Image Credit: Lat 27)



STRENGTHENING COMMUNITY PRIDE AND OWNERSHIP OVER OUR PARKS



IMPROVE PEDESTRIAN AND CYCLIST LINKAGES TO AND WITHIN PARKS



UPGRADED FURNITURE, LANDSCAPING AND PLAY EQUIPMENT



REHABILITATION AND REVEGETATION PROGRAM FOR LAVERTON CREEK



COMMUNITY PARTICIPATION AND INPUT INTO DESIGN OF LOCAL PARKS

## 5.3 PLACE PROJECT 3

# Love Laverton Parks

# 3

## Opportunities

### LOCAL PARK UPGRADES

Upgrade 8 local parks as a single co-ordinated project including:

- 1 Croyley Crescent Reserve
- 2 Bladin Street Reserve
- 3 Henderson Street Reserve
- 4 Beverly Anton Reserve
- 5 Whittaker Avenue Reserve
- 6 Dick Murdoch Reserve
- 7 Frank Gibson Reserve
- 8 Bruce Street Reserve

Upgrades to each park will be unique and based upon its preferred use and character but will include:

- Park furniture + shelters
- Landscaping
- Pathways + hardscape areas
- Play equipment

Local residents will be provided with the opportunity to have input into the design of their local parks

WILLIAMS LANDING

RAAF BASE

McCORMACK PARK

ALTONA MEADOWS

CROPLEY CRES RESERVE

BLADIN STREET RESERVE

HENDERSON ST RESERVE

BEVERLY ANTON RESERVE

WHITTAKER AVE RESERVE

DICK MURDOCH RESERVE

FRANK GIBSON RESERVE

BRUCE STREET RESERVE

SAYERS ROAD

OLD GEELONG ROAD

BLADIN ST

PRINCESS FWY

PRINCESS FWY

RAILWAY AVENUE

MAHER ROAD

POINT COOK ROAD

### McCORMACK PARK MASTERPLAN

Upgrade of McCormack Park to be undertaken as key community space as part of Better Places and Spaces Project - will include community engagement and master plan. Key works to include:

- New water play splash area
- Indoor youth facility
- Outdoor multi-sport court area
- Upgrades to pedestrian footbridge, pathways and park lighting
- Provision of outdoor fitness equipment
- Spaces for community gardens

### LAVERTON CREEK RESERVE + CONSERVATION AREA RESTORATION

Restore and improve the Laverton creek environment through targeted rehabilitation and revegetation project including:

- Undertaking clean-up and native revegetation works
- Upgrading trails and adding new interpretive / artwork elements that celebrate the diversity of the creek habitat, its history and its cultural significance to its traditional owners
- Support the development and growth of the Friends of Laverton Creek and promote ways in which the broader Laverton community can become involved with the care of the creek

### GREENING SMALL PARKS

As a part of the urban forest tree canopy project, additional trees will be planted within all smaller green spaces and reserves (with advanced tree planting and seating in selected locations) including:

- Jamison Street Reserve
- Tyquin Street Reserve
- Williams Road Reserve
- Alma Avenue Reserve

## 5.4 PLACE PROJECT 4 Better Villages Project

# 4

### Project Description

Develop a Master Plan for the Aviation Road Village precinct as the main activity centre for Laverton. The Master Plan will be developed at a precinct wide level with input from local traders and the community. Running in parallel, designs for the Woods Street and Bladin Street precincts will also be undertaken to deliver improvements for all three centres to make them more vibrant, attractive and functional and support their future viability including:

- Upgrades to the streetscapes and public spaces
- Addressing car parking within the centres and key adjoining areas (such as Aircraft Station)
- Improving connectivity (walking, cycling, public transport)
- Identifying opportunities to establish new partnerships, initiatives and activities for the centres as part of the Better Places Laverton Leadership Group
- Incorporating artwork and cultural elements that celebrate Laverton's history, diversity + culture and provide opportunities for input from local creatives
- Investigating options for future adaption to changes in technology / lifestyle trends (i.e. reduced private vehicle usage, possible removal Princes Freeway off ramp access to Aviation Road, changes housing types and densities, potential changes to RAAF base uses)

### Ideas + Inspiration



IMPROVING CONNECTIVITY TO THE VILLAGE CENTRES  
(Frome Street Bikeway - Image Credit: Aspect Studios)



OPPORTUNITY TO CREATE A NEW PLAZA OR VILLAGE GREEN SPACES  
(Image Credit: Aspect Studios)



**A AVIATION ROAD VILLAGE MASTERPLAN**

**W WOODS STREET PRECINCT UPGRADES**

**B BLADIN STREET PRECINCT UPGRADES**



MAKING THE VILLAGES MORE ATTRACTIVE AND PEOPLE FOCUSED  
(Image Credit: Outlines)



ADDING ART AND IMPROVED PEDESTRIAN CONNECTIONS  
(Fish Lane Brisbane)

## 5.4 PLACE PROJECT 4

# Better Villages Project

# 4

## Opportunities

### AVIATION ROAD PRECINCT - OPPORTUNITIES + PRICIPLES PLAN

#### AVIATION ROAD STREETScape IMPROVEMENTS

Undertake improvements to streetscape and public spaces to enhance attractiveness, function and vibrancy of main street

#### RAIL STATION PLAZA / VILLAGE GREEN

Potential to create new plaza or village green as key community space and destination for precinct including:

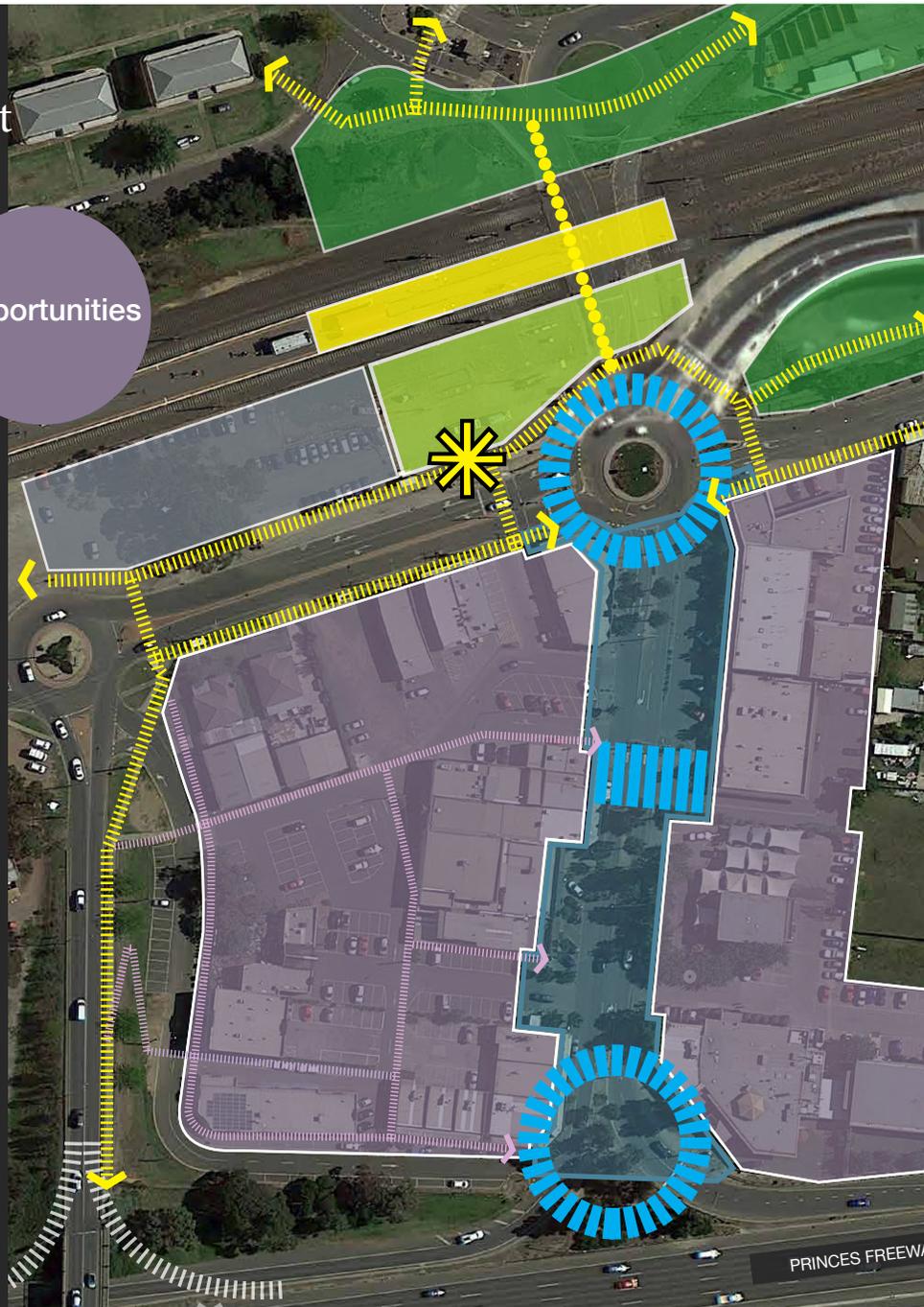
- Event space and lawn area
- Seating and shelters
- Bike storage and end of trip facilities
- Landscaped areas

#### RAIL STATION UPGRADE

Develop vision for future rail station upgrade to become multimodal hub and to improve carparking, pedestrian connections and activation of village area

#### EXISTING RETAIL / COMMERCIAL USES

- Work with existing traders + landowners, adjoining landowners and community to create vision and design for existing retail and commercial areas
- Carparking, storage, loading and access
  - Future improvements / redevelopment opportunities
  - Improved landscaping, amenity, safety



#### KEY LANDSCAPE / STREETScape THRESHOLDS

Opportunity to create special streetscape / landscape / hardscape treatments that convert street from car dominated environment into improved main street / village character

#### POINT COOK / AVIATION ROAD FREEWAY ACCESS RECONFIGURATION

Investigate options for potential long term reconfiguration of Point Cook interchange / access to Princes Freeway and reconfiguration / closure of Aviation Road off ramp to improve amenity / character / function of Aviation Road and surrounding precinct

#### RAILWAY AVENUE / MAHER ROAD MASTER PLAN

Opportunity to convert Railway Avenue corridor into key east west pedestrian and cyclist link through Laverton shared user pathways, landscaping and recreational elements

#### POSSIBLE BUS SETDOWN / KISS + RIDE

#### RECONFIGURATION / UPGRADE OF EXISTING CARPARK AREA

#### UPGRADE AND ADD NEW LINKAGES

Undertake pathway and streetscape improvements to enhance pedestrian and cyclist connectivity

#### UNDERPASS

Provide pedestrian / cyclist underpass to act as main linkage between Aviation Road Village, the rail station and areas north and south of the rail line

#### PEDESTRIAN LINKAGES / SHARED ZONES

Investigate options for adding pathways / shared zones to improve pedestrian connections and activation of village precinct



EVOLVE AND DELIVER INITIAL CONCEPTS FOR RAIL STATION PLAZA TO CREATE NEW PUBLIC SPACE + DESTINATION FOR PRECINCT

## 5.5 PLACE PROJECT 5

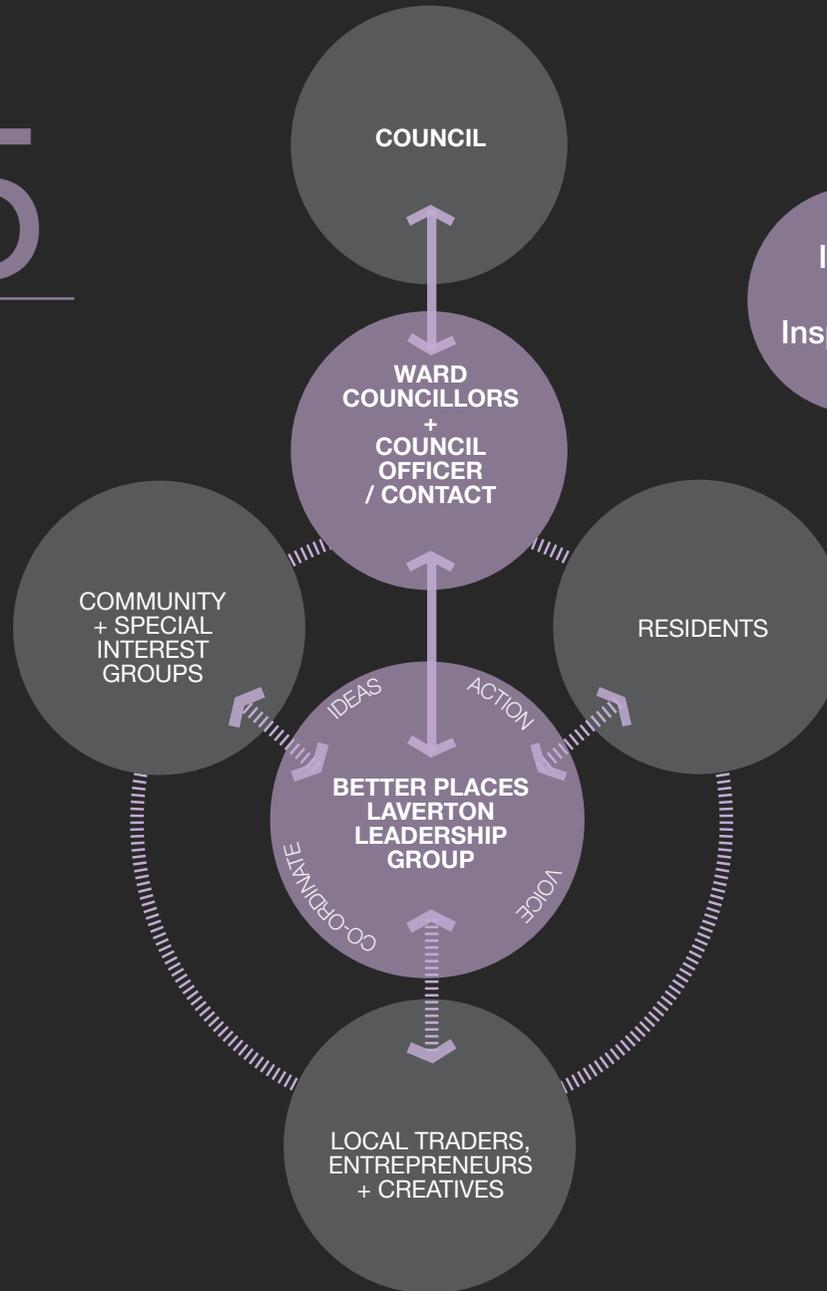
# Better Places Laverton Leadership Group

# 5

### Project Description

Develop a Leadership Group of key and emerging community representatives that would become a central 'think-tank', action group and voice for Laverton. The group will not replace other existing groups, but rather will complement their roles, drawing in new energy, providing opportunities for collective action, encouraging broad participation in community and aim to provide a point of contact across the community and with Council. The Group will have diverse representatives from different interest groups, demographics and ages and will liaise with Council directly on local projects of importance.

Regular meetings will be arranged between the Leadership Group, Ward Councillors and Council Officers to ensure continuous communication and provide the nexus between projects, council and the community.



Ideas + Inspiration



EVENTS AND PROGRAMS THAT ENCOURAGE LOCAL CONNECTIONS + LEADERSHIP (Image Credit - )

The key focus of the Local Leaders Action Group will be to foster the local energy and leadership within the local community to help deliver the Laverton Vision. They will do this by playing a lead role in supporting, planning and delivering the projects and programs identified in the Laverton Place Guide as well as identify new activities and events that will help to activate key areas in Laverton.

### OPPORTUNITIES

- Explore new ideas and help identify local priorities, opportunities and precincts for activation
- Provide a complementary role to existing groups in encouraging local action for local benefit
- Apply for grants
- Encourage local leadership development eg course / program / workshops / discussion
- Promote local activities – market them to to increase awareness and participation

## 5.5 PLACE PROJECT 5

### Better Places Laverton Leadership Group

# 5

Building connections +  
leadership....

stimulating new ideas,  
thinking + action....

and providing a shared  
voice for the Laverton  
community



(Image Credit - Beers and Ideas)

## 5.6 PLACE PROJECT 6

### Safer Places Project

# 6

#### Project Description

Undertake works that improve both the physical and perceived levels of safety and accessibility throughout Laverton to encourage locals to get out and about, interact and help make it a more lively and vibrant place.

As part of this project Council will undertake an intensive fast-tracked program to improve general safety and accessibility around key movement corridors, community spaces, transport nodes and village centres. Key initiatives to include elements such as providing new and upgraded lighting, pathway widenings and streetscape improvements and general clean-up and upgrade of key spaces to make them feel safer and more accessible and usable for all residents and for different times of the day.

#### Ideas + Inspiration

Key areas to be targeted for the Safer Places project will include:

- Aviation Road and Woods Street Village Centres
- Cameron Street Reserve Altona Meadows
- Freeway pedestrian overpass bridge and Fitzroy Street Laverton
- Fitzroy Street to Laverton Train Station
- Thomas Street to McCormack Park and Laverton Secondary College
- Wackett Street corridor between Old Geelong Road and Bladin Street
- Movement corridor between McCormack Park and Old Geelong Road along Tyquin Street



INCREASING THE SENSE OF SAFETY AND ACTIVATION AROUND CARPARKS, LANEWAYS AND KEY LINKAGES



MAKING SPACES KEY COMMUNITY SPACES FEEL SAFER AND MORE USABLE AT DIFFERENT TIMES (The Link Milton - Image Credit: Lat27)



LIGHTING AND ACTIVATION THAT ADD LIFE TO OUR VILLAGE CENTRES (Image Credit: Hansen)



IMPROVED PATHWAY LINKAGES AND LIGHTING TO INCREASE SAFETY

5.6 PLACE PROJECT 6

Safer Places Project

6

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Creating spaces that feel safer and more accessible and usable for all residents and for different times of the day.....

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(Image Credit: Hansen)

## 5.7 PLACE PROJECT 7

### Housing Choice

# 7

Project  
Description

Ideas  
+  
Inspiration

To ensure that Laverton continues to be a diverse community into the future, and a place where all types of people - from young families and couples through to singles and elderly residents - can continue to live, it will be necessary to provide a more diverse range of housing options throughout the local area. Key initiatives to be undertaken to ensure diverse and high quality affordable housing is provided into the future include:

#### NEW HOUSING ZONES

Future housing throughout Laverton will be controlled by the New Residential Zones that will direct new residential growth to appropriate locations. The new zones respond to identified need to increase densities around the activity centres (Aviation Road and Lohse & Woods Streets) in proximity to public transport and community facilities to allow for a diversity of housing types for a broad range of households and age groups, and to contribute to the viability and vibrancy of these centres. The proposed housing change envisaged for Laverton by Council's Housing Strategy 2019 with a focus on achieving:

- A diversity of high quality housing types for a broad range of households and age groups in proximity to public transport, community facilities and commercial areas
- Improved viability and vibrancy of commercial centres and community facilities



PROVIDING NEW HOUSING OPTIONS IN CLOSE PROXIMITY TO TRANSPORT AND VILLAGE CENTRES (Image Credit - Bent Architects)



NEW HOUSING OPTIONS THAT CAN FIT WITHIN EXISTING CHARACTER (Alphington Townhouses - Image Credit: Green Sheep Collective)



TAKING INSPIRATION FROM BEST-PRACTICE PROJECT EXAMPLES (Hellier Street - Image Credit: Six Degrees Architects)

## 5.7 PLACE PROJECT 7

### Housing Choice

# 7

Project  
Description

Ideas  
+  
Inspiration

#### EPSOM STREET HOUSING DEVELOPMENT

Council is assessing the potential to develop Council owned land at Epsom Street as a demonstration project that:

- Will provide an example of quality housing that is affordable and mixes private and social housing in a key location with close proximity to parkland, public transport and shopping and community facilities
- Demonstrates innovative housing options and best-practice design that will provide an inspiration for future housing - catering for a wider variety of social groups than traditional market led product and changing the perception of 'affordable' housing by delivering high quality product
- Supports the aim of the newly created Hobsons Bay Affordable Housing Trust to deliver increased housing choice and affordability in the local area
- Will be developed with design guidelines for the built form and with input from the local community

Potential to develop Council owned land at Epsom Street as future housing



INNOVATIVE APPROACHES TO MULTIPLE HOUSING  
(IGEN Y demonstration home - Image Credit: Landcorp)



INNOVATIVE HOUSING OPTIONS FOR DIFFERENT SOCIAL GROUPS  
(Jessen Crescent Dandenong)



INSPIRATION FROM LEADING SUSTAINABLE + AFFORDABLE HOUSING  
(The House With No Bills - Image Credit: Mirvac)

## 5.8 PLACE PROJECT 8

# Missing Links Project

# 8

### Project Description

### Ideas + Inspiration

Walking and cycling is a key component of healthy and socially connected communities. To make Laverton a more walkable and bike friendly place there is a need to construct a range of missing pathway links and upgrade some existing roads, streetscapes and pathways to improve the connectivity, safety and function of the pedestrian and cyclist network. This project seeks to fast track all these combined works into a single co-ordinated project that includes:

- Designing and delivering Railway Avenue as a major recreational, pedestrian and cyclist movement corridor as part of the Better Places and Spaces Project. Railway Avenue is to incorporate extensive off-road shared user paths and will become an important link in the overall network connecting key destinations and helping to make Laverton more walkable and bike friendly
- Adding new cycleways, traffic calming and streetscape improvements along Bladin Street to establish it as the key north / south pedestrian and cyclist spine through Laverton
- Adding new footpaths in key streets such as Parkside Walk and Balmoral Avenue
- Reconstruction of the main footbridge in McCormack Park
- Providing new pedestrian and cyclist underpass link from Aviation Road through to the north of the rail line as part of future rail station upgrades + upgrading other crossings
- Investigating best-practice case study examples of leading walkable and cycling communities and identifying other initiatives that can be implemented (i.e. bike storage facilities, developing a community focused program / events to promote walking and cycling)



IMPROVING CONNECTIVITY BETWEEN KEY DESTINATIONS  
(Image Credit - JPE Design)



DESIGNING AND DELIVERING RAILWAY AVENUE AS A MAJOR RECREATIONAL, PEDESTRIAN AND CYCLIST MOVEMENT CORRIDOR (Atlanta Beltline)



PATHWAYS THAT MAKE CYCLING + WALKING SAFER AND MORE ATTRACTIVE TO A BROADER RANGE OF THE COMMUNITY (Image Credit: Adobestock)



TRAFFIC CALMING AND STREETScape TREATMENTS THAT CHANGE THE CHARACTER + MAKE PLACES MORE WALKABLE (Image Credit - JPE Design)

5.8 PLACE PROJECT 8  
Missing Links Project

Opportunities

8



**RAILWAY AVENUE CORRIDOR**  
Designing and delivering Railway Avenue as a major recreational, pedestrian and cyclist movement corridor that will have extensive off-road shared user paths and will become an important new link in the overall network

**BLADIN STREET**  
Adding new cycleways, traffic calming and streetscape improvements along Bladin Street to establish it as the key north / south pedestrian and cyclist spine through Laverton

**LAVERTON CREEK BRIDGE**  
Reconstruction of the main footbridge in McCormack Park to improve accessibility and safety

**RAILWAY UNDERPASS**  
Providing new pedestrian and cyclist underpass link from Aviation Road through to the north of the rail line as part of future rail station upgrades

**PEDESTRIAN LINKAGES / SHARED ZONES**  
Investigate options for adding pathways / shared zones / missing linkages to improve pedestrian connections and activation of village precinct as part of the Better Places and Spaces project

**KEY EXISTING LINKS**  
Key links to open space, sport and recreation facilities - explore opportunities to improve and extend linkages as part of future wayfinding and pathway upgrades

**FUTURE RAAF LINKAGES**  
Generate vision and plan for cyclist and pedestrian network that could be incorporated into potential future redevelopment of RAAF base to improve connectivity between Laverton, Williams Landing and surrounding areas

## 5.9 PLACE PROJECT 9

# Better Places + Spaces Project

# 9

### Project Description

### Ideas + Inspiration

Developing Master Plans for the upgrade of McCormack Park and the design and delivery of Railway Avenue as a key recreational, pedestrian and cyclist movement corridor within Laverton. The improvement of these spaces will have a significant impact on enhancing local open space and amenity, improving safety and attractiveness walking and cycling as well as providing new spaces and recreational activities that will help bring the community together. Key opportunities to be investigated include:

#### McCORMACK PARK

- New water play splash area
- Indoor youth facility
- Outdoor multi-sport court area
- Upgrades to pedestrian footbridge, pathways and park lighting
- Provision of outdoor fitness equipment
- Spaces for community gardens

#### RAILWAY AVENUE

- Shared user pathways for safe off-road cycling, walking and jogging
- A variety of new parkland and recreational spaces
- Possible upgrade of existing building for future community uses



OUTDOOR MULTI COURT SPORTS AREA  
(Throsby Park - Image Credit: Weekend Notes)



NEW WATER PLAY SPLASH AREA  
(Ferry Grove Water Park - Image Credit: Brisbane Family Explorers)



INDOOR YOUTH FACILITY  
(Midland Youth Hub - Image Credit: Douglas Mark Black)



TURNING RAILWAY AVENUE INTO A CYCLING AND RECREATIONAL CORRIDOR (Image Credit: Cycling Brisbane)

## 5.9 PLACE PROJECT 9

# Better Places + Spaces Project

# 9

Key opportunities and principles currently being explored as part of the McCormack Park master plan include:

- Offering a range of indoor and outdoor recreation, learning and meeting up spaces that can offer a broad range of programs and activities and importantly, a welcoming place for young people to meet, socialise and feel safe
- Partnership opportunities with Laverton P-12 College who are located adjacent to McCormack Park
- Create a youth hub that integrates the existing skate park with the playground and its associated picnic, BBQ and public toilet facilities

The Hobsons Bay Aquatic Strategy 2019 recommended that the Laverton Swim and Fitness Centre be decommissioned due to reaching the end of its useful life and for a new swim facility to be built in Bruce Comben Reserve in Altona Meadows as a site identified as being more suitably located to service the west of Hobsons Bay.

In response, a master plan is being developed to investigate different opportunities to upgrade and add new facilities into McCormack Park to ensure that it will continue to be an important community, recreational and fitness space for Laverton residents into the future. The Opportunities and Principles plan identifies some of the key upgrades and facilities that are currently proposed and that will be evolved as part of ongoing design and consultation.

## McCORMACK PARK - OPPORTUNITIES + PRINCIPLES PLAN

### Opportunities

-  **EXISTING CARPARK AND SWIM CENTRE**  
Existing swim + fitness centre to be converted to upgraded / extended carpark and landscaping
-  **EXISTING SKATEPARK AND PLAYGROUND**  
Existing facilities to be retained and improved with additional landscaping, pathways and recreation spaces linking them together
-  **INDOOR YOUTH FACILITY**  
New youth facility to be built to accommodate a variety of programs and activities and provide a welcoming place for young people to meet, socialise and feel safe
-  **SPLASH PLAY SPACE**  
New outdoor splash play space to provide new recreational and community destination
-  **OUTDOOR MULTI SPORT COURT**
-  **MULTI-USE PARK GREEN**  
New multi-use space as central linking green between recreation features
-  **UPGRADE AND ADD NEW LINKAGES**  
Undertake pathway improvements to enhance pedestrian and cyclist connectivity to and within McCormack Park
-  **BRIDGE UPGRADE**  
Upgrade existing bridge to improve safety and accessibility
-  **LAVERTON CREEK RESERVE + CONSERVATION AREA RESTORATION**  
Restore and improve the Laverton creek environment through targeted rehabilitation and revegetation project



## 5.10 PLACE PROJECT 10

# Wayfinding + Signage Project

# 10

Project Description

Ideas + Inspiration



INTEGRATE WAYFINDING WITH ART AND INTERPRETIVE TRAILS



A CLEAR AND EASY TO USE SYSTEM OF WAYFINDING AND SIGNAGE  
(From Street Bikeway - Image Credit: ASPECT studios)

Building on Council's existing developed suite, establish a wayfinding and signage system that improves how people navigate and move around the local area and helps to create an integrated overall identity for Laverton. The focus will be on creating a wayfinding and signage system that provides a clear and easy-to-use guide to key locations, routes and destinations throughout Laverton and to adjoining areas. Key elements of the project to include:

- developing signage typologies, hierarchy and locations
- integrating with the Gateways + Art Trails and Missing Links Projects

BUILD ON COUNCIL'S EXISTING SUITE OF WAYFINDING SIGNAGE



## 5.10 PLACE PROJECT 10

### Wayfinding + Signage Project

# 10

Some of the key locations, routes and destinations that will be incorporated into the wayfinding and signage network for Laverton include:

- Fitzroy Street pedestrian overpass
- Laverton Train Station
- Lohse Street/Wood Street, retail, arts and park precinct
- Aviation Road village precinct
- Aircraft Train Station
- Thomas Street north ( McCormack Park) Thomas Street south
- McCormack Park Laverton Creek
- Laverton Creek Shared trail
- Merton Street/Railway Avenue
- Laverton Community Hub



(Frome Street Bikeway - Image Credit: ASPECT studios)

## 5.11 PLACE PROJECT 11

### Gateways + Art Trails Project

# 11

#### Project Description

Develop a program to explore ideas and opportunities to create key gateway entrance statements and additional public art installations (such as murals, sculpture / art trails, art infrastructure) at key sites within Laverton, that build on and compliment existing public art and respond to Council's public art policy and strategy. Key input and leadership will be provided by the Love Laverton Focus Group and sites and opportunities to be explored include:

#### GATEWAYS

- Bladin Street – Old Geelong Road
- Newlands Street
- Princes Freeway / High Street
- Princes Freeway / Aviation Road
- Merton Street / Railway Avenue

#### ART TRAILS

- Laverton Creek / McCormack Park
- Railway Avenue / Maher Road Corridor

#### KEY PLACES

- Aviation Road Village
- Woods Street Precinct
- Aircraft Station
- Laverton Station

#### Ideas + Inspiration



INCORPORATING ART AS PART OF KEY GATEWAYS INTO LAVERTON  
(Image Credit - Manningham Council)



GATEWAYS THAT COMBINE LANDSCAPE AND ART  
(Seawall Vancouver - Image Credit - The Atlantic)



ART TRAILS THAT COULD FORM PART OF ANNUAL CULTURAL EVENTS  
(Swell Sculpture Festival - Image Credit\_Sanchelsea.com)



ART TRAILS THAT LINK KEY PLACES AND TELL LAVERTON'S STORY



BUILD ON EXISTING TRAILS AND ARTWORK ALREADY ESTABLISHED THROUGHOUT LAVERTON

## 5.11 PLACE PROJECT 11

### Gateways + Art Trails Project

# 11

Opportunities



#### KEY GATEWAYS

Opportunity to establish artwork / sculpture / landscape elements at key vehicular / road gateways to mark entry into Laverton



#### RAIL STATIONS

Potential to include artworks / interpretive / historical elements at rail stations as key gateways / entry points into Laverton



#### VILLAGE CENTRES

Potential to include artworks / murals / historical / cultural elements within Aviation Road Village and Woods Street Precinct as key community meeting places - important places to tell the story of Laverton to both locals and visitors and to celebrate the local creativity and diversity



#### MCCORMACK PARK / LAVERTON CREEK

Key opportunity evolve art / sculpture / interpretive trail as part of master plan for McCormack Park and future regenerative works along Laverton Creek - could form part of future trail network or cultural events



#### RAILWAY AVENUE / MAHER ROAD CORRIDOR

Key opportunity establish art / sculpture / interpretive trail as part of future master plan for Railway Avenue corridor to become major movement / recreational spine - could form part of future trail network or cultural events

## 5.12 PLACE PROJECT 12

### Love Laverton Focus Group

# 12

#### Project Description

The key responsibility for this forum will be to contribute local wisdom, stories and community leadership from across Laverton that helps inform decision making processes for major public art, cultural events and local heritage expression. The group will aim to bring together longer term residents, local historians, cultural leaders and representatives, young people, artists and creatives to provide:

- input into key projects related to Laverton's history, diversity and unique character, alongside other key stakeholders
- ideas, connections and active involvement in supporting existing and new events, art initiatives and cultural activities
- a connection point and coordinating role with the Better Places Laverton Leadership Group to ensure art / cultural / historical initiatives and events are integrated into future projects
- a lead role in identifying and promoting key stories to contribute to the local heritage and creative landscape of Laverton
- a local voice, perspective and reference group for major projects alongside other key stakeholders and professionals

#### Ideas + Inspiration



CREATIVE EVENTS THAT BRING PEOPLE TOGETHER  
(Image Credit - Beers and Ideas)



'HUMAN LIBRARY PROJECT' TO TELL LAVERTON'S STORY  
(Human Library Project, Warrnambool - The Standard)



CREATIVE PROJECTS THAT CONNECT ALL PARTS OF THE COMMUNITY  
(Image Credit - The Standard)

## 5.13 OTHER IDEAS + OPPORTUNITIES

The Place Projects represent an important step towards realising the vision for Laverton.

Some of the Place Projects will be able to be implemented almost immediately as part of fast-tracked initiatives, and others will evolve as part of a longer term design process. As the Place Projects are undertaken there will be opportunities for ongoing community input and ideas, and this may lead to other ideas and projects emerging. In this way the community will continue to play an important role in shaping the place they live in - and bringing the vision for Laverton to life.

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Bringing the vision  
to life.....

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PART

6

NEXT STEPS

# 6.1 PLACE PROJECT DELIVERY AND ACTION PLAN

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This part identifies projected timelines for the delivery of the 12 key Place Projects set out in Part 5.

The table outlines short, medium and longer-term implementation milestones targets for the next 3 years, from the end of 2020 through to the end of 2023.

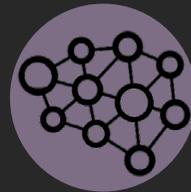
It is important to note that the projected timelines are indicative only, and will be refined as the various projects evolve through ongoing design and consultation, but are intended to provide the community with an understanding of the proposed process and timing for delivery of the different projects and the steps that will be taken to make the vision happen.



Cleaner + Greener



A More Vibrant Place



A More Connected Community



Celebrate Our Character

# 6.1 PLACE PROJECT DELIVERY AND ACTION PLAN

The Place Project Delivery and Action Plan provides a mix of both shorter-term projects, that will be able to be implemented almost immediately as part of fast-tracked initiatives, as well as longer term projects that are larger and more complex and will require more extensive design and consultation.

Reflecting the community feedback and priorities, the key focus in the short term will be to deliver the ‘Cleaner and Greener’ projects - providing almost immediate action and change - with most of these projects projected to be completed by the end of 2021. It is envisaged that the planning, consultation, design and implementation of the mid to longer-term projects will occur throughout

2021-2022, with the aim of having all projects completed by the end of 2023.

As part of the ongoing delivery plan for Better Places Laverton it is also proposed that an annual ‘check-in consultation’ will be undertaken to measure community satisfaction for the action and outcomes of the various projects.

| THEME                   | PROJECTS                                | 2020 | 2021 |    |    |    | 2022 |    |    |    | 2023 |    |    |    |
|-------------------------|---|------|------|----|----|----|------|----|----|----|------|----|----|----|
|                         |   | Q4   | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 |
| CLEANER AND GREENER     | Looking Good Laverton                   |      |      |    |    |    |      |    |    |    |      |    |    |    |
|                         | Love Laverton Parks                     |      |      |    |    |    |      |    |    |    |      |    |    |    |
|                         | Green Streets Laverton                  |      |      |    |    |    |      |    |    |    |      |    |    |    |
| MORE VIBRANT            | Better Villages                         |      |      |    |    |    |      |    |    |    |      |    |    |    |
|                         | Housing Choice                          |      |      |    |    |    |      |    |    |    |      |    |    |    |
|                         | Better Places Laverton Leadership Group |      |      |    |    |    |      |    |    |    |      |    |    |    |
|                         | Safer Places                            |      |      |    |    |    |      |    |    |    |      |    |    |    |
| MORE CONNECTED          | Places + Spaces - Railway Ave Reserve   |      |      |    |    |    |      |    |    |    |      |    |    |    |
|                         | Places + Spaces - McCormack Park        |      |      |    |    |    |      |    |    |    |      |    |    |    |
|                         | Missing Links                           |      |      |    |    |    |      |    |    |    |      |    |    |    |
|                         | Wayfinding + Signage                    |      |      |    |    |    |      |    |    |    |      |    |    |    |
| CELEBRATE OUR CHARACTER | Gateways + Art Trails                   |      |      |    |    |    |      |    |    |    |      |    |    |    |
|                         | Love Laverton Focus Group               |      |      |    |    |    |      |    |    |    |      |    |    |    |
| CHECK-IN                | Participate Survey                      |      |      |    |    |    |      |    |    |    |      |    |    |    |

# LAV ERT ON



# BETTER PLACES

Laverton

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