

# HAVE YOUR SAY

## Deans Marsh community streetscape vision

**You're invited to provide input on the Deans Marsh Community Streetscape Vision - a project that aims to create vibrant and interesting streets that strengthen a sense of place for residents and visitors.**

A group of passionate community members - known as 'streetscapers' - have led the project. Your input will let the streetscapers know if they are on the right track with their proposed streetscape priorities.

The four priorities are:

### **Street tree planting**

The streetscapers have worked with a landscape architect to determine where additional street tree planting can be done within the study area.

### **History trail**

Post-colonisation historical places of interest could be promoted via signs, and feature in a brochure. Important to pursue opportunities to enable First Nations people to tell their story, to present a complete history.

### **Town entry signage**

Preferred locations have been established. What type of sign does the community envisage?

### **Community art and memorial**

Potential locations for memorial spaces and public art.

## What the streetscapers have achieved to date:

### **We submitted a community proposal for streetscape improvements to the Surf Coast Shire in August 2022**

Our proposal was referred to Council's Community Project Development Program, enabling Council assistance in the further investigation and scoping of the proposal.

In October 2022, our group of 6 community members commenced proposal discussions with Council officers and also a landscape architect (Pete Wilson of PWLA).

By December 2022 a draft 'thinking document' had been developed which captured what we felt were the key streetscape priorities for Deans Marsh and provides our community with the information and guidance necessary to drive and further develop the key projects.

[surfcoast.vic.gov.au/DMstreetscape](https://surfcoast.vic.gov.au/DMstreetscape)



## Get involved!

**Community input will be used as a stepping stone to future detailed planning and design work, which will require funding to be sought.**

To find out more and get involved:

- share your views at [surfcoast.vic.gov.au/DMstreetscape](https://surfcoast.vic.gov.au/DMstreetscape).

**FEEDBACK IS OPEN FROM 30 JANUARY TO 26 FEBRUARY.**

- join us at the Hall to chat about the project; **FRIDAY 17 FEBRUARY AT 3-4PM OR 6.30-7.30PM**
- join a working group to help progress the work done to date.

## Project background

Our community's vision from the Deans Marsh and District Community Action Plan 2020-2030 (MaDCAP) is to be "a thriving rural community that balances care for the land and our people".

Preparation of a Community Streetscape Vision for Deans Marsh is a direct outcome of the MaDCAP, with streetscape elements to reflect and enhance this community's character and identity and to be sympathetic to the unique Deans Marsh rural landscape and lifestyle. Priority elements aim to create cool, vibrant and interesting streets that work to strengthen a sense of place for residents and visitors. Creating an age friendly and accessible community is also important to us.





# Key streetscape elements

## Street Tree Planting

The streetscapers have worked with a landscape architect to determine where additional street tree planting can be done within the study area.



Planting along roadsides has several constraints and we are now aware of what the limitations are such as clearances from road edges and from underground and overhead services. We would aim for tree species that are relevant to site specific cultural narratives, local ecosystems and that suit the unique identity of Deans Marsh.

## History Trail

There are many well known post colonisation historical places of interest within the Deans Marsh township that could be promoted via signs and also a hard copy and digital brochure and map listing all of the sites.



To present a complete history of this place now called Deans Marsh, it is also important to pursue opportunities to enable the local First Nations history and stories to be told. We are aware that this is a very complex and sensitive history and how this is represented will need to be told by and guided via collaboration with the Eastern Maar Aboriginal Corporation.

Confirmation of sites, sign positioning, sign content and sign design are still to be confirmed.



## Town Entry Signage

We have been able to establish the preferred locations for town entry signage based on available space within the road reserve, surface gradient (not too steep), proximity to the town, and site lines for approaching vehicles.



What we don't know is what type of sign does the community envisage? Is it a traditional sign panel with community designed graphics, or something more akin to a roadside sculpture? If it is the latter, the approvals process, design considerations and implications are more complex but not impossible.

Should the signs be the same, or different? Could each town entry (from the north, south and west) have a different place marker and have a slightly different site specific identity?

There may also be an opportunity for First Nations people involvement and dual place naming for Deans Marsh.

## Community Art and Memorial

Our investigations to date have provided the potential locations for memorial spaces and public art within the township.



There appear to be several things that the town wishes to remember/memorialise/celebrate and creative expression and story telling through art and design is a key aspect of the community's identity.

Contemporary approaches to designing for a memorial are more engaging than a traditional plaque or monument, and seek to tell a full story.

There are also opportunities for dynamic or seasonally changing/exhibited pieces, as an alternative to creating permanent fixtures

### What we have learnt

Planning and design of streetscapes is a multifaceted exercise. It requires a holistic and non-piecemeal approach, adherence to numerous national design standards, approval from all relevant stakeholders and authorities and, broad community support.

We needed a plan that captured the extent of the project study area, reflected existing site conditions and that give an indication of any key constraints which may impact the feasibility of any of the proposed works. The work to date is intended to be used as a stepping stone or base for future detailed planning and design work.

## Get involved!

We welcome your involvement to help progress any of these project elements. Contribute as much or as little time as you have available!

Share your views and let us know how you'd like to be involved by 26 February, at [surfcoast.vic.gov.au/DMstreetscape](http://surfcoast.vic.gov.au/DMstreetscape)



## Defined project area and key considerations

The streetscape project area is defined in the image to the right.

### Key considerations for any streetscape elements:

- there are approvals and consents required by Council and other agencies before installing anything within the road reserve
- the planting of trees and the installation of signs and pieces of community art are restricted by nationally enforced road safety 'Clear Zones' and clearance from overground and underground cables and pipes
- the ground in some areas is seasonally boggy and this limits which street tree species will be suitable and makes establishment of street trees more challenging
- we have a great opportunity for collaboration with the First Nations people, the Eastern Maar Aboriginal Corporation, to help define several of the proposed streetscape elements



## Next steps

We are now engaging broadly with the community to share what we have learned to date, to seek feedback and to encourage broad community support to progress these priority areas.

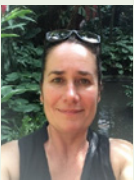
Engaging, activating and connecting community and groups is a key objective of the MaDCAP and this streetscape project provides a great opportunity to do just that.

## Meet the Deans Marsh streetscapers



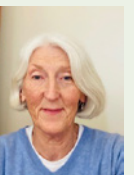
**James Maund**  
[james@frogwood.com.au](mailto:james@frogwood.com.au)

Some of the most attractive small towns I know are the result of the care and creativity that has gone into creating their streetscapes. I think there is a great opportunity to improve our streetscapes through the imaginative addition of new street trees, signage and art.



**Tara Simes**  
[dmcactreasurer@gmail.com](mailto:dmcactreasurer@gmail.com)

The MaDCAP process highlighted the community's interest in improving our streetscapes and pathways. I'm excited to be involved in continuing this vision to enhance the beauty of our little town through the implementation of shade trees, a history trail, sculptures and flora.



**Sue Cole**  
[asktheduck@hotmail.com](mailto:asktheduck@hotmail.com)

I saw joining the Streetscape Group as an opportunity to learn new things while spending time with people of all ages and diverse backgrounds.



**Juliet Beatty**  
[beattyjuliet@gmail.com](mailto:beattyjuliet@gmail.com)

My interest in the Deans Marsh Streetscape is primarily to achieve extended avenues of trees in the approaches to Deans Marsh and to encourage community action in partnership with Council to help maintain the reserves beside our pathways so that using pathways is safer and more enjoyable.



**Max Broadley**  
[maxbroadley@hotmail.com](mailto:maxbroadley@hotmail.com)

Max is hoping to contribute to Deans Marsh's streetscape through his love of gardening, the natural environment, and landscape architecture.