

Keilor Road L08 and part of L09 Streetscape Upgrade
(between Cooper Street and Mt Alexander Road)

DRAFT

June 2026



fitzgerald
frisby
landscape
architecture

Site Analysis - land use and built form

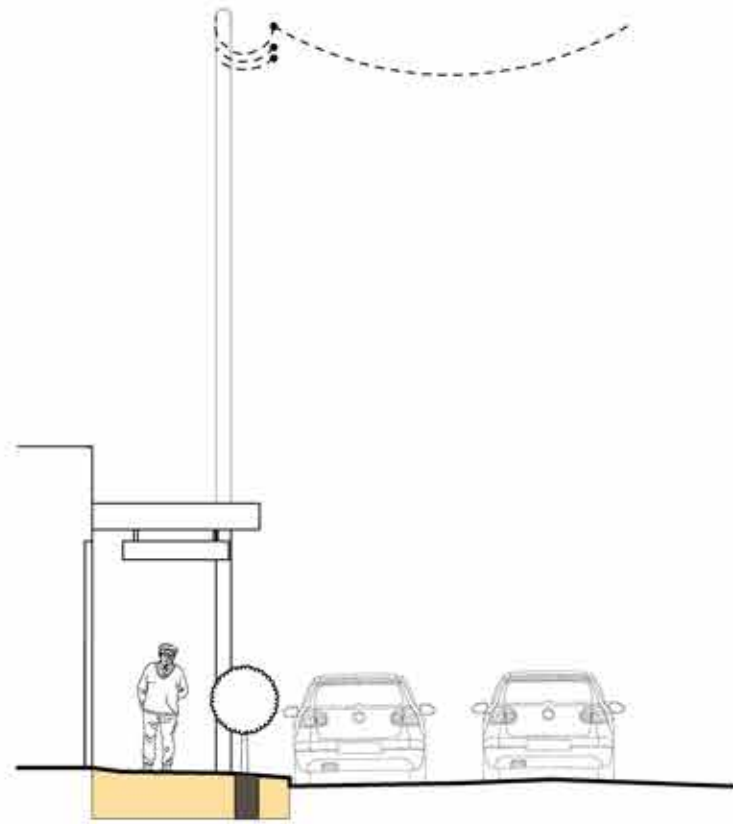


LEGEND

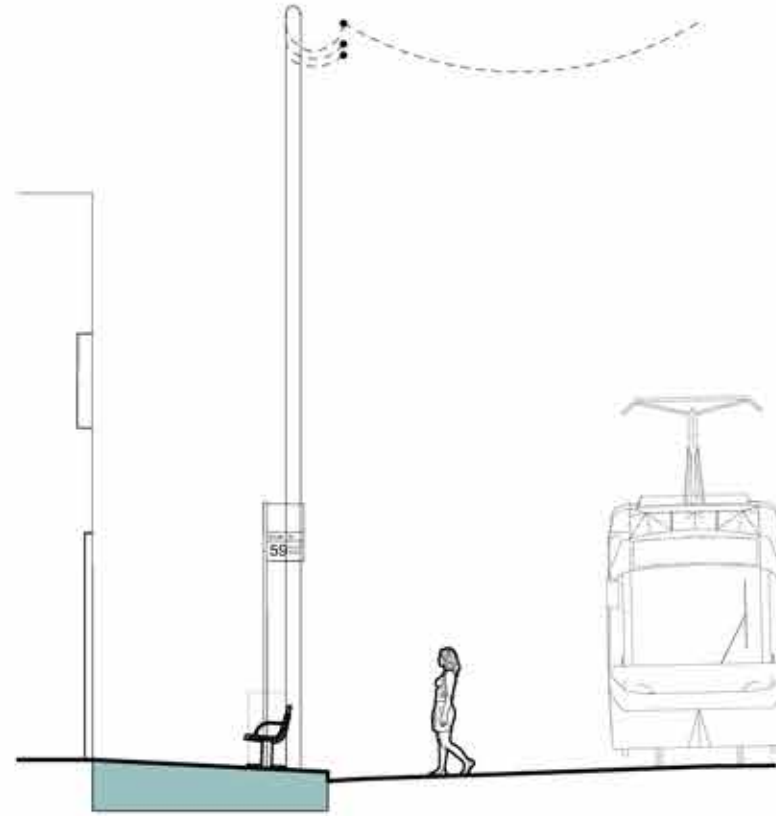
- Active/commercial frontage - traditional shop front with awning
- Active/commercial frontage under multi-storey residential
- Active/commercial frontage - larger scale
- Small scale residential or residential style commercial building
- Heritage Overlay
- Approximate extent of works

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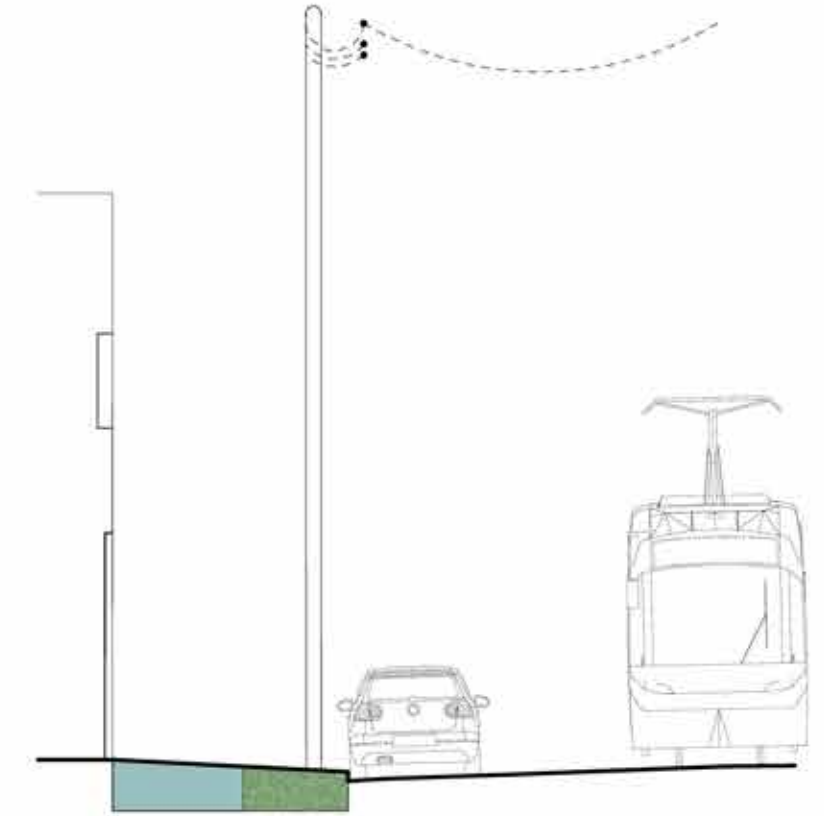
Site Analysis - land use and built form typical sections



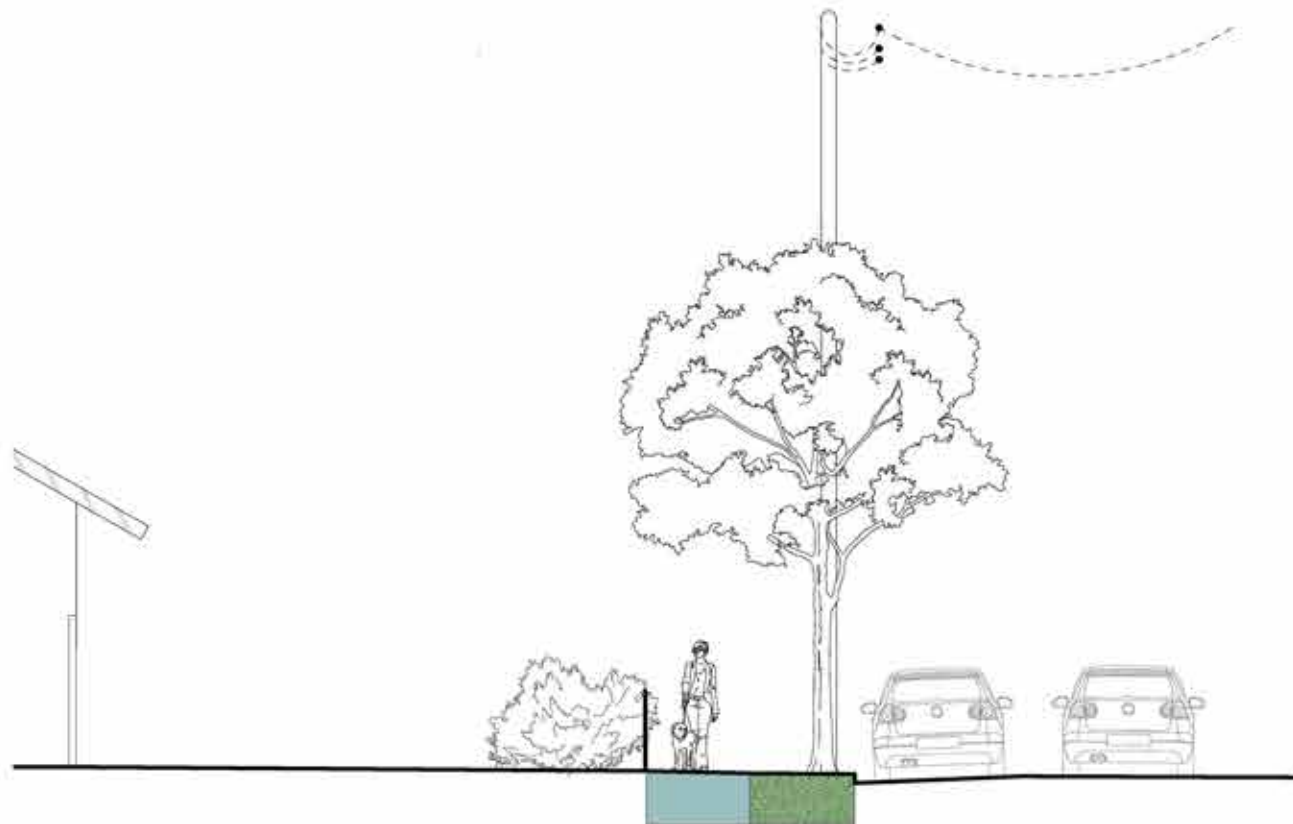
Active/commercial frontage - traditional shop front with awning



Active/commercial frontage - larger scale



Active/commercial frontage under multi-storey residential



Small scale residential or residential style commercial building

Site Analysis - land use and built form

Properties fronting the North Essendon section of Keilor Road are zoned a combination of Commercial 1, Commercial 2, Public Use Zone 2 (Education) and Public Park and Recreation, reflecting a mix of retail, commercial, community and open space uses along the corridor. While there are still a number of existing residential houses along this section, these properties are generally zoned for commercial purposes, allowing for potential future commercial or mixed-use redevelopment. As a result, the land use, built form and interface conditions vary considerably. This diversity contributes to a varied and sometimes inconsistent built form and streetscape character. While future redevelopment and intensification may occur over time, the Keilor Road Activity Centre Structure Plan (2011) emphasises maintaining a fine-grain main street character and strong ground floor activation along Keilor Road. A consistent, robust and adaptable streetscape approach can help reinforce this character while accommodating a range of built forms, uses and interface conditions.

Heritage Overlays

There are four locations subject to Heritage Overlay within the project area:

HO425: The Keilor Road Precinct comprises a group of mainly one- and two-storey masonry shop and commercial buildings constructed largely between 1925 and 1939 during the interwar period. Built to the street edge with consistent scale and form, the buildings display a range of interwar architectural styles including Stripped Classicism, Neo-Grec and Streamlined Moderne, with many retaining original features such as parapets, cantilevered verandahs and historic shopfront elements. Most buildings are contributory to the precinct, with only a small number of altered exceptions. The precinct is of local historical and architectural significance to the City of Moonee Valley because it demonstrates the commercial growth that followed the extension of the Essendon electric tram along Keilor Road in the 1920s, reflects the role of early local businesses in the development of surrounding suburbs, and represents the municipality's most cohesive collection of late interwar commercial buildings with a high level of intactness.

HO336: The former Presbyterian Church at 132 Keilor Road, Essendon North, was constructed in 1937 to the design of Presbyterian architect J.F.D. Scarborough, replacing an earlier timber church built on the site in 1923. Built of distinctive pink brick, the church is designed in the academic Perpendicular Gothic style. The building is of historical, aesthetic and architectural significance to the City of Moonee Valley, reflecting the rapid residential growth of North Essendon during the interwar period and the corresponding development of local community institutions. It is also a fine and relatively uncommon example of an interwar church in the academic Perpendicular Gothic style in Melbourne.

HO369: The Lincolnshire Arms Hotel at 1 Keilor Road, Essendon, located on the corner of Mt Alexander Road, was originally established in 1851–52 and has operated as a hotel on this site since that time. After the original building was destroyed by fire in 1905, it was replaced with a substantial two-storey brick Queen Anne style hotel. The building was further updated around 1938 with the addition of a curved corner bar and wings incorporating stylistic Moderne details. The hotel is of historic and social significance to the City of Moonee Valley as one of the earliest hotels established along the route to the central Victorian goldfields and as a long-standing centre of community activity at the prominent “Bendigo Corner” intersection.

HO224: Essendon North State School No. 4015 at 112 Keilor Road, Essendon North, was established in 1920 and expanded in 1924, 1928 and later years to designs by the Victorian Public Works Department. The school is a single-storey red brick government building influenced by the Arts and Crafts style. The building reflects a typical early twentieth-century government school design approach used elsewhere in Victoria. The school is of historical significance as a long-standing centre of state education in the local area and as a representative example of the Public Works Department's utilitarian school architecture of the period.



Keilor Road Precinct buildings in various architectural styles.



The former Presbyterian Church at 132 Keilor Road. The Lincolnshire Arms Hotel at 1 Keilor Road.

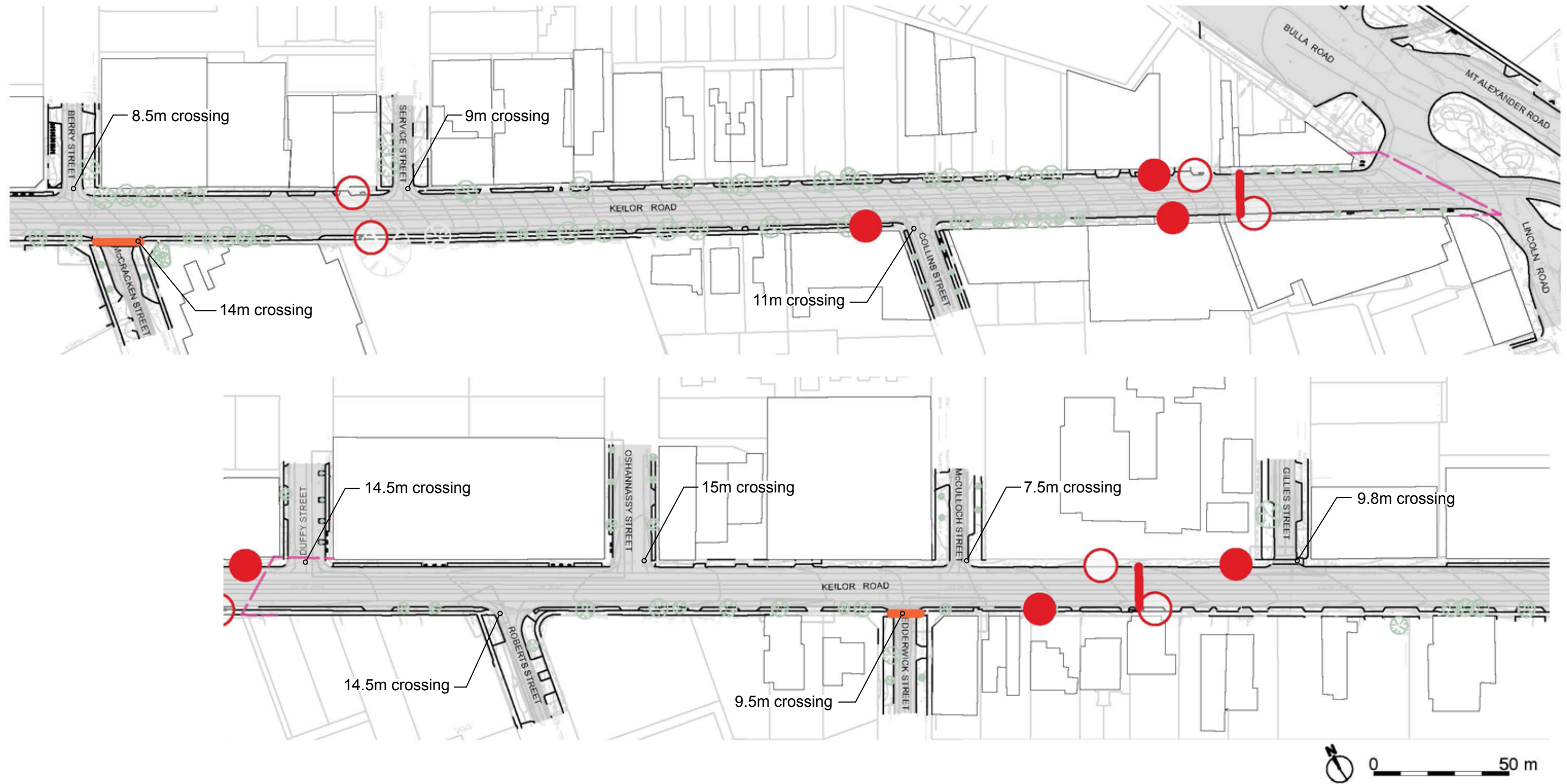


Essendon North State School No. 4015.

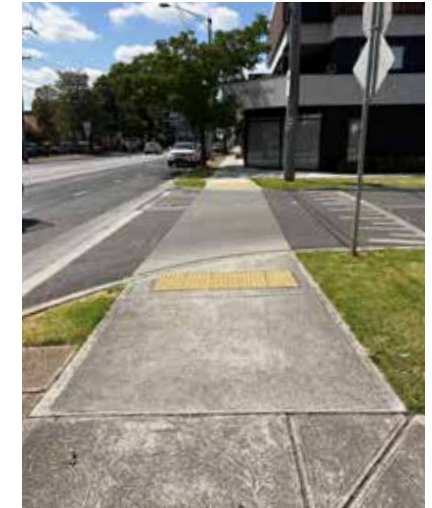


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Site Analysis - pedestrian connection



Site Analysis - pedestrian connection



Street Function & Character

- Keilor Road is dominated by vehicles and trams, comprising a carriageway, on-street parking, tram tracks and overhead wires.
- There is inconsistent visual amenity and pedestrian experience.

Pedestrian Connectivity

- Pedestrian movement across Keilor Road (north–south) is constrained by high traffic volumes.
- Safe, signalised crossings are limited to two locations, aligned with tram stops.
- Spacing between crossings is inconsistent, with distances of approximately 350m and over 600m.
- These crossing points and tram stops present key opportunities to enhance pedestrian experience.

Footpath & Intersections

- East–west footpaths are generally legible, continuous and easy to navigate.
- Multiple side street intersections provide connection opportunities; however, only Hedderwick Street and McCracken Street include raised (at-grade) platforms.



Vehicle Crossovers & Access

- The footpath is interrupted by numerous vehicle crossovers.

Recommended approach for future development:

- Minimise or remove direct vehicle access from Keilor Road
- Consolidate crossovers where possible
- Prioritise rear or side street access

Future Tram Upgrades

- The Victorian Government announced the rollout of Next Generation Trams from 2025.
- These trams feature low floors, improving accessibility and increasing capacity.
- Route 59 (serving Keilor Road) is among the first to be upgraded.

While tram stop upgrades are State-led, streetscape design will:

- Respond to and support future tram infrastructure upgrades
- Be developed in coordination with relevant authorities

Site Analysis - paving types and street furniture



LEGEND

-  Asphalt Surface
-  Concrete Surface
-  Feature pavers
-  Bench in public realm
-  Litter Bin in Public Realm - Stainless Steel
-  Litter Bin in Public Realm - Wheelie Bin
-  Bike Hoops in Public Realm
-  Approximate extent of works

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Site Analysis - street furniture

Pedestrian Amenity

- There is an inconsistent provision of pedestrian amenity along Keilor Road.
- The streetscape presents an inconsistent mix of materials, design treatments and features, resulting in a fragmented experience.



Street Lighting

Existing street lighting comprises standard fixtures by Jemena.



Paving Treatments

Footpath paving is inconsistent, with two typical conditions:

- Asphalt paving in retail areas (generally without nature strips)
- Plain in-situ concrete paving in residential areas (with nature strips)

This variation contributes to a lack of cohesive identity along the corridor.

Space Constraints & Opportunities

- Limited verge width restricts opportunities for pedestrian rest, seating and gathering along the main corridor.
- Intersections with side streets present key opportunities to introduce small rest areas or pause points.



Site Analysis - on-street parking



Site Analysis - on-street parking

Transport & Parking

- Private vehicles are a primary mode of access to Keilor Road.
- Parking is provided through a mix of on-street (kerbside) spaces and nearby off-street public and private parking.
- On-street parking occupies a significant portion of the road reserve.



Spatial Constraints & Conflicts

On-street parking contributes to key spatial conflicts within the corridor, particularly in relation to:

- Opportunities for wider footpaths
 - Space for additional tree planting and greening
- Reallocation of road space presents an opportunity to better balance transport modes and improve amenity.



Site Analysis - trees



Site Analysis - trees

Tree Canopy & Distribution

- Street tree planting is inconsistent, with notably low canopy cover in parts of Keilor Road, particularly toward the western end.
- Canopy trees are generally concentrated in the eastern section, associated with residential frontages and grassed nature strips.



Section of Keilor Road with minimal canopy cover



Commercial and residential areas with established street trees in nature strips



Existing Tree Species

- *Melia azedarach* var. *australasica* (White Cedar) is the predominant street tree species along the corridor.
- Existing canopy trees contribute positively to amenity and should be retained, protected and supplemented with infill planting.



White Cedar - *Melia azedarach* var. *australasica*

Commercial/Retail Precinct Planting

- Tree planting is limited or absent.
- Where present, planting typically consists of small, clipped *Ficus* species within paved footpaths.
- These trees provide limited shade and are constrained by insufficient soil volume, reducing long-term viability and canopy potential.



Clipped *Ficus* trees within paved footpath



Mature Trees

- A number of mature, full-canopy trees exist within the project area, some on private land or in the reserve.



Eucalypt on private land on McCracken Street



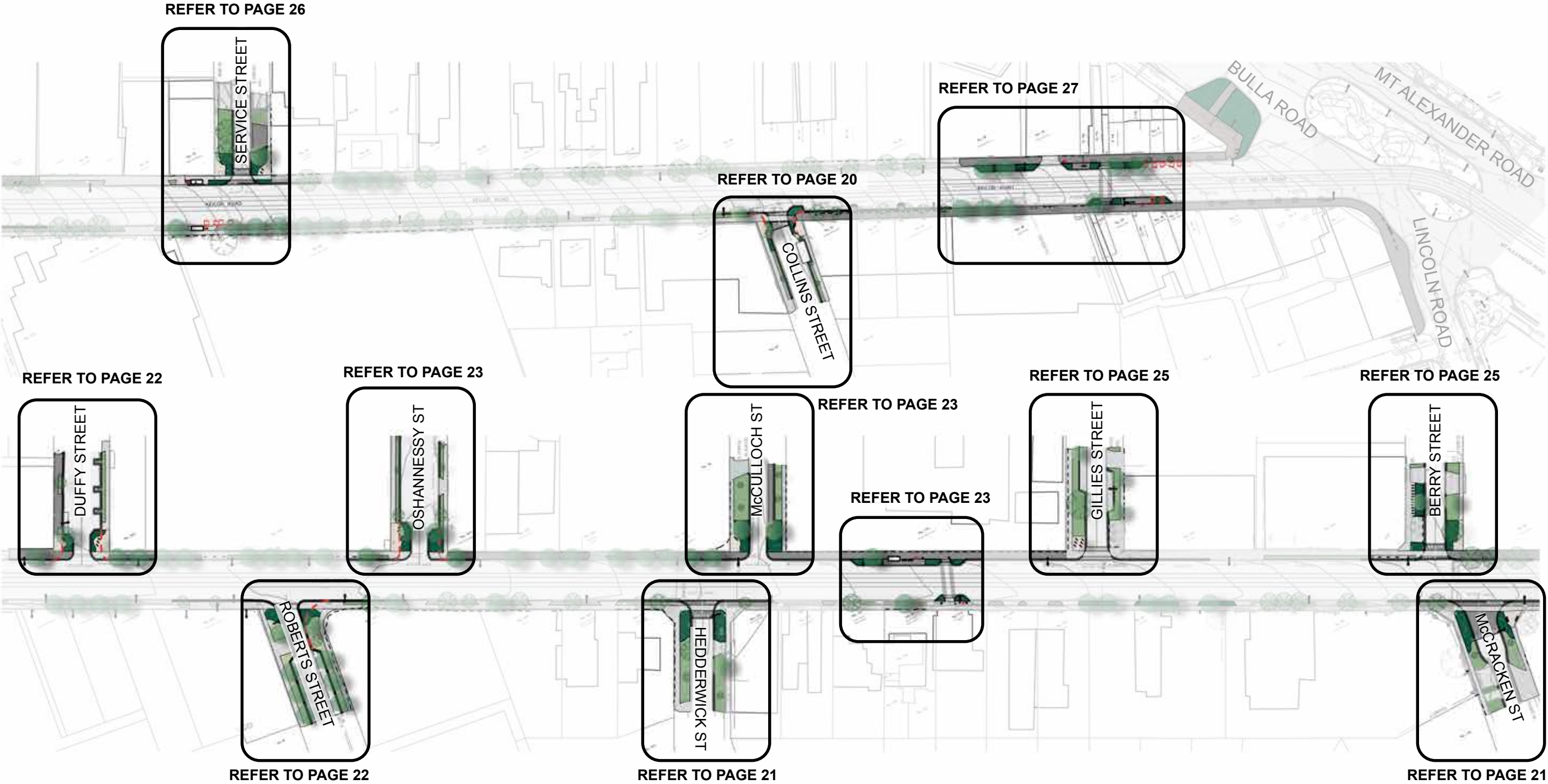
LT Thompson Reserve street frontage



Platanus acerifolia on Gillies Street



Corymbia citriodora, *Eucalyptus sideroxylon*, *Corymbia maculata* on private land, corner of McCracken Street and Keilor Road



Streetscape Plan



- ① Upgrade corner spaces at side street intersections with upgraded permeable paving, seating/ gathering opportunities, tree and garden planting and bike hoops where space permits. Consider introduction of kerb outstands where possible to increase pedestrian realm and facilitate safer crossing. Explore public art opportunities in some of the corner spaces.
- ② Consider raised platform to side street intersections for improved accessibility. *Subject to detail design, stormwater drainage implication.
- ③ Create pedestrian node at tram stop/signalised crossing points and upgrade with seating, litter bin, tree and garden planting and tram shelter. Extent of kerb outstand will be coordinated with DTP to support their future plan of Next Gen tram stops.
- ④ Support existing outdoor dining/trading.
- ⑤ Remove asphalt infill and replace with garden bed in front of commercial tenancy (KFC).
- ⑥ Move bus stop east, near Bulla Road, as per DTP recommendation. Add kerb outstand with canopy trees.
- ⑦ Intersection layout subject to future Master Plan development, detailed design, and coordination with DTP.

-  New tree. Consider passive irrigation. Selected street tree species should have non-invasive root systems.
-  Existing tree.

Furniture Suite and Materials Palette



Council standard bike hoops



Council standard bench seating



Council standard bins



Example of porous paving



Example of asphalt footpath



Example of concrete footpath

Garden Bed Planting

Improvements to the streetscape at the proposed pedestrian crossings at side street intersections and additional kerb outstands, will provide an opportunity for increased greenery along Keilor Road.

Careful selection of plant species and their layout is important to comply with traffic requirements such as clear sight lines for safety. The project will endeavour to select predominantly Australian native species, with particular focus on Indigenous species of Keilor Plains. It will also be supplemented by a selection of exotic species that are robust and known to tolerate Melbourne's urban street environment well. With this combination, a rich layers of contrasting foliage, textures and colours will be displayed for aesthetic enjoyment as well as providing pockets of urban habitat and feeding grounds for small creatures.

WSUD (Water Sensitive Urban Design) and passive irrigation to new garden beds will be explored during detail design phase.

- *Austrostipa scabra* (Rough Spear-grass)
- *Austrostipa nodosa* (Knotty Spear-grass)
- *Brachyscome multifida* (Cut-leaf Daisy)
- *Calocephalus citreus* (Lemon Beauty-heads)
- *Chrysocephalum apiculatum* (Common Everlasting)
- *Chrysocephalum semipapposum* (Clustered everlasting)
- *Dianella revoluta* (Matted Flax-lily)
- *Dianella amoena* (Spreading Flax-lily)
- *Dichelachne crinita* (Long-hair Plume-grass)
- *Hardenbergia violacea* 'Mini Haha' (Prostrate Purple Coral-pea)
- *Hymenosporum flavum* 'Gold Nugget' (Dwarf Native Frangipani)
- *Leptorhynchus squamatus* (Scaly Buttons)
- *Lomandra Tanika* (Mat Rush)
- *Pimelea humilis* (Common Rice-flower)
- *Poa poliformis* Kingsdale (Tussock-grass)
- *Ptilotus macrocephalus* (Feather-heads)
- *Senecio mandraliscae* (Blue Chalksticks)
- *Themeda triandra* (Kangaroo Grass)
- *Tulbaghia violacea* (Society Garlic)
- *Wahlenbergia communis* (Native Blue Bells)



Plant species from previous stage to provide continuity along Keilor Road

Concept - Streetscape Character

The following streetscape character framework is guided by a design approach that recognises the street as both movement corridor and public realm. Rather than applying a single, uniform solution, the intent is to respond to the varying land uses, built form, and patterns of activity along the corridor. Each segment has been considered in terms of how people use and experience the street - whether that be high pedestrian movement in the main street core, transitional conditions in evolving commercial areas, or the quieter, greener character of residential interfaces.

This approach seeks to balance immediate functional needs with long-term flexibility, allowing the streetscape to evolve alongside future redevelopment. Emphasis is placed on creating legible, consistent streetscape outcomes within each character area, while maintaining an overall cohesion across the corridor. Key considerations include pedestrian safety and comfort, activation of frontages, integration of landscape elements, and the reinforcement of local identity through planting and spatial structure.

Whole-of-Corridor Strategy (applies to all character types)

- Support cohesive transition between character areas as redevelopment occurs, avoiding fragmented or inconsistent outcomes.
- Recognise that site consolidation or changes in site typology can both change character and create opportunities (e.g. reduced crossovers, increased planting space, improved pedestrian amenity).
- Retain and integrate existing mature street trees wherever possible, even where surrounding treatments evolve.
- Reinforce consistency through a coordinated palette of street tree species, furniture, and intersection planting treatments.
- Prioritise infill tree planting to strengthen canopy continuity and visually link differing streetscape conditions.



Urban Main Street / Activity Frontage

(Includes: small-scale commercial, mixed-use buildings with commercial at ground floor, and the primary school frontage)

Desired character

- Highly active, pedestrian-focused street environment with a strong street edge and high levels of pedestrian activity, particularly at peak times.
- Acts as the most urbanised condition within the corridor and may expand over time as adjacent sites redevelop and consolidate.

Paving treatment

- Continuous hard paving from building line to kerb (currently asphalt in some areas, with potential transition to concrete or similar).
- Footpaths widened where possible to accommodate high pedestrian volumes, outdoor dining and gathering areas.
- Avoid grassed nature strips to maintain a consistent main street pedestrian zone.
- Where transitioning from less urban conditions, paving treatments should be designed to integrate with existing trees and may require localised variation.

Parking arrangement

- Parallel on-street parking supporting short-stay visits.
- Kerb outstands may shorten crossing distances and provide space for seating or planting.
- Loading bays may be required for retail servicing.
- Near the school frontage, no standing zones apply.
- Consolidation of sites may reduce crossover frequency, creating opportunities for additional kerbside activation and planting.

Trees

- Trees in pits within the paved footpath zone.
- Additional trees may be located in kerb outstands between parking bays where space permits.
- In transition areas, existing mature trees within former nature strips may be retained and integrated into the design rather than converted to pits.
- Ensure compatibility with overhead powerlines, underground services and maintain clear sightlines near intersections and crossings.

Additional considerations

- Integration of raised platforms, kerb outstands, or improved crossing infrastructure to support pedestrian safety and peak-time movement.

Public Park and Recreation Zone (PPRZ) Frontage

Desired character

- Green, open streetscape that visually and physically connects the park to the street while supporting pedestrian access and passive surveillance.
- Provides a landscape counterpoint to more built-up areas.

Paving treatment

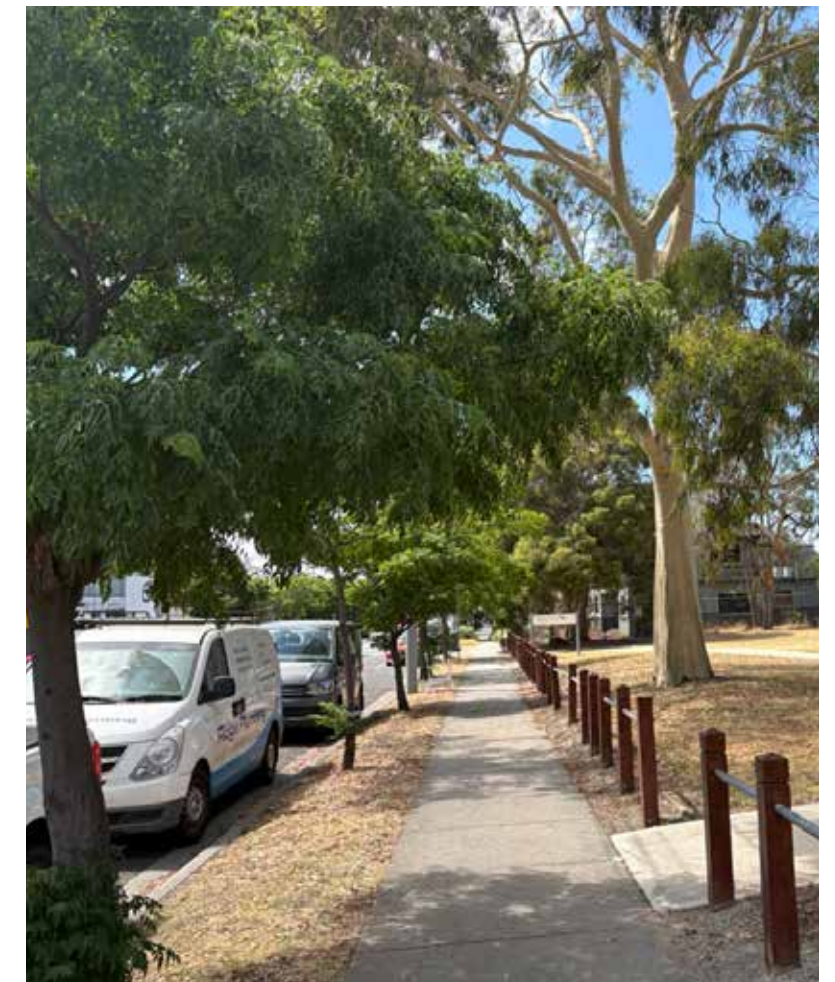
- Concrete footpath with a grassed or landscaped nature strip to reinforce the green character of the park edge.
- Treatments should align with adjacent character areas at transition points while maintaining a softer landscape expression.

Parking arrangement

- Parallel on-street parking.

Trees

- Street trees within the nature strip to maintain a consistent avenue planting along the street.
- Maintain clear sightlines into the park, particularly near entrances and paths.



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Concept - Streetscape Character



Transitional Commercial / Future Mixed-Use Areas

(Includes: medium-large commercial sites such as showrooms and large-scale retail with potential future redevelopment)

Desired character

- Functional in the short term while capable of transitioning to a denser mixed-use street environment over time.
- These areas often represent points of change, where site change in site typology can significantly alter the streetscape character and interface.

Paving treatment

- Concrete footpath with grassed nature strip where setbacks allow.
- Design should allow future conversion to garden bed or continuous hard paving if higher-density redevelopment occurs.

Parking arrangement

- Parallel or indented kerbside parking.
- Consider the relationship between property vehicle access points and the pedestrian realm, as sites may contain large crossovers or multiple access points.
- Future redevelopment may reduce crossover frequency, improving pedestrian continuity and creating opportunities for additional street trees, furniture and kerb extensions.

Trees

- Select species tolerant of urban conditions and root confinement.
- Additional planting may infill gaps over time to align with a more consistent avenue character.



Residential Streetscape

(Includes: small-scale residential housing and residential buildings converted to commercial uses such as consulting rooms or offices)

Desired character

- Green, informal streetscape reflecting a residential character, while acknowledging underlying commercial zoning and potential for future change.
- Serves as a transitional condition between more intensive commercial areas and mixed-use areas.

Paving treatment

- Concrete footpath with grassed nature strip between the footpath and kerb.
- Avoid continuous hard paving to maintain the existing landscape character.
- Design should allow for incremental adaptation, including potential conversion to garden beds or more urban treatments where redevelopment occurs.

Parking arrangement

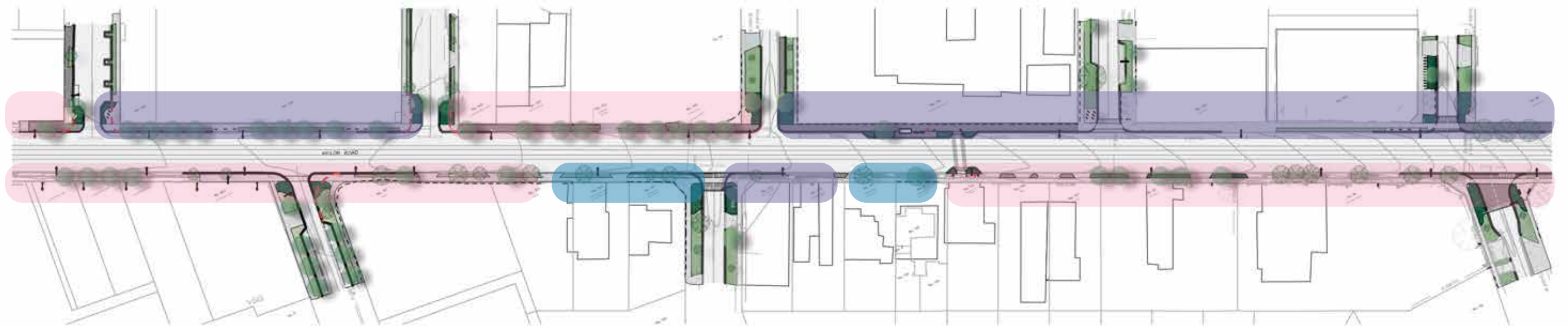
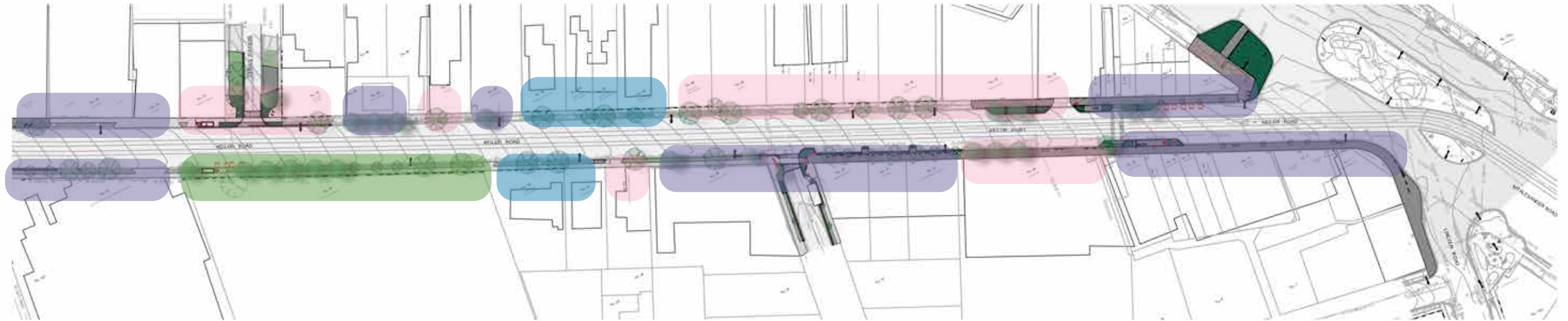
- Parallel on-street parking suitable for residents and short-stay visitors.
- Some additional parking may occur within private property setbacks.
- Over time, consolidation of sites may reduce crossover frequency, improving opportunities for street tree planting and pedestrian continuity.

Trees

- Street trees planted within the nature strip, maintaining a consistent rhythm aligned with surrounding residential streets.
- Existing mature trees are to be retained where possible and may remain in nature strips even if surrounding conditions intensify, recognising constraints in converting established trees to paved tree pits.



Concept - Streetscape Character



-  Urban Main Street / Activity Frontage
-  Public Park and Recreation Zone (PPRZ) Frontage
-  Transitional Commercial / Future Mixed-Use Areas
-  Residential Streetscape

Pedestrian Nodes Concept Plans

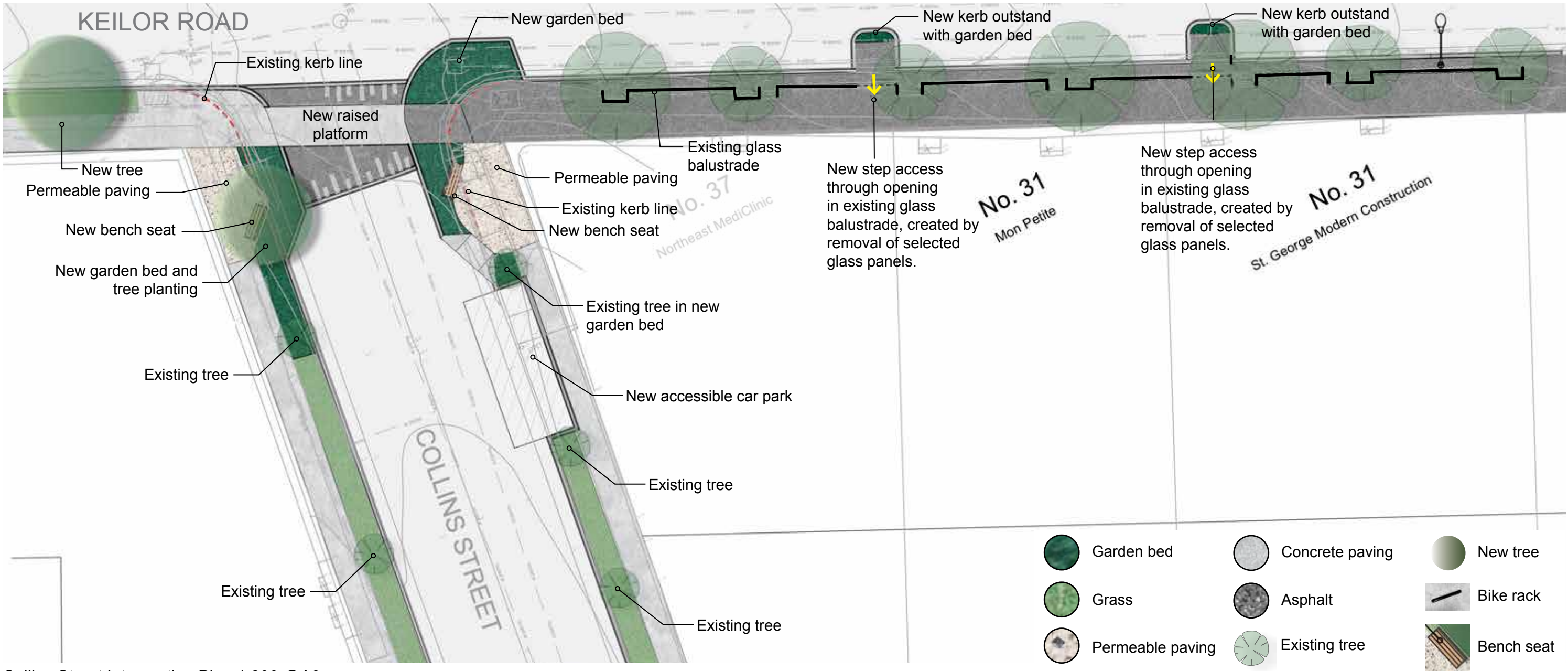
To provide balance to the often hard environment along Keilor Road, the pedestrian corner spaces intend to provide pockets of green respite, rest and gathering spaces.

The design features soft organic forms, permeable surfaces and generous greenery with canopy tree planting where space allows. Bench seats will provide informal seating opportunities for individuals and small groups to sit and gather. Seating will be nestled within planted areas, offering a protective microclimate, which will help buffer the noise, fume and bustle of Keilor Road traffic.

Provision of new bike hoops at multiple intersections will provide an “end of-trip” facility and will encourage the community to cycle to Keilor Road.

Pedestrian spaces at new kerb outstands at existing tram stops will be consistent with the design elements of Keilor Road. Tram shelters are proposed in exposed locations, along with generous seating and planting.

All proposed concept plans are subject to detail design process including further site investigation, such as underground service locating, authority approval and Council’s capital works budget process. All proposed kerb extensions must be assessed through swept path analysis to ensure safe vehicle turning movements can be accommodated without encroachment into bicycle lanes, pedestrian areas, or other trafficable zones.



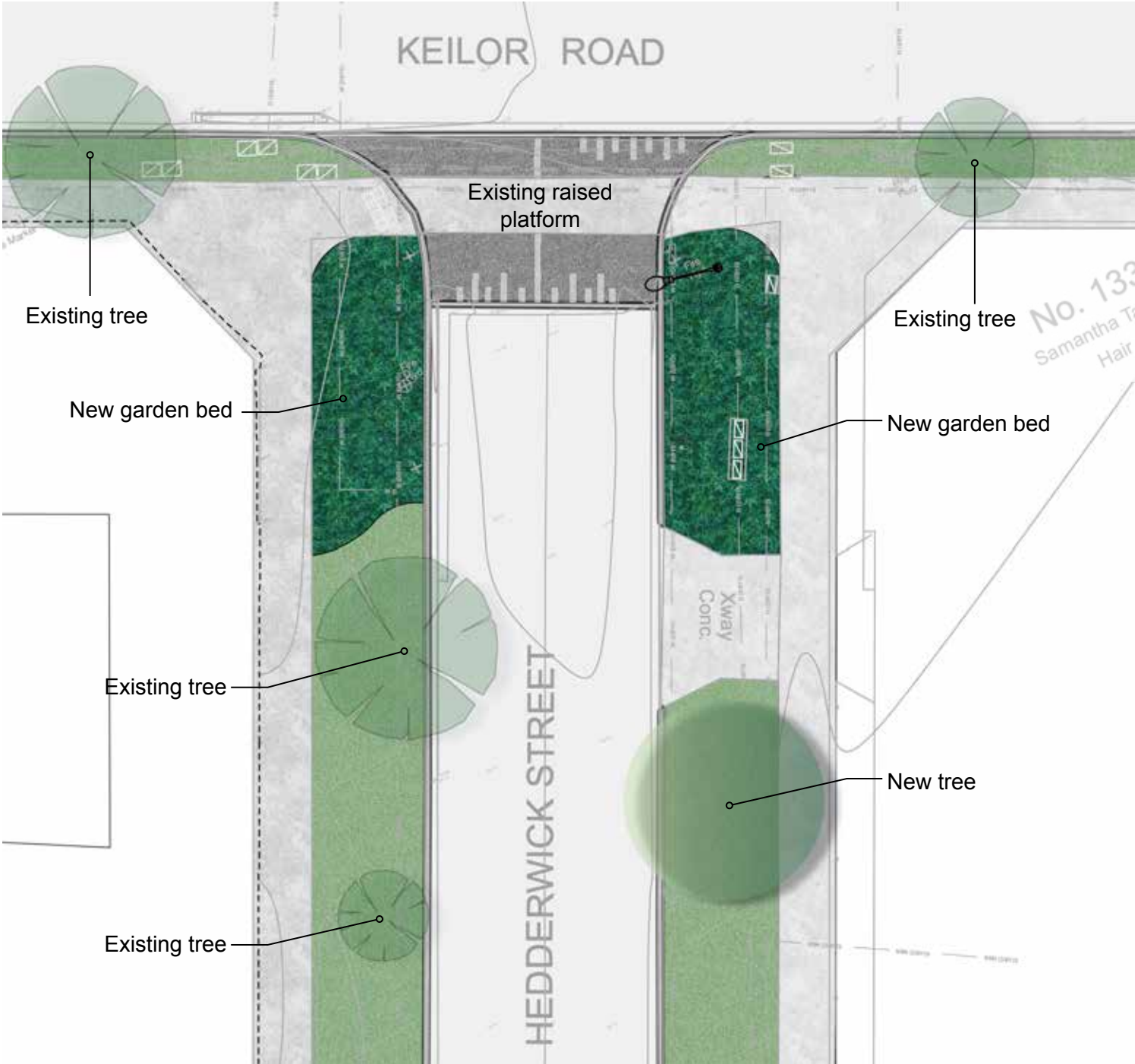
Collins Street Intersection Plan 1:200 @A3

Pedestrian Nodes Concept Plans



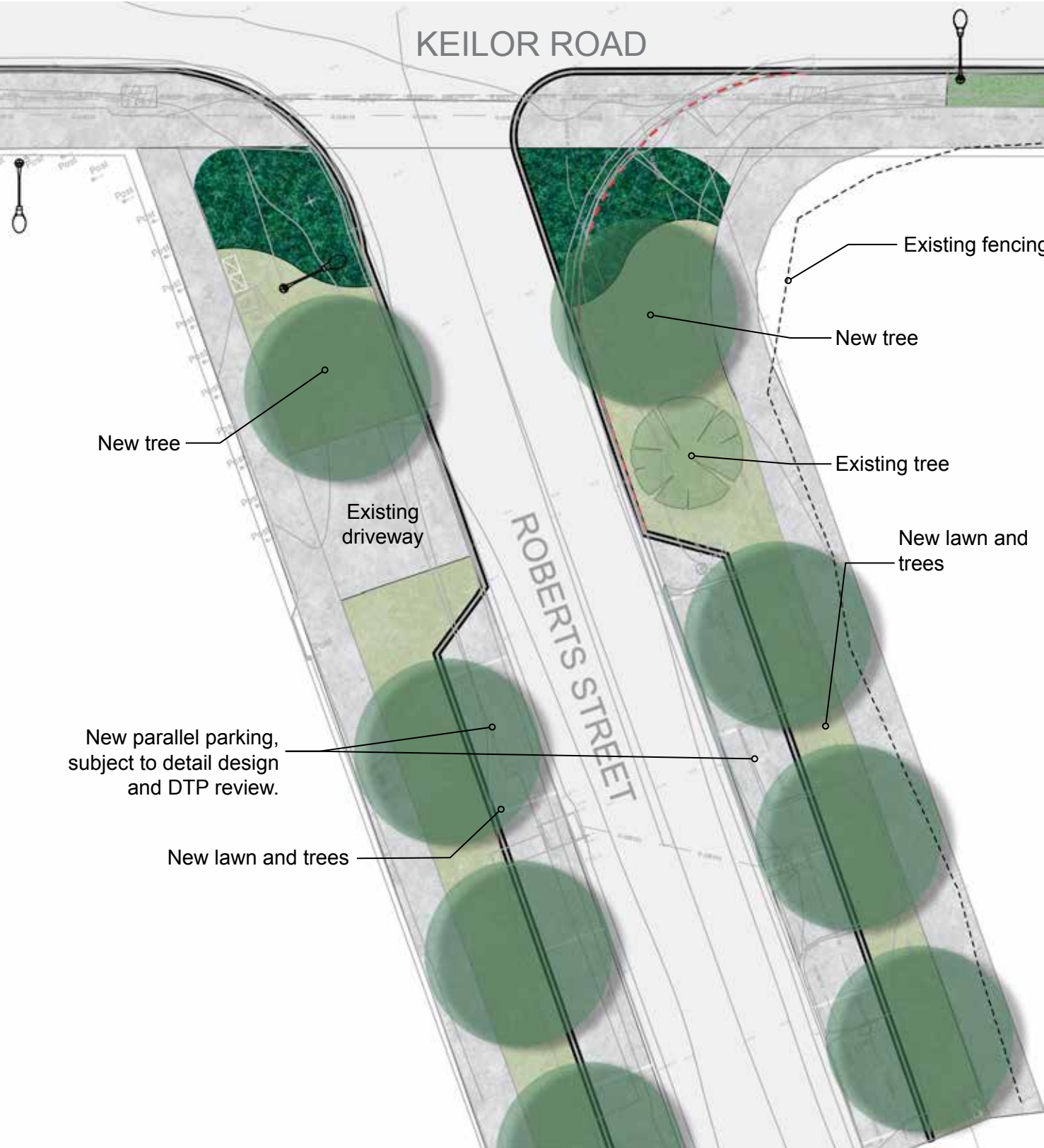
McCracken Street Intersection Plan 1:200 @A3

- | | | |
|------------------|-----------------|------------|
| Garden bed | Concrete paving | New tree |
| Grass | Asphalt | Bike rack |
| Permeable paving | Existing tree | Bench seat |

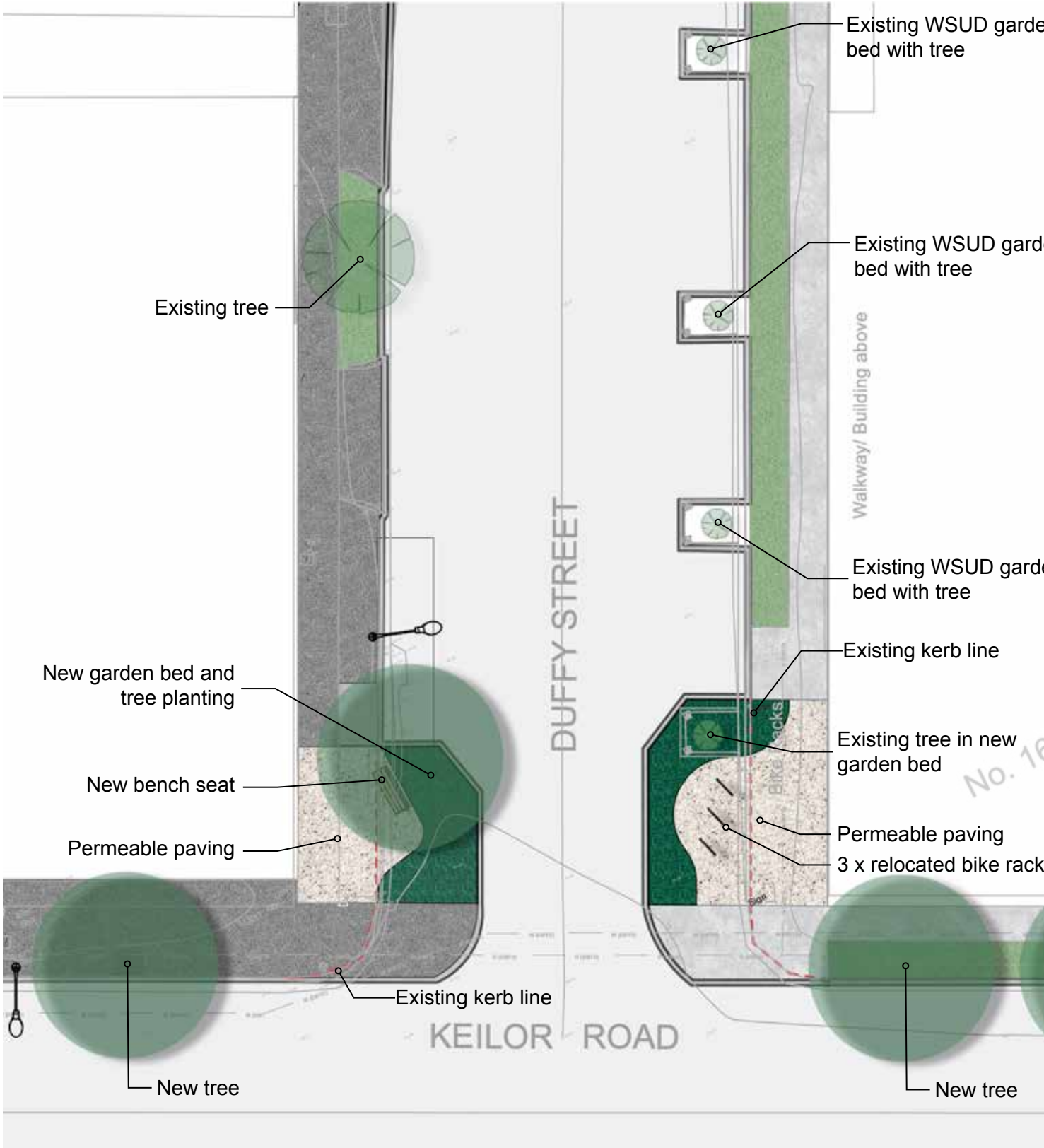
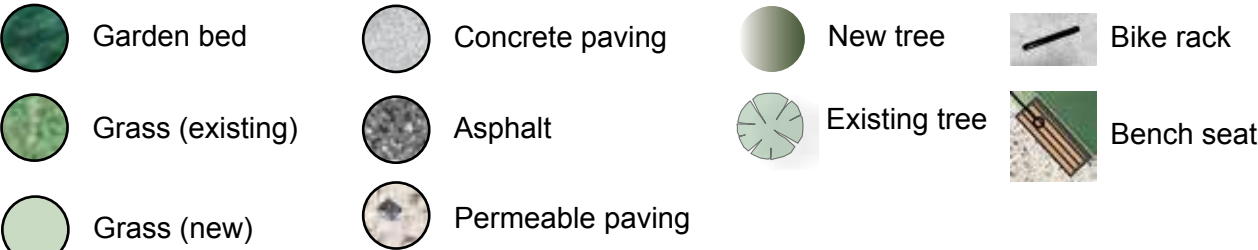


Hedderwick Street Intersection Plan 1:200 @A3

Pedestrian Nodes Concept Plans



Roberts Street Intersection Plan 1:200 @A3

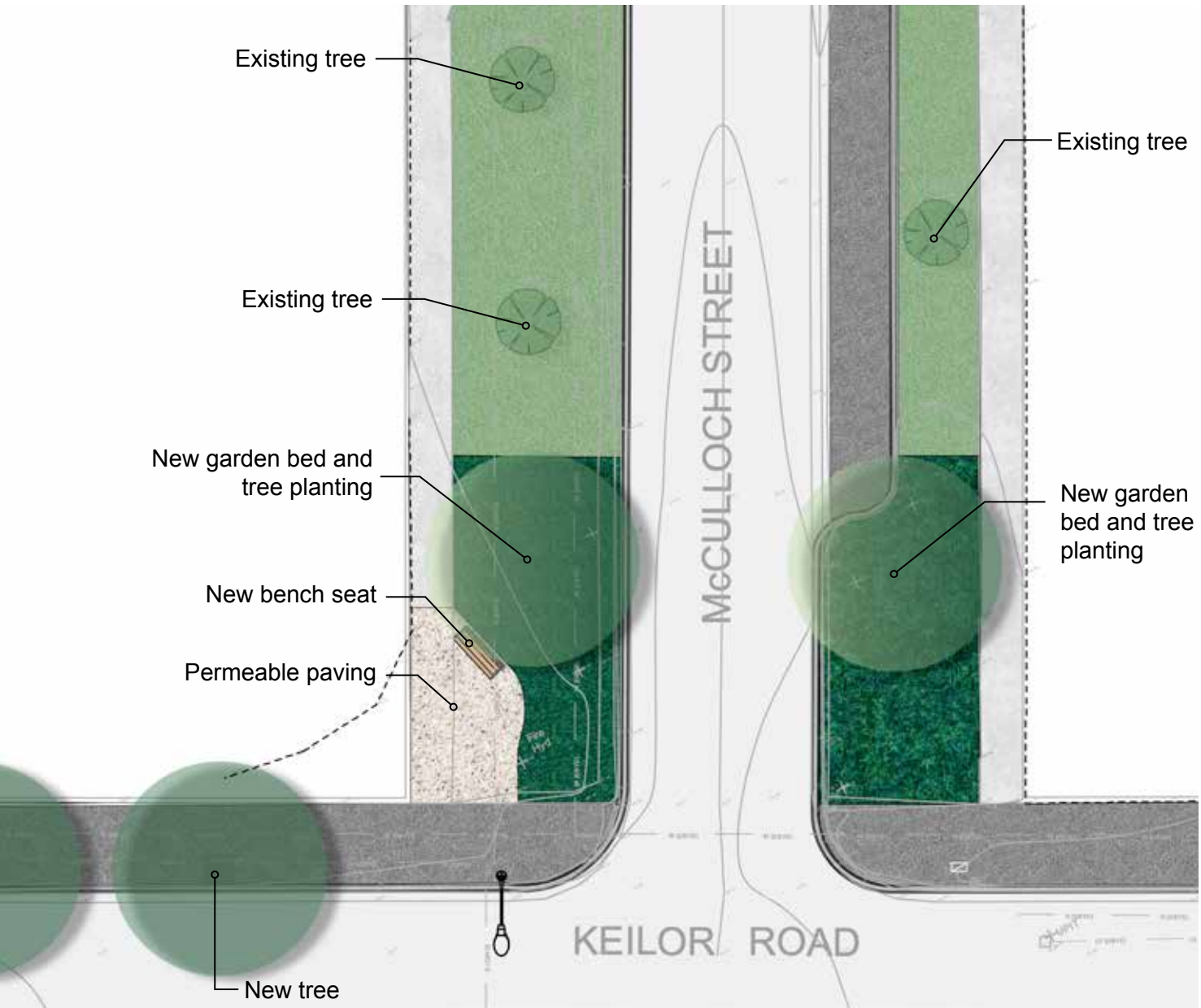


Duffy Street Intersection Plan 1:200 @A3

Pedestrian Nodes Concept Plans



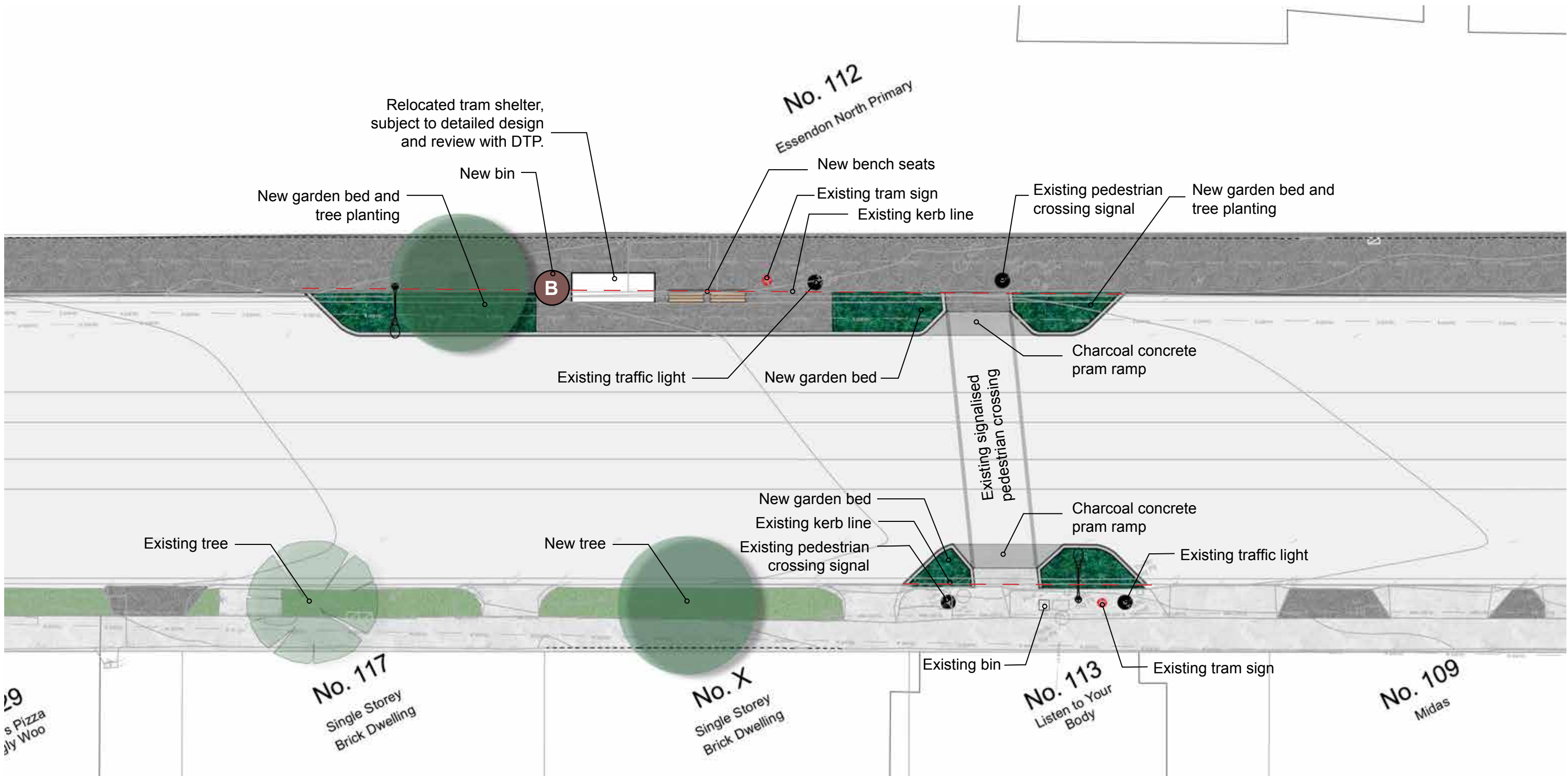
Oshannassy Street Intersection Plan 1:200 @A3



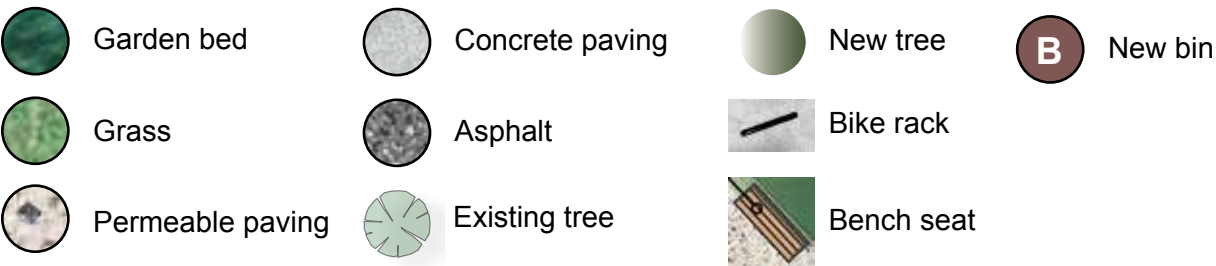
McCulloch Street Intersection Plan 1:200 @A3

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|---|---|--|
|  Garden bed |  Concrete paving |  New tree |
|  Grass |  Asphalt |  Bike rack |
|  Permeable paving |  Existing tree |  Bench seat |

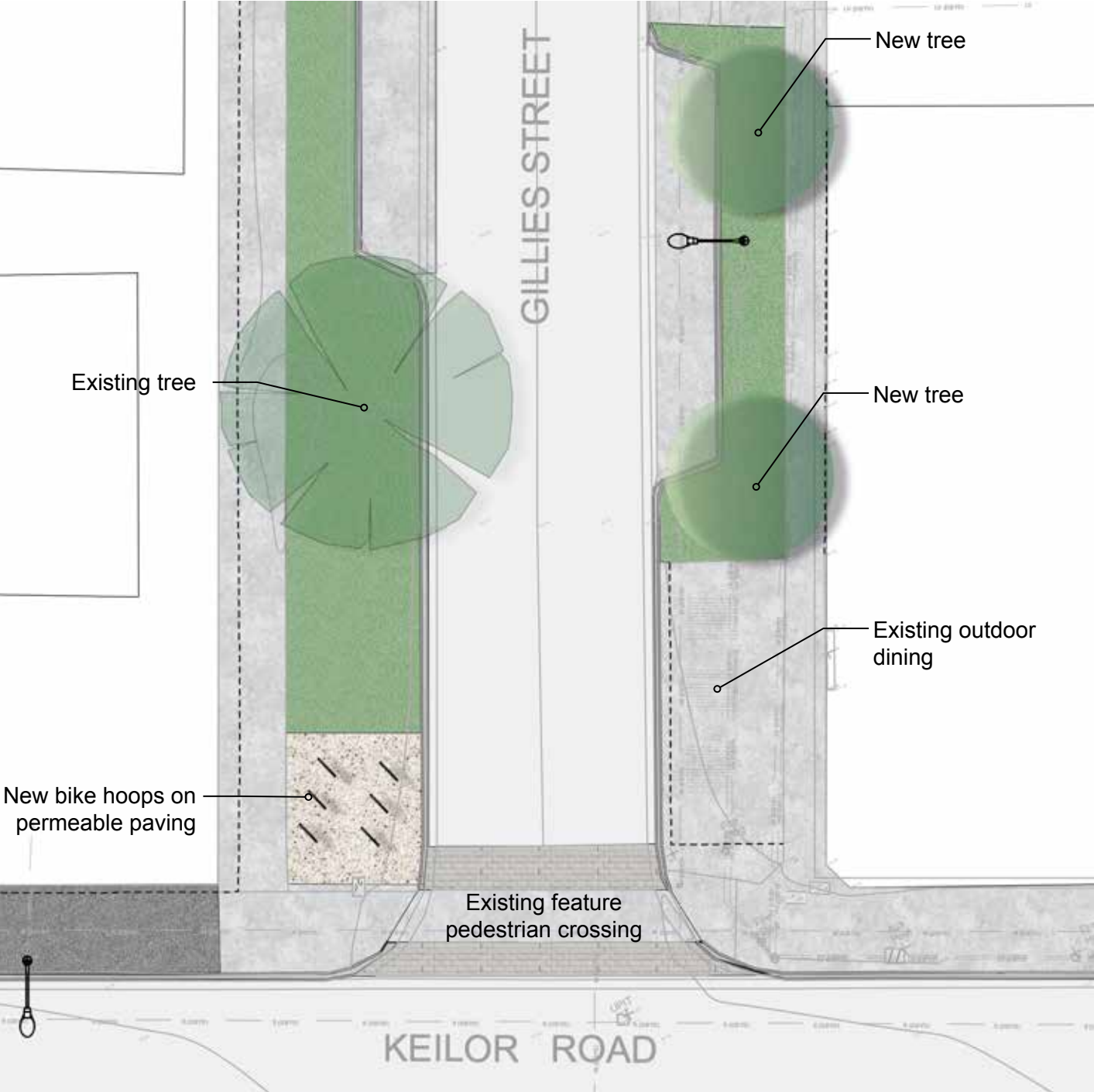
Pedestrian Nodes Concept Plans



Route 59: Stop 49 - North Essendon Primary School/ Keilor Road Plan 1:200 @A3



Pedestrian Nodes Concept Plans



Gillies Street Intersection Plan 1:200 @A3



Berry Street Intersection Plan 1:200 @A3

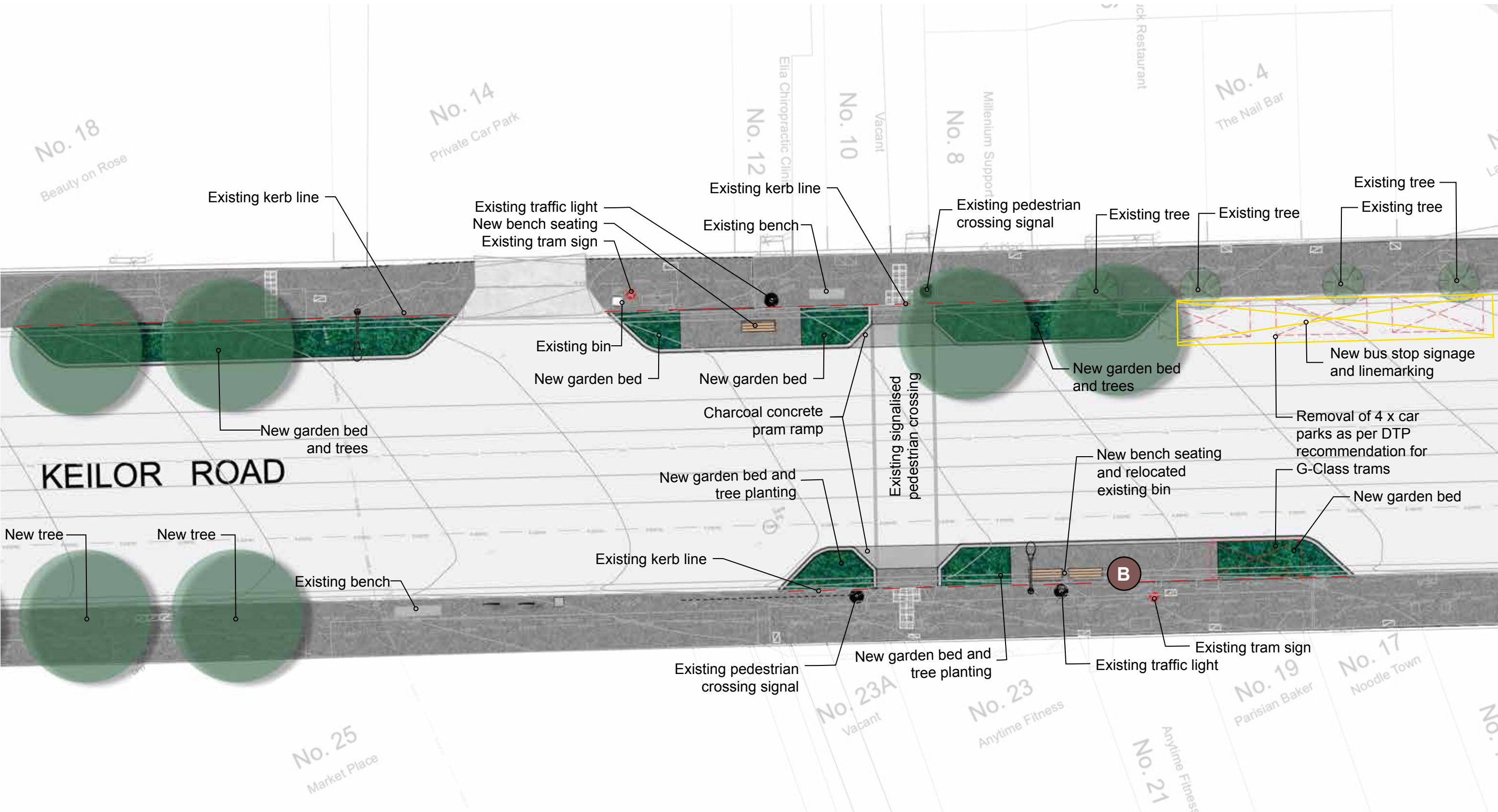
- | | | |
|---|---|--|
|  Garden bed |  Concrete paving |  New tree |
|  Grass |  Asphalt |  Bike rack |
|  Permeable paving |  Existing tree |  Bench seat |

Pedestrian Nodes Concept Plans



Service Street Intersection
Route 59: Stop 48 - Service Street/ Keilor Road Plan 1:200 @A3

Pedestrian Nodes Concept Plans



Route 59: Stop 47 - Mt Alexander Road/ Keilor Road 1:200 @A3

