

LAV ERT ON



LOVE



CHANGE



IDEAS

SHAPING THE VISION FOR LAVERTON

DRAFT VISION SUMMARY | JULY 2020

This project is delivered by

HOBSON'S
BAY CITY
COUNCIL



**BETTER
PLACES**
Laverton

How would you
make
Laverton
a better place?

SHAPING A SHARED VISION

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

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.

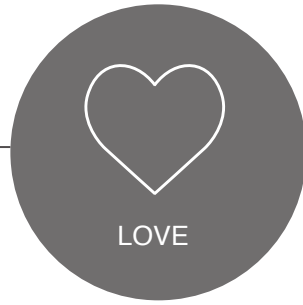
The initial consultation phase went out to the Laverton community to 'ASK' people to share their views and around what they love most about the area, what they would like to see changed, and any big ideas they might have to improve Laverton into the future. Input was gathered through an event at the 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.

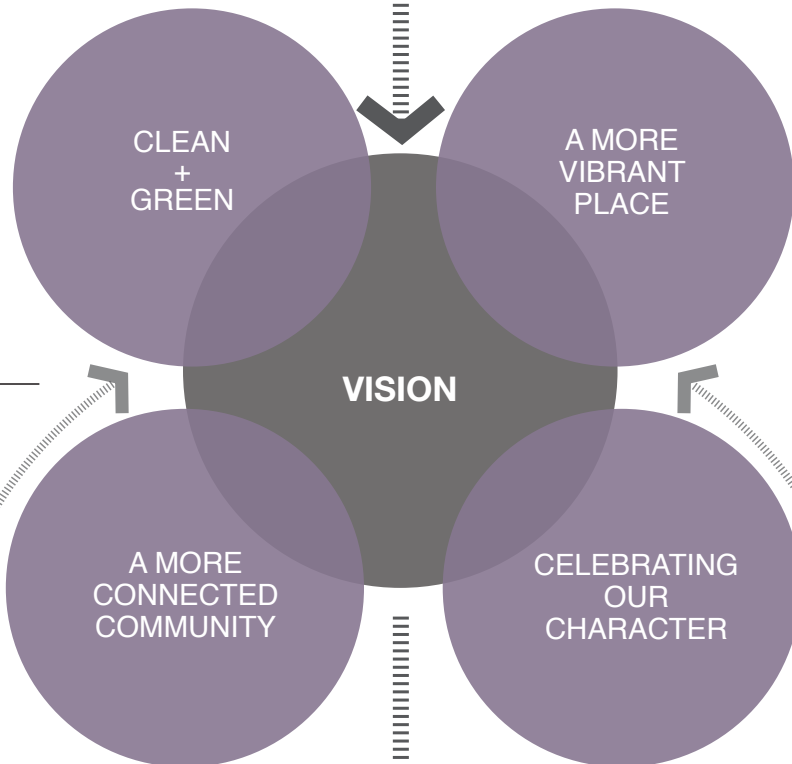
ASK

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



THE VISION FOR LAVERTON

Vision Statement - What We Value Most

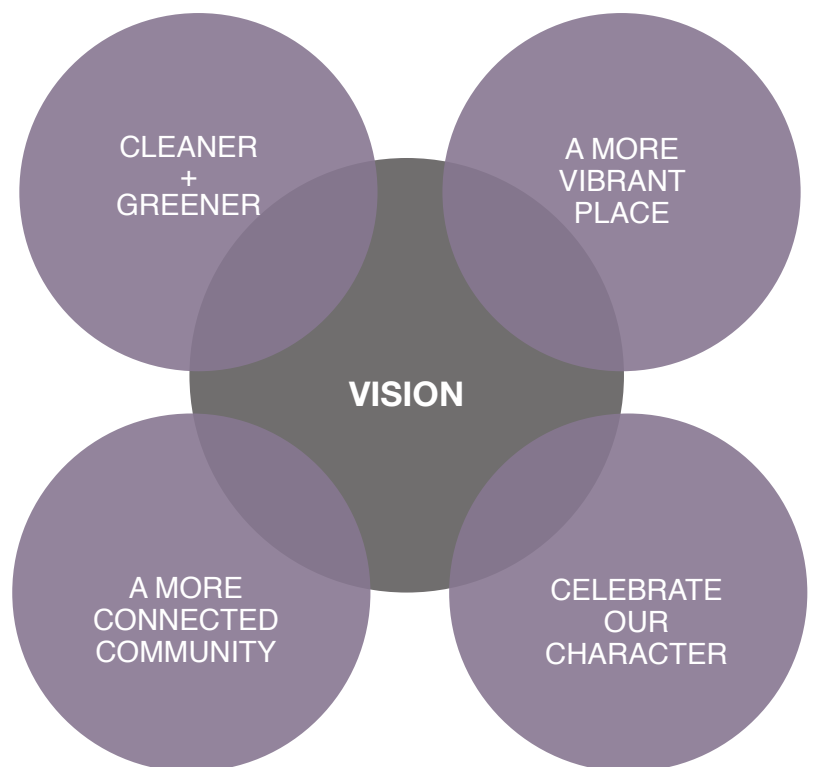
Laverton is a vibrant community that is loved for its connection to natural opens spaces, its village atmosphere and as a place where all the needs of daily life are within easy reach. Residents choose to live in Laverton for its convenient access to public transport, variety of housing and people, well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



KEY THEMES + GUIDING PRINCIPLES

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.

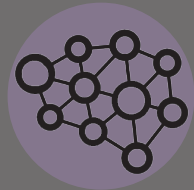
In this way the vision not only describes the core values of the Laverton community, but also provides practical ideas and steps towards turning the vision into real improvements into the future.



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



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 of all 8 community 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 IMPROVEMENT PROGRAM
(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



Potential Projects + Initiatives

Inspiration

What could these projects + initiatives look like?

4

Better Villages Program

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 for the precincts

5

Local Leaders Action Group

Providing funding and resources for the development of a Local Leaders Action Group that will:

- Lead activities and events to activate the Village centres and community spaces
- Include 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



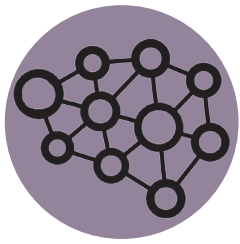
ADDING GREENERY + AMENITY TO OUR VILLAGE CENTRES
(James Street, Brisbane)



GETTING THE COMMUNITY ACTIVELY INVOLVED
(Beers + Ideas Warrnambool - 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

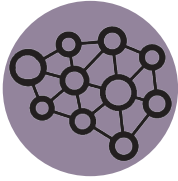
Whilst many people expressed throughout the consultation that they felt that Laverton is a place with good access to public transport and a variety of road connections to surrounding areas, it was also regularly noted that it is very car focused and not very pedestrian or bike friendly. One of the key 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)



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



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 GATEWAY + ART TRAILS THAT CELEBRATE OUR LOCAL 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

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

HOW TO PROVIDE YOUR FEEDBACK

VISIT BETTER PLACES LAVERTON ONLINE:

<https://participate.hobsonsabay.vic.gov.au/better-places-laverton>

We encourage the Laverton Community to visit the Participate webpage to find more detailed information and background on the project. Online, you can read through a summary of the first round of community consultation, view the draft vision and principles, and provide us with your feedback and suggestions for improvements via an online survey.

We will accept all online feedback up to Friday 14 August 2020.

NEED HELP OR HAVE A QUESTION?

Contact our project team on 1300 179 944
Or by email projects@hobsonsabay.vic.gov.au



**HOBSONS BAY
LANGUAGE LINE**

9932 1212

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AND RECORDED COUNCIL INFORMATION IN:

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Italiano	ကဗိုက်	Tiếng Việt
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