

City Strategy, Urban Design Unit

# WICLIAM ST VICTORIA



Streetscape Masterplan  
(adopted 15.09.15)





Local public art is increasingly a feature of Victoria Street's urban spaces and places, bringing a sense of vibrancy to neglected spaces

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# 01

## Introduction

This document for streetscape improvements along Victoria Street from Hoddle Street to the Yarra River will form the basis for staged detailed design, design documentation and capital works applications for funding, either through Council's capital works program or external sources of funding.

The Victoria Streetscape Masterplan (the Masterplan) responds to the recommendations of the Structure Plan. It identifies six key objectives, with the intention of promoting the cultural identity of Victoria Street, providing an attractive, welcoming, distinctive and safer public domain with opportunity for more public spaces, greenery and shade.

The Masterplan outlines how the key objectives are to be delivered in stages through capital work improvements to Victoria Street.

The Masterplan recognises two distinct precincts within the street's masterplan area; the western precinct (predominantly core retail), and the eastern precinct (areas undergoing incremental transition through to high density residential).

The actions proposed are a combination of projects that can be implemented immediately, and long term

In 2010, Council adopted the Victoria Street Structure Plan following an extensive public consultation process. The Structure Plan identifies a number of key objectives relating to public space, transport and access. It suggests a number of strategies to address these objectives and recommends the preparation of a Streetscape Masterplan.

projects requiring a process of ongoing investigation and negotiation with various stakeholders.

The Masterplan also provides a design palette for regular works of routine nature to improve the quality of Victoria Street's public domain, and to achieve consistency in treatment along the street.

Successful implementation of the Masterplan will rely on progressive partnerships between the Council and businesses, and consultation between the Council and community.

The realisation of the Masterplan is envisaged through multiple phases of implementation beginning 2015 and running through to 2019/20. Timing and delivery will be subject to funding. The Council will work in close collaboration with external service providers to streamline the delivery of projects.

# 02

## Process/Consultation

The Victoria Street Streetscape Masterplan has been developed through the following steps:

- **Analysis:** A review of background information, site familiarisation, an understanding of demographics, and the identification of key stakeholders. The analysis has also informed the identification of issues and opportunities.
- These are reflected in the design objectives, in the identification of major projects and through the smaller streetscape interventions to ensure a coherent design palette and a staged implementation strategy.
- **Internal Consultation:** In 2011 a Project Control Group was formed with representatives from Council's Urban Design unit, Engineering Operations, Traffic Engineering, Community Planning, Arts and Culture, Open Space and Strategic Planning Units. The role of these officers has been to provide high level strategic directions on key issues and opportunities throughout the process of developing this document.
- **External Consultation:** Informal discussions with the Department of Human Services, Victoria Police, businesses, residents and other external stakeholders in the development of the Masterplan.
- **External Influences:** Between 2011 and 2014 Council received State and Federal funding to undertake the design and installation of a cultural gateway to the Victoria Street west precinct. Gregory Burgess Architects were engaged to design the gateway, with additional cultural theming to continue from the gateway through to Church Street.
- The design themes for the gateway were developed through a design process between 2010-2013, and were strongly supported and advocated for by the local business groups R.A.B.A. (Richmond Asian Business Association) and C.A.R.A. (Collingwood and Abbotsford Residents Association).
- Council completed construction of the gateway in early 2014.
- Some of the design elements implemented with the Gateway form the basis for further cultural theming of the street.





This art piece on the wall of the North Richmond Railway Overpass is part of a suite of new art installations at the western end of Victoria Street that celebrate the community's rich Vietnamese culture.

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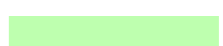
# 03

## Area

The Victoria Street Streetscape Masterplan area encompasses the section of road between Hoddle Street and the Yarra River, a distance of approximately 2.1 kilometres. The street is bounded by the suburbs of Richmond on the south side and Abbotsford on the north side.



APPROXIMATELY 2.1KM

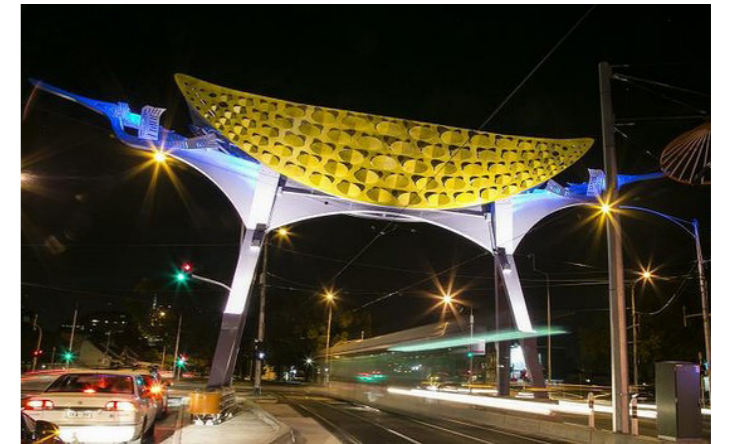
- PROJECT AREA 
- West Precinct 
- East Precinct 



# 04

## Victoria Street Background

- Victoria Street is one of the five major shopping strips in the City of Yarra.
- The street is a key transportation corridor including cars, bicycles and Melbourne's busiest tram route. It is served by rail with the North Richmond Railway Station near the Hoddle Street intersection, and by tram along Victoria Street. The Victoria Street 109 tram route is a priority route for the State Government's recent upgrade program for providing accessible tram stops. A recent addition of the route 12 service has been added between Victoria Gardens shopping centre and the city.
- Victoria Street is renown across wider Melbourne as a focus of Vietnamese and Asian businesses.
- The width of Victoria Street differs greatly between Hoddle Street and the Yarra River, from 15 metres at the western end up to 29 metres on the east, affecting the character of the space.
- Council has recently constructed a new Gateway structure near the intersections of Victoria Street and Hoddle Street which recognises the cultural identity of the precinct and celebrates the contribution of Vietnamese migration to Melbourne and Victoria Street.
- Victoria Street comprises two distinct precincts; the western precinct which is strongly defined by Hoddle Street and extends through to Church Street, and the eastern precinct which extends from Church Street to Victoria Bridge, the Yarra River and the bushland to the east. (Refer Page 8).
- The western precinct is well established as the business and commercial centre for Vietnamese and Asian businesses. The precinct is famous for its affordable restaurants, fruit and vegetables stores.
- In January/February each year the street celebrates the Lunar New Year Festival, drawing visitors from all around for its music, food and famous Lion Dance.
- Church Street is a major thoroughfare that intersects the two precincts. The Victoria and Church Street intersection is a tightly compacted space with trams, vehicles, bicycles and pedestrians. At this intersection the public board tram 78 to travel from North Richmond to St.Kilda Beach, a major route connecting Victoria Street, Bridge Road and Swan Street.
- The eastern precinct by contrast exhibits a mixed streetscape of former industrial sites and residential areas with established heritage and valued character.
- There is a strong sense of the industrial/working class history of the area, created by narrow streets running off Victoria Street connecting former worker's cottages, factory buildings and the Yarra River.
- Close to Church Street many of the original cottages still remain, as do the original factories, including the large CUB site (previously the Abbotsford Brewery). The Carlton United Brewery site may provide future opportunities for large industrial redevelopment and rejuvenation of the manufacturing sector.
- This area of Victoria Street is in a transitional stage, with the generally small to medium sized sites undergoing incremental change by infilling with new development, while still retaining the heritage areas.
- Melbourne's earliest industries were originally established further east along the banks of the Yarra River. This industrial area comprised amongst others, engineering, tanneries and wool scouring factories. There are large scale redevelopments in this area. The influx of new residents is changing the way that people interact with the street, generating the need for improved infrastructure and more user-friendly spaces.
- The Victoria Gardens complex located at the intersection of Victoria Street and Burnley Street, is a new regional shopping centre providing cinemas, supermarkets and brand stores, and provides an anchor at the eastern end.
- The Skipping Girl Vinegar sign, located at 651 Victoria Street is a noted landmark in the activity centre. It is the first animated neon sign in Australia.
- The Yarra River corridor forms the eastern edge of the street and provides pedestrian and bicycle links to the shared pedestrian and bicycle Capital City Trail.



A gateway structure has been erected to recognise the cultural contribution of Asian migration to Victoria Street

The annual Lunar Parade provides cultural festivity to the street

The eastern end of Victoria Street provides connections to the Yarra River and Capital City Trail



## 4.1 Victoria Street West



STREET EDGE – Business, retail and food outlets



PUBLIC SPACE - Footpaths, street stalls, street furniture and planting



ACCESS - Passing pedestrians, cyclist and vehicular traffic

### Existing Street Environment

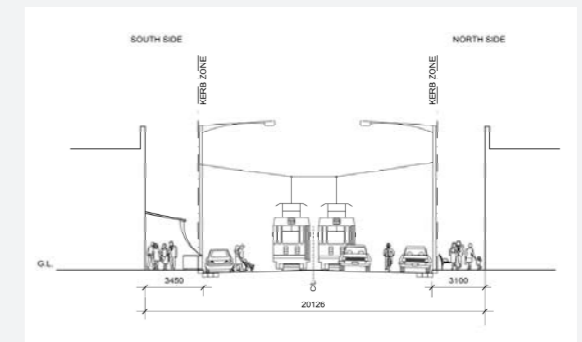
- The west precinct's street character has been strongly influenced by the resident Vietnamese population, and Asian businesses.
- The North Richmond Railway Station on the South Morang and Hurstbridge lines, connects to Victoria Street providing a key transport hub which also includes tram service 109.
- The area between Hoddle Street and the railway bridge forms a distinct entry to the precinct. The new gateway structure, the Vietnamese hats suspended over the street and the art installations on the railway bridge & abutment, reinforce the cultural identity of the western precinct and enhance its aesthetic appeal during the day as well as at night through changing colours and effects.
- The street is congested with vehicles, car parking, trams and cyclists. The footpaths are busy spaces with a mixture of residents, shoppers and tourists.
- The majority of trading occurs on the southern side. The thriving retail activity includes a rich mixture of goods and services in traditional shopfronts, including a vast array of Asian eateries and food and goods stores. The fruit and vegetable display stalls and canvas awnings along the edge of the footpath provide a distinctive atmosphere to the precinct.
- Recently upgraded, Lennox Street and Post Office Lane provide key connections to the North Richmond Housing Estate. The Estate's land immediately north of Elizabeth Street is currently being redeveloped.
- A recent addition to the northern side is 'The Hive', a major mixed-use development providing a retail focus with large scale car parking and a residential component.

### Public Realm Issues

- The asphalt footpaths are relatively narrow at approximately 3 metres wide, and congested with street stalls restricting the ease of pedestrian movement.
- Mature trees in the existing kerb outstands provide shade, however there is no provision of seating or other public amenities beneath that is necessary for encouraging public use. The existing understorey planting is unkempt and a trap for rubbish.
- Victoria Street is a popular destination for dining. However, the majority of this activity is contained within the shops. Lack of activity in the street is particularly noticeable at night with little outdoor dining and many shops closed behind roller shutters.
- The street is a clutter of power poles, tram wires, signage and light poles, which impact on the aesthetics and legibility of the urban environment.
- Tram stops provided at the key intersections of Church, Lennox and Jonas Streets, currently lack in amenity, visibility, clear signage and lighting.

### Opportunities

- With its rich cultural tapestry, the retail precinct provides strong design opportunities to strengthen the Vietnamese and Asian visual imagery through the use of colour, symbols and motifs, site specific artworks and festive lighting.
- The gateway and 'Non La' hats at the intersection of Hoddle Street and Victoria Street set a direction for the future upgrading of the street. The thematic elements introduced through the Gateway will be replicated along the length of the retail strip.
- The streetscape can be improved through shopfront improvements, upgraded street stalls and new vibrant canvas awnings.
- Greater outdoor dining and night food stalls will provide further opportunity to activate the street and boost the night-time economy.



Typical Street Section: Between Hoddle Street and Church Street



## 4.2 Victoria Street East

### Existing Street Environment

- The industrial and working class history of the area is still evident east of Church Street, with Victorian terraces fronting the street and former worker's cottages in side streets. To the north is the vast CUB site, providing future opportunity for re-development.
- In contrast to the western precinct, there is much less retail and foot traffic from Church Street to Flockhart Street. This section of Victoria Street primarily relies on a mix of larger commercial outlets interspersed with smaller residential re-development.
- From Flockhart Street to Victoria Bridge, the density of population intensifies. A number of high-rise residential developments have been completed or are underway. The area is undergoing change through the increasing levels of occupancy.
- The Burnley and Victoria Street intersection has become a new node with high density apartments and large scale commercial amenity.
- Victoria Gardens shopping complex is a landmark internalised mall within the developing residential precinct, with large supermarkets, homewares and food courts in the one complex. The retail experience contrasts with the traditional western strip shopping. Victoria Gardens is the only mall in the City of Yarra, and as such it serves both the local and regional population.
- Close to the intersection with Burnley Street is Williams Reserve, the precinct's largest public open space at almost 3000 square metres.
- An important asset that forms the eastern edge to this precinct is the Yarra River, a perennial river running from the Yarra Ranges to Port Phillip Bay. The Capital City Trail, a shared pedestrian and bicycle path that skirts the river offer a link to an abundance of open space around inner Melbourne.

### Public Realm Issues

- A growing residential population in the area requires more public space to accommodate increasing demands.
- The hard edge redevelopments have resulted in a harsh urban environment, suggesting the need for a softening of the landscape and the provision of shade.
- Links to the Capital City Trail from Victoria Street require greater visibility and improved connections.



Street Edge – Commercial and residential



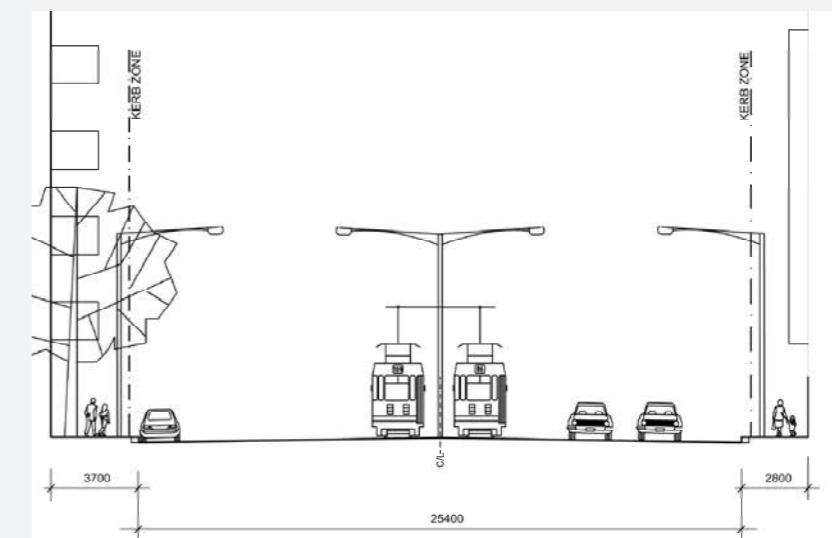
Access – Passing pedestrians, cyclist and vehicular traffic



Public Space – Footpaths, planting and Yarra River links street furniture and planting

### Opportunities

- Lack of intense activity in some of the side streets provides the opportunity for the streets or kerb outstands to be upgraded as usable public space.
- The upgrading of tram stops with improved 'super stops' will provide necessary public amenities such as seating, signage and lighting.
- Williams Reserve provides an opportunity to become a widely enjoyed space through an upgrade to the existing amenities, whilst also potentially easing the increasing pressure on Flockhart Reserve to the north.
- Walmer Street, adjacent to the Burnley Street intersection with Victoria Street, has the potential to become a new public space and an important link to the river.
- The Yarra River offers a quality experience that can be capitalised upon with improved wayfinding signage and better connections from Victoria Street.



Typical Street Section: Between Church Street and Victoria Bridge

# 05

## Strategic Context

### Key Strategies And Plans



Council's policy position on improving public spaces has been reinforced in the *Council Plan* (2013-2017). In the Council Plan a number of strategies support investment in the public realm, through increased pedestrian activity with improved infrastructure and access, to identifying opportunities to convert road spaces into improved pedestrian spaces.

The Council Plan also recommends the planting of more street trees and vegetation. This is recognised as not only providing shade and reducing the heat island effect, but also being fundamental in improving water and air quality in Yarra.

Additionally, the Council Plan champions the need to "foster and promote Yarra's arts, culture, history, diversity and vitality".



The Urban Design Strategy (adopted 2011) identifies major activity centres as one of the key elements that contribute towards the richness of the urban design character of Yarra. Whilst

these centres have a regional and metropolitan role, they are the focal point of activity for the local communities. Victoria Street Activity Centre is one of the five major activity centres of Yarra.

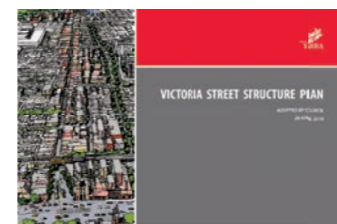
The Strategy advocates for a quality public domain in Yarra and recommends that public domain improvements should balance the needs of pedestrians,

public transport users, cyclists and motorists. Further more, the improvements should also promote universal access, social interaction and walkability.

The Strategy emphasises the need to reclaim more space for pedestrians, and expand outdoor activities for the community through enhancing existing streetspace and seeking opportunities in new developments.

The strategy recommends preparation of streetscape masterplans for all major activity centres that includes Victoria Street.

#### The Victoria Street Structure Plan



(adopted 2010) identifies key objectives relating to a range of issues including public spaces transport and access.

The key objectives for public spaces are to:

- Improve the quality, vitality, comfort, safety and amount of street and footpath space with priority to areas with the greatest activity;
- Develop an improved network of parks and urban spaces over the life of the plan, but with priority for areas with an identified lack of open space; and
- Improve and add to the connection from the Victoria Street activity centre to the Yarra River corridor.

The key objectives for transport are:

- Easier, safer and more direct access and priority for pedestrians throughout the Structure Plan area;

- Improved access to tram, bus and train services with a focus on key activity nodes;
- Improved network of cycle routes and facilities throughout the Structure Plan area; and
- Improved access for local traffic into and around the centre, with reduced through traffic across the Structure Plan area.

Structure Plan considered a number of strategies to address key issues and objectives. Some of the key strategies include a greater investment from Council in better footpaths and street crossings, priority to cycling on particular routes, and possible opportunities to create new or better links to and across Yarra to green spaces.

The Structure Plan also includes a specific strategy to develop street decorations and entry treatments which enhance the identity and character of key precincts such as the west precinct which has a significant concentration of Asian businesses, particularly Vietnamese.

The above objectives and strategies provide the basis for the recommendations made in the Streetscape Masterplan. This has also provided the basis for further theming of the Street.

The installation in 2014 of a Gateway arch and sculptural Vietnamese 'Non La Hats' at the intersection of Hoddle and Victoria Street is the first initiative towards the implementation of the Structure Plan.

The above objectives and strategies provide the basis for the recommendations made in the Streetscape Masterplan. This has also provided the basis for further theming of the street.



The Economic Strategy 2009 – 2014 includes a key strategic decision under 'Enabling Infrastructure' with the objective to create "High quality, vibrant, safe and clean streetscapes that reflect the unique character of each economic precinct". The purpose of this objective is to facilitate opportunities for walking, cycling and public transport usage.



The Night Time Economy Strategy 2014 – 18 emphasises the need to develop Council policies and interventions to support the night time economy. The strategy notes as a recommendation the activation of spaces and extended usage, with improvements to the functionality of precincts to attract and accommodate pedestrians.

#### Other Related Council Strategies:

- The Strategic Transport Statement (revised actions 2012 - 2016).
- The Tourism Strategy (2011 - 2016).
- The Bicycle Strategy (2010 - 2015).
- The Action and Inclusion Plan (2014 - 2017).
- The River of Life Positive Ageing Strategy, Stage Two Action Plan (2014 – 2017)
- The Arts and Cultural Strategy (2011 - 2015)
- The Yarra Environment Strategy (2013 - 2017)
- The Public Arts Policy (2015 - 2020)





# VICTORIA ST

## The Streetscape Masterplan

A WELL DESIGNED STREETScape WILL PROVIDE INHERENT VALUE TO THE COMMUNITY IN A NUMBER OF WAYS. NOT JUST THROUGH AESTHETIC APPEAL, BUT TO BENEFIT PUBLIC HEALTH, PROVIDE NECESSARY INFRASTRUCTURE, SERVICES AND AMENITY, AND DELIVER ECONOMIC BENEFITS TO TRADERS. THE STREETScape MASTERPLAN CREATES INCLUSIVE COMMUNITY SPACES, REINFORCING THE AREA'S CHARACTER FOR BOTH RESIDENTS AND VISITORS. THE STREETScape MASTERPLAN IS STRUCTURED AS FOLLOWS:

- OBJECTIVES
- STREETScape MASTERPLAN OVERVIEW
- KEY PROJECTS
- STREETScape INTERVENTIONS



# 06

## 6.1 Objectives

With ongoing change occurring within the street's catchment area, the Streetscape Masterplan will help define and retain the community's identity and economic vitality through the creation of a vibrant, safe and attractive public realm.



Large sculptural 'Non La' hats provide a strong cultural theme to the street



Custom seating adds a sense of fun to the street

### Objective 1

#### Enhance the cultural identity and unique qualities of Victoria Street

Victoria Street has a strong cultural identity that the Masterplan aims to embrace.

Following on with the theme set by the Gateway, the installation of the 'Non La' Vietnamese hats will be continued along the retail strip between Jonas Street and Church Street at suitable kerb outstands.

Proposed Public Art will be installed to reflect the cultural character of the west precinct, whilst recognising the industrial history of the east precinct.

### Objective 2

#### Improve the quality of the public realm

A major intent of this Masterplan is to create a friendly and welcoming environment. Yarra's Economic Development Strategy 2015 - 2020 cites improved streetscapes and urban form as a factor behind thriving and vibrant precincts.

Improving the public realm will enhance the quality, vitality and comfort, and in turn the livability and commercial viability of the street.

This will be achieved through simple interventions such as improved and consistent paving, street furniture, signage, planting and lighting. The opportunity to declutter the streetscape by reducing the number of poles, power lines, and signage will also be investigated.

Additionally, larger scale works including the implementation of shop facade improvements and upgraded public transport stops will help achieve improved and vibrant precincts.





A small park along Lennox Street provides an attractive public space



Crepe Myrtles provide a spreading canopy for shade



New street furniture will benefit the community and appeal of the street



New public spaces will be visible from all angles

### Objective 3

#### Investigate opportunities for new or improved public spaces

Former industrial sites, which comprise much of the Victoria Street eastern precinct, are currently seeing substantial change through intensive residential development. The North Richmond Estate west of Church Street is also undergoing a process of redevelopment and infilling. Additionally, we are beginning to see growth at the intersection of Hoddle Street and Victoria Street. Demand on existing infrastructure is expected to increase as a result.

The City of Yarra Open Space Strategy identifies the need to provide additional open space based on increasing residential densities in both the west and eastern precincts along Victoria Street.

One of the key objectives of the Victoria Street Structure Plan is to develop improved networks of parks and urban spaces.

Designing public plazas, upgrading reserves and constructing pocket parks through the use of redundant roadspace can increase usable public space.

Additionally greater use of the Yarra River corridor can be improved, through increased public accessways and clear wayfinding signage.

### Objective 4

#### Create more areas of shade and greenery in the street

The eastern precinct between Church Street and the Yarra River offers the opportunity to implement an ongoing street tree planting program.

The greening of the street will soften the hard edge of the dominant high rise residential buildings, adding a pedestrian scale to the environment, whilst providing shade, biodiversity and mitigation of the heat-island effect.

As Vietnamese retail and colourful street theming gives a sense of place to the western precinct, a corridor of planting that bursts with red will contribute to a sense of place to the east.

### Objective 5

#### Implement a consistent street furniture program

Contributing to improving the pedestrian experience within the street environment will be the upgrading of existing and the installation of new street furniture.

This will include the installation of seating and litter bins at regular intervals along the Victoria Street corridor and at kerb outstands.

Clear and articulate wayfinding signage will enhance the users experience within the public realm. Within the Victoria Street precinct, signage will be used to navigate people towards the river, parks, core retail areas, bicycle links, trams and trains.

The bicycle user too will be better serviced with additional bike hoops placed logically along the entire corridor at retail entries, kerb outstands, parks and adjacent to new high density residential developments.

### Objective 6

#### Encourage crime prevention through environmental design (CPTED)

Dark and hidden spaces can affect perceptions of safety, creating feelings of vulnerability amongst pedestrians and the wider community.

The low night time lighting levels and closed shopfronts can further enhance negative perceptions of safety.

Additionally, there is a perceived safety issue along Victoria Street due to the drug related activities that are proliferant on the footpaths behind shop screening and confined spaces.

To address this, new public spaces will be designed to maximise visibility, encourage pedestrian movement through the space and foster activity and interaction.

Regular maintenance of lighting, signage, landscaping, seating, illegal graffiti and other elements in the public realm will ensure that the spaces remain inviting and actively used by the public.

Initiatives including better lighting, landscaping, reduction of signage clutter and the removal of illegal graffiti, along with shopfront and footpath improvements will result in an improved sense of safety in the area, making the public spaces more attractive for use by the broader community and less attractive for drug related activities and crime.

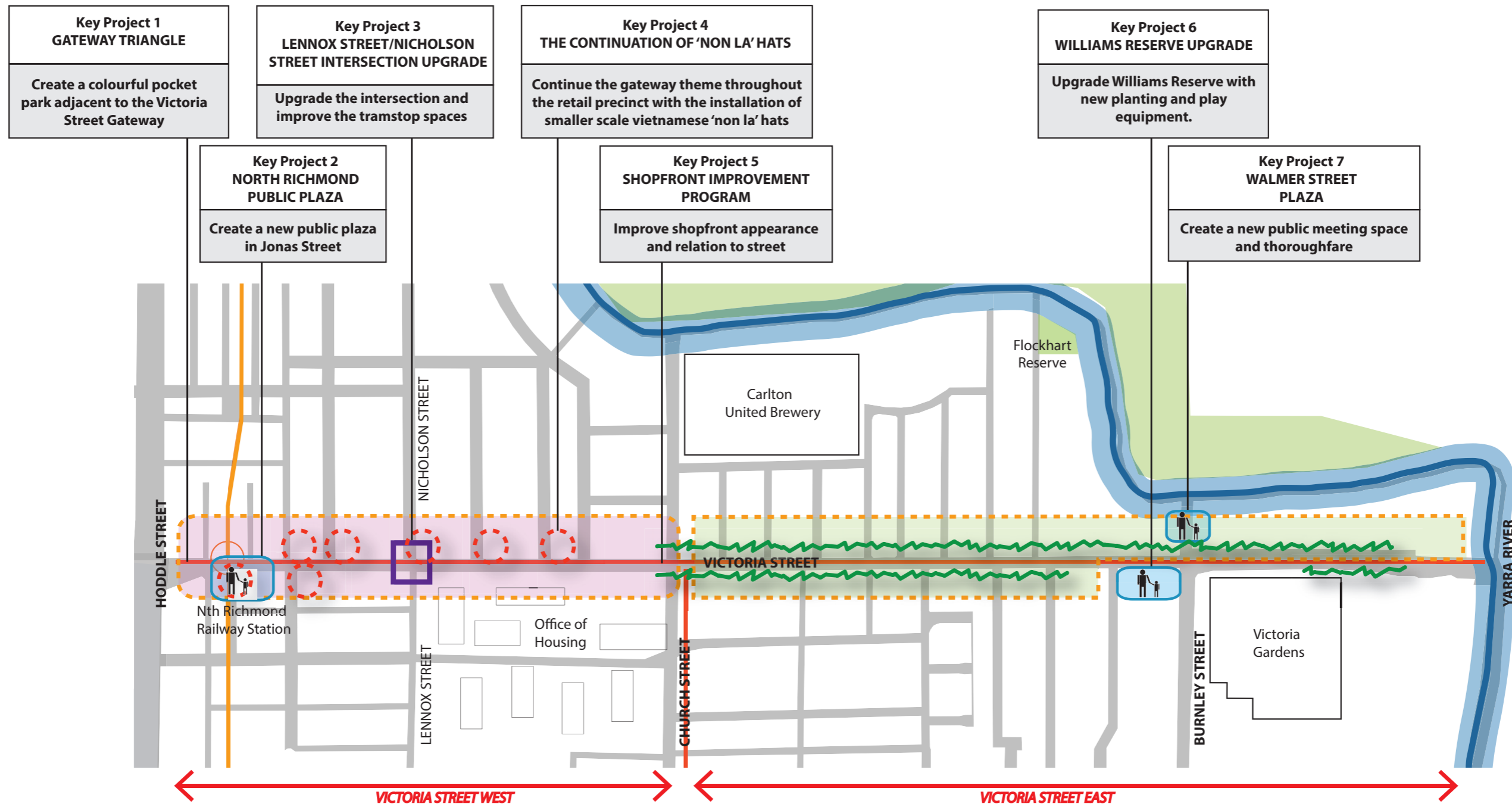




This art piece on the wall of the North Richmond Station Overpass was designed to be read in conjunction with the narrative of the Gateway



# 6.2 Streetscape Masterplan Overview



**STREETScape INTERVENTIONS**

Note: Smaller scale streetscape interventions have been identified along Victoria Street. Refer to pages 28 - 31 for details.

- WEST PRECINCT
- EAST PRECINCT
- Tram connections
- Railway line
- Tree planting
- Smaller scale suspended Vietnamese 'non la' hats
- Proposed Public Meeting Space
- Intersection Upgrade





The iconic Vinegar Skipping Girl at the eastern end of Victoria Street is a major visual marker that adds to the character of the street



## 6.3 Key Projects

The Streetscape Masterplan identifies seven key initiatives along Victoria Street that will best realise the design objectives.

These projects encompass the improvement and upgrading of existing open space, reclamation of road space for pedestrian use, and a continued theming of the retail precinct to extend from the Gateway through to Church Street.

The projects are envisaged as greatly benefiting the local residents, new residents, traders and visitors alike. They will provide new and attractive spaces to foster community, a safer night-time environment, and a fresh vibrancy of colour and light.



### North Richmond Public Plaza

Transformation of Jonas Street into a highly usable public precinct will improve the image and livability of Victoria Street while facilitating a connected and accessible transport interchange.



### Shopfront Improvement Program

A program to remove the existing roller shutters overtime will benefit the street. By making shopfronts more attractive and visible, people will feel more comfortable spending time in the shopping area.



### Gateway Triangle

This small space at the intersection of Victoria Street and Hoddle Street provides the opportunity to be transformed into a pocket park to add movement and colour to the street.



### The Continuation Of 'Non La' Hats

Extending the suspended 'Non La' hats from the Gateway along the entire west precinct will further enhance the street's cultural identity.



### Lennox St/Nicholson St Intersection Upgrade

Connecting Butler Street Park to Nicholson Street through a series of public art initiatives will create an improved and vivid central link through Victoria Street. The upgrade works will also link to the easy access tram stops.



### Williams Reserve Upgrade

Extending the suspended 'Non La' hats from the Gateway along the entire west precinct will further enhance the street's cultural identity.



### Walmer Street Plaza

A new riverside plaza leading to the Capital City Trail and Yarra edge provides the opportunity to deliver an attractive public space and a clear connection to the river.



## 6.3.1 Gateway Triangle

The corner of Hoddle Street and Victoria Street has recently been transformed with the design and installation of the Victoria Street Gateway and 'Non La' hats to recognise and celebrate the street's Vietnamese and Asian culture.

Located on the south side of this installation is a small and under-utilised parcel of land, bounded by Victoria Street and Regent Street.

The objective of this project is to add more greenery to the western end of Victoria Street, while transforming an under performing and uninviting space into an attractive and colourfully planted area.



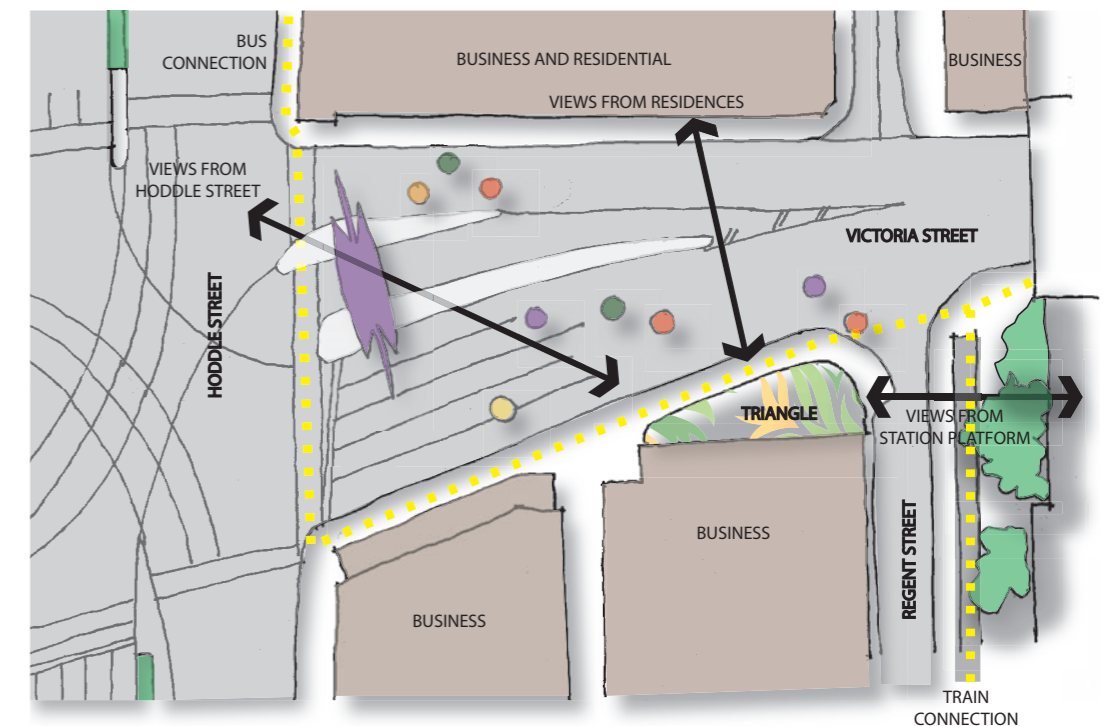
Proposed Location Map



Regent Street Triangle: Existing Conditions



A burst of green and colour will provide a welcoming environment against the hard urban streetscape



Site Analysis



## 6.3.2 North Richmond Public Plaza

An opportunity exists to create a safe and inviting transport interchange with a dedicated public plaza and accessible transport node in Jonas Street adjacent to the North Richmond Railway Station.

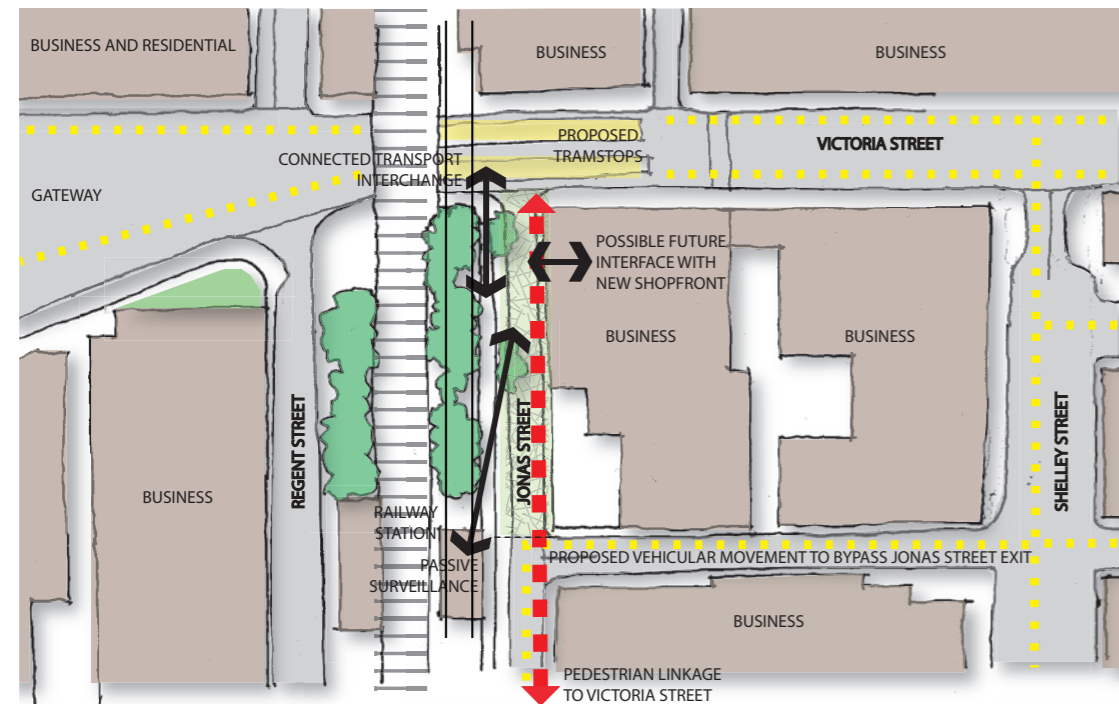
The objective of this project is to improve the public realm through the provision of a new community space and connected transport interchange at the North Richmond Railway Station. This may require partial closure of Jonas Street.

The plaza will provide a safe gathering space, an attractive and easily navigable transport interchange space, and a potentially vibrant hub of activity for the community and passers-by.

The new public space could include feature paving, seating, shade trees, water harvesting, bicycle parking, public telephone facilities, real-time travel information and lighting.



Proposed Location Map



Site Analysis



A shaded space close to major public transport provides place to rest



Transformation of road space to green space provides an attractive amenity for the community



Jonas Street: Existing Conditions



## 6.3.3 Lennox St/Nicholson St Intersection

The intersection of Lennox and Nicholson Street is a major junction point in the centre of Victoria Street's retail precinct. New easy access tram stops have been proposed to be installed both sides of this intersection. This will require an upgrade of the existing spaces and amenities around and connected to the tram stops.

The Lennox Street shared zone was a Yarra initiative that has been in a gradual decline, though a number of new initiatives have recently been installed to add colour and activity to the space. These are relatively disparate however and further initiatives are needed to create a holistic environment.

The Nicholson Street junction on the northern side offers public space through a sizeable kerb outstand, however materials are of poor quality and the space is under-utilised.

The objective of this project is to improve the street character through connection and activation of the two spaces, stimulating creativity and innovation within the precinct.

The streets will become a place where people come to meet, sit, play, but also a safe place for people to walk through.

The upgrade of the intersection will encompass the new easy access tram stops, offering a welcoming environment for visitors, public transport users, businesses and residents.



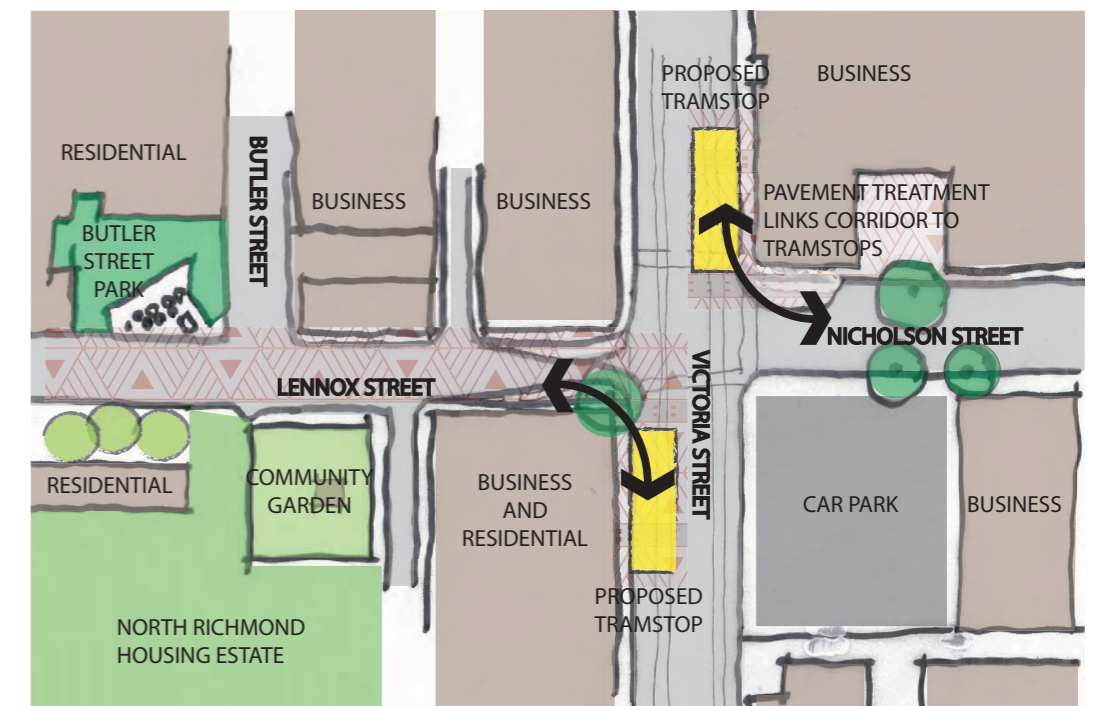
Proposed Location Map



Intersection of Lennox and Nicholson Street Existing Conditions



Easy Access Tram stop in Bridge Road, Richmond



Site Analysis



## 6.3.4 Continuation of the 'Non La' Hats

The Gateway leading into Victoria Street from Hoddle Street features nine large sculptural lights, an interpretation of the traditional Vietnamese 'Non La' hats, suspended above the roadway. The hats recognise and enhance the Vietnamese character of Victoria Street's west precinct through the use of an instantly recognisable element that is strongly associated with Asian culture.

The objective of this project is to continue this theme through to Church Street adding consistency to the streetscape while providing colour and vibrancy.

Seven potential intersections have been identified where the hats will be installed. The 'Non La' hats will be subtly reinterpreted to provide sufficient pedestrian lighting to encourage night time usage in the spaces.



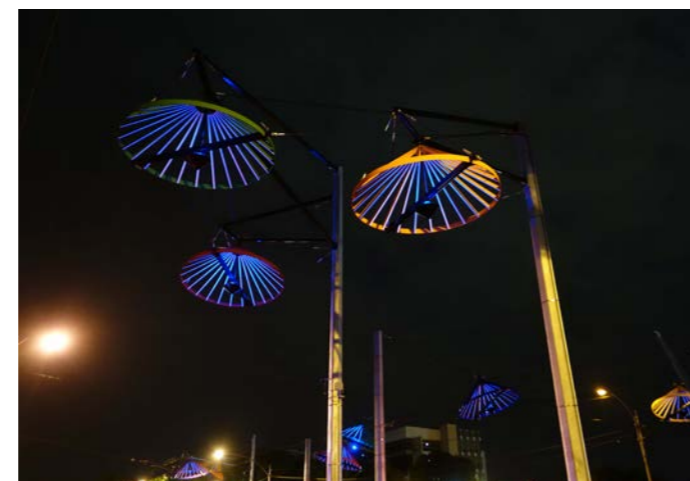
Proposed Location Map



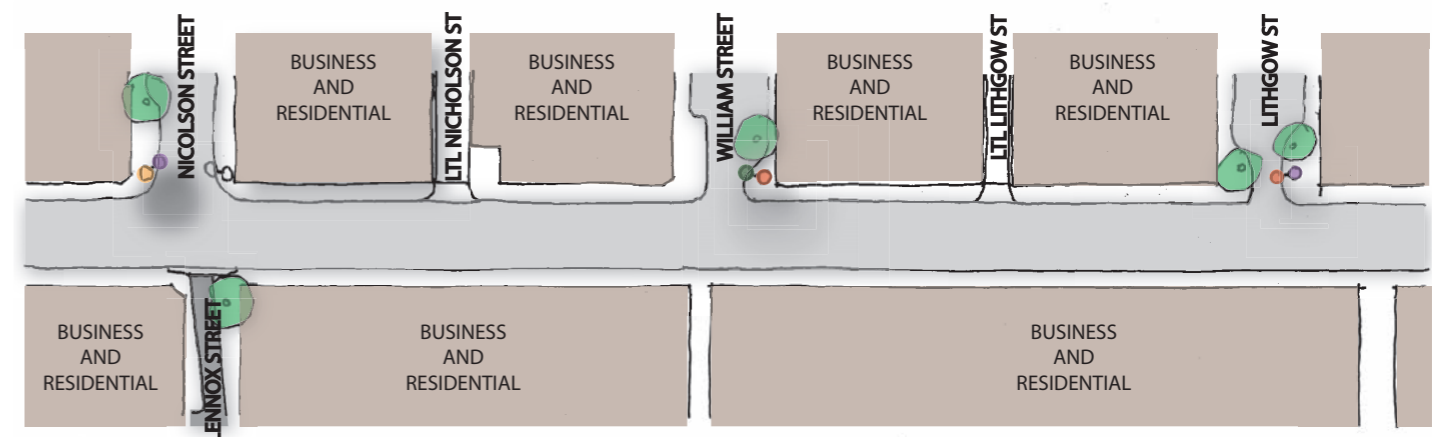
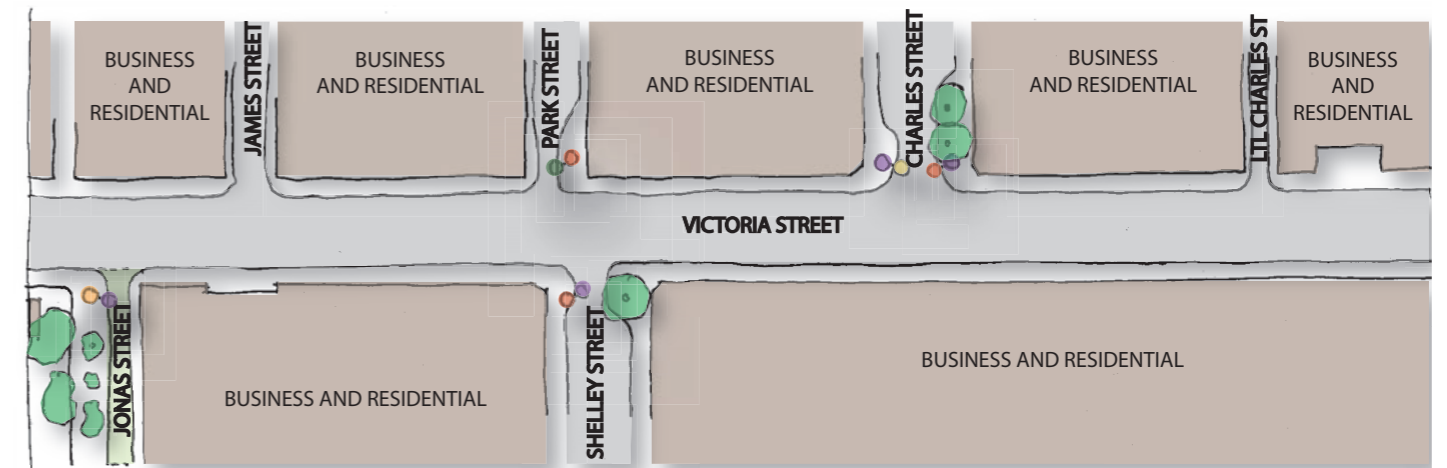
Sculptural 'Non La' hats reflect the Vietnamese culture of Victoria Street



William Street Intersection: Existing Conditions



By night the 'Non La' hats take on another role providing a lighting display



Site Analysis



## 6.6.5 Shopfront Improvement Program

Between the hours of 5.30pm and 9.30am a significant number of Victoria Street's shops are shut behind steel roller shutters.

The screens effectively obscure the products and services, obstruct the spilling of secondary light onto the street, and provide a canvas for graffiti. The ensuing effect is one of degradation and neglect, creating an unfriendly environment. This is an issue of current concern to the Richmond Asian Business Association.

The objective of this program is to improve the street character through encouraging tenants to remove the shutters and present an improved shop front appearance to the street. The program will also look at opportunities to improve the street stalls and awnings. This will add appeal to the environment, in turn providing the opportunity of increased patronage and activity to the street, and ultimately resulting in a benefit to the community, economy and perceptions of safety.



Proposed Location Map



Victoria Street West: Existing Conditions



Goods are on display for people to admire and perhaps return during opening hours



By night the shopfronts provide ambient light to the streetscape improving perceptions of safety while encouraging growth in the night time economy. Businesses in Redfern, Sydney (above) have experienced an increase in trade since the removal of their roller shutters.



## 6.3.6 Williams Reserve Upgrade

Close to Burnley Street, Williams Reserve provides a good sized open space with the potential to become a community meeting hub for the residential precinct.

The objective of this project is to upgrade the open space to meet increasing demands on the existing infrastructure, while providing an attractive and welcoming space for the community.

Currently lacking in amenity and screened by dense shrubs along the Victoria Street edge, the upgrade will redefine the park with increased visibility, new play equipment, gathering spaces and passive green areas.



Proposed Location Map



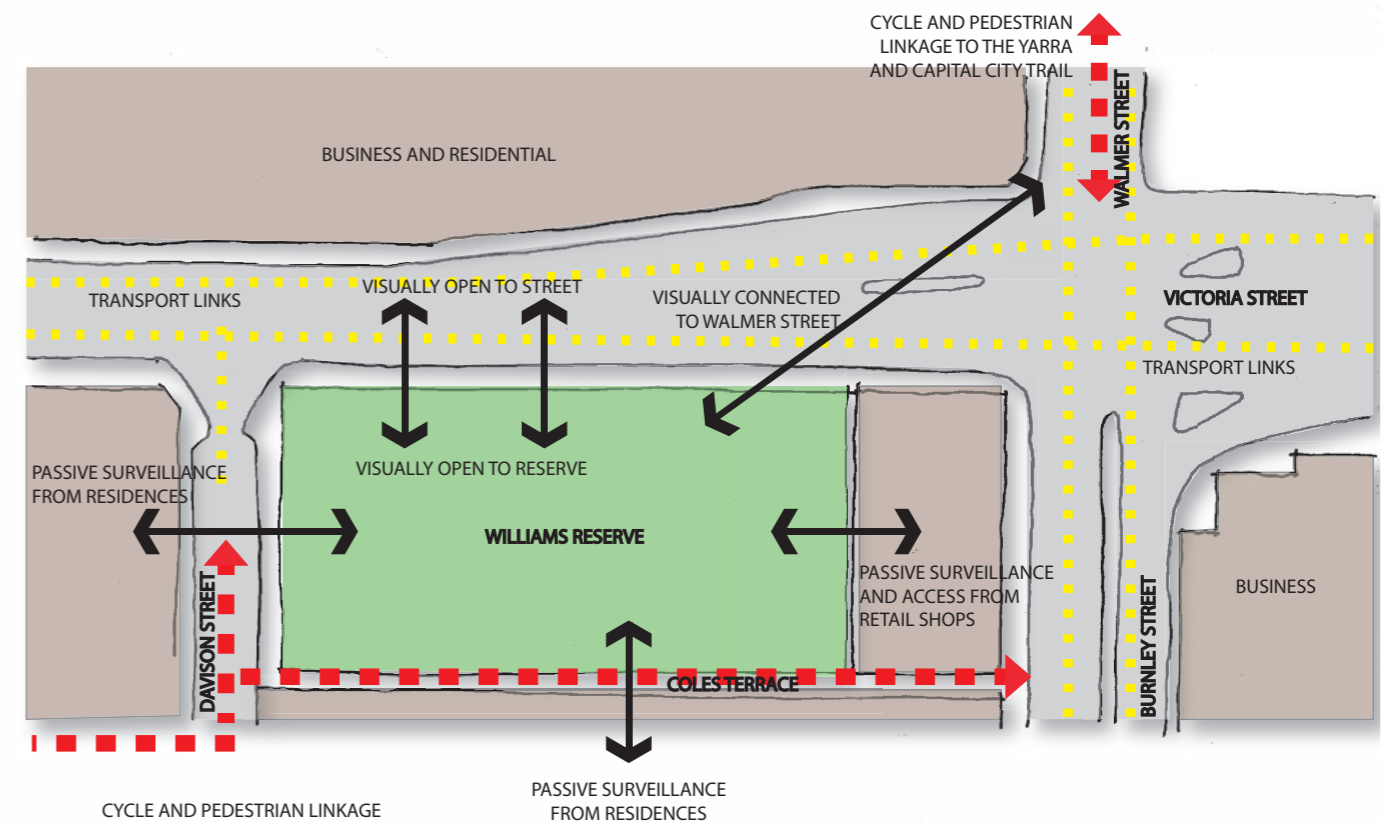
Custom seating will provide a place of rest with filtered views of Victoria Street



Williams Reserve: Existing Conditions



An improved playground will be an integral component of the reserve's upgrade



Site Analysis



## 6.3.7 Walmer Street Plaza

Walmer Street is a small street at the eastern end of Victoria Street, providing both public access to the footbridge across the Yarra River and vast residential developments either side that are currently under construction or about to begin. The objective of this project is to re-develop the road into a shared pedestrian, cyclist and vehicular space, providing a new community zone, refuge and a meeting point adjacent to both the tram interchange and accessway to the Yarra and Capital City Trail.

Although the new high-rise redevelopments will use Walmer Street as their entry and exit point, the layout of the space will be designed primarily with the interests of pedestrians and cyclists in mind. The road will still be available for use by vehicles, however the design will focus on reducing the dominance and visibility of motorised transport.

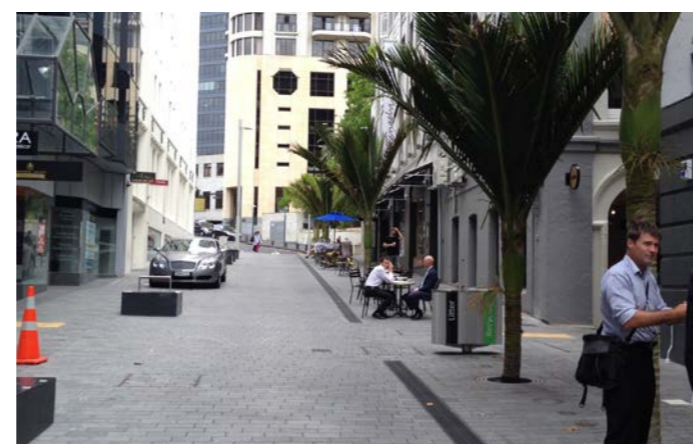
The new public space will include the installation of art, and public amenities. The plaza has the potential to become a contemporary creative arts space.



Proposed Location Map



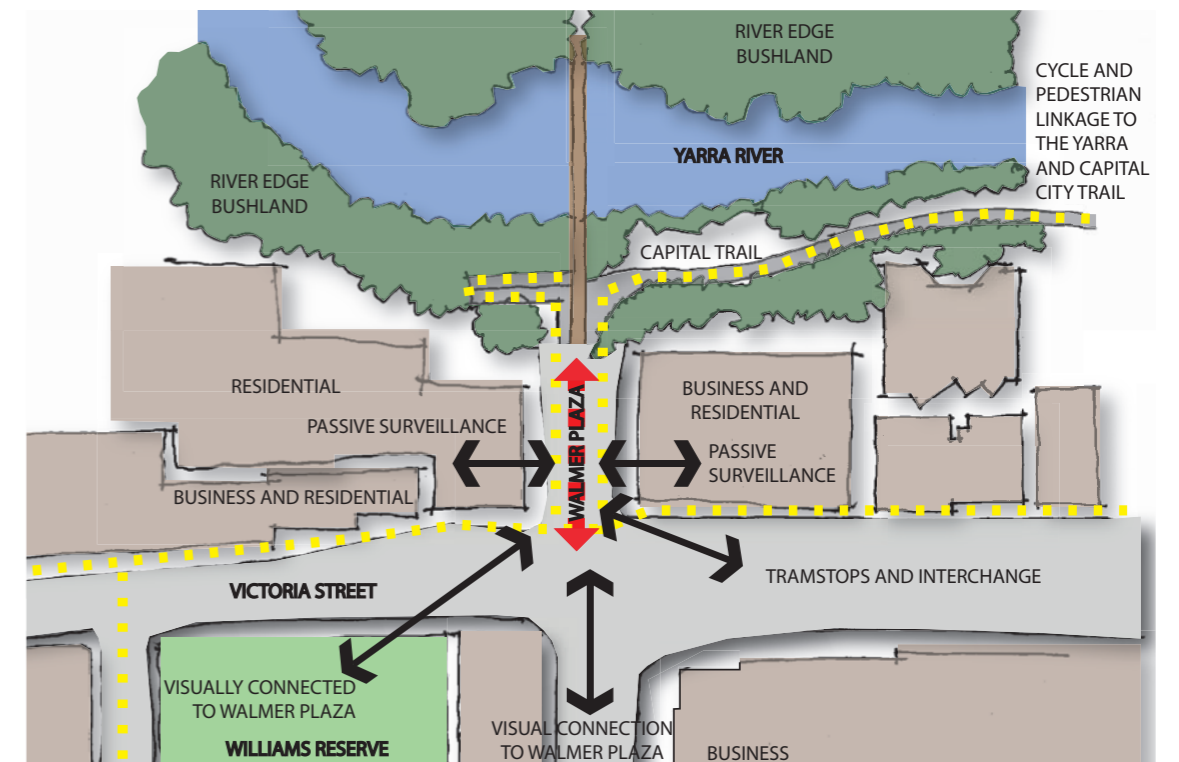
A central public space will offer respite to pedestrians



Feature paving, seating and trees can provide an attractive space for use by both vehicles and pedestrians



Walmer Street: Existing Conditions



Site Analysis





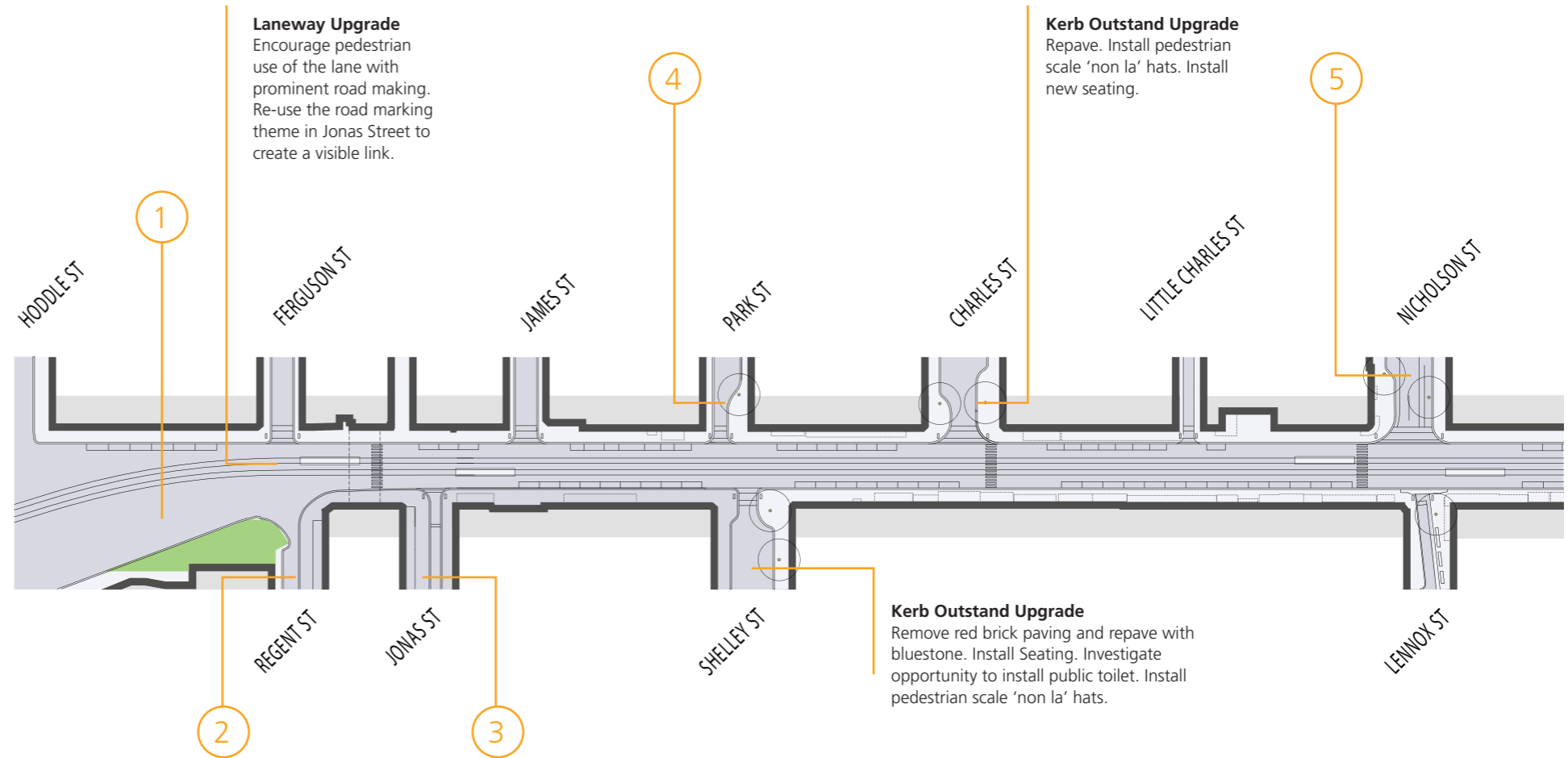
Local public art is increasingly a feature of Victoria Street's urban places bringing in a sense of vibrancy to neglected spaces.



# 6.4 Proposed Streetscape Interventions

## Victoria Street West: Hoddle Street to Lennox Street

Smaller streetscape interventions are required to improve the general quality of the public domain in Victoria Street. These are both short and long term actions that address current public domain issues evident in the street. These actions are noted on the Proposed Streetscape Interventions map.



**Victoria Street Gateway**  
Design and install a gateway to Victoria Street



**Gateway Viewing Triangle**  
New pocket park with colourful planting.



**North Richmond Pedestrian Plaza**  
Partial closure of Jonas Street to create a new public space with seating, bike parking and planting. Link the space to the proposed easy access tram stop proposal. Install pedestrian scale 'non la' hats.



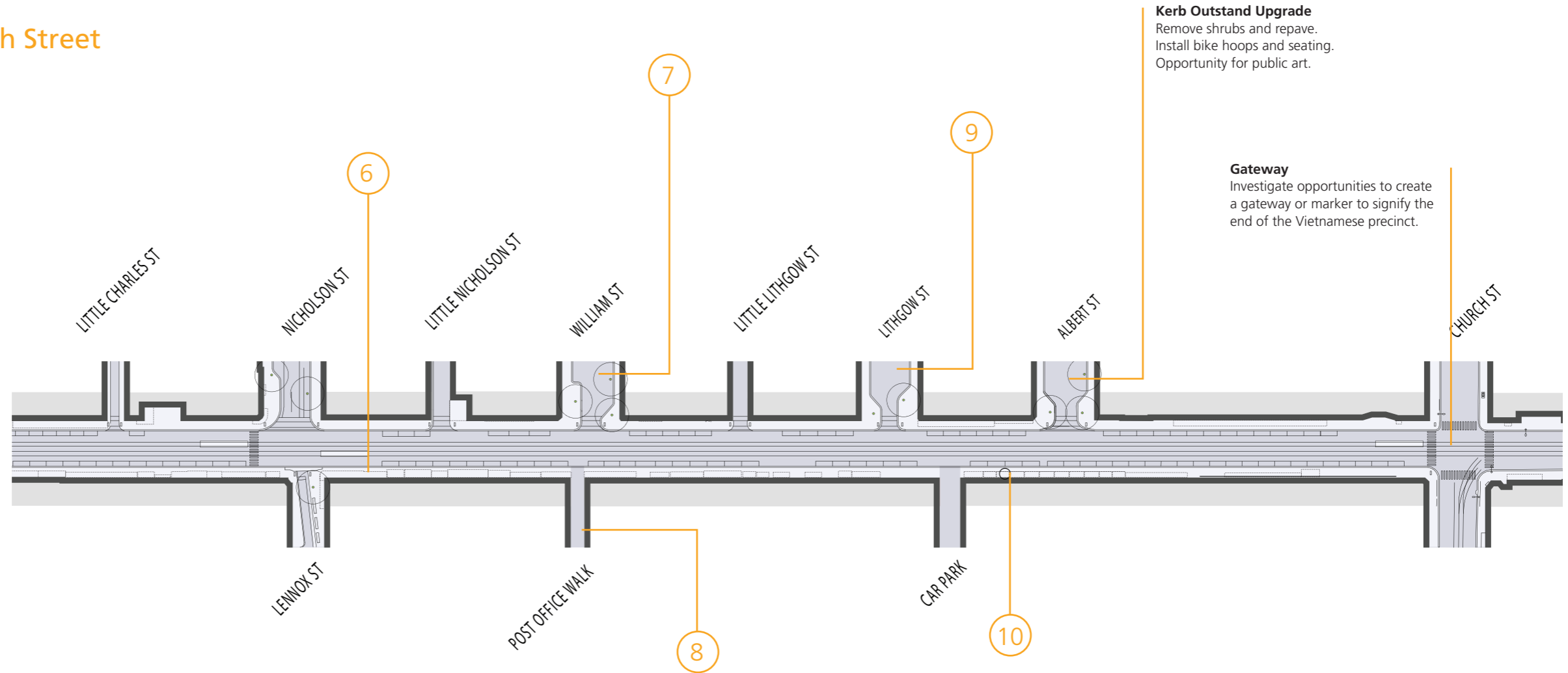
**Kerb Outstand Upgrade**  
Install a new kerb outstand to east, and repave both sides with sawn bluestone. Plant ginkgo tree.



**Intersection Upgrade**  
Upgrade the Nicholson Street/Lennox Street intersection. Improve the streetscape environment for the proposed easy access of tram stops. Install pedestrian scale 'non la' hats. Install art components to link the Butler Street Park to Nicholson Street



## Victoria Street West: Lennox Street to Church Street



**Kerb Outstand Upgrade**  
Remove shrubs and repave.  
Install bike hoops and seating.  
Opportunity for public art.

**Gateway**  
Investigate opportunities to create  
a gateway or marker to signify the  
end of the Vietnamese precinct.



### Shopfront Improvement

Work with traders to investigate options to upgrade existing plastic and canvas screens and the street stalls at the footpath edge to improve street appeal.



### Kerb Outstand Upgrade

Extend usable kerb space and repave. Install pedestrian scale 'non-la' hats.



### Post Office Walk

Post Office Lane has recently been upgraded as a shared laneway. An opportunity exists to extend this link to provide a formal pedestrian connection to the North Richmond Housing Estate and Elizabeth Street.



### Kerb Outstand Upgrade

Replace existing shrubs on eastern side. Remove shrubs on western side, extend kerb outstand and repave. Install bike hoops, seating and drinking fountain. Install pedestrian scale 'non-la' hats. Investigate opportunity to paint a mural on the eastern wall.



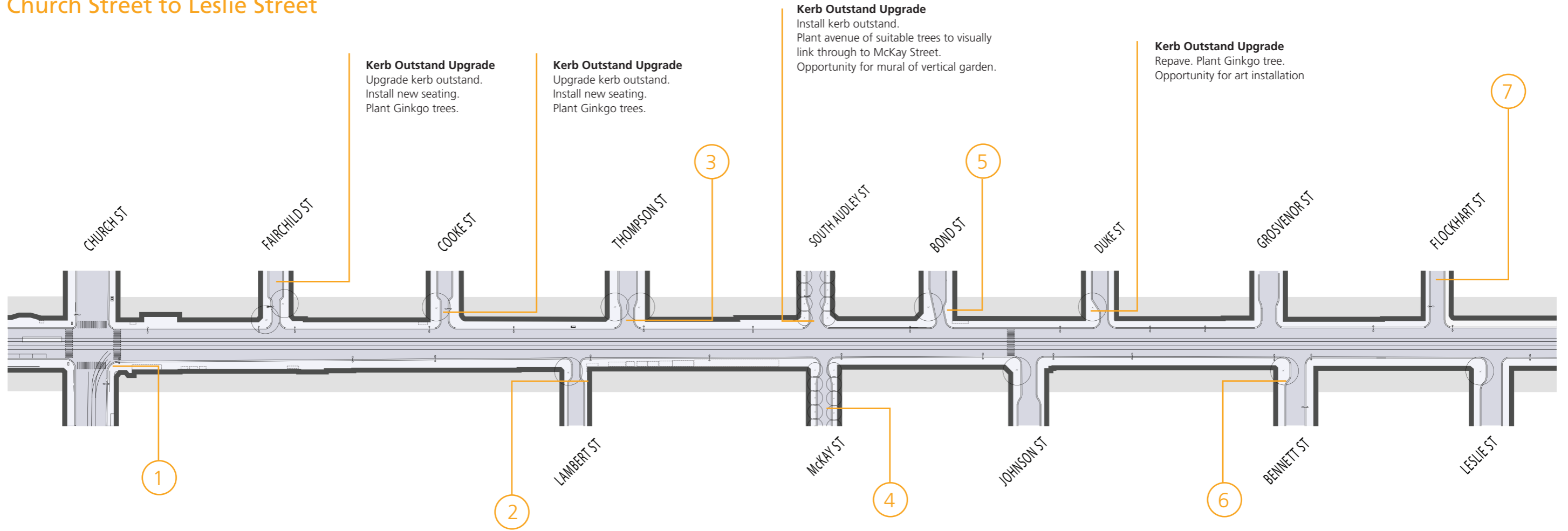
### Shopfront Improvement

Work with traders to investigate options to remove existing steel shop shutters and improve shopfront presentation.



# 6.4 Proposed Streetscape Interventions

## Victoria Street East: Church Street to Leslie Street



1

### Intersection Improvements

Collaborate with external stakeholders to investigate transport stop improvements.



2

### Kerb Outstand Upgrade

Install kerb outstand and repave. Install new seating. Plant Ginkgo tree.



3

### Kerb Outstand Upgrade

Install kerb outstand and install new seating.



4

### Kerb Outstand Upgrade

Repave. Plant avenue of suitable trees to visually link through to South Audley Street.



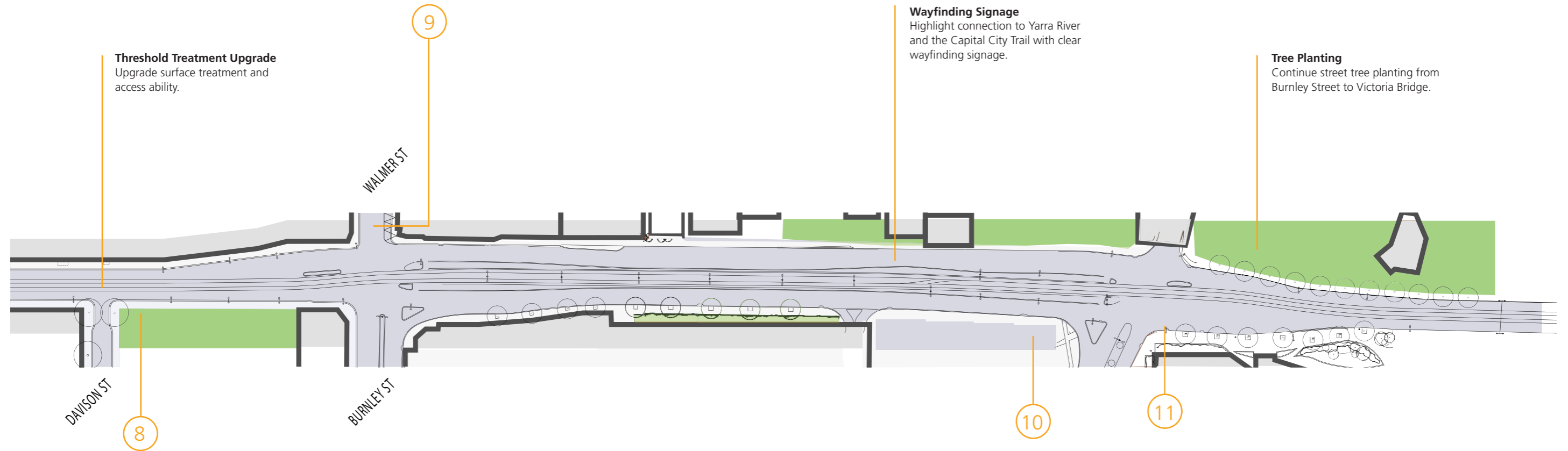
5

### Kerb Outstand Upgrade

Repave. Install new seating. Plant Ginkgo tree.



## Victoria Street East: Leslie Street to The Yarra River



### Kerb Outstand Upgrade

Upgrade and extend kerb outstand. Install new seating. Plant Ginkgo tree.



### Create Shared Zone

Improve the pedestrian link to Flockhart Reserve at the river. Explore the possibility of a new open space adjoin the reserve.



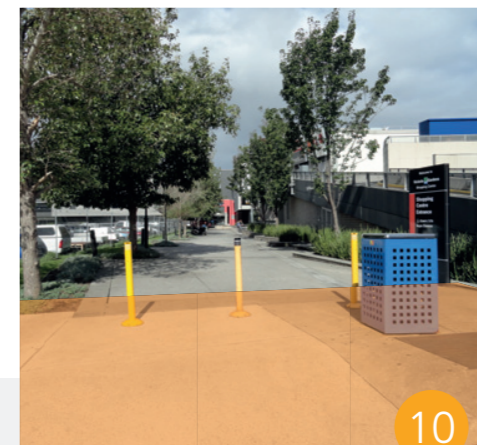
### Williams Reserve Upgrade

Upgrade Park.



### Walmer Street and Burnley Street

Construct a new public space in Walmer Street, with art, new paving, seating and planting, and clear signage to direct the public to the Yarra River footbridge and Capital City Trail. Continue planting of trees from Burnley Street to the Yarra River. Opportunity for feature lighting at the Burnley Tram Interchange.



### Pedestrian Walkway

Enhance pedestrian link between Victoria Street and David Street to the south.



### Yarra Entry Signage

Replace the existing pole sign with new blade sign to announce entry to the City of Yarra.



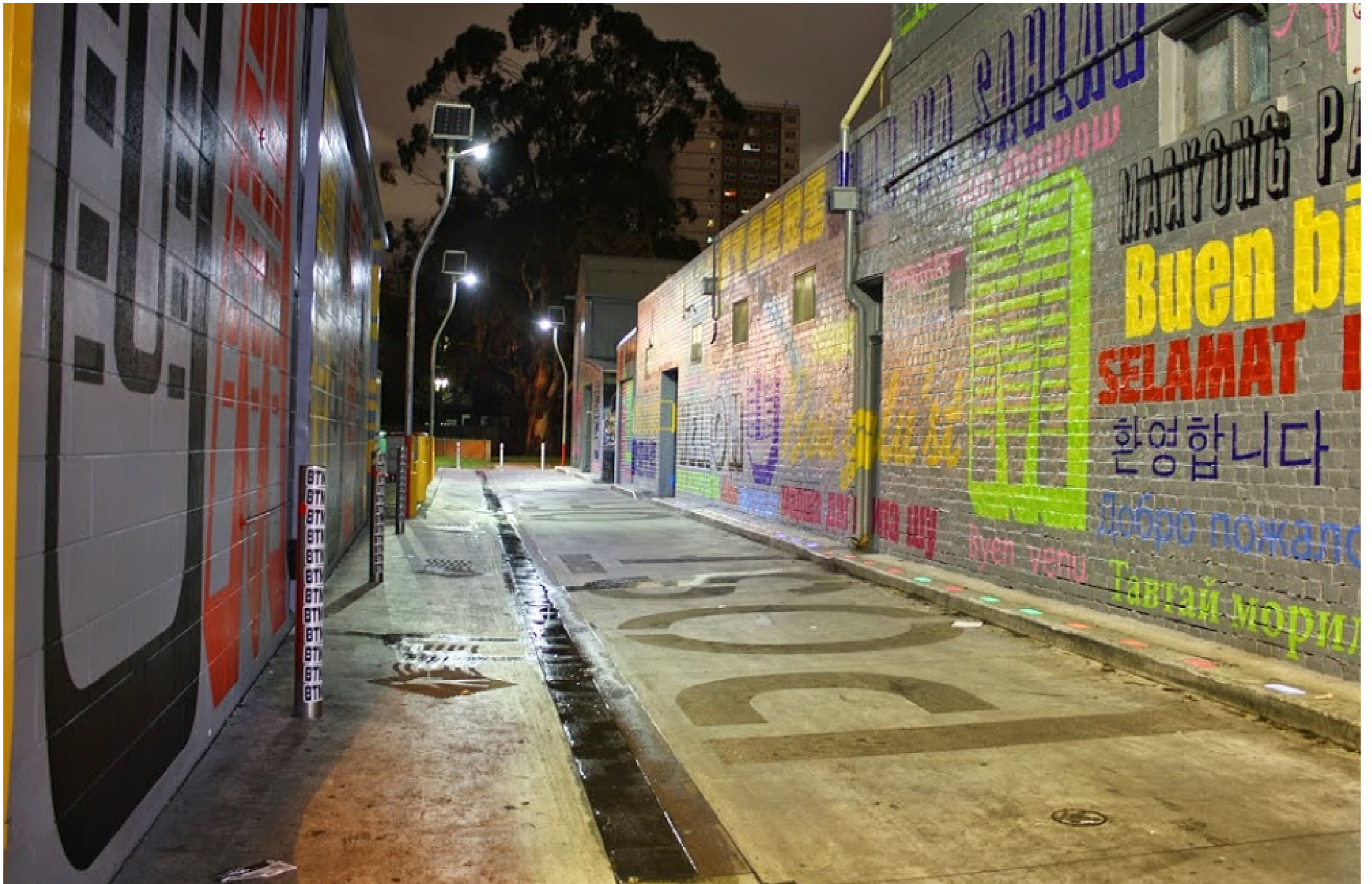
# VICTORIA ST

## THE DESIGN PALETTE

THE FOLLOWING SECTION SUMMARISES THE MATERIALS AND DESIGN REQUIREMENTS NECESSARY TO DELIVER THE PROJECTS AND STREETScape INTERVENTIONS AS LISTED IN THE MASTERPLAN. THE DESIGN PALETTE HAS BEEN DEVELOPED SO AS TO BEST DELIVER ON THE OBJECTIVES AS IDENTIFIED THROUGH THE DESIGN ANALYSIS. THE PALETTE WILL BE USED TO GUIDE AND ASSIST IN THE DELIVERY OF A CONSISTENT, ATTRACTIVE, USER FRIENDLY AND CULTURALLY RELEVANT PUBLIC REALM UPGRADE ALONG THE ENTIRE LENGTH OF VICTORIA STREET. THE DESIGN PALETTE CONSISTS OF:

- SURFACE MATERIALS
- STREET FURNITURE
- SIGNAGE
- STREET PLANTING
- PUBLIC ART
- PUBLIC LIGHTING





Laneways such as Post Office Lane are part of a programme to invigorate and activate neglected spaces through improved lighting, new paving and eye catching street art



## 7.1 Surface Materials

Upgraded surface materials and finishes will contribute to the area's sense of place. Incorporating variations to the standard City of Yarra palette will help to emphasise spaces, delineation, and wayfinding connections.



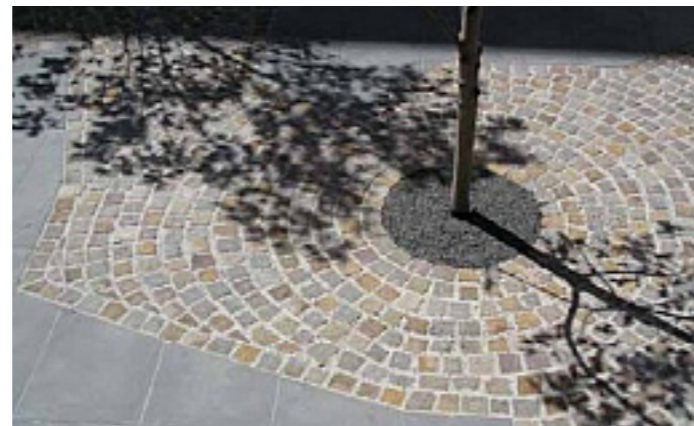
Sawn Bluestone Kerb and Pitcher Channel



Super Graphics



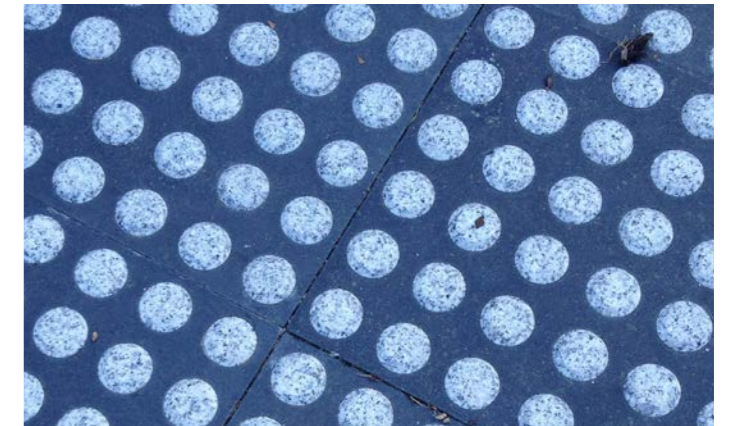
Graphic Insert to Delineate Street Furniture Line



Porphyry Cobblestones



Cut Bluestone Pitchers



Granitic Stone Tactile Indicators

### Paving

Major footpaths as they are upgraded to be replaced with asphalt 'latte' mix.

Kerb outstands along the Victoria Street corridor to incorporate a degree of embellishment depending on the place and function; for example the inclusion of feature paving, cut bluestone pitchers, porphyry cobblestones, decorative insertions into the paving or super graphics where appropriate. Paving type and pattern will be indicated on a landscape plan detailed separately as each intersection requires.

A denotative disc to be inserted into the paving to delineate the street trading/furniture zone from the pedestrian zone.

### Kerb and Channel

Kerb and channel from Hoddle Street to Church Street to use sawn bluestone kerb and bluestone pitcher channel.

Kerb and channel from Church Street to the Yarra River to use precast concrete flat top edging and square channel. Cement to be mixed with a bluestone aggregate and tinted light grey.

### Threshold Treatments

Raised threshold treatments to be installed at intersections to highlight the path of pedestrian movement and slow vehicle traffic. Thresholds will use cut bluestone pitchers as 'rumble strips' with asphalt infill.

Tactile navigation indicators used at the approach to intersections will be of Granitic Stone ('Granitac').



## 7.2 Street Furniture

The upgrade of Victoria Street’s amenities will provide a consistent and cleaner aesthetic to the street, more opportunity for pedestrians to rest, and an improved and more accessible environment for bicycle users to park.



City of Yarra Bench Seats



Pole Vaults



Bike Hoops



Litter Bin with Wrap, City of Yarra

### Seating

The street furniture used will typically be sourced from the suite of furniture documented in the City of Yarra Public Domain Manual, though various areas of high use such as kerb outstands could be embellished with specifically designed elements.

A City of Yarra bench seat with backrest will be installed at regular intervals of approximately 300 metres along Victoria Street to provide comfort and amenity to pedestrians. Seating will be located out of the main foot traffic areas, but with convenient access for the street users.

Where possible, seating will be located close to street trees or awnings for shade and weather proofing.

### Drinking Fountains

Standard City of Yarra ‘Bent Leaf’ drinking fountains to be used along Victoria Street in a consistent and logical manner.

Filtered water stations to be located at the North Richmond Railway Station, Lennox Place shared zone, Williams Reserve and the proposed Walmer Street shared zone.

### Litter Bins

All intersections and community facilities to have standard City of Yarra litter bins, with decorative graphic wrap appropriate for the precinct.

### Bike Hoops

‘U’ shaped stainless steel bike hoops will be used along Victoria Street. These will replace the existing square shaped bike hoops as well as provide additional parking in new locations. Bike hoops will be installed parallel to the kerb along Victoria Street and at appropriate locations within kerb outstands.

Pole Vaults will be used in restricted spaces.

On side streets the installation of bike corrals is encouraged in exchange for the removal of car parking space.

### Public Toilets

Public toilets will be installed at locations along Victoria Street that best meet community needs.

The toilets will be designed to meet the requirements for people with a disability.

Currently there is an automated public toilet installed at the intersection of Lithgow Street and Victoria Street, Abbotsford.

### Fire Hydrants

All fire hydrants on Victoria Street and intersecting streets will be reinstated underground.



## 7.3 Signage

The provision of wayfinding signage throughout the precinct will enhance legibility and the visitor experience.

### Entry Signage

Installation of Entry 'blade' signage at the eastern end of Victoria Street adjacent to the Yarra River.

### IMAP Signage

IMAP signage is a suite of wayfinding signage developed by the inner Melbourne councils to provide topical map based information to tourists and the community. The user friendly signage is to be typically located at train stations and near key intersections in activity centres.

### Bill Poster Poles

Bill poster poles can be installed throughout the precinct to advertise festivals, music events, openings etc. The City of Yarra bill poster poles were initially installed in Fitzroy and Collingwood to combat illegal posting of walls and vacant shops.

The design of the poster poles can be suitably modified to Victoria Street.

The proposed poster poles along Victoria are to be located on kerb outstands close to venues and community centres.

Poster Frames are not encouraged and appropriate effort should be made to remove existing frames.



Proposed Blade Signage, City of Yarra



Level 2 IMAP Signage, Burnley



Example of a Bill Poster Pole, Collingwood



## 7.4 Street Planting

Council is undertaking a tree plantation program to create more areas of shade in the street, soften the surrounding built environment, combat the heat island effect caused by the expansive areas of asphalt and concrete, support biodiversity, provide a healthy environment and increase the livability of spaces.

### Street Tree Planting

The Crepe Myrtle tree has been selected for planting along Victoria Street. This specimen is a small tree with a very distinctive red flower that will contribute to the character of the street, making it distinctive and immediately identifiable from other streetscapes and the surrounding precincts.

The red of the Crepe Myrtle flower is a colour associated in many Asian cultures as the symbol for luck and celebration.

Using only the one species along Victoria Street will provide a continuity to the streetscape.

The planting of Crepe Myrtles is only proposed for Victoria Street east.

The side streets in both the west and east precincts provide opportunities for large tree planting. Ginkgo biloba is the recommended species, matching in form and size the existing mature Plane trees.

The yellow that the Ginkgo leaves turn in Autumn is a colour associated in Vietnamese culture with wealth, prosperity and happiness.

### Understorey Planting

Pockets of understorey planting currently exist in a number of the kerb outstands along Victoria Street, the majority being in the west precinct. The existing plants are however non-descript, unkempt and a trap for litter to gather.

A number of these garden beds and will be replaced with a more dynamic palette of understorey vegetation, consisting of a combination of grasses, shrubs and groundcovers determined on a project by project basis.

These plants will contribute in providing greenery and movement to the street, whilst also acting to combat the heat island effect and soften the urban environment.

### Tree Surrounds

The Crepe Myrtles will have 'Stoneset' porous resin bonded stone set in a stainless steel surround. This is a water sensitive initiative that allows 100% of the surface water to drain through into the ground. The material is flexible and will move as the trunk grows. Stoneset is also of a high quality finish which will highlight the streetscape environment.



Lagerstroemia 'Tuscarora' in flower



Existing understorey planting



Ginkgo biloba



Lagerstroemia 'Tuscarora'



Stoneset porous tree surrounds, Bridge Road



## 7.5 Public Art



'Between Two Worlds', Jason Wing, Sydney



Multi-purpose Art, Richmond



Wall Mural, Richmond

Victoria Street has a character that will be further enhanced through the thoughtful integration of appropriate art. Art installations will help shape spaces while adding character to the surrounding neighbourhood.

Public art will enhance the cultural identity and unique qualities of Victoria Street. It will take the form of sculpture, temporary installations and murals etc.

Individual art works will be installed at various locations along Victoria Street on a project by project basis.

Some installations will be temporary in nature to allow for a rotating program of art works.

Artwork will reflect and respond to the immediate environment, history and context of the space.

Ideally artists who demonstrate an empathy with the urban and social quality of Victoria Street will be engaged to create site specific artworks.



## 7.6 Public Lighting



Solar lighting at ground level serves as a fun wayfinding device



Streetscapes remain inviting at night with good shopfront presentation and lighting



Speciality pedestrian lighting in side streets

Public lighting will play a crucial role in enhancing peoples' experience of Victoria Street. Outdoor lighting will encourage the use and the surveillance of space. This in turn will encourage more people to use the space. The provision of well lit public space is a key principle of safe design.

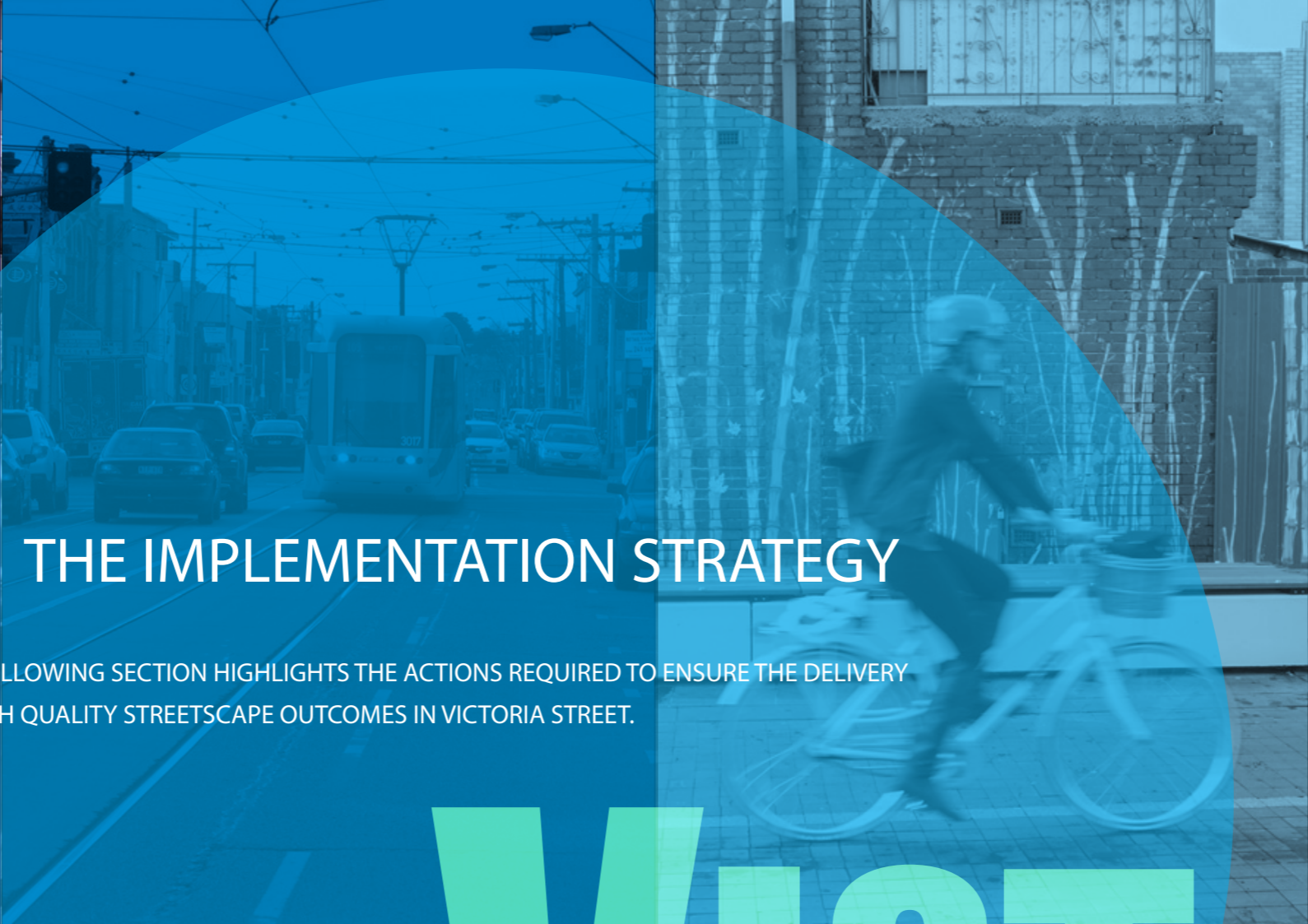
Victoria Street's major street lighting will remain consistent in its character and function. The lamps have recently been upgraded to provide more energy efficient lighting.

Laneways, streets and spaces that intersect with Victoria Street however can incorporate and exhibit a more varied and unique lighting style, form and function to reinforce the cultural identity and character of place. In the western precinct sculptural 'Non La' hats, similar to those used at the Hoddle and Victoria Street Gateway are proposed at a number of locations as outlined in this document.

Shopfronts also provide an important source of passive lighting at street level. The closure of shopfronts behind roller shutters at night can affect the community's perceptions of safety.

Traders will be encouraged to maintain a level of passive lighting out of business hours to enhance pedestrian activity.





## 8.0 THE IMPLEMENTATION STRATEGY

THE FOLLOWING SECTION HIGHLIGHTS THE ACTIONS REQUIRED TO ENSURE THE DELIVERY OF HIGH QUALITY STREETScape OUTCOMES IN VICTORIA STREET.

# VICTORIA ST





Victoria Street's retail precinct closes each year to celebrate the Lunar Festival with food stalls, games and a Dragon Dance.



## 8.1 Strategy

The Victoria Street Streetscape Masterplan proposes a vision that will be realised through a collaborative approach between Council and external stakeholders.

### Effective Partnerships

An effective implementation of Victoria Street Streetscape improvements would require both the public and private sectors working together to achieve the best outcomes.

Council will work closely with resident, community and business groups so that their issues and needs are addressed appropriately.

Council will investigate opportunities to establish partnerships with State governing bodies; VicTrack, VicRoads, Yarra Trams, Melbourne Water, Telstra and Citipower to investigate joint project opportunities.

Various departments of the Council will work in close collaboration to improve the public realm with a sharing of resources.

Council's Economic Development, Community Planning and Communications units will work closely to promote community culture and instill a sense of pride through events and positive media.

### Ensuring a Consistent and Quality Public Domain

Use of materials in the Design Palette (section 7 of the Streetscape Masterplan), the City of Yarra's Public Domain Manual and Technical Drawings will be essential for achieving consistency in the public domain.

Both Council and external contractors will need to follow these guidelines when undertaking any new streetscape works.

Attention to detail will be required to achieve quality outcomes in new works, upgrades or regular maintenance.

Council will ensure that a regular maintenance regime is in place for the upkeep of the public realm.

### Implementation Strategy:

Key Projects	Lead Unit	Implementation
Gateway Triangle	Urban Design	The design, documentation and implementation of this project will be managed in-house by Council's Urban Design unit in close collaboration with the Open Space unit.
North Richmond Public Plaza	Urban Design	The design of this project will be carried out in-house by Council's Urban Design unit, with external consultants engaged for construction documentation. The design process will also require liaison with external authorities including VicRoads, Yarra Trams and VicTrack and other stakeholders. The installation of a temporary public space will be created prior to construction of the plaza to generate design ideas, garner community support and activate the space. Construction of the design will be managed in-house by Council's Urban Design unit with the help of a Project Manager, and by working in close collaboration with Engineering Services and Traffic unit.
Lennox Street/Nicholson Street Intersection Upgrade	Urban Design	This project will be managed by Council's Urban Design unit in collaboration with Sustainable Transport, Arts and Culture, Economic Development and Engineering Operations, and in consultation with the Richmond Asian Business Association and local businesses. The public art will be commissioned, selected and managed by a panel appropriate to the context of the work. Construction of the design will be managed in-house by Council's Urban Design unit with the help of a Project Manager, and by working in close collaboration with the artists, Arts and Culture, Engineering Services and Traffic unit.
Installation of 'Non La' Hats at seven kerb outstands	Urban Design	Council's Urban Design unit will manage the design process. The design of the hats will require the engagement of specialist external consultants. Input will also be sought from Council's Traffic, Engineering, and Aborigiculture and Streetscapes units. Installation will be managed by Council's Urban Design unit with the help of a Project Manager.
Shopfront Improvement Program	Urban Design	The project will be managed by Council's Urban Design unit in close collaboration with the Economic Development, Community Planning and Engineering Operations units, and in consultation with the Richmond Asian Business Association and local businesses. Consultation will focus on the areas most in need of improvement including the gradual removal of shopfront roller shutters, the upgrading of street stalls and developing a consistency in the canvas awnings. The Urban Design unit will provide assistance in design. Implementation is expected to be carried out by the businesses, with further assistance by Council in the disposal of the roller shutters.
Williams Reserve	Open Space	The project will be managed by Yarra's Open Space unit, with design input from the Urban Design unit as required.
Walmer Street Plaza	Urban Design	A permit has been issued for extensive redevelopment of both sides of Walmer Street, which includes development of the Walmer Street Plaza. The design of this space will be developed in consultation with the Urban Design unit, and will follow the Public Arts Policy Guidelines.
<b>Upgrades and Improvements</b>		
Surface Materials	Engineering	A program to achieve consistency in materials as recommended in the Streetscape Masterplan will be incorporated in the Council's footpath renewals and upgrades program. This program will be managed by the Engineering Services unit.
Street Furniture	Engineering Operations + Strategic Transport	A staged furniture installation and replacement program will be implemented in line with the City of Yarra's Asset Management Program. Additionally, the opportunity to align works with external agencies should be appropriated where possible. Installation will be the responsibility of the Council's Engineering Operations and Strategic Transport units in consultation with the Urban Design unit.
Signage	Urban Design	Entry signage and IMAP signage will be installed at key locations along Victoria Street as identified in the Streetscape Masterplan. Fabrication and installation will be the responsibility of the Council's Traffic, Engineering Operations and Sustainable Transport units in consultation with the Urban Design unit.
Street Planting	Aborigiculture and Streetscapes	The tree planting program will be managed and implemented by Council's Aborigiculture and Streetscapes unit.
Public Art	Arts and Culture	This program will be managed by Council's Arts and Culture unit. Public Art will be commissioned, selected and managed by a panel appropriate to the context of the work. The panel will be composed of members from Council's Urban Design, Arts and Culture and Engineering Operations units, and others as deemed appropriate. A Visual Arts Panel may also be included in this representation where appropriate and depending on the scale of the commission.
Public Lighting	Property and Building Services	A lighting audit will be undertaken to identify current lighting levels and hotspots requiring urgent attention. Council will consult with service authorities to investigate possibilities of simultaneous works so as to minimise disturbance and maximise potential opportunities, such as the bundling or undergrounding of power lines.





The Yarra River provides a bushland edge to retreat from the bustle of Victoria Street.



