



# BALLARAT ENTRANCES STRATEGY

---

# Ballarat Entrances Strategy

Prepared for City of Ballarat, August 2006

**FINAL VERSION**

**Prepared by:**

THA Landscape Architects Pty. Ltd.



202 Grant Street  
BALLARAT VIC 3350

Phone (03) 5333 5942

Fax (03) 5333 5488

Email: [office@thala.com.au](mailto:office@thala.com.au)

**In association with:**

John Challis, Challis Design

Robert Morgan, Traffic Engineering and Road Safety Consultant; and

David Morgan (Urban Design)

---

## EXECUTIVE SUMMARY

---

The entrances to a city have many roles and meanings that have evolved and developed over time. The original purposes of access and control have become secondary to many layers of cultural meaning that develop as a city or town grows and matures. These roles and meanings include, for example, the significance of arrival, safety, home-coming and the achievement of completing a journey. The entrances to a city are important in providing visitors with a positive first impression, representing a city's values or self-image and directing people to the city centre.

The entrances to Ballarat are significant in the contribution they make to visitors and residents' experience of the city, and they present major opportunities to communicate the values of the community. Ballarat's entrances provide an important function in welcoming and directing visitors to points of interest and activity and, with improved presentation, will become features of community pride and celebration. The need to improve the presentation of Ballarat's entrances has been identified in a number of strategic documents and community consultation processes undertaken by Council and has been identified as a priority project by Council.

### Scope of the Project

The Ballarat Entrances Strategy is a long term strategy for the improvement of Ballarat's entrances. This strategy is the City's principle document establishing a vision for the future development of Ballarat's gateways and guiding a staged and coordinated program of improvement and upgrade. It identifies a short term, four (4) year action plan to of projects that will make a significant contribution towards the long term vision. The strategy focuses on Ballarat's eight main entrances, and the Ballarat Bypass section of the Western Freeway.

The objectives of the project are to:

- Research and assess all current plans, strategies and proposed works for all of the listed entrances
- Develop a vision, road infrastructure themes, landscape themes, promotional and branding themes, and visually appealing but safe site specific recommendations for each of the separate entrances, and
- Use quality graphics in the presentation of the Strategy in a consistent and informative manner.

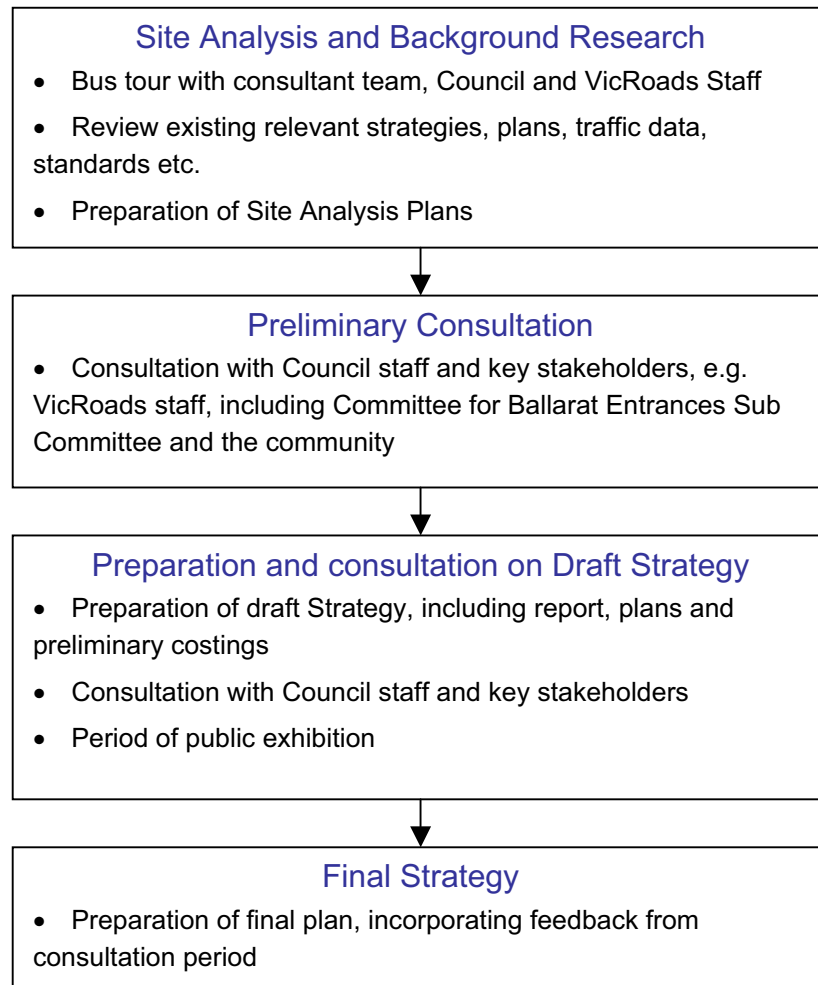
This strategy comprises a written report and associated Site Analysis and Entrance Strategy Plans. The report is presented in four main sections:

- Section 1 provides an overview of the aims and objectives of the project and the research process undertaken by the consultants
- Section 2 establishes the strategic framework for the study, including a vision, planning and design principles, entrance selection and hierarchy and signage strategy

- Section 3 includes general recommendations and presents a description of each entrance, an overview of the research findings and specific recommendations and costings, including Site Analysis and Entrance Strategy Plans, and
- Section 4 presents a short term, four (4) year action plan for implementation.

## Method

The strategy has been prepared following extensive site analysis, documentation and literature review and consultation with key stakeholders and the community. The following flow chart provides an overview of project methodology.



## Strategy Framework

The strategy includes a strategic framework with an overall vision and planning and design principles for all entrances.

The overall vision for the Ballarat's Entrances is that Ballarat's entrances will:

- Contribute positively to Ballarat's image and presentation
- Welcome and direct visitors to points of interest
- Provide 'journeys' of experience into and through the city
- Articulate Ballarat's past, present and future
- Enhance points of historical, cultural and natural interest; and
- Be valued by the community who contribute to their care.

Planning and Design Principles that apply to all entrances are presented under the themes of Streetscape and Urban Design, Road Management and Safety, Environmental Sustainability, Community and Partnerships and Implementation. General recommendations for all entrances, which respond to the planning and design principles, are included in the final section of the report.

## **Entrance Vision Statements and Design Objectives**

For each entrance the strategy establishes a vision and key design objectives. The discussion of issues and opportunities and associated recommendations for each entrance relate to the themes of streetscape, traffic management and safety, built form / facilities, signage, feature elements and land use planning. The following presents the vision and key design objectives for each entrance.

### **Ballarat Bypass**

#### Vision

Ballarat Bypass will include a number of signs / major feature elements which promote Ballarat's key attractions and stimulates interest in Ballarat and invite travellers into the city.

#### Design Objective

- Design and install a series of sequential feature elements and signs that heighten awareness and build curiosity about Ballarat.

### **Eastern Entrance (Woodmans Hill)**

#### Vision

The Woodmans Hill entrance provides travellers with magnificent views across the city and surrounding landscape and is developed as the main entrance to Ballarat.

#### Design Objectives

- Maintain views across the city and investigate using these views as the major focus of a feature/sculptural element for this entry.
- Improve the promotion of local attractions and direct links to the Eureka Centre in particular.
- Maintain general theme of native planting to the east of Fussell Street and heritage inspired exotic planting to the west.

### **Northern Entrance (Creswick Road)**

#### Vision

The Creswick Road entrance to Ballarat supports high numbers of heavy transport vehicles and cars and presents an image of the city which reflects:

- Prosperity – engendered by industrial activity
- Community connections – engendered by sporting associations and community facilities; and
- Regional connections to the surrounding district and Spa Country.

### Design Objectives

- Improve the visual presentation of this entrance
- Establish a native planting theme north of Howitt Street and exotic planting theme to the south.
- Protect views over the city along this entrance south of MacArthur Street.
- Provide for all entrance users, including cyclists and pedestrians.

## **Southern Entrance (Sebastopol)**

### Vision

The Sebastopol entrance welcomes travellers from southern and western Victoria and provides opportunities to experience areas of local community activity and the heritage streetscapes in central Ballarat.

### Design Objectives

- Protect and enhance streetscape north of Rubicon Street, including street trees, bluestone drains and footbridges
- Improve visual amenity and presentation of the streetscape south of Rubicon Street, in particular developing a native planting theme
- Where possible, communicate connections to the Yarrowee River which runs adjacent to the east of the entrance.
- Develop shopping areas / activity nodes as key points of interest with distinct landscape themes

## **Western Entrance (Burrumbeet)**

### Vision

The Burrumbeet entrance provides travellers with an opportunity to experience the longest avenue in the world and to appreciate the community commitment to protecting and enhancing this magnificent heritage asset. Burrumbeet township creates an opportunity to define a pattern of markers (ie tree planting, signage, iconic feature) to highlight the approaching entry and Avenue of Honour for travellers driving eastwards.

### Design Objectives

- Protect and enhance the Avenue of Honour, Arch of Victory and its associated heritage elements.
- Establish strong links to other tourist attractions and heritage features in and around Ballarat.
- Ensure that future development does not negatively impact on the streetscape.

## **South Eastern Entrance (Mt Clear)**

### Vision

The Mt Clear entrance to Ballarat provides travellers with a contrasting experience of the “old mining town” of Ballarat around and the newer settlement patterns and architectural styles around Mt Clear.

### Design Objectives

- Maintain and enhance the classical, meandering “old mining town” feel to this entrance
- Develop a native streetscape theme for section of Main Road south of Elsworth Street

## **South Western Entrance (Delacombe)**

### Vision

The Delacombe entrance provides a gentle transition between the rural and urban landscapes of Ballarat.

### Design Objectives

- Protect views to hills in the distance.
- Ensure that new development to the west and south continues to support the semi-rural feel of the entrance to Ballarat, e.g. soft engineering finish to road edges and well set back and landscaped dwellings.

## **North Western Entrance (Learmonth)**

### Vision

The Learmonth Road entrance provides road and air travellers to Ballarat the opportunity to experience a grand scale coniferous avenue and a sense of prosperity and community pride.

### Design Objectives

- To protect and gradually replace the grand Learmonth Road coniferous avenue, in accordance with the Learmonth Road Tree Replacement Strategy.
- Develop feature elements at key locations which reflect the values of the area, including Ballarat’s industrial history.

## **North Eastern Entrance (Brown Hill)**

### Vision

The Water Street entrance provides an efficient and attractive route to the main street of Ballarat.

### Design Objectives

- To create an attractive and green streetscape experience
- To improve presentation and appreciation of the heritage bluestone railway bridge

## **SUMMARY OF KEY DESIGN PRICIPLES TO BE APPLIED GENERALLY ACROSS ALL GATEWAYS.**

Key design principles to be considered for all works across all entries include:

- All key entry features to acknowledge the traditional land owners – the Wathaurong People with ongoing consultation to ensure appropriateness.
- Plant large street trees as key elements in all the entries wherever practical and within clear zone guidelines.
- Define clear planting themes that reflect the local landscape character (ie exotic / native).
- Consider rationalising signage along all the entries but especially within the vicinity of Gateway Features.
- Install bold themed sculptural entry signs on the urban fringe to clearly articulate a sense of community pride and vibrancy.
- Maintain municipal boundary signs with proposed modifications to highlight Wathaurong Country. Theses signs subject to Council’s various signage and branding strategies.
- Take all opportunities to remove or retrofit existing power lines that detrimentally impact on the local amenity, impede existing/future tree planting schemes or restrict full development of the strategy recommendations. installing landmark features/sculptures with individual artistic merit in appropriate locations.
- Encourage adjoining property owners to add to the various themes articulated in the strategy by appropriate landscape treatments, signage, fencing etc.
- All recommendations should be documented and implemented with due regard for the ongoing maintenance implications. It is necessary that ongoing maintenance requirements are minimized wherever possible wherever possible.
- Incorporate and encourage the development of bicycle lanes, bike paths and connections to other bike paths (on and off road wherever possible).
- Ensure that all development works have the approval of both Council and Vicroads as the responsible authorities .



# CONTENTS

---

<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
<b>1. INTRODUCTION.....</b>	<b>4</b>
1.1 Structure of this report .....	4
1.2 Project aim and objectives .....	4
1.3 Study area and context.....	5
1.4 Method .....	8
1.4.1 Site analysis .....	8
1.4.2 Consultation.....	8
1.4.3 Relevant literature .....	8
1.5 The City Gate – History and Theory .....	9
<b>2. BALLARAT ENTRANCES STRATEGIC FRAMEWORK .....</b>	<b>11</b>
2.1 Vision.....	11
2.2 Planning and Design Principles .....	11
2.2.1 Streetscape and Urban Design.....	11
2.2.2 Environmental Sustainability.....	13
2.2.3 Road Management and Safety .....	14
2.2.4 Community and Partnerships.....	15
2.2.5 Implementation .....	16
2.3 Entrance selection and hierarchical classification .....	16
2.4 Signage Strategy .....	18
2.5 Iconic Entrance Features.....	23
<b>3. ENTRANCE ANALYSIS AND RECOMMENDATIONS.....</b>	<b>26</b>
3.1 General recommendations .....	26
3.2 Western Freeway – Ballarat Bypass .....	29
3.2.1 General description and context.....	29
3.2.2 Key Issues and Opportunities .....	30
3.2.3 Ballarat Bypass Vision .....	30
3.2.4 Design Objectives .....	30
3.2.5 Recommendations .....	30
3.3 Eastern Entrance (Woodmans Hill).....	31
3.3.1 General description and context.....	31
3.3.2 Key Issues and Opportunities .....	32
3.3.3 Eastern Entrance Vision.....	33
3.3.4 Design Objectives .....	34
3.3.5 Recommendations .....	34
3.3.6 Estimate of probable cost .....	35
3.4 Northern Entrance (Creswick Road) .....	38
3.4.1 General description and context.....	38
3.4.2 Key Issues and Opportunities .....	39

3.4.3	Northern Entrance Vision .....	41
3.4.4	Design Objectives .....	41
3.4.5	Recommendations .....	41
3.4.6	Estimate of probable cost .....	43
3.5	Southern Entrance (Sebastopol).....	46
3.5.1	General description and context.....	46
3.5.2	Key Issues and Opportunities.....	47
3.5.3	Southern Entrance Vision .....	49
3.5.4	Design Objectives .....	49
3.5.5	Recommendations .....	50
3.5.6	Estimate of probable cost .....	51
3.6	Western Entrance (Burrumbeet) .....	53
3.6.1	General description and context.....	53
3.6.2	Key Issues and Opportunities.....	54
3.6.3	Western Entrance Vision.....	55
3.6.4	Design Objectives .....	55
3.6.5	Recommendations .....	56
3.6.6	Estimate of probable cost .....	57
3.7	South Eastern Entrance (Mt Clear).....	59
3.7.1	General description and context.....	59
3.7.2	Key Issues and Opportunities.....	61
3.7.3	South Eastern Entrance Vision.....	62
3.7.4	Design Objectives .....	62
3.7.5	Recommendations .....	63
3.7.6	Estimate of probable cost .....	64
3.8	South Western Entrance (Delacombe) .....	66
3.8.1	General description and context.....	66
3.8.2	Key Issues and Opportunities.....	67
3.8.3	Proposed classification .....	68
3.8.4	South Western Entrance Vision.....	68
3.8.5	Design Objectives .....	69
3.8.6	Recommendations .....	69
3.8.7	Estimate of probable cost .....	70
3.9	North Western Entrance (Learmonth).....	72
3.9.1	General description and context.....	72
3.9.2	Key Issues and Opportunities.....	73
3.9.3	North Western Entrance Vision .....	74
3.9.4	Design Objectives .....	75
3.9.5	Recommendations .....	75
3.9.6	Estimate of probable cost .....	75
3.10	North Eastern Entrance (Brown Hill).....	78
3.10.1	General description and context.....	78
3.10.2	Key Issues and Opportunities .....	79
3.10.3	North Eastern Entrance Vision .....	80
3.10.4	Design Objectives .....	80
3.10.5	Recommendations .....	80
3.10.6	Estimate of probable cost .....	81

**4. PRIORITY WORKS PROGRAM..... 83**

    4.1 Proposed four year works program.....85

**APPENDIX A - SUMMARY OF COMMUNITY CONSULTATION FINDINGS ..... 86**

**APPENDIX B – LITERATURE REVIEW FINDINGS..... 93**

**APPENDIX C - VICROADS CLEAR ZONES ..... 100**

**APPENDIX D – VICTORIAN HERITAGE REGISTER LISTING ..... 101**

# 1. INTRODUCTION

---

The City of Ballarat determined to develop an Entrances Strategy in order to establish a coordinated vision for the city's entrances and a staged program for their upgrade. THA Landscape Architects Pty. Ltd. were commissioned to undertake the study, in association with Challis Design, David Morgan (Urban Design Consultant) and Robert Morgan (Traffic Engineering and Road Safety).

The entrances to Ballarat are significant in the contribution they make to visitors and residents' experience of the city, and they present a major opportunity to communicate the values of the community. They provide an important function in welcoming and directing visitors to points of interest and activity and, presented well, can be features of community pride and celebration. Improvement of the entrances has been identified in a number of strategic documents and community consultation processes undertaken by Council and has been identified as a priority project by Council.

## 1.1 Structure of this report

This report is structured in four main sections:

- Section 1 provides an overview of the aims and objectives of the project and the research process undertaken by the consultants
- Section 2 establishes the strategic framework for the study, including a vision, planning and design principles, entrance selection and hierarchy and signage strategy
- Section 3 presents a description of each entrance, an overview of the research findings and specific recommendations, and
- Section 4 presents general recommendations that apply to all entrances; and
- Section 5 presents a prioritised program of works for the entrance upgrade program.

## 1.2 Project aim and objectives

The aim of the project is to prepare an overall Entrances Strategy which establishes a vision for the future development of Ballarat's gateways and guides a staged and coordinated program of improvement and upgrade.

The objectives of the project are:

- To research and assess all current plans, strategies and proposed works for all of the listed entrances
- To develop a vision, road infrastructure themes, landscape themes, promotional and branding themes, and visually appealing but safe site specific recommendations for each of the separate entrances, and
- To use quality graphics in the presentation of the Strategy in a consistent and informative manner.

### 1.3 Study area and context

Ballarat is one of Australia's largest inland cities and the third largest city in Victoria, with a growing population (in 2004) of approximately 87,000. It forms part of an area of land under the traditional custodianship of the Wathaurong people.

Ballarat is situated in the gently undulating hills at the headwaters of the Corangamite and Glenelg Hopkins catchments. The soils consist primarily of alluvial sediment and volcanic flows, and the City is surrounded by large areas of high quality agricultural land. The City is surrounded by large parcels of public land containing extensive areas of native bushland, particularly to the north east and south east.

Ballarat is famous for developing rapidly in the latter half of the 1800's during the gold rush. The street pattern of informal, pioneer 'cart tracks' that gave way to the regular form of wide city streets and grand architecture in the city centre tells the story of gold discovery and the resulting prosperity of that time. The City now has a strong economy based around tourism, manufacturing, technology, education and regional service. Maintaining Ballarat as an authentic heritage and cultural tourist attraction is integral to its economic success as well as its image and branding.

Ballarat is strategically located at the centre of some of Victoria's key freight, tourist and commuter transport routes. It forms a meeting point for four major highways, connecting to cities such as Melbourne, Adelaide, Geelong and regional centres including Portland, Bendigo and Mildura. The City is by-passed by the Western Freeway, which forms a section of the most direct route between Melbourne and Adelaide. According to VicRoads data, approximately 21,897 no. vehicles pass along the Western Freeway each day (400m west of Brewery Tap Road) and 10,159 no. vehicles use the eastern entrance to Ballarat each day.

Ballarat is one of Victoria's premier tourist destinations and a gateway to Western Victoria. Approximately 1.8 million domestic day trip visitors come to Ballarat each year, contributing approximately \$139 million to the local economy. At least 13% (143,000) of all overseas visitors to Victoria visit Ballarat.

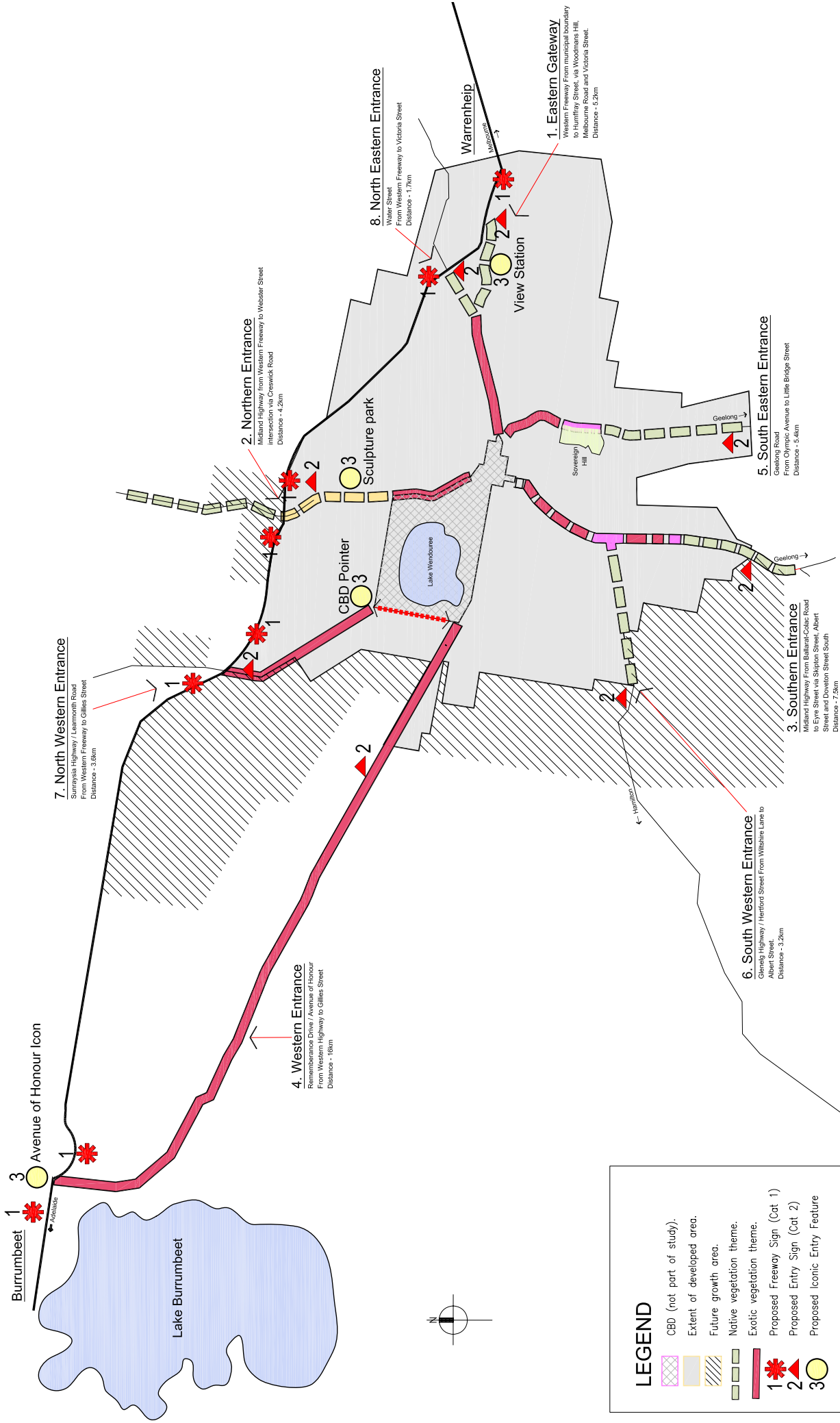
The main entrances to Ballarat are diverse in the experiences they offer, from traditional heritage avenues to more modern industrial settings and open rural landscapes. The aesthetic experience and quality of these entrances varies and in some instances they do not present a welcoming and positive impression of the City. A more detailed description of each entrance is provided in Section 3.

This study considers the eight main entrances as well as the Ballarat Bypass section of the Western Freeway (see Key Map). Table 1 (overpage) includes details of each of the entrances being considered.

The study area generally includes the developed urban areas of the City of Ballarat and likely extent of urban growth areas. Outer townships such as Buninyong and Learmonth were not assessed as part of this strategy.

**Table 1 – Entrances being considered**

<b>Entrance Name</b>	<b>Extent</b>
Ballarat Bypass	Western Freeway from Woodmans Hill to Burrumbeet
Eastern Entrance (Woodmans Hill)	Western Freeway from municipal boundary to Humffray Street, via Woodmans Hill, Melbourne Road and Victoria Street
Northern Entrance (Creswick Road)	Midland Highway from Western Freeway to Webster Street intersection via Creswick Road
Southern Entrance (Sebastopol)	Midland Highway from Ballarat – Colac Road to Eyre Street via Skipton Street, Albert Street and Doveton Street South
Western Entrance (Burrumbeet)	Rememberance Drive / Avenue of Honour, from Western Highway to Gillies Street
South Eastern Entrance (Mr Clear)	Geelong Road from Olympic Avenue to Little Bridge Street
South Western Entrance (Delacombe)	Glenelg Highway / Hertford Street from Wiltshire Lane to Albert Street
North Western Entrance (Learmonth Road)	Sunraysia Highway / Learmonth Road from Western Freeway to Gillies Street
North Eastern Entrance (Brown Hill)	Water Street from Western Freeway to Victoria Street



**7. North Western Entrance**  
 Sunraysia Highway / Leamouth Road  
 From Western Freeway to Gilles Street  
 Distance - 3.6km

**2. Northern Entrance**  
 Midland Highway from Western Freeway to Webster Street  
 intersection via Creswick Road  
 Distance - 4.2km

**8. North Eastern Entrance**  
 Water Street  
 From Western Freeway to Victoria Street  
 Distance - 1.7km

**1. Eastern Gateway**  
 Western Freeway From municipal boundary  
 to Humfray Street, via Woodmans Hill,  
 Melbourne Road and Victoria Street.  
 Distance - 5.2km

**5. South Eastern Entrance**  
 Geelong Road  
 From Olympic Avenue to Little Bridge Street  
 Distance - 3.4km

**3. Southern Entrance**  
 Midland Highway From Ballarat-Colebrook Road  
 to Eyre Street via Sleigh Street, Albert  
 Street and Doveton Street South  
 Distance - 7.8km

**6. South Western Entrance**  
 Glenelg Highway / Herford Street From Washburn Lane to  
 Albert Street.  
 Distance - 3.2km

**4. Western Entrance**  
 Remembrance Drive / Avenue of Honour  
 From Western Highway to Gilles Street  
 Distance - 16km

**3** Avenue of Honour Icon  
**1** Burrumbeet

**LEGEND**

- CBD (not part of study).
- Extent of developed area.
- Future growth area.
- Native vegetation theme.
- Exotic vegetation theme.
- Proposed Freeway Sign (Cat 1)
- Proposed Entry Sign (Cat 2)
- Proposed Iconic Entry Feature

**Note**  
 All proposals are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, Vicroads and other relevant authorities.

# BALLARAT ENTRANCE STRATEGIES KEY MAP

## 1.4 Method

### 1.4.1 Site analysis

Site analysis was undertaken for each entrance by the consultant team, in association with staff from Council and VicRoads. The site visit was used to develop an understanding of the major issues and opportunities for each entrance, including:

- significant features and landmarks
- landscape treatments
- traffic and safety issues
- signage
- interface with adjoining properties
- key linkages and networks; and
- usage patterns (motor vehicle, cyclist and pedestrian).

Findings of the site analysis for each entrance are presented in Section 3 of this report.

### 1.4.2 Consultation

The following consultation was undertaken to inform the preparation of the strategy:

- Community input was sought via an article in The Courier, Sat 22<sup>nd</sup> October 2005 (6 letters received)
- A letter box drop to properties along the length of each entrance (117 survey responses received)
- Meeting with the Committee for Ballarat's Entrances Subcommittee
- Key Stakeholder Consultation workshop – tourism?
- Council staff workshop (attended by VicRoads representative); and
- Meeting with VicRoads staff.

The outcomes of consultation in relation to each entrance is incorporated into Section 3 of this report and Appendix B provide details of the consultation findings.

### 1.4.3 Relevant literature

All relevant literature has been reviewed, including data relating to traffic and transport for each entrance and previous plans and strategy documents.

Appendix C includes a list of all literature reviewed.



## 1.5 The City Gate – History and Theory

Urban design draws on the archetypes and antecedents from human settlements in various geographic and historic settings. Many design elements in towns and cities have a universal point of reference in the human condition; specifically in the way we perceive things and our emotional responses to them.

The role of the city entry point has evolved and developed through the long history of civilization. The primary purpose of access and control has also come to have secondary roles and to carry layers of cultural meaning. These roles and meanings include the significance of arrival, safety, home-coming and the achievement of completing the journey. The triumphal Roman arch erected for the returning warrior-heroes or the ceremonial arches (Arc de Triomphe) of the 19<sup>th</sup> century to mark significant events are some examples. Ballarat's Avenue of Honour arch is in this tradition.



**Arch of Victory, Avenue of Honour**

The entrance way or gate conveys an immediate impression or key message that for many becomes the measure of all their later impressions of that place. Quite clearly, the importance of giving a positive first impression holds true for a city, as for an individual. Through history a city's values or self-image such as its power, might and wealth, its culture or openness have been represented in the form and expression of its entry gates. Here the Egyptian temple gate (Temple of Horus, Edfu) and Berlin's Brandenburg Gate come to mind.

The entrance also relates to the spatial path or passage from the entry point to the city centre. These primary entryways have also reflected their city's standing in the form of grand avenues and boulevards. Ballarat's Victoria Street, Sturt Street and the Avenue of

Honour are examples of the civic scale entrance. In our present time, the Tidy Towns and Pride of Place programs have encouraged towns and cities to improve the visual amenity of their more public urban forms.

The northern, southern (Midland Highway) and south-eastern entrances are examples where the urban morphology can be 'read' as an unfolding story of Ballarat's development and culture. The interface with adjacent properties; - the natural and cultivated vegetation, the public and private built forms reveal Ballarat's historic and cultural fabric. The analysis work undertaken for this strategy has revealed the opportunity to give greater recognition and visibility, for example, to the cemetery and the railway yards along Creswick Road, the interface of street geometries at Sebastopol and South Streets and the gold mining character of Main Street.

## 2. BALLARAT ENTRANCES STRATEGIC FRAMEWORK

This section establishes the strategic framework for the entrances strategy. It defines the overall vision for Ballarat's entrances and establishes planning and design principles for upgrade works. The framework also provides a rationale for the selection of the key entrances and their hierarchy. A signage strategy is also presented to assist with design and application of appropriate signage along each entrance.

### 2.1 Vision

It is envisaged that Ballarat's entrances will:

- Contribute positively to Ballarat's image and presentation
- Welcome and direct visitors to points of interest
- Provide 'journeys' of experience into and through the city
- Articulate Ballarat's past, present and future
- Enhance points of historical, cultural and natural interest; and
- Be valued by the community who contribute to their care.

### 2.2 Planning and Design Principles

This section specifies the key planning and design principles that have been used to underpin the strategic framework, guide assessment of each entrance and the development of recommendations.

#### 2.2.1 Streetscape and Urban Design

Ballarat is a major regional city in Victoria and is renowned for its established avenues, attractive streetscapes and heritage buildings. As stated by one respondent to the community consultation for the Entrances Strategy:

*“ With access to the jewels of Victoria, Ballarat is a landscape of magical history, architectural brilliance, beautiful waters, tree lined streets and blue stone gutters that retell visions of our cities creators.”*

The entrances to Ballarat create an initial impression for visitors to the city and reinforce/reflect the values of residents. As identified in the Ballarat CBA UDF (2005), roads into the city often provide a 'staged' introduction through a series of zones. In some instances, the outer zones of some entrances in particular present poorly due to the nature of the surrounding landuse, ad-hoc development and lack of attention to detail in streetscape design and maintenance. Understanding where future growth corridors are planned and ensuring appropriate streetscape and urban design will help to improve the presentation of the entire length of these entrances.

Ballarat's entrances are streetscapes and public spaces which are integral to the fabric of the city. The streetscapes consist of all soft landscaping, hard infrastructure and gardens and buildings on adjacent properties. Urban design is primarily concerned with:

- Urban form, functionality and visual presentation of a space

- The relationship between different spaces and types of land use
- Connection to and movement within and between spaces
- Legibility – whether it is easy to understand where you are
- Protection of views and landmarks
- Safety for pedestrians and vehicles; and
- Placemaking, the celebration of local values and the use of significant features and public art.

### **Urban Design Principles**

- Design and enhance Ballarat's entrances as places of community pride which communicate the natural and cultural history and values and aspirations of the Ballarat community.
- Develop attractive and inviting entrances which create a strong sense of arrival to Ballarat as a major regional city.
- Protect the urban form of Ballarat which reflects its historic character and stages of development.
- Protect view lines to important landscape features and landmarks, e.g. surrounding mountain ranges and valleys and significant buildings.
- Acknowledge and celebrate the functional land use activities often located on the city fringe, e.g. industrial, and achieve high quality presentation of these areas.
- Achieve high quality presentation of existing and new developments to ensure that the interface with the city's entrances complements and builds on the vision for each entrance.
- Develop and implement hierarchical entrance classifications which inform the level and type of streetscape design and development.
- Draw on the unique site values and aspects of each entrance to develop appropriate and distinct design responses and to create greater definition of distinct character zones along each entrance.
- Establish landscape themes for each entrance which respond to the vision and objectives identified for each entrance.
- Ensure that buildings and other hard elements/infrastructure complements and adds value to the vision and objectives for each entrance and that visual clutter is reduced.
- Develop activity nodes along each entrance which reflects their significance and contribution to the urban fabric of the city as a whole
- Enact appropriate planning policy statements and controls along each entrance to articulate and protect values and to achieve presentation consistent with the vision for each entrance.
- Design and install creative and significant feature elements which reinforce a sense of place and character for Ballarat are appropriate to the significance of each entrance (as identified in Section 2.3).
- Develop and implement a signage strategy which reflects the purpose and significance of each entrance (see Section 2.4).

## 2.2.2 Environmental Sustainability

The design and development of sustainable and water efficient landscapes is crucial for maximising the viability of the landscape, particularly in the public domain. Water efficient design principles include appropriate plant selection and positioning, use of mulch, efficient irrigation systems and the use of non-potable or recycled water if required in key locations. Other aspects of landscape sustainability can involve consideration of the selection of materials, focusing on those that are resource efficient, durable with long term availability for replacement of the entire component or parts thereof. The sustainable development of Ballarat's entrances is integral to their success in the long term and consistent with Council's desire to be a leader in environmental sustainability.

The City of Ballarat has clearly identified a vision for sustainability for the city in its Municipal Strategic Statement and Blueprint Ballarat strategy, stating:

*For Ballarat to be a sustainable city there must be the simultaneous achievement of economic, social and environmental goals. Ecologically sustainable land management practices are essential to ensure the viability of biodiversity assets and the future of primary production. The sensible use of natural resources and recycling or reuse of waste products, utilisation of renewable energy sources, greater treatment of emissions to protect air and water quality are key factors. A climate that encourages innovation in business and the community will ensure sustainability and prosperity are achieved. These goals are inexorably linked. Sustainability is really prosperity in the long term. Short-term profit based on exploitation of finite natural resources must be forsaken for long-term sustainable prosperity (Municipal Strategic Statement, Clause 21.01).*

In the design and development of Ballarat's entrances there is an opportunity to reflect this vision for the city through:

- Water sensitive design, with consideration of suitable plant selection and opportunities for collection and use of stormwater or recycled water
- Landscape design and plant selection which requires low resource inputs and low levels of recurrent maintenance
- Using materials which are durable and require low resource inputs or require infrequent renewal, and using recycled products wherever beneficial
- Selecting plants, where appropriate, which contribute to local biodiversity
- Provision of facilities to encourage public transport, bicycle use and walking; and
- Developing visually appealing entrances which are celebrated by the community and which attract businesses, investors and residents to the city.

### Environmental Sustainability Principles

- Protect remnant vegetation along Ballarat's entrances.
- Increase the number of trees, plants and green spaces along Ballarat's entrances.
- In appropriate locations, use indigenous native plants that will contribute to local biodiversity.
- Minimise energy, water and chemical use in management and maintenance of Ballarat's entrances.
- Select materials for their durability and low maintenance requirements.

- Restrict areas of irrigation to high profile sites and activity nodes and utilise best practice water efficient irrigation systems and maximise the use of non-potable water for irrigation purposes.
- In unirrigated areas use drought tolerant plants in landscape design.
- Provide facilities to encourage public transport, bicycle use and walking.
- Where possible achieve multiple benefits for each development proposed, e.g. landscape activity nodes and upgrade signage as a visual feature for travellers and to improve comfort and amenity for activity node users; and
- Develop entrances to a level consistent with their significance and hierarchical classification (see Section 2.4) to ensure maximum benefit for resources used.

### **2.2.3 Road Management and Safety**

The entrances to Ballarat are major transport corridors and tourist routes. They also provide for local traffic needs. Several entrances carry significant volumes of heavy traffic as well as providing for public transport, bicycle users and pedestrians. All these users need to be considered and catered for. Each of the gateway entrance routes needs to be able to perform its function as part of the interconnected network of traffic routes in Ballarat and do this in a safe and efficient way, as well as being a pleasant experience for those who travel along or across these routes.

#### **Road Management and Safety Principles**

- Provide safely for all road users, including car drivers and occupants, truck drivers, cyclists, bus passengers, pedestrians and others. When developing road improvements and streetscape enhancements, consider who are the likely road users and how will they interact with the new roadway features.
- Use the landscaping and road infrastructure improvements along the gateway entrance routes to enhance safety, and ensure that safety is considered as part of the design and development of the improvements.
- Use current standards for clear zone widths (setbacks), sight lines, etc. but recognise that safety is not necessarily or only achieved by the strict application of such standards. Use these standards as a starting point.
- Provide signage and other traffic control devices in a clear, consistent, useable (effective) and visually pleasing manner. Many devices need to stand out visually and this should be achieved through consistent, good design which avoids an impression of haphazard sign clutter. Apply these principles to direction signs, tourist information signs, street name signs, parking direction signs, regulatory signs and markings.
- Provide any attention-grabbing landscape features well away from locations where drivers need to make critical navigation or safety decisions.
- Make travel along the gateway entrance routes a pleasant experience, even in times of high traffic volumes, by avoiding isolated obstructions or congestion points such as poorly designed or laid out vehicle accesses, parked vehicles in traffic lanes, inconsistent numbers of lanes along a route, inappropriately frequent accesses to developments .
- Make car parks along each route easy to identify and access, and use landscaping to enhance their visual appeal, rather than hide them.

## 2.2.4 Community and Partnerships

Ballarat's community has changed significantly since its establishment in the mid 1800's, with an initial influx of people from diverse backgrounds during the gold rush era to today's established community with small numbers of migrants and some transitory residents associated with the University in particular. Ballarat's entrances should be features of community pride for all residents, and reflect the community's history as well as its future. The development of Ballarat's entrances should also recognise that these are public spaces which interface with places that people live, work and recreate in Ballarat.

Ballarat forms part of an area of land under the traditional custodianship of the Wathaurong people. In association with the local indigenous community, Council has prepared a Reconciliation Strategy (2004) which addresses issues of cultural awareness, agreed and appropriate cultural protocols, procedures and policies for employment, and Aboriginal cultural heritage management and development planning. To fully reflect the City's history and show respect to our local indigenous community, it is important that Ballarat's entrances incorporate acknowledgement of this traditional ownership.

Ballarat has a strong history of community involvement in the development and management of its assets. Council supports an "Adopt a place" program which could be extended to Ballarat's entrances, with particular involvement from adjacent land owners and managers and local service clubs. The Committee for Ballarat has also established a Ballarat Entrances Upgrade Taskgroup with a particular interest in upgrade of the city's entrances. Existing community interest should be built on and extended to assist with implementation of this strategy.

VicRoads is a key stakeholder with an interest in the design, development and ongoing management of Ballarat's entrances. VicRoads have been consulted throughout the preparation of the Ballarat Entrances Strategy and all future design and development works will need to comply with Vicroads requirements.

### Community and Partnership Principles

- Ensure all entrances are well presented and provide benefits for residents in new and established areas of Ballarat.
- Ballarat's entrances are designed to reflect and celebrate community values and ideals and are places of community pride.
- Recognise and represent indigenous culture in the presentation of entrances to Ballarat.
- Ballarat Entrances Strategy is a dynamic document and ongoing community and stakeholder involvement is required to ensure it remains relevant.
- Community participation is encouraged in the design and management of the city's entrances.
- Design Ballarat's entrances to provide for all users of these public spaces – pedestrians, cyclists and motor vehicle users.
- Build on current community initiatives to improve Ballarat's entrances and ensure a coordinated approach is achieved.
- Involve adjacent landowners in high quality presentation of their properties which complements the vision for each entrance.

### 2.2.5 Implementation

There are a number of factors that are integral to the successful implementation of this strategy, including:

- Community ownership and understanding of the vision and involvement in implementation
- Cooperation between Council, VicRoads and other authorities and interested parties (e.g. Committee for Ballarat) to maximise benefits and to ensure a well managed and coordinated program of implementation
- Coordination within Council between different departments responsible for planning, development and management / maintenance
- Securing sufficient funding to implement the recommendations for each entrance; and
- Council and VicRoads committing sufficient budget for recurrent maintenance of upgraded entrances.

There are several potential funding opportunities for projects associated with this strategy, including for example:

- Community / specific entry sponsors
- Local business / corporate sponsorship
- Government Grant Schemes such as those run by Arts Victoria, DIIRD, Department for Victorian Communities etc; and
- Philanthropic funds.

#### Implementation Principles

- Implement strategy recommendations through a prioritised and staged program of works.
- Seek funding from a range of government, business, community and philanthropic sources to implement the strategy.
- Ensure a coordinated approach within Council and between other authorities and interested parties.
- Develop management and maintenance programs which reflect the significance, hierarchical classification and improvement of each entrance.
- Develop and implement performance review cycles to ensure that objectives are being achieved.

## 2.3 Entrance selection and hierarchical classification

The project brief required consideration of eight main entrances into Ballarat. These entrances were selected because they:

- provide access to the urban areas of Ballarat
- carry significant volumes of both tourist, through and local traffic; and
- connect to major highways which carry traffic to and from major cities and/or regional centres.

Other entrances to the city which predominantly provide for commuting and local traffic have not been included in the study.



In addition to the eight entrances identified in the project brief, the project team, with approval of the Project Manager, have extended the study area to include the section of the Western Freeway that bypasses Ballarat. This section of road is considered important because it:

- carries large volumes of traffic past Ballarat
- contains 6 main access points into Ballarat; and
- presents an invaluable opportunity to promote Ballarat and attract visitors.

Table 2 shows the average daily traffic volumes for each entrance (total volumes each way). Information supplied by City of Ballarat from a March 2005 traffic study undertaken by Australasian Traffic Studies. Information for the Eastern and North Eastern Entries was collected at the Water/Victoria Street intersection and does not distinguish between entries. Estimated volumes from previous traffic studies for these entries was used as a guide and indicated that traffic flow along the Eastern Entry was approximately twice the volume of the North Eastern Entry (Information supplied by VicRoads, Dec 2005). Based on these proportions the vehicle count of 12653 as measured in the March 2005 study has been separated in the table below as follows:

- Eastern Entry(Woodmans Hill) = 8436 vehicles/day (12653 x 2/3)
- North Eastern Entry (Brown Hill) = 4217 vehicles per day (12653 x 1/3)

Vehicle data for the Ballarat Bypass is based on estimations from a 1996 study (Information supplied by VicRoads, Dec 2005).

Whilst no data is available in relation to the breakdown of traffic types for each entrance, it has been assumed that due to significant industrial land use to the north and the University of Ballarat at Mt Helen, that significant proportions of traffic along the Northern, North Western and South Eastern will be local traffic or short journeys.

**Table 2 – Average vehicle volumes for each entrance**

Entrance	Average Daily Traffic	Source	As %
South Eastern (Mt Clear)	13162	March 2005 study	19.0%
North Western (Learmonth)	6479	March 2005 study	9.4%
Eastern (Woodmans Hill)	8436	2/3 of Water St measure March 2005	12.1%
Northern (Creswick Road)	10768	March 2005 study	15.5%
Southern (Sebastopol)	9264	March 2005 study	13.4%
South Western (Delacombe)	5724	March 2005 study	8.3%
North Eastern (Brown Hill)	4217	1/3 of Water St measure March 2005	6.1%
Western (Burrumbeet)	3164	March 2005 study	4.6%
Ballarat Bypass	8063	Estimated from 1998 data	11.6%
Total	69277		100.00%

An entrance hierarchical classification is proposed which reflects the significance of each entrance and to assist with determining appropriate levels of streetscape development. Table 2 details the proposed hierarchical classification and suggested levels of development / infrastructure provision. Map 2 shows each of the entrances and the proposed hierarchy.

**Table 3 – Hierarchical classification of each entrance and suggested levels of development**

Classification	Entrance	Level of development
Freeway	Ballarat Bypass	The role of this “entrance” is to promote Ballarat to Freeway users. Signage / artistic feature elements
Major Entrance <ul style="list-style-type: none"> <li>connects to major highway/freeway (Western and Midland)</li> <li>carries high volumes of visitor traffic</li> <li>contains significant cultural or natural feature element</li> </ul>	Eastern (Woodmans Hill) Northern (Creswick Road) Southern (Sebastopol) Western (Burrumbeet)	High level landscape treatment, including sections of high maintenance feature garden beds and avenues. Provide signage consistent with Signage Strategy (Section 2.4). Contains an appropriate feature element for a major entrance (see Section 2.5).
Intermediate Entrance <ul style="list-style-type: none"> <li>connects to intermediate highway (Glenelg and Sunraysia) or provides an alternate route to a major highway</li> <li>carries medium to high volumes of visitor traffic</li> </ul>	South Eastern (Mt Clear) South Western (Delacombe) North Western (Learmonth)	Moderate to high level of landscape treatment, including high maintenance feature garden beds in high profile areas and avenues. Provide signage consistent with Signage Strategy (Section 2.4).
Minor Entrance <ul style="list-style-type: none"> <li>connects to important tourist route into the city</li> </ul>	North Eastern (Brown Hill)	Low to moderate level of landscape treatment. Provide signage consistent with Signage Strategy (Section 2.4).

## 2.4 Signage Strategy

### Signage Design Principles

- A hierarchy of signature signs is recommended that build identity, pride, a sense of arrival and appropriate levels of information as visitors and residents move along the entrance corridors.
- Structures are to be scaled proportionally in relation to their need for prominence, travel speed of passers-by and their place within the hierarchy. Speed and distance determine the lines of sight and duration of experience.
- Materials are recommended that reflect the themes of the design concept and are capable of achieving the structural requirements of the sign.

- Materials need to be safe for the travelling public, deliver levels of finish that are durable. Elements within the sign must have the capability to be upgraded or repainted (as suitable for Council's maintenance programs).
- Choice of colour and textures reflect the themes with references to a contemporary community. Colour and textures represent the importance of the natural environment, the importance of natural resources and significance created by the built environment. Designs make reference to Ballarat's past, present and future.
- Structures provide a dynamic relationship between varying interconnected and overlapping shapes that simulate the senses and make a positive statement about Ballarat as an active and growing community.

## **Design Themes and Concepts**

This signage strategy (see Signage Strategy Concept plans) is based on themes that reflect the history and origins of the city, its identity and its sense of community. The proposed concept themes could be refined or subsequent themes chosen. Themes would need to represent the past, present and future aspirations of the community.

Gold has been chosen as the principle theme with community infrastructure and the Eureka as a secondary theme. The design concept adopts the simplified shapes of the windlass and poppet head. In the golden years of Ballarat and towns like it, 'make shift windlass' and tents dominated the landscape. Later, larger poppet head structures emerged to dominate the skyline as efforts to extract gold became more industrialised through business investment. The signs combine the tapering shape and off centre appearance of the windlass with the vertical and horizontal line structures of the poppet heads.

The windlass/poppet head forms are clearly evident in the Freeway signs. The key township entry signs are designed so that the centre body of the sign looks like blue stone masonry. The vertical yellow blade carries a golden reef/seam, creating a landmark theme. With some of the sign elements, the eight pointed eureka star is used. The star is understated because it has been widely used already and is not universally accepted as a symbol unique to Ballarat. The star also creates conflict and can be divisive. The organic shaped earthy blade is fabricated in rusted steel. This element recognises the Wathaurong People, the land, environmental themes and durability. The complete structure imparts a sense of hectic disruption to a natural environment, then the order of a purposeful built environment of city and community.

## **Legible Sign Lettering**

In order for the themes and messages on signs to be taken in by travellers, the wording needs to be read. Reading and understanding words and messages from a moving vehicle is not as easy as when the information is read from a page. Because the vehicle is moving, there is a limited time drivers and passengers have, to take it all in. Not only do messages need to be brief and to the point, but the lettering requires special attention:

- ? Letters need to be high enough to be read.
- ? Letters (the style of font) need to be wide enough, because wide letters are much easier to read quickly than narrow letters.

- The stroke width ('thickness' of the letters) needs to be suitable: neither too thin nor too thick.
- The font style needs to be simple, without fancy serifs, etc.
- The colour contrast between the letters and their background needs to be adequate. Black letters on a white background give the best contrast. Poor contrast can make messages unreadable. Examples of poor contrast include green and yellow, red and black, brown and most colours except white.

The design of legible sign lettering is dealt with in Australian Standards AS 1742 and AS 1743, the Manual of uniform traffic control devices and its specification. The best legibility for signs intended for drivers to read will be achieved when the wider alphabets (fonts) in AS 1744 are used and the legibility principles in AS 1742 (including parts 2 and 5) and AS 1743 are applied.

### **Construction**

The proposed concept designs are based on the following construction guidelines:

- Aluminium sheeting over a dura gal steel frame.
- Painted steel framework, artificial stonework look to face, core 10 rusted steel sheeting.
- Visible steel tubing and flat colours painted in base coat automotive paints with clear coat.
- Some signs may be double-sided.
- Major entry structures to be shot lit at night.

### **Suite of Signs and their recommended Use / Application.**

We have recommended that the Council adopt a hierarchy / suit of signs that relate to the experience of approaching and travelling through the built environment of Ballarat. We have identified five categories of signs. The proposed positioning of Category 1 and Category 2 signs are shown on the Key Map earlier in this report.

#### **Category 1: Major Freeway Sign**

The design and placement of gateway signage on the Western Highway freeway has been given separate consideration to those signs adopted for the gateway corridors into the city and CBA. The Western Freeway bypass provides an opportunity to turn the bypass drive into "a Ballarat experience" and make travellers feel positive about Ballarat and feel welcome. The locations of these signs should be determined so that drivers have time to think about detouring via Ballarat, before reaching the required exit. The opportunity also exists to 'badge' the bridges over the bypasses with a matching colour scheme or other.

These structures need to be substantial in scale because of the travelling speeds of traffic. It is proposed that the sign should be elevated so as to improve visibility and will include a poster style image. These concepts are planned so the traveller can connect with positive images and statements of the city and region. Although there are some similarities to billboard posters in this concept, the structure and use of imagery would be clearly set apart from overt advertising.

It is suggested that the structures are more steel framework in design, with references to early timber scaffolds, poppet heads and gold processing timber structures. A number of signs would be positioned along the passage of freeway that bypasses the City. Themes would vary according to events or focus areas the Council wishes to promote.

**Category 2: Entrance Signs**

These signs are located at the designated entry points. The principle gateways that have greater use would also be served by larger more dominate structures designed as iconic features in addition to the signage. The siting of these structures would be considered in light of maximum visibility, safe distance from roadways in compliance with VicRoad's requirements and the strategic positioning as to the views beyond the sign, acting as that gateway trigger.

**Category 3: Identity Signs**

These signs are to be used to identify key precincts, areas of commercial activity or tourist attractions. By design these signs would relate to the main entry sign but be scaled down and may have some supplementary wayfinding information.

**Category 4: Festive Signs**

When the Council wishes to build on special events or community themes, signage or banner type treatments can be adopted using purpose built structures or using existing lighting poles. Where no event of special theme is required the gateway corporate signage strategy could be adopted on these structures that have been modified for use, further reinforcing the sense of community.

**Category 5: Service Club Signs**

These structures will provide a changeable billboard venue for up and coming events and community services. The design would accommodate mixed media posters, in a signage frame that builds consistency with the gateway signage. Creative and practical guidelines should be provided to citizens wishing to use this public facility.

**Additional Information - Recognition of the Wathaurong People in the boundary signs.**

Assessment of the municipal boundary signs was not part of this strategy. These signs respond to Council's marketing and signage policies. The Unfinished Business Advisory Committee has identified a need to incorporate recognition of the Wathaurong People on the signs at the municipal boundaries. It is proposed that the rusty steel fins of the Cat. 2 signs be modified with suitable motifs and lettering and affixed to the boundary signs - subject to consultation with the Wathaurong People, COB and Vicroads.



MAJOR GATEWAY SIGN, (CATEGORY 1) SIDE VIEW

SERVICE CLUB SIGNS (CATEGORY 5)

DECORATIVE FESTIVE TREATMENT (CATEGORY 6)

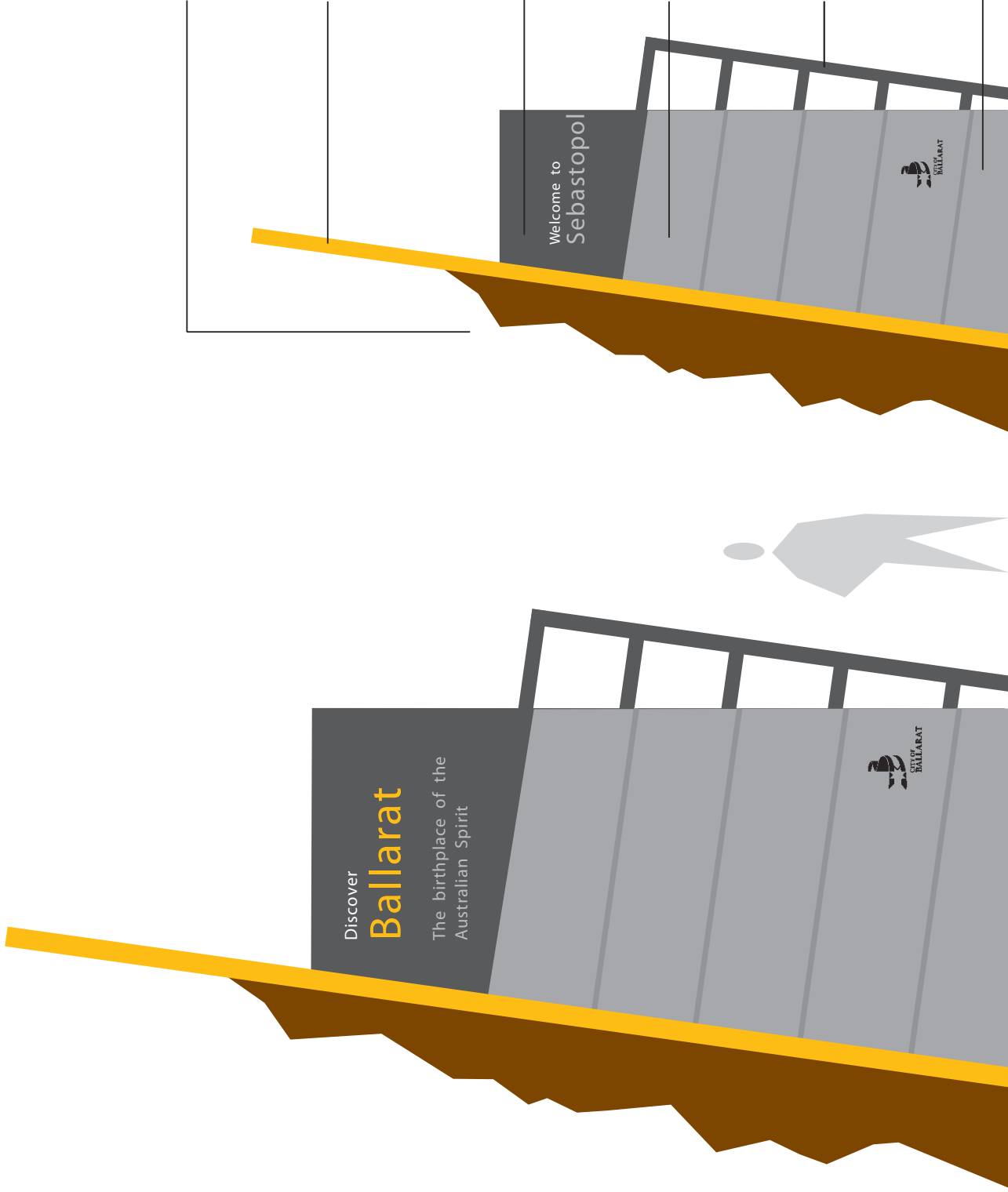
**Entry Signage Concept**  
 THA Landscape Architects for City of Ballarat

Job • Signage Program  
 Client • THA  
 Date • 28 November 2005  
 Drawn • JC

Views • Elevations  
 Drawing • Concept Proposal  
 Amendments •  
 Checked •

© These drawings and designs are the sole property of Challis Design and may not be reproduced in any form without permission.  
 Challis Design 3/324 Melbourne Rd (PO Box 5352) North Geelong VIC 3215  
 Tel 03 5278 6844 Fax 03 52786855 Email [challis@challisdesign.com.au](mailto:challis@challisdesign.com.au)

**challisdesign**



RUSTY STEEL PANEL REPRESENTING THE WATHAURONG PEOPLE AND THE LANDSCAPE. SUBJECT TO NEGOTIATION WITH THE WATHAURONG PEOPLE SUITABLE MOTIFS COULD ALSO BE INCORPORATED AS LAZER CUT SHAPES.

YELLOW RECTANGLE STEEL SECTION TUBE. RAW RUSTED STEEL SHEET CUT RANDOM. "SEAM OF GOLD, GOLD BEARING ALLUVIAL DEPOSITS AND DEEP REEFS. RAW EARTH REVEALS ITS PRECIOUS COMMODITY OF GOLD AND RURAL UNDERPINNINGS".

DARK GREY ALUMINIUM SHEETING OVER DURAGAL STEEL FRAME. "MAKESHIFT BUILDING STRUCTURES AND TOWERS IN A PIONEERING COMMUNITY".

BLUESTONE MASONRY OR LOOK-A-LIKE TREATMENT. "MAKESHIFT TOWN GROWS AND BUILDS BEAUTIFUL BUILDINGS AND STRUCTURES THAT ESTABLISHES ITS SIGNIFICANCE".

STEEL TUBING FRAME. "TIMBER LOOKING STEEL FRAMES, SLOPING TO REFLECT THE HORIZON, VIEWS OF POPPET HEADS AND WINDLAS".

CONSIDER ENGRAVING SOME OF THE KEY WORDS THAT DESCRIBE THE THEMES IN THE SCULPTURE (EG. WATHAURONG, GOLD, COMMUNITY, PROSPERITY, FUTURE).

MAJOR ENTRY SIGN, (CATEGORY 2)

IDENTITY SIGN, (CATEGORY 3)

## 2.5 Iconic Entrance Features

The Ballarat Entrances Strategy has identified a number of locations where significant iconic entrance features would add value to the entrance experience and provide memorable entrance experiences. The features would be large artistic type sculptures that reflect Ballarat's past, present and future and the aspirations of the community. The features would be in addition to the proposed entry signs and create a lasting memory in the mind of the visitor.

It is not within the scope of this study to design these features. Design parameters are identified (see below) and recommended to be used as the basis for a design brief. Each entry feature will differ and must be designed in response to its setting and as a reflection of the unique characteristics of the particular entry. Specific recommendations for each entrance are also identified in Section 3 of this report. It is recommended that designs for each of the listed entries be developed as a national design competition to explore the creative abilities of a broad range of sculptors and designers. The sequence of design and development and the timeframe for implementation will be dependent on funding availability. Estimated costs are listed at the end of the report.

### Key Design Criteria – Iconic Entrance Features

Iconic entrance features should be designed with consideration of the following criteria:

- Site responsive design which is unique to its setting and is a reflection of Ballarat and its people. Features should be well integrated into their setting.
- The community has expressed a desire to preserve and enhance desirable elements such as the leafy green avenues and classic architecture of the historic streetscape of Ballarat's centre. These qualities should be reflected in the entrance features.
- An appropriate scale that can be interpreted at a reasonable distance and by people traveling in vehicles.
- Day and night time visibility.
- Memorable so that visitors will maintain recall and establish cognitive connection with the sculptures and the broader Ballarat experience.
- Stimulating to a range of people of different age and cultures.
- High quality construction and use of materials that are durable, high quality and replaceable.
- Where sculptures are located in accessible places they must consider the need to be interactive and safe for adults and children.
- Sculptures would need to represent the past, present and future aspirations of the community.
- Key themes that should be considered included:
  - *Gold as the underlying wealth (historically)*
  - *the Eureka spirit*



- *environmentally sustainable construction*
- *local weather patterns as design influences (eg wind as a generator of form)*
- *industry, business and technology*
- *Ballarat as a sophisticated regional centre*
- *rural hinterland and connections*
- *Wathaurung as the original inhabitants*
- *cultural overlays (post and pre European)*
- *the landscape (old and new)*
- *contemporary community themes, artistic influences, festivals etc; and*
- *altered landscape and the influences of agriculture, mining etc.*

### **Locations for Iconic Entrance Features**

Iconic Entrance Features are recommended for the four major entrances to Ballarat, namely the Eastern Entrance, Northern Entrance, Southern Entrance and Western Entrance. Opportunities have also been identified at the North Western entrance as an entrance with significant volumes of traffic which also captures airport traffic.

The exact locations for each feature is recommended to be resolved in consultation with the City of Ballarat, Vicroads and other relevant authorities. The following provides a brief overview of what is recommended for each entrance, and the plans for each entrance in Section 3 of this report show indicative locations for proposed features.

- **Eastern Entrance (Woodman's Hill)**

- View station with fluent vehicular access/egress including three lead-up sculptures that commence at the off-ramp. It is intended that this feature will provide visitors with the opportunity to stop briefly on entering Ballarat and appreciate a view of the city skyline with a static interpretative panel and city panorama.

- **Northern Entrance (Creswick Road)**

- Sculpture park along the eastern section of the roadway from Coronet Street to Howitt Street incorporating the road reserve and rail reserve (subject to relevant approvals). The sculptures will be repetitive elements that are a celebration of industry and technology that are so important to Ballarat. It is proposed to set these elements within a linear park setting of informal native tree planting, walking trail, meandering drainage swales and small wetlands.

- **Southern Entrance (Sebastopol)**

- No discrete iconic feature has been identified for the southern entrance, however as a major entry it is recommended that the key activity nodes along the entrance be upgraded with a distinctive landscape treatment and sculptural elements which punctuate the journey and add visual interest. It is recommended that urban design plan be developed for each activity node with consideration of the visual presentation of the area, in particular the interface with the main road, traffic movement and parking, pedestrian movement and amenity etc.

- **Western Entrance (Burrumbeet)**
  - Key iconic sculpture in the vicinity of the Freeway/Old Western Highway to celebrate the longest Avenue of Honour in the world and reconnect the section of Avenue broken by the Freeway. The sculpture should also celebrate the historic and contemporary dynamic of the Ballarat community.
- **North Western Entrance (Learmonth Road)**
  - This intersection is a poor end to the North Western Entry and engenders a sense of confusion in the mind of the visitor. In order to direct visitors along Gillies Street it is recommended that an icon structure be considered for the broad expanse of road reserve on the north west corner of the intersection. The iconic structure should include key references to the rural/industrial nature of this entry and include 'pointers' to Lake Wendouree and to Central Ballarat features.

### 3. ENTRANCE ANALYSIS AND RECOMMENDATIONS

This Section presents an analysis of each of the entrances and details recommendations for implementation of the strategy. General recommendations are included in Section 3.1, which are relevant to all entrances and aim to guide the overall implementation of Council's entrance upgrade program. Sections 3.2 – 3.10 provide an analysis of each entrance in relation to the findings of the site analysis, literature review and consultation. A summary of key issues and options is presented, and for each entrance a vision, design objectives and recommendations are proposed. An estimate of probably cost is included for each entrance.

A prioritised program of works for the next four years is presented in Section 4 of this report.

#### 3.1 General recommendations

General Recommendations	
Rec. no.	Streetscape, Urban Design and Planning
<b>G1</b>	Council to adopt this strategy and the recommended hierarchical classification and associated levels of development as identified in Section 2.3 of this report.
<b>G2</b>	Upgrade each entrance consistent with its significance and levels of development considered suitable to its hierarchical classification.
<b>G3</b>	Implement the signage strategy recommended in this report (See Section 2.4 for details).
<b>G4</b>	Design and install significant feature elements / iconic structures on major entrances (consistent with Section 2.5 of this report) which: <ul style="list-style-type: none"> <li>• Are located to maximise visual impact</li> <li>• Are designed in consultation with the community to represent the desired theme for the entrance and reflect the City's values as a whole</li> <li>• Are constructed of materials suited to the entrance theme and surrounding environment /context; and</li> <li>• Comply with VicRoads road design guidelines.</li> </ul> Specific recommendations are included for each entrance in this report.
<b>G5</b>	Develop a "property pride" program for adjacent, particularly industrial, properties to encourage improved presentation and maintenance of these properties. Possibly like a tidy street competition?
<b>G6</b>	Require developers of property located along key entrances to demonstrate how their development will contribute to the overall vision and design objectives for the entrance.
<b>G7</b>	Implement a program to seek State funding for undergrounding of powerlines along each of the entrances. Priority given to the protection of existing trees, enhancement of vistas and in areas of new plantings.

<b>General Recommendations cont.</b>	
<b>Rec. no.</b>	<b>Streetscape, Urban Design and Planning</b>
<b>G8</b>	Provide protection in the planning scheme for vistas, viewpoints, view lines to key natural and built elements (and for city skylines) which are significant to each entrance. Ensure that suitable planning controls are established to achieve desired setbacks etc. to achieve the planning and design principles specified in this report. Specific recommendations are included for each entrance in this report.
<b>G10</b>	Develop a checklist for assessing proposals for development along the entrances, e.g: is it appropriate / inappropriate, harmonious / distracting, supports / dilutes City / Local image, relevant / irrelevant, understandable / confusing, timely / out of sequence etc
<b>G11</b>	Ensure that the design and development of other key non-road based entrances (e.g. rail) to the City are consistent with the principles and design recommendations of this report.
	<b>Environmental Sustainability</b>
<b>G12</b>	Implement trials with drought tolerant plants as an alternative to annual garden beds in key locations along the City entrances.
<b>G13</b>	Develop a Irrigation Management Plan which identifies: <ul style="list-style-type: none"> <li>• priority locations for streetscape irrigation</li> <li>• possible non-potable water supplies, including consideration of locally harvested stormwater and recycled water in partnership with adjacent properties; and</li> <li>• leading practice irrigation systems to maximise efficiency etc.</li> </ul>
<b>G14</b>	Include each of the city's entrances in the Council's proposed Public Transport Strategy, with particular consideration of upgrade of facilities for public transport users consistent with the vision and design objectives for each entrance and with consideration of suitable positioning and design of facilities.
<b>G15</b>	Develop bicycle paths/lanes along each of the entrances and ensure provision of facilities for bicycle parking etc at significant activity nodes along each entrance.
<b>G16</b>	Install suitable signage and establish planting themes where possible to increase recognition of creek corridors which cross or run parallel to the City's entrances.
<b>G17</b>	Continue to implement and monitor the success of Council's litter reduction program along the City entrances.
	<b>Road Management and Safety</b>
<b>G18</b>	Ensure that road safety is one of the principal considerations in implementation of this strategy. Conduct road safety audits for all designs and proposed works, e.g. planting schemes, designs for gateway features and other traffic treatments.
<b>G19</b>	Assess all proposed developments/works against the Road Management and Safety principles set out in Section 2.2.3 of this report.
	<b>Community and Partnerships</b>
<b>G20</b>	Develop and implement a communication program with local residents and adjacent land owners and managers to ensure understanding and ownership of the vision for each entrance.

<b>General Recommendations cont.</b>	
<b>Rec. no.</b>	<b>Community and Partnerships</b>
<b>G21</b>	Liaise with Ballarat's indigenous community to ensure that their traditional custodianship of the land is suitably acknowledged in Ballarat's entrances.
<b>G22</b>	Develop an "Adopt an Entrance" program for local service clubs and interested community members to become involved in regular management and maintenance of each entrance. Directly approach local industry and businesses located along each entrance to invite their involvement in improvement works, e.g. donation of materials, skills, labour, sponsorship etc.
<b>G23</b>	Explore opportunities through job skills programs to involve young people in entrance improvement projects, e.g. planting.
	<b>Implementation</b>
<b>G24</b>	Develop a funding proposal package to use for proactively seeking funding from local businesses/industry and philanthropic trusts.
<b>G25</b>	Develop funding submissions in response to government funding programs as they arise.
<b>G26</b>	Develop a cyclical maintenance program to ensure all roadside infrastructure, (in particular barrier railing, lighting, street furniture) is well maintained and upgraded to maintain a well presented and consistent entrance.

## 3.2 Western Freeway – Ballarat Bypass

**Extent:** Western Freeway from Woodmans Hill to Burrumbeet.

**Classification:** Freeway

**Relevant documents / existing plans:**

- VicRoads, 1999, Western Highway: Leigh Creek to Woodmans Hill Gateway Proposal.

### 3.2.1 General description and context

The Western Freeway connects Melbourne with regional cities and towns such as Ballarat, Ararat, Stawell and continues on to Adelaide in South Australia. The section of Western Freeway which bypasses Ballarat is a dual carriageway road with speed limits of 110km/hr (see Key Map in Section 1 of this report). The surrounding landscape is undulating and bushy at the eastern end as it passes sections of the Creswick State Forest and opens up into an attractive rural setting as it travels to the west. Travelling along the eastern section there are some views to industrial and residential areas of Ballarat, however generally there is limited sense of connection with the town.

The travelling experience is typical of that of a freeway journey. VicRoads have undertaken planting at the major off ramps into Ballarat and large scale native planting has been undertaken in the centre median. There are 6 access points into Ballarat from the Freeway. According to VicRoads data collection approximately 8,063 vehicles use the Ballarat bypass daily (vehicle count at Daylesford Road interchange and adjusted for 2005). There are proposals for further industrial and residential growth at a number of locations on the north of the Freeway, in particular the residential development Macarthur Park north of Learmonth Road and an industrial estate along the Midland Highway.

The existing signage includes typical highway speed signs, exit and tourist information and locational information. No non-VicRoads signs exist.

The Western Freeway is zoned Road Zone Category 1, which requires a planning permit and approval of works by VicRoads for most buildings and works. Assessment of any proposal will include consideration of the potential effect on the operation of the road and on public safety. VicRoads proposes to undertake major works at Woodmans Hill to realign the freeway. At this stage there is no timeframe identified or funding allocated for this work.

There were no community surveys distributed in relation to this section of freeway.

### 3.2.2 Key Issues and Opportunities

Issues	Opportunities
<ul style="list-style-type: none"> <li>• Other than standard VicRoads signage, there is no sense of the city and attractions in Ballarat for travellers along the Ballarat Bypass section of the Western Freeway.</li> <li>• Travellers pass along the outside of the city.</li> <li>• Any signage and iconic elements need to be designed to be effective, legible and coherent and safe for vehicles travelling at high speeds.</li> <li>• Space within the road reservation is limited.</li> </ul>	<ul style="list-style-type: none"> <li>• Create signage and major signifying elements which stimulate interest in Ballarat, create a sense of anticipation and invite travellers into the city.</li> <li>• Utilise these feature elements / signs at city entries where possible.</li> </ul>

### 3.2.3 Ballarat Bypass Vision

Ballarat Bypass will include a number of signs / major feature elements which promote Ballarat's key attractions and stimulates interest in Ballarat and invite travellers into the city.

### 3.2.4 Design Objectives

Design and install a series of sequential feature elements and signs that heighten awareness and build curiosity about Ballarat.

### 3.2.5 Recommendations

Rec. no.	Ballarat Bypass Vision
B1	In association with VicRoads and the local Tourism Association develop a design brief and undertake a competition to design and install a series of sequential feature elements and signs along the Ballarat Bypass section of the Western Highway.

### 3.3 Eastern Entrance (Woodmans Hill)

**Extent:** Western Freeway from municipal boundary to Humffray Street, via Woodmans Hill, Melbourne Road and Victoria Street.

**Classification:** Major Entrance

**Relevant documents / existing plans:**

- VicRoads, 1999, Western Highway: Leigh Creek to Woodmans Hill Gateway Proposal.
- Ballarat Planning Scheme Interim Heritage Controls (2003) – Incorporated Plan
- Ballarat Entrances Strategy – Eastern Gateway (1998)
- Woodmans Hill Gateway Precinct Master Plan (in progress)
- Various Council site analysis and landscape/entrance development plans

#### 3.3.1 General description and context

The Eastern Entrance forms the most direct approach from Melbourne. The municipal boundary is to the east and the freeway travels through an attractive rural setting as the initial introduction to the city. Mount Warrenheip is a dominant landmark to the south and views to the north and north west include open country framed by a hilly backdrop. The Warrenheip highway service centre provides a stark contrast to the preceding country experience and forms the travellers' first experience of the approach to Ballarat.

After the Ballarat off ramp the road curves gently left and provides a distant glimpse / view of the city framed by trees before a steady descent. From this point the landscape softens with a planted median and houses setback behind a service road to the south and low density residential to the north. After crossing the railway bridge, the road changes from Melbourne Road to Victoria Street.

Between the railway bridge and Fussell Street there are magnificent but short glimpses across the city which is nestled into the surrounding hills. In general through this section of road the "country town" experience is maintained with predominantly native trees and large open areas to the south, including views to the creek, across rural residential land and Mt. Xavier Golf Club. At this point it is also possible to glimpse the Eureka Centre flag. From Fussell Street to the Bakery Hill roundabout the traveller experiences the grand tree lined boulevard which Ballarat is famous for, with a wide road and service roads, decorative annual/rose garden beds and impressive heritage buildings.

The eastern entrance is zoned Road Zone Category 1, which requires a planning permit and approval of works by VicRoads for most buildings and works. Through Woodmans Hill there is a Public Acquisition Overlay (PAO1) which provides for future road construction / widening and a Design and Development Overlay (DDO2) which aims to ensure that development incorporates suitable noise attenuation measures. A Heritage Overlay applies to most of Victoria Street (HO128) and at the eastern end the provisions



of the Ballarat Planning Scheme Interim Heritage Controls (2003) – Incorporated Plan applies (HO164).

Findings of the community consultation included support for the protection and enhancement of:

- Large trees
- Well manicured gardens
- Residential area, and
- Heritage character, period style homes, traditional gardens, bluestone guttering.

Aspects that residents/business managers felt needed improving or addressing along the Eastern Entrance include:

- More trees and garden beds on nature strips, median strips, and roundabouts
- Retaining existing garden beds and lawn areas
- Reducing rubbish
- Reducing industrial areas
- Regular maintenance
- More school parking areas
- Foot and bike path improvement; and
- Reducing advertising signage

The Eastern Entrance is considered Ballarat's most important entrance due to the large volume of visitor traffic arriving from Melbourne. Consequently, the Eastern entrance warrants consideration for a major sculptural feature element signifying the 'gateway' to Ballarat as a major regional city (see Section 2.5).

### 3.3.2 Key Issues and Opportunities

The following presents a summary of key issues and opportunities identified for the Eastern Entrance.

Elements	Issues	Opportunities
Streetscape	<ul style="list-style-type: none"> <li>• Inappropriate/stark/harsh appearance of Woodmans Hill industrial area.</li> <li>• First view of distant city is momentary - a lost opportunity</li> <li>• Planted median along Melbourne Road is weedy and unattractive and roadside infrastructure is in poor condition.</li> <li>• No sense of passing over the railway bridge – views obscured due to shrub planting.</li> <li>• Victoria Street planting is resource intensive and hard to maintain.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and protect views across the city, particularly to the Eureka Centre and the city centre spires etc</li> <li>• Explore options for enhancing the view experience; from vegetation management of 'view corridor' to the opportunity for a viewing - information - rest stop</li> <li>• Maintain general theme of native planting to the east of Fussell Street and exotic to the west</li> <li>• The Victoria Street centre median and some areas of road reserve have recently been planted by Council.</li> </ul>

Elements	Issues	Opportunities
Traffic Management and Safety	<ul style="list-style-type: none"> <li>• Generally tired infrastructure, e.g. concrete block batters, in need of upgrade.</li> <li>• Lack of bicycle lanes</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade of hard median – perhaps using a hard feature paving element to provide visual interest.</li> </ul>
Built form / facilities	<ul style="list-style-type: none"> <li>• Woolshed rest area is redundant</li> </ul>	<ul style="list-style-type: none"> <li>• Protect and enhance heritage values / features</li> <li>• Remove redundant tourist information signs etc.</li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Large amount of signage presented in an uncoordinated fashion with little regard for the positioning of other signs etc.</li> <li>• City signage is not prominent or well positioned.</li> <li>• Poor signage to the Eureka Centre after Fussell St</li> </ul>	<ul style="list-style-type: none"> <li>• Address the total experience for the traveller of the signage sequence for information/processing and visual impact</li> <li>• Tourism signage could be simplified and clearly include reference to a range of tourist attractions in Ballarat</li> </ul>
Feature elements	<ul style="list-style-type: none"> <li>• No gateway moment / feature element befitting this major entrance</li> <li>• An appropriate site for a gateway element</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunity to create a suitable feature element</li> <li>• Opportunity to create a structure/ for people to stop and appreciate the views over the city</li> </ul>
Land Use / Planning	<ul style="list-style-type: none"> <li>• Plans for realignment proposal through Woodmans Hill</li> <li>• Compliance with heritage controls</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade of the Woodmans Hill section provides opportunity for landscape improvement.</li> </ul>

### 3.3.3 Eastern Entrance Vision



The Woodmans Hill entrance provides travellers with magnificent views across the city and surrounding landscape and is developed as the main entrance to Ballarat.

### 3.3.4 Design Objectives

- Maintain views across the city and investigate using these views as the major focus of a feature/sculptural element for this entry.
- Improve the promotion of local attractions and direct links to the Eureka Centre in particular.
- Maintain general theme of native planting to the east of Fussell Street and heritage inspired exotic planting to the west.

### 3.3.5 Recommendations

Rec. no.	Eastern Entrance Recommendations
EE1	Continue to undertake planting in Victoria Street centre median in accordance with Council's current plans and upgrade garden bed planting and infrastructure to be less resource intensive and more sustainable (see notes on plan).
EE2	Ensure clear directional signage to the Eureka Centre and the Tourist Information Centre from Victoria Street.
EE3	Liaise with and encourage property owners to undertake landscape works to soften the presentation of the service centre and industrial properties at Warrenheip Highway Service precinct.
EE4	Ensure redevelopment of freeway through Woodmans Hill incorporates design of landscape elements consistent with the vision for this entrance.
EE5	Upgrade planting in southern median along Melbourne Road between Woodmans Hill and the freeway off-ramp.
EE6	Remove shrubs and design planting to enhance experience of passing over the railway line and Strickland Parade and open views to the railway line.
EE7	Replace the sections of centre median "grasscrete" with something more visually attractive, e.g. hard feature paving to provide visual interest.
EE8	Decommission the tourist information / rest point outside the Woolshed.
EE9	Review the effectiveness of the koala tunnel and either remove or provide signage / interpretation. Liaise with the University of Ballarat to consider this as a student project.
EE10	Create a major icon/gateway feature and series of minor features to signify this entrance to Ballarat. Undertake a feasibility study to identify suitable locations and funding opportunities for a feature, in accordance with Section 2.5 of this report. Refer to the plan for details and possible location.
EE11	Undertake a study of key view points and view lines over the city and develop planning controls to ensure that these views are protected.
EE12	Ensure that developments and safety fencing along the Melbourne railway line do not detract from the visual amenity of the entrance (see notes on plan).

### 3.3.6 Estimate of probable cost

This estimate of probable cost is based on the strategy plans and provides very broad estimates of probable cost. Detailed design is required in order to provide refinement of these estimates. Estimates prepared April 2006.

<b>Signage Recommendations</b>	<b>Unit</b>	<b>Rate</b>	<b>Qty</b>	<b>Total</b>
Category 1 sign (Freeway) <b>not costed</b>	ea	\$0.00	2	\$0.00
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Category 3 sign (Identity)	ea	\$40,000.00	1	\$40,000.00
Category 4 sign (Festive)	ea	\$5,000.00	9	\$45,000.00
Category 5 sign (Community)	ea	\$10,000.00	1	\$10,000.00
20% contingency allowance				\$31,000.00
<b>TOTAL</b>				<b>\$186,000.00</b>

<b>Tree planting</b>				
General street tree planting	ea	\$300.00	100	\$30,000.00
20% contingency allowance				\$6,000.00
<b>TOTAL</b>				<b>\$36,000.00</b>

<b>Gateway Features</b>				
Feasibility study for interactive iconic structure				\$30,000.00
Interactive iconic feature (allowance)				\$2,000,000.00
Entry sculpture series at entry (leading to iconic feature)	ea	\$100,000.00	3	\$300,000.00
20% contingency allowance				\$60,000.00
<b>TOTAL</b>				<b>\$2,390,000.00</b>

<b>Changes to Planning Controls</b>				
Develop planning controls to ensure that future developments				\$10,000.00
Achieve the design objectives identified for this entrance				
20% contingency allowance				\$2,000.00
<b>TOTAL</b>				<b>\$12,000.00</b>
<b>OVERALL TOTAL</b>				<b>\$2,624,000.00</b>

**General Recommendations for streetscape improvements (ongoing works)****Item**

Upgrade adjacent properties  
 Upgrade planting- Melbourne Road to Fwy off ramp  
 Upgrade planting at rail bridge  
 Upgrade concrete batter treatment  
 Decommission tourist information/ rest point  
 Upgrade planted medians (Victoria Street) to reduce maintenance inputs and improve visual amenity  
 Powerlines undergrounding/ bundling

**Warrenheip Service Node**

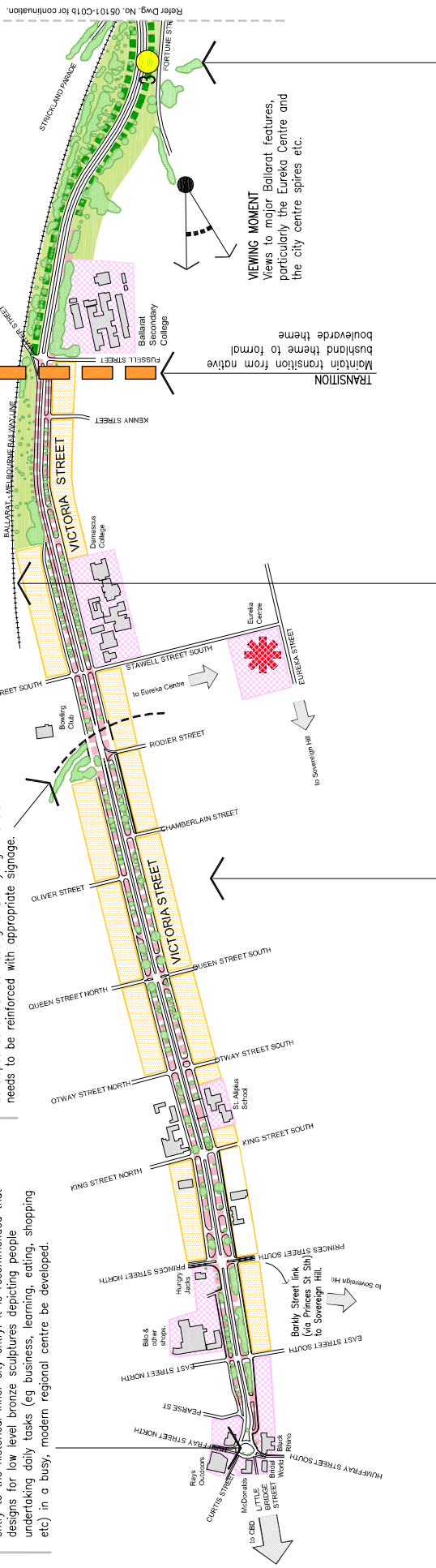
Tree planting (Western Highway)	ea	\$300.00	100	\$30,000.00
Category 1 sign (Freeway)	ea	\$100,000.00	1	\$100,000.00
Entry sculpture series at entry (leading to iconic feature)	ea	\$100,000.00	1	\$100,000.00
20% contingency allowance				\$46,000.00
<b>TOTAL</b>				<b>\$276,000.00</b>

## BAKERY HILL ROUNDABOUT

The roundabout at Bakery Hills could be developed further in line with the existing themes (ie trees and flags) to reflect the entry to the historical inner city entry. It is recommended that designs for low level bronze sculptures depicting people undertaking daily tasks (eg business, learning, eating, shopping etc) in a busy, modern regional centre be developed.

## BUNINYONG TRAIL

The old railway crossing has been recently modified to improve traffic flow. This historical route has been developed as a trail connecting to Buninyong. The trail needs to be reinforced with appropriate signage.



Refer Dwg. No. 05101-C01b for continuation.

## GENERAL NOTES

The Eastern Entrance forms the most direct approach to Ballarat from Melbourne. Approximately 12653 vehicles per day were measured at the Water Street intersection using this entry and the North East Entry (Water Street). Best estimates from previous assessments indicate that the likely volume for the Eastern Entry is in the order of 10000 vehicle per day (as estimated by Vroads from 1998 data).

Mount Warrenheip is a dominant landform to the south and views to the north and north west include open country framed by a hilly backdrop. This provides a rural type transition on approach to the Ballarat turn-off. The turn-off into Ballarat is marked by large scale freeway signage and a subtle transition from open rural landscape to bushland with interspersed buildings. The Warrenheip precinct is highly commercialised and disconnected. It offers little in terms of a distinctive entry moment. Proposed highway alterations works will dramatically alter this precinct. It is recommended that this precinct be developed separately as a highway service node.

After the Ballarat off-ramp the road curves gently left and provides a distant glimpse/view of the city framed by trees before a steady descent. Between the railway bridge and Fussell Street there are magnificent but brief glimpses across the city. These views give rise to an immediate understanding of the extent of Ballarat and its relationship to the local topography. At this point it is also possible to glimpse the Eureka Centre flag and key CBA buildings. These views are important and help to give an immediate understanding of the city's layout.

From Fussell Street to the Bakery Hill roundabout the traveller experiences the grand tree lined boulevard which Ballarat is famous for, with a wide road and service roads, decorative annual/rose garden beds and impressive heritage buildings. The Eastern Entrance is considered Ballarat's most important entrance due to the large volume of visitor traffic arriving from Melbourne.

VISION:  
Woodmans Hill provides travellers with magnificent views across the city and surrounding landscape and creates an opportunity to develop a landmark entry feature in this area that will help define Ballarat's uniqueness as a leading regional centre.

## VICTORIA STREET

The Victoria Street entry is a well established boulevard in the classic mode. It has always been highly regarded for its trees, roses and flower beds. Drought and maintenance limitations have impacted on the overall quality of the entry. It is not possible to maintain the streetside gardens, over the whole length of Victoria Street, to the former high standard. It is proposed to simplify some aspects of the streetscape and retain key formal areas where maintenance requirements can be met. In order to maintain a high standard overall it is proposed to remove some of the rocky garden edges that have become irregular and are difficult to maintain. Informal road edges which are currently maintained by chemical spraying will be replaced with grass verges to create a simple and effective linear roadside treatment. Overall it is recommended streetscape elements maintain an exotic tree planting theme. Some low order planting schemes may include robust native species that maintain year round green colour (eg Lamandra sp.).

Other recommendations include:  
Control unauthorised parking and vehicle entry on side medians by the installation of defined edges, bollards etc.  
Remove informal stone edges where they create maintenance difficulties and degrade the amenity of the streetscape. Replace with graded lawn.

## BALLARAT - MELBOURNE RAILWAY LINE

Ensure that future railway works (eg. fencing, bridges, signals etc) are well integrated into the Gateways Strategy where they are visible. It is recommended that the following apply:

- Avoid fencing wherever possible.
- If required fencing should match the local adjoining character of that precinct (eg classic fences in historical areas, farm fences in open rural areas and bush land areas. Avoid tall cyclone fences at all cost where they are visually prominent.
- Maintain open green spaces between Victoria Street and Railway (visual connection to railway is important). Develop bush land character and more informal planting of native tree clumps along areas of the railway where it travels throughout bush land areas (eg east of Fussell Street).
- Upgrade approaches to bridge over railway to reinforce visual connection between vehicle based traveller and train.
- Ensure historic bridges area maintained and upgrade with the best historical intent.

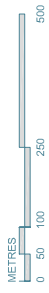
## PROPOSED MAJOR ICON

Refer to Notes on following page.



- ### LEGEND
- Existing building.
  - Creek / dam / billabong.
  - Existing vegetation.
  - Residential zone.
  - Commercial/Educational/other zone.
  - Open green space.
  - Proposed native vegetation theme.
  - Proposed exotic vegetation theme.
  - Proposed Freeway Sign (Cat 1)
  - Proposed Entry Sign (Cat 2)
  - Proposed Iconic Entry Feature
  - Proposed feature
  - Transition zone.
  - Important link.

Date: May 2005  
Scale: 1:5,000 @ A1 sheet  
Drawing No: 05101 - C01a  
Drawn by: SM/DT/JK

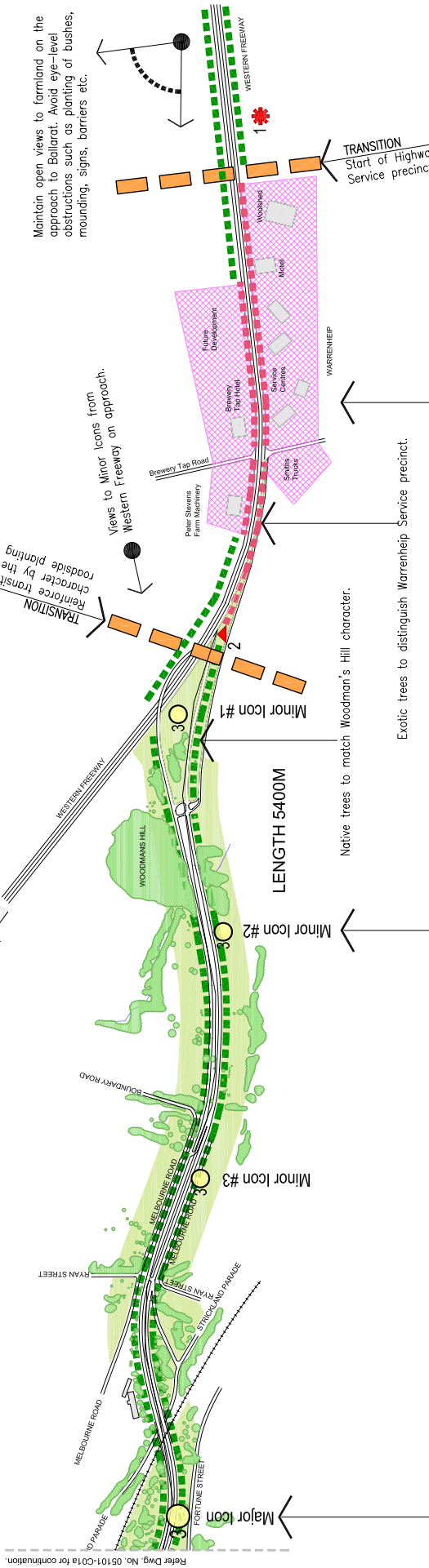


**Note**  
All proposals are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, VicRoads and other relevant authorities.

**POWERLINES**  
All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

**BIKE PATHS**  
All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

# BALLARAT ENTRANCE STRATEGIES (MAP 1a)



Refer Dwg. No. 05101-C01a for continuation.

Maintain open views to farmland on the approach to Ballarat. Avoid eye-level obstructions such as planting of bushes, mounding, signs, barriers etc.

Views to minor icons from Western Freeway on approach.

Reinforce transition to bush landscape character by the addition of roadside planting where possible.

TRANSITION

WOODMAN'S HILL

WOODMAN'S HILL

WOODMAN'S HILL

TRANSITION  
Start of Highway Service precinct.

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

WARRENHEIP

### PROPOSED MAJOR ICON

This indicative location has been selected to display an interactive iconic entry feature for people visiting Ballarat. It is proposed to develop a facility with interactive maps, interpretive panels and an elevated lookout. The facility will provide visitors with an opportunity to orientate themselves and make visual connections with some of Ballarat's landmarks (eg. Town Hall, Cathedrales, Eureka Centre, Sovereign Hill, Lake Wendouree etc.). It is proposed that the facility will have a safe and fluent drop-off provision for vehicles and ample parking. Provision for bus parking needs to be considered also. All the recommendations will need Vic. Roads approval. The facility will be designed as a landmark sculpture and visitors will enjoy a memorable experience. The extent of the final project and location will be subject to a feasibility study. It is recommended that the sculpture be designed as part of an national design competition to capture a broad range of creative inputs. The key elements of the sculpture must include elements that are reflective of Ballarat's past, present and future. It must be visually stimulating and interactive for people of all ages, nationalities and abilities.

### POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding), where ever possible to improve streetscape amenity and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

### BIKE PATHS

All Gateway works should consider opportunities to upgrade and/or install new bike path facilities. City of Ballarat Bicycle Plan.

### PROPOSED MINOR ICONS

Establish minor icons (1, 2, & 3) that are related sculpturally to the major icon to provide a sequential entry experience. These icons should be designed and constructed so that they are visible (night and day) from the Western Highway as visitors approach Ballarat. These icons would be designed as part of the proposed design competition for the major icon.

### HIGHWAY SERVICE PRECINCT

The Warrenheip Service precinct has evolved to primarily service the highway traffic. It is considered to be outside the Eastern Entry and should be developed separately as a highway entity. Vicroads propose to re-align the highway and there are various development options for this area. These change the character of this precinct and serve to reinforce its Highway Service role.

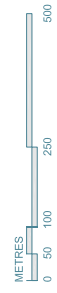
Recommended treatments for this area include:

- Broad scale native tree planting in informal groupings (ie highway style planting) on the approaches.
- Install exotic trees as highlights through the Service Precinct and to provide a linkage to the entry feature.
- Native trees to be utilised to marry in with the native character of Woodmans Hill.
- Convenient and safe vehicle exits with ample parking to provide fluent in/out vehicle flow.
- Truck stop facilities.
- Integration and screening of buildings where possible.
- Conservative and consistent signage to reduce clutter and engender a unified precinct.

### LEGEND

- Existing building.
- Creek / dam / billabong.
- Existing vegetation.
- Residential zone.
- Commercial/Educational/other zone.
- Open green space.
- Proposed native vegetation theme.
- Proposed exotic vegetation theme.
- Proposed Freeway Sign (Cat 1)
- Proposed Entry Sign (Cat 2)
- Proposed Iconic Entry Feature
- Proposed feature
- Transition zone.
- Important link.

Date: February 2006  
 Scale: 1:1,000 @ A3 Sheet  
 Drawing No: 05101 - C01b  
 Drawing by: SM/DJ/JK



**Note**  
 All proposals are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, Vicroads and other relevant authorities.

## BALLARAT ENTRANCE STRATEGIES

# EASTERN ENTRANCE (MAP 1b)



## 3.4 Northern Entrance (Creswick Road)

### 3.4.1 General description and context

**Extent:** Midland Highway from Western Freeway to Webster Street intersection via Creswick Road.

**Classification:** Major Entrance

**Relevant documents / existing plans:**

- Midland Highway Duplication – Howitt to Coronet Street, Landscaping Options
- Preliminary Concepts for Entrance Sculpture (2005)
- Ballarat Industrial Strategy Plan (2004)
- Ballarat Central Business Area Urban Design Framework (2005)

### General description

The Northern Entrance carries traffic into Ballarat travelling along the Midland Highway from the north through towns such as Creswick, Daylesford and the spa region and vehicles turning into Ballarat from the Western Highway. The character of the entry is primarily industrial in its land use north of Macarthur Street and a mixture of residential and commercial to the south.

The landform in this area is generally flat with a gentle slope to the south towards Ballarat. The existing vegetation is low impact with poorly performing exotic trees along both sides of the freeway bridge and small sections of native vegetation in clumps along the eastern side between the road and railway line. A small mound landscaped with native vegetation is performing well at the Coronet Street roundabout intersection and there are a large number of naturally regenerating Blackwoods along the railway/road reserve which are performing well. There is an established Hawthorn hedge running along the fence which runs parallel to the railway line between Coronet Street and Norman Streets. There is a significant row of Pines along the eastern boundary of the cemetery and to the south of Macarthur Street and established avenue of medium sized exotic trees exists.

There are four heritage brick chimneys along this entrance which reflect the industrial nature of the land use historically along this section of road. The railway line is also dominant from the freeway to just north of Macarthur Street where the railway yards sit right on the road edge. This yard is fenced which limits views into the yard, however glimpses of the well presented gardens and buildings are seen.

Currently the industrial setting of this entrance dominates, with very strong linear forms running north south created by the straight road, rail line and reserve and dominant high voltage powerlines. Council is currently preparing an Industrial Strategy Plan for the city which indicates future industrial development north of the freeway along Creswick Road. Other significant land uses in this area include the Cemetery, North Ballarat Sports Club Grounds and Ballarat Show Grounds. Council is currently reviewing the future location of the showgrounds, and it is likely that this site may be redeveloped for a different land use. There are major traffic and parking issues around this site particularly when there are large events operating.



The residential area to the south west of Creswick Road (south of Macarthur Street) is protected by the Ballarat Planning Scheme Interim Heritage Controls (2003) – Incorporated Plan applies (HO164), and the Cemetery and the chimney stack on the corner of Creswick Road and Doveton Street are both covered by the Heritage Overlay (HO153 and HO151 respectively). The road is zoned Road Zone Category 1, which requires a planning permit and approval of works by VicRoads for most buildings and works.

VicRoads have a long held proposal to duplicate the roadway from Freeway to Howitt Street. This in part has been driven by the need to resolve traffic management and particularly parking in the vicinity of the Showgrounds during large events. Given that it is likely that the Showgrounds will relocate to Victoria Park and the existing site will be redeveloped it is likely that parking issues will be resolved on site and traffic management issues at the Howitt Street intersection will be resolved as part of the redevelopment. Therefore the immediate imperative for duplication no longer exists and the trigger for duplication will be primarily traffic volume. It is expected that the trigger volume is several years away. It is recommended that recommendations for improvement of this section of the roadway make consideration of likely duplication and seek approval from Vicroads before proceeding.

Findings of the community consultation included support for the protection and enhancement of:

- Divided road, median strips, wide roads and service roads; and
- Easy access to Western Freeway and the Central Business Area of Ballarat.

Aspects that residents/business managers felt needed improving or addressing along the Northern Entrance include:

- Landscaping quality needs to continue beyond cemetery to overpass
- Businesses including industrial areas need surroundings cleaned and tidied
- Reduce traffic noise (trucks using compression brakes)
- Improve road conditions, driveway entrances
- Remove dangerous trees, limbs
- More trees, replace pine trees, fill in gaps
- Screen industrial areas; and
- More foot and bike paths needed, existing need improvement

### 3.4.2 Key Issues and Opportunities

Elements	Issues	Opportunities
Streetscape	<ul style="list-style-type: none"> <li>• Exotic planting close to freeway is not performing well</li> <li>• Very limited planting between the freeway and Macarthur Street</li> <li>• Streetscape generally feels dry and sparse</li> <li>• Dominant industrial streetscape</li> </ul>	<ul style="list-style-type: none"> <li>• Improve maintenance</li> <li>• Improve presentation of industrial properties with planting</li> <li>• Use of open drain along eastern side of Creswick Road for planting / creating woodland / creek-like experience</li> <li>• Reduce areas of wide gravel verge</li> </ul>

Elements	Issues	Opportunities
	<ul style="list-style-type: none"> <li>• Wide dirt / gravel verges</li> <li>• Row of senescent pines along cemetery</li> <li>• Dominance of high voltage powerlines</li> </ul>	<ul style="list-style-type: none"> <li>• Protect views across to Mt Warreneheip</li> <li>• Implement program for replacement of pines along the cemetery</li> <li>• Rationalization and visual improvement of lines and poles, with ultimate opportunity to underground lines.</li> <li>• Consider artistic enhancement of pole 'forest' as a local theme or entrance signifier</li> </ul>
Traffic Management and Safety	<ul style="list-style-type: none"> <li>• Traffic noise</li> <li>• Parking around the Showgrounds / Norman Street intersection</li> <li>• Lack of designated cycle paths/lanes</li> </ul>	<ul style="list-style-type: none"> <li>• Improve parking around the Showground precinct/site</li> </ul>
Built form / facilities	<ul style="list-style-type: none"> <li>• Only one brick chimney is listed separately in the planning scheme Heritage Overlay (HO151)</li> <li>• Insufficient pedestrian and cycle paths/facilities</li> </ul>	<ul style="list-style-type: none"> <li>• Maximise visual value of brick chimneys and protect all chimneys in planning scheme</li> <li>• Improve pedestrian and cycling facilities</li> <li>• Improve fence along Cemetery and upgrade area of open space as roadside park</li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Begonia Festival sign appears unsubstantial and insignificant – difficult to read details</li> <li>• Poor directional signage</li> <li>• Service Club signage does not add value to the streetscape</li> <li>• Use and effectiveness of event signboards</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade signage</li> </ul>
Feature elements	<ul style="list-style-type: none"> <li>• No gateway moment / feature element</li> </ul>	<ul style="list-style-type: none"> <li>• Opportunities for sculptural elements at freeway intersection and in wide road reserves</li> <li>• Protect and utilise views to the chimney stacks</li> <li>• Open up views to railway line and yards for visual interest and to create a sense of wider road in the narrow section around the Alstrom facility</li> </ul>
Land Use / Planning	<ul style="list-style-type: none"> <li>• Dominance of industrial setting and linear landscape</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure future industrial development to the north of the</li> </ul>

Elements	Issues	Opportunities
	<ul style="list-style-type: none"> <li>Proposed future industrial activity north of the freeway</li> <li>Potential future relocation of showgrounds</li> </ul>	<p>freeway is well presented and links in with desired streetscape of the Northern Entrance</p> <ul style="list-style-type: none"> <li>Ensure redevelopment of the showgrounds site is consistent with the vision for the Northern Entrance.</li> </ul>

### 3.4.3 Northern Entrance Vision



The Creswick Road entrance to Ballarat supports high numbers of heavy transport vehicles and cars and presents an image of the city which reflects:

- Prosperity – engendered by industrial activity
- Community connections – engendered by sporting associations and community facilities; and
- Regional connections to the surrounding district and Spa Country.

### 3.4.4 Design Objectives

- Improve the visual presentation of this entrance
- Establish a native planting theme north of Howitt Street and exotic planting theme to the south.
- Protect views over the city along this entrance south of MacArthur Street.
- Provide for all entrance users, including cyclists and pedestrians.

### 3.4.5 Recommendations

Rec. No.	Northern Entrance Recommendations
NE1	Establish a lineal park along the eastern side of Creswick Road with improved landscaping and infrastructure, such as a shared trail, (storm)water feature and community art (see notes on plan).
NE2	Reform old Hawthorn hedge along railway line by formative pruning to restore it as an historic feature.
NE3	Provide improved pedestrian and cycling paths along the length of the Northern Entrance.

<b>Rec. No.</b>	<b>Northern Entrance Recommendations</b>
<b>NE4</b>	Replace poor performing exotic planting with local indigenous trees in remote sites where maintenance inputs are difficult.
<b>NE5</b>	Develop partnerships with industry/businesses along the Northern Entrance to involve them in improved presentation of their properties, in particular landscaping and community artworks (see notes on plan).
<b>NE6</b>	Rationalise parking along edge of road at show grounds and sports grounds for improved safety and function (subject to future development/change of use of showgrounds) (see notes on plan).
<b>NE7</b>	Develop adequate planning controls for the showgrounds site, including consideration of a Design and Development Overlay, to achieve appropriate and visually interesting presentation of any future development.
<b>NE8</b>	Liaise with Alstrom/VicTrack to remove current colourbond fence and to open up views to the railway land and yards and provide landscaping if possible (see notes on plan).
<b>NE9</b>	Upgrade cemetery fence to something more historically appropriate and visually appealing. Seek funding through the Cemetery Trust.
<b>NE10</b>	Upgrade the small reserve on the corner of Macarthur Street.
<b>NE11</b>	Assess condition and life expectancy of the Pines and establish a replacement program if required.
<b>NE12</b>	Develop a Design and Development Overlay to achieve appropriate presentation and landscaping of the industrial development to the north of the freeway.
<b>NE13</b>	Long term, seek funding to achieve relocation or under-grounding of powerlines.
<b>NE14</b>	Illuminate chimney stacks as a night time feature in partnership with landholders.
<b>NE15</b>	Listing of brick chimney stacks in the planning scheme heritage overlay.

### 3.4.6 Estimate of probable cost

This estimate of probable cost is based on the strategy plans and provides very broad estimates of probable cost. Detailed design is required in order to provide refinement of these estimates. Estimates prepared April 2006.

<b>Signage Recommendations</b>	<b>Unit</b>	<b>Rate</b>	<b>Qty</b>	<b>Total</b>
Category 1 sign (Freeway) <b>not costed</b>	ea	\$0.00	2	\$0.00
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Category 3 sign (Identity)	ea	\$40,000.00	1	\$40,000.00
Category 4 sign (Festive)	ea	\$5,000.00	9	\$45,000.00
Category 5 sign (Community)	ea	\$10,000.00	1	\$10,000.00
20% contingency allowance				\$31,000.00
<b>TOTAL</b>				<b>\$186,000.00</b>

<b>Tree planting</b>				
Native tree planting open areas east side	m2	\$2.50	80000	\$200,000.00
General street tree planting	ea	\$300.00	100	\$30,000.00
20% contingency allowance				\$6,000.00
<b>TOTAL</b>				<b>\$236,000.00</b>

<b>Gateway Features</b>	
Feature element at the Howitt Street intersection	\$250,000.00
Feature element at the Webster Street intersection	\$250,000.00
20% contingency allowance	\$100,000.00
<b>TOTAL</b>	<b>\$600,000.00</b>

<b>Changes to Planning Controls</b>	
Listing of brick chimney stacks in the planning scheme heritage overlay	\$10,000.00
Planning controls for the showgrounds site	\$10,000.00
Develop a design and development overlay for the industrial development	\$10,000.00
Develop planning controls to ensure that future developments achieve the design objectives identified for this entrance	\$10,000.00
20% contingency allowance	\$8,000.00
<b>TOTAL</b>	<b>\$48,000.00</b>
<b>OVERALL TOTAL</b>	<b>\$1,070,000.00</b>

**General Recommendations for streetscape improvements (ongoing works)****Item**

Linear Parkland (eastside)  
Improved pedestrian and cycling paths  
Wetland developments  
Illuminate chimney stacks  
Incentives for private property improvements  
Improvements to power poles (public art project)  
Undergrounding of powerlines  
Roadway & parking improvements adjoining showgrounds  
Improve railroads frontage  
Prune old Hawthorn hedge along railway line  
Upgrade cemetery fence (Cemetery Trust)

## INDUSTRIAL PRECINCT

The freeway entry point for the Northern Entry is characterised by established and proposed industrial developments. The existing industrial facilities between the freeway and Coronet Street are relatively low key and are screened by mixed plantings of native trees and some exotic plantings that have not performed well. It is critical that future developments in this precinct have substantial green buffers of informal native planting and that buildings are well integrated and designed to impart a modern architectural character to this precinct. Consider long-term undergrounding of powerlines.

**TRANSITION**  
Maintain transition from native bushland screen to industrial precinct.

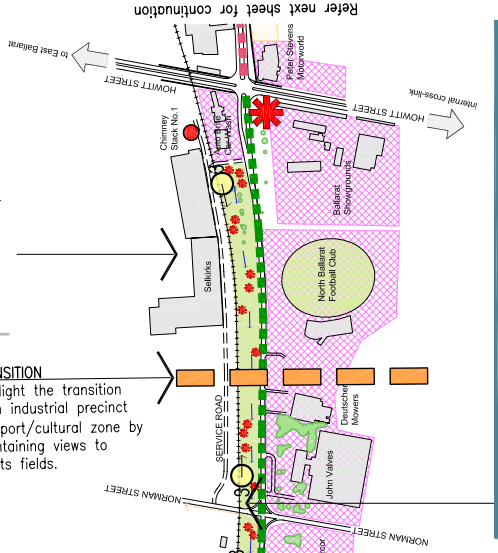
## SCULPTURE PARK

It is proposed to install multiple sculptures in the proposed linear park from Coronet Street to Howitt Street. In combination these multiple sculptures will create a landmark feature. The sculptures should be reflective of the past, current and future aspirations of the community and describe an evolving city that is modern and dynamic. It is recommended that Council develop this project as a public art design competition. The sculptures could be repeated along Creswick Road with a final sculpture providing the culmination of the journey at Webster Street/Doveton Street roundabout.

**TRANSITION**  
Highlight the transition from industrial precinct to sport/cultural zone by maintaining views to sports fields.

## ROAD EDGE TREATMENT

Midland Highway north of Howitt Street is dominated by wide dirt and gravel verges with limited planting and a dominant industrial streetscape. Liaise with Vic Roads to improve road edge by providing formalised parking to access Showgrounds and North Ballarat Football Ground. Establish broad avenue tree planting along road and encourage industries to improve maintenance and presentation to road.

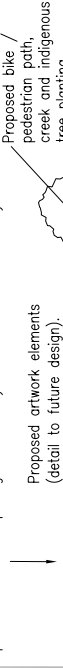


## PROPOSED LINEAR PARK

Improve presentation along the eastern side of the Northern Entrance between Coronet and Howitt Streets with the creation of a linear park.

- Improvements include:
- The planting of indigenous plants to create an informal woodland.
  - The incorporation of a bicycle / walking track.
  - Channel road water runoff into a creek-like stormwater system with rushes and sedges to drain into existing 'Pauls Wetland'.
  - Liaise with companies on opposite side of the road to sponsor some community based artworks to appear within the reserve using elements unique to their company's products to reveal more about Ballarat's industrial character.
  - Investigate potential funding opportunities through V-line & private enterprise.

Proposed planting of strong lines of robust native species below power lines. Incorporate tree planting where powerlines are absent. Apply for Powerline Relocation Funds to assist with undergrounding where possible. Seek Powercor approval and assistance to decorate the remainder of the poles as totems depicting the diversity of the Ballarat community.



## Creswick Road / Linear Park - Section

Scale 1:250

**Note**  
All proposals are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, Powercor and other relevant authorities.

## GENERAL NOTES

The Northern Entrance carries traffic into Ballarat along the Midland Highway from the north through towns such as Creswick, Dayesford and the spa region and vehicles turning into Ballarat from the Western Highway. This road carries approximately 10768 vehicles daily. Its length is approximately 4.2m. Currently the industrial setting of this entrance dominates, with very strong linear form running north south created by the straight road, rail line and reserve and dominant high voltage powerlines. Other significant land uses in this area include the Cemetery, North Ballarat Sports Club Grounds and Ballarat Show Grounds.

**Vision:**

- Prosperity – engendered by industrial activity
- Community connections – engendered by sporting associations and community facilities; and
- Regional connections to the surrounding district and Spa Country.

## FREEWAY SIGNS

Install freeway signs generally in the vicinity of the east bound and west bound off-ramps (location to be finalised and approved by Vic Roads). Freeway signs to include evocative photographic images of Ballarat icons and landmarks to promote the city and encourage increased visitation. Refer signage section.

## POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

## BIKE PATHS

All Gateway works should opportunities to upgrade and/or install new bike path facilities. City of Ballarat Bicycle Plan.

## LEGEND

- Existing building
- Creek / dam / billabong
- Existing vegetation
- Residential zone
- Commercial/Educational/other zone
- Open green space
- Proposed native vegetation theme
- Proposed exotic vegetation theme
- Proposed Freeway Sign (Cat 1)
- Proposed Entry Sign (Cat 2)
- Proposed Ironic Entry Feature
- Proposed feature
- Transition zone
- Important link

Date: May 2006  
Scale: 1:1,000 @ A3 sheet  
Drawing No: 05101 - C02  
Drawn by: SM/DT/JK



# BALLARAT ENTRANCE STRATEGIES

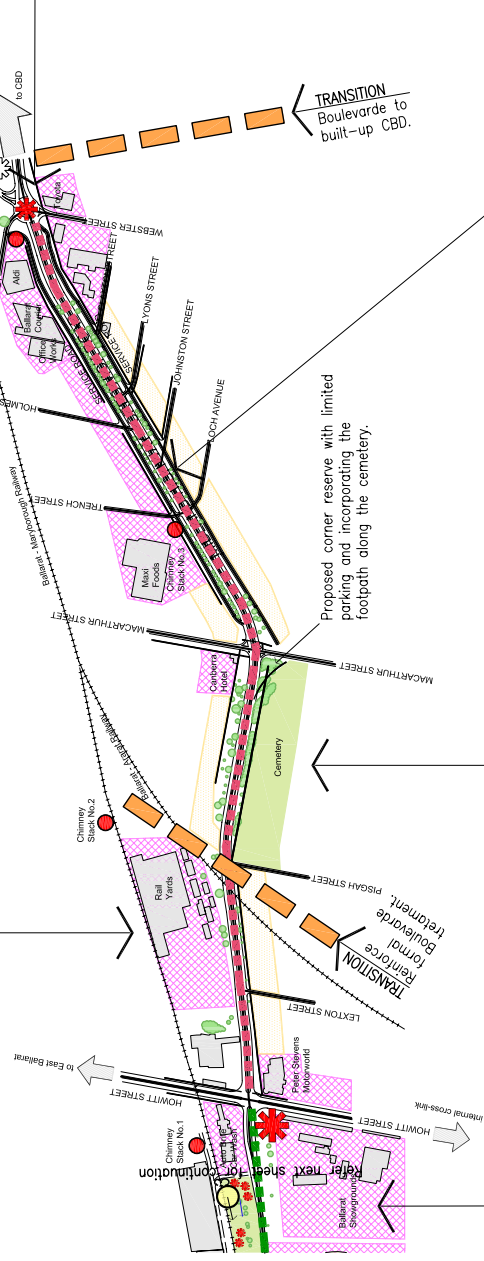
# NORTHERN ENTRANCE (MAP 2a)

### BALLARAT RAILWAY LINE

Negotiate with VIC Track to open up views to railway line and yards for visual interest and to create a sense of wider road in the narrow section around the Alstrom facility. Establish tree planting on their land where space allows.

### BRICK CHIMNEYS

Highlight presence of existing four brick chimneys along roadway into CBA with feature lighting at night times. Ensure preservation of chimneys with inclusion of all into the planning scheme heritage overlay.



### WEBSTER / DOVETON STREETS ROUNDABOUT

Establish landmark feature (con on roundabout (within VIC Roads scope) to relate to the Coronet St roundabout feature.

### SHOWGROUNDS RELOCATION

Future development proposals for the showgrounds site should include provision for a key public sculptural element to the foreground and a significant feature building to the rear to anchor the development. This will uplift this intersection and define it as an internal gateway point. Other buildings on this corner should be set well back, respond to the established patterns of built form, visually and physically permeable, include adequate provision of clear open space, designed to a modern theme, set within a landscape theme that is strong, coherent and consistent. This will help to establish an appropriate pattern for future commercial developments to follow.

Any development should include on-site parking to alleviate the current parking issues along Creswick Road that limit the streetscape development and are a primary reason for the degraded character of this entry. If the current parking problems and surfacing issues can be resolved in a new development then an appropriate streetscape treatment can be developed without restriction.

The future development should consider any required improvements to the intersection (ie roundabout or other) that would facilitate better traffic flow in all directions. Given the level of development along Howitt Street and the need to deflect traffic east and west this intersection will provide a key traffic management tool in the future (refer Transport Strategy – currently under development).

### CEMETERY PRECINCT

Midland Highway south of Howitt Street features a row of aged Pine trees along the Ballarat Cemetery and an established avenue of medium sized exotic trees between MacArthur Street and Webster Street. The Pine trees are to be assessed for their health and likely longevity. If they are deemed to be senescent with a limited useful life expectancy they should be removed and new planting should be incorporated in this section that is consistent with the established theme for the balance of the boulevard. Develop small corner reserve as simple parkland for travellers.

Ballarat Cemetery  
Install heritage style fence to cemetery to match Entry Gate or in accordance with historic photographs.

### STREET TREES

Existing Ash trees are of too small a scale for this broad roadway. Progressive replacement of poorly performing specimens and infill planting with London Plane trees to match existing in outer medians. Where space is available (ie >6.6m width) plant trees in centre median to Vicroads approval. Also excessive angle parking (under-utilised) along west side should be reduced by the inclusion of London Plane trees at regular spacings to match existing tree planting patterns and to reinforce the avenue to create a grand entry of appropriate scale in the longterm.

### POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

### BIKE PATHS

All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

# BALLARAT ENTRANCE STRATEGIES NORTHERN ENTRANCE (MAP 2b)



### LEGEND

- Existing building.
- Creek / dam / billabong.
- Existing vegetation.
- Residential zone.
- Commercial/Educational/other zone.
- Open green space.
- Proposed native vegetation theme.
- Proposed exotic vegetation theme.
- Proposed Freeway Sign (Cat 1)
- Proposed Freeway Sign (Cat 2)
- Proposed feature
- Transition zone.
- Important link.

Date: May, 2006  
Scale: 1:1,000 @ A3 sheet  
Drawing No: 05101 - C02  
Drawn by: SM/DT/JK



**Note**  
All proposals are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, Vicroads and other relevant authorities.



### 3.5 Southern Entrance (Sebastopol)

**Extent:** Midland Highway from Ballarat – Colac Road to Eyre Street via Skipton Street, Albert Street and Doveton Street South.

**Classification:** Major Entrance

**Relevant documents / existing plans:**

- Ballarat West Outline Development Plan (2005)
- Ballarat Highways Entries Landscape Report (Road Const. Auth. 1988)

#### 3.5.1 General description and context

The southern section of the Midland Highway travels from the centre of Ballarat through Redan and Sebastopol before reaching the open country south of the city and connecting to Geelong and Victoria's surf coast. This entrance presents a relatively unstructured southern approach to Ballarat, and is strongly urban in its form with three distinct sections:

- ? a rural approach to the south of Docwra Street
- ? a highly suburban form between Docwra and Rubicon Streets with a wide, open, straight road with very few trees (other than a small number of native plants/Ironbarks), 1970's housing, dominant powerlines and lightpoles and broad gravel verges; and
- ? a streetscape that is representative of the "old" city of Ballarat north of Rubicon Street, with wide streets, established avenues of exotic trees, relatively unstructured edges / gravel verges and small pocket (road reserve) parks.

Whilst the journey offers little visual interest south of Rubicon Street, there are a few architectural highlights, such as the Royal Mail Hotel building and a number of churches and occasional glimpses of the Yarrowee valley and surrounding hills to the east. The journey is punctuated by the shopping areas at Sebastopol (Victoria Street) and Rubicon Street which are marked by colourful ornamental plantings in the large roundabouts. To the immediate south of Rubicon Street there is a section of large commercial / car yard businesses which do not present a positive interface with the road.

The section north of Rubicon Street is much stronger in its visual appeal, with its established street trees, heritage architectural form and features such as the bluestone drains and footbridges and curved layout with diagonal bisecting streets which allow for views into the surrounding residential area. In sections where street trees have not been established the areas of asphalt appear expansive and dominant and powerlines dominate. Unmanaged parking restricts the establishment of grassed verges and may impact on street tree health.

Land use surrounding the Southern Entrance is primarily residential and business and road is Road Zone Category 1. A section of residential land to the north of Darling Street and west of the entrance is covered by the Ballarat Planning Scheme Interim Heritage Controls (2003) – Incorporated Plan (HO164). The Ballarat West ODP (2005) identifies significant areas for residential growth to the south west of the existing built up area, and

there is an area to the east of the Midland Highway, between Docwra and Morgan Streets and the Yarrowee River which is zoned for residential development.

The Ballarat West ODP (2005, Section 13.3) identifies the following “Urban Structuring Opportunities” for the southern section of the Midland Highway:

- Preserve an appropriate portion of land at the SE corner of the study area for high quality landscape treatment consistent with its role as a significant southern entry into Ballarat.
- Explore opportunities to incorporate well designed entry markers if considered desirable.
- Promote the regeneration of the Sebastopol mixed use precinct through a detailed UDF which acknowledges its role as a significant thoroughfare, and strengthens visual and physical connections west to the study area.

The following features were identified in the community consultation as positive features that should be retained and built upon:

- Divided road, median strips, wide roads and service roads
- Large trees, tree lined avenues
- Well manicured gardens
- Heritage character; and
- Easy access to any area of Ballarat.

Aspects that residents felt needed improving or enhancing along this entrance include:

- More garden beds, median strips, nature strips and roundabouts
- Safer pedestrian crossings
- Asphalt to kerb, add guttering, reduce dust, widen road, seal service roads
- Regular maintenance
- Reduce rubbish
- Lighting for safety
- Pedestrian crossings
- More trees
- Remove dangerous trees, limbs
- Businesses including industrial areas need surroundings cleaned and tidied
- More foot and bike paths needed, existing need improvement; and
- More signage for tourists.

### 3.5.2 Key Issues and Opportunities

Elements	Issues	Opportunities
Streetscape	<ul style="list-style-type: none"> <li>• Southern section of the entrance is generally unappealing with a lack of street trees</li> <li>• Views across the valley to the east and across farmland to the</li> </ul>	<ul style="list-style-type: none"> <li>• Plant street trees along southern section of the entrance</li> <li>• Better define retail/community hubs</li> <li>• Utilise the shopping centre /</li> </ul>

Elements	Issues	Opportunities
	<p>west will be reduced as development occurs</p> <ul style="list-style-type: none"> <li>• The entrance is very long and straight for a significant section</li> <li>• Powerlines may influence where street trees can be planted</li> </ul>	<p>activity nodes to develop points of visual interest and punctuate the journey. Create landscape themes which distinguish these nodes</p> <ul style="list-style-type: none"> <li>• Protect and strengthen the streetscape north of Rubicon Street</li> <li>• Use colourful garden beds to create a landscape theme around activity nodes?</li> <li>• Improve interface between commercial businesses and the street</li> <li>• Extend connection with streetscape into commercial premises – e.g. tree planting in commercial carparks</li> <li>• Preserve key views at CBA end of the entrance</li> </ul>
Traffic Management and Safety	<ul style="list-style-type: none"> <li>• Changing traffic speeds along the length of the entrance</li> <li>• Pedestrian crossing points</li> <li>• Bicycle paths/lanes – compliance with standards?</li> <li>• Need for improved parking control for shopping strips, particularly to control movement around street trees</li> <li>• Long term VicRoads plans for duplication or single road section.</li> </ul>	<ul style="list-style-type: none"> <li>• Create more clearly defined entry into side streets north of Rubicon Street.</li> <li>• Better define parking around activity nodes</li> <li>• Ensure new traffic treatments add value to the streetscape.</li> </ul>
Built form / facilities	<ul style="list-style-type: none"> <li>• Bylsma hire building is the first dominant feature and does not present well</li> <li>• Materials and presentation of bus stops is inconsistent and they are always easily visible</li> </ul>	<ul style="list-style-type: none"> <li>• Protect features of heritage interest, e.g. bluestone drains</li> <li>• Upgrade bus stops to create consistent presentation and for improved comfort/safety.</li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Lack of signage about attractions in Ballarat</li> <li>• First Sovereign Hill sign is on the corner of Eyre and Doveton Streets</li> </ul>	<ul style="list-style-type: none"> <li>• Consider an entry-welcome sign for a significant entrance</li> <li>• Retain uncluttered signage</li> <li>• Improve signage around activity nodes / place name signage</li> </ul>
Feature elements	<ul style="list-style-type: none"> <li>• No feature elements / gateway moments</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrading the presentation of activity nodes along the journey would serve as feature elements along this lengthy entrance</li> </ul>

Elements	Issues	Opportunities
Land Use / Planning	<ul style="list-style-type: none"> <li>Large areas identified for residential growth to the west</li> </ul>	<ul style="list-style-type: none"> <li>Ensure future development is well presented and links in with desired streetscape of the Southern Entrance</li> <li>Establish planning controls, e.g. DDO, to ensure commercial/business development in activity nodes is consistent with the desired streetscape of the Southern Entrance.</li> </ul>

### 3.5.3 Southern Entrance Vision



The Sebastopol entrance welcomes travellers from southern and western Victoria and provides opportunities to experience areas of local community activity and the heritage streetscapes in central Ballarat.

### 3.5.4 Design Objectives

- Protect and enhance streetscape north of Rubicon Street, including street trees, bluestone drains and footbridges
- Improve visual amenity and presentation of the streetscape south of Rubicon Street, in particular developing a native planting theme
- Where possible, communicate connections to the Yarrowee River which runs adjacent to the east of the entrance.
- Develop shopping areas / activity nodes as key points of interest with distinct landscape themes

### 3.5.5 Recommendations

Rec. no.	Southern Entrance Recommendations
<b>S1</b>	Ensure new residential development to the south west is designed with a sympathetic interface to the Midland Highway and enhances/contributes to the vision for this entrance.
<b>S2</b>	Develop a distinct landscape theme around shopping centres / activity nodes south of Rubicon Street (see notes on plan).
<b>S3</b>	Undertake street tree planting along the length of road south of Rubicon Street, using a native plant theme (see notes on plan).
<b>S4</b>	Undertake traffic / parking study to determine parking needs and to establish control measures which better protect street trees and green spaces.
<b>S5</b>	Liaise with commercial business land managers to improve the interface between their properties and the street, particularly south of Rubicon Street.
<b>S6</b>	Undertake or encourage tree planting in large commercial carparks
<b>S7</b>	Improve linkages with Marty Busch Reserve along Burnett Street with improved tree planting to create an avenue effect.
<b>S8</b>	Develop an urban design plan and upgrade Sebastopol Shopping Strip (see notes on plan).
<b>S9</b>	Develop an urban design plan and upgrade Rubicon Street Commercial Strip (see notes on plan).
<b>S10</b>	Seek funding to bundle or under-ground powerlines, particularly as streetscape works are undertaken at different locations along the entrance.
<b>S11</b>	Reinforce existing landscape character along Skipton Street by infill planting of street trees with exotic species consistent with those currently used. Create more clearly defined entry into side streets north of Rubicon Street, by reducing gravel areas and extending street tree planting and roadside parks from side streets into Skipton Street (see notes on plan).
<b>S12</b>	Reinforce links to the Yarrowee River along Redan Creek by continuing revegetation and denoting creek crossing with signage and suitable indicators (see notes on plan).
<b>S13</b>	Improve tourism signage, with information about Sovereign Hill and other attractions prior to Eyre Street.
<b>S14</b>	Review bicycle paths/lanes and ensure compliance with standards. Remove paths that do not comply on nature strip areas and return to green space.
<b>S15</b>	Upgrade bus stops to create consistent presentation and for improved comfort/safety – other entrances too?

### 3.5.6 Estimate of probable cost

This estimate of probable cost is based on the strategy plans and provides very broad estimates of probable cost. Detailed design is required in order to provide refinement of these estimates. Estimates prepared April 2006.

<b>Signage Recommendations</b>	<b>Unit</b>	<b>Rate</b>	<b>Qty</b>	<b>Total</b>
Category 1 sign (Freeway) <b>not costed</b>	ea	\$0.00	0	\$0.00
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Category 3 sign (Identity)	ea	\$40,000.00	6	\$240,000.00
Category 4 sign (Festive)	ea	\$5,000.00	18	\$90,000.00
Category 5 sign (Community)	ea	\$10,000.00	1	\$10,000.00
20% contingency allowance				\$80,000.00
<b>TOTAL</b>				<b>\$480,000.00</b>

<b>Tree planting</b>				
Infill street tree planting north of Rubicon Street	ea	\$300.00	100	\$30,000.00
Native street tree planting south of Rubicon Street	ea	\$300.00	200	\$60,000.00
20% contingency allowance				\$6,000.00
<b>TOTAL</b>				<b>\$96,000.00</b>

<b>Gateway Features</b>	
Not applicable	
<b>TOTAL</b>	<b>\$0.00</b>

<b>Changes to Planning Controls</b>	
Develop planning controls to ensure that future developments achieve the design objectives identified for this entrance	\$10,000.00
20% contingency allowance	\$2,000.00
<b>TOTAL</b>	<b>\$12,000.00</b>
<b>OVERALL TOTAL</b>	<b>\$588,000.00</b>

<b>General Recommendations for streetscape improvements (ongoing works)</b>	
<b>Item</b>	
Develop urban design themes for activity nodes	
Undertake traffic/ parking study to determine needs and better protect street trees and green spaces	
Streetscape improvements to side streets north of Rubicon Street	
Improve the interface b/w business properties & the street	
Undertake tree planting in large commercial car parks (by others)	
Powerlines undergrounding/ bundling	
Traffic study to assess traffic speeds	
Improve interface between new residential development and roadway	
Upgrade bike path	
Upgrade bus stops	



### LINKAGES

Improve links to Marty Busch Reserve with appropriate signage and suitable tree planting to create an avenue effect.

### TREE PLANTING

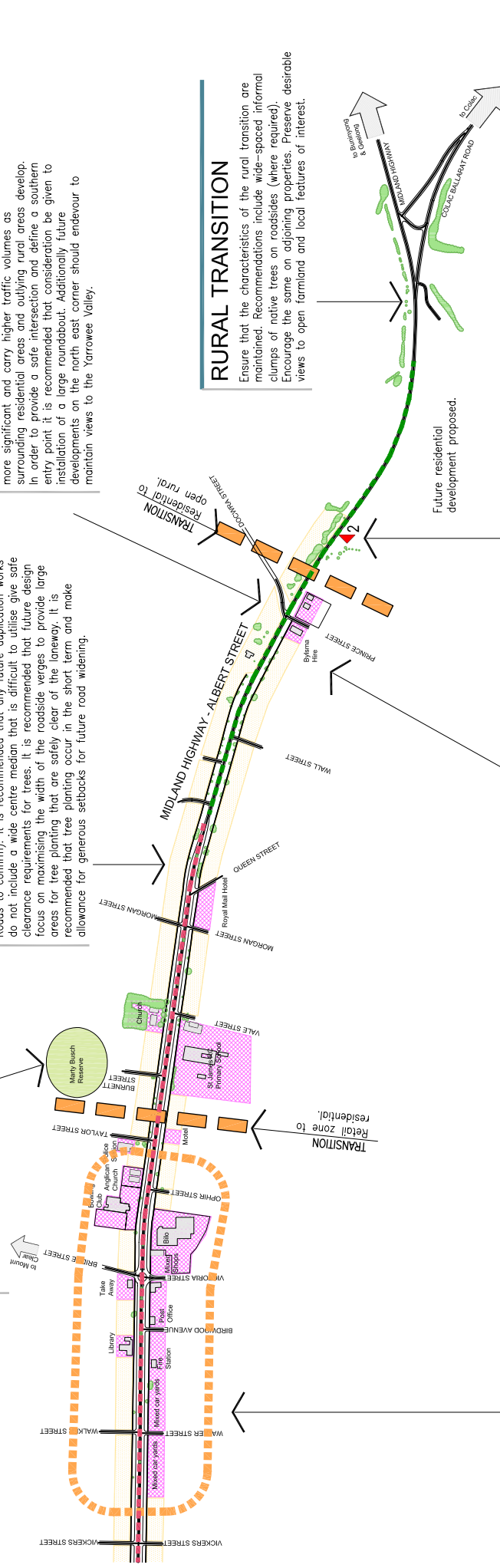
Native trees are proposed as the dominant species for this section. Where gravel road verges are excessively wide and under-utilised, decompact and install informal clumps of trees as a transition to the informal plantings and open rural landscape to the south. Where possible limit formal tree arrangements to the centre median. The status of future duplication of the roadway to the south is unknown. Given current traffic flows it is unlikely to be a priority in the short-medium term (Vic Roads to confirm). It is recommended that any future duplication works do not include a wide centre median that is difficult to utilise give safe clearance requirements for trees. It is recommended that future design focus on maximising the width of the roadside verges to provide large areas for tree planting that are safely clear of the laneway. It is recommended that tree planting occur in the short term and make allowance for generous setbacks for future road widening.

### INTERSECTION

The Midland Highway/Dowcra Street intersection will become more significant and carry higher traffic volumes as surrounding residential areas and outlying rural areas develop. In order to provide a safe intersection and define a southern entry point it is recommended that consideration be given to installation of a large roundabout. Additionally future developments on the north east corner should endeavour to maintain views to the Tarrowee Valley.

### RURAL TRANSITION

Ensure that the characteristics of the rural transition are maintained. Recommendations include wide-spaced informal clumps of native trees on roadsides (where required). Encourage the same on adjoining properties. Preserve desirable views to open farmland and local features of interest.



### SEBASTAPOL SHOPPING STRIP

This shopping strip has numerous buildings of architectural interest and supports a wide range of businesses. It is well used by local residents. This support is likely to increase as the surrounding residential areas continue to develop. It is therefore necessary to consider an upgrade of the streetscape elements of this centre in order to ensure its ongoing vitality and improve the amenity of this section of the southern entry, to give it a distinct identity and establish its role as a feature icon. It is recommended that Council prepare an urban design framework for this precinct that considers:

- tree planting;
- feature pavement;
- local identity;
- themes for streetscape furniture;
- identity signage that distinguishes this strip from other shopping areas along this entry;
- shade trees to roadside parking;
- pedestrian linkages;
- highlight planting theme of low growing perennials to provide the vibrant colours; and
- powerline retrofitting for streetscape amenity and tree planting.

### SIGNAGE/ADVERTISING

Byisma Hire is a well known entity and is located in a very prominent position within a key entry precinct. Unfortunately the colour scheme and signage dominate this locality. It is recommended that Council adopt a co-operative arrange with buildings in prominent situations to devise moderate colour and signage schemes that do not dominate and integrate with the surroundings.

### SOUTHERN ENTRY SIGN

Install a Major Entry Sign (Category 2) within the road reserve generally as shown in the vicinity of Princess/Dowcra Street. Final location of the entry feature subject to detailed design and Vic Roads approval.

### POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

### BIKE PATHS

All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

**Note**  
Proposed locations are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, VicRoads and other relevant authorities.

Date: May 2006  
Scale: 1:1,000 @ A3 sheet  
Drawing No: 05101 - C03b  
Drawn by: SM/DT/JK



# BALLARAT ENTRANCE STRATEGIES

# SOUTHERN ENTRANCE (MAP 3b)

- ### LEGEND
- Existing building.
  - Creek / dam / billabong.
  - Existing vegetation.
  - Residential zone.
  - Commercial/Educational/other zone.
  - Open green space.
  - Proposed native vegetation theme.
  - Proposed exotic vegetation theme.
  - Proposed Freeway Sign (Cat. 1)
  - Proposed Entry Sign (Cat. 2)
  - Proposed Iconic Entry Feature
  - Proposed Transition zone.
  - Important link.



## 3.6 Western Entrance (Burrumbeet)

**Extent:** Rememberance Drive / Avenue of Honour, from Western Highway to Gillies Street

**Classification:** Major Entrance

**Relevant documents / existing plans:**

- Ballarat West Outline Development Plan (2005)
- Avenue of Honour Management Strategy Plan (1997)

### 3.6.1 General description and context

The Western Entrance to Ballarat starts to the east of Burrumbeet from the Western Freeway and the majority of the journey is through open farmland before it reaches the outer reaches of the city at Cardigan. From here it passes through the low density residential and residential areas of Alfredton, with an area of industrial development, the Ballarat Golf Course and Ballarat High School on the northern side for the last section of the journey.

The Avenue of Honour runs the entire length of the entrance (approximately 22km) and continues north of the Western Freeway intersection along Avenue Road to Learmonth. The Ballarat Avenue of Honour Management Strategy Plan (1997) identifies it as the longest planted avenue in the world, and it is undoubtedly one of Ballarat's most recognisable features. The Avenue of Honour and Arch of Victory are listed on the Victorian Heritage Register (H2089 – See Appendix D for details). The avenue is managed by a Committee of Management and upgrade / replanting is undertaken by volunteers.

The magnificent Avenue of Honour and Arch of Victory offers visitors a grand entrance to Ballarat, and is closely located to other attractions such as Lake Wendouree, Victoria Park and Sturt Street. Surrounding development is generally well set back behind a service road, engages directly with the street and does not impact negatively on the experience of the entrance. There are a number of areas subject to future development proposals along the entrance where the interface with the avenue should be carefully considered, including:

- ? A residential subdivision is proposed for part of the Ballarat Golf Course which will impact visually on the Avenue of Honour along the golf course frontage.
- ? The area zoned Comprehensive Development Zone (CDZ1) to the west of the existing built up area at Cardigan; and
- ? the area south of the entrance and west of Heinz Lane is identified in the Ballarat West ODP for future potential residential development.

There are sections of the entrance around Lake Burrumbeet that have a Significant Landscape Overlay and the entire length of the avenue is covered by a Heritage Overlay (HO154), with particular note of the Arch of Victoria (HO150) and the former primary school (no. 688) at Cardigan (HO136).

The following features were identified in the community consultation as positive features that should be retained and built upon:

- ? The Arch of Victory and Avenue of Honour; and
- ? Quality industrial area presentation, not untidy or noisy.

Aspects that residents felt needed improving or upgrading in this particular entrance:

- ? Remove railway lines across road
- ? More trees
- ? Remove dangerous trees, limbs
- ? Regular maintenance
- ? Lighting for safety
- ? Asphalt to kerb, add guttering, reduce dust, widen road, seal service roads
- ? Replace signs commemorating dead soldiers where missing
- ? Improve appearance of The Arch of Victory (clean or paint)
- ? Alternative heavy vehicle route
- ? More foot and bike paths needed, existing need improvement; and
- ? More traffic signage, less advertising.

### 3.6.2 Key Issues and Opportunities

Elements	Issues	Opportunities
Streetscape	<ul style="list-style-type: none"> <li>? Ongoing protection and enhancement of the avenue</li> <li>? Potential for new development to detract from the entrance's values</li> </ul>	<ul style="list-style-type: none"> <li>? Extend the avenue concept to the Western Highway/Burrumbeet area to raise awareness of the Avenue of Honour and stage entrance to the avenue</li> </ul>
Traffic Management and Safety	<ul style="list-style-type: none"> <li>? Traffic conflict with two way main carriageway and two way service road</li> <li>? Accommodating increase in traffic due to new development</li> <li>? Significance of Ring Road - strengthen connection</li> <li>? Proposed duplication works and possible by-pass of the Arch will damage the integrity of the Avenue and Arch will diminish the travelling experience.</li> </ul>	<ul style="list-style-type: none"> <li>? Consider alternate routes to accommodate traffic volumes.</li> <li>? Design roadway improvements that respect the integrity of the Avenue of Honour.</li> </ul>
Built form / facilities	<ul style="list-style-type: none"> <li>? Roadside stop at the western end sign board not used and no facilities for travellers</li> </ul>	<ul style="list-style-type: none"> <li>? Develop the roadside stop for travellers with a city / district map, seats and toilets. Or is Burrumbeet better?</li> <li>? Need to ensure that new development is complementary with the streetscape</li> </ul>

Elements	Issues	Opportunities
Signage	<ul style="list-style-type: none"> <li>Lack of signage to encourage visitors to access Ballarat via the Western Entrance.</li> <li>Links to other attractions in Ballarat are not obvious</li> </ul>	<ul style="list-style-type: none"> <li>Improve signage at Burrumbeet to encourage visitors to use the Western Entrance</li> <li>Improve signage to other attractions, particularly Lake Wendouree and Victoria Park.</li> </ul>
Feature elements/attractions	<ul style="list-style-type: none"> <li>Currently a very low key entry statement from the Freeway</li> </ul>	<ul style="list-style-type: none"> <li>Promote the avenue as a heritage attraction / part of a larger heritage trail</li> <li>Develop feature element/attraction at Burrumbeet as a way of promoting the avenue</li> <li>Potential to highlight old rail line crossing</li> </ul>
Land Use / Planning	<ul style="list-style-type: none"> <li>Unsympathetic development would detract from the grand avenue experience</li> </ul>	<ul style="list-style-type: none"> <li>Ensure future development along the Western Entrance does not detract from the avenue, e.g. properties facing on and suitable landscaping</li> </ul>

### 3.6.3 Western Entrance Vision



The Burrumbeet entrance provides travellers with an opportunity to experience the longest avenue in the world and to appreciate the community commitment to protecting and enhancing this magnificent heritage asset. Burrumbeet township creates an opportunity to define a pattern of markers (ie tree planting, signage, iconic feature) to highlight the approaching entry and Avenue of Honour for travellers driving eastwards.

### 3.6.4 Design Objectives

- Protect and enhance the Avenue of Honour, Arch of Victory and its associated heritage elements.
- Establish strong links to other tourist attractions and heritage features in and around Ballarat.
- Ensure that future development does not negatively impact on the streetscape.

### 3.6.5 Recommendations

Rec. No.	Western Entrance Recommendations
<b>W1</b>	Continue implementation of the Avenue of Honour Management Strategy Plan (1997).
<b>W2</b>	Implement guidelines identified in the Avenue of Honour Management Strategy Plan (1997) in relation to Adjacent Land Use, Signage and Planting (Section 7.11).
<b>W3</b>	Initiate discussions between VicRoads, Council and Heritage Victoria to explore traffic design options which reinforce or enhance the gateway experience of the Arch of Victory and create a sense of space at the Arch.
<b>W4</b>	Develop and implement planning controls to ensure that any new development along the avenue is compatible with the vision for this entrance, in particular to ensure that adequate setbacks are achieved and that properties present a positive interface with the avenue (see notes on plan regarding the Ballarat Golf Course development). Need to limit the number of access points to service lanes along the avenue to protect its integrity.
<b>W5</b>	Develop a feature element at Burrumbeet to announce the approaching avenue, including a strong avenue of trees in the township, improved signage on the approach to the Western Entrance (see notes on plan).
<b>W6</b>	Establish a significant sculptural icon that signifies the western entry turn off. The icon could be designed as part of a design competition (see notes on plan).
<b>W7</b>	Develop roadside stop as a resting point for travelers with suitable facilities and tourism information/map (see notes on plan).
<b>W8</b>	Improve signage at the Ring Road intersection, particularly for use by heavy vehicles wanting to access the north of the city.
<b>W9</b>	Ensure adequate signage at new southern Arterial Road proposed in the Ballarat West ODP, particularly for use by heavy vehicles wanting to access the north of the city.
<b>W10</b>	Upgrade signage / tourist information at the city end of the entrance to better promote attractions such as Lake Wendouree and Victoria Park.
<b>W11</b>	Promote the Western Entrance as a heritage attraction/as part of a heritage trail.

### 3.6.6 Estimate of probable cost

This estimate of probable cost is based on the strategy plans and provides very broad estimates of probable cost. Detailed design is required in order to provide refinement of these estimates. Estimates prepared April 2006.

<b>Signage Recommendations</b>	<b>Unit</b>	<b>Rate</b>	<b>Qty</b>	<b>Total</b>
Category 1 sign (Freeway) <b>not costed</b>	ea	\$0.00	2	\$0.00
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Category 3 sign (Identity)	ea	\$40,000.00	2	\$80,000.00
Category 4 sign (Festive)	ea	\$5,000.00	6	\$30,000.00
Category 5 sign (Community)	ea	\$10,000.00	0	\$0.00
20% contingency allowance				\$34,000.00
<b>TOTAL</b>				<b>\$204,000.00</b>

<b>Tree planting</b>				
Tree planting (Western Highway) to Vicroads approval	ea	\$300.00	50	\$15,000.00
20% contingency allowance				\$3,000.00
<b>TOTAL</b>				<b>\$18,000.00</b>

<b>Gateway Features</b>	
Develop an iconic feature element at Burrumbeet entry	\$250,000.00
20% contingency allowance	\$50,000.00
<b>TOTAL</b>	<b>\$300,000.00</b>

<b>Changes to Planning Controls</b>	
Develop planning controls to ensure that future developments achieve the design objectives identified for this entrance	\$10,000.00
20% contingency allowance	\$2,000.00
<b>TOTAL</b>	<b>\$12,000.00</b>
<b>OVERALL TOTAL</b>	<b>\$534,000.00</b>

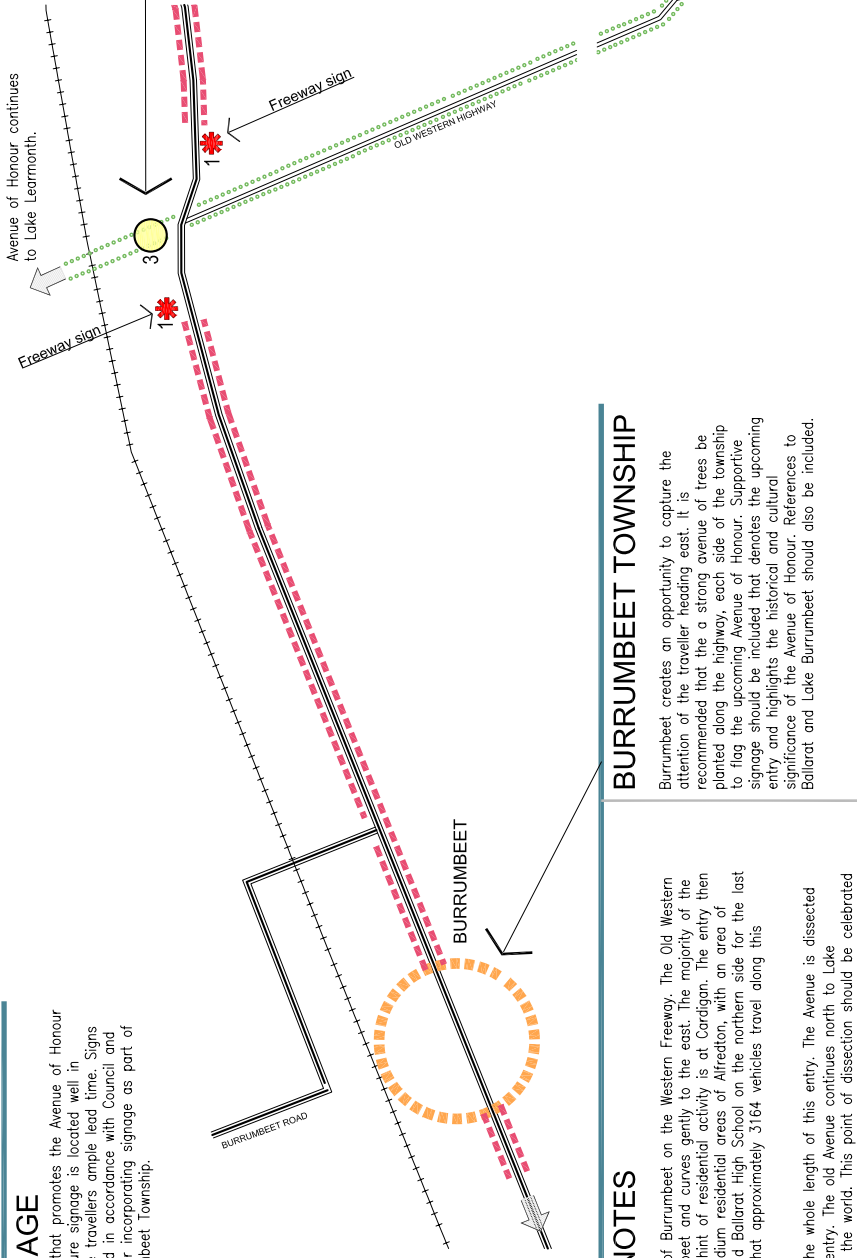
<b>General Recommendations for streetscape improvements (ongoing works)</b>	
<b>Item</b>	
Continue implementation of the Avenue of Honour Management Strategy Plan (1997)	
Implement guidelines identified in the Avenue of Honour management Strategy Plan (1997) land Use, Signage and Planting (Section 7.11).	
Redevelop existing roadside stop at Lake Burrumbeet.	
Roadworks at the Arch of Victory to maintain it as a significant gateway experience for visitors to the city.	
Highlight rail line crossing and rail trail	
Promote the Western Entrance as a heritage attraction/ as part of a heritage trail.	

## TOURISM SIGNAGE

Install suitable tourism signage that promotes the Avenue of Honour as grand entry to Ballarat. Ensure signage is located well in advance of the turn-off to give travellers ample lead time. Signs to be current and appealing and in accordance with Council and Vicroads signage policy. Consider incorporating signage as part of the roadside upgrade of Burrumbeet Township.

## FEATURE ICON

Establish a significant sculptural icon that signifies the Western Entry. The icon should celebrate the historic and contemporary dynamic of the Ballarat community and reinforce the link between the two sections of the Avenue of Honour 'broken' by the Western Highway. The icon feature should be the subject of design competition.



## WESTERN ENTRANCE NOTES

The Western Entrance to Ballarat is located east of Burrumbeet on the Western Freeway. The Old Western Highway follows the eastern edge of Lake Burrumbeet and curves gently to the east. The majority of the entry journey is through open farmland. The first hint of residential activity is at Cardigan. The entry then passes through the low density residential and medium residential areas of Alfreton, with an area of industrial development, the Ballarat Golf Course and Ballarat High School on the northern side for the last section of the journey. VicRoads data indicates that approximately 3164 vehicles travel along this entrance daily.

The Avenue of Honour accompanies the traveller the whole length of this entry. The Avenue is dissected by the new Western Highway at the Burrumbeet entry. The old Avenue continues north to Lake Leamonth creating one of the longest avenues in the world. This point of dissection should be celebrated as part of the Western Entry. The magnificent Avenue of Honour and Arch of Victory offers visitors a grand entrance to Ballarat. The entry provides direct access to key attractions such as Lake Wendouree, Victoria Park and Sturt Street.

Surrounding residential and commercial development is generally well set back from the roadway with the avenue and service roads providing separation. This creates a broad roadway setting and a positive journey experience for travellers.

There are a number of areas along this entry which are likely to be subject to future development pressure. These areas include:

- Ballarat Golf Course is to be developed as a residential subdivision.
- The area zoned Comprehensive Development Zone (CDZ1) to the west of the existing built up area at Cardigan.
- The area south of the entrance and west of Heinz Lane is identified in the Ballarat West ODP for future potential residential development.

### Vision

The Burrumbeet entrance provides travellers with an opportunity to experience one of the longest avenues in the world and to appreciate the community commitment to protecting and enhancing this magnificent heritage asset. Burrumbeet Township creates an opportunity to define a pattern of markers (ie tree planting, signage, iconic feature) to highlight the approaching entry and Avenue of Honour for travellers driving eastwards.

## BURRUMBEET TOWNSHIP

Burrumbeet creates an opportunity to capture the attention of the traveller heading east. It is recommended that the a strong avenue of trees be planted along the highway, each side of the township to flag the upcoming Avenue of Honour. Supportive signage should be included that denotes the upcoming entry and highlights the historical and cultural significance of the Avenue of Honour. References to Ballarat and Lake Burrumbeet should also be included.

## ROADSIDE STOP

Upgrade roadside stop. Add seating. Utilise existing service road and structure. Provide current tourist information in a dynamic and interactive form. Ensure information is updated regularly and that the rest point and structure is maintained to a high standard.

## POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

## BIKE PATHS

All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

## LEGEND

- Existing building.
- Creek / dam / billabong.
- Existing vegetation.
- Residential zone.
- Commercial/Educational/other zone.
- Open green space.
- Proposed native vegetation theme.
- Proposed exotic vegetation theme.
- 1 Proposed Freeway Sign (Cat 1)
- 2 Proposed Entry Sign (Cat 2)
- 3 Proposed Freeway Sign (Cat 1)
- Proposed Iconic Entry Feature
- Proposed feature
- Transition zone.
- Important link.

Date: May 2006  
Scale: 1:1,000 @ A3 sheet  
Drawing No: 05101 - C04a  
Drawn by: SM/DT/JK

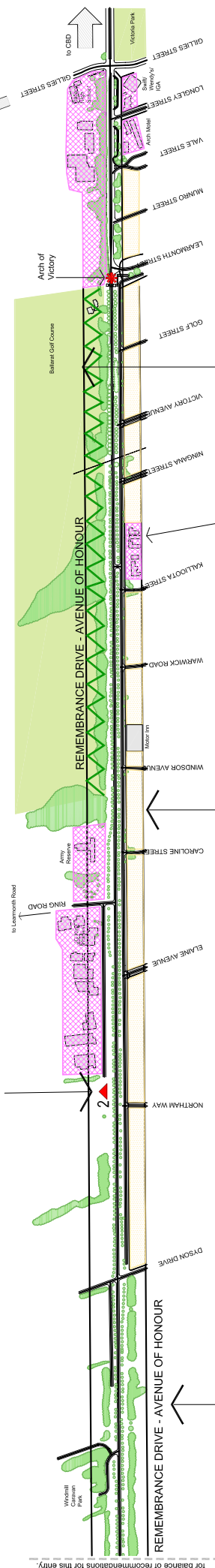


**Note**  
All proposals are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, Vicroads and other relevant authorities.

# BALLARAT ENTRANCE STRATEGIES WESTERN ENTRANCE (MAP 4a)

### WESTERN ENTRY SIGN

Install a Major Entry Sign (Category 2) within the broad road reserve opposite the modern industrial estate on the corner of Ring Road. Final location of the entry feature subject to detailed design and Vic Roads approval.



Distinguish existing shopping strip with suitable identity signage, tree planting and streetscape improvements.

### RURAL TRANSITION

New developments within the rural transition zone should include generous setbacks, service roads and broad road verges. Maintain Avenue of Honour in all proposals.

### REMEMBRANCE DRIVE - AVENUE OF HONOUR

The Avenue of Honour and Arch of Victory have been recently listed by Heritage Victoria (H2089) as an outstanding living memorial that is considered historically, architecturally, aesthetically and socially significant. It is the second most significant memorial in the State of Victoria next to the Shrine of Remembrance. It is also the longest Avenue in the world. In light of this it is a very significant asset and therefore must be protected and preserved.

The hatched zone denotes streetscape of high quality. This portion of Remembrance Drive includes the Arch of Victory, the Avenue of Honour trees, high quality residential development and well established gardens and the Ballarat Golf Course. This high quality streetscape continues along Sturt Street. The streetscape needs to be preserved and enhanced to ensure the quality of the entry experience is maintained. It is recommended that all future development on both sides of the road maintain and implement suitable green buffers and appropriate architecture.

The proposed residential development at the Golf Course should include a suitable green buffer between the Avenue of Honour and the development. The development should only provide limited access points to Remembrance Drive. All development along the Avenue should include suitable interface treatments to protect the integrity of the Avenue of Honour. All proposals will require assessment/approval by Heritage Victoria.

Proposed duplication of Remembrance Drive could destroy the integrity of the Avenue tree planting and the alignment of the Arch as a central roadway feature. Proposals to increase the capacity of the roadway will need to be designed with great sensitivity and the approval of Heritage Victoria. This dilemma creates an opportunity to resolve a unique outcome that respects the significance of the living memorial.

### POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

### BIKE PATHS

All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

### BALLARAT GOLF COURSE

The Ballarat Golf Course is currently being developed to include a proposed residential subdivision. The new development should include setbacks that are consistent with the balance of the main road. The Avenue of Honour should be maintained in its current form and the Arch of Victory should be maintained as the central focus. Develop green buffers to screen the new development and provide a backdrop to the Avenue of Honour.

# BALLARAT ENTRANCE STRATEGIES

# WESTERN ENTRANCE (MAP 4b)

Date: May, 2006  
 Scale: 1:1,000 @ A3 sheet  
 Drawing No: 05101 - CD4b  
 Drawn by: SM/DJ/JK

**Note**  
 All proposals are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, Vicroads and other relevant authorities.



### 3.7 South Eastern Entrance (Mt Clear)

**Extent:** Geelong Road from Olympic Avenue to Little Bridge Street

**Classification:** Intermediate Entrance

**Relevant documents / existing plans:**

- Ballarat Central Business Area Urban Design Framework (2005)
- Canadian Valley Outline Development Plan (2005)

#### 3.7.1 General description and context

The South Eastern Entrance to Ballarat travels from the township of Buninyong to Bridge Street along Main Road. For the purposes of this study we are considering the area north of Olympic Avenue, just north of Damascus College in Mt Clear. According to VicRoads data, approximately 13162 vehicles travel along this entrance daily, which is the highest volume of all of the entrances being considered. Given that this entrance connects Buninyong and the City of Ballarat, and would carry significant volumes of traffic to and from the University, it is likely that these traffic numbers include a large proportion of daily community trips.

Travelling from the south the road is gently undulating and generally follows a valley with the Canadian Creek to the east. The vegetation is native bushland in character and there are regular views across the valley and roof tops to the surrounding hills. The streetscape south of Elsworth Street is generally unstructured, with clumps of trees and shrubs and median strips planted with native understorey plants. Many of these garden bed areas require replanting / upgrade.

The Midvale shopping centre located at the corner of Whitehorse Road requires upgraded signage to assist with traffic management and general presentation of the centre. There is a good off-road bicycle trail that runs along this section to the west of Main Road. Views to the west across open space provided in the new Canadian Lakes development are good and remnant trees have been protected in this development.

The Canadian Valley Outline Development Plan (2005) suggests that:

- ? There is a need for better definition of the township area of Mt Clear, and that Midvale Shopping Centre could be integrated more closely to the town with native vegetation
- ? Views to Damascus College (VPO1) provide a strong landscape image which could be further developed; and
- ? Views across the Canadian valley and surrounding vegetation ridgelines are distinctive and important for maintaining character.

North of Elsworth Street the Sovereign Hill precinct begins and the mining history and heritage significance of this route becomes more apparent. The street is generally narrow and meandering, with bluestone gutters and no street trees. The following extracts from the Ballarat Central Business Area Urban Design Framework provide a good description of this section of road:

The meandering Main Road has been integral to the development of Ballarat. Main Road once delivered miners to the goldfields from centre of



Ballarat. The road generally follows the Canadian Creek, meandering to avoid mines and shacks that would have haphazardly established and then would often be moved as the search for gold evolved. Unlike the prosperous surveyed town makeshift timber buildings lined most of the route of Main Road and there are only a few visual reminders of the history of the route. However, Main road provides a strong link to the significance of mining in Ballarat.

The East Ballarat Post Office building is the centre of a distinctive heritage area along Main Road, located between Little Bridge Street to the north west and Barkly Street to the south. The heritage building form is reasonably intact and the concentration of antique shops/dealers in the area adds to its distinctive character. (p. 52)

Recommendations in the Ballarat CBA UDF (2005) for upgrade of this entrance include (in summary form):

- Create strong visual themes, and apply a continuous planting and landscape theme
- Develop street signage
- Maintain clear introductory views from Bakery Hill and Sturt St west
- Main Rd / Lt Bridge St intersection – develop as a gateway point to the city and a departure point from Sovereign Hill
- Simplify traffic routes
- Ensure that any new development - frames and protects views
- Improve the presentation of Poverty Point
- Further develop an interpretive signage trail along Main Rd
- Ongoing restoration and enhancement of the historic commercial precinct at the start of Main Rd
- Encourage tourist related businesses on Main Road; and
- Discourage commercial development that is out of character

The Canadian Valley ODP identifies areas of undeveloped land around Mt Clear that is zoned for residential development and there a number of key sites abutting Main Road just to the north east of the Midvale Shopping Centre. New residential development should be assessed with consideration of the visual impact on the streetscape of this entrance. Other relevant planning controls include zoning for Multi Use on both sides of Main Road between Elsworth and Bradshaw Street, along the length of Sovereign Hill. Apart from the very last section of road between Barkly Street and Little Bridge Street which is zoned for Business (B1Z), the road is zoned Road Zone Category 1. The final section between Humffray Street and Little Bridge Street is covered by a Heritage Overlay (HO164) - Ballarat Planning Scheme Interim Heritage Controls (2003) – Incorporated Plan, and two buildings on the northern side are covered by Heritage Overlays – HO93 Former Titheridge and Growcott and HO94 Ballarat East Post Office.

Findings of the community consultation along the South Eastern Entrance include support for the protection and enhancement of:

- Large trees, tree lined avenues
- Attractive bushland area

Aspects that residents/business managers felt needed improving or addressing along the Southern Entrance include:

- More trees
- Remove dangerous trees, limbs
- Regular maintenance
- Lighting for safety
- Asphalt to kerb, add guttering, reduce dust, widen road, seal service roads
- Bike paths or designate bike lane needed
- More foot and bike paths needed, existing need improvement; and
- More signage needed in Buninyong area.

### 3.7.2 Key Issues and Opportunities

Elements	Issues	Opportunities
Streetscape	<ul style="list-style-type: none"> <li>• Maintaining integrity of old mining route</li> <li>• Pressure to plant trees along Main Road – would change appearance dramatically</li> <li>• Mesh fence along Sovereign Hill property dominates this section</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade landscaping at Midvale Shopping Centre to develop this as a visual feature and improved amenity for shoppers</li> <li>• Extend elements of Sovereign Hill streetscape to Main Road, e.g. heritage lamp posts</li> <li>• Create a more intimate streetscape in the Sovereign Hill, including a review of traffic and pedestrian needs, planting trees with broad canopies nearer the road and undergrounding powerlines to support the heritage theme.</li> <li>• Improve façade of Sovereign Hill and interface with Main Road</li> </ul>
Traffic Management and Safety	<ul style="list-style-type: none"> <li>• Access to Midvale Shopping Centre</li> <li>• Narrow winding road with heavy traffic at peak times</li> <li>• Main route to University</li> </ul>	<ul style="list-style-type: none"> <li>• Improve traffic management / signs around Midvale shopping centre</li> </ul>
Built form / facilities	<ul style="list-style-type: none"> <li>• Ensuring that new development respects the desired built form and reinforces street character, particularly north of Elsworth Street</li> <li>• No public toilets along this route</li> </ul>	<ul style="list-style-type: none"> <li>• Improve presentation of Midvale Shopping Centre</li> <li>• Identify a suitable location (possibly Len T Frazer Reserve) to construct public toilets.</li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Signage around Midvale Shopping Centre could be improved</li> <li>• No signage welcoming visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Upgrade community signage boards</li> </ul>

Elements	Issues	Opportunities
	<p>to Ballarat</p> <ul style="list-style-type: none"> <li>• Signage to SH and other attractions limited.</li> <li>• No signage to public toilets/rest points</li> </ul>	
Feature elements/attractions	<ul style="list-style-type: none"> <li>• Sovereign Hill precinct does not take full advantage of the link to this major tourist attraction</li> </ul>	<ul style="list-style-type: none"> <li>• Streetscape between Elsworth and Bradshaw Streets could be developed more fully as a “little Sovereign Hill” to maximise exposure to this experience</li> <li>• Reinforce the areas mining heritage in the streetscape from Bradshaw Street into town</li> <li>• Develop Poverty Point as a more appealing tourist attraction</li> </ul>
Land Use /Planning	<ul style="list-style-type: none"> <li>• Ensuring that new development contributes positively to the streetscape</li> </ul>	<ul style="list-style-type: none"> <li>• Develop planning controls to reinforce the heritage streetscape along Main Road north of Elsworth Street.</li> </ul>

### 3.7.3 South Eastern Entrance Vision



The Mt Clear entrance to Ballarat provides travellers with a contrasting experience of the “old mining town” of Ballarat around and the newer settlement patterns and architectural styles around Mt Clear.

### 3.7.4 Design Objectives

- Maintain and enhance the classical, meandering “old mining town” feel to this entrance
- Develop a native streetscape theme for section of Main Road south of Elsworth Street

### 3.7.5 Recommendations

Rec. No.	South Eastern Entrance Recommendations
SE1	Develop the Little Bridge Street – Main Road intersection as a gateway moment to the city and transition point from “old” to “new” (see CBA UDF plan).
SE2	Continue to implement the Len T. Frazer Reserve Master Plan, including Chinese Joss House museum, public toilets and BBQ’s.
SE3	Develop an interpretive trail along Main Road between Little Bridge Street and Sovereign Hill to communicate the history of the roads development and past land use and mining activities.
SE4	Strengthen connection between the Eureka Centre and Sovereign Hill using exotic tree planting and signage (see notes on plan).
SE5	Improve the presentation and facility provision at Poverty Point, and include this as a major feature in the Main Road interpretive trail (see notes on plan).
SE6	In partnership with Sovereign Hill and other commercial businesses fronting onto Main Road between between Elsworth and Bradshaw Streets, develop and implement a Masterplan to restore and establish this historic section of road as a landmark feature and authentic heritage entry experience – a “little Sovereign Hill”. This Masterplan should address the use of traditional streetscape elements, such as heritage style light posts, the presentation of the Sovereign Hill frontage, under grounding of powerlines, appropriate street trees etc (see notes on plan).
SE7	Develop planning controls (e.g. DDO) to ensure appropriate presentation of any future development in the Sovereign Hill precinct and along the heritage section of Main road north of Elsworth Street, with reference to materials, setbacks, design, colours, landscaping etc.
SE8	South of Elsworth Street, develop an informal indigenous tree planting theme along Main Road, avoid kerb and channel where possible to maintain semi-rural feel (see notes on plan).
SE9	Reinforce green node at Canadian Lakes by extending the informal native tree planting into the road reserve (see notes on plan).
SE10	Review traffic management and signage around Midvale Shopping Centre to ensure clear and safe access to and from the centre. Upgrade landscaping and signage at Midvale Shopping Centre focusing on a native theme to complement surrounding significant native vegetation and the Canadian Creek Valley (see notes on plan).

### 3.7.6 Estimate of probable cost

This estimate of probable cost is based on the strategy plans and provides very broad estimates of probable cost. Detailed design is required in order to provide refinement of these estimates. Estimates prepared April 2006.

<b>Signage Recommendations</b>	<b>Unit</b>	<b>Rate</b>	<b>Qty</b>	<b>Total</b>
Category 1 sign (Freeway) <b>not costed</b>	ea	\$0.00	0	\$0.00
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Category 3 sign (Identity)	ea	\$40,000.00	6	\$240,000.00
Category 4 sign (Festive)	ea	\$5,000.00	6	\$30,000.00
Category 5 sign (Community)	ea	\$10,000.00	1	\$10,000.00
20% contingency allowance				\$68,000.00
<b>TOTAL</b>				<b>\$408,000.00</b>

<b>Tree planting</b>				
Formal tree planting (northern and mid section)	ea	\$300.00	100	\$30,000.00
Native tree planting (southern section)	m2	\$2.50	20000	\$50,000.00
20% contingency allowance				\$10,000.00
<b>TOTAL</b>				<b>\$90,000.00</b>

<b>Gateway Features</b>				
Not applicable				\$0.00
<b>TOTAL</b>				<b>\$0.00</b>

<b>Changes to Planning Controls</b>				
Develop planning controls (e.g. DDO) to ensure appropriate presentation of any future development in the Sovereign Hill precinct and along the heritage section of Main Road				\$10,000.00
Develop planning controls to ensure that future developments achieve the design objectives identified for this entrance				\$10,000.00
20% contingency allowance				\$4,000.00
<b>TOTAL</b>				<b>\$24,000.00</b>
<b>OVERALL TOTAL</b>				<b>\$522,000.00</b>

<b>General Recommendations for streetscape improvements (ongoing works)</b>				
<b>Item</b>				
Develop the Little Bridge Street- Main Road intersection as a gateway moment (see CBA UDF plan).				
Develop an interpretive trail along Main Road between Little Bridge Street and Sovereign Hill.				
Improve the presentation and facilities at Poverty Point.				
Develop a Master plan for the "Little Sovereign Hill" Precinct.				
Traffic management study around Midvale Shopping Centre.				
Design & develop streetscape upgrades at Midvale Shopping Centre.				
Upgrade Len-Frazer Reserve as a key open space focus for visitors to Ballarat.				

## GENERAL NOTES

The South Eastern Entrance travels from the township of Buninyong to Bridge Street along Main Road. For the purposes of this study we are considering the area north of Olympic Avenue, just north of Damascus College in Mt Clear. Approximately 13162 vehicles per day travel along this entrance.

Travelling from the south the road is gently undulating and generally follows a valley with the Canadian Creek to the east. The vegetation is native bushland in character and there are regular views across the valley and roof tops to the surrounding hills. It is proposed to develop and enhance this native streetscape theme. The Midvale shopping centre located at the corner of Whitehorse Road requires upgraded signage to assist with traffic management and general presentation of the centre.

North of Elsworth Street, the Sovereign Hill precinct begins and the mining history and heritage significance of this route becomes more apparent. The street is generally narrow and meandering, with bluestone gutters and no street trees. The East Ballarat Post Office building is the centre of a distinctive heritage area along Main Road, located between Little Bridge Street to the north west and Barkly Street to the south. This classic 'old mining town' feel should be maintained and enhanced.

**Vision**

The Mt Clear entrance to Ballarat provides travellers with a contrasting experience of the "old mining town" of Ballarat around and the newer settlement patterns and architectural styles around Mt Clear.

### POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / underground) where ever possible to improve streetscape amenity and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

### BIKE PATHS

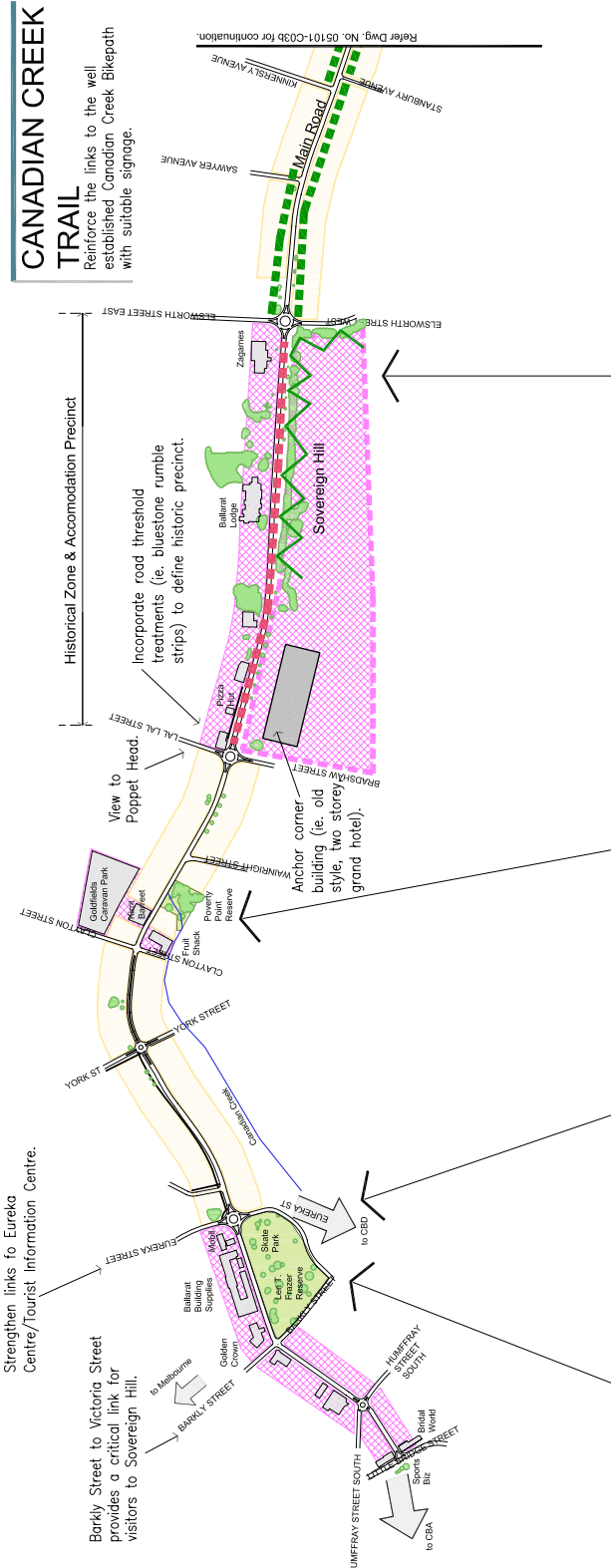
All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.



**Note**  
All proposals are shown inductively. Final locations subject to detailed design and approval by the City of Ballarat, VicRoads and other relevant authorities.

### LEGEND

- Existing building.
- Creek / dam / billabong.
- Existing vegetation.
- Residential zone.
- Commercial/Educational/other zone.
- Open green space.
- Proposed native vegetation theme.
- Proposed exotic vegetation theme.
- 1 Proposed Freeway Sign (Cat 1)
- 2 Proposed Entry Sign (Cat 2)
- 3 Proposed Iconic Entry Feature
- Proposed feature
- Transition zone.
- Important link.



## CANADIAN CREEK TRAIL

Reinforce the links to the well established Canadian Creek Bikepath with suitable signage.

### LEN T. FRAZER RESERVE

Len T. Frazer Reserve provides valuable open space in the central Ballarat area. It is part of a rich history strongly linked to the gold mining activities that occurred along this entry. City of Ballarat has prepared a masterplan for the reserve that is being implemented. It is recommended that the masterplan be re-assessed in light of the need for Len T. Frazer Reserve to provide an important rest point for tourists because it is strategically located between the Eureka Centre, Sovereign Hill and the Town Centre. It is a significant piece of open space closely located to the centre of the town.

### EUREKA ST

Use exotic trees along Eureka Street from the Eureka Stockade to Main Road to reinforce the connection with Sovereign Hill and to improve the amenity along Eureka Street. Exotic trees will reinforce the heritage element.

Link to CBA along Eureka Street / Eastwood Street should be upgraded in terms of tree planting to improve its amenity and define its link node. Recommend exotic tree species to reinforce heritage elements.

### POVERTY POINT

Poverty Point is a small historic park and includes the historic bridge over Canadian Creek. Enhance this small green space with matching tree planting on both sides of roadway. Add suitable signage to highlight the history of the reserve and the links to the Canadian Creek Bikepath.

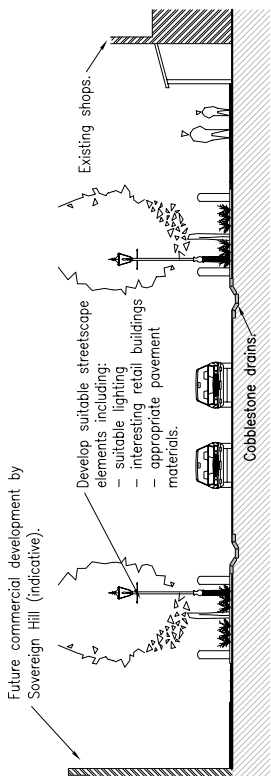
### SOVEREIGN HILL

Consider frontage and accessibility to Main Road and the opportunity for some historically themed development i.e. retail or heritage information. Aim to create a complete activity precinct along Main Road. See Section A below.

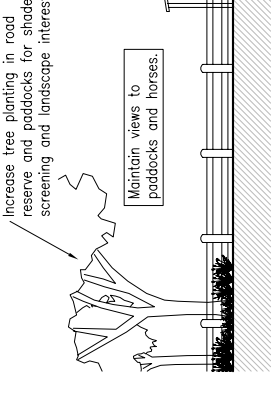
Improve amenity and visual accessibility from Main Road to the paddocks. The draft horses are a beautiful and unique experience for many people. The setting in which they are kept should be of high quality. Consider wooden fences and heritage style shelters and shade tree planting which maintains visual access. See Section B below.

### ACCOMMODATION & FESTIVAL PRECINCT

This area to continue to be developed as an accommodation centre. Pedestrian links will require upgrading.



Main Road - Typical Streetscape Section  
Section A - Scale 1:100

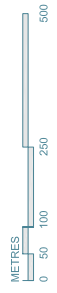


Paddocks fronting Main Road - Typical Elevation  
Section B - Scale 1:100

# BALLARAT ENTRANCE STRATEGIES

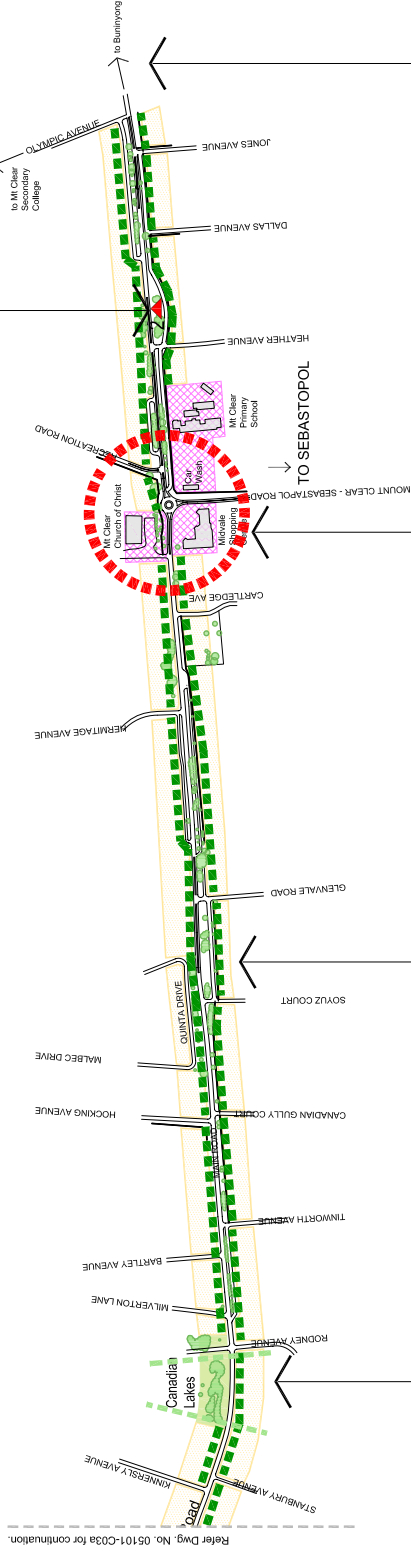
# SOUTH - EASTERN ENTRANCE (MAP 5a)

Date: May 2006  
Scale: 1:1,000 @ A3 sheet  
Drawing No: 05101 - C05a  
Drawn by: SM/DT/JK



## SOUTH EASTERN ENTRY SIGN

Install a Major Entry Sign (Category 2) within the road reserve generally as shown. Final location of the entry feature subject to detailed design and Vic Roads approval.



## CANADIAN LAKES

Newly developed residential subdivision and large open parkland provides valuable recreational experience and improved visual opportunity. This also provides visual relief for travellers along this entry. Reinforce this green node by extending informal native planting into road reserve. Ensure local links and trails are interconnected with this space and others.

## MAIN ROAD

Develop informal indigenous tree planting along Main Road as 'natural' tree schemes to reinforce the native tree character of this area.

Avoid use of kerb and channel where possible to maintain natural bushland feel.

Make better use of the broad gravel areas for grassing and tree planting and provision of sealed areas for parking, turning and overtaking.

Mixed native trees:  
- Eucalypts  
- Blackwoods  
- Sheoaks.



Typical Streetscape Section

Scale 1:250

## MIDVALE SHOPPING CENTRE

Enhance the Midvale precinct with improved traffic management into the shopping centre carpark and around the Primary school, improve streetscape amenity, pathways and median areas. In addition the Midvale Shopping Centre needs to update the amenity of the front carpark area, improve pedestrian links and vehicle access and egress.

## TO BUNINYONG

The balance of the journey to Buninyong is through a bushland setting, with views to the Canadian Valley and of open rural areas. These elements should be maintained and enhanced (where required) to ensure that this desirable driving experience is maintained.

**Note**  
All proposals are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, VicRoads and other relevant authorities.

## LEGEND

- Existing building.
- Creek / dam / billabong.
- Existing vegetation.
- Residential zone.
- Commercial/Educational/other zone.
- Open green space.
- Proposed native vegetation theme.
- Proposed exotic vegetation theme.
- Proposed Freeway Sign (Cat 1)
- Proposed Entry Sign (Cat 2)
- Proposed Iconic Entry Feature
- Proposed feature
- Transition zone.
- Important link.

## POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity and reduce street tree planning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

## BIKE PATHS

All Gateway works should consider opportunities to upgrade and/or install new bike path facilities. City of Ballarat Bicycle Plan.

# BALLARAT ENTRANCE STRATEGIES

# SOUTH - EASTERN ENTRANCE (MAP 5b)

Date: May 2006  
Scale: 1:1,000 @ A3 sheet  
Drawing No: 05101 - C05b  
Drawn by: SM/DT/JK



### 3.8 South Western Entrance (Delacombe)

**Extent:** Glenelg Highway / Hertford Street from Wiltshire Lane to Albert Street

**Classification:** Intermediate Entrance

**Relevant documents / existing plans:**

- Ballarat West Outline Development Plan (2005)
- Ballarat Highways Entries Landscape Report (Road Const. Auth. 1988)

#### 3.8.1 General description and context

The South Western Entrance (Delacombe) forms an important entrance to Ballarat for travellers from Western Victoria / Hamilton along the Glenelg Highway. According to VicRoads statistics, approximately 5,724 people travel along this entrance every day. The entrance travels from a rural environment to a primarily residential setting as it enters the town, and presents a fairly typical rural-urban transition experience. There is a small area of industrial activity around the intersection at Sutton Street and a primary and secondary school located further to the east.

In general, the landform is flat, with glimpses of Mt Buninyong to the east at various points along the entrance. The section of road to the west of Sutton Street is generally well presented with houses well set back from the road behind a service road, landscaped medians on both sides and with powerlines well setback. To the south there are large allotments with established gardens and old Cyprus hedges which provide visual interest and which reinforce the semi-rural feel of this area. Some shrubby planting in the medians are coming to the end of their lives and should be replaced with more suitable streetscape plants. Signs designating the suburb of Delacombe in the area of the milkbar are a dull blue and do not stand out visually or distinguish the area strongly.

The Sutton Street intersection represents a transition point where the streetscape changes dramatically. Ironbark trees are the dominate street tree and are irregularly spaced. These have been identified by Council's Parks department as unsuitable street tree species due to their unstable form and it is recommended to undertake a staged replacement program. Powerlines are visually dominant as they cross over the street with suspended streetlights in several locations. The small section of industrial land use varies in presentation, with colour selection adding to the presentation of some buildings and old rusty mesh fences detracting from others. Open gravel verges and ad-hoc parking arrangements dominate the road edges. Generally the streetscape feels dry and exposed, with little shade or shelter in this eastern section of the entrance. The primary school to the north is one of the few architectural features along this entrance and is visually appealing with its colourful artwork in the front yard.

There are small distance markers along the Glenelg Highway between Ballarat and Scarsdale which are listed on the Victorian Heritage Register and protected by the Ballarat Planning Scheme's heritage overlay.

The Ballarat West ODP identifies substantial areas for future residential development to the north west and south west of the current city boundary. A neighbourhood activity centre is identified for the current intersection at the Wiltshire Lane (which represents the western most extent of this study). Any future development should be designed to



achieve the design objectives for this entrance. Current land use zoning includes Residential, Industrial, Public Use for the school areas, a small area of Mixed Use opposite the high school and the road itself is zoned Road Zone Category 1. The area at the south western corner of this study area is zoned for Low Density Residential.

The Ballarat West ODP (Section 13.3) identifies a number of urban structuring opportunities for the Glenelg Highway which are relevant to this entrance:

- Develop a landscape theme consistent with its role as a significant western entry to Ballarat
- Differentiate it from the Avenue of Honour by building on its less formal, undulating character; and
- Ensure new development fronts the highway appropriately rather than backing on to it.

Findings of the community consultation along the South Eastern Entrance include support for the protection and enhancement of:

- Rural aspect while still being close to town; and
- Divided road, median strips, wide roads and service roads

Aspects that residents felt needed improving or incorporating in this particular entrance:

- More garden beds, median strips, nature strips and roundabouts
- More trees
- Remove dangerous trees, limbs
- Regular maintenance
- Asphalt to kerb, add guttering, reduce dust, widen road, seal service roads
- More foot and bike paths needed, existing need improvement
- Businesses including industrial areas need surroundings cleaned and tidied
- Reduce rubbish; and
- Drainage to prevent flooding.

### 3.8.2 Key Issues and Opportunities

Elements	Issues	Opportunities
Streetscape	<ul style="list-style-type: none"> <li>• Poor form of ironbarks</li> <li>• Wide gravel verges along section of road east of Grant Street.</li> <li>• Dominant powerlines</li> </ul>	<ul style="list-style-type: none"> <li>• Remove weeds and replace aging and inappropriate shrubs in median west of Grant Street and replace with more suitable species.</li> <li>• Replace ironbarks and plant with appropriate native street trees.</li> <li>• Ensure spacing and positioning of street trees creates a more intimate and comfortable streetscape.</li> <li>• Underground powerlines</li> <li>• Improve landscaping at the roundabout at Sutton Street.</li> </ul>

Elements	Issues	Opportunities
Traffic Management and Safety	<ul style="list-style-type: none"> <li>• Uncontrolled parking</li> <li>• Large numbers of large vehicles</li> <li>• No clear bicycle route</li> <li>• Confusing traffic movement near the intersection with Albert Street</li> </ul>	Improved control of parking would assist with protection of street trees and improve visual amenity.
Built form / facilities	<ul style="list-style-type: none"> <li>• Few architectural highlights</li> <li>• Substantial development planned to the west, including an activity centre at Wiltshire Lane intersection.</li> </ul>	Presentation of industrial area could be enhanced – develop planning controls
Signage	<ul style="list-style-type: none"> <li>• Delacombe signage inconspicuous and unappealing</li> </ul>	<ul style="list-style-type: none"> <li>• Improve place name signage</li> </ul>
Feature elements	<ul style="list-style-type: none"> <li>• Limited feature elements – rely on borrowed landscape.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain visual access to surrounding hills and the primary school buildings/grounds.</li> <li>• Protect and interpret small heritage distance markers.</li> </ul>
Land Use / Planning	<ul style="list-style-type: none"> <li>• Substantial future growth planning to the west and south west.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that new development reinforces the semi-rural feel to this entrance.</li> <li>• Establish activity nodes as features for visual interest.</li> </ul>

### 3.8.3 Proposed classification

### 3.8.4 South Western Entrance Vision



The Delacombe entrance provides a gentle transition between the rural and urban landscapes of Ballarat.

### 3.8.5 Design Objectives

- Protect views to hills in the distance.
- Ensure that new development to the west and south continues to support the semi-rural feel of the entrance to Ballarat, e.g. soft engineering finish to road edges and well set back and landscaped dwellings.

### 3.8.6 Recommendations

Rec. No.	South Western Entrance Recommendations
SW1	Identify a suitable native street tree and undertake a staged program to remove inappropriate iron barks and replace with evenly spaced, well positioned street trees. Protect trees and root zones from vehicles with bollards or other suitable barrier. Ensure that street tree planting does not interfere with views to distant hills.
SW2	In association with the Secondary School, increase street trees to improve shade and pedestrian comfort in this area.
SW3	Remove weedy shrubs and trees (e.g. Cootamundra Wattle) and replace aging and inappropriate shrubs in median strips west of Grant Street replace with more suitable species.
SW4	Distinguish activity nodes, e.g. Delacombe milkbar, with an alternative planting regime to add visual interest to the journey and upgrade signage.
SW5	Landcape the Sutton Street roundabout and associated nature strip areas to improve presentation of this transition from residential to industrial.
SW6	Work in partnership with industrial businesses in this area to improve presentation of these premises.
SW7	Establish controlled parking and construct suitable, non visually obtrusive, barriers around street trees between Sutton and Albert Streets.
SW8	Review traffic movement at approach to Albert Street roundabout.
SW9	Protect and interpret small heritage distance markers along the Glenelg Highway.
SW10	Develop planning controls to ensure that future development to the south west and north west achieve the design objectives identified for this entrance.
SW11	Ensure that the proposed activity centre around the Wiltshire Lane intersection adds value to the streetscape and contributes to the design objectives for this entrance.

### 3.8.7 Estimate of probable cost

This estimate of probable cost is based on the strategy plans and provides very broad estimates of probable cost. Detailed design is required in order to provide refinement of these estimates. Estimates prepared April 2006.

<b>Signage Recommendations</b>	<b>Unit</b>	<b>Rate</b>	<b>Qty</b>	<b>Total</b>
Category 1 sign (Freeway) <b>not costed</b>	ea	\$0.00	0	\$0.00
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Category 3 sign (Identity)	ea	\$40,000.00	0	\$0.00
Category 4 sign (Festive)	ea	\$5,000.00	4	\$20,000.00
Category 5 sign (Community)	ea	\$10,000.00	0	\$0.00
20% contingency allowance				\$16,000.00
<b>TOTAL</b>				<b>\$96,000.00</b>

<b>Tree planting</b>				
General street tree planting	ea	\$300.00	200	\$60,000.00
20% contingency allowance				\$12,000.00
<b>TOTAL</b>				<b>\$72,000.00</b>

<b>Gateway Features</b>				
Upgrades to roundabouts with feature planting	ea	\$20,000.00	2	\$40,000.00
20% contingency allowance				\$8,000.00
<b>TOTAL</b>				<b>\$48,000.00</b>

<b>Changes to Planning Controls</b>				
Develop planning controls to ensure that future developments achieve the design objectives identified for this entrance				\$10,000.00
20% contingency allowance				\$2,000.00
<b>TOTAL</b>				<b>\$12,000.00</b>
<b>OVERALL TOTAL</b>				<b>\$228,000.00</b>

<b>General Recommendations for streetscape improvements (ongoing works)</b>	
<b>Item</b>	
Improve roadside planting for safety and tree health	
Improve existing native planting schemes	
Urban design activity node (Delacombe Milk Bar)	
Landscape the Sutton Street Roundabout	
Work in partnership with industrial businesses in this area to improve presentation of these premises.	
Tree protection works (bollards etc.) b/w Sutton and Albert	
Improve traffic safety and urban design at the approach to Albert Street roundabout.	
Protect and interpret small heritage distance markers along the Glenelg Highway.	
Upgrade the activity centre around the Wiltshire Lane intersection	

## SOUTH WESTERN ENTRY SIGN

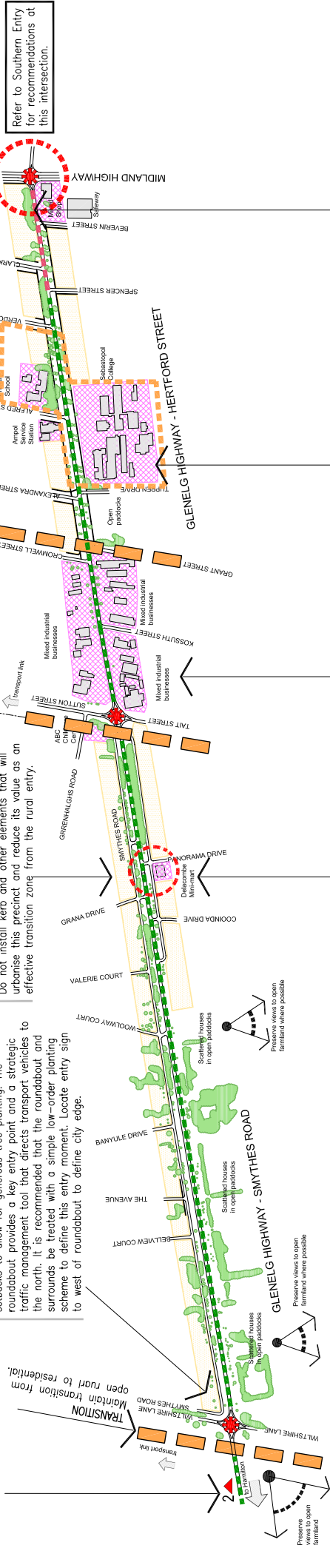
Install a Major Entry Sign (Category 2) within the road reserve generally as shown. Final location of the entry feature subject to detailed design and Vic Roads approval.

## WILTSHIRE LANE

Wiltshire lane describes a distinct transition from the open rural farmland to residential. It is likely that the rural land to the south west will be developed for housing which will blur this distinction. It is recommended that future residential developments maintain generous setbacks to allow for generous tree planting. The roundabout provides a key entry point and a strategic traffic management tool that directs transport vehicles to the north. It is recommended that the roundabout and surrounds be treated with a simple low-order planting scheme to define this entry moment. Locate entry sign to west of roundabout to define city edge.

## SMYTHES ROAD

Remove weedy shrub plantings (ie. Cootamundra Wattle) and replace ageing shrubs along wide verge. Maintain soft edges to road and 'rural' feel along this section of the South-Western Entrance. Maintain grassed swale drainage system. Do not install kerb and other elements that will urbanise this precinct and reduce its value as an effective transition zone from the rural entry.



Refer to Southern Entry for recommendations at this intersection.

Preserve views to open farmland

Preserve views to open farmland where possible

## GENERAL NOTES

The South Western Entrance (Delacombe) forms an important entrance to Ballarat for travellers from Western Victoria / Hamilton along the Glenelg Highway. Approximately 5724 vehicles travel along this entrance every day. The entrance travels from a rural environment to a primarily residential setting as it enters the town, and presents a fairly typical rural-urban transition experience. The Sutton Street intersection represents a transition point where the streetscape changes dramatically. Ironbark trees are the dominant street tree and are irregularly spaced. Powerlines are visually dominant as they cross over the street with suspended straightlights in several locations. The small section of industrial land use varies in presentation, with colour selection adding to the presentation of some buildings and old rusty mesh fences detracting from others. Open gravel verges and ad-hoc parking arrangements dominate the road edges. Generally the streetscape feels dry and exposed, with little shade or shelter in this eastern section of the entrance. The primary school to the north is one of the few architectural features along this entrance and is visually appealing with its colourful artwork in the front yard.

The Ballarat West ODP identifies substantial areas for future residential development to the north west and south west of the current city boundary.

### POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

### BIKE PATHS

All Gateway works should consider opportunities to upgrade and/or install new bike path facilities. City of Ballarat Bicycle Plan.

## DELACOMBE MINI MART

The Mini-mart and school crossing create a centre for local activity. It is likely that this level of activity will increase as this residential area develops. Distinguish this section of the entry from the balance.

- Recommendations include:
- Exotic tree planting as a contrast to the established theme of native trees.
  - Identity signage.
  - Suitable fencing to define safe pedestrian routes to crossing.
  - Highlight crossing by change in road surface, introduction of kerb and concrete footpaths.

## INDUSTRIAL ZONE

The industrial zone weakens the whole entry experience and needs to be upgraded. It is probable through gentrification of this precinct that some of the buildings will be renewed. It is important that the new buildings are set well back, maintain a low profile and are well designed. Well designed fences and colour schemes can create a significant improvement to existing buildings at relatively low cost.

- Streetscape recommendations include:
- Defined parking areas (preferably sealed)
  - Continue established tree planting pattern of Eucalyptus sideroxylon (as per balance of Hertford Street).
  - Underground powerlines where possible.
  - Encourage improvements to buildings and frontages.

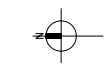
## SCHOOL PRECINCT

This precinct is dominated by wide gravel expanses, dominant powerlines across road and street trees under pressure from parking. The school precinct is a busy section with high levels of vehicle and pedestrian activity, which creates potential for conflict.

- Recommendations include:
- Seal parking areas on road side and protect street trees by bollards/kerb (or other).
  - Define areas of grass under trees and in broad road areas where parking is not required.
  - Maintain and expand tree planting (Eucalyptus sideroxylon). Maintain existing pattern.

## MIDLAND HIGHWAY APPROACH

The approach to the Midland Highway does not create any sense of arrival, has very poor amenity and creates a sense of confusion through poor signage and directional aids. It is recommended that the intersection be improved by appropriate splitter islands and turning lanes and that this be used as an opportunity to create an urban design pattern that links this with the retail precinct along Midland Highway. Add tree planting to reinforce existing trees on north side and incorporate signage as per recommendations in signage section.



### LEGEND

- Existing building.
- Creek / dam / bilabong.
- Existing vegetation.
- Residential zone.
- Commercial/Educational/other zone.
- Open green space.
- Proposed native vegetation theme.
- Proposed exotic vegetation theme.
- 1 Proposed Freeway Sign (Cat 1)
- 2 Proposed Entry Sign (Cat 2)
- 3 Proposed Iconic Entry Feature
- Proposed feature
- Transition zone
- Important link.

**Note**  
All proposals are shown indicatively. Final locations subject to detailed design and approval by the City of Ballarat, VicRoads and other relevant authorities.

# BALLARAT ENTRANCE STRATEGIES

# SOUTH WESTERN ENTRANCE (MAP 6)

Date: May, 2006  
Scale: 1:1,000 @ A3 sheet  
Drawing No: 05101 - C06  
Drawn by: SM/DT/JK

202 Street  
Phone: 033 3492  
Fax: 033 3493  
www.ballarat.vic.gov.au

### 3.9 North Western Entrance (Learmonth)

**Extent:** Sunraysia Highway / Learmonth Road from Western Freeway to Gillies Street.

**Classification:** Intermediate Entrance

**Relevant documents / existing plans:**

- Learmonth Road Tree Replacement Strategy (2002)

#### 3.9.1 General description and context

The North Western Entrance brings traffic from Victoria's north and north west into Ballarat, in particular traffic traveling along the Sunraysia Highway. Approximately 6479 vehicles travel along this entrance every day. It is likely that this volume of traffic is made up of a significant volume of local traffic traveling to and from the industrial areas and local traffic accessing the new residential areas to the north of the freeway.

The most notable streetscape feature of this entrance is the magnificent but aging avenue of pines along almost the entire length of the entrance. The coniferous avenue of trees extends from Norman Street to the Western Highway a distance of approximately 3000m. It consists of two species of tree - Monterey Cypress (*Cupressus macrocarpa*) and Monterey Pine (*Pinus radiata*). It consists of two rows of trees planted in 'close hedgerow' formation. The Pines are located along the outside and the Cypress aligned internally. The avenue is approximately 100 years old and has become severely fragmented. The avenue is not listed as significant.

In 2002 Council prepared a Tree Replacement Strategy for Learmonth Road which establishes a program for the gradual removal and replacement of the avenue.

Recommendations of the strategy include:

- ? A formal avenue of trees is to be re-established along Learmonth Road to replace the existing trees.
- ? Coniferous trees are proposed as part of the replacement planting strategy to maintain the cultural landscape history of the existing avenue.
- ? Where space permits it is proposed to establish dual rows of trees either side of Learmonth Road. It is proposed that conifers will form the inner row of the avenue and the deciduous trees form the outer row.
- ? Removal of the trees is recommended to occur gradually, in blocks. The general principle will be to remove the blocks in poorest condition first and establish new plantings following suitable soil improvements and a fallow period.
- ? There is a need to consider protection of the new plantings and roadside areas from damage and unauthorised vehicle entry. Physical barriers may be required to inhibit vehicle access across the grassed medians.
- ? It is desirable that the community are fully involved in the development and implementation of the tree planting strategy. Involvement in the planting may be possible and residents may be able to provide assistance with ongoing watering, weeding and feedback.

- Parking areas and suitable access points need to be suitably located and properly defined to discourage informal access across grassed areas and parking on roadsides.

Land use along this entrance is generally residential along the north/east side and light industrial along the south/west side of Learmonth Road. There is a relatively new industrial estate at the north eastern end of the entrance, which presents a positive interface with the road. Other new residential developments are occurring along the road and to the north of the Freeway. The airport is a significant land use to the west, with its main access from Learmonth Road. The North Eastern entrance is also therefore significant for people traveling to and from Ballarat via aeroplane.

There is a wide area of road reserve at Airport Drive which is proposed in the Learmonth Tree Replacement Strategy to be developed as a road-side park with sculptural elements, or other, installed as part of a continuous theme along Learmonth Road. The sculptures are suggested to some immediate landscape interest whilst the replacement planting develops. The roadside park could also include a safe entry/exit road and parking, shady feature trees (eg Pin Oak), park tables and benches. A map of Ballarat for visitors and additional information is also suggested.

At the southern end of the entrance where Learmonth Road meetings Gillies Street, the streetscape becomes strongly urbanized with a range of large commercial buildings to the north in a small area zoned for Business activity. As a key point along the entrance to Ballarat, the presentation of this end of the road of the road is harsh and could be confusing for new visitors. Improved signage directing travellers to Sturt Street and attractions such as the lake and Victoria Park would be valuable.

Aspects that residents felt needed improving or incorporating in this particular entrance:

- Screen industrial areas
- More trees
- Remove dangerous trees, limbs (Pine trees)
- Regular maintenance
- More garden beds, median strips, nature strips and roundabouts
- Underground Power lines
- More foot and bike paths needed, existing need improvement; and
- Drainage to prevent flooding.

### 3.9.2 Key Issues and Opportunities

Elements	Issues	Opportunities
Streetscape	<ul style="list-style-type: none"> <li>• Aging pine tree avenue needs to be replaced</li> <li>• Large pines can create a dark, unwelcoming environment</li> </ul>	<ul style="list-style-type: none"> <li>• Continue implementation of Learmonth Road Tree Replacement Strategy</li> </ul>
Traffic Management and Safety	<ul style="list-style-type: none"> <li>• Learmonth Road carries significant volumes of heavy and industrial traffic</li> </ul>	Provision of bicycle facilities/designated bicycle path

Elements	Issues	Opportunities
	industrial traffic <ul style="list-style-type: none"> <li>• Gilles Street/Learmonth Road intersection is busy and visually cluttered.</li> <li>• Significance of the Ring Road intersection?</li> <li>• Pedestrian movement issues</li> </ul>	
Built form / facilities	<ul style="list-style-type: none"> <li>• Interface between industrial and residential land uses is buffered by pine avenue</li> </ul>	<ul style="list-style-type: none"> <li>• Reinforce positive presentation of new industrial estate</li> <li>• Ensure new developments achieve the design objectives identified in this strategy.</li> </ul>
Signage	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Links with signage to the lake precinct and Victoria Park could be improved.</li> </ul>
Feature elements	<ul style="list-style-type: none"> <li>• No feature elements</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a feature element at the Ring Road roundabout as an intersection which carries significant volumes of traffic in all directions.</li> <li>• Develop the Airport Drive roadside park with sculptural elements and interpretive information.</li> </ul>
Land Use / Planning	<ul style="list-style-type: none"> <li>• There are areas of new industrial and residential development along Learmonth Road</li> </ul>	<ul style="list-style-type: none"> <li>• Planning controls could be established to ensure the design objectives identified in this strategy are achieved.</li> </ul>

### 3.9.3 North Western Entrance Vision



The Learmonth Road entrance provides road and air travellers to Ballarat the opportunity to experience a grand scale coniferous avenue and a sense of prosperity and community pride.



### 3.9.4 Design Objectives

- To protect and gradually replace the grand Learmonth Road coniferous avenue, in accordance with the Learmonth Road Tree Replacement Strategy
- Develop feature elements at key locations which reflect the values of the area, including Ballarat's industrial history.

### 3.9.5 Recommendations

Rec. No.	North Western Entrance Recommendations
NW1	Continue implementation of the Learmonth Road Tree Replacement Strategy
	Seek funding to underground powerlines as tree replacement program is implemented.
NW2	Develop a roadside park in the large road reserve at the corner of Airport Drive, with safe entry/exit road and parking, shady feature trees, park tables and benches etc (see notes on plan). Sculptural elements may be included to denote the entrance to the airport.
NW3	Develop planning controls for future residential and industrial development to ensure consistency with the design objectives of this strategy.
NW4	Improve linkages and signage from the Gillies Street intersection to Sturt Street and surrounding tourist attractions, e.g. the Lake, Victoria Park, the War Memorial, Botanic Gardens etc. Under take a traffic and feasibility study with a view to developing a large roundabout at this intersection. The roundabout should include an iconic sculptural feature which highlights key aspects of Ballarat and directs traffic along Gillies Street to the south (see notes on plan). It is recommended that the sculptural feature be designed as part of the design competition recommended for the Eastern Entrance iconic feature.

### 3.9.6 Estimate of probable cost

This estimate of probable cost is based on the strategy plans and provides very broad estimates of probable cost. Detailed design is required in order to provide refinement of these estimates. Estimates prepared April 2006.

Signage Recommendations	Unit	Rate	Qty	Total
Category 1 sign (Freeway) <b>not costed</b>	ea	\$0.00	2	\$0.00
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Category 3 sign (Identity)	ea	\$40,000.00	1	\$40,000.00
Category 4 sign (Festive)	ea	\$5,000.00	0	\$0.00
Category 5 sign (Community)	ea	\$10,000.00	1	\$10,000.00
20% contingency allowance				\$22,000.00
<b>TOTAL</b>				<b>\$132,000.00</b>

<b>Tree planting</b>				
Avenue planting Cedar & Oaks (ref Learmonth Road Tree Replacement Strategy 2-119)	ea	\$300.00	945	\$283,500.00
Upgrade native tree planting - at junction of Freeway and Learmonth Rd	m2	\$2.50	12000	\$30,000.00
20% contingency allowance				\$6,000.00
<b>TOTAL</b>				<b>\$319,500.00</b>

<b>Gateway Features</b>				
Entry sculpture at Airport Drive				\$250,000.00
Iconic sculpture at Gillies Stree	ea	\$100,000.00	3	\$300,000.00
20% contingency allowance				\$110,000.00
<b>TOTAL</b>				<b>\$660,000.00</b>

<b>Changes to Planning Controls</b>	
Develop planning controls to ensure that future developments achieve the design objectives identified for this entrance	\$10,000.00
20% contingency allowance	\$2,000.00
<b>TOTAL</b>	<b>\$12,000.00</b>
<b>OVERALL TOTAL</b>	<b>\$1,123,500.00</b>

<b>General Recommendations for streetscape improvements (ongoing works)</b>	
<b>Item</b>	
Removal of trees (ref Learmonth Road Tree Replacement Strategy 2-119)	
Develop roadside park	
Feature sculpture @ Airport Dve	
Linear Park development	
Upgrades @ Ring Rd junction	
Assessment of a roundabout (or other) and feature sculpture at Gillies St intersection	



### 3.10 North Eastern Entrance (Brown Hill)

**Extent:** Water Street from Western Freeway to Victoria Street.

**Classification:** Minor Entrance

**Relevant documents / existing plans:**

- N/a

#### 3.10.1 General description and context

The North Eastern Entrance carries travellers from the Daylesford / Spa Country region into Ballarat. This is the shortest entrance considered, and would carry significant volumes of local/regional traffic.

This entrance offers a gradual transition from the rural to the urban environment, with some features offering visual interest such as Kirks Reservoir and the Gong Gong Reservoir to the north east of the entrance. At the Ballarat Bypass overpass the transition to the urban environment is strong, and landscaping by VicRoads around and under the bridge is performing well.

Between the Bypass bridge and the bluestone railway bridge at Scotts Parade the streetscape impression is predominantly informal, with no clear planting theme, wide dry/dusty gravel verges and uncontrolled parking areas, sometimes used for truck parking. In sections, rear fences dominate the streetscape. Street trees are generally sporadic, set back well off the street and of a small scale (e.g. Ash) considering the width of the road. There are a number of Sheoaks planted as street trees from Ritchie Street to the south west and a stand of remnant Blackwoods on a private block which add value to the streetscape. There is an opportunity to reduce the areas of gravel and increase green areas, with a widened naturestrip and clumps of native trees to create a more attractive and softer landscape.

Land use is generally residential, with a small area of Special Use Zone for the Caledonian Primary School and a new residential development to the south. Mesh fences have been installed to control traffic in front of the school and which dominate this section of the road. A number of commercial businesses along this entrance do not present well, with wide gravel verges, undeveloped landscaping and a generally untidy appearance. Presentation of these areas could be improved with landscaping, reduced open gravel areas and better definition for vehicle movement. The Brown Hill shopping strip could be distinguished with improved signage and landscaping along Water Street.

The section of Warrenheip Creek, which is a tributary of the Yarrowee River, crosses Water Street and has a newly constructed trail to the south adjacent to the new development. To the north this creek is fenced and public access is not available.

The Bluestone Railway Bridge is the most significant architectural feature along this section of road, and provides a suitable gateway experience before reaching the more traditional historic presentation of Victoria Street. The bridge is however flanked by weedy embankments which detract somewhat from the magnificence of this bridge.

Findings of the community consultation along the South Eastern Entrance include support for the protection and enhancement of:

- Large trees, tree lined avenues

Aspects that residents felt needed improving or incorporating in this particular entrance:

- More trees (Near underpass)
- Remove dangerous trees, limbs
- Regular maintenance
- Underground Power lines
- Asphalt to kerb, add guttering, reduce dust, widen road, seal service roads
- Lighting for safety
- Reduce speed
- Businesses including industrial areas need surroundings cleaned and tidied
- More foot and bike paths needed, existing need improvement; and
- Better and clearer signage needed (When approaching freeway).

### 3.10.2 Key Issues and Opportunities

Elements	Issues	Opportunities
Streetscape	<ul style="list-style-type: none"> <li>• Wide, dry/dusty gravel verges</li> <li>• No clear planting theme</li> </ul>	<ul style="list-style-type: none"> <li>• Increase green spaces with wider nature strips and informal clumps of native trees</li> <li>• Improve the presentation of commercial premises</li> </ul>
Traffic Management and Safety	<ul style="list-style-type: none"> <li>• Wide gravel verges</li> <li>• Uncontrolled parking</li> <li>• Unattractive mesh fences to control parking around school</li> </ul>	<ul style="list-style-type: none"> <li>• Reduce areas for vehicle parking</li> <li>• Improve presentation of parking area in front of the primary school</li> </ul>
Built form / facilities	<ul style="list-style-type: none"> <li>• Rear fences facing onto the road</li> <li>• Poor presentation of commercial premises</li> </ul>	<ul style="list-style-type: none"> <li>• Establish landscape buffer in front of rear fences to soften streetscape</li> <li>• Enhance Bluestone Railway Bridge as an architectural highlight</li> </ul>
Signage	<ul style="list-style-type: none"> <li>• No signage promoting Ballarat and its attractions</li> </ul>	<ul style="list-style-type: none"> <li>• Improve signage at Brown Hill shopping strip</li> <li>• Improve signage promoting Ballarat</li> </ul>
Feature elements	<ul style="list-style-type: none"> <li>• Bluestone bridge poorly presented</li> <li>• Warrenheip Creek not obvious on streetscape</li> </ul>	<ul style="list-style-type: none"> <li>• Improve presentation of bluestone bridge</li> <li>• Raise the profile of Warrenheip Creek within the streetscape</li> </ul>
Land Use / Planning	<ul style="list-style-type: none"> <li>• Warrenheip Creek is zoned R1Z</li> </ul>	<ul style="list-style-type: none"> <li>• Review zoning of Warrenheip Creek corridor and negotiate public access between Water Street and Humffray Streets</li> </ul>

### 3.10.3 North Eastern Entrance Vision



The Water Street entrance provides an efficient and attractive route to the main street of Ballarat.

### 3.10.4 Design Objectives

- To create an attractive and green streetscape experience
- To improve presentation and appreciation of the heritage bluestone railway bridge

### 3.10.5 Recommendations

Rec. No.	North Eastern Entrance Recommendations
NE1	Extend the nature strip and plant with informal clumps of native trees/plants in key locations to soften the streetscape and limit unattractive views, e.g. to rear fences (see notes on plan).
NE2	Work in partnership with commercial businesses in this area to improve presentation of these premises.
NE3	Improve intersection, presentation and signage at the Brown Hill shopping strip (see notes on plan).
NE4	Establish an attractive traffic control treatment in front of the Primary School, instead of the existing mesh fences. Improve the road surface and add shade trees (exotic) (see notes on plan).
NE5	Extend indigenous planting along Warrenheip Creek into road reserve and mark with signage. Continue to develop a shared trail along the creek by reviewing zoning of Warrenheip Creek corridor and negotiating public access between Water Street and Humffray Streets (see notes on plan).
NE6	Improve presentation of the bluestone railway bridge by removing weeds on surrounding embankments and landscaping with appropriate plants that will provide a suitable setting. Improve visual access to the bridge by relocating the pedestrian crossing at the roundabout clear of the intersection and using less obtrusive barriers (see notes on plan).

### 3.10.6 Estimate of probable cost

This estimate of probable cost is based on the strategy plans and provides very broad estimates of probable cost. Detailed design is required in order to provide refinement of these estimates. Estimates prepared April 2006.

<b>Signage Recommendations</b>	<b>Unit</b>	<b>Rate</b>	<b>Qty</b>	<b>Total</b>
Category 1 sign (Freeway) <b>not costed</b>	ea	\$0.00		\$0.00
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Category 3 sign (Identity)	ea	\$40,000.00	1	\$40,000.00
Category 4 sign (Festive)	ea	\$5,000.00	0	\$0.00
Category 5 sign (Community)	ea	\$10,000.00	1	\$10,000.00
20% contingency allowance				\$20,000.00
<b>TOTAL</b>				<b>\$130,000.00</b>

<b>Tree planting</b>				
Informal native tree planting along roadway	m2	\$2.50	12000	\$30,000.00
20% contingency allowance				\$6,000.00
<b>TOTAL</b>				<b>\$36,000.00</b>

<b>Gateway Features</b>	
None proposed	\$0.00
20% contingency allowance	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>

<b>Changes to Planning Controls</b>	
Develop planning controls to ensure that future developments achieve the design objectives identified for this entrance	\$10,000.00
20% contingency allowance	\$2,000.00
<b>TOTAL</b>	<b>\$12,000.00</b>
<b>OVERALL TOTAL</b>	<b>\$178,000.00</b>

<b>General Recommendations for streetscape improvements (ongoing works)</b>	
<b>Item</b>	
Upgrade planting - at Fwy junction	
Urban design improvements at Humffray St Nth	
Shared Trail developments at Warrenheip Ck Linear Park	
Carpark improvements @ Celedonian P/School	
Urban design improvements @ Scott pde & Bridge	

## WATER STREET - BLUESTONE RAILWAY BRIDGE

Rail authorities to ensure the integrity of the bridge is maintained. Additions to rail infrastructure should be in keeping with the historical character of the structure. Consider feature lighting both sides of the rail bridge to create a defined entry moment.

Transition node at traffic lights between the native tree / highway character of the Woodman's Hill section to the formal boulevards character of Victoria Street and the CBD.

Railway Reserve: Utilise railway reserve to reinforce native planting themes.

Humfray Street: Provides an alternate route to the CBD for many local travellers. Water Street is the preferred gateway to the CBD because it directs visitors to Victoria Street and from there provides a clearer entry to Ballarat CBD.

Entry Transition Zone:  
 - Rural landscapes  
 - Pine forests  
 - Native trees  
 - Kirks and Gong Gong Reservoirs.

Warrenheip Creek: Continue to develop shared trail along creek. Add indigenous creekside planting to reinforce linear parks. Planting to 'dissect' streetscape planting.

Daylesford - Ballarat Road: Establish informal clumps of native trees in wide road verges (located clear of powerlines and non government services) to create a 'native' roadside effect and to unify the full length of this entry as one identity. Reduce large areas of gravel verge. Simple asphalt road edges would be preferred. Only use concrete kerb where necessary for traffic management or drainage control. Define a single carriageway width with a broad grassed verge.

Powerlines: All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity, and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

Bike Paths: All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

Powerlines: All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity, and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

Bike Paths: All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

Powerlines: All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity, and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

Bike Paths: All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

Powerlines: All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity, and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

Bike Paths: All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

Powerlines: All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity, and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

Bike Paths: All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

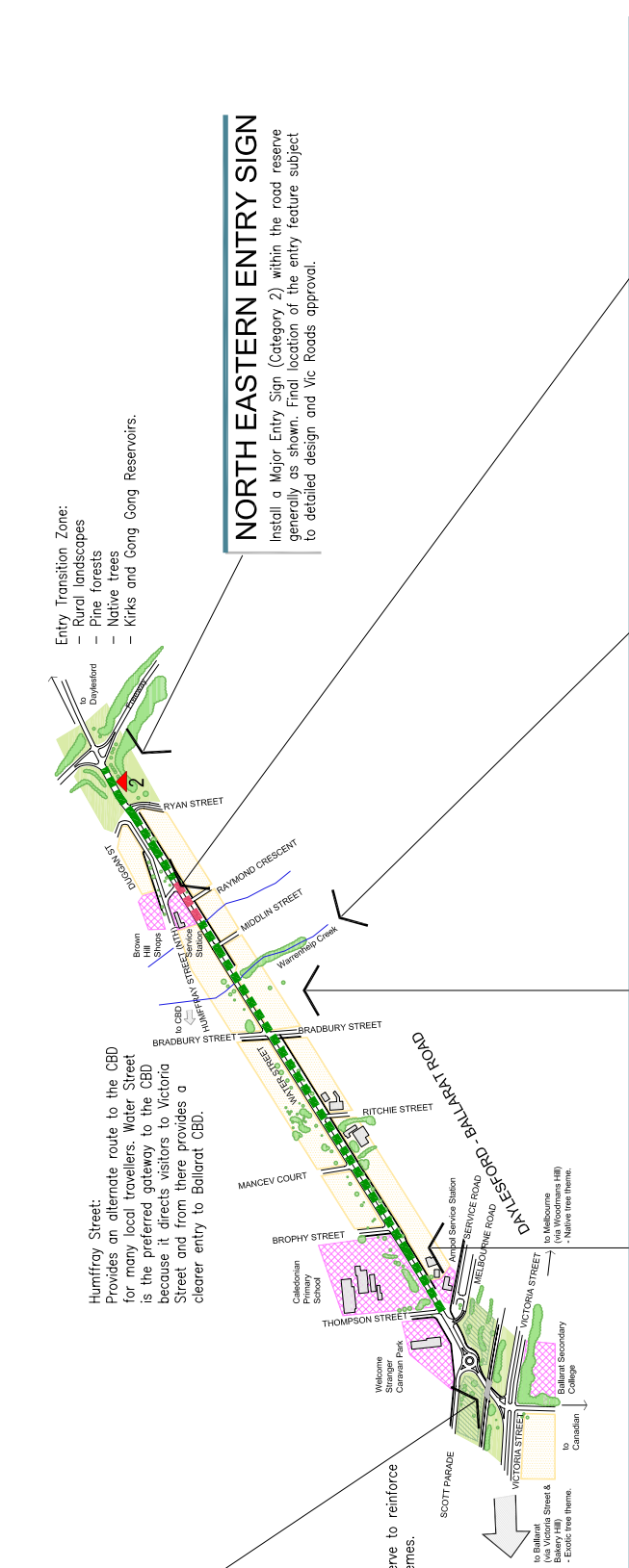
Powerlines: All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity, and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

Bike Paths: All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

Powerlines: All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity, and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

Bike Paths: All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

Powerlines: All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity, and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.



## NORTH EASTERN ENTRY SIGN

Install a Major Entry Sign (Category 2) within the road reserve generally as shown. Final location of the entry feature subject to detailed design and Vic Roads approval.

## NORTH EASTERN ENTRANCE NOTES

The North Eastern Entrance carries travellers from the Daylesford / Spa Country region into Ballarat. Vehicle counts (March 2005) do not distinguish this entry from the Eastern Entry (Woodmans Hill). 12653 vehicles per day were measured at the water Street/Victoria Street intersection. Old data from 1998 was adjusted for growth by Vicroads to indicate an approximate volume of 5,317 vehicles daily.

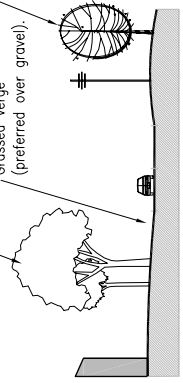
This is the shortest entrance considered, and would carry significant volumes of local/regional traffic. This entrance offers a gradual transition from the rural to the urban environment, with some features offering visual interest such as Kirks Reservoir and the Gong Gong Reservoir to the north east of the entrance. Between the Bypass bridge and the Bluestone railway bridge at Scotts Parade the streetscape impression is predominantly informal, with no clear planting theme, wide dry/dusty gravel verges and uncontrolled parking areas, sometimes used for truck parking. Land use is generally residential, with a small area of Special Use Zone for the Caledonian Primary School and a new residential development to the south. Mesh fences have been installed to control traffic in front of the school and dominate this section of the road. A number of commercial businesses along this entrance do not present well, with wide gravel verges, undeveloped landscaping and a generally untidy appearance. Presentation of these areas could be improved with landscaping, reduced open gravel areas and better definition for vehicle movement. The bluestone railway bridge is the most significant architectural feature along this section of road, and provides a suitable gateway experience before reaching the more traditional historic presentation of Victoria Street.

## CALEDONIAN PRIMARY SCHOOL

School frontage presents poorly to Water Street. Council to work with School to improve road surface. Add shade trees (exotic) to improve streetscape amenity.

Safety fencing at the pedestrian crossing is utilitarian and adds to the visual clutter of this intersection. Less obtrusive barriers designed to compliment the bridge are preferable. Consider relocating the crossing clear of the intersection for safety and improved amenity.

Mixed native trees:  
 - Eucalypts  
 - Blackwoods  
 - Sheoaks.  
 Crossed verge (preferred over gravel).



Typical Streetscape Section  
 Scale 1:250

## DAYLESFORD - BALLARAT ROAD

Establish informal clumps of native trees in wide road verges (located clear of powerlines and non government services) to create a 'native' roadside effect and to unify the full length of this entry as one identity. Reduce large areas of gravel verge. Simple asphalt road edges would be preferred. Only use concrete kerb where necessary for traffic management or drainage control. Define a single carriageway width with a broad grassed verge.

Suitable trees set back from powerlines. As the trees develop undertake a program of powerline retrofitting (bundling/undergrounding) to ensure adequate space for full canopy development.

### POWERLINES

All Gateway works should include retrofitting of existing powerlines (ie ABC / undergrounding) where ever possible to improve streetscape amenity, and reduce street tree pruning requirements and tree stress. Refer City of Ballarat Powerline Relocation Policy.

### BIKE PATHS

All Gateway works should consider opportunities to upgrade and/or install new bike path facilities City of Ballarat Bicycle Plan.

## WARRENHEIP CREEK

Continue to develop shared trail along creek. Add indigenous creekside planting to reinforce linear parks. Planting to 'dissect' streetscape planting.

## BROWN HILL SHOPS

Improve intersection to clearly delineate traffic turning movements. Use this opportunity to define a streetscape pattern for this small neighbourhood retail node. Recommended streetscape developments (to future design) to include:  
 - selected exotic trees  
 - selected paving to define pedestrian areas  
 - indented car parking  
 - identity signage.

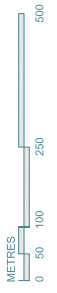


### LEGEND

- Existing building.
- Creek / dam / billabong.
- Existing vegetation.
- Residential zone.
- Commercial/Educational/other zone.
- Open green space.
- Proposed native vegetation theme.
- Proposed exotic vegetation theme.
- Proposed Freeway Sign (Cat 1)
- Proposed Entry Sign (Cat 2)
- Proposed 30km/h Speed Limit Sign
- Proposed feature
- Transition zone.
- Important link.

**Note**  
 All proposals are shown indicatively. Final locations for all proposals are to be determined by the City of Ballarat, Vicroads and other relevant authorities.

Date: May 2006  
 Scale: 1:1,000 @ A3 sheet  
 Drawing No: 05101 - COB  
 Drawn by: SM/DT/JK



# BALLARAT ENTRANCE STRATEGIES

# NORTH EASTERN ENTRANCE (MAP 8)



## 4. PRIORITY WORKS PROGRAM

The following table details key projects for all of the entries that can be managed within Council's expected budget allocation of \$400,000/year over the next four years (ie total estimated expenditure of \$1,600,000). This allocation does not include possible external funding from the State Government and other sources. No allowance has been made for the ongoing maintenance of these assets.

Within the proposed allocation of \$1,600,000 it was determined to give priority to a major entry sign for each entry (ie category 2 sign) and to undertake substantive tree planting. The rationale for this recommendation is that the major entry signs will give an immediate and distinctive entry signature that will clearly distinguish Ballarat's entries and launch the long term strategy with a clear, distinct initiative. The tree planting is also considered a priority because it has been identified as a key component of Ballarat's good quality streetscapes and was highlighted through the community survey as a highly desirable element. Establishment of trees is a relatively slow process therefore it is considered necessary to start these works as early as possible. Expenditure of these allocations will need flexibility across the whole program to ensure timely and effective implementation. Some of the final expenditure amounts may differ from those indicated in these estimates. It is likely that works in some sections will be more expensive (because of the need for protective barriers etc) and other areas may be less expensive. The key objective is to spend the full budget across all entries as equitably as possible in order to achieve the best outcome for the whole community.

<b>Eastern Entrance Woodman's Hill</b>	<i>Unit</i>	<i>Rate</i>	<i>Qty</i>	<i>Total</i>
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
General street tree planting	ea	\$300.00	100	\$30,000.00
20% contingency allowance				\$18,000.00
<b>TOTAL</b>				<b>\$108,000.00</b>

<b>Warrenheip Service Node</b>	<i>Unit</i>	<i>Rate</i>	<i>Qty</i>	<i>Total</i>
Tree planting (Western Highway)	ea	\$300.00	100	\$30,000.00
20% contingency allowance				\$6,000.00
<b>TOTAL</b>				<b>\$36,000.00</b>

<b>Northern Entry Creswick Road</b>	<i>Unit</i>	<i>Rate</i>	<i>Qty</i>	<i>Total</i>
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Native tree planting open areas east side	m2	\$2.50	80000	\$200,000.00
General street tree planting	ea	\$300.00	100	\$30,000.00
20% contingency allowance				\$58,000.00
<b>TOTAL</b>				<b>\$348,000.00</b>

<b>Southern Entry Sebastopol</b>	<i>Unit</i>	<i>Rate</i>	<i>Qty</i>	<i>Total</i>
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Infill street tree planting north of Rubicon Street	ea	\$300.00	200	\$60,000.00
Native street tree planting south of Rubicon Street	ea	\$300.00	100	\$30,000.00
20% contingency allowance				\$30,000.00
<b>TOTAL</b>				<b>\$180,000.00</b>

<b>Western Entry Burrumbeet</b>	<i>Unit</i>	<i>Rate</i>	<i>Qty</i>	<i>Total</i>
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Tree planting (Western Highway) to Vicroads approval	ea	\$300.00	50	\$15,000.00
20% contingency allowance				\$15,000.00
<b>TOTAL</b>				<b>\$90,000.00</b>

<b>South Eastern Entry Mt Clear</b>	<i>Unit</i>	<i>Rate</i>	<i>Qty</i>	<i>Total</i>
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Formal tree planting (northern and mid section)	ea	\$300.00	100	\$30,000.00
Native tree planting (southern section)	m2	\$2.50	20000	\$50,000.00
20% contingency allowance				\$28,000.00
<b>TOTAL</b>				<b>\$168,000.00</b>

<b>South Western Entrance Delacombe</b>	<i>Unit</i>	<i>Rate</i>	<i>Qty</i>	<i>Total</i>
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
General street tree planting	ea	\$300.00	200	\$60,000.00
20% contingency allowance				\$24,000.00
<b>TOTAL</b>				<b>\$144,000.00</b>

<b>North Western Entry Learmonth Road</b>	<i>Unit</i>	<i>Rate</i>	<i>Qty</i>	<i>Total</i>
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Avenue planting Cedar & Oaks (ref Learmonth Road Tree Replacement Strategy 2-119)	ea	\$300.00	945	\$283,500.00
Upgrade native tree planting - at junction of Freeway and Learmonth Rd	m2	\$2.50	12000	\$30,000.00
20% contingency allowance				\$74,700.00
<b>TOTAL</b>				<b>\$448,200.00</b>

<b>North Eastern Entry Brown Hill</b>	<i>Unit</i>	<i>Rate</i>	<i>Qty</i>	<i>Total</i>
Category 2 sign (Entry)	ea	\$60,000.00	1	\$60,000.00
Informal native tree planting along roadway	m2	\$2.50	12000	\$30,000.00
20% contingency allowance				\$18,000.00
<b>TOTAL</b>				<b>\$108,000.00</b>

## Gateway Totals

<i>Entrance</i>	<i>Total</i>
<b>Eastern Entrance (Woodman's Hill)</b>	\$108,000.00
<b>Warrenheip Service Node</b>	\$36,000.00
<b>Northern Entrance (Creswick Road)</b>	\$348,000.00
<b>Southern Entrance (Sebastopol)</b>	\$180,000.00
<b>Western Entrance (Burrumbeet)</b>	\$90,000.00
<b>South Eastern Entrance (Mt Clear)</b>	\$168,000.00
<b>South Western Entrance (Delacombe)</b>	\$144,000.00
<b>North Western Entrance (Learmonth Rd)</b>	\$448,200.00
<b>North Eastern Entrance (Brown Hill)</b>	\$108,000.00
<b>GRAND TOTAL</b>	<b>\$1,630,200.00</b>

## 4.1 Proposed four year works program

The following program determines an even spread of works over the next four years. It is intended to undertake construction of the majority of the major entry signs (category 2) within the first two years of the program. Tree planting is also spread relatively evenly over this period. This program may change if alternate funding opportunities become available.

	<i>Year 1</i>	<i>Year 2</i>	<i>Year 3</i>	<i>Year 4</i>
<b>Eastern Entrance Woodman's Hill</b>				
Category 2 sign (Entry)	\$60,000.00			
General street tree planting			\$30,000.00	
<b>Warrenheip Service Node</b>				
Tree planting (Western Highway)	\$30,000.00			
<b>Northern Entry Creswick Road</b>				
Category 2 sign (Entry)	\$60,000.00			
Native tree planting open areas east side	\$40,000.00	\$40,000.00	\$10,000.00	\$110,000.00
General street tree planting			\$30,000.00	
<b>Southern Entry Sebastopol</b>				
Category 2 sign (Entry)		\$60,000.00		
Infill street tree planting north of Rubicon Street			\$30,000.00	
Native street tree planting south of Rubicon Street	\$60,000.00			
<b>Western Entry Burrumbeet</b>				
Category 2 sign (Entry)		\$60,000.00		
Tree planting (Western Highway) to Vicroads approval			\$15,000.00	
<b>South Eastern Entry Mt Clear</b>				
Category 2 sign (Entry)		\$60,000.00		
Formal tree planting (northern and mid section)		\$30,000.00		
Native tree planting (southern section)				\$50,000.00
<b>South Western Entrance Delacombe</b>				
Category 2 sign (Entry)		\$60,000.00		
General street tree planting			\$60,000.00	
<b>North Western Entry Learmonth Road</b>				
Category 2 sign (Entry)	\$60,000.00			
Avenue planting Cedar & Oaks			\$100,000.00	\$183,500.00
Upgrade native tree planting at junction of Freeway	\$30,000.00			
<b>North Eastern Entry Brown Hill</b>				
Category 2 sign (Entry)			\$60,000.00	
Informal native tree planting along roadway		\$30,000.00		
20% contingency allowance	\$68,000.00	\$68,000.00	\$67,000.00	\$68,700.00
<b>TOTAL</b>	<b>\$408,000.00</b>	<b>\$408,000.00</b>	<b>\$402,000.00</b>	<b>\$412,200.00</b>

## **APPENDIX A - SUMMARY OF COMMUNITY CONSULTATION FINDINGS**

---

**Feedback from Survey Drop Including Letters in Response to Ballarat Courier Article (Saturday October 22<sup>nd</sup>)**

	1. Eastern Gateway	2. Northern Entrance	3. South Eastern Entrance	4. Southern Entrance	5. Western Entrance	6. North Eastern Entrance	7. South Western Entrance	8. North Western Entrance	
1. Resident or Business owner	Resident = 11 Business = 1	Resident = 5 Business = 6	Resident = 10 Business = 0	Resident = 12 Business = 4	Resident = 15 Business = 3	Resident = 8 Business = 2	Resident = 16 Business = 3	Resident = 4 Business = 0	
2. Do you like this entrance to Ballarat?	Yes = 9 No = 3	Yes = 4 No = 7	Yes = 6 No = 4	Yes = 8 No = 8	Yes = 14 No = 4	Yes = 6 No = 4	Yes = 11 No = 10	Yes = 1 No = 2	
3. Safety	Seal Dyte Parade Enforce 40 zones More parking areas at schools Traffic lights near schools	Improve driveway entrances Fix Potholes Reduce speed from railway line Dangerous Creswick Rd Dangerous entry to North Ballarat Sports Club Dangerous limbs need removal	Lighting Roundabouts Designated bike lane needed	Footpath condition, pedestrian crossings Lighting Mark parking bays in front of businesses Gutters need to be cleared Safety rails at Bridgest/Victoria St. roundabout Greater police presence needed, especially at night	Dangerous intersection Traffic Turning into Learmonth St from Sturt Lighting needed Dangerous entrance to Sturt Street opposite Alfredton Fish And Chips Entrances to service roads not well defined Roundabout at Ring Rd and Sturt Street and Learmonth St. Poor pedestrian safety	Dangerous intersection extended to freeway Dangerous dip in Water St at Warrenheip Creek Reduce speed Too narrow	Remove dangerous trees, limbs Concrete kerbs Add Shoulder, dangerous for cyclists Flashing lights at school zones Lighting Widen road, dangerous intersections (Souce Rd) Dangerous roundabout (Tait and Smythes Rd)	Remove dangerous trees, limbs Concrete kerbs Add Shoulder, dangerous for cyclists Flashing lights at school zones Lighting Widen road, dangerous intersections (Souce Rd) Dangerous roundabout (Tait and Smythes Rd)	Better drainage to reduce flooding
Street Trees	Maintenance, more during summer More smaller trees to block noise Improve lawn areas Planting needed from Fussell St. Replace old trees	Replace pine trees near cemetery Fill in gaps in trees Plant more Replace every 5 <sup>th</sup> car park in bowling club with a tree Ballarat is supposed to be a Garden city	More Retain consistent plantings Shady Trees Remove dead trees Maintain	More Remove neglected shrubs, peppercorn tree More along median strip Don't plant any more trees Anything better than what's there Prune evenly	Retain and maintain, prune dead branches Grassed areas need mowing, maintaining Replace some of Avenue trees Remove some for vision purposes	Maintain More Plant near underpass	More Fast growing Existing trees are messy, bark and branches need to be removed Replace trees Plant on south side of road Cut them down	Remove Pine trees on median strip More street trees Trees in front of industrial park Replant removed trees	

	1. Eastern Gateway	2. Northern Entrance	3. South Eastern Entrance	4. Southern Entrance	5. Western Entrance	6. North Eastern Entrance	7. South Western Entrance	8. North Western Entrance
Traffic Management	Speed humps in Dye Parade Dangerous intersection inbound on Princes St. Confusing for tourists Reduce speed	More lanes needed Dangerous intersection (Trench St and Creswick Rd.) Reduce speed of incoming traffic Car yard has build up of cars parked in street	Full width asphalt and guttering needed More lanes needed to cope with University Traffic No traffic management Increase speed limit Turning lane needed at Apco for northbound traffic	Lights on corner of Albert and Bala St. Cars block footpath in front of UFS Large volume of traffic Too much speeding More lanes needed Sealed to kerb	Heavy vehicles out of Avenue Poor at Sturt and Learmonth St. More signage needed Reduce speed Controlled access from service roads	Difficulty accessing HWY from side streets Reduce Speeding Improve road	Exits from area need improving, Beverine St, Spencer St, Rubican St and Safeway car park Lights at Hertford St, Albert St. Bottle neck Needs improvement Reduce speed Poor between 8am and 9:30am	
Presentation of buildings	Bus shelters to match heritage buildings Heritage image to be retain and not diminished by businesses Neglect of facades, historic streetscape Maintain a heritage overlay	Residents and businesses need to improve their presentation Screen ugly industrial buildings	Too many run down houses	Heritage buildings ugly Repair and maintain Retain heritage colours Ugly scrap metal depot Need to be kept tidy Owners need to take pride in their properties	General upkeep of Gardens and lawns	Effort needed by owners to maintain their residence Industrial areas need to be cleaned up Restorations needed	Generally presentable Industrial buildings are an eyecore	Improvements needed around BRI Building Factories in Caravan St need attention
Footpaths	Retain bluestone features Needs improving	Needed from McCarthur St to railway along cemetery Need attention Weeds need spraying	Need more Improve existing Midvale Shopping Centre to 1030 Geelong Rd, and south from Apco	Drains instead of grate (72 Albert St) Repair and maintain Improve near Latrobe St. Asphalt needed near Sebas post office More needed	Maintain grass instead Need improving, repairing and more of them	More needed Would rather not have them Not needed	Improve, extend, widen More needed Nature strips and gutters need cleaning, maintaining There are none	Needed from new development to Shops (Corner Ring Rd and Learmonth Rd)
Bike paths	More needed Not usable at old rail tunnel in winter	None available	Bike lane needed in road Needed	Implement to control cyclists on footpath (Western side) Have paths clearly marked	Introduce Important Make service roads safer for bikes	Needed for school children Street already wide enough Not needed due to service roads	Incorporate into new entrance Needed down to Scots Parade Restrict bikes to service roads Clearly label Nature strips being used instead	

Signage	<p><b>1. Eastern Gateway</b></p> <p>Remove Advertisements Better signage at Kenny St. To match heritage area Tourist info ok Reduce Distinct and uniform designs could be incorporated Too much</p>	<p><b>2. Northern Entrance</b></p> <p>Better side street signage and how to access via service roads Welcome signs for tourists Better business signage</p>	<p><b>3. South Eastern Entrance</b></p> <p>Sever lack of signage in Bummyong</p>	<p><b>4. Southern Entrance</b></p> <p>Sign at King Broccoli to give way to pedestrians Better signage for tourists Hotel signs to show food and coffee Link with history More signs indicating places of interest Welcome to Ballarat Signs</p>	<p><b>5. Western Entrance</b></p> <p>Minimise Very Good Not good enough Too much Upgrade plaques under avenue of honour trees</p>	<p><b>6. North Eastern Entrance</b></p> <p>Better and clearer signage needed when approaching Freeway Far too much</p>	<p><b>7. South Western Entrance</b></p> <p>Improve street signage More road speed signs Stop signs needed at Bevern and Hertford streets Too many Large map of town at this entrance Poor</p>	<p><b>8. North Western Entrance</b></p>
---------	---	---	--	---	---	--	---	---

<b>Summary of Positive Comments</b>	<b>1. E</b>	<b>2. NE</b>	<b>3. SE</b>	<b>4. S</b>	<b>5. W</b>	<b>6. NE</b>	<b>7. SW</b>	<b>8. NW</b>
Large trees, tree lined avenues	*		*	*		*		
Well manicured gardens	*			*				
Width of road				*			*	
Service roads off highway encourage owners to maintain nature strips							*	
Good residential area, not commercialised	*							
Heritage character	*			*				
Attractive bushland area			*					
Historic bluestone guttering, traditional gardens and trees along street, period style homes and the Eureka flag on bakery hill are all great aspects of Ballarat	*							
Rural aspect while still being close to town							*	
Divided road, median strips, wide roads and service roads are good		*		*			*	
The Arch of Victory and Avenue of Honour					*			
Easy access to Western FWY and CBD		*						
Quality industry presentation, not untidy or noisy					*			
Any area of Ballarat can be easily accessed from this side of town				*				



<b>Summary of Improvements Suggested</b>	<b>1. E</b>	<b>2. NE</b>	<b>3. SE</b>	<b>4. S</b>	<b>5. W</b>	<b>6. NE</b>	<b>7. SW</b>	<b>8. NW</b>
More tree plantings, drought resistant	*		*	*	*	*	*	*
Screen industrial areas								*
More garden beds, roses on median strips, nature strips and roundabouts	*			*		*	*	*
Improve footpath, road conditions				*			*	
Underground Power lines						*		*
Drainage to prevent flooding			*				*	*
Remove railway lines across road, and keep area tidy					*			
More Lighting for safety			*		*	*		
Remove all large/dead/dangerous trees							*	
Asphalt to kerb, add guttering, reduce dust, widen road, seal service roads			*	*	*	*	*	
Bins needed near Subway and King Broccoli				*				
Maintain existing garden beds and lawns	*							
Reduce Rubbish. Put bins near Lyons, Skipton, South Streets	*			*			*	
Reduce industrial/commercial development on way into town. Keep farmland and plant more trees	*							
Old street lamps found throughout Ballarat could be a theme	*							
Signs for trucks to not use compression breaks in built up areas		*						
Landscaping from Dytes parade to Stawell St needs improvement	*							
Replace signs commemorating dead soldiers where missing					*			
Pet Food Supplies building is an ugly disgrace				*				
More uniform approach to housing, unbalanced land usage, rural on one side development on the other							*	
Paint the Arch of Victory bright white, or clean it					*			
Alternative heavy vehicle route				*	*			
From Norman St to Heintz Lane the railway side is in much need of improvement		*						
Garden in centre median strip	*							
Regular Maintenance including mowing	*		*	*	*	*	*	*
Business including industrial areas need surroundings cleaned and tidied		*					*	
Landscaping quality needs to continue beyond cemetery to overpass		*						

### General Comments and Ideas

- Signage to acknowledge Aboriginal People (re entry 4)
- Introduce Flanders poppies to area (re entry 5)
- Introduce signage boards to inform people of what's on in Ballarat, Welcome to Ballarat, Begonia festival etc. (re entries 2,4,7)
- Fairy lights to hang in trees for brighter lighting, safety and presentation at night (re entry 1)
- A feature structure at South Western Entrance (re entry 7)

- Each entrance should have a name eg. Woodman's Hill – Welcome Stranger Avenue, Buninyong – Thomas Yuille Way etc (refer to letter from K. Brookman)
- Elements to be included in the entrances (refer to letter from S. McIntosh)
  - A sense of community
  - Historical significance
  - Compassion for environment
  - An understanding of Ballarat's beautiful defined seasons
  - Future – Vision – Beyond the next century
  - Health, education and longevity of residents
- The council on one hand is rezoning land along Creswick Rd for Industrial uses while on the other is setting aside \$400,00 to improve aesthetics in the same area (refer to letter from D. Fulton)
- Seal roads near schools (Sebastopol College, Redan Primary) and designate them for drop off and pick up points for students by drivers (refer to letter by S. Lawrence)
- Ongoing maintenance is very important (refer to letter by M. Watson)
- Return Buninyong to the beautiful entrance it once was (roundabout) (refer to letter by T. Brown and Ross Pilkington)
- Although Woodman's Hill is the main entrance, other entrances must not be forgotten (refer to letter by T. Brown and R. Pilkington)

## APPENDIX B – LITERATURE REVIEW FINDINGS

Document	Date	Relevance
<b>City of Ballarat Reports / Documents</b>		
Western Highway – Gateway and Entrance Site Analysis	1993	Plans to improve the Woodman’s Hill entrance b/n bypass off ramp and Stawell St. Emphasis on views and skylines, enhancing exiting landscape character, thematic avenue and landscape planting and reducing signage clutter.
Ballarat Avenue of Honour - Management Strategy Plan	1997	A detailed report which includes a program for protection and ongoing upgrade/tree replacement for the avenue. Includes recommendations in relation to: <ul style="list-style-type: none"> <li>• Maintaining avenue design integrity</li> <li>• Suitable plant species selection and replacement</li> <li>• Establishment of a tree farm interpretation centre</li> <li>• Maintenance</li> <li>• Pest and weed control</li> <li>• Infrastructure</li> <li>• Adjacent land use and presentation</li> <li>• Tourism / heritage interpretation</li> <li>• Community participation</li> </ul>
Ballarat Entrances Strategy – Eastern Gateway	1998	Prepared as part of a funding submission. Identifies priority improvements in 4 sections along the Eastern entrance. Recommendations generally relate to landscaping, signage, infrastructure upgrade (e.g. rails), features e.g. flagpoles, roadworks Includes principles for landscape development: Suitable species selection – complements landscape character Consistent and repetitive linkages between precincts or varying character Strengthen preferred landscape themes and reduce visual distraction Design and alterations to take advantage of existing features and natural topography.
Major Events Signage Strategy, City of Ballarat	1998	Specification document for the design and construction of major events signage. Aims to promote events and reduce visual clutter. Preferred locations are listed and standards are identified.
Eureka Stargate Project 2000	1999	Drawings of possible gateway designs
Landscape Guidelines for Development in the City of Ballarat”	Revised 2000	

Document	Date	Relevance
Learmonth Road – Tree Replacement Strategy	2002	Details of a tree replacement program, involving a staged replacement program of senescent pines with conifers and oaks.
Entrances landscaping briefing and report to Council	2003	<p>Briefing to Council in relation to issues for each entrance and proposed program of works for 2003 – 2004. Key issues identified include:</p> <ul style="list-style-type: none"> <li>• Irrigation systems – the need for installation in some areas</li> <li>• Appropriateness of tree species selection – the need for removal and replacement programs – esp Hertford St and pines on Creswick Rd (cemetery)</li> <li>• Compliance with VicRoads clearance requirements an issue</li> <li>• Proposed future traffic treatments may impact on what can be done; and</li> <li>• Future major developments – opportunity to achieve desired entrance presentation</li> </ul>
City Entrances - Landscaping. Report for CMG	2003	<p>Report accompanies above report to Council.</p> <p>Discusses VicRoads concerns with tree planting on some of the major entrances.</p> <p>VicRoads have particular concerns with trees along the Woodmans Hill entrance and Albert Street entrances – proposals do not comply with clear zones.</p> <p>Recommendations to Council:</p> <ul style="list-style-type: none"> <li>• Council support tree planting and endeavour to comply</li> <li>• Investigate changes to speed limits to enable compliance</li> <li>• Council proceed with central median planting through Woodman's Hill</li> <li>• Proceed with Albert St proposal – taking all opportunities to minimise risk; and</li> <li>• All planting is subject to funding, favourable conditions and appropriate selection of species.</li> </ul>
Correspondence between Council and VicRoads from Council re entrances landscaping	<p>Nov 02</p> <p>Dec 02</p> <p>Feb 03</p>	<p>Proposal for Woodmans Hill and Albert Sts sent to VicRoads by Council for endorsement.</p> <p>VicRoads indicating proposals do not comply with Road Design Guidelines (Clear Zones) and they expressed concerns about use of poa species.</p>
Midland Hwy Duplication – Howitt St to Coronet St Landscaping Options		<p>Concept - "To establish a landscaped entrance to Ballarat that uses environmentally sustainable plants, has minimal maintenance requirements and is visually in character with the surrounding landscape".</p> <p>Design principles:</p> <ul style="list-style-type: none"> <li>• link planting with avenues to the nth of Coronet St</li> <li>• native evergreen theme</li> </ul>

Document	Date	Relevance
		<ul style="list-style-type: none"> <li>• use vegetation to ameliorate climate extremes – winds – and for screening; and</li> <li>• vegetation selected for low inputs – water, maintenance – complementary character and proven performance.</li> </ul> <p>Options:</p> <p>1 - Avenues of trees in centre and service lane medians – groundcover native grasses</p> <p>2 – Avenue of trees in service lane medians only - groundcover native grasses</p>
Blueprint Ballarat	2004	<p>Vision for Ballarat 2030 includes/values:</p> <ul style="list-style-type: none"> <li>• pride in heritage</li> <li>• ambitions for prosperity and wellbeing of its people</li> <li>• leading in natural resource management</li> <li>• support for new industries and new transport opportunities</li> <li>• a growing community</li> <li>• a learning city</li> <li>• community participation.</li> </ul>
Preliminary concepts for an entrance sculpture, THA Landscape Architects	2005	Creswick Road and Coronet Streets. Preliminary concepts.
Municipal Strategic Statement (MSS), Ballarat Planning Scheme	2005	<p><b>21.01 Municipal Overview</b></p> <ul style="list-style-type: none"> <li>• Our Place in the World – traditional custodianship of the Wathaurong people. 3<sup>rd</sup> largest city in Victoria. Info about topography, soil types and catchments.</li> <li>• Attractive City – “...several of the main entrances to the city, particularly those which come through industrial area where open storage areas, poor landscaping and run down buildings provide a negative first impression to the visitor and resident alike”.</li> <li>• Culturally Vital City – one of Victoria’s premier tourist destinations. Good community facilities.</li> <li>• People City – growing population (2004 – 87,000). Aging population. Transport improvements – increase number of commuters.</li> <li>• Prosperous City – prospered on mineral and agricultural based resources, transport is significant, tourism, manufacturing, health and community services, education (university city). Information technology emerging industry.</li> <li>• Sustainable City – NRM a key issue for the City. Simultaneous achievement of economic, social and environmental goals.</li> </ul>
Ballarat Planning Scheme	2005	<p>Relevant overlays:</p> <ul style="list-style-type: none"> <li>• Western Entrance (Avenue of Honour)</li> <li>• HO136 – Former PS No. 688, crn Whites Road, Cardigan (on Victorian Heritage Register)</li> </ul>

Document	Date	Relevance
		<ul style="list-style-type: none"> <li>• HO150 – Arch of Victory – Sturt St</li> <li>• HO154 – Ballarat Avenue of Honour.</li> <li>• Main Road</li> <li>• VPO1 – Damascus College</li> </ul>
Canadian Valley Outline Development Plan	2005	<p>Northern section of the study area (Mt Clear) relates to the Entrances Study area. Includes a list of relevant issues and opportunities, including:</p> <ul style="list-style-type: none"> <li>• Need for better definition of the township area of Mt Clear</li> <li>• Extension of native veg character from creek</li> <li>• There is an opportunity to integrate the shopping centre more closely into the town character, through the use of native veg.</li> <li>• Views to Damascus College (VPO1) provides a strong landscape image which could be further developed</li> <li>• Views across the Canadian valley and surrounding vegetation ridgelines are distinctive and important for maintaining character.</li> </ul>
Ballarat CBA Urban Design Framework	2005 Draft	<p>Relevant UD principles:</p> <ul style="list-style-type: none"> <li>• Create attractive and inviting entrances to the City</li> <li>• Establish and enhance the Main Road route between Sov Hill and the City</li> <li>• Other relevant principles relating to: heritage, public spaces, traffic routes, carparking and Pub Transport.</li> </ul> <p>Relevant precincts and guidelines / actions:</p> <ul style="list-style-type: none"> <li>• Precinct 3 – Bakery Hill and Main Road Gateway</li> <li>• Create strong visual themes</li> <li>• Develop street signage</li> <li>• Maintain clear introductory views from Bakery Hill and Sturt St west</li> <li>• Main Rd / Lt Bridge St intersection – gateway pt to the city and departure from Sov Hill</li> <li>• Simplify traffic routes</li> <li>• New development - frames and protects views</li> <li>• Signage from Victoria St to Sov Hill</li> <li>• Improve the presentation of Poverty Pt</li> <li>• Further develop an interpretive signage trail along Main Rd</li> <li>• Apply continuous planting and landscape theme</li> <li>• Ongoing restoration and enhancement of the historic commercial precinct at the start of Main Rd</li> <li>• Encourage tourist related businesses on Main Rd</li> <li>• Discourage commercial development that is out of character</li> <li>• Precinct 5 – Creswick Road Gateway</li> </ul>

Document	Date	Relevance
		<p>A key recommendation is:</p> <ul style="list-style-type: none"> <li>• Create strong visual themes for the gateway entrances to the city</li> </ul>
Ballarat West Local Structure Plan	2005 Draft	<p>Considers the areas of Alfredton, Delacombe, Sebastopol and proposed future development.</p> <p>Issues (background) papers:</p> <p><b>Paper 6 – Natural Resources and Heritage Values</b></p> <ul style="list-style-type: none"> <li>• Winter Creek and Winter Swamp (nth of Sturt St) is a significant local wetland</li> <li>• Some Cyprus windrows</li> <li>• Arch of Victory – signif landmark</li> <li>• The Ave of Honour is the “longest planted memorial drive in the world and is experienced regularly by many residents and visitors to Ballarat.</li> <li>• Distance markers on Sturt St and Glenelg Hwy are protected by a HO.</li> <li>• South of Glenelg Hwy – mullock heaps remnant of mining activities.</li> <li>• Implications for ODP – emphasis on street tree planting as a way of reinforcing this area as part of B’rat.</li> </ul> <p><b>Paper 5 - Landscape Character</b></p> <ul style="list-style-type: none"> <li>• Glenelg Hwy and Albert Street are considered gateways to B’rat.</li> <li>• Landscaping important buffer b/n residential and industrial</li> <li>• Enhance disused railway line with planting</li> <li>• “Road design and treatments incl. Street tree planting will help to create an attractive character for the area”.</li> </ul> <p><b>Paper 4 – Transport</b></p> <ul style="list-style-type: none"> <li>• 2 primary routes in Sebast. are Hertford St and Albert St.</li> <li>• “Albert St currently functions as both a major entry to B’rat and a ‘main street’ retail and community strip for residents of Sebastopol”.</li> </ul> <p><b>Draft LSP</b></p> <p><b>13 UD principles (p.51). Existing urban structure.</b></p> <p><b>Entry Corridors –</b></p> <ul style="list-style-type: none"> <li>• Avenue of Honour – provides good urban address and arrival into B’rat, linking Ballarat’s most recognisable urban features. Opp. to build on the avenue theme in B’rat west.</li> <li>• Glenelg Hwy – low key entry, undulating rural character, generally unstructured with gradual appearance of suburban development. Opps to use positive aspects of landscape character to better define the entry into B’rat with an improved image to residential areas.</li> <li>• Midland Hwy – relatively unstructured southern approach, opportunity to use a highly visible site (which one?) at the southern end to mark the arrival. Commercial areas lack clear identity.</li> </ul>

Document	Date	Relevance
		<p><b>Relevant opportunities –</b></p> <p><b>Structuring strategy:</b></p> <ul style="list-style-type: none"> <li>• Develop distinct themes for major streets</li> <li>• Highlight topographic differences</li> <li>• Distinguish activity centres</li> <li>• Glenelg Hwy: <ul style="list-style-type: none"> <li>• Develop landscape theme consistent with its role as a signif entry</li> <li>• Differentiate from the avenue – less formal, undulating character</li> <li>• New development to front onto the Hwy</li> </ul> </li> </ul> <p><b>Midland Hwy:</b></p> <ul style="list-style-type: none"> <li>• Develop high quality landscape treatment at south western side of existing residential area - consistent with its role as a signif entry</li> <li>• Incorporate a well designed entry marker if desirable</li> <li>• Regeneration of Sebastopol mixed use precinct – detailed UDF</li> <li>• Built form general</li> <li>• Promote different kinds of built form at key locations</li> <li>• Promote nil front setbacks in activity centres to support street based activity</li> <li>• Ensure built form addresses the street</li> </ul> <p><b>Landscape General</b></p> <ul style="list-style-type: none"> <li>• Identify key public domain features within AC's as distinguishing place making opps</li> <li>• Promote the devt of locally specific landscape themes within activity centres</li> </ul> <p>The LSP identifies new residential development to the west and south of the existing built area.</p>
Ballarat Transport Strategy (in process)	In progress	Not yet available.
Woodman's Hill Gateway Precinct Master Plan	In progress	Not yet available
Ballarat Road Transport Strategy	In progress	Not yet available.
Council's electronic aerial photography and GIS database	current	Provided with cadastral data of the City.
<b>Other Authorities Reports/Documents</b>		
Ballarat Highways Entries Landscape Report, Road Construction Authority	1988	Aimed at improving entrances to Ballarat. Focuses on Glenelg Hwy, Midland Hwy. Some recommendations have been implemented.



<b>Document</b>	<b>Date</b>	<b>Relevance</b>
Western Highway - Leigh Creek to Woodman's Hill - Gateway Proposal, Vicroads	1999	Details VicRoads proposal (Option D) for relocation of the highway to the north at Woodmans Hill and conversion to 4 lanes. Landscape design strategies incorporate consideration of economic, tourism, motorist experience, heritage and future image.
VicRoads Road Design Guidelines	1997	Specifies VicRoads standards re clear zones etc.

## **APPENDIX C - VICROADS CLEAR ZONES**

---

## 3.9 CLEAR ZONES

### 3.9.1 GENERAL

*Recovery area* is the area required for vehicles which leave the carriageway to stop safely or regain control. It has been found that an area about 9 metres wide measured from the traffic lane is required for recovery of about 85 per cent of vehicles travelling at 100 km/h. The area required for recovery of 100 per cent of vehicles is very wide indeed. To provide a reasonable degree of safety, road designers use an area smaller than the recovery area, called the "clear zone".

*Clear zones* are areas adjacent to traffic lanes which should be kept free from features potentially hazardous to errant vehicles (such as trees, poles, culvert end walls and steep batters) provided that it is economically practicable to do so, and if the environmental consequences of retaining such widths free from major landscaping features is acceptable (Ref 13). If a major hazard such as a cliff lies just outside the clear zone, consideration must be given as to what protection should be provided, even though the hazard is outside the defined clear zone.

For new tree planting on road reserves, refer to Technical Bulletin No. 36 "A Guide to Tree Planting within Road Reserves" (Ref 21). In the case of established roadside trees, it may be environmentally unacceptable to provide the full clear zone width. Careful consideration shall be given as to the best treatment of hazards where conflicts occur between environmental requirements, safety, and economy.

### 3.9.2 BASIC CLEAR ZONE WIDTH

Clear zone widths on straights on fill or in cut are obtained from Fig 3.9.2.

On low speed and intermediate speed roads in urban areas it is desirable to provide a clear zone of 3 metres, but this may not be practical because of existing poles and trees. The minimum clear zone shall be 1 metre, and consideration shall be given to the alternative treatments of hazards listed in Section 3.9.5.

### 3.9.3 EFFECTS OF CURVES

A clear zone should be wider on the outside of a curve. Widths required are obtained by multiplying clear zone widths on straights by a curve factor ( $F_c$ ) obtained from Figure 3.9.3. The results obtained with this method are less than those previously recommended in Technical Bulletin No 36 (Ref 21). Figure 3.9.3 takes into account the effects of different curve radii, and shall be the preferred method.

### 3.9.4 EFFECT OF BATTERS

Additional width is required to provide for steep embankment slopes.

(a) **Case 1:** Where embankment slopes are 6 to 1 or flatter, the full width of the batter is accepted as part of the clear zone.

(b) **Case 2:** Where embankments have batter slopes between 3.5 to 1 and 5.5 to 1, a driver has a better chance of controlling the vehicle as it travels down the batter depending on the length of the batter. Therefore one half of the batter is deemed a suitable point at which to separate two possible scenarios.

**Case 2(a):** Generally on long batters, where the clear zone falls within the first half of the batter, it is considered that a vehicle will travel twice as far on the batter than it would on a flatter batter, of 6 to 1 or flatter.

Hence for high batters the batter distance between the clear zone and the verge is doubled to obtain the effective clear zone.  
( $ECZ = W_1 + 2(CZ - W_1)$ )

**Case 2(b):** Generally for shorter batters, where the clear zone falls within the second half of the batter, it is considered that a vehicle will travel beyond the toe of batter.

The difference between the clear zone and the mid-point on the batter, ( $W_2$ ), is extended beyond the toe. (Once the vehicle travels beyond  $WB/2$  it continues to the toe of the batter). The distance  $W_2$  is extended beyond the batter with a minimum width of 3m to allow the vehicle to stabilise.

$$ECZ = W_1 + WB/2 + 2W_2 + (WB + W_1 - CZ)$$

$$ECZ = CZ + WB/2$$

Or can be represented by:

$$ECZ = W_1 + WB + W_2$$

(c) **Case 3:** As a batter steeper than 3 to 1 is not driveable, it can not be counted as part of the effective clear zone.

(d) **Case 4:** Protection is normally not required for potential hazards such as sign supports more than 1.2 m above the toe of a cut batter with a slope of 2 to 1 or steeper.

These cases are shown on Figure 3.9.4

### 3.9.5 TREATMENT OF POTENTIAL HAZARDS WITHIN CLEAR ZONES

The appropriate treatment will depend on the type of hazard, for example a pole, culvert endwall or steep batter. The following general options should be considered in order:

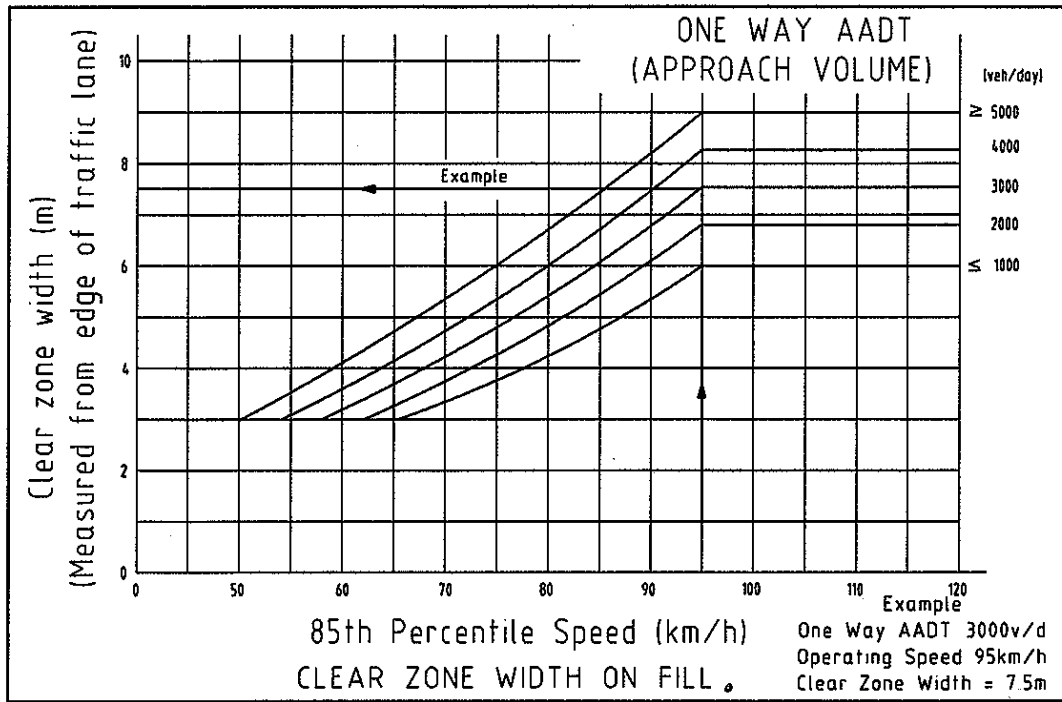
- (a) remove the hazard
- (b) move the hazard at least to the edge of the clear zone
- (c) remove the danger - for example, by making a culvert endwall traversable
- (d) make some change to the hazard so as to reduce impact severity - for example, use slip-base lighting poles, frangible sign posts.
- (e) install impact attenuation or redirection devices around the hazard - for example, guard fence.

In addition, consider provision of carriageway improvements such as shoulder sealing, edge lining (including tactile line marking), well located and maintained guide posts, raised reflective pavement markers and curve alignment markers

The most appropriate action will depend on the likely level of accident severity, economic evaluation, environmental effects and aesthetic assessment.

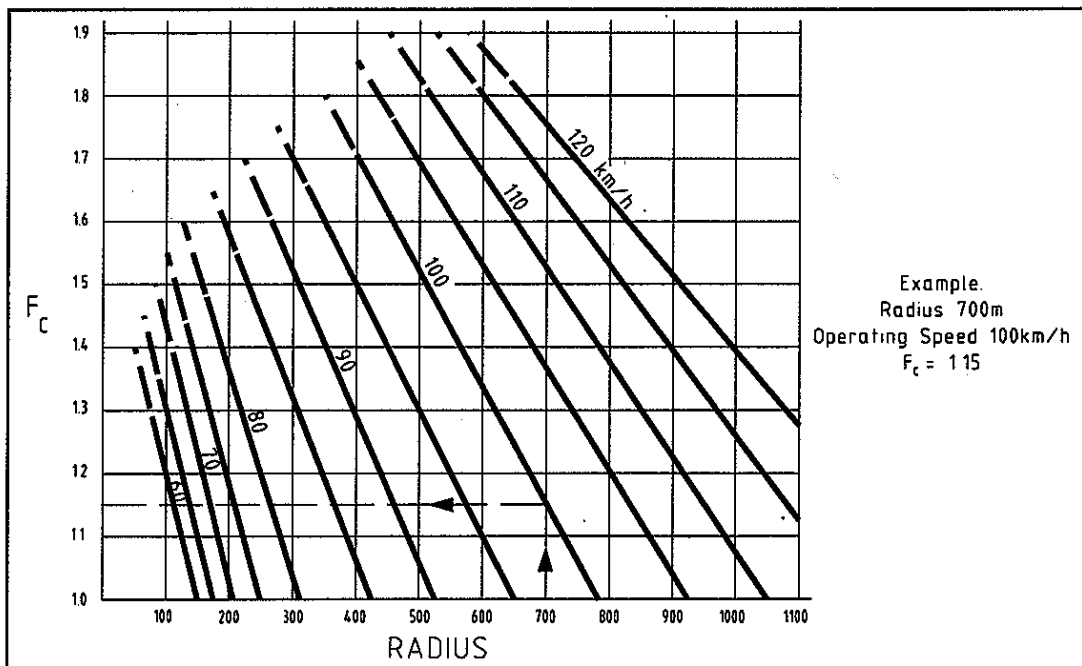
**FIG 3.9.2**

**CLEAR ZONE WIDTHS ON STRAIGHTS**



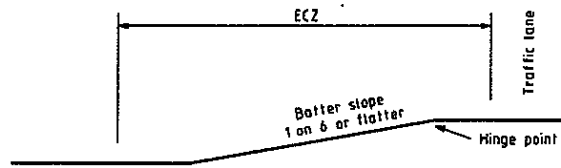
**FIG 3.9.3**

**ADJUSTMENT FACTORS FOR CLEAR ZONES ON CURVES**

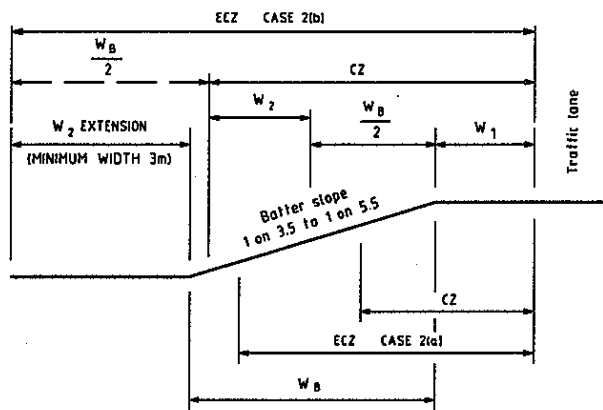


**FIG 3.9.4**

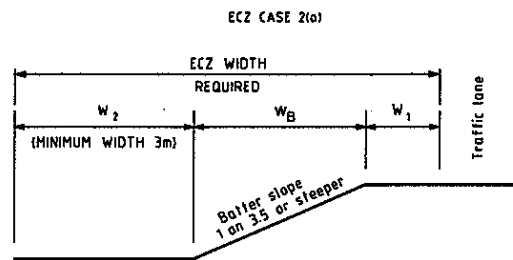
**EFFECTIVE CLEAR ZONE WIDTH**



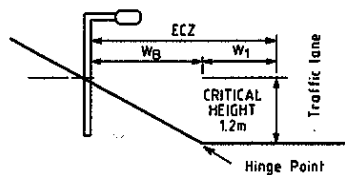
**FILL BATTER  
CASE 1**  
ECZ = CZ  
Flat batter included in effective clear zone width



**FILL BATTER  
CASE 2**  
CASE 2(a) IF  $CZ - W_1 \leq \frac{W_B}{2}$   
ECZ =  $W_1 + 2(CZ - W_1)$   
CASE 2(b) IF  $CZ - W_1 > \frac{W_B}{2}$   
ECZ =  $CZ - \frac{W_B}{2}$   
OR  
ECZ =  $W_1 + W_B + W_2$   
WHERE  
 $W_2 = CZ - W_1 - \frac{W_B}{2}$



**FILL BATTER  
CASE 3**  
ECZ =  $W_1 + W_B + W_2$   
WHERE  $W_2 = CZ - W_1$   
Steep batter excluded from effective clear zone width



**CUT BATTER  
CASE 4**  
(i) IF BATTER IS FLATTER THAN 1 ON 2  
OR HEIGHT OF BATTER < 1.2m  
ECZ = CZ  
(ii) IF BATTER IS 1 ON 2 OR STEEPER  
AND HEIGHT OF BATTER > 1.2m  
ECZ =  $W_1 + W_B$   
WHERE  $W_B = 1.2(1/S)$

- Notes:**  
(1) (CZ) is the clear zone width determined from Figure 3.9.2  
(2) (ECZ) Effective Clear Zone Width  
(3)  $W_1$  is width from edge of through lane to hinge point  
(4)  $W_B$  is batter width  
(5)  $W_2$  is width from toe of batter  
(6) S is batter slope (m/m)  
(7) Provide batter rounding to all batter top and toe hinge points

## APPENDIX D – VICTORIAN HERITAGE REGISTER LISTING

### Victorian Heritage Register



**VICTORIAN HERITAGE REGISTER NUMBER:** H2089

**NAME:** AVENUE OF HONOUR AND ARCH OF VICTORY

**LOCATION:** BALLARAT-BURRUMBEET ROAD ALFREDTON CARDIGAN WINDERMERE  
WEATHERBOARD BURRUMBEET

**LOCAL GOVERNMENT AREA:** Ballarat City; Ballarat City; Ballarat City; Ballarat City; Ballarat City

**CATEGORY:** Heritage place

**DATE REGISTERED:**

**FILE NO:** 606039; 602286; PL-HE/03/0569



**HERMES ID:** 4220

**HERITAGE REGISTER NUMBER:** H2089

**NAME:** AVENUE OF HONOUR AND ARCH OF VICTORY

19-Apr-2006

11:36:56AM

Page 1

## Victorian Heritage Register



- EXTENT:**
1. All of the trees planted in along the Ballarat-Burrumbeet Road and all memorial name plaques associated with the trees within the land marked L1 on Diagram 2089A held by the Executive Director.
  2. The structure marked as follows on Diagram 2089B held by the Executive Director  
S1 Memorial Cairn and Cross of Remembrance
  3. All of the land marked L1 on Diagram 2089A and 2089B held by the Executive Director being the Ballarat-Burrumbeet Road reserve extending approximately 22km between the Learmonth Street and Weatherboard-Learmonth Road but excluding the road pavement and shoulders to a width of 5m from the centre line on either side of the road for the section between the Arch of Victory and the Western Highway and excluding the road pavement and shoulders to a width of 3m from the centre line on either side of the road for the section from the Western Highway to the Weatherboard-Learmonth Road.
  4. All the structures marked as follows on Diagram 2089C held by the Executive Director  
S1 Arch of Victory  
S2 Memorial rotunda and role of honour  
S3 Memorial wall
  5. All the land marked L2 on Diagram 2089C held by the Executive Director known as the Arch of Victory Precinct.

**HERMES ID:** 4220

19-Apr-2006 11:36:56AM

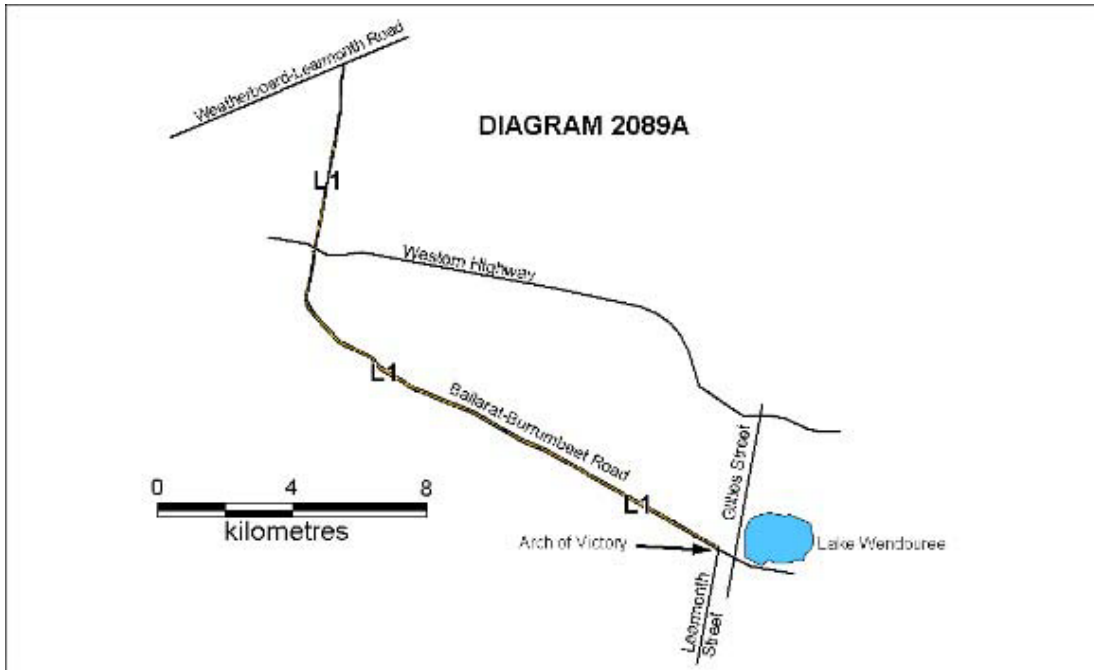
**HERITAGE REGISTER NUMBER:** H2089

**NAME:** AVENUE OF HONOUR AND ARCH OF VICTORY

Page 2



# Victorian Heritage Register



**HERMES ID:** 4220  
**HERITAGE REGISTER NUMBER:** H2089  
**NAME:** AVENUE OF HONOUR AND ARCH OF VICTORY

19-Apr-2006 11:36:56AM

Page 3

## Victorian Heritage Register



### STATEMENT OF CULTURAL HERITAGE SIGNIFICANCE:

#### What is significant?

The Avenue of Honour (1917 - 1919) and Arch of Victory (1920) were erected as memorials to the people of the Ballarat and the surrounding district who enlisted in World War I. The Avenue of Honour consists of 3,771 trees planted at regular intervals of approximately 12 metres along 22km of the Ballarat-Burrumbeet Road. The Arch of Victory marks the beginning of the Avenue of Honour at its eastern end. The Avenue of Honour, with the Arch of Victory, was officially opened by the Prince of Wales on 3rd June 1920.

The planting of the Avenue commenced in June 1917 on the suggestion of Mrs W. D. Thompson, a director of clothing firm E. Lucas & Co, Ballarat, that an avenue of trees be planted in honour of the men and women of the district who had enlisted for service. The planting of one tree for each enlisted person began in June 1917 with funds of £2,000 raised by the 500 women employed in the factory, known as the 'Lucas girls'. The planting, carried out in eight phases over the next two years until its completion in June 1919. The planting, done by staff of the Lucas factory with the support of local farmers included 23 species of trees, mostly exotic deciduous species planted in single lines along either side of the road at regular spacings of 10 - 12 metres. Each species was usually planted in blocks of about 25 trees on either side of the road. The trees were numbered and allocated to individuals as close as possible to their order of enlistment, beginning at the Ballarat end. Plaques were originally attached to each timber tree guards giving the individual's name, the unit in which he or she enlisted and their number in the avenue. In 1934 these were replaced by permanent bronze plaques at the base of each tree, of which more than 80% are still in place. Following cessation of hostilities in 1919 and completion of the avenue plantings, the 'Lucas Girls' led by Mrs W. D. Thompson began planning and fund raising of £2600 for a commemorative arch to provide an entrance to the Avenue of Honour. The Arch of Victory, a grand cement rendered masonry structure of a single central arch flanked by wide piers is 20metres in width, spanning the roadway, and 18metres high. The arch, erected in 1920, is crowned by the 'Rising Sun' symbol of the Australian Commonwealth Military Forces beneath which the words Avenue of Honour and Victory are written prominently across the arch. In addition to the initial costs, for the Avenue of Honour and the Arch of Victory, a further £400 was donated by the public to a Maintenance Fund, with a returned soldier employed to attend to the trees.

During the First World War, the Avenue of Honour played a commemorative role and provided a stimulus for more people to enlist. Unlike other forms of memorials, avenues of honour and in particular the Ballarat Avenue required a high level of community participation in their creation which took place over a substantial period of time.

Subsequently the Arch of Victory and Avenue of Honour became emblems of civic commitment to the war effort. There have been a number of changes to the Avenue of Honour. Several of the original 23 species did not flourish and were replaced with species of Elms and Poplars which are the dominant genera of trees in the Avenue. In 1997, the Avenue consisted of 3,332 trees of forty different species and cultivars. Approximately half were found to be of fair to poor health and a management strategy developed, including the replanting of some trees.

In 1936 a memorial Cairn and Cross of Remembrance were erected at the Learmonth end of the Avenue where a tribute tree was also planted in 1959 in memory of Mrs W. D. Thompson. In 1938 a Memorial Rotunda was constructed 180m west of the Arch of Victory originally containing a 'Book of Remembrance' with the name of every person for whom a tree was planted, information now contained in a Roll of Honour on engraved metal sheets. In 1994 the avenue was cut by the Western Freeway Bypass, with the removal of sixteen trees which were replaced by trees in the freeway reserve.

The Arch of Victory remains intact but with the addition of memorial plaques in 1954 and 1987 to commemorate those who served from 1939-1945 and in the more recent conflicts in Korea, Borneo, Malaya and Vietnam. In 1993 the Arch of Victory Precinct, opened by Edward 'Weary' Dunlop, was created by the relocation of the 1938 Memorial Rotunda and Roll of Honour to the road reserve immediately south of the Arch and the construction of the adjacent Memorial Wall with 72 bronze plaques recording the names and tree numbers of service people

**HERMES ID:** 4220

19-Apr-2006 11:36:56AM

**HERITAGE REGISTER NUMBER:** H2089

**NAME:** AVENUE OF HONOUR AND ARCH OF VICTORY

Page 4

## Victorian Heritage Register



honoured in the Avenue.

### **How is it significant?**

The Avenue of Honour and Arch of Victory, Ballarat is of historic, architectural, aesthetic and social significance to the State of Victoria.

### **Why is it significant?**

The Avenue of Honour is of historic significance as the earliest known and the longest example of this uniquely Australian form of memorial. Planting of memorial trees had been common during the Boer War but the Avenue of Honour at Ballarat was the first planting of an avenue of trees along a roadside as a memorial, setting a precedent which was soon followed by the planting of 91 other avenues in Victoria, principally in Central Victoria, between 1917 and 1920.

The Avenue of Honour is historically significant as representative of memorials that first appeared in Australia during World War I commemorating not just the dead but all those who enlisted for service in an egalitarian form where each individual, regardless of rank, was equally recognised for their service.

The Arch of Victory Precinct and Avenue of Honour, including the Memorial Cairn at the end of the Avenue, is historically significant as a collection of memorial types and structures that represent various forms of memorialisation in Victoria over the twentieth century.

The Arch of Victory is of architectural significance to State being an outstanding landscape monument, in the tradition of the Roman and Napoleonic victory arches erected across major routes or carriageways. It is the only memorial arch in Victoria constructed at such a grand scale. Other arches commemorating World War I such as at White Hills Botanic Gardens Bendigo (H1915), and in Murtoa were constructed as entrance gates to public gardens and have neither the size nor prominent location of the Arch of Victory. The association of the Arch of Victory with an Avenue of Honour is unique in Victoria.

The Avenue of Honour and Arch of Victory is aesthetically significant as an outstanding designed landscape and living memorial with the grand arch heralding the start of the roadside planting of more than 3300 trees over a length of 22 kilometres of roadway.

The Avenue of Honour and Arch of Victory is of social significance to the State of Victoria as a well recognised symbol of community endeavour and cooperation during war time. It is of social significance as being Victoria's best known war memorial with the exception of the Shrine of Remembrance. The significance of the Avenue of Honour and Arch of Victory to the Ballarat community, to the descendants of those commemorated by trees in the Avenue and to the Returned Services League is reflected in the continual use of the area for memorialisation over the course of the twentieth century culminating in the creation of the Arch of Victory precinct.

**HERMES ID:** 4220

19-Apr-2006 11:36:56AM

**HERITAGE REGISTER NUMBER:** H2089

**NAME:** AVENUE OF HONOUR AND ARCH OF VICTORY

Page 7

