Summary

The Foster Streetscape Development Project provides streetscape upgrades for improved parking and drainage, heavy vehicle diversion, visual features and street appeal.

The project will deliver a CBD that meets the aspirations of the Foster community.

The design has been developed over a number of years in consultation with the Foster Community Association and Foster Chamber of Commerce with input on landscaping and street furniture from the broader community.

The streetscape is based on making the environment pedestrian friendly by slowing traffic down and providing more opportunities for pedestrians to cross Main Street.

Amenity increases will be reflected in property value increases, encouraging property owners to invest in existing buildings and sites to take advantage of the public investment in Foster.

Benefits

A number of benefits will be experienced by residents in Foster including:

- Significant economic benefit to the local economy though job creation, increased retail expenditure and market values.
- Improved pedestrian safety and reduced heavy vehicle traffic movements from the town centre.
- Drainage improvements along Main Street which will address future maintenance and civil works.
- Visual improvements to the CBD that improve the appeal and liveability of Foster and attract new residents and tourists to visit nearby attractions.

The Foster Streetscape Project has been designed to support Foster’s expected development for the next 20 years.
In Progress

The project is currently underway.

The Foster Streetscape Project is now in progress with the successful tenderer ADA Constructions starting works.

The $1.4 million project is currently funded as follows:

• $900,000 Council contribution
• $500,000 Victorian Government’s Regional Jobs and Infrastructure Fund

Council seeks to enhance the main streets of its larger towns through urban design projects.

Impacts

Economic analysis undertaken for the Foster Streetscape Project states the project will have a direct beneficial impact of $8.9 million over the next 20 years.

This includes the support of existing businesses and 200 employees, creation of 41 new ongoing retail jobs and seven short-term construction jobs.

This is achieved through the attraction of greater retail expenditure by residents, holiday home owners and tourists.

The diversion of heavy vehicles and streetscape works will create a significant improvement in amenity for pedestrians and businesses within the town centre.

This enables local retailers to attract more visitors and increase expenditure through kerbside dining, a progression towards higher quality food and dining options, and higher volume of retail sales.