

DAYLESFORD

Streetscape revitalisation project

DRAFT REVITALISATION STRATEGY AND MASTERPLAN

Prepared by Village Well for Hepburn Shire Council



(re)connecting people with place

Foreword

Village living...

Daylesford is rich in history and character with a diverse and creative community. The natural environment and healing properties of the region support the tourism and spa industry. These industries allow the local community to create a welcoming and diverse experience for all. Daylesford town centre has a unique opportunity to reflect this generous, creative, green-conscious community with the revitalisation of town's streetscape.



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FINAL DRAFT

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FINAL DRAFT

STAGE 1A
LISTENING &
TALKING

LAY OF
THE LAND
BACKGROUND
RESEARCH

ENGAGEMENT
STAGE

ENGAGEMENT
SUMMARY

SYNTHESIS &
ANALYSIS



DAYLESFORD PLACE STORY

Daylesford is the place we love to love. We honour its natural beauty, fertility and history. We take pride in our town centre which reflects the splendour of the land and the diversity, creativity and passionate spirit of our community. As the spa and mineral water capital of Australia we welcome visitors to enjoy the generosity of the land and our community and invite them to share stewardship in sustaining our beloved township.

DAYLESFORD STREETScape REVITALISATION PROJECT PROCESS

FINAL
REVITALISATION
STRATEGY

FEEDBACK FROM
COMMUNITY

DRAFT DESIGN
OPTIONS &
REVITALISATION
STRATEGY

SYNTHESIS &
ANALYSIS

IMPLEMENT
SMALL WINS

STAGE 1B

FEEDBACK
ON PLACE STORY
& SMALL WINS

1.0

Introduction

About Daylesford Revitalisation Streetscape Project

Hepburn Shire Council have initiated the Daylesford Streetscape Revitalisation Project (DSRP) as part of the Council Plan 2008-2013 and engaged Village Well, a placemaking consultancy, to work collaboratively with stakeholders in a process to develop strategies for the revitalisation of Vincent St and surrounds. The adjacent diagram shows the process used to create this revitalisation strategy.

The Revitalisation Strategy and Masterplan focuses on the actions needed to create a town centre which honours the heritage and history, reflects and celebrates its current diverse social identity and embeds the beauty and fertility of the land. This town centre needs to function as the main social and trading place for the local community and function as an attractive and welcoming place for visitors.

The project sought to engage the community, traders and surrounding businesses to maximise the economic opportunities and benefit for Daylesford's stakeholders.

DSRP objectives include:

- A vision and strategy that celebrates the community and positions it in the heart of place
- A powerful brand and narrative for the main street and surrounds that is owned and practiced by the local business and residential community
- A Place Story which is delivered through the physical streetscape and the visitor experience and mixed use environment

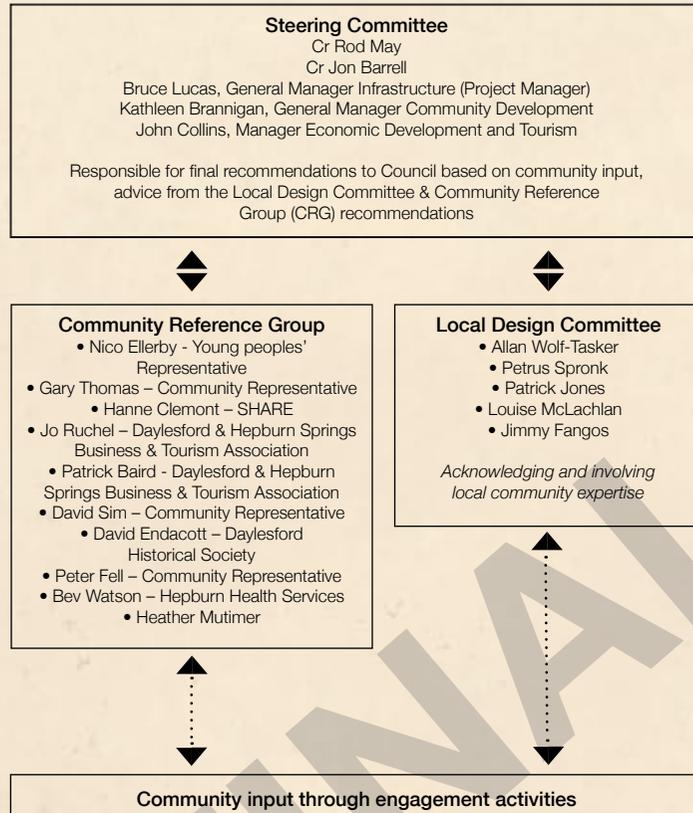
- A visitor experience that is delivered in partnership by Council, traders and the community that is in line with a compelling brand and story, but also integrates opportunities for the local trader and broader community to grow and develop
- A holistic and integrated engagement process with a focus on renewal and regeneration, local resilience and economic development

The two stages of the DSRP are as follows

- Stage 1A included: background research (see Lay of the Land Report 2012), community engagement (see Engagement Summary Report 2012), an economic analysis (see Essential Economics Report) and the development of the Place Story and Small Wins (2012).
- Stage 1B included the development of draft design options and strategies. The Revitalisation Strategy and Masterplan 2012 (this document), AaParking and Pedestrian Crossing Review have been developed through engagement and consultation in Stages 1A and 1B with the Daylesford community, the Local Design Committee, the Community Reference Group and the Project Steering Committee.

Daylesford Streetscape Revitalisation Project Governance

DAYLESFORD STREETSCAPE REVITALISATION PROJECT GOVERNANCE MODEL



About the Revitalisation Strategy

Daylesford is undoubtedly a much loved place both to residents and visitors alike. You only have to mention Daylesford and a flurry of cherished memories and stories are forthcoming. Everyone feels Daylesford to be one of their special places. Rich in history, natural beauty and a place of healing, it is held in highest regard.

Daylesford Streetscape Revitalisation Project grew out of the desire to continue this much loved towns positioning as a wonderful place to live, work and visit. Over time places evolve and change and without mindful pauses to reflect all places can become tired or caught up in a future direction that doesn't reflect the values of the community. The Hepburn Shire Council were alert to the desire of the Daylesford community that it was indeed time to reflect, articulate values and develop a shared strategy to support and guide the future of their town

This Revitalisation Strategy and Masterplan is intended as a strategic framework to support, facilitate and foster the place story, design principles and values that have been articulated by the community of Daylesford. The strategies articulated in this document respond to the challenges and opportunities raised by the community and are based on the research and theories of placemaking, and Village Well's understanding of what makes a great place.

This report does not suggest an entirely new direction for Daylesford but rather emphasises the many strengths already present and points to ways these strengths could be enhanced.

This Revitalisation Strategy and Masterplan should be regarded as a living document, and be reviewed and updated in dialogue with the community on an ongoing basis. This document should provide the platform for new and emerging ideas and opportunities to emerge to create a respectful, dynamic and inspiring future for Daylesford.

This strategy is accompanied by a suite of documents:

- The Lay of the Land (2011)
- Economic Analysis Report (2011)
- Engagement Summary (2012)
- Place Story and Small Wins (2012)
- Draft Design Options (2012)
- Draft Revitalisation Strategy (2012)



2.0

Current Community Vision & Values

The Place Story, Values and Principles for Design

The Place Story, values and principles for the design of the town centre have been drawn from our research and conversations with the community and were accepted by the community during Stage 1A. The Place Story, values and principles are detailed in process map (right) and shows how is translated and used to inform the project.

The place story (vision) aims to capture the current aspirations and vision of the community while reflecting the history, natural assets, retail offer and the strengths of Daylesford and its people.

The **Place Story** represents the community's belief and understanding of Daylesford Town Centre and how the physical, social, environment and cultural characteristics can best be expressed.

The **Community Values** underpin the design and placemaking recommendations in this document. They can be thought of as the deeper ideals which the Daylesford community would like to underpin their choices and decisions about their future.

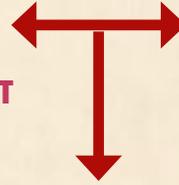
Principles of Design are agreed principles that act as a guide for the design work undertaken for the DSRP.



COMMUNITY ENGAGEMENT



LAY OF THE LAND REPORT



COMMUNITY VALUES

Innovation and creativity		Kindness and friendliness
Affordable - living simply with good ingredients	Honouring the past and looking to the future	Connection - self, community, natural beauty
Sustainability	Appreciation of natural beauty	Eclectic - diverse expressiveness
		Inclusiveness

PLACE STORY

Daylesford is the place we love to love. We honour its natural beauty, fertility and history. We take pride in our town centre which reflects the splendour of the land and the diversity, creativity and passionate spirit of our community. As the spa and mineral water capital of Australia we welcome visitors to enjoy the generosity of the land and our community and invite them to share stewardship in sustaining our beloved township.

PRINCIPLES



STRATEGIC RECOMMENDATIONS

3.0

Daylesford's Positioning

The positioning statement explains Daylesford's unique selling proposition and is the natural progression of the place story, so that the two are inextricably linked. The positioning can be used to inform marketing of Daylesford's town centre.

Daylesford's Positioning Statement

Daylesford is the spa and mineral water capital of Australia. The heritage of an authentic Victorian gold town is exquisitely woven with leadership in sustainability, food, inclusiveness and the arts.

What makes Daylesford unique?

- Its built environment preserves the values of the town and civic values of pioneers and as such honours its community's past and provides an enduring pleasurable and significant place to visit.
- It has a history of tourism based on mineral water, spas and healing. It is the spa and mineral water capital of Australia. It was a centre for eco-tourism before the term was invented. It dates back to before white settlement with indigenous people recognising the healing powers of the land. This healing history continued with the establishment of the bathhouse and its more contemporary offer of complementary health services (massage, reiki). Daylesford holds the tradition of migrant families who bring with them a love of European spa towns as places for holidays and for healing.
- It is regarded as a leader in the sustainability movement it is the home of permaculture and a community owned wind farm.
- It offers an inclusive and welcoming environment to the gay community and is famous for its local gay festival and retail offering.

- It is the home of artists and entrepreneurs making it an eclectic and fascinating place of discovery and innovation.
- Daylesford has a variety of freshfood and culinary delights, promoting the local produce of the region and local growers.

What are Daylesford's strengths?

- Passion of the community
- Proximity to Melbourne and regional centre Ballarat
- Heritage and history
- Natural beauty of the land
- Loved by locals and tourists
- Eclectic community – farmers, artists, gay community, sustainability community, complementary therapies, socio-economic diversity
- Holiday destination for all seasons; as popular in winter as in summer.

Tourist Markets

- Day-tripper
- Long stay
- International
- Women
- Gay and lesbian communities
- Honeymooners
- Couples romantic getaway
- Singles
- Alternative lifestyle – complementary therapies
- Those interested in sustainability e.g. farm stays

Daylesford House Café

“LET THE BEAUTY WE LOVE BE WHAT
WE DO. THERE ARE HUNDREDS OF WAYS
TO KNEEL AND KISS THE GROUND”

Rumi

4.0

Revitalisation Strategies

There were many diverse ideas and suggestions from the community as to how the funding could be best utilised.

The DSRP has a budget and funding agreement to which it is accountable to funding bodies, the Victorian State Government Department of Planning and Community Development and Council.

This document aims to capture the community's ideas (those within the funding agreement and those that may need further investigation and funding) and make recommendations as to staging of ideas based on the community's feedback.

The recommendations are framed under the Design Principles for Daylesford and have been further categorised under the following stages:

- Stage one – Small wins
- Stage two - Burke Square and /or War Memorial
- Stage three - Town Hall laneway
- Stage four - As funding becomes available
- Ongoing – this refers to projects or actions already underway and/ or values/principles that can guide ongoing work.

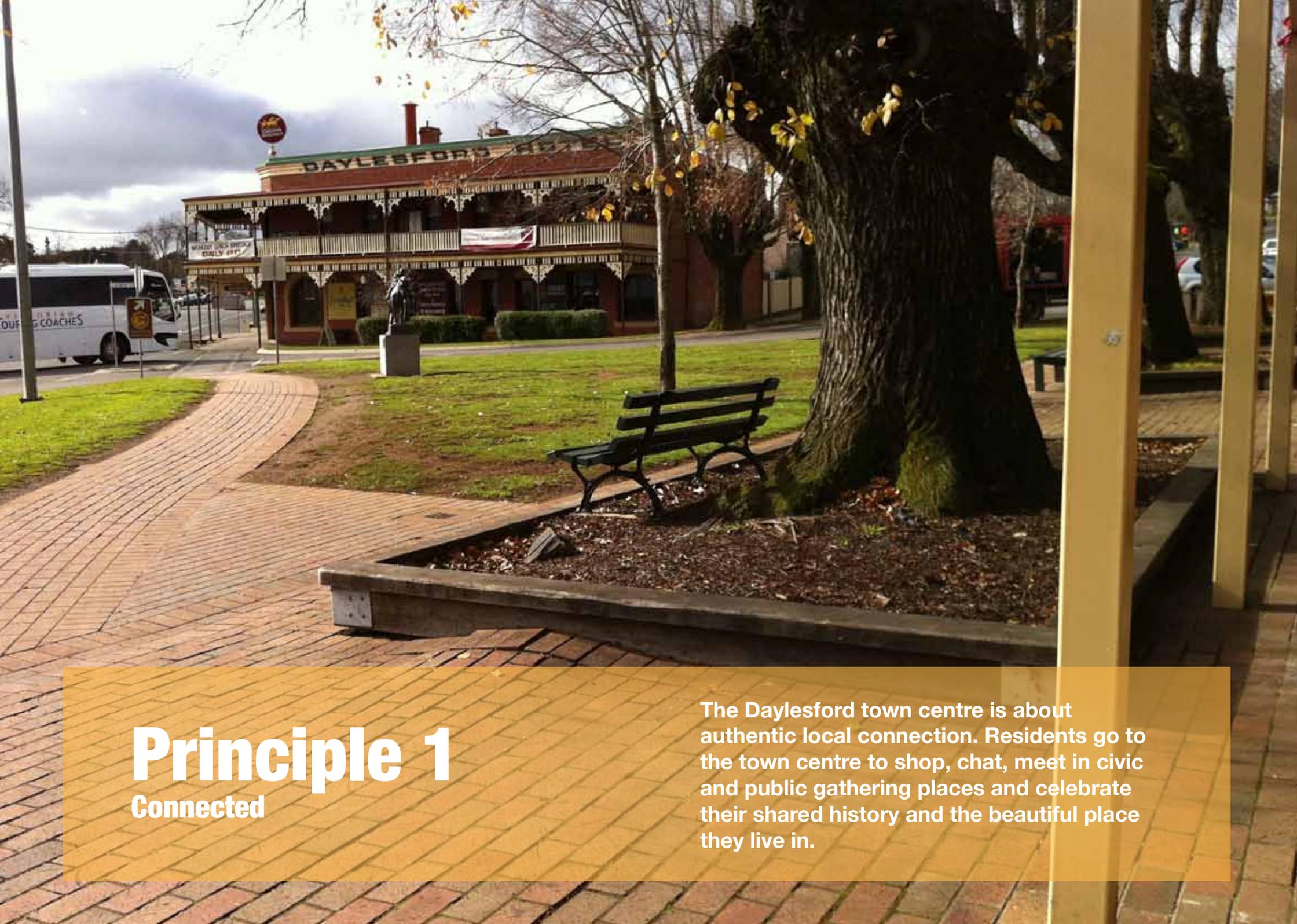
In this document there are many recommendations that relate to the physical environment (the streetscape); however, as part of a more holistic placemaking approach a number of the recommendations relate to the community's broader vision, there are strategies which relate to community development, retail and tourism. All of the recommendations have come from our engagement with the community.



TOWN HALL

LIVE

JAZZ
FRIDAYS



Principle 1

Connected

The Daylesford town centre is about authentic local connection. Residents go to the town centre to shop, chat, meet in civic and public gathering places and celebrate their shared history and the beautiful place they live in.

Strategies

Tourists visit country towns to have an experience that can not be had in cities. They want to connect with authentic local way of life; meet and see local people, taste local food and wine and purchase local and handmade gifts, craft and arts.

Tourism, local trade and community values can be seen to be in conflict with one another in Daylesford even though the stability of the local economy is, in part, due to Daylesford's success as a destination for visitors. Without visitors Daylesford's economy and future would be compromised. In the 1970's and 1980's Daylesford became a popular place to visit after a long period of economic issues. This recovery was partially led by people seeking alternative lifestyles, and artists wanting to live and work in more agreeable and affordable surroundings. The influx of newcomers brought with them new interests and possibilities, and in the 1980's, due to the endeavours of some of these enterprising locals setting up tourist based businesses, such as the Lake House (a small luxury hotel), the Convent Gallery, on Wombat Hill, and Lavendula Swiss Italian Farm, tourism again flourishes.

However Daylesford is in a time of transition. The world has changed and is changing rapidly economically, socially, culturally and environmentally and to keep abreast of these changes takes courage and insight.

The DSRP offers a unique and timely opportunity to marry the economic, social, cultural and environmental stability of the Daylesford community. To build on Daylesford's standing as a visitor destination by promoting an experience for visitors that is in keeping with the values of the community and guide Daylesford into the next stage of its evolution with design principles that are in keeping with these values.

The built environment and streetscape design can play a vital role in enhancing an authentic local experience for both residents and visitors; enhancing connectivity to assist in getting around the town centre, redefining the civic and public gathering spaces and celebrating the history and stories of Daylesford.

Celebrate

Enthusiasm abounds amongst Daylesford community members for their sense of community, their town, history and place. Throughout the engagement the community expressed their desire for gathering, meeting and civic places to be created or enhanced so that they are able to come together for formal and informal meetings and events. Annual festivals and events such as the New Year parade, Anzac Day, Chill Out and the Farmers Market are popular amongst locals and there is an opportunity to create more celebrations which would attract residents and visitors alike.

Recommendations

Enhance and redefine gathering, meeting, public and civic spaces

Opportunities include:

- Enhancement of Burke Square
- Enhancement of the heritage civic space around the Daylesford Town Hall
- Create intimate and human scale spaces for conversations in laneways along Vincent Street

Stage one - Small Win

Stage two - Burke Square and or/War Memorial

Stage three - Town Hall laneway

Stage four - As funding becomes available

Ongoing

Develop a program of events

Work with the Tourism and Traders Association and broader community to establish an annual events program. Include events that connect to the seasonal offer and promote local farmers, traders and Daylesford's leadership in sustainability. Hold events which showcase the seasonal food offer and connect in with regional celebrations like Trentham's Potato Festival.

Stage four - as funding becomes available

Strategies

Buy local

Supporting local traders is vital for the sustainability of the local economy. Buying local creates a connection to the town centre, a reason for locals to go there, and promotes community development and forges relationships between locals and traders. While proximity to Melbourne and Ballarat attracts some of the local spend, there is the potential for traders to stock some of the common items sought or offering an ordering system for locals.

Recommendations

Undertake a retail GAP analysis

An Economic Analysis Report was undertaken as part of the DSRP. Feedback from community suggested that a further study would be useful to detail some of the issues raised by the report but unfortunately went beyond the scope of the DSRP. It is recommended that a retail gap analysis with the Tourism and Traders Association, Traders Association and customers be conducted. Product and service gaps identified might be filled by promotional campaign about local traders who currently or may be able to either stock items, order products for locals and/or for local entrepreneurs to make a local version of products.

Stage four - as funding becomes available

Continue the Council's Buy Local Campaign

Provide information and promotion of the benefits of buying local such as sustainability, supporting the local economy, stories about local traders and their products and discounts or promotions.

Ongoing

Promote and employ local talent

Daylesford is proud of its local talent. The community are enthusiastic about the potential for Council, local businesses and residents to where possible employ local people.

Ongoing

Develop a welcome pack for new residents and businesses

Develop and provide a Welcome Pack for new residents offering details and services of local trades people and local professionals. The pack could include a welcome note designed by a local artist and include a voucher book with free or discount offers from retailers

Stage four - As funding becomes available

Undertake a branding and visual merchandising program

The community identified the need to work with the local Tourism and Traders Association and the Traders Association to engage local artists in creating a brand for the town centre and providing trader training sessions in visual merchandising.

Stage four - As funding becomes available

Connectivity & modes of transport

The trading centre is car dominated, particularly Vincent St. This is a source of frustration to residents and creates a less than desirable experience for visitors. Traders have expressed concerns that customers aren't able to access their shop because they are unable to find car parking, particularly in Vincent St. Past and recent studies undertaken by Council have concluded that the parking available is appropriate to the size of the resident population and that even in peak times car parking spaces available in the trading area were not fully utilised (Ratio Carparking Studies 2009 and 2011 commissioned by Council). However in peak visitor times such as weekends and seasonal holidays residents feel their access to parking is inhibited in Vincent St.

Living in a popular tourist destination has its challenges undoubtedly, however it would compromise the beauty of the town to build expanses of car parking that would largely remain empty during off peak times. A Parking and Pedestrian Crossing Review (2012) was undertaken as part of the DSRP. It concluded that angle parking on both the east and west sides of Vincent St would yield a higher number of car spaces (see Masterplan section of this document).

There's a saying that if you design for cars and you get cars, however, if you design for people and you get people. Traffic calming in Vincent St, therefore, would also be desirable. As would improved access to the car spaces that are available outside Vincent St. Strategies such as Laneway improvements would encourage people to park and walk.

Recommendations

Revitalise the Laneways

There was strong support for connectivity to be enhanced through laneway improvements (accessibility and connections). See 5.0 Masterplan

Stage three - Laneways

Stage four – As funding becomes available

Provide signage directing visitors to car parking

Provide temporary signage to direct visitors to car parking at the Rex or in surrounding streets.

Stage one - Small Win

Create a walk and ride campaign

Develop a visitor campaign promoting Daylesford as a slow town experience. Visitors could be encouraged to park their car in one space (e.g. Rex) and walk and/or cycle for duration of their visit. This strategy would improve customer footfall for traders in streets surrounding Vincent St, promote the sustainability values of Daylesford and reduce traffic and parking in Vincent St.

Stage four - As funding becomes available

Undertake recommendations in Council's Walking and Cycling study

Improve pedestrian amenity, walking and cycling tracks and promote to residents & visitors. Undertake recommendations provided in the Walking and Cycling Study

Stage four – As funding becomes available

Lobby for improved public transport

Daylesford's public transport is poor with only a couple of buses connecting with Regional trains daily. This provides few options for residents and visitors. Upgrading the frequency of buses would encourage residents and visitors to use public transport rather than current car dependence. To achieve this Council would need to lobby State Government.

Ongoing

Strategies

Investigate community transport options

Community transport is a potential for Daylesford, creating an alternative transport option around the town centre. Local tourist entrepreneurs providing courtesy buses for tourists during peak times might be approached to sponsor resident community bus in off peak times.

Stage four - As funding becomes available

Angle Parking

There are strong indications that parking would be improved in Vincent St though angle parking. The Parking and Pedestrian Crossing Review 2012 makes this recommendation however a more detailed study would be need to be undertaken for clarity around the exact yield. It is recommended Council undertake a detailed study of the potential of angle parking.

Stage four – As funding becomes available.

BOUTIQUE





Principle 2

Stories of place & history embodied

Civic pride and a sense of belonging happen when communities tell their stories. The Daylesford community has a strong desire to have their values, as told through their stories, be visible and felt as they move through the public realm of their town centre.

Strategies

Telling the stories

Local storytellers abound in Daylesford. Bring the storytelling expertise of local artists, heritage experts and youthful elders together to collaborate in telling the stories of the town; stories of its people, the land, indigenous, white settlement and current residents. This can happen through the way public spaces are cared for, through public art, both permanent and temporary, and through the upkeep of heritage buildings.

It can also be told through the retail offer for example the community's values concerning sustainability can be told through a retail offer of recycled or vintage products.

Recommendations

Commission artworks to tell Daylesford stories

Local artists could be commissioned to make art work connected to the heritage, stories, Indigenous flora and fauna of Daylesford, in consultation with the Historical Society. These might be in the form of permanent or temporary public art works.

Stage four - as funding becomes available

Establish heritage walks

As part of the program of events develop a program of guided walking tours. Locals could volunteer to be a guide and show visitors significant heritage sites with coffee breaks at local cafes housed in heritage buildings such as the convent.

Stage four - as funding becomes available

Loving care

The heritage value of the built environment in the main trading area is obvious however providing funds for loving care of it is an ongoing challenge. Property owners, traders and government all have a role to play.

Recommendations

Undertake a makeover

The community expressed a desire for improved maintenance. A general makeover (paint and tidy) of the streetscape elements. Painting the street lamps in the study area would be in keeping with the community's values and connection to heritage.

Stage four - as funding becomes available

Promote Grants Program to restore historic buildings

Promote Council's Grant Program to local entrepreneurs who wish to restore heritage buildings for tourist and public uses.

Ongoing

Improve lighting

Heritage buildings could be better appreciated at night. Curated lighting with solar or other type of renewable energy would enhance the evening experience had by resident and visitor and improve perceptions of safety.

Stage four - as funding becomes available

Tell the story of the historic buildings

Encourage traders to tell the story of the building they are working in. Use a mixture of photos, paper clippings and visual to share the stories of the buildings past uses.

Ongoing

Strategies

Turn the roundabout fountain on

There was strong support from the community for the fountain to be turned on again and to take its place as one of the historical features of Daylesford.

Stage one - Small Win

Nostalgic vintage

Vintage clothing, wares and handmade products made from recycled found objects are a popular retail trend. This kind of retail is complimentary to the historical context of Daylesford and its leadership in sustainability and the arts.

Recommendations

Promote retail cluster of vintage and recycled products

There already exists a significant cluster of second hand, and vintage retail in Daylesford. This cluster could be promoted.

Local artists, traders and artisans could work together to create events and marketing collateral to target the local and visitor trade. The work of local artists and artisans could be sold to further develop the relationship between local retail and residents.

Stage four - As funding becomes available



Incorporated 1901

Peak oil ball Peak oil ball
Peak oil ball



Principle 3

Welcoming

The Daylesford community has expressed a genuine desire to live in a welcoming, friendly town where kindness is a key value. The Daylesford community is diverse and eclectic, as are visitors to the town.

Strategies

Daylesford is well known for its inclusiveness. A place where youthful elders and long term residents are honoured and valued, new comers and young people feel their ideas and lifestyle choices are respected despite, at times, the challenges this represents. Many visitors to Daylesford come specifically because they wish to experience a place where they will be welcomed and their life choices respected and celebrated.

Beyond the social atmosphere, the built environment and streetscape can offer a sense of welcome, with enhanced town centre entrances, wayfinding signage and public amenity.

Arty & creative

Daylesford is a community bursting with ideas and creativity. This is an asset the community are keen to make more of. Expressiveness would have more room to move if permanence was not the objective. Trialing initiatives in a temporary or ephemeral way would help to create a sense of discovery, spontaneity and fun to the town centre which would attract both residents and visitors.

Recommendations

Enable incubators and pop ups

Retail is changing. With more people shopping online retail needs to adapt and offer a more creative experience to customers. This presents an opportunity for towns where tourism is one of the main industries like Daylesford. Temporary retail offers can provide a sense of discovery attracting visitors back time and time again.

Renew Newcastle was a project which not only activated unused spaces making them more attractive commercially but provided opportunities for new businesses. The initiative leased retail spaces to artists and artisans at a reduced rate or with flexible leases.

The Rex site has the potential to provide an incubator space for artists, artisans, local entrepreneurs and young people interested in business. Pop-up shops are a current retail trend and can be curated to be in keeping with the values of the community. Ideas like a maker's pop-up, cafes or food van would add value to the retail offer in Daylesford and provide visitors with a sense of discovery.

Ongoing

Strategies

Encourage arty events both big and small

The Daylesford community loves to gather and celebrate local talent. There is much opportunity for local art makers to enliven the town centre. Encouraging buskers in designated gathering spaces like Burke Square and laneways, during designated hours would bring free entertainment to the streets.

Nomadic galleries can take place anywhere anytime, a date and time is specified and an artist turns up with their works to sell. Nomadic galleries are not curated all that is needed is a space, assistance with marketing and coordination of artists. An empty car park, Burke Square or Town Hall is an ideal location for a gallery space.

Temporary artworks can be commissioned or community designed and can range in scale and complexity from chalk drawing on footpaths, to an installation of art work placed in the natural environment.

Ongoing

Creative partnerships

A creative partnerships between Council, local business, trader groups and artists could enliven streets through the placement of functional street art e.g quirky seating, bins and signage designed by local artists.

Stage four - as funding becomes available

Recommendation - Commission a happiness study

Engage local artists and the complimentary therapy community in creating measures of happiness in the local area, further promoting Daylesford as a place that values healing and happiness.

Stage four - as funding becomes available

Cluster speciality retailers and services

Gay and lesbian retailers

Daylesford town centre has a significant cluster of retail targeting the gay and lesbian community. This speciality has the potential to grow and further promote Daylesford as a welcoming destination. Traders could work together to create events and marketing collateral to attract local and visitor trade.

Stage four - as funding becomes available

Health and wellbeing specialists

Daylesford town centre has a rich cluster of healers and health professionals. There is the potential to grow and promote these services and experiences on offer in Daylesford. The healing community could work together to create events and marketing collateral to attract local and visitor trade.

Stage four - as funding becomes available

Strategies

Handmade

Local artists, artisans and local food and wine producers are an intrinsic part of Daylesford. Their products and stories behind these creations connect locals and visitors to the unique Daylesford story. Promoting these handmade creations has the potential to not only build the local economy and provide a source of income and employment, but is also a valuable attraction and source of inspiration for visitors.

Recommendations

Encourage traders to tell the story of the makers

Local goods and products are currently sold in local retailers often with the story of the makers attached. There is scope for the story of these makers to have a greater presence in the windows of shops and creating a proud welcome to Daylesford.

Ongoing

Encourage traders to tell the story of the local food and wine

Encourage local restaurants and cafes to buy from local food and wine growers and promote the story of the food and its growers. Dishes can be named after local food producers. Visitors enjoy the experience of reading stories about locals on menus.

Ongoing

Inclusive tourism & hospitality

One of the main employers in Daylesford is the tourism and hospitality industries. The employees of these businesses are the face of Daylesford for visitors. The quality of customer service is of upmost importance to the visitor experience. Friendly, welcoming service is the key to creating a warm inclusive environment.

Recommendations

Undertake customer service and tourism industry training

Provide customer service and tourism industry training particularly for young people. This would enhance their employment prospects and ultimately support the success of tourism in Daylesford.

Stage four - as funding becomes available

Promote gay and lesbian wedding and honeymoon packages

Daylesford is well placed to be the destination for gay and lesbian weddings and honeymoons. There is an opportunity to host the first legal gay and/or lesbian wedding in Victoria.

Stage four - as funding becomes available

Promote affordable holiday accommodation

Daylesford has traditionally offered affordable family holiday accommodation. In more recent times there has been an emphasis on more exclusive spa options. There is no reason why both these options cannot be embraced. Daylesford visitors are as diverse as the residents. Promote farm stays and opportunities for volunteering on farms to support local food producers and value add to local farmers' businesses.

Stage four - as funding becomes available

Strategies

Creating unique entrances & amenities

Road entrances to Daylesford could provide a warm welcome. Tree lined Boulevards, art work and signage would support the slowing of traffic and could act as gateway statements sharing the story of Daylesford.

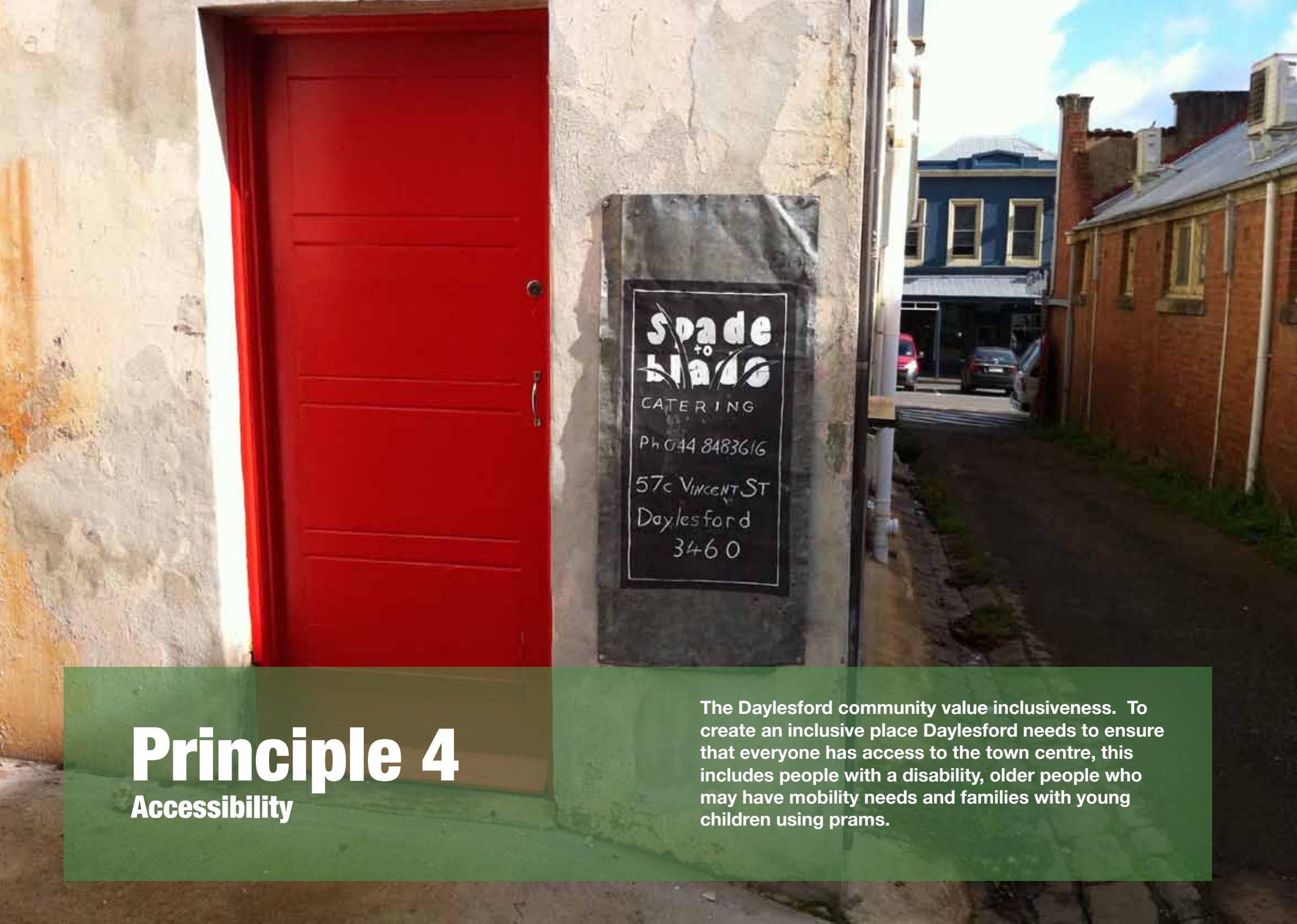
Recommendations

Improve entrances into the town centre

Planting mature trees and commissioning artwork and signage would improve the entrances to Daylesford.

Stage four - as funding becomes available





**Spade
+
Blade**
CATERING
Ph 044 8483616
57c VINCENT ST
Daylesford
3460

Principle 4

Accessibility

The Daylesford community value inclusiveness. To create an inclusive place Daylesford needs to ensure that everyone has access to the town centre, this includes people with a disability, older people who may have mobility needs and families with young children using prams.

Strategies

Ensuring the built environment and streetscape are based on universal design principles is now a legal requirement. To create an inclusive place Daylesford needs to ensure that everyone has access.

Improve access

Universal design is good for everyone. As the population ages a higher percentage of customers will have a disability or mobility issues. Ensuring that people who use wheelchairs, older people and families with young children in prams can access the public and private realm ensures that the community regardless of their stage in life can access community activities and services.

Universal design is also good for business to provide access for all abilities and enabling the community have equal access to the retail, restaurant and cafe experience.

Recommendations

Promote trader education

Develop a traders' and tourism operators' fact sheet about how to make businesses more accessible. Traders can support customers with a disability, older people and parents with young children e.g. free seating outside and inside shops.

Stage four - as funding becomes available

Traffic calming strategies

Slowing traffic particularly in Vincent St would support pedestrian safety and access as well as promoting Daylesford as a slow town with a gentle and tranquil atmosphere. Raised pedestrian crossings and greenery also instil a sense of calm and let drivers know that this is a place for people not just cars.

Stage four - as funding becomes available

Getting the basics right

The maintenance of infrastructure is essential for accessibility.

Recommendations

Improve roads and paths

Roads and paths clearly have a significant impact on safety and accessibility. The Daylesford community have identified a number of areas that need the attention of Council including the need to re-tar roads, fill in pot holes and fix broken or uneven paths.

Stage four - as funding becomes available

Improve public toilets

The Daylesford community has identified the need to re-open the supermarket public toilets. In the longer term, the provision of a fully accessible public toilet would improve the amenity of the town centre. From a business point of view the provision of a customer amenity has the ability to encourage customers to stay longer in the town centre.

Stage one - Small Win

Improve seating and shade

Seating and shade are essential in ensuring comfort and accessibility. The provision of shade is also in keeping with the Daylesford community's desire for meeting and gathering spaces that encourage customers to stay longer.

Stage two - Burke Square

Stage three - Town Hall Laneway

Stage four - as funding becomes available

Strategies

Improve lighting from the inside

Encourage traders to leave their lighting on until the early evening or install simple lighting to improve the perceptions of safety along Vincent Street, enable pedestrian friendly strolls through the town centre in the evening and encourage customers to linger for longer. The lighting could be simple and low cost such as fairy lights or vintage lamps.

Ongoing

Improve signage

Accessible friendly consolidated signage throughout the town centre would improve its attractiveness and make it more accessible through ensuring it meets an AAA or AA rating– see design options and strategies document.

Stage four - as funding becomes available

Access to information technology

Providing Wi-Fi in the trading area would encourage people to come and enjoy public and civic places. This would provide affordable internet access particularly for young people. Tourism would benefit with the availability of information about Daylesford, accommodation, events and festivals freely available.

Stage four - as funding becomes available

Gourmet Larder
MON-WED 30% OFF ALL CHEESE
MINESTRONE SOUP w/
FENNEL SAUSAGE & BROAD BEANS
w/ CRISPY BREAD
NOW OPEN FOR
DINNER WED-SAT
NEW WINTER
MENU *
LICENSED SALES | DELICATESSEN





Principle 5

Green reflecting the beauty
of the surrounds

The Daylesford community is looking to
the future and is committed to putting
sustainability into practice.

Strategies

Daylesford's sustainability leadership is good for the planet, residents and for business. There is much potential for Daylesford to celebrate and promote its leadership in sustainability, attracting visitors with similar values and inviting them to share in the stewardship of the town. There is an opportunity to encourage visitors to choose products and services which minimise Daylesford's footprint and to educate visitors on how to lead a sustainable and green life.

Green is beautiful & functional

Without exception the local community cherish the natural beauty of the land. This appreciation, however, is not overly apparent particularly in Vincent St. Greening the town centre would help to beautify, provide shade and clean air in which residents and visitors could gather together.

Recommendations

Green Vincent St

Many of the community expressed their desire that greenery (trees, vines, plants) be integrated into the design of Vincent St.

Stage four - as funding becomes available

Encourage traders to tell the green story

Traders could contribute to the telling of the green story by hanging baskets, vessels with plants and undertaking sustainable business practices.

Ongoing

Commission artists to tell the green story

Commission local artists to tell the stories of local fauna and flora. Art work could be used to bring the forest into the town centre and educate visitors in a fun and inspiring way about the indigenous plants and animals to be enjoyed in Daylesford's exquisite natural surrounds. Art work should use local materials and recycled building and timber products where possible.

Stage four - as funding becomes available

A story worthy of telling

Daylesford's sustainability leadership story could be told and embodied through practices and promotions.

Recommendations

Promote and share the sustainability journey

Share Daylesford's knowledge of permaculture and sustainability. There is an opportunity to share this knowledge, including the successes and challenges of creating a community owned wind farm. The public talks could be integrated into a sustainable living festival, event or conference.

Ongoing

Promote sustainable accommodation

Promote farm stay accommodation, woofers volunteering (willing workers on organic farms) and day trips to organic farms for families.

Encourage accommodation providers to adopt sustainable practices.

Ongoing

Promote slow living and eating events

The slow movement has taken off around the world. It encourages people and places to claim and enjoy a slower pace of living. Daylesford is ideally suited to promote itself as a slow town. Residents live in Daylesford because of their enjoyment of the country/bush lifestyle, this is saleable to visitors as it is exactly what they are craving and a reason why the escape to Daylesford to unwind.

Ongoing

Strategies

Promote free water

As the mineral water capital of Australia Daylesford has an opportunity to tell this story in the street providing drinking fountains and free mineral water to residents and visitors alike. Reducing the need for visitors to purchase bottled water.

Ongoing

Green infrastructure

Undertaking waste disposal practices and state of the art recycle bins would not only be good for the environment but would also promote Daylesford's position as a sustainability leader.

Recommendations

Commission a study on best practice waste disposal

Council to commission a study into best practice recycling and green energy waste disposal vessels and programs. Including removable street bins.

Stage four - as funding becomes available

Green is good for business

Customers are leading the market toward organic and local food. They are supporting retailers and businesses who have a strong sense of social responsibilities, which treat their staff well, undertake sustainable business practises and contribute to the community through donations and sponsorships.

Recommendations

Support and recognise sustainable businesses

Support and recognise business owners, traders and entrepreneurs whose values are in keeping with the values of the local community.

Invite these businesses to share their knowledge and act as ambassadors to support the restoration of heritage buildings, provide employment to local people, promote and buy from local food and wine producers. Consider joint projects and invite them to participate in projects coming from the DSRP and beyond. Share their stories and recognise their on Council websites and in local media.

Ongoing

Encourage sustainable food offering

Participating food outlets, cafes and restaurants could be promoted as slow, combining local seasonal offering with European influences.

Ongoing

Strategies

Promote local health

As the spa and mineral water capital of Australia, visitors come to Daylesford for healing, rest and rejuvenating. Tourism is a key industry and the local economy depends on it. Slowing down, healing, wellbeing and health are in keeping with the values of this sustainable community. The challenge is to ensure that local people are able to benefit from the amenity and economic benefit tourism can offer and participate in an affordable way in the services offered. Discounts for locals in off peak times, two for one deals, seniors discounts are ways to support locals to enjoy the benefits of the spa offer.

Ongoing

FINAL DRAFT

5.0

Masterplan

The Masterplan distills the Daylesford community's place story, values and design principles into a design vision with direction from the DSRP Steering Committee, creative inspiration from the Local Design Committee and guidance by the Community Reference Group. Based on this input, the multi-disciplined team at Village Well collaborated with ASPECT with specialised advice from Essential Economics and Urban Trans, to develop the masterplan.

The Masterplan is divided into sections

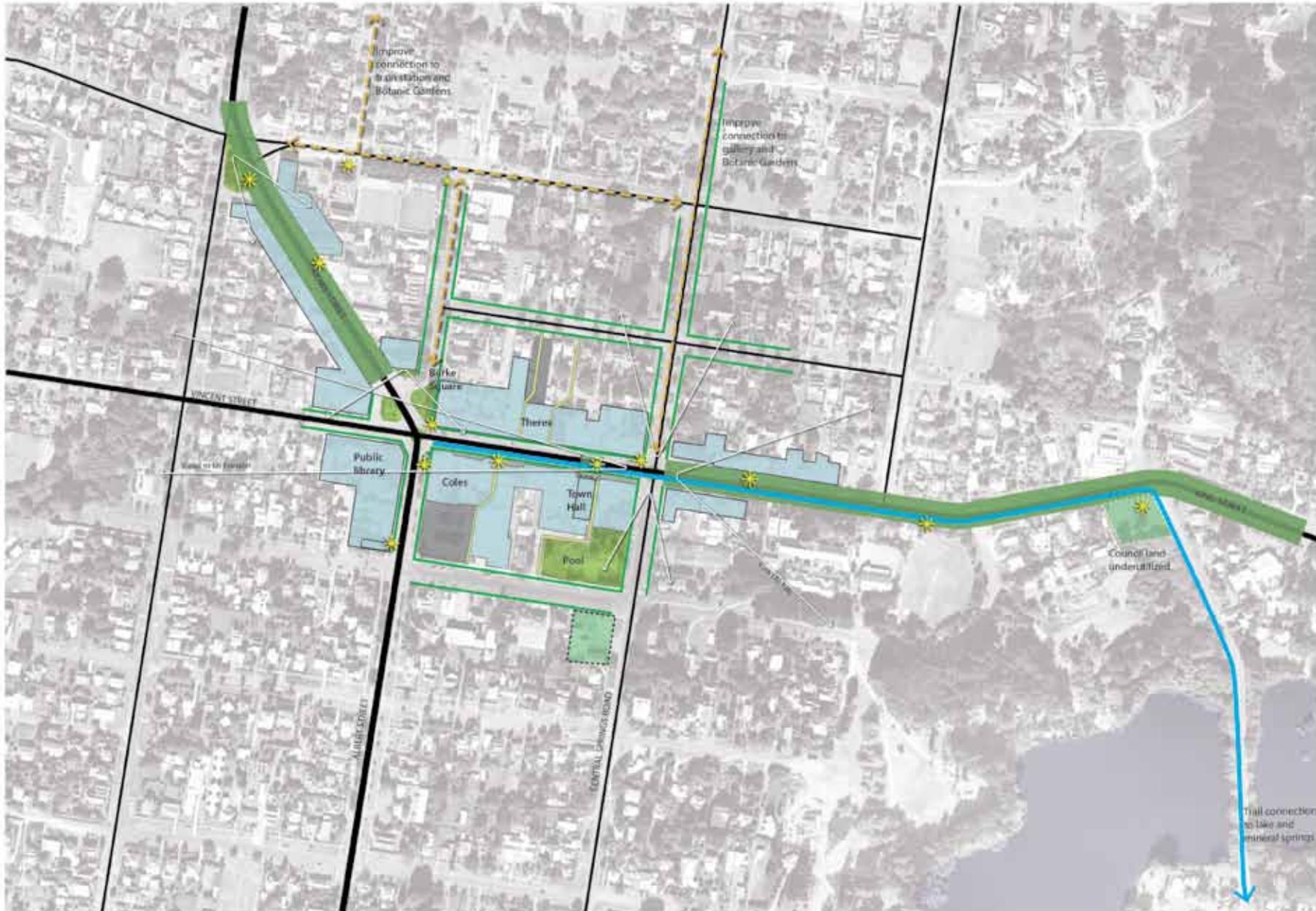
- Burke Square and the War Memorial
- Vincent St
- Laneways
- Boulevards'

Each section might be treated as a separate project but with long term outcomes in mind to pursue the community's agreed place story and values underpinned by their design principles. The DSRP funding has an implementation budget this means that not all the projects illustrated in this masterplan can be activated through it, however having a Masterplan is vital for the support of future funding opportunities and as a guide to the future.

Daylesford Character Opportunities

1. Green Gateway - Increased tree planting along the main approach roads.
2. Public 'Spring' Trail - Create a trail through signage and other features that connects the main street with the Lake and springs.
3. Potential Open Space - the site at the corner of Central Springs Road and Bridport Street could become a new open space for the community.
4. Potential to Improve Public Land - at the corner of King Street and Bleakley Street.
5. Additional Street Tree planting
6. Improved Pedestrian Connections
7. Key Signage locations - to improve wayfinding and provide historical information

DAYLESFORD CHARACTER ASSESSMENT



EXISTING FEATURES

- Primary roads
- Laneways
- Main retail areas
- Carparks
- Public open space
- Important views

OPPORTUNITIES

- Green Gateway
- Public 'Spring' trail
- Potential future public open space
- Potential improved land
- Proposed quality street tree planting
- Improve pedestrian connections
- Wayfinding and interpretive signage

Burke Square and War Memorial

Burke Square is one of the only open spaces available for public and civic space improvement in close proximity to the main trading activity of Vincent St. Burke Square is currently under-utilised, this is partly due to its proximity to traffic and a lack of sheltered and shaded places for people to gather and sit.

It has much potential to meet the Place Story, values and design principles articulated by the community. With some small but effective changes this space could be a focal point of community activity, suggested changes include:

- Small changes to the design building blocks
- Addition of commissioned (local) art work
- Programming of events and festivals.

Before the DSRP commenced Council commissioned David Turley Landscape Architecture (January 2011) to develop concepts for the revitalisation of the War Memorial surrounds. The War Memorial concept drawings include seating and plantings and will provide a quiet space for reflection and remembrance and provide a civic gateway statement to Vincent St. This concept has been incorporated into the DSRP Revitalisation Strategy and Masterplan.

Recommendation

Undertake works with DSRP to implement works in Burke Square and the War Memorial surrounds. DSRP budget constraints will require the work to be undertaken in stages and construction documentation will be forthcoming subject to Council's approval of this document.

War Memorial Concept Plan A



VINCENT STREET

HOWE STREET

AWNING

Low stone walling

Existing large trees

- Potential relocation of memorial
- Low stone wall
- Sculptural water element
- Sculptural play
- Seating area
- Horse trough
- Motorcycle parking
- Horse trough & hitching post

War Memorial Concept Plan B



Feature trees

Sculptural play

Seating area

Horse trough

Motorcycle parking

Potential relocation of memorial

Low stone wall

Sculptural water element

Horse trough & hitching post

FINAL DRAFT

Vincent St

Throughout the engagement for the DSRP Vincent St was the place most quoted by the community as needing a face lift. It was generally thought of being run down and tired looking, however the community is divided about how to revitalise the street.

For many the greening of the street, in particular planting trees centrally, was thought of as desirable and functional in terms of providing shade, improving the aesthetics and being sustainable. Green the street is in keeping with the Place Story, community values and design principles articulated by the community in stage 1A of the DSRP.

The street has a heritage overlay as part of the Victorian State Government's Planning Scheme and is regarded as a significant site. When the street was first established there were no trees planned as part of the streetscape and advice from Council's Heritage Officer recommended that trees would not be complementary to the heritage values of the street and that they would obscure the view of the heritage buildings. This view is supported by many who participated in the DSRP engagement, however many in the community believe that trees may enhance the built form if positioned and pruned appropriately.

Some traders and residents expressed concern about tree planting for reasons of economic viability and accessibility, ie trees taking up valued car spaces.

To address the parking and accessibility concerns a Parking and Pedestrian Crossing Review was undertaken through the DSRP (see appendix 1). The review made suggestion on how to improve

pedestrian safety through the positioning of crossings as well as suggesting angle parking to increase the yield of car parking to alleviate the concerns of traders depending on the design option undertaken. The study goes further and makes recommendations about how the enhancement of Vincent St would benefit all of the stakeholders in Daylesford for example how enhancing the streetscape will improve business and promote health in the community by encouraging residents to park and walk or cycle around their township.

The Ratio Parking Studies commissioned by Council (2009 and again in 2011) confirm that there is currently an appropriate level of parking in the main trading area. The issue seems not so much to be with the number of parking spaces but with where they are. Many residents prefer to park in the main street, while visitors park in the main street because they are perhaps unaware of alternative parking in the side streets close by or in the Rex. Upgrading the laneways, improving signage and encouraging alternative modes of transport will all help to improve connection to the main street and take the pressure off Vincent St. These strategies are detailed earlier in this report and in Council's Walking and Cycling Strategy.

There is a perception amongst some traders that if customers are not able to park in Vincent St they will take their business elsewhere. The variety of businesses in Vincent St range from local trade to those with a visitor focus and as such various businesses may perceive stresses on parking in Vincent St differently. Evidence from the Parking and Pedestrian Crossing Review suggests that customers that park and walk past several retail outlets are likely to spend more than the ones who park outside the shop they are visiting. Footfall increases spending and improves health and social interaction.

There was clearly a great deal of positives and also sensitivities regarding the design options for Vincent St. Whether the installation of trees is implemented, or not, the greening of the street can be achieved by installing planter boxes and or trialing other temporary planting vessels. Many of the traders are currently contributing to the greening of the street and integrating plants and hanging baskets into their visual merchandising displays. These could be encouraged with mindful reference to Council's policy's around street furniture and signage.

It is recommended that Council adopt the options as part of the Masterplan and that they revisit them when more investigation and implementation funds become available.



- Raised crossing nearest roundabouts with or without zebra markings
- Narrow central median strip (2m)
- Large central median trees
- Large central median trees
- Raised zebra crossing in central zone
- Large central median trees
- Large central median trees
- Town Hall square - raised paved area & likely pedestrian crossing point
- Large central median trees
- Low plantings in outstands



Existing streetscape



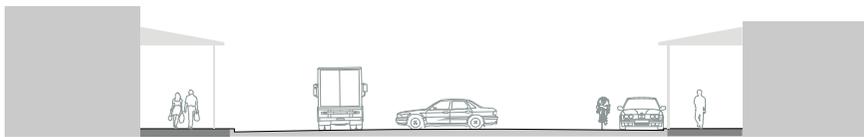
Proposed streetscape with planted central median



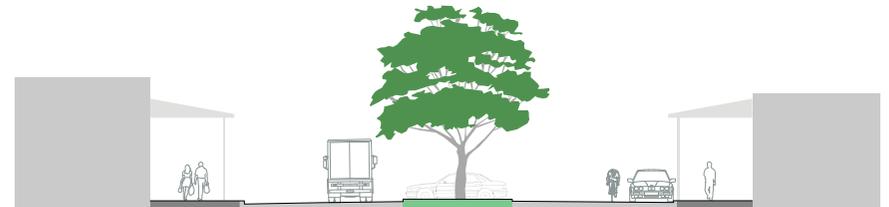
Sculptural water element

Large central median trees

Low plantings in outstands



FOOTPATH CARPARK BAY VEHICLE LANE PLANTED CENTRAL MEDIAN VEHICLE LANE CARPARK BAY FOOTPATH



FOOTPATH CARPARK BAY VEHICLE LANE PLANTED CENTRAL MEDIAN VEHICLE LANE CARPARK BAY FOOTPATH

Existing streetscape

Proposed streetscape with Town Hall square

Laneways

There are a number of laneways leading to and from Vincent St. Connectivity could be enhanced to Vincent St through a revitalisation of the laneways. Throughout the course of this project it was clear that the laneways have various property titles and ownership, so in order to progress any future plans for the laneways, further consultation with property owners and residents is required. This is beyond the scope of the DSRP and is recommended as funding becomes available.

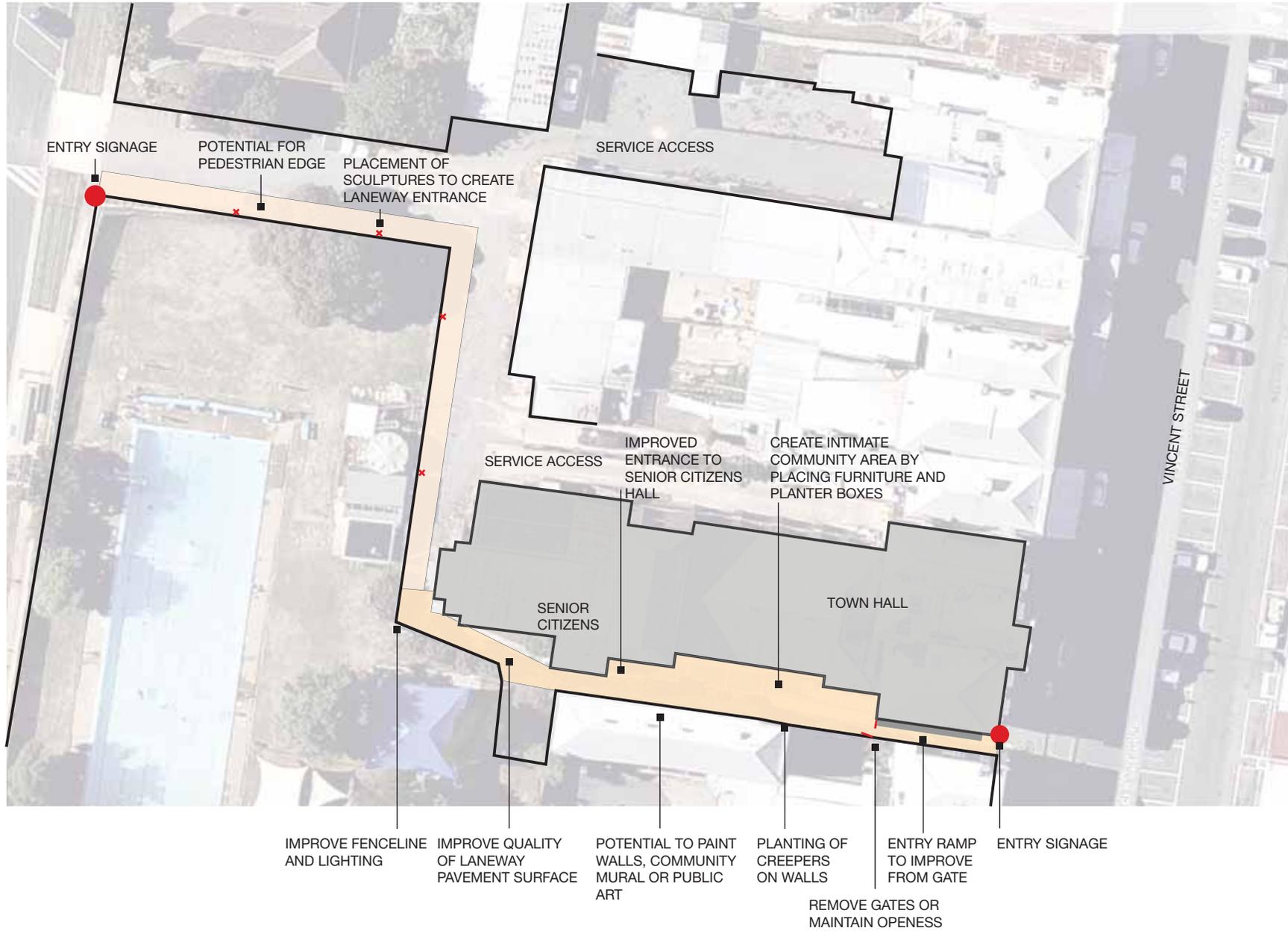
Further consultation with the Senior Citizens Association and architectural services is recommended prior to undergoing any works on the council owned laneway which runs along the side of the Town Hall. Both beyond the scope of the DSRP. However as this laneway is part of a civic precinct and owned by Council Village Well recommend this be pursued as part of the next stage in the revitalisation.

FINAL DRAFT

DAYLESFORD MAIN STREET - LANEWAY



TOWN HALL LANEWAY



Current entrance of laneway from Vincent Street, with closed gates

FINAL DRAFT

Boulevards

Entry and gateways into Daylesford are varied. From a streetscape view point the entries and gateways may be effectively and relatively inexpensively improved with boulevards of mature trees and the installation of artworks commissioned by local artists.

It is recommended that Council undertake these improvements as funding becomes available.

Physical form

Located 108 kilometres northwest of Melbourne and about 45 kilometres northeast of Ballarat, Daylesford is situated in the long dormant, rolling volcanic hills. The topography and central location within the state provide cool crisp mornings, and the higher rainfall levels and surrounding Wombat Forest add to the clean crisp air. Being located in an area home to 80% of Australia's mineral springs, as well as the other natural settings, have combined to make Daylesford the loved area that it is today and it is no surprise the area is now known as 'Australia's Spa Country' and a major tourism destination.⁸

Journeying in and points of arrival

The following journey maps provide descriptions of the main approaches into the township of Daylesford, capturing some of the areas charm and heritage and noting the visual changes.

Journeying In (continued)

Arriving from the south on the Ballan–Daylesford Road –



Journeying In (continued)

Arriving from the west on the Midland Highway

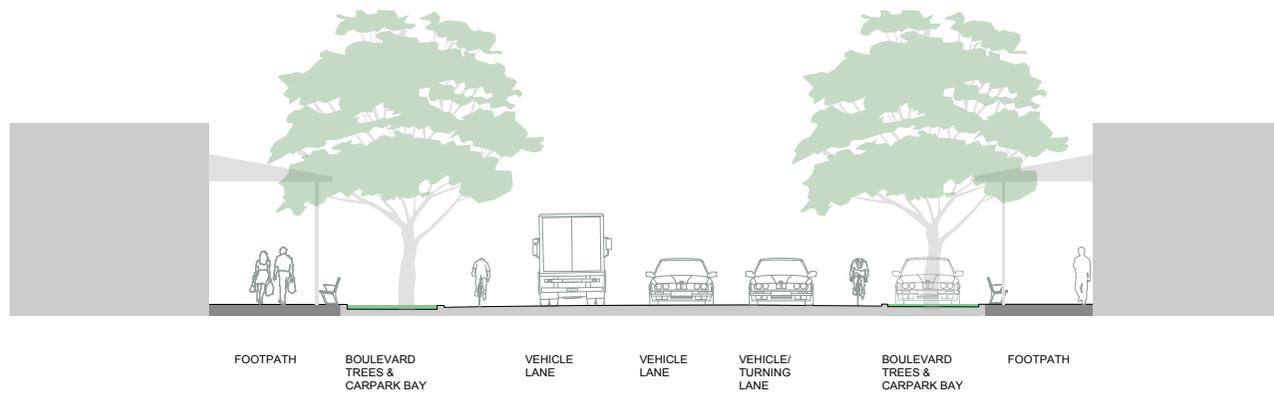


- 1 Heading northeast towards Daylesford from Blampied, a very small grouping of dwellings are visible and then there are farmlands on long slow bends and straight stretches that are fairly flat and green from the higher rainfall and fertile soil, as you approach a forest on the outskirts of Daylesford you are met with a long sweeping bend to the left followed by another to the right. Shortly after entering the forest you begin a slow decent along a cutting, with the forest heading downhill on your right toward Sailors Creek.
- 2 After passing Old Ballarat Road, you soon exit the forest, finding yourself in an open plane. Now the trees have thinned out and moved further away from the roads shoulder, there are now more road signs littered about, including a sign for the tourist information and a speed sign, both informing motorists of the nearing town.
- 3 Passing Central Spring Road, it is now clear that you are on the out skirts of town, with housing density increasing. A final bend to the left as you slowly climb and enter into the Daylesford Township is met with another reduction in speed indicating that you have all but entered the township. From here you begin descending the hill and the highway straightens up and you can see all the way to the round a bout, which intersects with Vincent Street.

DAYLESFORD STREET BOULEVARD



Boulevard typical section



EXISTING FEATURES

- Primary roads
- Laneways
- Main retail areas
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OPPORTUNITIES

- Green Gateway
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- Wayfinding and interpretive signage



(re)connecting people with place