

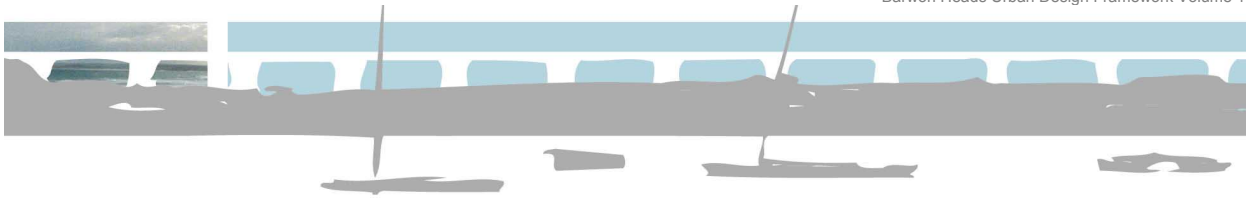
barwon heads
urban design framework
including hitchcock avenue streetscape upgrade



plān i'sphēre [urban strategy planners]

SEPTEMBER 2003

Volume 1: The Plans



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Steve Scott	Coordinator Urban Design and Special Projects
Helena Buxton	Landscape Architect and Project Officer

A thank you is extended to the local community of Barwon Heads who contributed by attending the community forums and emerging ideas exhibition, completing questionnaires and sending submissions.

Steering Committee

The volunteer members of the steering committee are particularly thanked for contributing their knowledge and insights over the course of the project. Committee members were:

- Cr Craig Farrell, City of Greater Geelong
- Jan Glover, Barwon Heads Residents Association
- Greg Hahn, Barwon Heads Residents Association
- Bernard Naphthine, Barwon Heads Trader and Tourism Association
- Heather McCarthy, Barwon Heads Trader and Tourism Association
- John Duthie, Friends of the Bluff
- Bob Jordan, Barwon Coast Committee of Management
- Sally Chandler-Ford, Parks Victoria
- David McArthur, Coordinator Design Engineering Services, City of Greater Geelong
- Julian Van der Noord, Department of Sustainability and Environment
- Ian Karutz and Rod Cottrill, Vic Roads

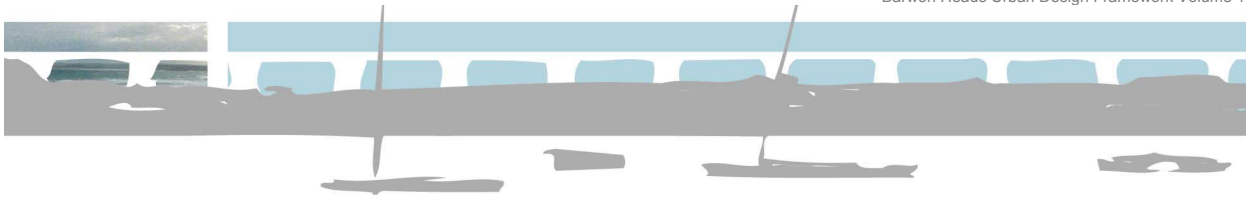
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Foreword

The brief for this project was to prepare an urban design framework for Barwon Heads and a streetscape concept for the commercial area of Hitchcock Avenue. When the City of Greater Geelong commissioned this study, it also established some broad expectations. These included developing a shared council and community vision, identifying the community's sense of place, expressing the town's relationship with the natural environment and achieving a strong identity for the town. The project was to involve residents, businesses, developers and the Council itself.

The project was undertaken in stages aimed at ensuring an 'inter-weaving' of the urban design framework and streetscape upgrade components of the study. A concurrent traffic and parking study was interweaved with the project. A heavy emphasis was placed on consultation and participation, with community participation built around a steering committee with local people and other stakeholders. There were community forums, an emerging ideas exhibition, two questionnaires and a series of community bulletins.

Despite experience in undertaking countless studies along similar lines, the study team was overwhelmed by the interest shown in the project by local people. Barwon Heads is a beautiful coastal town. It is also a passionate and strong-willed community, in the very best senses of these terms.

This was a stimulating project to work on, and we hope that the many people who participated in its preparation feel that the results have fulfilled their expectations.

This document, Volume 1: 'The Plans' contains an Executive Summary of key recommendations; the Vision Statement for Barwon Heads and the Urban Design Framework; the streetscape Concept Plans; and the Urban Design Guidelines for Hitchcock Avenue. This volume is intended to provide the key plans and outcomes from the Study, while Volume 2 contains the methodology and other background material.

Mike Scott, Project Director
Claire Scott, Project Coordinator
September 2003



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1. Executive Summary





1.1 Key Recommendations

Following is an executive summary of the key recommendations from the Barwon Heads Urban Design Framework and Hitchcock Avenue Streetscape Upgrade project.

Council Adoption

It is recommended that Council resolve to adopt the Barwon Heads Urban Design Framework 2003.

Greater Geelong Planning Scheme

It is recommended that Council proceed with a planning scheme amendment to the Greater Geelong Planning Scheme, to include the following:

- Inclusion of the Barwon Heads Urban Design Framework 2003, Volume 1: 'The Plans' and Volume 2: 'The Report', as Reference Documents.
- A Local Policy summarising the main objectives and strategies from the Urban Design Framework.
- Urban Design Guidelines for the Hitchcock Avenue area of the town centre.
- Rezoning to Mixed Use of the existing Residential 1 zoned properties fronting Hitchcock Avenue between Ozone Road and Bridge Road.
- Introducing a Vegetation Protection Overlay to protect existing moonah vegetation, subject to receiving the advice of a qualified arborist on which moonahs and stands of moonahs are worthy of protection.

Western Urban Growth Boundary

It is recommended that Council include in the Local Policy an Urban Growth Boundary along the western edge of the township, following the boundary between the current Residential 1 and Rural zones, that places a limit on the western expansion of the township, to:

- Maintain and strengthen the valued character of the town as an 'island' with a powerful connection to the natural landscape that surrounds it.
- Retain the open landscape character between the 13th Beach Residential Estate and the established township through retention of the existing Rural zone abutting the western edge of the town (retain the current minimum Rural zone lot size of 80 hectares).
- Support the strongly held community view that the development of the township should be contained within its current urban zoned boundaries.

It is also recommended that Council undertake a detailed study of Murtnaghurt Lagoon and associated wetland areas to the west of the established township, to establish whether the current boundaries of the Environmental Significance Overlay (ESO2) for the protection of high value wetlands and associated habitat are appropriate.



Planting Program

It is recommended that Council:

- Undertake an indigenous vegetation planting program, including:
 - An extension of the River Parade moonah habitat down Sheepwash Road, including an informal avenue at the Geelong-Barwon Heads Road entrance to the town
 - A street tree planting program in the new area of Barwon Heads, north of Geelong-Barwon Heads Road, utilising appropriate indigenous species and ground covers
- Work with Parks Victoria, the Barwon Foreshore Committee of Management and local residents to establish a managed buffer between residential development and the mangrove community.

Streetscape Concepts

It is recommended that Council adopt the streetscape concept plan for Hitchcock Avenue and:

- Include detailed planning and construction of the works in the 2004 / 2005 capital works program.
- Commission the preparation of detailed costings and working drawings.
- Make application for grant funding to assist with implementation of the works, including undergrounding of the powerlines.

Main Road Status of Hitchcock Avenue

It is recommended that Council:

- Negotiate with Vic Roads to transfer the Main Road status of Hitchcock Avenue to Golf Links Road, subject to assessment of public works and budgetary impacts and following consultation with the local community, including Golf Links Road residents and the school community.
- Support the installation of a new 40km/hour speed zone within the school precinct on Golf Links Road.

Laneways, Engineering Works and Township Character

It is recommended that Council:

- Discourage vehicular access via the wider, unmade laneways, particularly if alternative car access exists, and prohibit new development, including garages and carports from fronting these laneways.
- Ensure that the unpolished, non-engineered and casual qualities of the town are reflected in any improvements to the pedestrian or vehicular environment, including:
 - Retention of unsealed roadways and grassy verges*
 - Retention of no kerb and channelling where it currently exists*
 - Avoiding the use of impervious surfacing for footpaths and pedestrian and bicycle pathways where they are required*



- Implement the findings of the Flood and Stormwater Management Study in a manner that is sensitive to the character and environment of Barwon Heads.

*Provided the safety of pedestrians and motorists is not at risk, and subject to further investigation and negotiations, including assessment of costs and agency and Council officer positions.

Access and Safety

It is recommended that Council:

- Work with Vic Roads to introduce a 50km/hr speed limit throughout the township, including Hitchcock Avenue.
- Begin negotiations to purchase land adjacent to the existing toilet block in Hitchcock Avenue with a view to creating an additional pedestrian laneway from Grandview Parade to Hitchcock Avenue.
- Begin negotiations with relevant land managers and land owners to implement the circular walking trail around the perimeter of the town, with an emphasis on managing and minimisation of adverse environmental impacts.
- Retain all pedestrian laneways in Council ownership and embark on a program to subtly light, name, maintain and promote the use of the laneways.
- Work with the Barwon Coast Committee of Management to improve the visual amenity and pedestrian environment of the waterfront car park through the introduction of appropriate shade landscaping and pedestrian level lighting.

1.2 Capital Works

As well as the Hitchcock Avenue streetscape upgrade, the Urban Design Framework recommends a number of other capital works initiatives. These initiatives are contained in the following works implementation schedule. The columns in the schedule are explained below.

Works Initiative

Refers to the capital works initiative as recommended in the Urban Design Framework.

Short

Recommends a short timeframe for the works of 1 to 3 years.

Medium

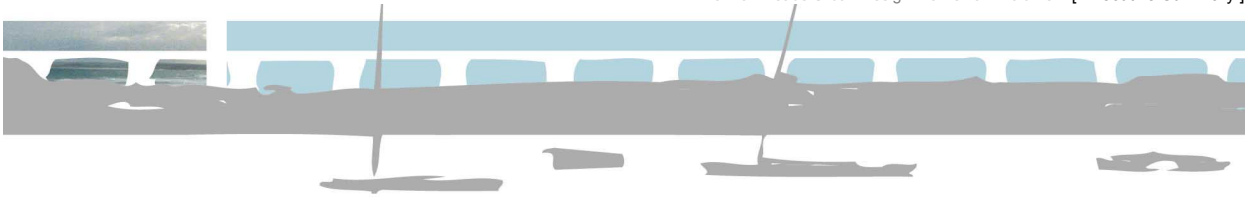
Recommends a medium timeframe for the works of 3 to 5 years.

Long

Recommends a long timeframe for the works of 5 to 10 years.

Who

Indicates the agency responsible for implementing the works.



Cost

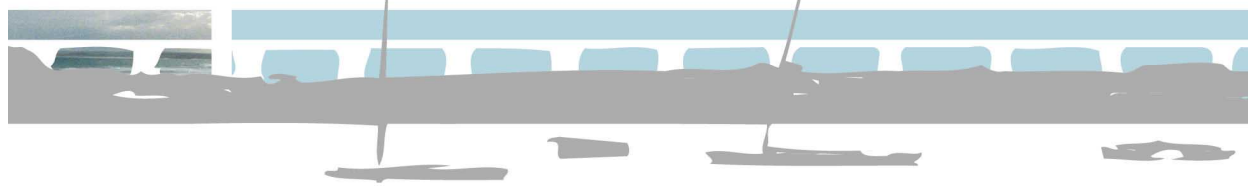
Indicates the cost range as either:

- * Low (eg minimal costs)
- ** Medium (eg works of moderate cost)
- *** High (eg major works program)



Works Implementation Schedule

Works Initiative	Short	Med	Long	Who	Cost
Streetscape (in suggested priority order)					
Adopt the streetscape concept plan for Hitchcock Avenue, and: Include construction of the works in the 2004/2005 council works program. Commission the preparation of detailed costings and working drawings. Make applications for grant funding to assist with the implementation of the works, including undergrounding of the powerlines.	●			Council	***
Begin negotiations to purchase land adjacent to the existing toilet block in Hitchcock Avenue with a view to creating an additional pedestrian laneway from Grandview Parade to Hitchcock Avenue. Upgrade the existing toilet, installing a smaller structure to the front of the current allotment, linking this to the new lane access.	●			Council	**
Relocate the bus stops in Hitchcock Avenue closer to Ozone Road.	●			Council with Vic Roads and DSE	**
Construct a single lane roundabout at the intersection of Geelong Road and Hitchcock Avenue.		●		Vic Roads with Council	**
Plan for a streetscape upgrade of Bridge Road between Hitchcock Avenue and Ewing Blyth Drive as a future stage of the project, to be included in a later year of the council works program.		●		Council with Vic Roads	***
Planting and Parks (in suggested priority order)					
Undertake an indigenous vegetation planting program, including the establishment of an informal avenue of moonahs at the Geelong-Barwon Heads Road entrance to the town.	●			Council	*
Create a landscaped setting for the existing bluestone 'Barwon Heads Village by the Sea' welcome signs at the entrances to the town, utilising low indigenous vegetation.	●			Council	*
Work with Parks Victoria, DNRE and the Barwon Foreshore Committee of Management on revegetation and weed eradication programs in coastal areas.	●	●	●	Parks Vic, BCC of M, DNRE with Council	**
Undertake a vegetation planting program that includes street tree planting in the new area of Barwon Heads, north of Geelong-Barwon Heads Road, utilising appropriate indigenous species and ground covers.	●	●	●	Council	**
Work with Parks Victoria and the Barwon Foreshore Committee of Management to provide a managed buffer between residential development and the mangrove community.	●	●		Parks Vic with Council	*
Embark on a neighbourhood parks improvement program, including pedestrian furniture and facilities and indigenous planting at the small parks throughout the township.		●		Council	*
Undertake an indigenous vegetation planting program including an extension of the moonah vegetation down Sheepwash Road, forming a habitat link between moonah communities in the Village Park, River Parade and the future informal avenue at the Geelong-Barwon Heads Road entrance to the town.		●		Council	*



Works Initiative	Short	Med	Long	Who	Cost
Signage & Interpretation (in suggested priority order)					
Provide consistent, clear and well designed directional signage to existing car parking in the town.	●			Council	*
Remove all illegal and unnecessary signage at the Barwon Heads-Geelong Road entrance to the town and amalgamate existing signage where possible.	●			Council	*
Highlight the historic pedestrian laneways that link to the town centre with uniquely designed directional signage stating 'walkway to town centre' or similar.	●			Council	*
Sign historic lanes and improved side street pavements to encourage the use of surrounding streets as viable parking for regular centre users.					
Provide information and shelter for visitors to Barwon Heads at bus stops, particularly in the town centre.	●			Council with DOI	*
Rationalise signage in coastal areas to minimise clutter and visual impact.	●			Council	*
Link sites of tourism interest into future walking/cycling trails and provide interpretive material.		●		Council	*
Promote the heritage status of the bridge through subtle interpretive material and by denoting it as a feature of interest on any bicycle and/or walking trail.		●		Council to clarify responsibilities	*
Work with Parks Victoria, DNRE and the Barwon Coastal Committee of Management to establish opportunities for interpretation of land, wetland and marine environments.		●		Parks Vic, BCC of M, DNRE with Council	*
Other (in suggested priority order)					
Begin negotiations with relevant land managers and land owners to implement the circular walking trail around the perimeter of the town, with an emphasis on managing and minimising adverse environmental impacts.	●	●		Council with Parks Vic, DNRE and BCC of M	***
Work with the Barwon Coast Committee of Management to improve the visual and pedestrian amenity of the waterfront car park through the introduction of appropriate shade landscaping and pedestrian level lighting.	●			BCC of M with Council	**
Embark on a program to name, maintain, promote the use of, and subtly light pedestrian laneways.	●	●		Council	**
Upgrade the pedestrian environment in Sheepwash Road, incorporating a shared pedestrian and bicycle pathway.	●			Council	**
Embark on a program to ensure that public space, particularly pedestrian laneways and parkland adjacent to the river, is well lit using pedestrian scale lighting with minimal upward light spill.	●	●		Parks Vic, BCC of M, DNRE and Council	**
Rationalise access and remove poorly located and unused pedestrian links to the riverfront.		●		Council, parks Vic and BCC of M	*



2. Urban Design Framework





2.1 Township Vision

The following vision for Barwon Heads originated from feedback received from the local community, and was refined in consultation with the steering committee. The vision summarises the community's aspirations for the future of the township and helped to canvass exactly what the urban design framework should achieve.

A place that is defined by the natural landscape features that surround it – the Bellarine Peninsula's 'island' community.

A town of diverse character where development is largely nestled into the coastal vegetation, or if development is not tucked away, it is honestly expressed and well designed.

A place where the informal qualities are retained, because it is these elements that give the town its special character, and where the interface of the town with the ocean, wetlands, river and rural land demonstrates an environmental sensitivity.

A township where people can walk safely, and experience a strong sense of nearness to the water through buildings and vegetation that highlight the coastal environment and unique landforms.

A place where a diverse and environmentally aware community want to live and visit.

2.2 Township Urban Design Framework

The urban design framework is structured around eleven key themes. The themes emerged at the first community forum and were further explored during the issues paper stage of the project. The eleven key themes also formed the basis of the Emerging Ideas exhibition.

2.2.1 Landscape Setting

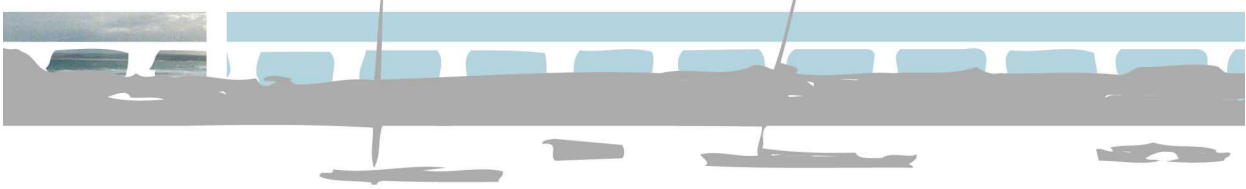
Objective

To protect and strengthen the relationship of the town with its landscape setting.

Strategies

Reinforce significant views and vistas

- 1) Maintain the open and clear view to Barwon Heads from the Ocean Grove entrance to the bridge.
- 2) Provide a combination of secluded and exposed viewing places along the riverfront and ocean coastline.
- 3) Protect uninterrupted views along the riverfront and coastline by prohibiting additional unnecessary structures and signage.
- 4) Protect and maintain open rural and wetland views at the Geelong Road entry to the town.



- 5) Maintain the views towards the elevated topography and coastal vegetation of the Bluff from inside the town.

Strengthen the connection to the broader landscape

- 6) Retain the low-rise character of the town.
- 7) Retain the dominance of landscaping in the majority of the town, and contain the areas of a more urban character to the following:
 - The residential properties directly abutting the riverfront between Ozone Road and Barwon Heads-Geelong Road.
 - The commercial precinct of Bridge Road from Hitchcock Avenue to Ewing Blyth Drive/Flinders Parade.
 - The commercial area of Hitchcock Avenue, from Ozone Road to Bridge Road.
- 8) Maintain a sense of nearness to the water through the retention and addition of informal coastal vegetation.
- 9) Prevent residential sprawl and its impact on rural and wetland landscapes, and maintain the current western boundary development line.
- 10) Recognise and reinforce the distinctiveness of the different landscape types within the township: the sea, the sea/cliff wall, the dune systems, the estuarine environment and the agricultural landscape.

Actions

- 1) In any planning permit application, consider the effect new development will have on identified views and vistas.
- 2) Rationalise signage in coastal areas to minimise clutter and visual impact.
- 3) Work with Parks Victoria, the Department of Natural Resources and Environment (DNRE) and the Barwon Foreshore Committee of Management to promote biodiversity and protect the unique variety of landscape types and conservation areas encasing the town.
- 4) Update the Greater Geelong Planning Scheme Municipal Strategic Statement (MSS) clause 21.35 incorporating the key objective and strategies relating to the landscape setting of the town.

2.2.2 Journey and Arrival

Objective

To heighten the distinct qualities of journey and arrival at the entrances to the town.

Strategies

Build on the landscape character of the inland approach

- 1) Beautify the Barwon Heads-Geelong Road entrance and strengthen the presence of indigenous vegetation in this location.
- 2) Maintain the open western views of rural and wetland landscapes, intrinsic to the travelling experience at the entry to Barwon Heads and the Bellarine Peninsula.



Protect the contrast between enclosure and then openness at the river crossing

- 3) Protect the view of the town from the Ocean Grove entrance to the bridge by prohibiting any structures or obstructive landscaping on the Ocean Grove coastline, adjacent to the bridge.
- 4) Improve the appearance and pedestrian environment of the waterfront car park and intersection treatment located at the intersection of Ewing Blyth Drive and Bridge Road.

Retain the dominance of the natural landscape along the ocean coastline route

- 5) Protect views to the coast and ocean from Thirteenth Beach Road.
- 6) Protect the open, expansive views of the town from the top of Ewing Blyth Drive by prohibiting obtrusive structures or landscaping in this area.
- 7) Support the historic overlay zoning of the Barwon Heads Golf Course, prevent dense or intrusive development along Stephens Parade that would have adverse impacts on the sensitive coastal zone or golf links coastal view corridor.

Actions

- 1) Remove all illegal and unnecessary signage at the Barwon Heads-Geelong Road entrance to the town and amalgamate existing signage where possible.
- 2) Undertake an indigenous vegetation planting program, including the establishment of an informal avenue of moonahs at the Geelong-Barwon Heads Road entrance to the town.
- 3) Create a landscaped setting for the existing bluestone 'Barwon Heads Village by the Sea' welcome signs at the entrances to the town, utilising low indigenous vegetation.
- 4) Work with the Barwon Coast Committee of Management to improve the visual and pedestrian amenity of the waterfront car park through the introduction of appropriate shade landscaping and pedestrian level lighting.
- 5) Prohibit unnecessary signage and structures on the coastal side of Thirteenth Beach Road and Ewing Blyth Drive.
- 6) Update the MSS clause 21.35 incorporating the key objective and strategies relating to journey and arrival in the town.

2.2.3 Edges

Objectives

To enhance the town's built interface with the river, coast, open rural landscape and wetlands.

To improve environmental quality at the interface of the built and natural environments.

Strategies

Protect the valued character of the town as an 'island' surrounded by an environmentally significant natural landscape

- 1) Support the strongly held community view that the development of the township should be contained within its current urban zoned boundaries.



- 2) Retain an open landscape separation between the Thirteenth Beach residential estate and the established township.
- 3) Protect the environmentally fragile and Ramsar listed Murtnaghurt Lagoon and associated wetland areas to the west of the established township.

Improve the interface between the town and the environmentally sensitive riverine environment

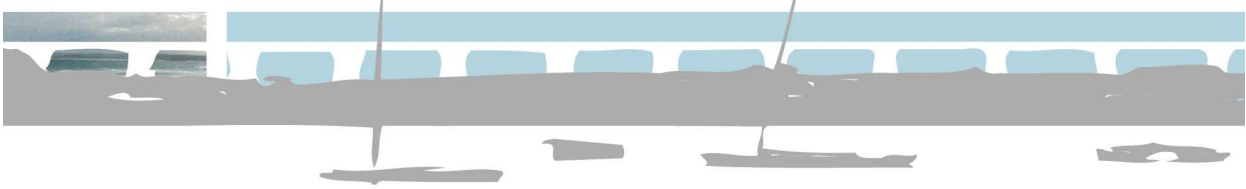
- 4) Protect the mangrove vegetation from encroaching residential development.
- 5) Provide clearly demarcated access points along the river edge, and prohibit pedestrian access through the mangrove community.
- 6) Maintain or reinstate the dominance of vegetation in the residential areas adjacent to the river or river parkland, with the exception of the contained area of urban character between Ozone Road and Barwon Heads-Geelong Road.

Protect the environmental integrity and dramatic natural landscape at the coastal edge

- 7) Ensure new development does not contribute to coastal erosion and sand drift, and use indigenous coastal vegetation to prevent erosion.
- 8) Reduce the visual impact of development at the coastal edge.

Actions

- 1) Retain the Rural zone abutting the western edge of the town, and the associated minimum lot size of 80 hectares.
- 2) Oppose any extension to the Residential 1 zone at the western edge.
- 3) Oppose any extension to the Thirteenth Beach residential estate beyond its current Comprehensive Development zoned boundaries.
- 4) Undertake a detailed study of Murtnaghurt Lagoon and associated wetland areas to establish whether the current boundaries of the Environmental Significance overlay (ESO2) for the protection of high value wetlands and associated habitat are appropriate.
- 5) Work with Parks Victoria and the Barwon Foreshore Committee of Management to provide a managed buffer between residential development and the mangrove community.
- 6) In any planning permit application give consideration to how new development, including dwelling extensions and minor site features, appears from the mangrove community and river itself. If visual screening is required, it is recommended that massed indigenous vegetation be used as opposed to fencing.
- 7) Support regional bio-diversity and encourage the use of indigenous planting on private sites throughout the town and most importantly adjacent to the river environs.
- 8) Require applicants to use environmentally responsible techniques in the design and construction of new works in the vicinity of the river, including water sensitive urban design principles to minimise run-off.
- 9) Oppose any extension of the Stephens Parade Residential 1 zoned area.
- 10) Work with Parks Victoria, DNRE and the Barwon Foreshore Committee of Management on revegetation and weed eradication programs in coastal areas.
- 11) Encourage the use of indigenous coastal species on private sites near the coast.
- 12) Update the MSS clause 21.35 incorporating the key objectives and strategies relating to the edges of the town.



2.2.4 Built Form, Image and Character

Objectives

To reinforce the unique unpolished, non-engineered and casual qualities of Barwon Heads.

To highlight the unique layout of the town and strengthen the character of built form throughout the township.

Strategies

Recognise the different character areas and historic development patterns of the township

- 1) Reinforce the distinctiveness of the different development types and patterns in the township: the old town on the historic grid, the curvilinear new town, the Stephens Parade coastal strip and the Thirteenth Beach residential estate.
- 2) Recognise and strengthen the character of other unique precincts within these areas, such as the predominance of moonahs in Warrenbeen Court.

Protect the non-suburban, casual character of the coastal township

- 3) Ensure that the unpolished and non-engineered qualities of the town are protected and reflected in any pedestrian, traffic or parking initiatives.
- 4) Protect and enhance the network of pedestrian laneways, and encourage their use by residents and visitors.
- 5) Retain the informal qualities of the wider laneways that exist throughout township.

Strengthen the connection to the landscape in the new town, north of Barwon Heads-Geelong Road

- 6) Ensure new development does not protrude above the established or future mature tree canopy height and ensure retention of indigenous vegetation in the new area of town.
- 7) Reintroduce vegetation into the new area of town.
- 8) Reinforce the nearby river environment and plant roadside verges with indigenous tree species.

Encourage design excellence throughout the township

- 9) Encourage innovative and contemporary design in buildings, structures and spaces.
- 10) Ensure new development responds to the opportunities and constraints of the particular site, and the characteristics of the wider area, particularly in relation to views and vistas and solar access.
- 11) Encourage best practice in designing for environmental sustainability.
- 12) Recognise low lying and flood prone characteristics of Barwon Heads and design to minimise stormwater run-off.
- 13) Ensure new development responds to and interprets the unique character of the town and its coastal location.



Actions

- 1) Implement the findings of the City of Greater Geelong Residential Character Study (August 2001) in relation to precincts located throughout the township.
- 2) Ensure that the vacant Residential 1 zoned land south of Barwon Heads-Geelong Road is developed as an extension to the existing historical grid as opposed to in a cul-de-sac form.
- 3) Retain all laneways, including pedestrian laneways, in Council ownership.
- 4) Embark on a program to name, maintain, promote the use of, and subtly light pedestrian laneways.
- 5) Discourage vehicular access via the wider laneways, particularly if alternative car access exists.
- 6) Discourage new development, including garages and carports, from fronting the wider laneways.
- 7) Retain unsealed roadways and grassy verges, unless the safety of pedestrians or motorists is at risk.
- 8) Avoid introducing kerb and channel into streets with unconstructed roadway edges, unless the safety of pedestrians or motorists is at risk.
- 9) Avoid the use of impervious surfacing for footpaths and pedestrian and bicycle pathways where they are required.
- 10) Implement the findings of the Barwon Heads Flood Study in a manner that is sensitive to the character and environment of Barwon Heads.
- 11) Update the MSS clause 21.35 incorporating the key objectives and strategies relating to the built form, image and character of the town.

2.2.5 The Centre of Town

Objective

To sustain a thriving and vibrant local centre.

Strategies

Support a vibrant mix of uses and building forms

- 1) Encourage a mix of commercial, entertainment, leisure, residential and community uses in the town centre to ensure continuous activity and to reinforce its role as the focal point for the local community.
- 2) Encourage a variety of residential uses in the commercial centre, including shop-top dwellings and tourism accommodation, particularly above and at the rear of properties in Hitchcock Avenue.
- 3) Encourage the recycling of existing buildings for alternative uses.
- 4) Encourage a well designed and contemporary built form character in the town centre.

Create a safe, comfortable and distinctive pedestrian environment

- 5) Reintroduce appropriate street trees into the town centre to beautify the street environment, provide shade for pedestrians and reinforce the visual and physical link to the Village Park.
- 6) Provide shared promotional and directional signage to the centre to reduce visual clutter.



- 7) Ensure that the unpolished, non-engineered and casual qualities of Barwon Heads are reflected in any improvements to the pedestrian environment, and that the emphasis is on low maintenance, practical solutions rather than decoration and embellishment.
- 8) Ensure a clear, safe and convenient pedestrian route to bus stops in the centre, where seating, shelter and tourism information is provided.
- 9) Increase the use of public spaces and buildings at night through subtle lighting and encouraging a mix of activities.

Reinforce the visual and physical links between the centre of town and the foreshore

- 10) Improve the public toilet site in Hitchcock Avenue, and provide a pedestrian laneway linking Grandview Parade to Hitchcock Avenue.
- 11) Allow for future improvements to the Bridge Road streetscape to strengthen the link between Hitchcock Avenue and the foreshore.

Actions

- 1) Rezone to Mixed Use the existing Residential 1 zoned properties fronting Hitchcock Avenue between Ozone Road and Bridge Road.
- 2) Prepare urban design guidelines for the Hitchcock Avenue area of the town centre.
- 3) Prepare a local policy for the Barwon Heads town centre including the key objective and strategies for the town centre, and including the Hitchcock Avenue urban design guidelines.
- 4) Adopt the streetscape concept plan for Hitchcock Avenue, and:
- 5) Include construction of the works in the 2004/2005 council works program.
- 6) Commission the preparation of detailed costings and working drawings.
- 7) Make applications for grant funding to assist with the implementation of the works, including undergrounding of the powerlines.
- 8) Include the street tree *Melia azedarach* (white cedar) in the streetscape working drawings for Hitchcock Avenue, planted in an avenue
- 9) Begin negotiations to purchase land adjacent to the existing toilet block in Hitchcock Avenue with a view to creating an additional pedestrian laneway from Grandview Parade to Hitchcock Avenue.
- 10) Plan for a streetscape upgrade of Bridge Road between Hitchcock Avenue and Ewing Blyth Drive as a future stage of the project, to be included in a later year of the council works program.

2.2.6 Open Space and Vegetation

Objectives

To enhance the quality of public open space.

To further strengthen the vegetation character of the town and links to the natural landscape.

To strengthen regional bio-diversity by protecting the environmental integrity of the natural landscape flanking Barwon Heads.



Strategies

Protect and enhance existing open space

- 1) Protect and enhance the coastal 'green belt' of parkland, incorporating Frank Ellis Reserve, Barwon Heads Park, the Bluff, Thirteenth Beach Foreshore Reserve and Lake Connewarre Reserve.
- 2) Further enhance the small local neighbourhood parks and pedestrian comfort and amenities at these parks.

Reinforce the landscape character and environmental integrity of the town

- 3) Strengthen the vegetation character of the new area of town north of Barwon Heads-Geelong Road.
- 4) Extend the use of moonah vegetation, forming habitat links throughout the township.
- 5) Protect and promote the community of moonah vegetation in and adjacent to the Village Park and elsewhere in the township.
- 6) Protect significant moonah vegetation on private property.
- 7) Protect the bio-diversity of the town and its surrounding landscape, manage marine habitats and indigenous flora and fauna, and increase the use of indigenous vegetation throughout the town.

Encourage environmental interpretation and education

- 8) Foster a sense of ownership of the local environment.
- 9) Involve the local school and community groups in environmental programs.

Actions

- 1) Implement the recommendations of the Barwon Heads Village Park Final Management Plan (June 2002).
- 2) Embark on a neighbourhood parks improvement program, including pedestrian furniture and facilities and indigenous planting at the small parks throughout the township.
- 3) Undertake a vegetation planting program that includes street tree planting in the new area of Barwon Heads, north of Geelong-Barwon Heads Road, utilising appropriate indigenous species and ground covers.
- 4) Undertake an indigenous vegetation planting program including an extension of the moonah vegetation along Sheepwash Road, forming a habitat link between moonah communities in the Village Park, River Parade and the future informal avenue at the Geelong-Barwon Heads Road entrance to the town.
- 5) Introduce a Vegetation Protection Overlay to protect existing moonah vegetation, subject to receiving the advice of a qualified arborist on which moonahs and stands of moonahs are worthy of protection.
- 6) Encourage the development of additional water based activities and associated infrastructure only if the ecology of the river and foreshore, coastal processes and water quality are able to be maintained at a sustainable level.
- 7) Work with Parks Victoria, DNRE and the Barwon Coastal Committee of Management to establish opportunities for interpretation of land, wetland and marine environments.
- 8) Work with the local school on various environmental awareness and revegetation programs.



- 9) Support the development of environmental partnerships with Community and Friends groups to implement protection and management strategies.
- 10) Update the MSS clause 21.35 incorporating the key objectives and strategies relating to open space and vegetation in the town.

2.2.7 Community Safety

Objective

To improve personal safety and the perception of safety.

Strategies

Maintain character while designing for safety

- 1) Avoid loss of the unique character of the town when considering safety improvements.
- 2) Improve the safety of the pedestrian laneways through formalising and promoting their use and introducing low scale, informally sited lighting at a pedestrian scale.
- 3) Ensure that new lighting in the public domain limits upward light spill to maintain a dark night sky.

Ensure that new development maintains and improves personal safety and perceived safety

- 4) In public spaces, ensure that people are able to be seen by others and can clearly see and interpret the surrounding environment.
- 5) Ensure clear visibility, unimpeded access and safe paths of movement for pedestrians.
- 6) Ensure the environment is legible so that people can move quickly and efficiently if they need to. Ensure adequate signage and alternative routes.
- 7) Ensure adequate, pedestrian-scaled lighting in public spaces and use landscaping in a considered way, avoiding concealment spots. Particular attention should be given to adequate lighting in parkland adjacent to the river.
- 8) Ensure that buildings are designed to provide an opportunity for casual surveillance (ie overlooking streets, parks and bicycle paths).
- 9) Provide a mix of uses and activities in and adjacent to public spaces to ensure around-the-clock activity.

Actions

- 1) In any planning permit application, consider the effect new development will have on the safety and perceived safety of the pedestrian environment.
- 2) Embark on a program to ensure that public space, particularly pedestrian laneways and parkland adjacent to the river, is well lit using pedestrian scale lighting with minimal upward light spill.
- 3) Use robust materials in public spaces that can withstand damage and vandalism.
- 4) Use clear and simple signage in public spaces.
- 5) Discourage high, solid fencing backing onto public spaces, particularly pedestrian and bicycle pathways and parkland.
- 6) Update the MSS clause 21.35 incorporating the key objective and strategies relating to community safety in the town.



2.2.8 Cultural Heritage and Diversity

Objectives

To enhance the expression of cultural heritage through the natural and built environment.

Strategies

Protect and promote existing items and places of heritage significance

- 1) Ensure all layers of the story of the town are celebrated and expressed, from the story of the Wathaurong people, through to European settlement.
- 2) Ensure that heritage buildings, structures and places are protected and that adjacent development is in harmony, but contemporary and designed in its own right.
- 3) Ensure that local iconic buildings, structures and places are maintained and enhanced.
- 4) Preserve the integrity and iconic status of the bridge in accordance with the Conservation Management Plan that has been prepared for the structure.

Encourage a range of community building activities

- 5) Utilise and promote the skills of local people.
- 6) Encourage and support cultural events that celebrate community and place.
- 7) Facilitate community ownership of public artwork.

Actions

- 1) Promote the heritage status of the bridge through subtle interpretive material and by denoting it as a feature of interest on any bicycle and/or walking trail.
- 2) Clarify responsibilities for implementing the findings of the Conservation Management Plan, which has been prepared for the Barwon Heads bridge.
- 3) Work with Vic Roads to ensure that any future bridge over the Barwon River is located a sufficient distance from the existing bridge so as not to detract from its visual appeal and heritage significance.
- 4) Explore opportunities for interpretative material relating to items and places of historic interest, and link significant sites into future bicycle and/or walking trails.
- 5) Work with the local traders to explore opportunities for street entertainment, festivals, markets, exhibitions and other initiatives.
- 6) Work in partnership with local artists on historical and environmental interpretative material and public art projects.
- 7) Update the MSS clause 21.35 incorporating the key objective and strategies relating to the cultural heritage and diversity of the township.



2.2.9 Pedestrian and Bicycle Movement

Objective

To improve pedestrian and bicycle circulation and access.

Strategies

Establish a network of pedestrian paths and connections

- 1) Promote the 'walkability' of Barwon Heads as a pedestrian 'island'.
- 2) Identify natural pedestrian desire lines along the riverfront and improve ease of pedestrian movement along these routes.
- 3) Improve pedestrian links between the 'old' and 'new' areas of the township.
- 4) Encourage residents and visitors to walk to the town centre.
- 5) Provide clear signage to ensure that pedestrians know how to get to Hitchcock Avenue and other attractions in the town.

Improve bicycle paths and facilities for cyclists

- 6) Promote Barwon Heads as a 'bicycle friendly' location.
- 7) Upgrade existing bicycle paths and add to the bicycle path and bike lane network ensuring a safe town circuit is achieved.
- 8) Ensure all bicycle and/or pedestrian paths are designed with personal safety principles in mind. Create a series of distinctive 'pedestrian friendly' spaces
- 9) Strengthen the role of the Bridge Road commercial area or 'activity node' as a place for pedestrians by improving the pedestrian environment. Continue a pedestrian priority route along Bridge Road and into Hitchcock Avenue.
- 10) Encourage street life through outdoor dining and displays in the centre of town.
- 11) Recognise cyclist links beyond the town, support links to the Bellarine Peninsula and Surf Coast.

Actions

- 1) Begin negotiations with relevant land managers and land owners to implement the circular walking trail around the perimeter of the town, with an emphasis on managing and minimising adverse environmental impacts.
- 2) Rationalise access and remove poorly located and unused pedestrian links to the riverfront.
- 3) Upgrade the pedestrian environment in Sheepwash Road, incorporating a shared pedestrian and bicycle pathway.
- 4) Highlight the historic pedestrian laneways that link to the town centre with uniquely designed directional signage stating 'walkway to town centre' or similar.
- 5) Provide convenient bicycle parking facilities at activity nodes/destinations throughout the town.
- 6) Ensure compliance with the Disability Discrimination Act in relation to the location of street furniture and pavement designs.
- 7) Update the MSS clause 21.35 incorporating the objective and strategies relating to pedestrian and bicycle movement in the town.



2.2.10 Pedestrian Safety, Traffic and Parking

Objective

To provide a safe, convenient and integrated transport system.

Strategies

Improve pedestrian and vehicular compatibility and safety throughout the township

- 1) Ensure pedestrian priority in the town centre by transferring the Main Road status of Hitchcock Avenue.
- 2) Improve safety conditions at the intersection of Geelong Road and Hitchcock Avenue.
- 3) Improve pedestrian safety in the town centre.
- 4) Design streets for pedestrian and cyclist useability, safety and access.
- 5) Incorporate designated bicycle lanes, where carriageway width allows.
- 6) Reduce vehicular speed limits in the commercial town centre.

Provide convenient and well signed access to car parking facilities

- 7) Provide clear signage to existing car parking facilities throughout the town.
- 8) Reduce the visual impact of existing off street car parks and improve pedestrian comfort at these facilities through appropriate landscaping.
- 9) Discourage the purchase and/or amalgamation of additional sites for the sole purpose of providing car parks.
- 10) Manage car parking to suit various types of visitors to the street.
- 11) Maintain flexibility in car parking management to enable response to new development.
- 12) Encourage residents to park off the main road, utilising historic lanes and side streets to disperse traffic and reduce congestion within Hitchcock Avenue.

Promote alternative transport and improve public transport facilities

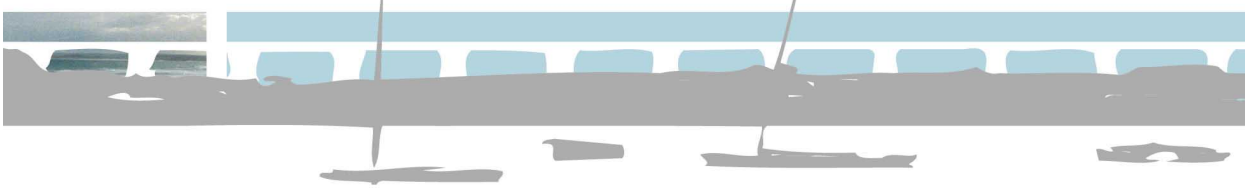
- 13) Promote public transport ('bus to the beach'), cycling and walking as the preferred way of travelling to Barwon Heads.
- 14) Retain the bus route though Hitchcock Avenue and Bridge Road.
- 15) Relocate bus stops away from car parking areas of high demand in the town centre.

Retain the non-engineered, casual qualities of the town in any traffic and parking initiatives

- 16) When introducing footpaths, chicanes or other traffic calming measures, ensure they are designed to have minimal impact on the informal, coastal qualities of the town. Engineering works must be integrated with planting and landscape treatments to reduce their impact.

Actions

- 1) Construct a single lane roundabout at the intersection of Geelong Road and Hitchcock Avenue.



- 2) Ensure a safe pedestrian crossing point is integrated into final design improvements for Hitchcock Avenue. Where possible avoid the use of signalised infrastructure.
- 3) Work with Vic Roads and conduct a pedestrian use analysis within Bridge Road. Develop a design response for improvements that integrates safe pedestrian access at the Barwon Heads Bridge and foreshore with the commercial zone. This may include the installation of a pedestrian crossing.
- 4) Work with Vic Roads to introduce a year round 50km/hr speed limit throughout the town, including Hitchcock Avenue and Bridge Road. (A permanent 50km/hr speed limit has since been implemented in Hitchcock Avenue from Ozone Road to Bridge Road. A summer speed zone of 50km/h extends from Sheepwash Road through Barwon Heads township to Ocean Grove.)
- 5) Negotiate with Vic Roads to transfer the Main Road status of Hitchcock Avenue to Golf Links Road, subject to assessment of public works and budgetary impacts and following consultation with the local community, including Golf Links Road residents and the school community. Support the installation of a new 40km/hour speed zone within the school precinct on Golf Links Road.
- 6) Designate short term parking spaces closest to shops and facilities such as the post office, and locate longer term car parking in more distant locations.
- 7) Provide consistent, clear and well designed directional signage to existing car parking in the town.
- 8) Sign historic lanes and improved side street pavements to encourage the use of surrounding streets as viable parking for regular centre users.
- 9) Relocate the bus stops in Hitchcock Avenue closer to Ozone Road.
- 10) Provide information and shelter for visitors to Barwon Heads at bus stops, particularly in the town centre.
- 11) Update the MSS clause 21.35 incorporating the objective and strategies relating to traffic and parking in the town.

2.2.11 Tourism

Objective

To recognise and protect the key tourism attributes and manage tourism growth.

Strategies

Protect the natural attributes of the town by managing tourism growth.

- 1) Protect and manage the key tourism attributes of Barwon Heads, including:
 - Natural attractions such as the coastal views, beaches, Barwon River estuary, the Bluff and Lake Connewarre State Game Reserve and wetlands system.
 - Recreational opportunities such as the golf courses, river and ocean fishing, surfing, boating and sailing.
 - The informal coastal character.
- 2) Protect valued characteristics of the town from adverse impacts of increasing visitation and demand for tourism infrastructure.
- 3) Encourage additional tourism accommodation in the town, particularly in and adjacent to the town centre.
- 4) Manage the peaks in the visitation season and explore the potential for attracting visitors during the winter months.



Actions

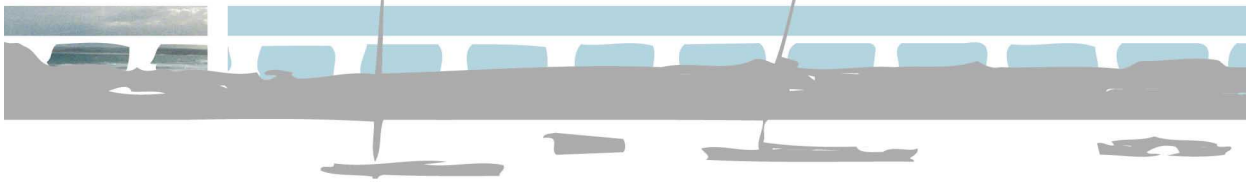
- 1) Work with the local Trader and Tourism Association to determine a firm profile of the Barwon Heads visitor market before embarking on any specific tourism initiatives, including:
 - 2) Visitor numbers
 - 3) Why visitors come to Barwon Heads
 - 4) Holiday preferences and expenditure
- 5) Link sites of tourism interest into future walking/cycling trails and provide interpretive material.
- 6) Explore eco-tourism opportunities and the potential for guided environmental walks / tours of marine, coastal, estuarine and wetland communities.
- 7) Explore the possibility of water based tourism activities, such as ferries, water based environmental tours etc.
- 8) Update the MSS clause 21.35 incorporating the objective and strategies relating to tourism in the town.

The Urban Design Framework is depicted visually, in summary format on [page 27](#) of this volume.



3. Streetscape Upgrade





3.1 Hitchcock Ave Streetscape Upgrade

Development of the Hitchcock Avenue streetscape concept plans occurred together with the formulation of the township urban design framework. The streetscape concepts were subject to the same level of community consultation and input by the steering committee, as outlined in [Chapter 3, Volume 2: 'The Report'](#). Following is a more detailed analysis of the Hitchcock Avenue public domain, relating specifically to the streetscape upgrade.

3.2 Streetscape Issues

The following Hitchcock Avenue issues were articulated by the study team's landscape architect/urban designer, following a scoping of streetscape issues at steering committee meeting 2, and a detailed survey of the street. The issues were presented to the steering committee at its third meeting where they were supported and endorsed as the 'brief' for development of the streetscape objectives and strategies.

Traffic Role

- Hitchcock Avenue is formally designated as the main road through Barwon Heads. This limits potential for narrowing the carriageway/widening footpaths.
- Golf Links Road currently provides an equally (or more) convenient through route, and could be designated as the Main Road instead of Hitchcock Avenue although it passes the school. This depends on community acceptance and Vic Roads approval.
- Regardless of the main road designation, provision for local traffic along Hitchcock Avenue is important for access to shops and facilities.

Road Widths

- The kerb-to-kerb width currently varies from about 12m to 13m.
- Significant reduction of carriageways would not be possible without impeding through traffic, creating hazards from opening car doors, or eliminating parking.
- The roadway is too narrow to permit angle parking unless parking is restricted to one side only.

Parking and Use of Other Kerb Side Space

- Parallel parking is available on both sides of the street, except as noted below.
- Management of parallel parking spaces can easily be changed by altering signage.
- Parked cars provide a buffer between moving traffic and pedestrians on footpaths.
- Bus stops are located on both sides of the street near Clifford Parade. The importance of this location is unclear. It may be possible to relocate them.
- Access to driveways requires breaks in the kerbside parking (about 35 locations).
- In a few places bulges in the kerb line have been created at driveways (8 locations). These bulges create slightly larger breaks in the kerbside parking spaces than necessary for access to the driveways. One of the bulges has become redundant as the garage and driveway have been converted to a café



and outdoor eating area. The bulges also affect storm water drainage along the street.

Pedestrian Amenity and Safety

- The footpaths are narrow, with barely room for two people to walk abreast.
- Level changes in the footpaths reduce the useful space and create trip hazards.
- Other features such as the hoop fences around planting beds create trip hazards.
- Verandah posts create hazards as they are in the middle of the footpath.

Drainage and Levels

- In many places the building line is lower than the centre of the roadway. Drainage to ensure properties are not flooded in downpours can be problematic.
- Large level changes on footpaths near Clifford Parade are partly camouflaged by nature strips and garden beds. In places the path is split into two levels. Such slopes are difficult to accommodate in narrow footpaths without steps.

Trees and Other Vegetation

- Hitchcock Avenue and Bridge Road were formerly lined with *Cupressus macrocarpa* (Monterey Cypress).
- The existing trees make little contribution to the streetscape due to their small size and limited numbers.
- Existing trees include a mixture of small evergreen species with dense canopies:
 - *Metrosideros excelsa* 'Variegata' (Pohutukawa, New Zealand Christmas Tree)
 - *Agonis flexuosa* (Willow Myrtle)
 - *Lophostemon confertus* (Brush Box)
 - *Hakea laurina* (Pincushion Hakea)
 - *Hakea sp* (Hakea)
 - *Melaleuca armillaris* (Bracelet Honey-myrtle)
- Other successful trees along the street (on private land) include:
 - *Banksia integrifolia* (Coast Banksia)
 - *Lagunaria patersonii* (Norfolk Island Hibiscus) – note seed pods are a hazard
- Low-level plantings are patchy in effect and difficult to maintain although mostly hardy native species. They tend to trap litter and debris.
- Plantings in private properties make an important contribution to the streetscape, including flowers (eg pelargonium), native grasses, shrubs and creepers on fences.
- Local soils and coastal growing conditions are an important factor in tree selection.
- Tree selection is important to protect native vegetation and wildlife around the town. Some exotic and Australian species could become invasive. Some species are also significant hosts for pest birds (eg *Phoenix canariensis* and starlings).

Lighting, Powerlines and Street Furniture

- There are high voltage and low voltage overhead power lines along the east side of the street, with connections to buildings crossing overhead. Undergrounding of power lines has been mooted.



- Telecommunication cables appear to be underground.
- Street lighting is inconsistent and includes a few small decorative lights that are probably of little functional value.
- Street furniture is limited and inconsistent in detail.

Pavements and Surfaces

- Surfaces are generally in workable condition but somewhat 'tired' in appearance.
- Road surface asphalt
- Footpaths paved with unit concrete pavers.
- Grassed nature strips with scattered small garden/ground cover beds
- Kerbs are mixed with some rough stonework and some concrete
- Feature bluestone 'seawalls' at two locations have no significant overall impact

Other features

- The street slopes very little along its length, and there is no obvious transition point where one land use gives way to another. It reads as a single space extending from the roundabout at Bridge Road to the Village Park.
- The churches and public hall could contribute a stronger image to the streetscape.
- The public toilets (between Nos 60 and 62) are ugly and disrupt the streetscape.
- The roundabout at Bridge Road is roughly finished and unattractive.

3.3 Streetscape Objectives and Strategies

The following objectives and strategies were prepared by the project team's landscape architect/urban designer and were presented to the steering committee at its fifth meeting along with the streetscape concept plans.

Objective

To support use of the street by local traffic, supporting activity in the area.

Strategies

- Maintain through access for vehicles along the street.
- Maximise on-street parallel parking, especially in areas closest to shops.
- Relocate bus stops away from highest-demand parking areas.
- Minimise the width and number of driveway crossings in any future redevelopments with frontages to Hitchcock Avenue.
- Generally locate features such as kerb extensions near corners where parking would be restricted due to visibility and safety needs rather than mid block.
- Manage parking to suit various types of visits to the street eg designate short term parking spaces closest to relevant shops and facilities such as the Post Office, locate longer-term parking in more distant locations.
- Maintain flexibility in parking management to enable response to development (ie use simple signs to designate parking spaces rather than special construction).
- Ensure adequate signage, visibility and safety at the roundabout at Bridge Road.



Objective

To improve the street as a pedestrian environment.

Strategies

- Continue to sign Golf Links Road as an alternative route for through traffic and works at intersections, while investigating designation of Golf Links Road as the Main Road through Barwon Heads instead of Hitchcock Avenue.
- Discourage high-speed traffic. Minimise the apparent and actual width of traffic lanes, create sense of 'friction' with kerbside parking, etc.
- Maximise footpath widths, especially near shops and cafes where people are likely to gather.
- Provide shade for pedestrians.
- Provide seating and other street furniture.
- Maintain kerbside parking so parked cars provide a buffer between moving traffic and pedestrians on footpaths.
- Eliminate level changes and steps in the footpaths where possible. If steps must be maintained, ensure they are designed to minimise hazards to pedestrians and to ensure accessibility for people with disabilities.
- Eliminate or reduce features that create trip hazards in the footpaths (such as the hoop fences around planting beds).
- Resurface all footpaths with safe, smooth pavement.
- Reduce the visual impact of infrastructure.
- Place power lines underground and remove existing poles.
- Ensure street lighting is to minimum acceptable standards, with no glare.
- Light poles and fittings to be unobtrusive.
- Ensure pavements, street furniture and other features are easy to maintain.
- Ensure that the requirements of the Disability Discrimination Act (disability access) are met.

Objective

To support links between Hitchcock Avenue and other parts of Barwon Heads.

Strategies

- Allow for future improvements of the Bridge Road streetscape to improve pedestrian access between the foreshore car park and Hitchcock Avenue.
- Allow for future development of a streetscape treatment that contributes to a consistent character of Hitchcock Avenue between the roundabout at Bridge Road and Village Park.

Objective

To use trees to provide a visual framework for the streetscape and maximise the extent of greenery.

Strategies

- Provide simple consistent tree planting along the length of the street, using a species that:
 - Suits local soils and coastal growing conditions.



- Will grow to an adequate size to ensure clear sight-lines below the canopy.
- Will provide a sense of scale that dominates the streetscape.
- Allows some sun onto the footpath in cool weather (ie deciduous, light-canopied evergreen, or space so canopies are not continuous).
- Encourages native birds rather than exotic species.
- Poses minimal risk of becoming a weed in bushland around the township.
- Contributes to the distinctive local character of Barwon Heads.

Objective

To create an attractive image for the street that relates to adjoining features and the character of Barwon Heads.

Strategies

- Maintain a simple, unpolished image – nothing too slick, contrived or structured.
- Contribute to the distinctive local character of Barwon Heads, especially emphasising the coastal situation, although without resorting to gimmickry.
- Ensure that the churches and public hall contribute to the image of the streetscape.
- Retain nature strips where appropriate (eg residential frontages).
- Encourage appropriate planting in private properties to contribute to the streetscape, including hardy flowers (eg pelargonium), native grasses, shrubs, and creepers on fences.
- Allow for future improvements or alterations of the public toilets (between nos. 60 and 62).

3.4 Streetscape Concept Plans

The streetscape concept plans were refined following steering committee meeting 5 and were displayed as part of the emerging ideas exhibition. Feedback received to the concept plans, including community priorities for works and street tree species, is discussed in [Chapter 3, Volume 2: 'The Report'](#). The concept plans are included in this volume on pages 36 to 39 and include the following key features:

- Two 3 metre (approx) wide traffic lanes (see *VicRoads Requirements* below)
- Parallel parking on both sides of the street
- A total carriageway width of 11 metres (approx) (see *VicRoads Requirements* below)
- Two redesigned footpaths, 2.4 to 2.8 metres wide (approx)
- An avenue of street trees (the steering committee has endorsed use of *Melia zedarach*, White Cedar)
- Relocation of the bus stops towards Ozone Road with the provision of bus shelters
- A non-signalised pedestrian crossing south of Clifford Parade

Items such as style and location of street furniture, lighting and surface finishes will be confirmed during design development, prior to finalisation of plans for construction. A final phase of consultation with the community and traders will form a critical part of design development.



VicRoads Requirements

Hitchcock Avenue is currently classified as a Main Road and as such falls under the jurisdiction of VicRoads. As members of the steering committee and the managing authority, VicRoads representatives provided detailed feedback on the streetscape concept plans. The feedback letter is attached in [Appendix L](#) of Volume 2: 'The Report' and raises the following issues:

Carriageway Design

Vic Roads representatives were concerned that the proposed carriageway width of 11 metres (compared to the existing width of 12 to 13 metres) was too "tight". They stated that the preferred cross section would comprise 3.5 metre lanes, 1.5 metre bicycle lanes and 2.4 metre parking lanes, resulting in a total kerb to kerb width of 14.8 metres.

The design and width of the carriageway will have to be further negotiated with Vic Roads, while Hitchcock Avenue is still a declared Main Road. The Vic Roads preferred cross section assumes a Main Road status and was arrived at before the introduction of the 50 km/hr year round speed limit. Though it would be ideal to introduce bicycle lanes, Hitchcock Avenue is not listed as a priority bicycle route, and due to the existing width constraints and community feedback, a priority was given to widening pedestrian footpaths. VicRoads have since clarified (letter to Council of 9 July 2003): *"If the Main Road declaration were transferred to an alternate route, Hitchcock Avenue would then be managed solely by Council, and as a consequence, a cross section that responds more to pedestrian and amenity needs could be adopted."*

Location of Trees and Street Furniture

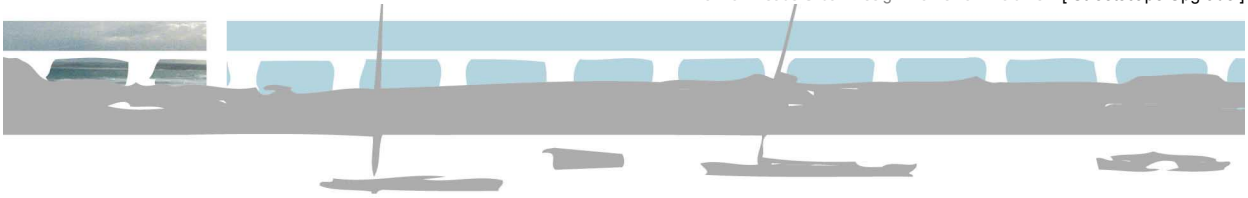
The concept plans adhered to Vic Roads requirements relating to the setting back of items such as light poles, street furniture and trees a minimum of 3 metres from the carriageway. The offset of the proposed street trees is approximately 3.5 metres from the face of the kerb.

Pedestrian Crossings

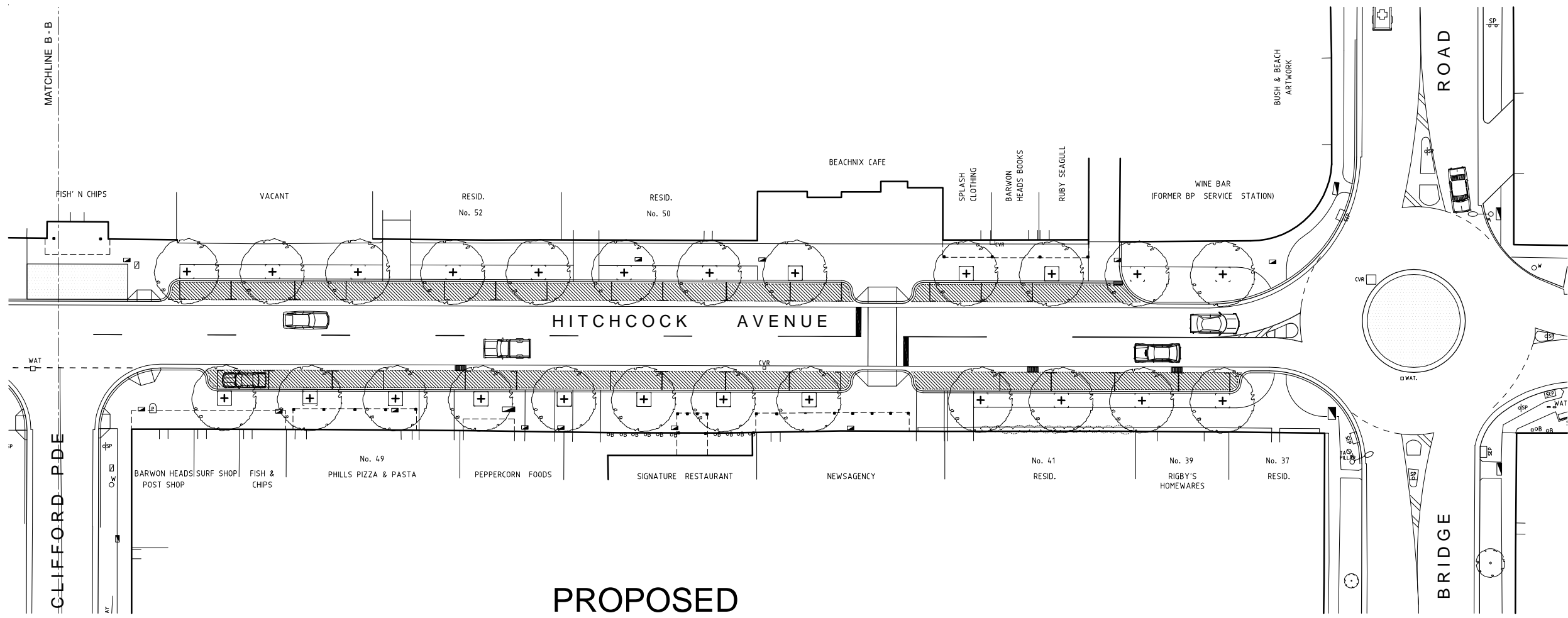
Vic Roads noted that it had prepared a preliminary layout for signalised pedestrian crossings in Bridge Road, west of Grandview Parade, and Hitchcock Avenue, between Bridge Street and Clifford Parade. This adhered with the community and study team view that pedestrian crossings would enhance the pedestrian safety of both Hitchcock Avenue and Bridge Road. However, as noted at the second community forum and in responses to questionnaire 2, the great majority of community comments received on this topic are opposed to signalised crossings, preferring instead zebra crossings. People feel that a crossing with traffic lights is excessive for a small coastal town, both in terms of function and aesthetics. This detail will have to be further negotiated when working drawings are prepared for the streetscape upgrade and when the Main Road status of Hitchcock Avenue is resolved.

Way Forward

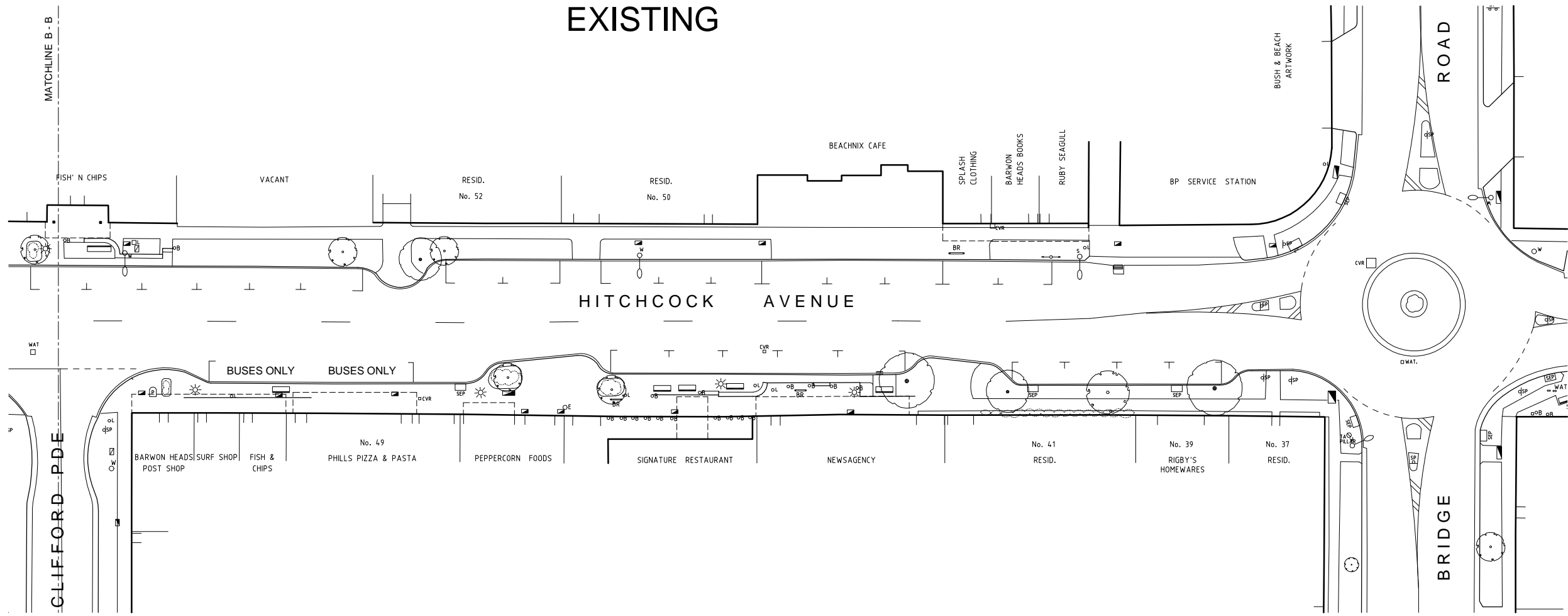
Council officers have indicated that community consultation will occur regarding downgrading the Main Road status of Hitchcock Avenue, and that streetscape works will not begin until that issue is resolved. In the meantime, it is recommended that



council adopt the current streetscape concept plans and that detailed working drawings be prepared in consultation with the Barwon Heads Tourism and Traders Association.



**PROPOSED
EXISTING**



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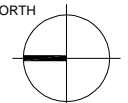
AMENDMENTS			
NO.	DATE	DESCRIPTION	AUTH.

JONES & WHITE HEAD Pty Ltd
50 E mo Road East Malvern Victoria 3145
rj-gw@bigpond.net.au tel & fax (03)9572 1225

CLIENT
City of Greater Geelong

PROJECT
**Hitchcock Avenue
Barwon Heads**

DRAWING
**Plan:
Clifford Parade to Bridge Road**

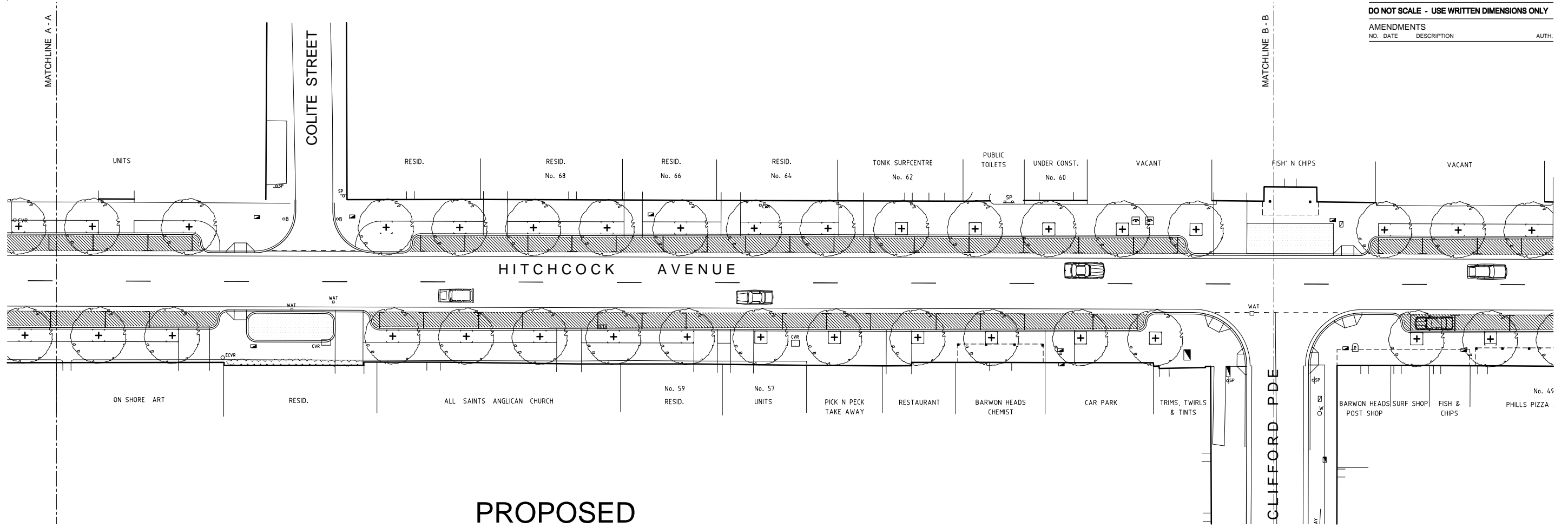
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SCALE @ A3
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STATUS
PRELIMINARY FOR DISCUSSION ONLY
CHECKED APPROVED

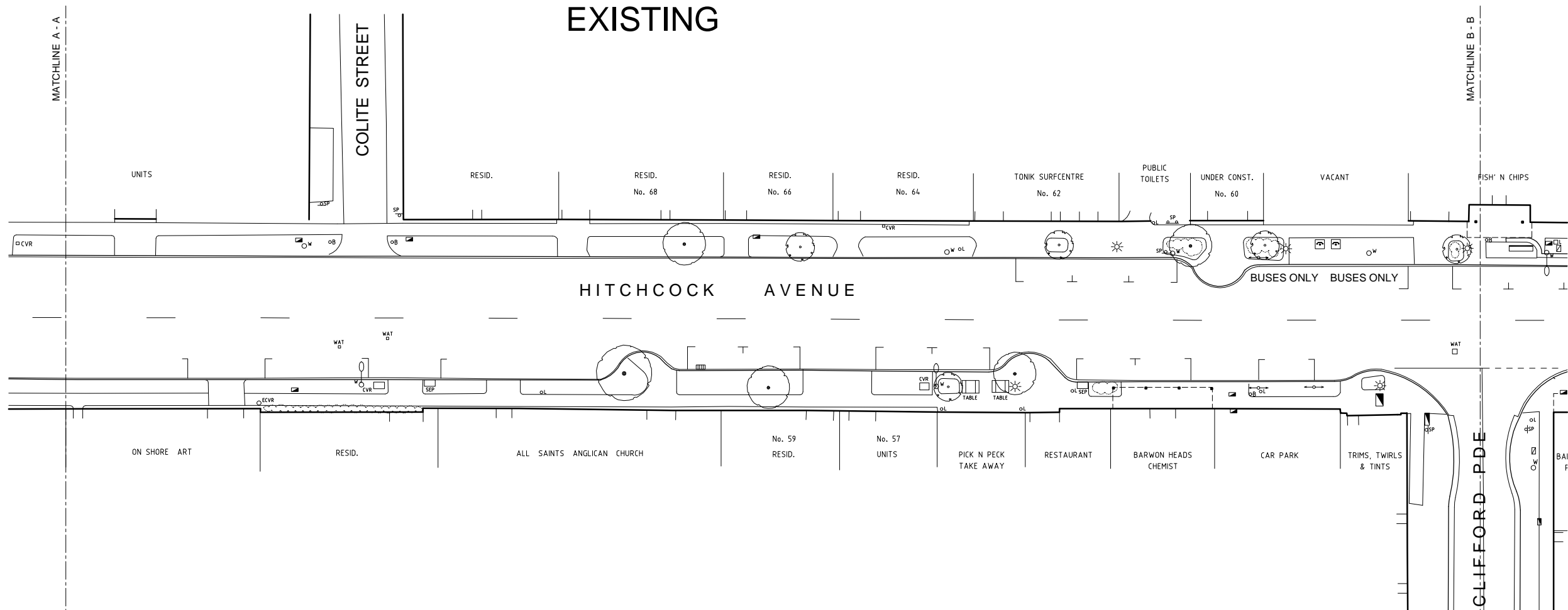
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DO NOT SCALE - USE WRITTEN DIMENSIONS ONLY

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PROPOSED EXISTING



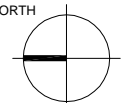
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rj-gw@bigpond.net.au tel & fax (03)9572 1225

CLIENT
City of Greater Geelong

PROJECT
**Hitchcock Avenue
Barwon Heads**

DRAWING
**Plan:
Colite Street to Clifford Parade**

NORTH



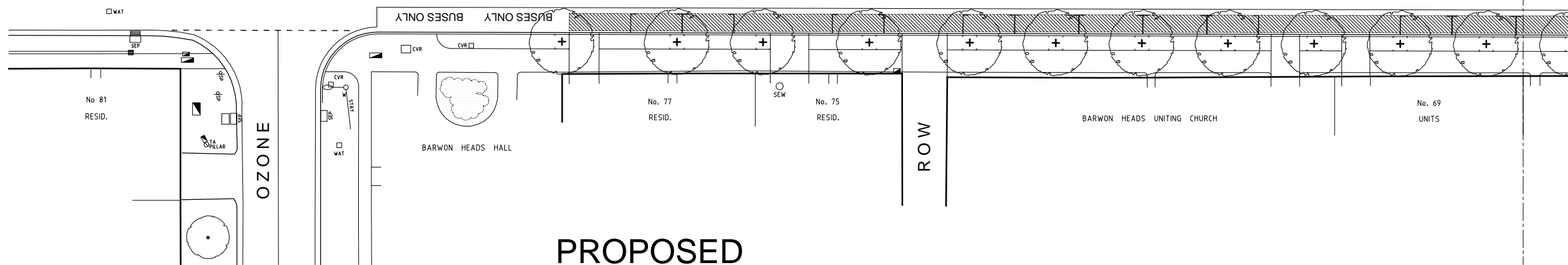
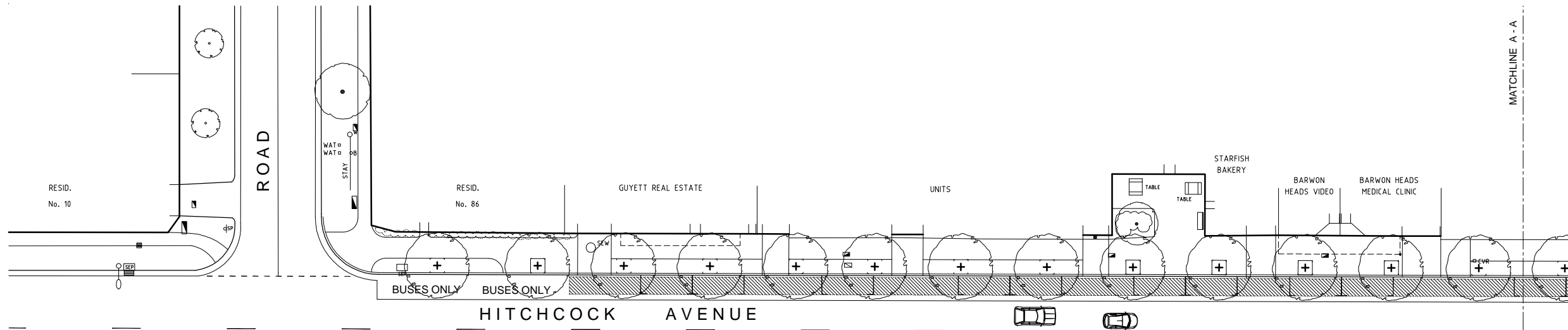
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CHECKED APPROVED

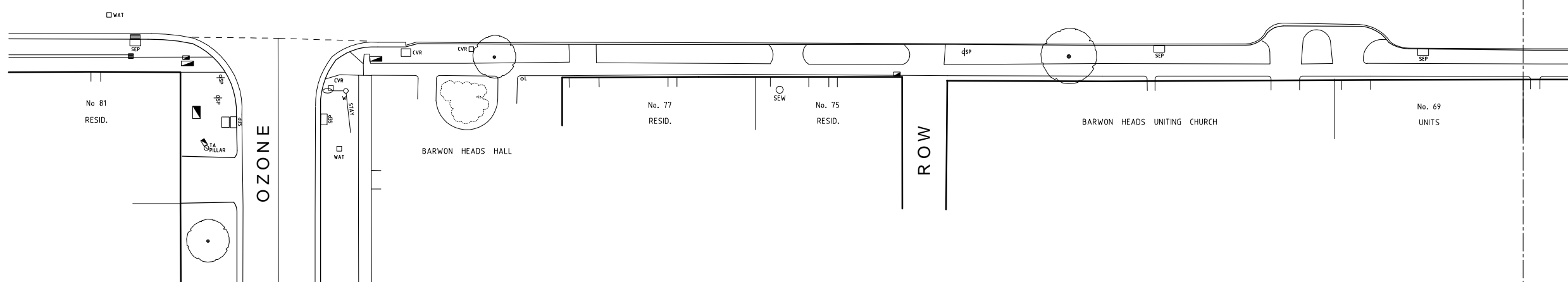
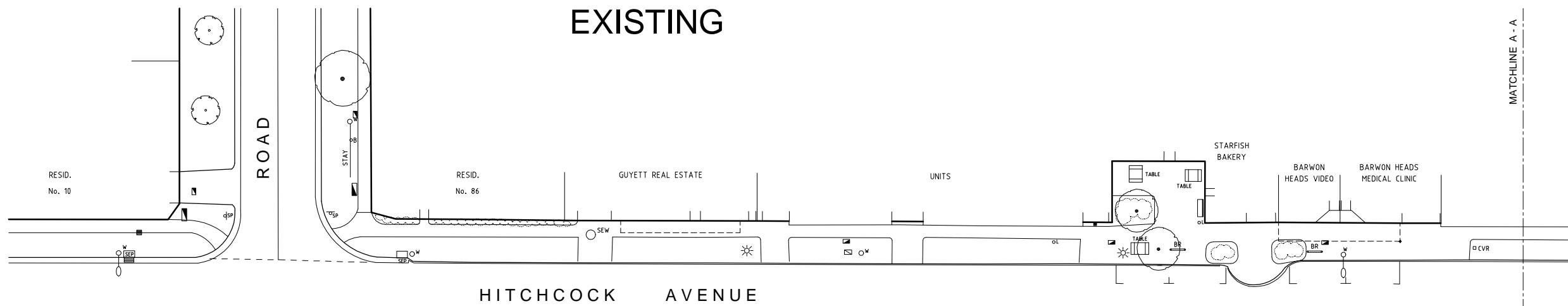
PROJECT - DRAWING - REVISION NO. DATE
0204-02-B 13 Jan 2003

DO NOT SCALE - USE WRITTEN DIMENSIONS ONLY

AMENDMENTS		
NO.	DATE	DESCRIPTION



PROPOSED
EXISTING



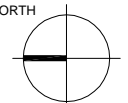
JONES & WHITE HEAD Pty Ltd
50 E mo Road East Malvern Victoria 3145
rj-gw@bigpond.net.au tel & fax (03)9572 1225

CLIENT
City of Greater Geelong

PROJECT
Hitchcock Avenue
Barwon Heads

DRAWING
Plan:
Ozone Road to Colite Street

NORTH



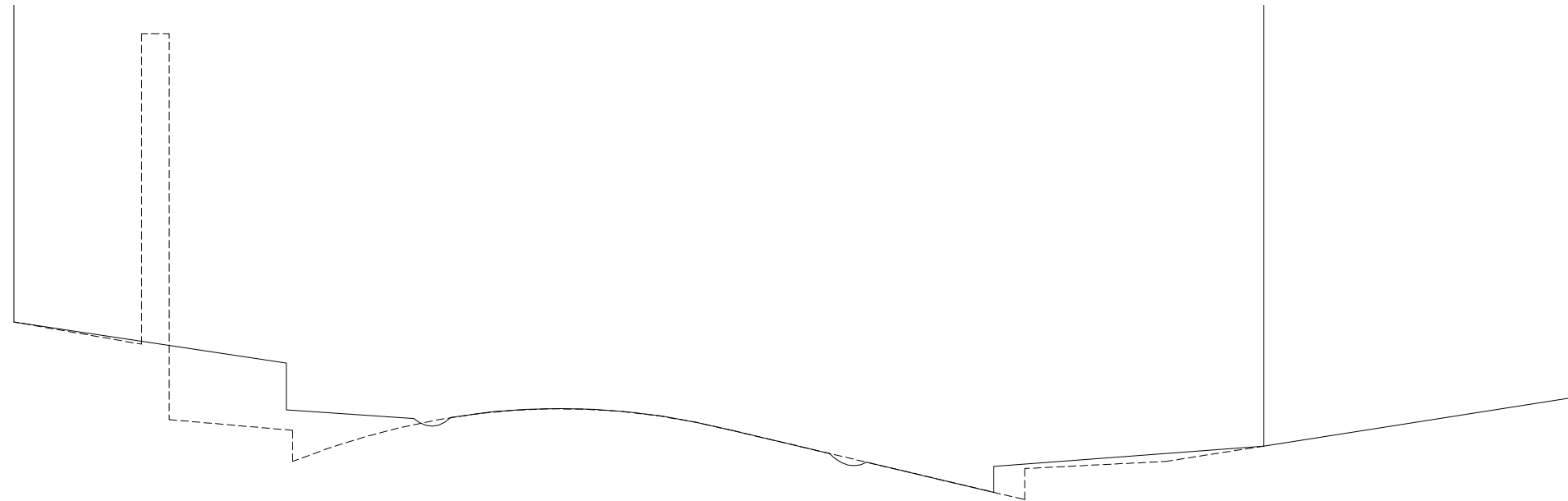
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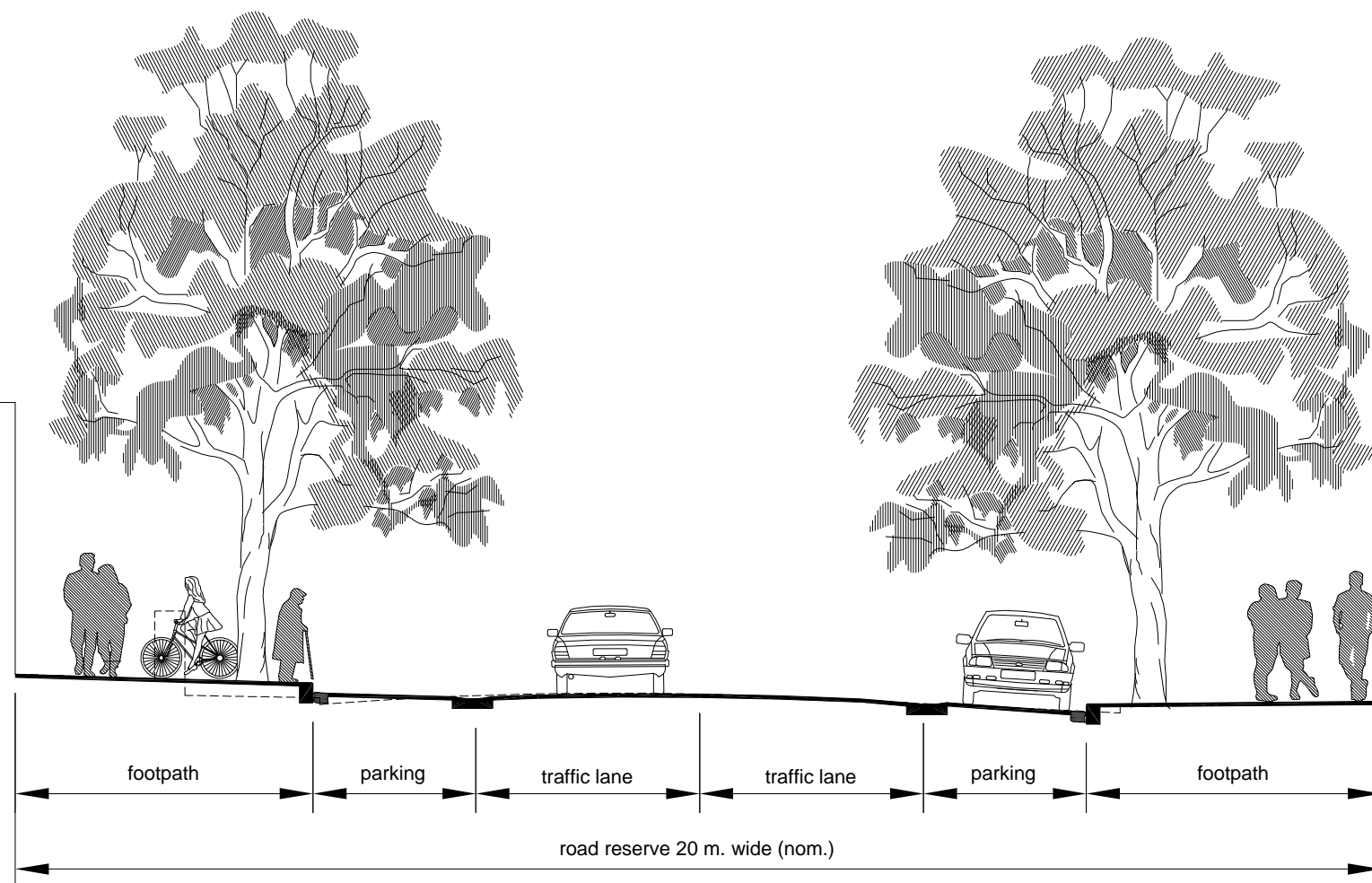
PROJECT - DRAWING - REVISION NO. DATE
0204-01-B 13 Jan 2003

DO NOT SCALE - USE WRITTEN DIMENSIONS ONLY

AMENDMENTS		
NO.	DATE	DESCRIPTION



SECTION - VERTICAL SCALE EXAGGERATED 5 X



footpath widened to 2.5m min.
steps and walls removed
nature strip in front of houses only

new channel between
parking & traffic lane

new trees planted
in nature strip/tree pits

gardens, cafes, etc.
in private setbacks

TYPICAL SECTION

JONES & WHITE HEAD Pty Ltd
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CLIENT
City of Greater Geelong

PROJECT
Hitchcock Avenue
Barwon Heads

DRAWING
Typical cross section

NORTH SCALE @ A1
1:50
SCALE @ A3
1:100

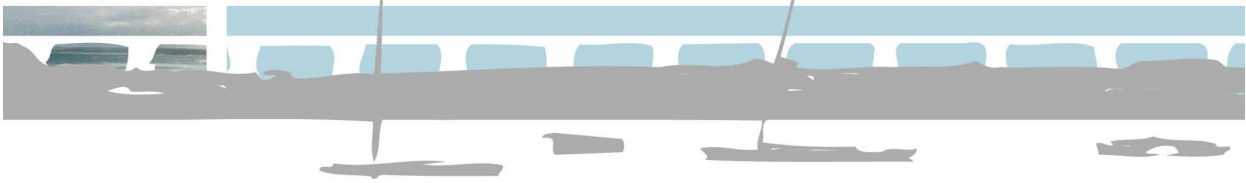
STATUS
PRELIMINARY FOR DISCUSSION ONLY
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PROJECT - DRAWING - REVISION NO. DATE
0204-04-B 13 Jan 2003



4. Urban Design Guidelines





4.1 Hitchcock Ave Design Guidelines

Hitchcock Avenue is the identifiable centre of town, and demonstrates many qualities and characteristics which give Barwon Heads its special character. Hitchcock Avenue is also subject to increasing development pressure, and while development may be viewed as a threat to the valued qualities of the street, it also presents opportunities to improve and reinforce the sense of place.

The purpose of the Hitchcock Avenue guidelines is to identify the urban design values of the street, and provide guidance to applicants and council officers regarding the best ways to protect and enhance those values.

The guidelines are derived from an analysis of the following streetscape elements in Hitchcock Avenue:

Street setting

- Location and topography
- Views and vistas
- Landmarks

Street character

- Casual 'beachyness'
- Shops and cafes
- Coastal gardens

Building siting

- Shops
- Houses
- Community buildings

Building form

- Shops
- Houses
- Community buildings

Building details and finishes

- Materials
- Awnings
- Signs

The urban design guidelines for Hitchcock Avenue relate to development on private land and apply to all properties fronting Hitchcock Avenue between Bridge and Ozone Roads.

4.2 Hitchcock Ave Streetscape Analysis

Street Setting

Location and Topography

The following describes the location and topography of Hitchcock Avenue:

- Located in 'old town'
- Street part of historic grid
- Topography only subtly undulating
- Rises in southern residential section, following dunal landform
- Sense of containment
- Low lying land

Views and Vistas

The following describes the views and vistas within and from Hitchcock Avenue:

- Formal, straight street sets up formal vistas
- Strengthens sense of containment
- Directed vistas north and south down straight street
- South – rise in landform to coastal tree tops
- North – distant view to double avenue of tuart gums within the Village Park
- Long range glimpses to tree tops at Bluff end
- Built form and existing vegetation largely blocks views to higher land of Bluff towards the south

Landmarks

The following describes the 'landmarks' in the street:

- Lacking
- Community buildings – churches / halls
- Community buildings have a real 'presence' in the street – building type and siting
- Corner buildings – ie former BP service station building
- Both types are landmarks largely due to siting with 'forecourts' / space – points of difference with presence
- Use of bold colour – blue / yellow; murals
- Gardens / vegetation – Honnington on Bridge esp large cypress on corner
- Tuart avenue
- Community buildings such as churches and halls have a different presence in the street
- More imposing building forms – height and mass
- Substantial setbacks / sense of openness
- Often located on corners
- No front boundary treatments
- Manicured, grassy forecourts
- Space around these 'public' buildings an extension to the public street





- By their nature are places where the community gathers
- Visually, they are 'pocket parks'

Street Character

Casual 'Beachyness'

The following notes describe the casual and beachy character of Hitchcock Avenue:

- Unpolished, casual qualities
- Beachy / non-suburban
- Street appears to have evolved largely unplanned / non-engineered (with the exception of the straight street which forms part of the grid)
- These qualities reflected in townscape elements
- Bitsy – some have a positive effect / some negative
- Positive – atmosphere / character / nearness to beach / mix of materials / 'element of surprise' – ie grass / quirky / unpretentious / recycling
- Negative – import of all sorts of things – bluestone pitchers / street lamps / furniture / bollards / messy clutter / dangerous public domain / kitsch / lack of 'identity' – is this the main street?
- Largely, these elements will be covered by streetscape upgrade. However, they provide an understanding of street space character as a whole
- Coastal gardens / varying setbacks, forms and uses...
- A streetscape of contrasts and contradictions – hard (café street) and soft



Shops and Cafes

The shops and cafes in the street are characterised by the following:

- Many sunny spaces for people to linger, sit, meet people – north south orientation means both sides of the street receive sun
- Defined by well articulated facades with windows and glass doorways
- Activity and displays inside add to vibrancy
- Parts of the buildings are recessed or set back to provide spaces for tables, chairs and umbrellas
- Positive contribution also because street furniture does not affect pedestrian accessibility
- Sometimes shelter provided by an awning
- Signs are directed at pedestrians
- Elements create a 'social space' where activity spills out onto the street
- Aided by trees and line of parked cars – restore the pedestrian balance / 'shelter' pedestrians from traffic
- Other shops can reinforce this pattern – orientation, glass, articulation



Coastal Gardens

Coastal gardens are another key characteristic of Hitchcock Avenue:

- Front gardens of residential properties contribute much to the streetscape – greenery, variety, softness, often a coastal ambience due to species
- In some areas, the townscape character is defined by a low fence, wall or hedge or no front boundary treatment, separating a private garden from the public space / footpath



- Some examples of higher fencing – eg timber paling
- Setbacks beyond the front boundary vary from small to generous (depending on the era of the house)
- Many front gardens are bushy with established trees and coastal vegetation / some have hedges at the front
- Sometimes a sense of intrigue due to dense, bushy gardens / secret gardens
- Cooling effect
- Other front gardens are open and low – mostly the new unit developments
- Low scale planting / grass / no front boundary fence / central concrete driveway

Building Siting

Shops

The following describes the siting and orientation of shops in the street:

- General – part of ‘old town’ grid pattern / lots are square to street / buildings are square to lot boundaries – consistency in orientation
- The evolution of siting of commercial buildings in Hitchcock Avenue has resulted in an atypical pattern (in some ways)
- Commercial buildings vary in their front set back from 0 metres to 3 – 4 metres
- Some of this is by accident (re-cycling of existing residential buildings), some by design
- The majority of purpose built shops have been built to the front boundary
- There are examples of commercial buildings that have been set back from the front boundary to accommodate outdoor dining facilities (the ‘Signature’ building)
- This varying set back pattern (unplanned inconsistency) has positive benefits
- Provides greater opportunity for street life in the form of outdoor dining and displays, not just in front of buildings in a uniform manner, but in sheltered spaces between buildings and tucked around corners or in alcoves (perhaps partially a necessity due to narrow width of footpaths)
- The opportunity for outdoor dining often extends to the rear of properties in the form of decks or courtyard spaces
- Inconsistent setbacks is not normally promoted as ‘good’ urban design but it is what gives the street much of its informal character, diversity and charm
- Lot proportions are fairly consistent – Typically a narrow frontage to depth of lot
- Grain and scale of the street is consistent
- This pattern should be maintained – the combining of lots to accommodate larger scale commercial development should be resisted (floor area limit)
- Form of new development should reflect the width of prevailing lots and buildings
- Service stations oriented to intersection...
- Car park located between pharmacy and hairdresser – lost space / detracts from street in use and appearance / displays no landscaping to soften the impact of the bare space





Houses

The following notes describe the siting and orientation characteristics of the houses in the street:

- Residential lot sizes and dimensions were traditionally consistent in size and proportion (with each other and with other lots in the street)
- Newer unit developments have departed from this traditional pattern – amalgamation of lots to create larger sites for 4 to 6 units – this has broken the consistent and recognisable grain
- Set backs from the front boundary vary according to era of development
- Couple of older dwellings closer to street – 3 to 4 metres
- Simple timber 1950s and 1960s dwellings moderate setbacks – 5 to 6 metres
- More recent unit developments typically 4 to 5 metres from front boundary (do not address the street) with central driveway (internalised – contribute very little to street / tend not to have front fences / lawn – spacious, open frontages)
- All residential set backs provide space for front garden
- Glimpses to private, partially hidden gardens enrich the street
- Occasional house above street level



Community Buildings

The following outlines the siting and orientation of community buildings in Hitchcock Avenue:

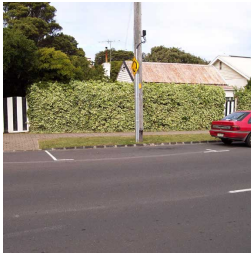
- Non-residential / non-commercial places contrast further with the grain and pattern (is there one?) of the street
- Generous set backs from all boundaries / often built in-the-round / larger sites / often corner sites
- Community buildings provide an opportunity for social interaction / contribute to the sense of community – provide flexibility / opportunities for adaption of space – markets etc.
- They are also landmarks in the street – provide orientation / contribute to people's sense of place
- Buildings such as the churches and public hall are traditionally sited to provide a place for people to gather
- These 'grassy forecourts' provide a place for people to gather, linger, chat
- Very important that these spaces remain and are not sealed or taken over with car parking – would also destroy connection of these spaces to the street through installation of a crossover
- Large trees with a strong form are typical of church gardens – trees themselves become landmarks in the street
- Opportunity for gathering space should be recognised in any new community development in the street
- Public or private? – pocket parks...
- Tend not to have front fences



Building Form

The following describes the form of buildings:

- Two building types predominate in the street – residential (houses) and commercial (shops)



- Community buildings such as churches and halls are the exception and tend to be individually designed and landmarks in the street
- The other exception is service station buildings, which are a unique typology
- In addition, many former residential buildings have been converted to a commercial use, giving the street a reused, recycled feel
- This is also the case for service station buildings, which have been / or are in the process of conversion to different commercial uses (restaurant)
- Form of street has evolved incrementally – very little consistency in eras or styles
- No recognised historic fabric, mostly 50s, 60s and more recent (80s, 90s) brick veneer infill

Houses

The following notes describe the form of houses in the street:

- Two types – older, typical Barwon Heads typology and newer, infill brick veneer
- Older typology located on a lot of typical size and dimensions
- Era is 50s and 60s, single storey weatherboard (sometimes fibro), pitched (hipped) roof, simple detailing (fibro in other areas of Barwon Heads) L-shaped plan, front entry, typical fenestration – small windows in solid walls / articulated facades / overhanging eaves / sometimes verandahs / surrounded by established gardens including substantial trees and bushes
- Other - 80s and 90s unit development breaks traditional pattern / amalgamation of lots / often internalised as opposed to be oriented to street / central driveway / open and spacious sites / low level low maintenance manicured lawns / form is single storey with pitched, tiled roofs / oriented to the driveway as opposed to the street
- Occasionally unit developments located behind shops – mix of uses on the site make a positive contribution / side driveway access does not dominate the street due to domestic style landscape treatment / commercial building, oriented to the street continues pattern at the front of the site
- Potential for additional residential and accommodation at the rear and above shops
- Mixed use development including two-storey shop top accommodation currently under construction and in existence above the post office and the pizza shop
- Frontage treatments vary – low to medium height fencing delineates the front boundaries of older style dwellings in the street, often softened with planting
- New unit developments often have no front fence
- Dwellings that have been converted to commercial use – front fences removed

Shops

The following describes the building form of shops in Hitchcock Avenue:

- Purpose built shops or converted houses that are now shops
- Purpose built shops are typically brick or rendered concrete block / single or double storey with parapet (flat or pitched roofs behind parapet) / plain, boxy / mostly built to front boundary and side boundaries / shop windows only in front façade (unless corner site) – mostly large display windows; smaller 'cottage styled' / residentially scaled windows confuse the pattern / blank side walls (some with murals) – terrace like / entrances directly off street / doorways not recessed, mostly flush with front facade



- Often include awnings which provide shelter and denote the building as commercial
- Converted houses add interest and 'quirkiness' / larger setbacks with garden settings (for example, Café Orange) and alterations to front facades (bi-fold windows that open to street) – adapted and recycled / add lots of character to the street
- Unique typology is the service station – often at intersections for high visibility and passing traffic / oriented to the corner – splayed corner / oriented to the car – drive in / hard, paved 'forecourt' / traditionally interrupt the streetscape pattern as is the case here – reinterpreted for a different use – restaurant / shop – adds interest and vitality to the street (car dominated forms sometimes found in video stores, bottle shops etc should not be encouraged)



Community Buildings

The following notes describe the form of community buildings in the street:

- Larger scale, individually designed, more visible, easily identifiable (a church 'looks like' a church – use of symbols)
- These buildings have a presence in the streetscape
- Often on corner sites; larger sites; designed in-the-round with a garden setting; prominent entrances; visual connection to the street
- Generous setbacks (forecourts) create meeting spaces
- Streetscapes can be further enhanced if these buildings provide gardens, walls that can be used for seating, shelter, shade...
- Landmark buildings – community places

Building Details and Finishes

Materials

The following describes the building materials in the street:

- Diverse materials / colourful palette
- Non-traditional; eclectic
- Houses are traditionally weatherboard or fibro (muted colours) in Barwon Heads; new units are brick veneer
- Purpose built shops are brick or concrete block; sometimes rendered
- Mix of materials a positive contribution – introduction of timber adds a lightness to the structure
- Two recent examples of purpose built shops introduce faux 'sandstone' block; one with decorative detailing
- Honest use of new materials is preferred to artificial weatherboard or imitation sandstone

Awnings

The following describes the awnings in the street:

- Many purpose built shops have awnings
- Provide shelter from sun and rain and identify commercial buildings; provide a more comfortable pedestrian environment; opportunity to linger
- Extend the shop into the public street and create opportunities for café based street activity





- Awnings extend for the full width of commercial facades and project horizontally from the building wall
- Awnings can provide a space for signage, on the fascia or hanging below the awning, which helps to prevent signage clutter
- Some have posts for support
- Inconsistent width of awnings; inconsistent placement of posts
- Height should relate to the building elevation
- Should be a minimum of 1700mm (max 2500mm) in from the edge of the kerb to provide space for light poles, traffic signs
- Lighting under awnings should be encouraged to ensure pedestrian safety

Signs

The following notes describe the signage types and styles in the street:

- Currently a conglomeration of signage types and styles ie A-frames, awning fascia, building façade, above awning, parapet, window signs, murals
- In a shopping strip, they should be aimed at the pedestrian, preferably below awning height
- Shop signs should be concentrated under the awning to address the shopper on foot or on the awing fascia
- Traditional location is on the awning fascia (visible from the road)
- If no awning exists, wall signs that hang perpendicular to the façade give scope for creativity
- Signage should relate to the building and architectural detail / integrated
- Large signs, roof signs, sky signs should not be permitted; they should be a secondary signal, not the dominant feature of the street

4.3 Hitchcock Ave Streetscape Objectives

Following analysis of the streetscape elements, objectives were prepared for the urban design environment of Hitchcock Avenue. The objectives form the basis of the design guidelines for the street, which are outlined in the following section.

Street Setting

- To reinforce the location of the street in the context of its wider setting within a coastal town.
- To protect existing views and vistas within and from the street.

Street Character

- To reinforce the casual, unpolished and beachy qualities of the street.
- To encourage a diverse mix of uses and activities in the street.
- To encourage protection of the older dwellings and landmark buildings and their settings.

Building Siting

- To retain the traditionally scaled and proportioned lot sizes in the street.





- To reinforce the linear layout of Hitchcock Avenue, as part of the town's original street grid.
- To ensure that new commercial buildings address the street.
- To ensure that residential buildings address the street and are sited to protect the amenity of adjacent properties.
- To encourage creative departures from the traditional set back pattern of buildings, in circumstances where it can be justified.
- To include opportunities for garden settings or landscape treatments on sites that contain set back buildings.

Building Form

- To ensure that new buildings are designed to respond to the characteristics of the site and locality, and demonstrate a high standard of contemporary expression.
- To encourage a mix of dwelling types that respond to the diverse needs of the community.
- To ensure that dwellings and their settings contribute to the character and amenity of the street.
- To ensure that commercial buildings encourage social interaction and interest at street level.
- To encourage environmentally sustainable design and material selection for refurbishment or development of new buildings.

Building Finishes and Details

- To encourage buildings that have regard to the palette of materials and colours used in the town, and demonstrate a high level of contemporary finish.
- To encourage details which are integrated with the architecture of the building and contribute to the character and amenity of the street.
- To ensure that signage does not dominate the building or street, and contributes to the pedestrian environment.

4.4 Urban Design Guidelines

The Hitchcock Avenue urban design guidelines are presented in a tabulation of streetscape elements, objectives, design responses, and avoid statements. Each of the columns is explained below.

Streetscape Elements

The streetscape elements are those aspects of the street which were analysed to arrive at the design guidelines. They include street setting, street character, building siting, building form and building details and finishes.

Objectives

The objectives state the intention and desired outcome for that character element.



Design Responses

The design responses are the preferred method of achieving the relevant objective. However, other methods of satisfying the relevant objective may be demonstrated to council's satisfaction.

Avoid Statements

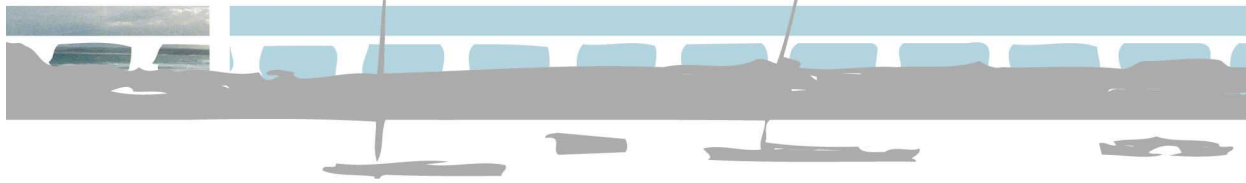
The avoid statements specify inappropriate design responses.



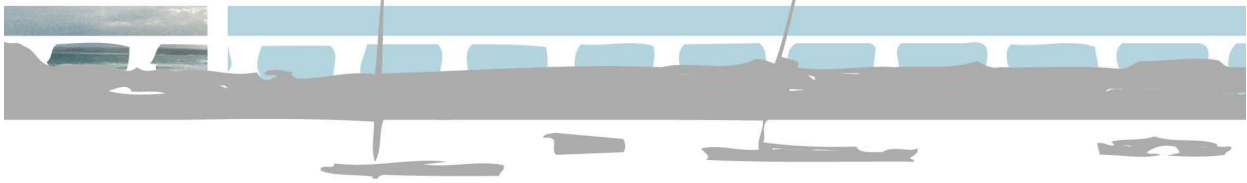
Streetscape Element	Objective	Design Response	Avoid
Street Setting	To reinforce the location of the street in the context of its wider setting within a coastal town.	<p>Protect and reinforce the views of the coastal vegetation on the higher dunal land to the south.</p> <p>Protect and reinforce the view of the rise in topography to the coast of the southern end of Hitchcock Avenue.</p>	<p><i>Loss of sense of nearness to the coast.</i></p> <p><i>Loss of views to coastal vegetation from within the street.</i></p> <p><i>Loss of view to the topographic rise of dunal landform at the southern end of Hitchcock Avenue.</i></p>
	To protect existing views and vistas within and from the street.	<p>Protect and reinforce the vista from within the street to the existing or future avenue of trees at the entrance to the Village Park.</p> <p>Protect and reinforce views of landmark buildings such as churches and the community hall from within the street.</p>	<p><i>Loss of vista to the Village Park entrance.</i></p> <p><i>Loss of views to landmark buildings from within the street.</i></p>
Streetscape Character	To reinforce the casual, unpolished and beachy qualities of the street.	<p>Utilise vegetation species suitable to local conditions in any new development.</p> <p>Utilise and reinterpret traditional Barwon Heads building forms and finishes in any new development (ie simple forms and detailing, and use of light materials such as timber etc).</p> <p>New development should be responsive to the climatic conditions of the site and locality, and the amenity of neighbouring properties.</p>	<p><i>Domination of the coastal landscape by exotic species.</i></p> <p><i>Development that has no relationship to its site or the coastal setting.</i></p> <p><i>Unreasonable amenity impacts on adjacent properties.</i></p>
	To encourage a diverse mix of uses and activities in the street.	<p>Contribute to a mix of residential and commercial uses in the street with any new development.</p> <p>Give consideration to the development of a mix of commercial and residential uses on individual sites (ie shop top housing, tourism accommodation at the rear of properties etc).</p>	<p><i>An imbalance between day time and night time activity.</i></p> <p><i>Lack of residential uses in the street.</i></p> <p><i>Loss of activity generated by a mix of uses.</i></p>
	To encourage protection of the older dwellings and landmark buildings and their settings, in the street.	<p>Recycle older dwellings for alternative uses, including commercial uses.</p> <p>Recycle landmark structures for alternative uses, including residential and commercial uses.</p> <p>Protect landmark structures such as churches and community halls and their settings.</p> <p>Provide additional pedestrian comforts within the set backs around landmark buildings (ie landscaping, seating etc).</p>	<p><i>Loss of diverse mix of building stock.</i></p> <p><i>Demolition of landmark buildings.</i></p> <p><i>Demolition of older dwellings.</i></p> <p><i>Loss of 'community space' around existing landmark structures.</i></p>
Building Siting	To retain the traditionally scaled and proportioned lot sizes in the street.	Retain or restore the traditional subdivision pattern in the street (ie narrow frontage to longer depth of lot).	<p><i>Loss of fine grain subdivision pattern.</i></p> <p><i>Amalgamation of sites for large residential or commercial developments.</i></p>



Streetscape Element	Objective	Design Response	Avoid
Building Siting continued	To reinforce the linear layout of the street, as part of the historic street grid of the old part of town.	If a building is to be set back, ensure it is parallel to the front boundary.	<i>Loss of impact of linear layout of the street.</i> <i>Buildings that are not 'square' to the street.</i>
	To ensure that new commercial buildings address the street.	Generally, site new commercial buildings on the front boundary (ie 0 metre set back from front boundary). Orientate commercial buildings to address the street. If located on a corner site, ensure the commercial building addresses both street frontages.	<i>Commercial buildings that are not oriented towards the street.</i> <i>Blank walls on the street.</i>
	To ensure residential buildings address the street and are sited to protect the amenity of adjacent properties.	Site residential buildings on the lot to contribute to the variety of set back distances in the street, ensuring that the amenity of adjacent properties is not unreasonably impacted. If a set back is provided from the front boundary, provide vegetation within the front set back that contributes to the amenity of the street.	<i>Total uniformity in siting of buildings.</i> <i>Lack of vegetation within a front set back.</i>
	To encourage creative departures from the traditional set back pattern of new buildings, in circumstances where it can be justified.	Consider setting back parts of commercial buildings such as cafes and restaurants to provide alcoves and spaces for people to sit outdoors. Utilise existing set backs for outdoor dining or displays when recycling an existing residential building for a commercial use. Design and landscape the space around community buildings so that it contributes to the amenity of the street and has the potential to be used by the wider community.	<i>Loss of the practise of recycling buildings, together with the unique set back opportunities it creates for commercial uses.</i> <i>Total uniformity in setbacks.</i> <i>Loss of emphasis or 'landmark status' of community buildings in the street through utilisation of standard setbacks.</i> <i>Loss of 'community space' around community and landmark buildings.</i> <i>Car parking within the front setback.</i>
Building Form	To ensure that new buildings are designed to respond to the characteristics of the site and locality, and demonstrate a high standard of contemporary expression.	Retain existing trees wherever possible and provide for the planting of new vegetation, including canopy trees, well suited to local conditions. Design buildings for energy efficiency, considering solar access and utilising sustainable energy and construction techniques wherever possible. Respect the predominant building height in the street and of adjacent properties. Articulate the form of buildings and elevations.	<i>Loss of existing trees.</i> <i>No regard to the orientation of the lot in relation to solar access, prevalent wind directions etc.</i> <i>Unsustainable design and construction techniques.</i> <i>Buildings that exceed the predominant building height in the street by more than one storey.</i> <i>Unarticulated, sheer facades and building forms.</i> <i>Historical reproduction styles.</i>



Streetscape Element	Objective	Design Response	Avoid
Building Form continued	To encourage a mix of dwelling types that respond to the diverse needs of the community.	<p>Integrate shop top housing or tourism accommodation above or behind commercial uses.</p> <p>Explore a range of housing types such as townhouses and apartments to complement the traditional range of housing available in the street.</p>	<p><i>Lack of diversity in housing types and styles.</i></p>
	To ensure that new dwellings and their settings contribute to the character and amenity of the street.	<p>Ensure dwellings address the primary street frontage.</p> <p>Provide open style front fences to a maximum height of 1.2 metres wherever possible.</p> <p>Ensure front set backs are mostly permeable and able to support vegetation.</p> <p>Locate garages, carport and car parking areas behind the line of the dwelling.</p> <p>Provide only one vehicular crossover per frontage.</p>	<p><i>Car parks or car parking structures that dominate the front setback or view of the dwelling.</i></p> <p><i>Domination of frontages by crossovers, driveways and car parking areas.</i></p> <p><i>Lack of vegetation within front setbacks.</i></p>
	To ensure that new commercial buildings encourage social interaction and interest at street level.	<p>Orientate commercial buildings towards the street and provide the entrance to the building directly from the street frontage.</p> <p>Provide a well articulated façade, with shop front windows at street level.</p>	<p><i>Commercial buildings that do not address the street.</i></p> <p><i>Lack of interest and activity at street level.</i></p> <p><i>Blank facades or small areas of glazing at street level.</i></p> <p><i>Roller shutters over shop fronts.</i></p>
Building Details and Finishes	To encourage buildings that have regard to the palette of materials and colours in the street, and demonstrate a high level of contemporary finish.	<p>Use simple building details.</p> <p>Use a mix of contemporary materials, colours and finishes.</p> <p>Incorporate materials used traditionally in the town (ie weatherboard).</p>	<p><i>Excessive decoration.</i></p> <p><i>Historicist embellishment.</i></p> <p><i>Materials such as artificial weatherboard, brick or sandstone.</i></p>
	To encourage details which are integrated with the architecture of the building and contribute to the character and amenity of the street.	<p>Provide awnings without posts on commercial buildings wherever possible.</p> <p>Locate awnings a minimum of 1700mm from the face of the kerb. In areas where the footpath is wider than the average width in the street, locate awnings a maximum of 2500mm from the front boundary.</p> <p>Relate the height of the awning to the building elevation. On single storey buildings locate the awning below eaves level. On double storey buildings locate the awning at first floor level.</p> <p>Provide subtle down lighting under awnings wherever possible.</p> <p>Incorporate subtle façade lighting on landmark buildings or up lighting of vegetation features in the street.</p>	<p><i>Posted verandahs or awnings.</i></p> <p><i>Awnings that interfere with street trees, street furniture, traffic signage or truck or car movements.</i></p> <p><i>Fluorescent style, 'white' lighting under awnings.</i></p>



Streetscape Element	Objective	Design Response	Avoid
Building Details and Finishes continued	To ensure that signage does not dominate the building or streetscape and contributes to the pedestrian environment.	<p>Direct signage at pedestrians (ie awning or street level).</p> <p>Provide signs only on the awning fascia or under the awning wherever possible.</p> <p>If a flat wall sign is proposed, relate the sign to the architecture of the buildings in style and placement (ie individual letters as opposed to large, flat rectangular signs).</p> <p>If a hanging wall sign is proposed, consider an artistic or individual approach and ensure it is constructed to a high level of finish.</p>	<p><i>Roof signs, sky signs and above awning signs.</i></p> <p><i>Large, visually dominant signs, particularly above first floor level.</i></p> <p><i>Internally illuminated signs.</i></p> <p><i>Large wall signs that do not relate to the building.</i></p>

