

22.11 HIGHWAY ENTRANCES AND BOULEVARDS POLICY.

This policy applies to the use and development of land abutting and adjoining the “Highway Entrances and Boulevards Policy Area” as shown on the attached map.

Policy Basis

The highways and other main roads located in Greater Bendigo are a significant asset used by residents and visitors. These traffic routes provide important transport opportunities and create an impression of the municipality. This policy implements coordinated urban design projects for the main traffic routes through Bendigo.

Objectives

To ensure that the use and development of land does not lessen the service, safety, role and amenity of main roads.

To encourage an appropriate scale, intensity, design, appearance and presentation of land uses and developments along highways and main roads.

To limit the number of access points to highways and main roads and to ensure that new access points do not interfere with the safety of such roads.

To avoid further linear or ribbon development along highways and main roads.

To protect existing areas of vegetation along and adjacent to highways and main roads.

To ensure that new uses and developments do not detract from the value of existing landscapes.

To provide for value adding and related commercial development within existing nodes.

Policy

It is policy that: -

- Applications for new uses and developments which: -
 - Lessen the level of service, safety and function of the road;
 - Detract from the appearance and amenity of the area;
 - Result in the unnecessary loss of vegetation;
 - Extend linear or ribbon forms of development;
 will not be supported.
- Conditions may be include on permits for new uses and developments in order to: -
 - Maintain the levels of service and safety of the road.
 - Improve the overall appearance and presentation of the road.
 - Ensure that the design and appearance of buildings and works enhances the appearance and presentation of the areas along roads.
 - Deal with matters such as advertising signs, colours of buildings, retention of existing vegetation including street trees, entry and exit points and roadworks, so as to ensure that the appearance, presentation and character of the area is maintained and where possible improved.
- Proposals at highway entrances and along the boulevards recognise, support and enhance:-
 - The preservation and aesthetic presentation of Bendigo’s natural environment, built heritage and historical areas.
 - The traffic function and road safety.
 - The overall appearance of public and private land including commercial development sites.
 - The promotion of Bendigo as a tourist destination.

- The role of highway entrances and boulevards in establishing the character and image of the municipality.
- Prior to approval it must be demonstrated that the proposal will: -
 - Be generally in accordance with the findings and recommendations of the Bendigo Highway Entrances and Boulevards Study.
 - Not detract from the arterial traffic role and road safety level of the road unless measures are included in the approval to overcome that changed situation.
 - Enhance the overall presentation and appearance of the relevant highway entrance or boulevard, particularly through the siting, design, bulk, appearance, materials and colour of any proposed building or works.
 - Not lead to the destruction or removal of any tree at a highway entrance or boulevard unless it can be shown the proposal is in the community interest or that compensatory planting to the satisfaction of the Responsible Authority can be taken elsewhere at the entrance or along the boulevard.
 - Provide for the landscaped presentation of the setback area of any development in harmony with the presentation and theme as set out in the Bendigo Highway Entrances and Boulevards Study.

Signs

- New signs, enlargement of existing signs or changes to existing signs be supported where: -
 - The sign relates to an existing or permitted non-residential use of land on the same site.
 - The sign provides information for the benefit of the community or tourists and is of a non-commercial presentation.
 - The location, dimensions and type of sign can demonstrate that it will not detract from the traffic and road safety function of the road, or the general amenity, appearance and presentation of the area.

Non-Residential Uses

- Non-residential use or development should be provided in business or industrial zones or on sites with non-conforming uses in accordance with the provisions of the planning scheme.

Policy Reference Documents

TBA Planners, *Bendigo Highway Entrances and Boulevards Study*, 1994.