

**CRESWICK TOWNSHIP
STREETSCAPE DESIGN
CONCEPT PLANS
FINAL REPORT**



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INTRODUCTION

This is the final report for the Creswick Streetscape Project. It should be read in conjunction with the reports for Stages 1 and 2. These provide important data and background to the development of the final recommendations contained in this report.

The township of Creswick has a distinguished history, developed around a number significant features. Firstly it was a significant gold mining town in the late 19th century. Secondly, it was the home of famous Australians from the political and artistic fields. Thirdly, it was one of the most important towns in the long history of a scientific approach to forestry.

The influence of these factors is evident in the physical shape of the town today, through the fine curving main street, avenues of mature streets trees and gardens, and the collection of relatively intact buildings from the most important eras of the town's development.

Refer to cover Photo:: The curving form of Albert Street is very distinctive

This project aims to emphasise and enhance the positive aspects of the town's history as a means of increasing interest in the town and thus improving business performance. The project has had the involvement of the community in determining important issues and solutions (*refer to Figs. 1 and 2*).

The next step is for the Council to make decisions about the recommendations in this report and to establish a works and action programme which sets out to achieve the improvements and outcomes that are in the township's best interests.

ADOPTED STREETSCAPE STRATEGY

The Stage 1 and 2 report embraced the process of gathering data and community opinion about Creswick, developing a strategy for the streetscape and preparing a Streetscape Concept Plan.

The key issues identified in this process laid the foundation for the detailed strategies to be incorporated in the streetscape plan. The draft strategies published in the Stage 1 Report have been amended in accordance with comments received following the exhibition of the Concept Plan. They are included here with those amendments.

ISSUE - HISTORIC BUILDINGS

Strategy

Prevent demolition of historic buildings (or allow as last resort and only if satisfactory new development is proposed)

Encourage and facilitate quality restoration of existing buildings and monuments

Encourage and facilitate design of new buildings and alterations which reflect the township character, throughout the study area.

Actions

- promote and extend heritage advisory service
- review existing planning controls and amend if necessary in order to incorporate design standards for all properties in the study area

- prepare and publish generic design and restoration guidelines
- consider extension of heritage area to include Nos. 6-12 Raglan Street (*refer to Fig 3*)
- set standards for restoration in public buildings (*refer to fig.4 and fig. 16*)
- restore rotunda with original balustrading
- provide incentives to those considering restoration eg. Tidy Towns competition, support for community grants to organisations proposing restoration of public places
- make specific suggestions for enhancing individual properties whether they are private or public (through additional consultants brief or heritage advisory service)
- develop an education and awareness programme

ISSUE - VICTORIA STREET CARPARK

Strategy

Achieve a more logical layout, access and entry

Improve appearance (*refer to fig.5*)

Actions

- locate carpark closer to supermarket and hotel for better pedestrian access (no need to cross road)
- limit access to Victoria Street (close access from Albert Street)
- resolve separation of E-bound and W-bound lanes of Victoria Street
- reconfigure for a more efficient layout
- seal pavement and line-mark parking spaces
- introduce landscaping especially trees
- replace / remove pine log rails
- improve lighting for night time use

ISSUE - CAMBRIDGE STREET CARPARK

Strategy

Relocate parking away from the centre of the road reserve

Provide adequately for truck movements to Autotune

Work with Autotune to reduce parking on street, eg. by preparing a site layout to maximise use of Autotune land.

Actions

- retain carpark for access lane only and improve appearance (seal)
- provide parking on both sides of eastern lane

ISSUE - EXTERIOR OF SHOPS

Strategy

Retain those that contribute to overall streetscape and historic character, and improve appearance as for historic buildings

Reduce and/or rationalise signage - signage to conform to design guidelines

Apply planning scheme provisions firmly and consistently and enforce

Actions

- prepare an overall scheme for improvement/enhancement of existing buildings including design guidelines for potential new buildings (*refer to fig.6*)
- seek to improve appearance of existing buildings that do not "fit" by approaching owners (as part of overall concept)
- encourage construction of shop verandahs to provide shelter for pedestrians
- review signs policy (*refer to fig. 17*)
- consider incentive schemes as for historic buildings

ISSUE - COUNTRY TOWN

Strategy

Retain visual appearance of wide main street

Encourage social interaction in main street

Provide facilities for community activities such as festivals, markets, parades, etc.

Actions

- maintain street tree spacing at distance which allows impression of wide street
- protect views and vistas to surrounding hills, ridges and stands of trees
- improve town centre environment for pedestrians by promoting shop verandahs and eliminating barriers to pedestrian movements such as kerbs and road crossings (*refer to fig.7*)
- reduce conflicts with vehicles and increase parking in central locations, preferably in off-street parking
- create "town square" in Post Office precinct which allows multiplicity of uses (*refer to fig.8*)

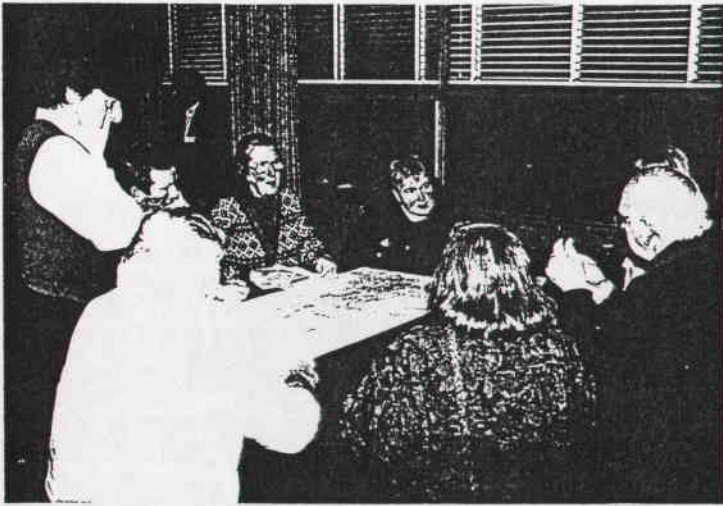


Fig 1 Community workshop in progress

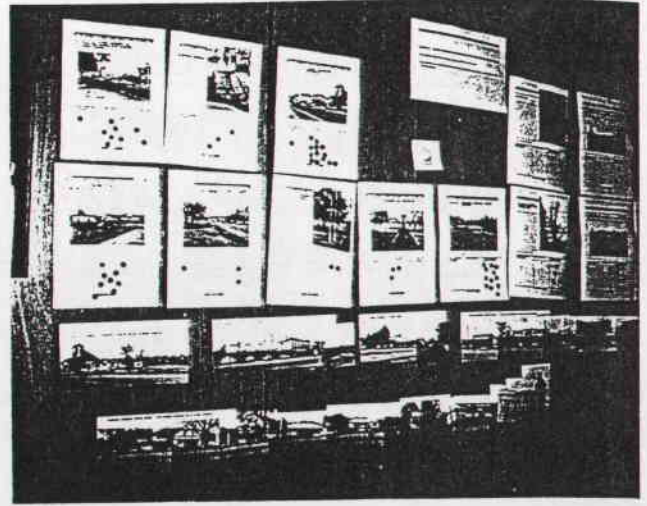


Fig 2 Responses to the photographic survey at the community workshop on 7 August 1997

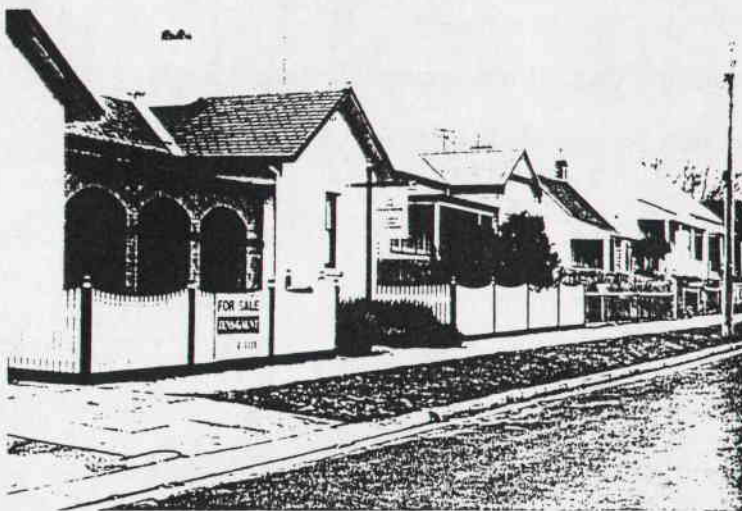


Fig 3 Properties adjacent to the former police station in Raglan Street which are not in the Heritage Area at present, but which form part of a streetscape with an intact historic character

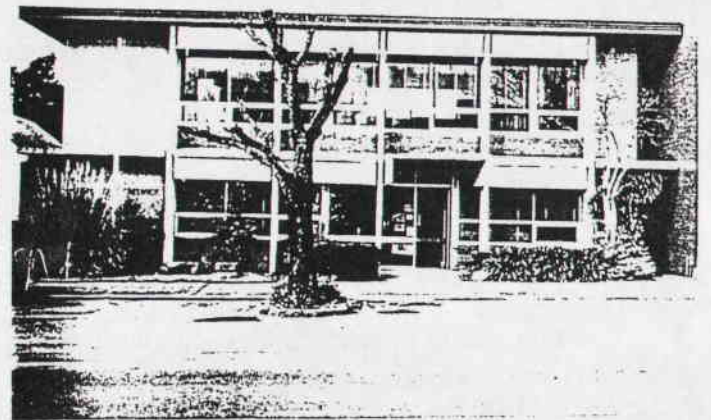


Fig 4 The municipal offices and library is not an historic building but it detracts from the Town Hall and the facade brickwork could be painted to make its appearance more sympathetic



Fig 5 Victoria Street carpark



Fig 6 Shop exteriors could be improved by coordinated colour schemes and restoration of facades. The addition or reinstatement of verandahs could improve pedestrian comfort.

TRAFFIC MANAGEMENT

Strategy - parking in Albert Street

Improve layout and safety without loss of parking spaces (*refer to fig.9*)

Make provision for clear linemarking for parking spaces

Consider alternatives for large vehicles

Discourage large vehicle parking overnight adjacent to residences

Discourage large vehicle parking across the rear of angle parking in Albert Street

Action

- Install medians where feasible to protect movements to and from parking spaces
- Limit parking outside residential properties
- Line mark spaces more clearly in all sections of Albert Street, especially the north end
- Provide alternative parking areas to compensate for any lost spaces in Albert Street by creating extra parking in Water Street, and in the Victoria Street carpark
- Develop long-term plan for provision of off-street parking

Strategy - Albert Street / Castlemaine Road intersection (*refer to fig.10*)

Make more positive separation of movements

Give more priority to Castlemaine Road

Action

Install roundabout

Strategy - speed and volume

Speed - slow traffic by installing traffic management devices such as road narrowings

Volume - take no action (passing traffic is valuable)

ISSUE - CAMBRIDGE STREET STREETSCAPE

Strategy

Improve appearance without major change to streetscape character (*refer to fig.11*)

Make better provision for pedestrians, especially tourists following historic walk

Improve traffic flows at Raglan Street intersection so that road pavement is minimised and opportunities for public square are created

Prepare options which provide for relocation or retention of Health Centre

Enhance setting for historic monuments

Actions

- provide additional street trees and remove trees which are inconsistent with character, and/or unhealthy or young trees not displaying substantial growth
- remove pine log railing and replace with more alternative barriers which are more suited to the historic character of the street
- improve pedestrian access
- remove playground (alternative playground adjacent to Info centre in Raglan Street)
- reconstruct Raglan Street intersection - remove road between rotunda and war memorial
- incorporate health centre land with rotunda and war memorial areas to create public "square" if possible
- connect historic elements (memorials etc.) by paths and construct path along east side of Cambridge Street

ISSUE - WIDE STREET

Refer also to strategy for "country town" above

Strategy

Make optimum use of space available in main street

Reduce distance of travel across carriageways for pedestrians crossing road

Actions

- install medians to separate through traffic and parking vehicles except in the section between Raglan Street and Victoria Street
- make medians suitable for pedestrian refuges
- create a number of defined but informal pedestrian crossing points
- consider relocation or removal or duplication of signalised pedestrian crossing

ISSUE - ALBERT STREET STREETScape

Strategy

Improve general appearance and functionality

Develop new design theme that reflects town character and history

Actions

- increase street tree planting using deciduous trees within study area
- establish new planting scheme for garden beds including provision for beds of annuals in selected locations

- install new range of street furniture which is designed to reflect historic themes that are specific to Creswick (*refer to fig.12*)
- install new street lighting in special locations. Lighting poles and fittings to be designed to complement historic themes
- introduce consistent colour themes in street furniture
- paint light and sign poles etc.

ISSUE - CRESWICK CREEK

Strategy

Prepare development and management plan for creek reserve (*refer to fig.13*)
 Improve access to creek from town centre

Action

- prepare project brief and appoint consultant to carry out plan
- extend pedestrian pathways from Albert Street to creek reserve
- maintain vistas to creek reserve

ISSUE - GRAVEL EDGES TO ROADS

Strategy

Construct kerbs and channels and seal roads for full width only when justified

Retain "natural" roadside edge whenever possible but design to minimise frequent damage by vehicles leaving sealed surface

Maintain edges in good condition

Action

- provide kerbs and channels in high use areas
- increase road pavement widths so that vehicles do not need to leave sealed surface under normal conditions
- provide well graded grass swales with firm bases between pavement and drainage channels
- adopt and implement maintenance standards that ensure regular attention to damaged edges

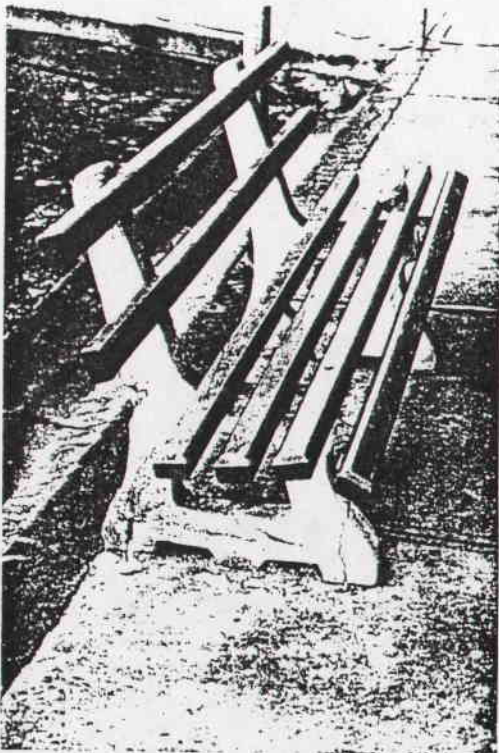


Fig 12 Existing street furniture is outdated and in poor condition and should be updated



Fig 13 Creswick Creek - could be a very attractive asset to township if managed properly and the environs and access improved

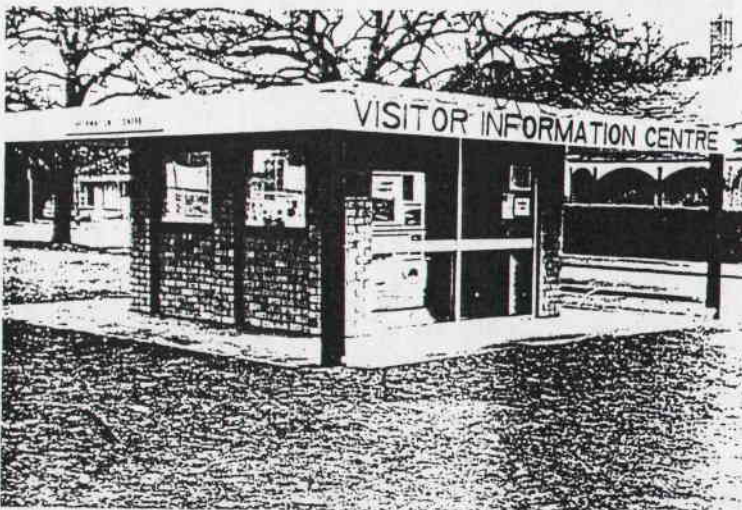


Fig 14 Public toilets could be built at the rear of the Information Centre



Fig 15 Township entry signs should be updated and provide more comprehensive information. Extend planting of native trees.



Fig 16 Courthouse - historic buildings are important to Creswick's future. The Council can lead by example by restoring their buildings



Fig 17 The chemist shop is a good example of a new building which respects the historic streetscape and applies sensible and attractive advertising signage principles

ISSUE - PUBLIC TOILETS

Strategy

Locate public toilets where they will be accessible to tourists

Ensure that shoppers have access to adequate facilities

Maintain facilities to a high standard

Action

- consider options for new toilet block near the Information Centre (*refer to fig.14*)
- upgrade toilet facilities behind the Shire Offices
- encourage traders to upgrade toilets on their premises and allow customers access to them
- adopt and implement maintenance procedures to ensure regular repairs and high standards of cleanliness
- improve signage for public facilities

ISSUE - TOWNSHIP ENTRIES

Strategy

Enhance the physical and visual character of the township

Reinforce and promote attractions that the Creswick district has to offer

Actions

- Plant Australian native trees as street trees in avenue form along the entry roads to reinforce Australian character and the long associations with the forestry industry
- Install new township entry signs at all major entry points which promote Creswick's multiple roles as an historical rural centre, gold mining town and forestry centre. (*refer to fig.15*)

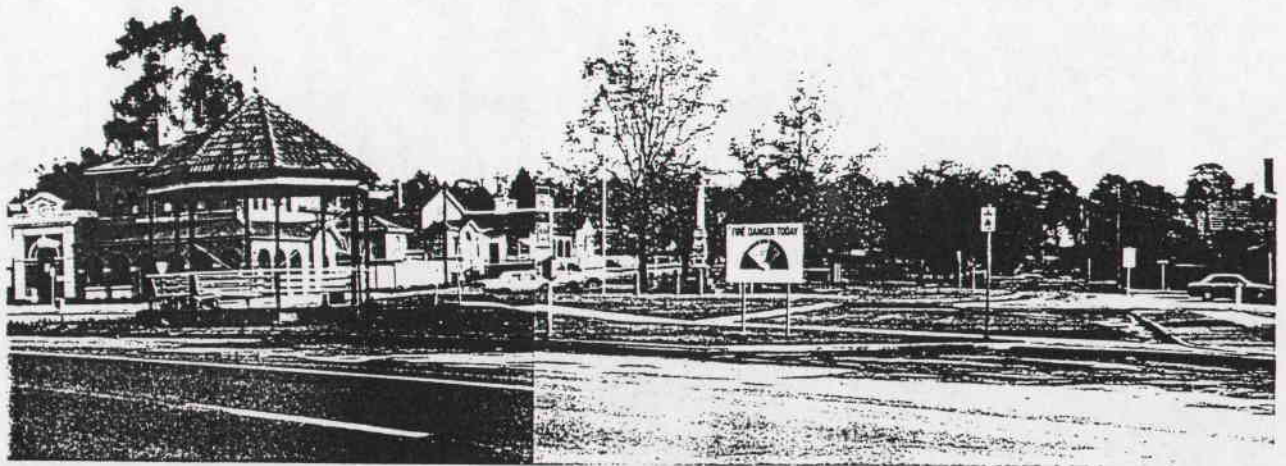


Fig 8 Intersection of Raglan Street and Albert Street - proposed location for a Town Square

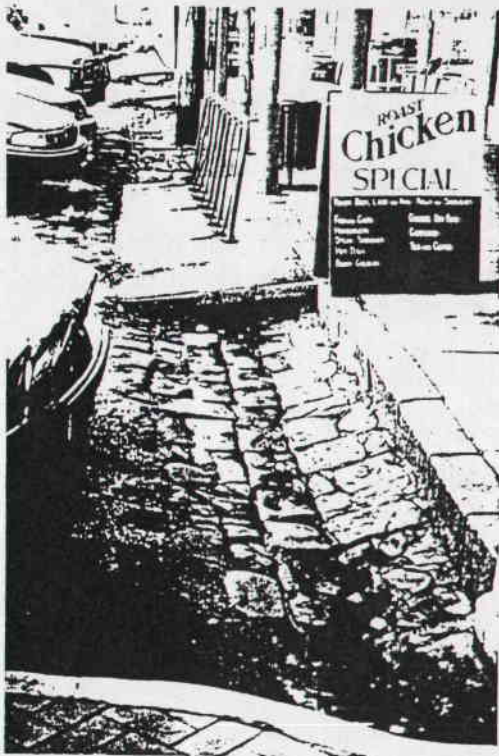


Fig 7 Bluestone gutters have historic importance but are dangerous and a barrier to pedestrians



Fig 9 Typical parking problem in Albert Street where reversing from the space is difficult



Fig 10 Intersection of Castlemaine Road and Albert Street - roundabout proposed to improve traffic flow and safety



Fig 11 Cambridge Street - this historic streetscape, including the carpark in the central reserve, needs improvement

FINAL CONCEPT PLANS

Accompanying this report are the final concept plans. These plans embody most of the detailed recommendations and reflect the final strategy outlined above.

However, the recommendations are not confined to those matters requiring capital works funding or physical works of any kind as expressed in the plans. Some recommendations are for actions relating to better promotion of the township, amendments to the Hepburn Planning Scheme, improved planning scheme administration and services to the community (such as the provision of advice by the Shire's Heritage Adviser).

The recommendations are outlined in the section below titled "Final Recommendations".

DISCUSSIONS WITH AUTHORITIES

VicRoads

Initial meetings were held with VicRoads to determine any known plans, identified problems, or Government strategies for the area. VicRoads advised that the Midland Highway between Ballarat and Daylesford is an important route, however there were no immediate plans for works in the study area.

Officers were generally supportive of the concept of a roundabout at the Castlemaine Road - Albert Street intersection, provided adequate geometry could be obtained. However, they did not indicate that VicRoads funding would be available for this project.

Following formulation of the draft plans, a meeting was held at VicRoads with Frank Nolan and Vince Quinn representing VicRoads and John Niemann and Chris Fenner from the consultant team. The draft plans were discussed and met with general approval, however VicRoads officers expressed some concern regarding the proposed pedestrian crossings. The idea of a reduced speed limit in Albert Street was not favoured.

The completed plans have been formally submitted to VicRoads for consideration and a copy of the accompanying letter is attached to this report. It should be noted that the final concept plan still provides for two major pedestrian crossing points in Albert Street - one at the existing crossing which will remain signalised, and another at the corner of Victoria Street which, at this stage, will be uncontrolled.

Discussions have also been held with major transport operators in the district.

The consultants met with trucking operator Kevin Preston to discuss freight and heavy vehicle issues. He identified some general safety issues (largely outside the study area) and was particularly concerned about any action which may limit his ability to use Victoria Street for B-doubles travelling to his depot. He also raised the issue of areas for overnight parking by trucks.

The bus operator (Davis Lines) was also consulted about public transport issues, particularly location of stops, routes taken and turning areas. They raised few issues and advised that Creswick presents few problems compared to other towns. They commented that buses tended to stop at a number of places in the town and not only at marked stops.

Powercor

The concept plans require that a number of streetlights and electricity supply poles and cables be removed, relocated or installed.

Powercor's Ballarat office has been formally advised of these proposals and asked to comment on:

1. whether Powercor would agree to the works proposed
2. any special requirements that Powercor have for the work
3. who will be responsible for the cost
4. what will be the cost
5. whether Powercor has any subsidies or cost sharing schemes available for the work
6. who will be responsible for the execution of the work.

At the time of preparing this report a response has not been received. It is considered that the changes are not major and that most, if not all, should be acceptable to Powercor.

DESIGN THEMES

Streetscapes consist of many individual elements with their own style and character. In Creswick, and particularly in the study area, it is fortunate that there is consistency in the architectural style and character of the buildings, giving some coherence to the streetscape and making it notable and attractive.

One way of increasing the sense of coherence and consistency, and to reinforce particular aspects of the township character, is to incorporate repeated themes in the design of street furniture, selection of street trees and in the design of signs.

This part of the report deals with the recommended themes for some of these elements.

Pavement materials

The existing materials are predominantly in-situ concrete, spray sealed bitumen and asphalt. Some paths adjacent to the Town Hall have been laid with precast concrete pavers and brick paving. Kerbs and channels are bluestone or concrete.

The proposed materials are bitumen / asphalt, concrete and bluestone.

Roads:

Main roads, including Albert Street are proposed to be paved with asphalt, with spray sealed bitumen in service lanes, and coloured asphalt in the parking areas between Raglan Street and Victoria Street. The purpose of the latter is to visually distinguish between the through lanes and parking zone. The visual narrowing will also make motorists more aware of the need to travel more slowly and with more care in this zone. The recommended material is a Shell bitumen product called Mexphalte C and is available in a wide range of colours from Pioneer Road Services. An alternative is to use coloured aggregate in a spray sealed finish but this is not as durable, will require more maintenance and will not look as attractive.

Other roads will be sealed with spray sealed bitumen except for the carpark in Victoria Street which should be asphalt.

Kerbs and channels:

The retention of bluestone kerbs has been a high priority among many of the community. However, the reality is that little of the original bluestone kerbing remains - much has either been modified by applying concrete over the bluestone or combining concrete and bluestone to form the kerb and channel. Furthermore, the depth of the old gutters is a serious safety issue which must be resolved. The kerbing to garden beds around trees in Albert Street is not historically important and poorly laid.

It is proposed to retain the most intact section of kerb and channel (between Raglan Street and the pedestrian crossing) and to protect it with railings and additional coloured concrete kerbs so that the risk to pedestrians is minimised. In other sections the channel will be modified to reduce the kerb to a normal height.

Charcoal coloured concrete could be used in new installations to reflect the bluestone character.

A section of bluestone paving is proposed next to the Fire Station as a feature to enhance the historical context of the area. The materials for this section can be recovered from other areas where bluestone is removed.

Footpaths:

It is proposed to replace all the footpaths in the main commercial section of Albert Street over time with new concrete in a design which mixes coloured pavers and coloured and uncoloured in-situ concrete. The design is simple but will lift the image of the streetscape and by using charcoal colouring will also reflect the bluestone character of the original street. The same effect is proposed for the new Town Square area adjacent to the Post Office. Other new uncoloured concrete footpaths are proposed to provide good all-weather paths for pedestrians following the heritage/ history trail.

Street furniture

Lighting:

It is not proposed to install new types of street lights in Albert Street as the cost of replacing the existing standard lights would not seem justified, given that they are relatively new and quite efficient. It is suggested that special light fittings could be installed in the Town Square precinct where good lighting is desirable and the historical connection is relevant. The fittings could match those outside the Town Hall. In the report and recommendations of the architectural historian (refer to Stage 2 report), a gas-lit street lamp was identified that ".....appears to be identical with the ones used widely in Melbourne and which survive in Daylesford today. This standard is commercially available." It is recommended that this fitting is used if the ones outside the Town Hall cannot be sourced.

Seats:

The existing seats in Creswick are mostly the precast concrete frame type dating from the middle of the 20th century, or later types such as reproduction cast iron framed timber seats. Evidence indicates that the most common type of seats in early Creswick were simple timber slatted and surrounded trees. It is important that the design of seats has a simple form. There is little elaborate decoration such as cast iron lacework in most of the buildings in Creswick, and it would seem out of character to adopt an intricate design for street furniture (the street lights are an exception as evidence of their earlier use exists).

It is therefore proposed that octagonal and hexagonal seats be installed around trees in key locations. In other locations, such as in parks and all streets, straight seats up to 2000mm long and of a similar design should be used. The seats will have timber slats and painted steel frames.

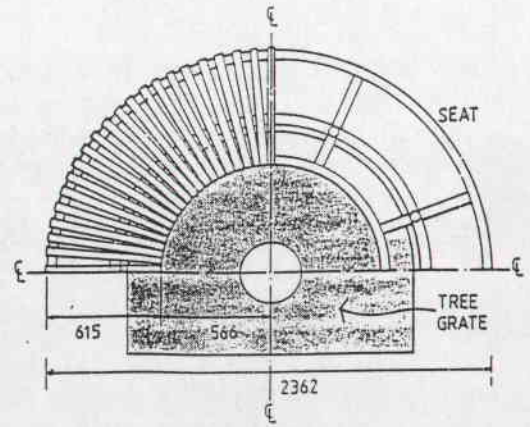
Whilst the seats should be custom designed for best effect, suitable timber seats are available in timber (*refer fig. 18*) or the Melbourne City Council has an all-steel standard seat which could be used or adapted (*refer fig. 19*).

Bins:

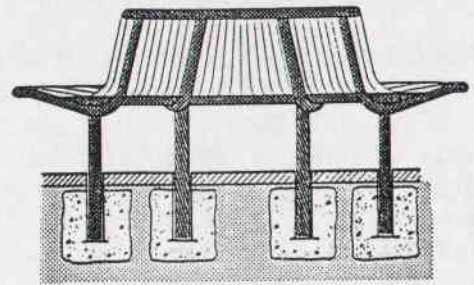
To be consistent with the design theme of the seats, and tree guards used in early Creswick, a simple rubbish bin enclosure with slatted sides is recommended. An all-steel construction with powder-coated finish is recommended for lower maintenance.



Fig. 18 Standard Timber Seat



LOCATION PLAN



ELEVATION

Fig. 19 City of Melbourne steel seat with powder coat finish.

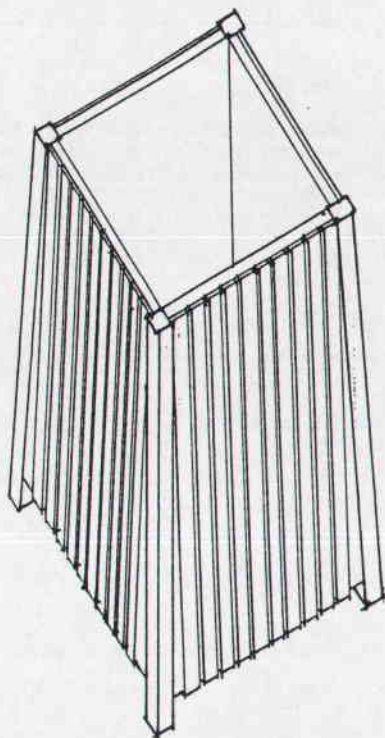


Fig. 20 Bin Enclosure
Construct in powder coated steel.
Suitable for standard bin insert or could
be adapted for "wheelie bins".

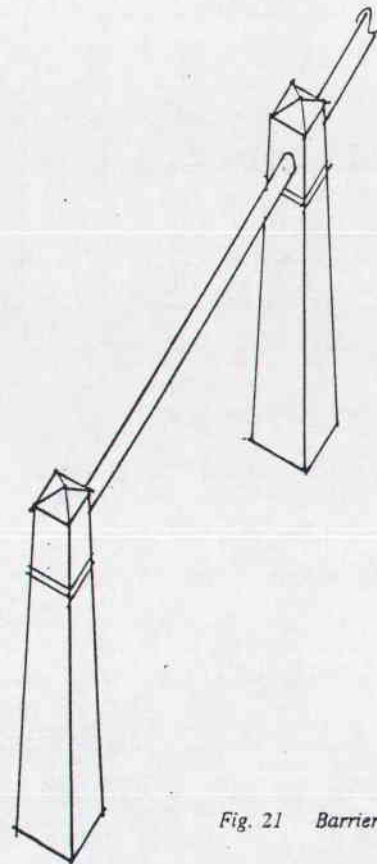


Fig. 21 Barrier / bike rack

Barriers and bike racks:

Early bollards and hitching rails seemed to consist of large square section timber posts, painted white or another light colour and sometimes with a darker colour capping. The streetscape proposals have deliberately avoided bollards whenever possible, however a barrier is needed for safety reasons alongside the deep bluestone gutters.

The barrier design for these cases caters for the dual purpose of barrier and bicycle rack, and the same design can be used as a stand alone bike rack.

Signs:

Wherever possible, road signs should be grouped together for maximum effect and to reduce clutter. These signs will be in the standard colours approved by VicRoads, including white on green (direction), brown (tourist attraction) or blue (information). Posts supporting signs could be painted according to the colour scheme outlined below.

Signs which are specific to Creswick will mostly be confined to the History Trail (direction indicator and interpretative signs) and some public place signage. For these it is recommended that the street furniture colour scheme is used and that the design be similar to the sketch below. Signs for the History Trail should include a logo reflecting the historic nature of the sites. Direction indicator or pointer signs can be mounted on existing posts at street corners etc. although some new posts may be needed. Each historic site should be numbered and marked with an interpretative sign. The Trail should also be supported by a pamphlet (the present one can be updated)

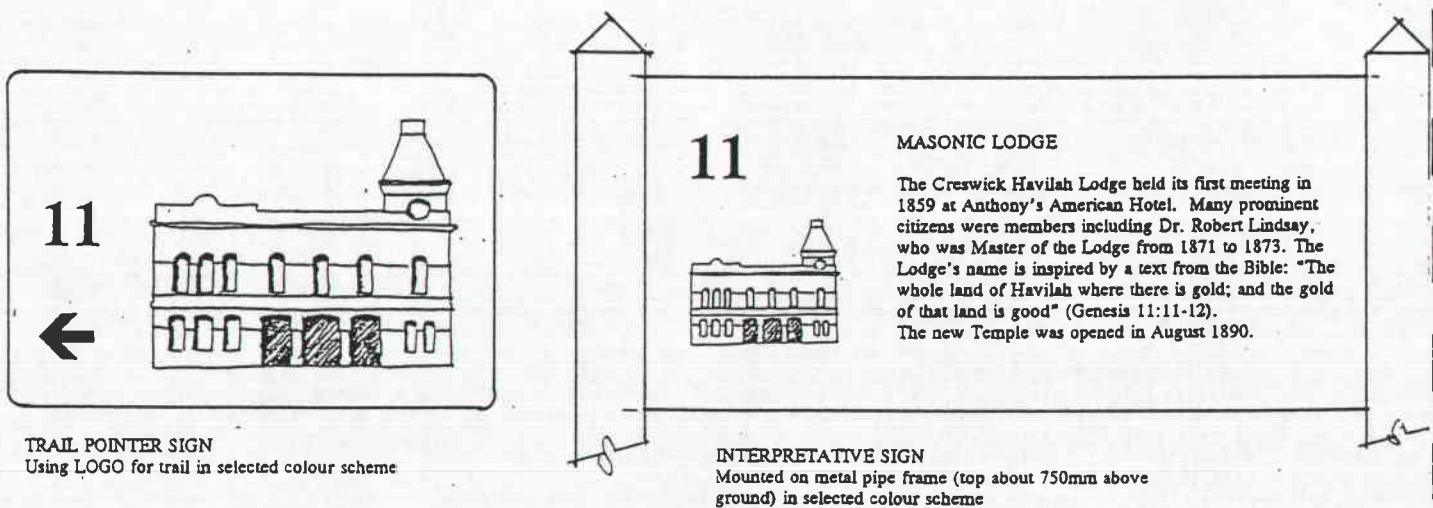


Fig. 22 History Trail signs

Fonts for lettering in signs should be simple, such as:

- | | |
|----------------|------------------------------|
| CG Times | <i>CG Times italic</i> |
| Courier | <i>Courier italic</i> |
| Helvetica | <i>Helvetica italic</i> |
| Century Gothic | <i>Century Gothic italic</i> |

The same guidelines could also be adopted for private and advertising signage that is not subject to heritage controls.

Tree guards:

Tree guards were used to protect street trees in Creswick from very early times. The guards appear to be painted timber vertical slats or pickets, which taper towards the top. There is little need for tree guards in the new proposals, but they will be necessary as permanent protection to new trees in the Victoria Street car park. The proposed design is in powder-coated steel for durability, and echoes the theme of the early guards.

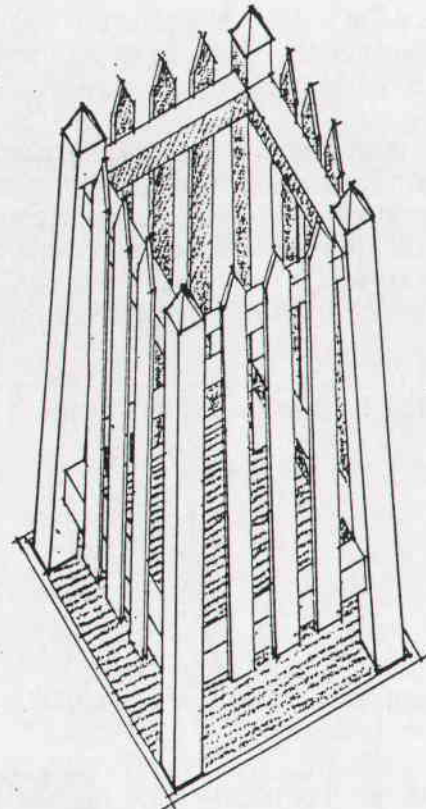


Fig. 23 Tree Guard

Construct in powder coated steel with large sections to withstand damage by vehicles

Planting

Creswick's long association with the Forestry School encompassed much experimentation with different types of street trees. The plantations in Cambridge Street are one reminder of the impact that the school had on the landscape of the township.

Photos about 1902 show what appear to be mature Australian native trees lining Albert Street, suggesting that they might have been planted about the 1870s or 1880s. However the mature trees that survive today are from a later period. In the study area they are mostly deciduous elms together with more recent planes.

The recommendation of this study is that suitable Australian species (preferably indigenous) be planted on the main approaches to the township (beyond the study area) and that the deciduous exotic character be maintained in the core of the township. This recommendation is consistent with those of the Creswick Shire Heritage Study 1990.

Lower level planting in streets and public places should be species that were commonly used in the early 20th century, or species of similar form, habit and colours. Specific species selections are shown on the concept plans for works in the study area. Agapanthus, whilst very common in both public and private gardens, has been omitted because it can be considered an environmental weed due to the ease by which its seed is distributed.

Guidance for other planting can be obtained from publications such as *Restoring Old Australian Houses and Buildings: An Architectural Guide*, H. Tanner et al. MacMillan 1975.

Colours

The use of a common colour scheme throughout public spaces will give Creswick a stronger and more identifiable character. The repetition of colour as a design theme is very effective when applied at every opportunity.

The paint colours suggested below will apply to signage, street furniture, and public buildings and structures. Painting of all traffic sign poles and other poles to a common height (say 2.1m) is recommended.

The most common and appropriate tonings in the key buildings of the town centre are the cream base colour and dark red / burgundy accents used in the Town Hall and rotunda. Repetition of these colours is proposed as the predominant theme. These colours are also in keeping with the Shire's corporate colours which also use a stone or cream background. However, the overuse of cream and burgundy could lead to a dull appearance, and the introduction of other colours as highlights and contrasts is recommended.

The following colours as therefore proposed (colours quoted are from Bristol Paints):



1084 COLLINGROVE

1051 ARTHUR PHILLIP



1067 STRINGYBARK

1013 EYRE



1075 BRUNSWICK

In addition, the following colours may be used (with discretion):

6038 Mountain Lion



6207 Ocean



6046 The Mallee

6219 Green Island



6084 Garnet



6266 Rye Bread

6174 Prussian Blue



6271 Swagman

Property owners contemplating the painting of buildings within the study area should seek further advice regarding appropriate colours from the Shire's Heritage Adviser.

ADVERTISING SIGNS AND TOURISM

Niemann Partners team member, Elizabeth Jacka, town planner and landscape architect has prepared a paper containing detailed comments on Advertising Signs and Tourism. This is included in the Appendices to this report.

FINAL RECOMMENDATIONS

Introduction

The final recommendations of this study are presented below in two forms. Firstly, a summary of the project and its benefits, and secondly in a chart setting out the works programme according to priorities.

Priorities

Priorities were established following responses to the preliminary concept plan and consideration of an achievable level of works.

Some of the priorities expressed by the public are for projects which are interlinked with others. For instance, the construction of a new carpark in Victoria Street is directly dependent on the closure of the south lane of Victoria Street at Albert Street and the alterations to the roundabout at the intersection of Victoria and Cambridge Streets. Such projects are therefore considered as one, and ways in which they can be staged are commented upon.

One concern about staging public projects is that priorities can change from time to time. It is therefore important that once the Council and the community have committed to commencing a project, they continue to apply resources to it and see it through to completion. A half-completed project can be worse than no project at all.

It is also recognised that the cost of some projects will be a major factor in determining if and when they proceed. Lower cost / lower priority projects may therefore gain earlier approval than major priorities. The implementation programme allows for this to occur.

Funding

The implementation programme has assumed that there will be less funds available in the next few years than may be possible in say 5 years time. The chart below sets out the cost of each project. The full cost may not always be incurred by the Council and additional sources of funding or equivalent resources should be vigorously pursued by the Council and the community.

Works programme

The order of works generally follows the priorities. Other recommendations have been included by the consultants as they are thought to be important if the objectives of the streetscape study brief are to be adequately addressed.

A 10-year programme has been adopted, but this does mean that the programme should cease after 10 years. The programme should be regularly reviewed and adjusted as a rolling programme. At the end of the first 10 years a major review should determine whether any project which has not been achieved should be retained in the programme, and any new priorities can be added so that a new 10 year programme is established.

One item which has not been included in the programme at this stage, is a major upgrading of the stormwater drainage systems in the township centre. Detailed design of the engineering works for Albert Street will determine whether the upgrading is needed. All works have been designed to be built without major new underground drains, but in the long term this upgrade would appear to be necessary.

HIGH PRIORITIES

1. *Additional street tree planting*

Benefits:

- improved appearance and image of town as "Home of Forestry"
- improved amenity (shade and other climatic effects, noise and dust filtering)

Staging:

- 1.1 town approaches
- 1.2 Albert Street (trees located in accordance with Concept Plan)
- 1.3 Cambridge Street
- 1.4 Cushing Avenue

Options:

Extend programme to other streets in town at earlier stage.

Comments:

budgets to be allowed are only nominal at this stage, pending more detailed assessment of work required.

2. *Close south lane of Victoria Street at Albert Street and convert north lane to 2-way traffic. Reconstruct carpark and boundary fence to Coopers Reserve. (Coopers Reserve upgrade-refer to separate project). Change right-of-way priorities for roundabout at Victoria and Cambridge Streets intersection.*

Benefits:

- improved parking shopping and the 2 hotels.
- improved traffic flows and separation of through traffic from shoppers
- improved safety for pedestrians
- more attractive carpark with shade trees
- better access for shopping trolleys especially from supermarket rear entrance
- attractive outdoor area adjacent to hotel.

Staging:

- 2.1 relocate fences to Coopers Reserve
- 2.2 construct wider north lanes and convert to 2-way (including roundabout changes)
- 2.3 close south lane and construct carpark and landscaping
- 2.4 construct parking bay and bus stop in Albert Street

Options:

redesign carpark layout to allow south lane to be retained - will result in loss of parking spaces.

3. *Convert Cambridge Street carpark to access-way only and pave with suitable material.*

Benefits:

- more attractive streetscape
- improved surface with lower maintenance costs
- starting point for other Cambridge Street improvements

Staging:

one stage project

MEDIUM - HIGH PRIORITIES

4. *Relocation of Health Centre and construction of Town Square.*

Benefits:

- Health Centre moved to location in association with other health and welfare services
- improved traffic flows at Raglan Street / Cambridge street intersection
- town square gives town a "heart" and focal point for community activities
- square enhances image of town and provides better tourist facilities.

Staging: 4.1 renovate rotunda, fountain and war memorial
 4.2 demolish Health Centre
 4.3 construct changes to road layout
 4.4 landscaping and paving
 4.5 pavilion at start of history walk

Options: Leave Health Centre and reduce size of square.

5. *Upgrade to external appearance and grounds of RSL*

Benefits:

- improved image of RSL
- additional seating and passive "park" area in centre of town
- community project to foster community ties

Staging: 5.1 tree planting
 5.2 upgrade toilets
 5.3 reconstruct driveway
 5.4 paving to flagpole area and toilets
 5.5 additional landscaping including seats and shrubs

Comment: budget stated in this report is based on commercial rates and does not allow for savings through voluntary labour or donations of materials etc.

MEDIUM PRIORITIES

6. *Construction of service lanes and revised parking in Albert Street between Victoria Street and Castlemaine Road.*

Benefits:

- improved traffic flows and parking areas
- improved amenity for residential properties
- greater safety for pedestrians
- improved appearance of streetscape

Staging: 6.1 west side
 6.2 east side

Options:

7. *Construction of roundabout at intersection of Albert Street and Castlemaine Road.*

Benefits:

- improved traffic safety
- major landmark announcing arrival at town centre
- opportunity for improved appearance and image of town

Staging: one stage project

8. *Encourage improved maintenance of shops including construction of new shop verandahs. Relocate overhead power supplies to bundled cabling on shop facades.*

Benefits:

- improved streetscape appearance and shopper amenity
- greater attraction for new customers to existing businesses
- more attractive to new businesses
- increased property value

Staging: 8.1 establish coordinated scheme through Council's heritage adviser or similar consultant working with trader and owners.
8.2 relocate power supply cables.
8.3 carry out works on private property (at discretion of owners and/or tenants)

Comments:

- consider options for Council support for works on private property (from free design advice to grants for works)
- budget to allow for preparation of coordinated scheme at this stage

9. *Explore opportunities for off-street parking*

Benefits:

- provides longer term plan for increased parking as centre grows.
- allows time for property negotiations to take place well before demand requires urgent action
- off-street parking is safer and can provide better access to some shops.

Staging: one-stage project

Comment: budget to allow for feasibility study only at this stage.

LOW PRIORITIES

10. *Cambridge Street minor works - between Raglan and Victoria Streets*

Benefits:

- better appearance of streetscape and improved residential amenity
- improved setting for historical monuments and places
- greater attraction to tourists

Staging: 10.1 remove log rail barriers and construct new kerbing
10.2 new tree planting
10.3 construct new road pavements and scoria based grass areas (between Raglan and Victoria Streets)
10.4 install new paths and renovate memorials - complete soft landscaping (between Raglan and Victoria Streets)
10.5 all works between Victoria Street and Cushing Avenue

11. *Coopers Reserve upgrade, including picnic facilities and playground.*

Benefits:

- better play and passive park facilities in heart of town for use during shopping trips
- improved tourist facilities
- will add to good image for town

Staging: one-stage project

12. *Restoration of the Court House (refer to fig. 16)*

Benefits:

- important historic building will be preserved
- more attractive and functional venue for community activities
- will add to historic atmosphere of this precinct, including town square.
- demonstrated leadership by Council could encourage private restorations.

Staging: 12.1 prepare detailed conservation works and development plan
12.2 external works
12.3 internal works

Comment: budget only allows for preparation of conservation and development plan at this stage.

13. *Upgrading of Albert Street carparking between Raglan Street and Victoria Street, including Water Street.*

Benefits:

- more orderly parking layout, increasing safety
- more attractive streetscape, encouraging more frequent and longer stops by potential customers leading to more business
- improved shopper amenity, safer footpaths etc.

Options: omit coloured pavement
leave all existing kerbs and channels, without widening footpath

Staging: 13.1 west side
13.2 east side including Water Street.

14. *Construction of toilets and picnic facilities at Information Centre.*

Benefits:

- toilets at major point of arrival for tourists
- better services to tourists
- well located for community activities in town square

Staging: 14.1 install picnic facilities
14.2 construct toilets

OTHER RECOMMENDATIONS (by Consultants)

15. *Signage and minor works to establish a History Trail*

Benefits:

- better promotion of town's history
- increased tourism interest
- educational effect for town community

Staging: 15.1 install directional signs
 15.2 install interpretative signs
 15.3 make improvements to paths and other pedestrian facilities

16. *Improvements to landscaping at intersection of Midland Highway and Melbourne Road*

Benefits:

- more attractive appearance
- better promotion of town's image
- safer pedestrian crossing facilities

Staging: one-stage project

17. *Construction of streetscape improvements in Albert Street between Melbourne Road and Raglan Street*

Benefits:

- improved traffic flows and parking areas
- greater safety for pedestrians
- improved appearance of streetscape
- reduced maintenance

Staging: one-stage project

Options:

- omit traffic islands and service lane, rearrange parking and seal parking areas
- leave parking areas unsealed

18. *Widening of road and other streetscape improvements to Cushing Avenue*

Benefits:

- greater safety for motorists and pedestrians
- improved appearance of streetscape
- reduced maintenance

Staging: one-stage project

19. *Road widening and streetscape improvements to Cambridge Street between Victoria Street and Cushing Avenue.*

Benefits:

- greater safety for motorists and pedestrians
- improved appearance of streetscape
- reduced maintenance

Staging: One-stage project

Options: Carry out tree planting and construction of new footpaths separately from road widening works.

20. *Development of a Shire of Hepburn advertising signs policy incorporating design guidelines, with specific reference to Creswick (Refer to fig. 17)*

Benefits:

- less visual clutter in streetscapes
- clear set of rules for all applications
- easier administration of planning scheme
- more appealing "main street"
- retention of historic character

Staging: one-stage project

21. *Review of heritage controls in Planning Scheme, with particular emphasis on extending controls in some form to include streetscapes of historic character in Raglan Street north of the Post Office and Albert Street (east side) between Victoria Street and Castlemaine Road.*

Benefits:

- retention of historic character
- improved appeal to tourists
- enhanced property values

Staging: one-stage project, which should involve community consultation.

22. *Extend the Shire's Heritage Advisory Service to include regular visits to Creswick by the Heritage Adviser*

Benefits:

- advice becomes more accessible
- property owners more likely to "do the right thing"
- retention of historic character
- improved appeal to tourists
- enhanced property values

Staging: on-going

23. *Improvements to facade of Municipal Offices and Library (refer to fig. 4)*

Benefits:

- building will be more sympathetic to streetscape and the adjacent Town Hall
- demonstrated leadership by Council could lead to improvements to the appearance of other buildings which do not fit the historic character of the town

Staging: one-stage project

IMPLEMENTATION OF RECOMMENDATIONS

RECOMMENDATION	PROPOSED ACTION	SUGGESTED FUNDING - per year (\$'000)										OTHER POSSIBLE FUNDING SOURCES	
		yr1	yr2	yr3	yr4	yr5	yr6	yr7	yr8	yr9	yr10+		
HIGH PRIORITIES													
1.	Additional street tree planting	Prepare detailed street tree planting strategy for town Carry out planting each year	2	10	10	10	10	10	10	10	10	10	Greening Australia Forestry School Voluntary labour Streetlife Programme
2.	Close south lane of Victoria Street at Albert Street and convert north lane to 2-way traffic. Reconstruct carpark and boundary fence to Coopers Reserve. (Coopers Reserve upgrade - refer to separate project). Change right-of-way priorities for roundabout at Victoria and Cambridge Streets intersection.	Obtain VicRoads approval Prepare detailed construction plans Let contract	30 (2.1)	60 (2.2)	55 (2.3)	55 (2.3)	39 (2.4)						Streetlife Programme VicRoads United Energy - Powerlines Relocation Committee
3.	Convert Cambridge Street carpark to access-way only and pave with suitable material	Prepare detailed construction plans Let contract						31					
MEDIUM - HIGH PRIORITIES													
4.	Relocation of Health Centre and construction of Town Square.	Finalise alternative location for Health Centre service Prepare detailed construction plans Let contract		20 (4.1/ 4.2)	50 (4.3)	52 (4.3)	75 (4.4)	75 (4.4/ 4.5)					Streetlife Programme United Energy - Powerlines Relocation Committee
5.	Upgrade to external appearance and grounds of RSL.	Prepare detailed plan Arrange for volunteer labour by townspeople Seek support from Forestry School - advice, skills and /or plants	2.5										RSL: Voluntary labour Public appeal Forestry School
MEDIUM PRIORITIES													
6.	Construction of service lanes and revised parking in Albert Street between Victoria Street and Castlemaine Road.	Seek VicRoads approval Prepare detailed construction plans Let contract						55 (6.1)	55 (6.1)	75 (6.2)	75 (6.2)		Streetlife Programme United Energy - Powerlines Relocation Committee
7.	Construction of roundabout at intersection of Albert Street and Castlemaine Road.	Seek VicRoads approval Prepare detailed construction plans Let contract										196	VicRoads United Energy - Powerlines Relocation Committee
8.	Encourage improved maintenance of shops including construction of new shop verandahs. Relocation of electrical supply cables to shop facades	Heritage adviser to prepare detailed concept demonstrating opportunities and develop proposals further with interested owners and/or tenants Heritage adviser to prepare design guidelines for commercial premises in town centre. Guidelines to be incorporated in Planning Scheme.	2.5										Heritage Victoria Streetlife Programme United Energy - Powerlines Relocation Committee Special charge on rates
9.	Explore opportunities for off-street parking	Survey available land, and consult businesses and property owners to see if there is interest in further exploration at this stage Prepare more detailed concept based on response and available land	2.5										Special charge on rates

RECOMMENDATION	PROPOSED ACTION	SUGGESTED FUNDING - per year (\$'000)										OTHER POSSIBLE FUNDING SOURCES	
		yr1	yr2	yr3	yr4	yr5	yr6	yr7	yr8	yr9	yr10+		
LOW PRIORITIES													
10.	Cambridge Street minor works, between Raglan Street and Victoria Street	Prepare detailed construction plans Let contract							44	50	50		
11.	Coopers Reserve upgrade, including picnic facilities and playground.	Prepare detailed construction plans Let contract							55				Tourism Victoria
12.	Restoration of the Court House	Prepare detailed construction plans Let contract			4								Heritage Victoria
13.	Upgrading of Albert Street carparking between Raglan Street and Victoria Street, including Water Street.	Prepare detailed construction plans after confirming details with traders Let contract							82	117	112	133	VicRoads Streetlife Programme United Energy - Powerlines Relocation Committee
14.	Construction of toilets and picnic facilities at Information Centre.	Prepare detailed construction plans Let contract				37							Tourism Victoria
OTHER RECOMMENDATIONS (by consultants)													
15.	Installation of signage for History Trail (cost already included in other projects - this item to allow for works outside the study area)	Prepare detailed plan Let contract					10						Tourism Victoria Heritage Victoria
16.	Landscaping improvements at intersection of Midland Hwy. and Melbourne Road.	Prepare detailed plan Let contract										31	Streetlife Programme
17.	Construction of streetscape improvements in Albert Street between Melbourne Road and Raglan Street	Prepare detailed plan Let contract										206	Streetlife Programme
18.	Construction of road widening and streetscape improvements to Cushing Avenue	Prepare detailed plan Let contract										24	Streetlife Programme
19.	Road widening and streetscape improvements to Cambridge Street between Victoria Street and Cushing Avenue	Prepare detailed plan Let contract										133	
20.	Development of a Shire of Hepburn advertising signs policy incorporating design guidelines, with specific reference to Creswick	Determine scope of Study Appoint consultant (if necessary)		8									
21.	Review of Heritage controls in Hepburn Planning Scheme, with a view to extending controls	Appoint consultant to review controls Amend Planning Scheme if necessary			4								
22.	Extend the Heritage Advisory service	Extend appointment of Heritage Adviser if necessary	*										Heritage Victoria
23.	Improvements to the Municipal Offices facade	Prepare schedule and plans for work Let contract		15									
TOTAL FUNDING PER YEAR (\$'000)			39.5	113	125	154	134	171	246	252	247	733	

* Funding to be determined - suggested allocation of one day per month

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Secondary Reading

- Townscape Improvement in Victoria*: Proceedings of the Townscape Victoria '84 Seminars, published by the Townscape Advisory Service Ministry for Planning and Environment
- Winikof, Tamara (ed) - *Places not Spaces: Placemaking in Australia*, Australia Council for the Arts, Envirobook Publishing, 1995

APPENDICES

APPENDIX A
Paper regarding Advertising Signs and Tourism
prepared by Elizabeth Jacka

APPENDIX B
Letter to Powercor

APPENDIX C
Letter to VicRoads

ADOPTED PRELIMINARY CONCEPT PLAN

CONCEPT PLAN DRAWINGS

- 96004/1 Melbourne Road to Hall Street
- 96004/2 Hall Street to Post Office
- 96004/3 Post Office to Town Hall
- 96004/4 Town Hall to British Hotel
- 96004/5 British Hotel to Farmers Arms Hotel
- 96004/6 Farmers Arms Hotel to 19 Albert Street
- 96004/7 19 Albert Street to Cushing Avenue

APPENDIX A
Paper regarding Advertising Signs and Tourism
prepared by Elizabeth Jacka

Advertising Signs

In both the community survey and the first workshop with residents, concerns were raised in relation to unattractive advertising. The need for improved planning policies to control 'gaudy' advertising was expressed in the survey, and at the workshop the proliferation of signage of all types (commercial, directional and tourism), and the need for a signage theme in the town were raised.

Hepburn Planning Scheme

Commercial advertising signs are currently controlled under the provisions of the Hepburn Planning Scheme - which comprises a consolidation of the various planning schemes of the former municipalities covered by the new Shire of Hepburn. The previous Creswick Planning Scheme comprises Chapter 2 of the local section of the consolidated Hepburn Planning Scheme.

The Council is currently going through the process of developing a future vision for development in the Shire (through its Land Use and Development Strategy). One of the outcomes of this process will be the preparation of a new planning scheme that will set a statutory framework for that vision - and incorporate the current planning system reforms being developed by the Department of Infrastructure. It is expected that the new planning scheme will be placed on public exhibition in May, 1997. The nature and format of the planning provisions in the new scheme may be substantially different from those of the current planning scheme.

Furthermore, the recently released report to the Minister for Planning and Local Government on the *Review of Advertising Controls along Major Routes* has contained a recommendation that a review of general signage should be undertaken by the end of 1997. Should this recommendation be adopted by the Minister, the nature and format of controls over commercial signage could again change as a result of the findings of that review.

A review of the current planning scheme provisions in relation to advertising sign controls is therefore only useful to the extent that it points up matters that should be changed in a future rewrite of the Hepburn Planning Scheme.

Existing Advertising Signs in the Creswick Town Centre:

Whilst there are some fine examples of advertising signs within the Creswick township, existing advertising signs in the town centre generally detract from the overall appearance of the centre. There are a number of above verandah signs that intrude into the overall streetscape and detract from the attractive lines of verandahs and the buildings behind. Many signs are brightly coloured and clash with the colour schemes of signs on other nearby buildings. Furthermore, there are a number of repetitive and obsolete signs that contribute to sign clutter, and 'A' frame signs on the footpath add further clutter and provide a potential hazard to pedestrians.

Concern has also been expressed in relation to the bright red 'Tyrepower' building. Whilst painting the building bright red may have been an effective marketing tactic, the building does dominate the streetscape and detract from the overall appearance of the town centre. A significant impact could still be created by painting only a panel of the building red and blue - thus reducing the degree of visual disharmony that currently exists.

Current Planning Controls:

The sign controls that relate to the town centre are summarised in the tables in the Appendix.

In addition to these controls, the majority of shops in the town centre are within the heritage overlay area, within which a permit is required for any sign. Furthermore, a permit is also required to display a sign on any nominated heritage building outside the heritage overlay area.

The current format of planning controls over advertising signs is complex (ie different Advertising tables relate to signs in the township zone; signs projecting into the road reserve; and signs on public or crown land). Furthermore, the Advertising tables provide little guidance in relation to the type of signs that are encouraged, and those that are considered inappropriate. There is also little guidance given in relation to the type of signs that are considered appropriate in the heritage area or on nominated heritage buildings.

The rewrite of the planning scheme should include simplified controls and provide clear guidelines as to the types of advertising signs that are appropriate to the town centre.

Effect of Unattractive and Cluttered Advertising on Business:

Recent market research carried out for the City of Greater Geelong in relation to shopper responses to advertising signs has demonstrated that unattractive and cluttered advertising signs are bad for business. The research confirmed that shoppers prefer to shop in shopping centres and at shops that are attractive, and that shoppers may be turned away from centres or shops that are unattractive. Furthermore, it was also established that the advertising signs displayed are a major determinant of the attractiveness of a shopping centre. The advertising signs displayed therefore influence the way shoppers feel about their centre and where they will choose to shop.

It is also widely recognised that sign clutter reduces the overall effectiveness of signs:

The greater the number of signs along a street, the more they dominate the streetscape character, the less effective the message on each sign and the greater the demand for more signs as adjacent signs compete with each other to dominate a crowded advertising environment. (NSW Dept Pl et al, 1991)

It is therefore important that traders in the Creswick town centre ensure that advertising on their premises is clear, attractive and uncluttered.

General Principles of Advertising Sign Control:

There are two aspects to sign clutter: the amount of advertising displayed and the visual chaos created by a disorderly display of advertising signs. The amount of advertising displayed needs to be controlled, and visual chaos avoided by developing a signage theme for the town centre.

Much sign clutter can be reduced or eliminated by:

- Getting rid of outdated and other unwanted advertising signs. This can be achieved by persuading traders of the benefits of eliminating sign clutter; through strong planning enforcement; and by using new sign proposals as a means of rationalising existing signage on a site.
- Avoiding repetitive signage - repetitive signage does little to enhance promotion of a business, and contributes substantially to visual clutter.

- Limiting the use of product promotion signs (such as the icecream / newspaper / cigarette advertising commonly displayed on milk bars). Whilst it is not advocated that all product promotion signs should be prohibited, it may be appropriate to restrict these signs to locations where they will not be as intrusive - such as below the verandah line of a building. The most prominent locations on a site should be reserved for essential information such as business name and activity, so that this information can readily be found by passers by.
- Encouraging promotion of businesses and products by other means - such as use of attractive window displays.
- Rationalisation of directional signage and, if possible, traffic control signs. These signs can add to the overall visual clutter, and rationalisation of these signs can enhance their effectiveness and improve the overall appearance of the street.

Many of the existing buildings in the town centre provide great potential for development of an attractive and distinctive streetscape, and special efforts should be made to preserve and enhance the various building features that contribute to the distinctive character of the centre. One of the greatest threats to these buildings are poorly located advertising signs that do not respect the design of the buildings and which project beyond the lines of the building, and which cover windows and other important detailing. Signs above the verandah, in particular, need to be carefully controlled to ensure they do not detract from the design and appearance of the building on which they are located.

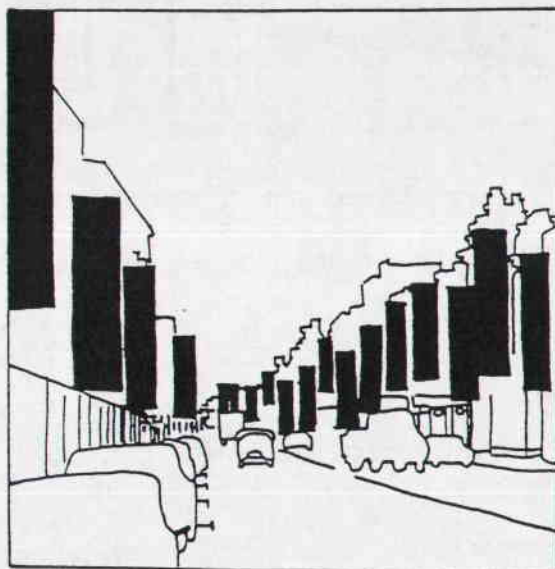
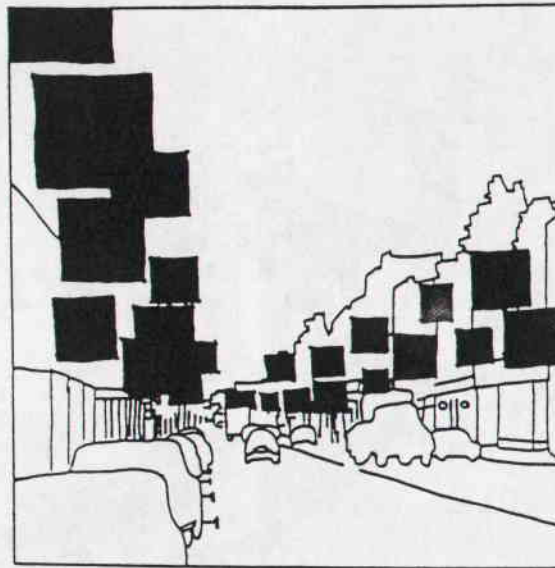
Signs that are of particular concern are:

- Sky signs (that is, signs on the roof of a building or signs which project above the wall of a building) tend to dominate the streetscape and other signs in the area, and disrupt the lines of the building on which they are located.
- Above-verandah signs (that is, signs located on the verandah) intrude into the streetscape, and detract from the clean lines of the verandah and the overall appearance of the building and often hide attractive building detailing.
- Buildings as signs. Some businesses choose to paint their buildings in corporate colours as a means of drawing attention to their business. Whilst it may be argued that a building painted in distinctive corporate colours is a sign in itself, the main concern with this practice is with the colours used, not the fact that the building has been painted in corporate colours. A building painted in attractive colours is unlikely to attract criticism. Whilst total control over building colour (other than in heritage areas) would be an unnecessary exercise of control, it may be reasonable to require a planning permit to paint buildings in a specified range of colours that are widely regarded as unacceptable.
- Bunting. Bunting is one form of advertising that does little to identify or promote a particular business, product or service - its sole purpose is to attract attention. In this role, bunting adds to the overall visual 'noise' without contributing any useful information. Bunting is unattractive and detracts from the visual environment, and should not be permitted except as a short term display to promote a special event.
- Animated signs, chaser lights and flashing signs. These signs are visually intrusive, they draw attention away from other signs in a centre, they have potential to distract motorists and to limit the conspicuity of traffic signs and signals, and they can dominate a whole streetscape.

- 'A' frames are a significant component of signage clutter, but are generally controlled by local laws.

Other sign control principles include:

- Signs should be related to the scale of the building on which they are located - signs should not be so large that they dominate the building on which they are located, or so small that they appear insignificant. In order to address this issue, sign controls should relate maximum sign area to the size of the building.
- The size and location of signs should be compatible with signs on adjoining buildings and the overall streetscape. There is an opportunity to introduce order into the streetscape by placing signs in similar locations and/or by developing visual themes around design elements such as the size and shape of signs.

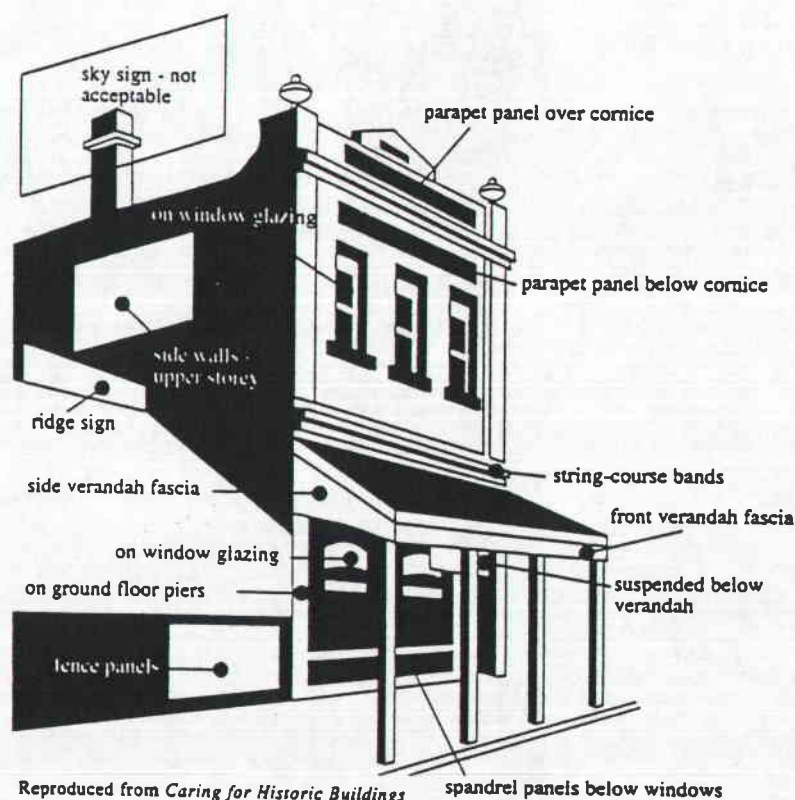


- Albert Street provides a splendid opportunity for Council and traders to work together to coordinate all streetscape elements (advertising signs, directional signs, traffic control signs, poles, lights, trees, bus shelters, seats and other street furniture) into one comprehensive concept for the street. Such an approach could successfully control all elements that contribute to visual clutter, and could create a properly integrated, coherent streetscape.

An appropriate level of control over advertising in the town centre could increase the attractiveness of the centre and its consequent appeal to shoppers and people passing through.

Sign Controls on Heritage Buildings

There is general recognition that there is a need for greater control over signage on heritage buildings. However, there is also a need to provide for sufficient signage to enable businesses to adequately identify themselves.



Reproduced from *Caring for Historic Buildings* spandrel panels below windows

The following are recommended controls over advertising on heritage buildings:

- Signs should be discreet and should complement the building and area in which they are located.
- Signs should be placed on a building in a way that allows the architectural details to dominate.
- Signs should be placed in locations on buildings that were traditionally used for advertising signs.
- Modern standardised 'corporate' advertising, fluorescent and iridescent paints, and neon, flashing and internally illuminated plastic signs are generally inappropriate. Floodlighting is generally a more appropriate form of illumination.

- Appropriate colours and lettering styles should be used.
- Signs should not break the parapet or roof-line.
- Signs may be located on side-walls of buildings in some circumstances.

Furthermore, surviving early signs should be conserved wherever possible, as they may contribute to the significance of the building. New signs should be capable of being removed without causing damage to the fabric of the building.

Enforcement

Planning enforcement is time consuming, costly and an often frustrating aspect of planning scheme administration. Furthermore, there is likely to be limited resources available for this work in the future. One of the objectives of the planning scheme provisions therefore should be to reduce the need for enforcement. To this end the planning scheme provisions should:

- Maximise opportunities for 'as of right' signs.
- Use clear performance criteria and 'user friendly' guidelines that ensure that businesses and sign manufacturers have a clear understanding of Council's objectives in relation to advertising signs.
- Develop an approach to advertising sign control that provides appropriate opportunities for businesses to effectively communicate with the general public.
- Provide a rationale for Council's approach to advertising sign controls that demonstrates that attractive, uncluttered signage is 'good business'.

Tourism

Tourism has potential to play an important role in the town's economy, and great benefit can therefore be derived from enhancing the town's tourism appeal. Furthermore, features that add to the tourism appeal of the township, can also enhance resident's enjoyment of the town and help to establish an image for the town that residents can relate to and feel proud of.

There is a strong sense of history within the town centre that is created by a combination of:

- significant public and private buildings (State bank, court house, jail, library, old police station, post office, rotunda, town hall, museum and a number of shops and houses);
- remnants of early streetscapes;
- memorials to important residents of the town (the Curtin garden, the war memorial, and the Lindsay, Peacock and Fiddian memorials).

This sense of history is an important component of the tourism appeal of Creswick and should form a major focus of any tourism strategy for the township.

In order to enhance the tourism appeal of the township there is a need to:

- highlight the historic significance of buildings and monuments within the town centre area;
- maintain and enhance the special character of the town centre streetscapes;
- provide enhanced physical expression of some aspects of the town's history (gold mining, forestry);
- extend the heritage trail and enhance the heritage trail signposting;
- ensure that the tourist information centre is so located and signposted that it is easily found by visitors to the town;
- ensure that the visitor information centre is well stocked with high quality promotional material, including clear directional maps to individual facilities;
- develop attractive stopping points/picnic areas within the township, with access to convenient car parking, toilet facilities, picnic tables and chairs and good shade;
- ensure that the gateway areas create an attractive image and good first impression of the town;
- provide improved 'Welcome to Creswick' signs at the entrances to the town. These signs could contain attractive images of the town that capture the imagination of the passing motorist, and help to persuade visitors to stop and explore the resources the township has to offer.

Tourism Marketing Strategies

Following its highly successful 'Jigsaw' marketing campaign, Tourism Victoria has embarked on a strategy for marketing regional tourism in Victoria. Victoria has been divided into 13 product regions and the tourism strengths and potential's of each of these product regions are being identified and marketing strategies developed. The boundaries of these product regions are not rigidly defined and Creswick township may fall within three product regions - the 'Spa Country' region, the 'Goldfields' region and the 'Macedon' region.

Regional Tourism Development Plans are being developed for each product region as a first stage in the marketing process. The Regional Tourism Development Plans include an assessment of the tourism resources of the region; an analysis of the strengths, weaknesses, opportunities and threats; and development of tourism goals and strategies for the region. It is important for the town to ensure that its tourism resources are recognised as part of the Regional Tourism Development Plan process.

Once marketing strategies for the regions have been developed the town should develop strategies that are consistent with the strategies for the region. Brochures should be developed around tourism themes for the town (historic sites, gardens etc) - brochures that would be placed in tourist information centres at major tourism centres such as Ballarat and Daylesford, as well as the Creswick information centre.

It is important also that the tourist information centre in Creswick should be clearly identified and accessible to other tourist magnets such as cafes, take-away food shops, toilets, post office etc. Where appropriate, tourist trails should start from the Tourist Information Centre.

Tourism and Directional Signage

Attractive and well designed and located directional and tourism signage is an essential component of any tourism strategy for the township.

In parallel with development of Regional Tourism Development Plans, a Tourism Signage Committee, set up by Tourism Victoria, has developed the recently released draft '*Guidelines for Tourist and Services Signing in Victoria*'. An objective of these guidelines is to develop a consistent approach to tourism signage throughout the State.

Any local tourism signage must be consistent with the '*Guidelines for Tourist and Services Signing in Victoria*'. These guidelines are based on a number of basic principles:

- that the marketing of tourism facilities is to involve a coordinated system of signs, information centres and high quality promotional material;
- that the primary role of tourism signage is to promote tourism themes for a region and to identify major attractions;
- that tourism and directional signage is to be provided for the guidance of motorists, not for property identification or promotion.

Any policy for tourism and directional signage for the town should therefore:

- be consistent with the Guidelines for Tourist and Services Signing in Victoria;
- improve the overall effectiveness of tourist and directional signage, and the overall amenity of the town, by reducing sign clutter;
- ensure that tourism and directional signs are so located and designed that they will not cause any traffic hazard;
- ensure that the primary role of directional signage is to help people not familiar with the area to find their way;
- limit facilities identified by directional signage to those that are likely to be used by people unfamiliar with the area.

Planning Controls over Streetscape Works

In the rewrite of the Hepburn Planning Scheme streetscape works in the Creswick town centre that are consistent with the adopted plans for the centre should be an 'as-of right' use and development. Any works that are a variation from the adopted plans for the centre should require a planning permit, and the application should be advertised to allow public comment on the amended proposal.

Appendix - Planning Scheme Controls in Relation to Advertising Signs

A planning permit is required to erect any sign on a designated heritage building or the overlay heritage area. In deciding whether or not to grant a permit for a sign on a designated heritage building, the responsible authority (Council) must consider:

- Whether the proposed sign will adversely affect the importance, character and appearance of the building.
- The current edition of the National Trust of Australia (Victoria) Inc Technical Bulletin No 2, "Lettering and Signs on Buildings c 1850-1900"

For all other signs the Advertising Tables at Clause 130-5 apply. The following tables summarise the provisions of the Advertising Tables.

The sign types that fall into the 'Section 1' column may be permitted without a planning permit, provided they comply with the relevant condition. Any sign that does not comply with the condition requires a planning permit. Sign types that fall into the 'Section 2' column require a planning permit, and any sign that does not comply with the condition is prohibited. Sign types that fall into the 'Section 3' column are prohibited.

Table 1 Sign Controls relating to land in the Township Zone (ie Category 1)

Sign type	Condition	Section		
		1	2	3
Above-verandah sign			1	
Adult sex bookshop sign				1
Animated sign			1	
Bed and breakfast accommodation sign				1
Bunting sign			1	
Business sign			1	
Community sign				1
Direction sign		1		
Floodlit sign			1	
High-wall sign				1
Home industry sign	Only one sign to be displayed on the land Total advertisement area of sign must not exceed 0.2m ²	1		
Home occupation sign	See Home Industry sign	1		
Internally-illuminated sign			1	
Panel sign				1
Pole sign			1	
Promotion sign	Total advertisement area of sign must not exceed 6m ²		1	
Reflective sign			1	
Sky sign				1

Table 2 Sign Controls relating to land in road reserves (Category 3)

Signs covered by these controls include signs attached to shops or other buildings (including signs on verandahs), which project into a main road reserve.

Sign type	Condition	Section		
		1	2	3
Above-verandah sign	The sign must be attached to a building in Category 1. The Section 2 condition must be met. The responsible authority must forward a copy of the application to the Roads Corporation requesting comment. Any comments received in 21 days must be considered. The sign must not have an adverse effect on the safety and efficiency of the main road.		1	
Adult sex bookshop sign				1
Animated sign	See Above-verandah sign		1	
Bed and breakfast accommodation sign				1
Bunting sign	See Above-verandah sign		1	
Business sign	The sign must be attached to either: a building in Category 4, or a building in another category which includes the sign in section 1. The condition that applies in Section 1 of any relevant category must be met.	1		
Community sign	The sign must be constructed by or for the Council of the Shire of Creswick. The sign must be in accordance with the Roads Corporation requirements. The sign must contain an advertisement relating to one of the following: Publicity for a non-commercial community organisation; "Welcome to", "Premier Town Awards"; "Conservation Area", "Nuclear Free" or other similar publicity or information; Suburb information; Promotion of local features and events, or other items of tourist interest.	1		
Direction sign		1		
Floodlit sign	See Above-verandah sign		1	
High-wall sign				1
Home industry sign	Only one sign to be displayed on the land Total advertisement area of sign must not exceed 0.2m ²	1		
Home occupation sign	See Home Industry sign	1		
Internally-illuminated sign	See Business sign	1		
Panel sign				1
Pole sign	See Above-verandah sign		1	
Promotion sign	See Business sign	1		
Reflective sign	See Above-verandah sign		1	
Sky sign				1

Table 3 Sign Controls relating to Public and Crown Land (ie Category 4)

Sign type	Condition	Section		
		1	2	3
Above-verandah sign	Total advertising area of the sign must not exceed 10m ² . The advertisement must relate to the designated purpose of the land.		1	
Adult sex bookshop sign	See Above-verandah sign		1	
Animated sign	See Above-verandah sign		1	
Bed and breakfast accommodation sign	See Above-verandah sign		1	
Bunting sign	See Above-verandah sign		1	
Business sign	See Above-verandah sign		1	
Community sign	The sign must be in accordance with the Roads Corporation requirements. The sign must contain an advertisement relating to one of the following: Publicity for a non-commercial community organisation; "Welcome to", "Premier Town Awards"; "Conservation Area", "Nuclear Free" or other similar publicity or information; Suburb information; Promotion of local features and events, or other items of tourist interest.		1	
Direction sign		1		
Floodlit sign	See Above-verandah sign		1	
High-wall sign	See Above-verandah sign		1	
Home industry sign	Only one sign to be displayed on the land Total advertisement area of sign must not exceed 0.2m ²	1		
Home occupation sign	See Home Industry sign	1		
Internally-illuminated sign	See Above-verandah sign		1	
Panel sign				1
Pole sign	See Above-verandah sign		1	
Promotion sign	Total advertisement area of sign must not exceed 6m ²			1
Reflective sign	See Above-verandah sign		1	
Sky sign	See Above-verandah sign		1	

APPENDIX B
Letter to Powercor

NIEMANN

Partners

*Project Planning
Urban Design
Landscape Design
Architecture*

19 June 1997

cc Greg Anders
Hepburn Shire Council

Mr. Michael Belcher
Customer Connections Manager, Southern
Powercor Australia
PO Box 572
BALLARAT 3353

Dear Mr. Belcher,

RE: **CRESWICK STREETSCAPE PROPOSALS**

On behalf of the Hepburn Shire Council, Niemann Partners have developed streetscape plans for the development of the centre of Creswick township.

As these plans involve proposed changes to some Powercor assets and other electrical services in the road reserves, I am writing to you to determine:

1. whether Powercor would agree to the works proposed
2. any special requirements that Powercor have for the work
3. who will be responsible for the cost
4. what will be the cost
5. whether Powercor has any subsidies or cost sharing schemes available for the work
6. who will be responsible for the execution of the work.

The works mostly involve the relocation of public lighting, undergrounding or relocation of overhead cables and poles, and bundling of aerial property supply cables in a single supply fixed to building facades.

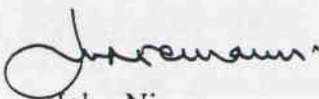
Enclosed are copies of our plans for the streetscape proposals. Relevant electrical works have been highlighted as follows:

orange - works which we believe affect Powercor assets or in which Powercor will have a major interest.

yellow - new works which we believe are the responsibility of the Shire Council.

Please contact me if you have any questions about the plans or the response we seek. Your reply should be sent to me - I will then advise the Shire Council accordingly.

Yours sincerely



John Niemann

Encl.

Excellence by Design

Principals: John Niemann B.Arch (Melb) Grad Dip Land Des (RMIT) ARAIA Architect and Landscape Architect
Tricia Niemann Registered Business (Vic) No. 1211965Y

33 Sunnyside Avenue Camberwell 3124 phone 03 9882 2618 fax 03 9882 5755 mobile 0419 536063

NPCRES43.DOC

APPENDIX C
Letter to VicRoads

DIRECTORS:
HENRY H TURNBULL
CHRIS FENNER
JAMES H MINSON
ALAN S PRENTICE

TURNBULL FENNER
TURNBULL FENNER PTY LTD (ACN 007 054 195)
TRAFFIC ENGINEERS
AND TRANSPORT PLANNERS



ASSOCIATE:
CHARMAINE C DUNSTAN

Our Reference: 1113L590

7 th July, 1997

VicRoads
Western Region
DX 35059
BALLARAT

Attention: Frank Nolan

Dear Sir,

CRESWICK STREETScape PROJECT

The Creswick Streetscape Project has been underway since 1996 and has now reached completion. You will recall that John Niemann and I discussed the draft plans with Vince Quinn and you when we met earlier in the year.

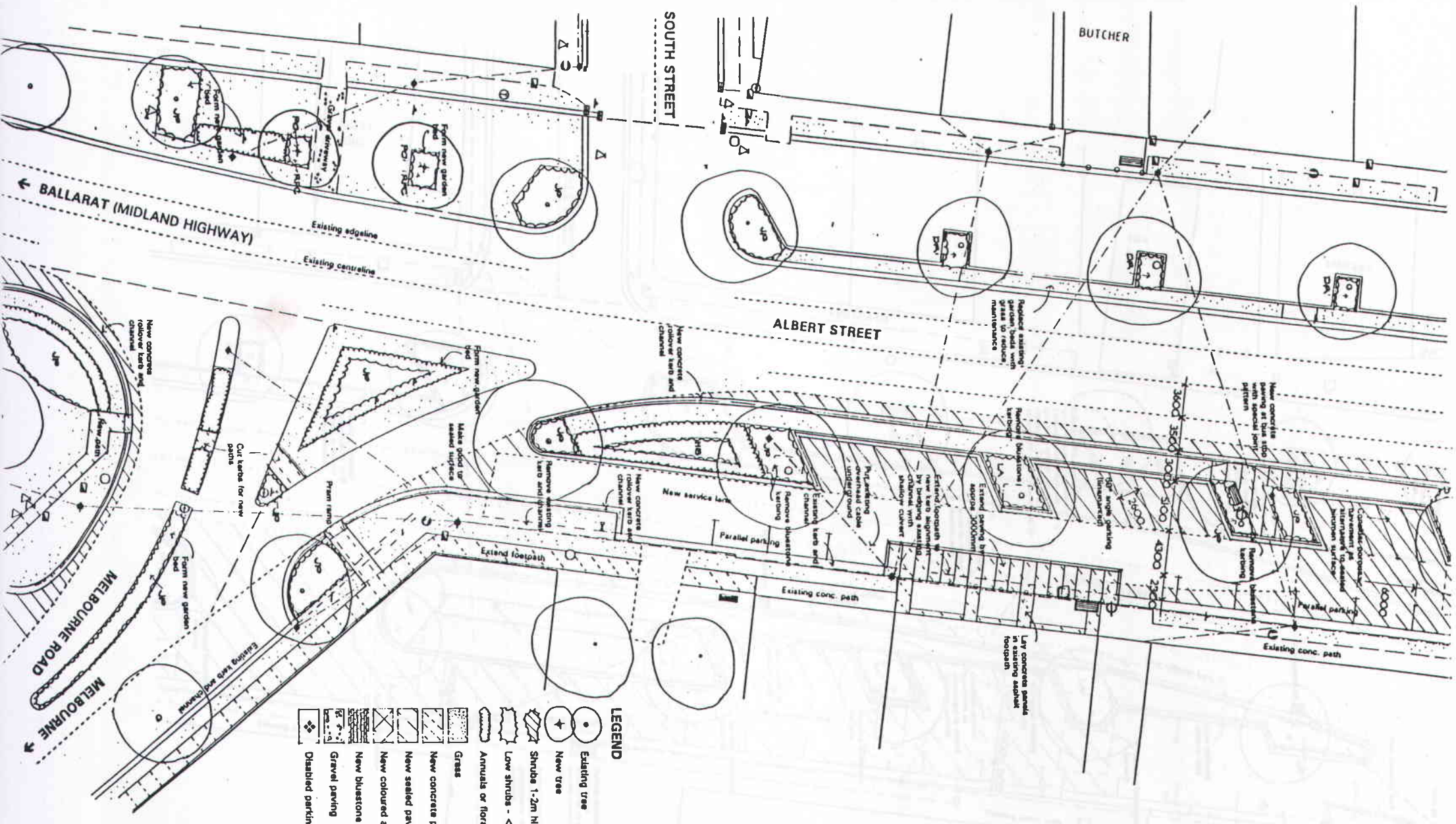
The streetscape works proposed for Albert Street are shown in the accompanying drawings (7 in total) for your consideration. Alterations are proposed to parking, access and traffic lanes and VicRoads approval is now sought on behalf of Hepburn Council.

A key aim of the proposals, developed in conjunction with the community, is to increase the opportunity for safe pedestrian crossing movements across Albert Street. As discussed with you, the existing pedestrian signals are poorly used as they are not responsive to pedestrian demands with respect to timing, and location. Your offer to investigate the possibility of reducing the wait times is appreciated. Other pedestrian crossing points to focus pedestrian movements are shown, and following our discussions have at this time been left uncontrolled.

Council has also asked me to enquire as to the possibility of VicRoads assisting with the funding for implementation of the proposals. Should you require any further information, please contact me on 9882 8699.

Yours faithfully,
TURNBULL FENNER PTY LTD

CHRIS FENNER



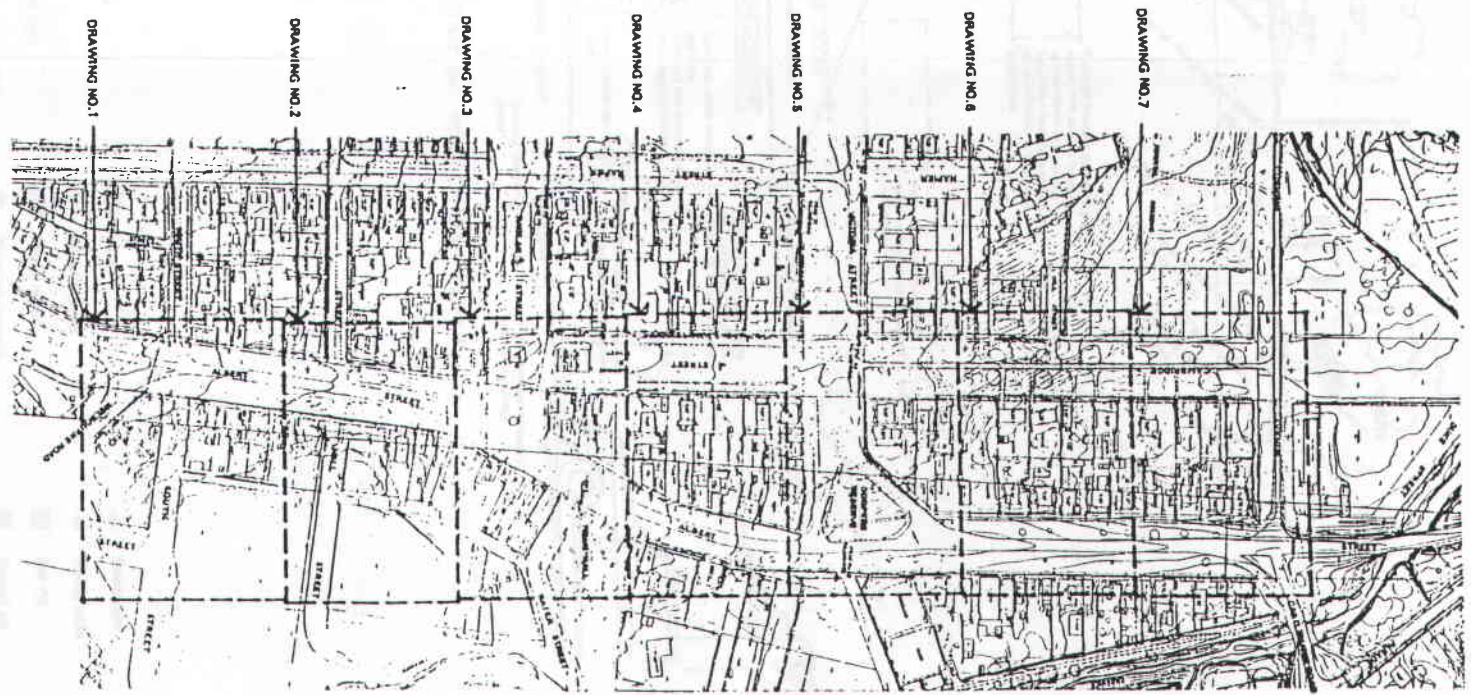
- LEGEND**
- Existing tree
 - New tree
 - Shrub 1-2m high
 - Low shrubs - < 1m high
 - Annals or floral display
 - Grass
 - New concrete paving
 - New sealed pavement
 - New coloured asphalt
 - New bluestone paving
 - Gravel paving
 - Disabled parking bay

- PLANTING SCHEDULE**
- | CODE | PLANT NAME | PLANT NAME |
|------|--------------|--------------------------------|
| SP | Banana | persea |
| SB | Banana | sempervivus |
| CB8 | Cornus | Quilly Bell |
| DR | Dianella | revoluta |
| EM | Eucalyptus | mellicoides |
| ES | Eucalyptus | salicifolia |
| FR | Fraxinus | australis Raywood |
| HB | Hebe | bracteata |
| JP | Juncus | x media pitzeriana Gold Coast |
| LA | Larix | sequoiana |
| LI | Liriodendron | juniperum |
| PO | Platanus | orientalis dogana |
| POD | Podocarpus | palustris |
| QP | Quercus | Neocallne Flower Carpet (pink) |
| RFC | Rosa | glabra |
| WG | Wisteria | Wymshela Clem |
| WMG | Wisteria | viciniana 'Elongata' |
| GTE | Crataegus | viciniana 'Elongata' |

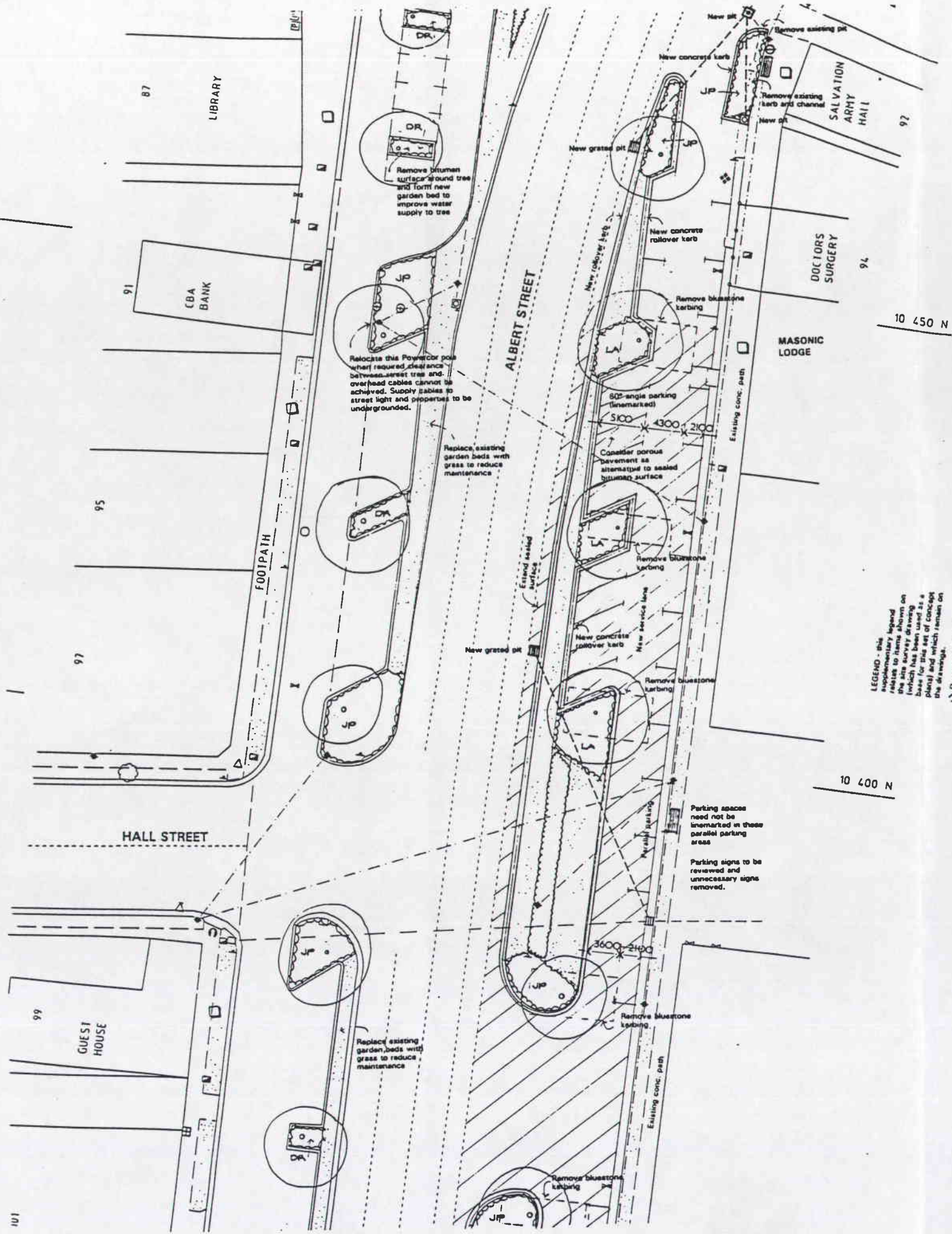
- Seat
- New litter bin
- Picnic table
- Drinking fountain
- Phone box
- Letter box
- Bus stop
- Flagpole
- History trail marker
- Interpretative sign
- Bike rack/barrier
- Pram ramp

- Streetlight
- Power pole
- SW Pit
- Grated pit
- Existing SW drain
- New SW drain
- Exist aerial power cable
- New aerial power cable
- New U/G power cable
- Special streetlight

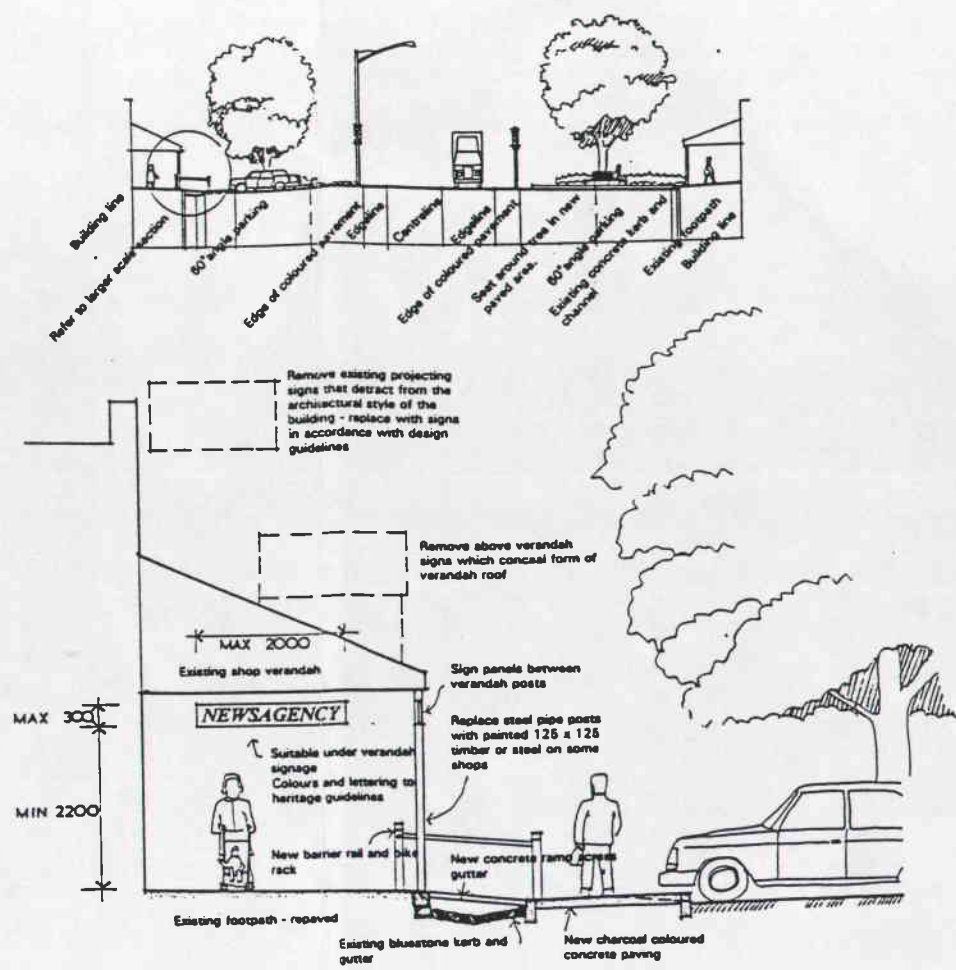
NOTE: All existing and proposed items on the plan are subject to Council's approval and the Council's discretion.



CRESWICK TOWNSHIP STREETScape DESIGN CONCEPT PLANS



- LEGEND - site locations and dimensions shown on this drawing should be checked before detailed planning or construction proceeds.
- Water taps/meters
 - Stop Valve
 - Fire Plug
 - Detector Pit
 - Traffic Signals
 - Traffic Signal pit
 - Park Bench
 - Grated Pit
 - Drainage Pit
 - Pipe inlet/bullet
 - Sewerage Pit
 - Phone Box
 - Letter Box
 - Monument
 - Permanent Survey Mark
 - Survey Mark
 - Sign
 - Telecom
 - Rubbish Bin
 - SEC Pole
 - Light Pole
 - SEC & Light Pole

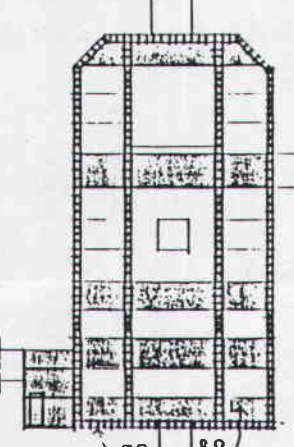
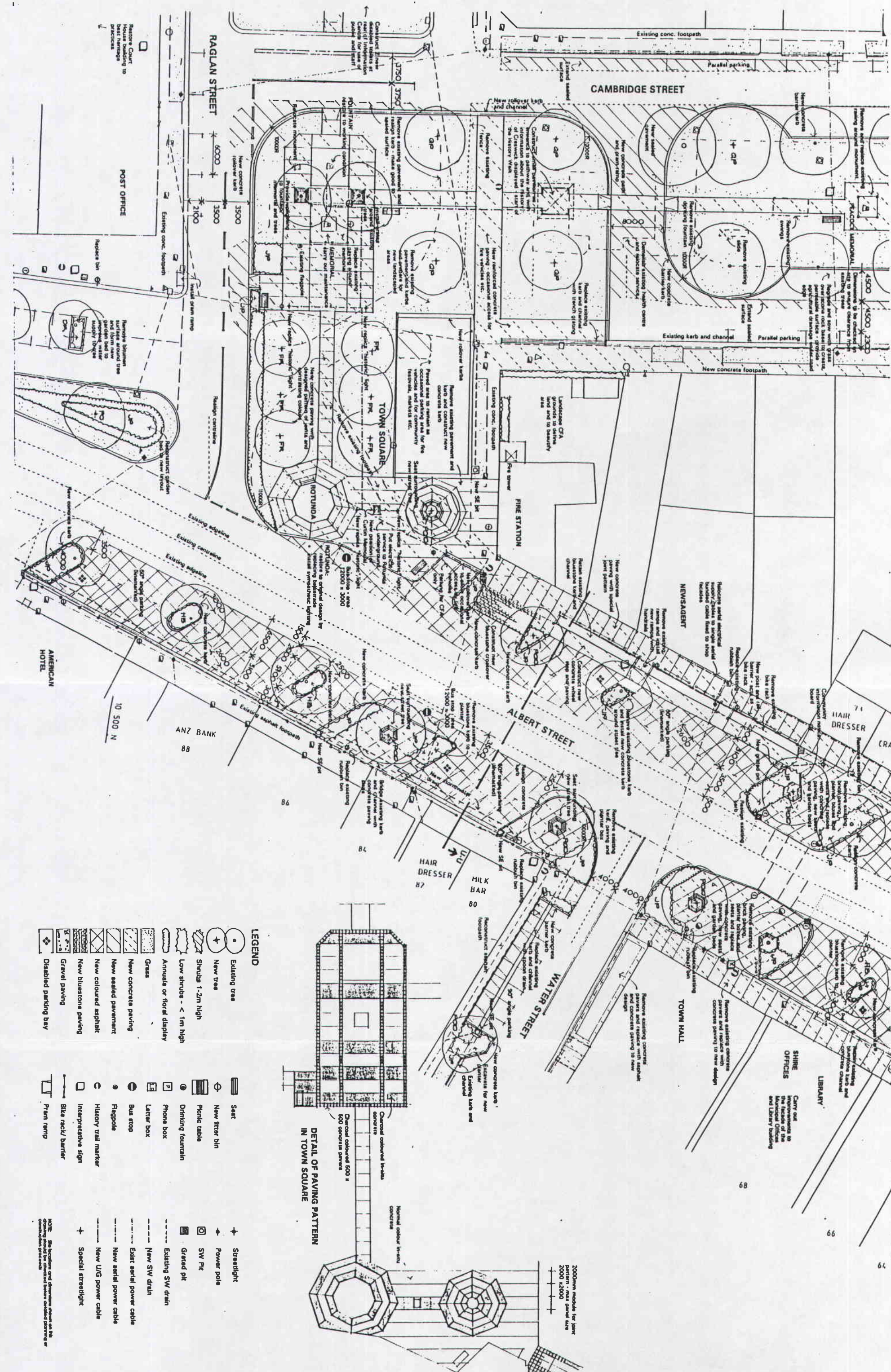


CROSS SECTION U-U - REFER TO DRAWING NO.3

- LEGEND**
- Existing tree
 - New tree
 - Shrubs 1-2m high
 - Low shrubs - < 1m high
 - Annuals or floral display
 - Grass
 - New concrete paving
 - New sealed pavement
 - New coloured asphalt
 - New bluestone paving
 - Gravel paving
 - Disabled parking bay
 - Seat
 - New litter bin
 - Picnic table
 - Drinking fountain
 - Phone box
 - Letter box
 - Bus stop
 - Flagpoles
 - History trail marker
 - Interpretative sign
 - Bike rack/ barrier
 - Pram ramp
 - Streetlight
 - Power pole
 - SW Pit
 - Grated pit
 - Existing SW drain
 - New SW drain
 - Exist aerial power cable
 - New aerial power cable
 - New U/G power cable
 - Special streetlight

GRESWICK TOWNSHIP STREETScape DESIGN CONCEPT PLANS

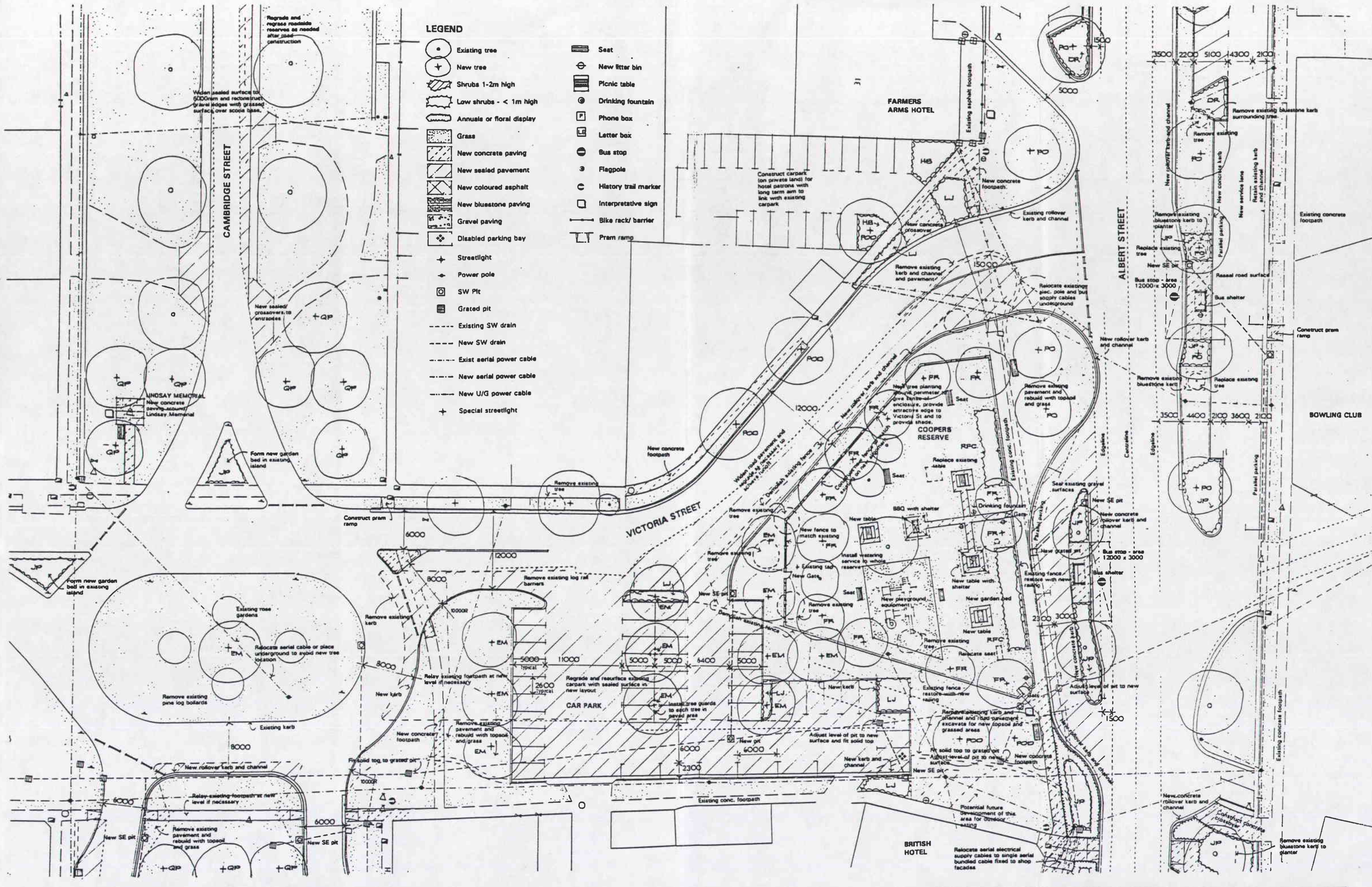
NIEMANN Partners
Project Planning
Urban Design
Landscape Design
Architecture



- LEGEND**
- Existing tree
 - New tree
 - Shrubs 1-2m high
 - Low shrubs - < 1m high
 - Annuals or floral display
 - Grass
 - New concrete paving
 - New sealed pavement
 - New coloured asphalt
 - New bluestone paving
 - Gravel paving
 - Disabled parking bay
 - Seat
 - New litter bin
 - Picnic table
 - Drinking fountain
 - Phone box
 - Letter box
 - Bus stop
 - Flagpole
 - History trail marker
 - Interpretive sign
 - Bike rack/barrier
 - Tram ramp
 - Streetlight
 - Power pole
 - SW Pit
 - Grated pit
 - Existing SW drain
 - New SW drain
 - East aerial power cable
 - New aerial power cable
 - New U/G power cable
 - Special streetlight

NOTE: All locations and dimensions shown on this drawing are based on the information provided.

CRESWICK TOWNSHIP STREETScape DESIGN CONCEPT PLANS

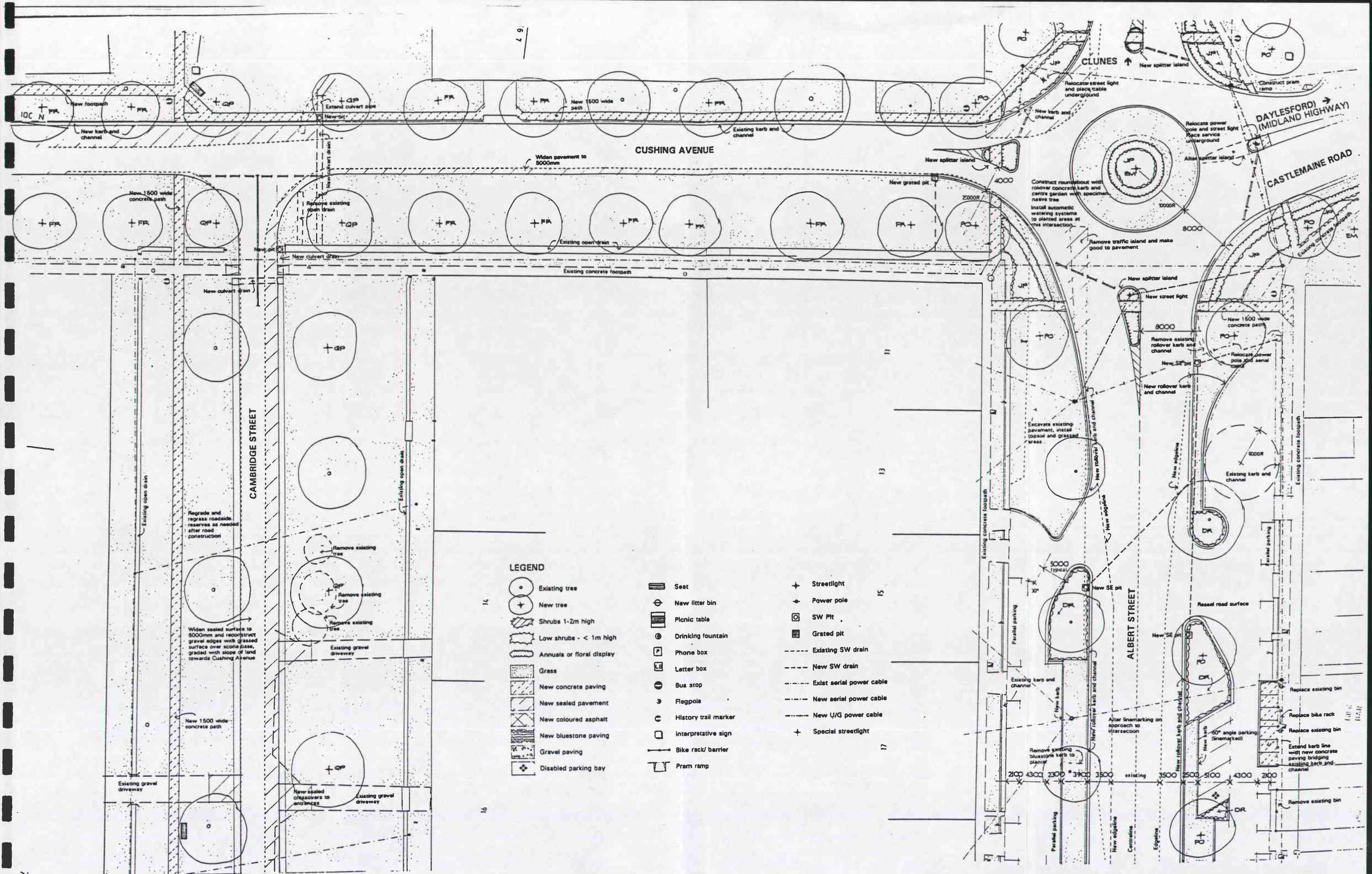


- LEGEND**
- Existing tree
 - New tree
 - Shrubs 1-2m High
 - Low shrubs - < 1m High
 - Annuals or floral display
 - Grass
 - New concrete paving
 - New sealed pavement
 - New coloured asphalt
 - New bluestone paving
 - Gravel paving
 - Disabled parking bay
 - Streetlight
 - Power pole
 - SW Pit
 - Grated pit
 - Existing SW drain
 - New SW drain
 - Exist arial power cable
 - New arial power cable
 - New U/G power cable
 - Special streetlight
 - Seat
 - New litter bin
 - Picnic table
 - Drinking fountain
 - Phone box
 - Letter box
 - Bus stop
 - Flagpole
 - History trail marker
 - Interpretative sign
 - Bike rack/ barrier
 - Pram ramp

NOTE: Site locations and dimensions shown on this drawing should be checked before detailed planning or construction proceeds

CRESWICK TOWNSHIP STREETScape DESIGN CONCEPT PLANS

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GRESWICK TOWNSHIP STREETScape DESIGN CONCEPT PLANS

NOTE: Site locations and dimensions shown on this drawing should be checked before detailed planning or construction proceeds

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