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STREETSCAPE

This policy applies to the entrances and main streets of all towns.

Policy Basis

The presentation of towns from the highways and major roads is important in reinforcing the character, protecting existing heritage values and supporting tourism development.

Presentation of development to the street and the way it addresses and assists in streetscape presentation is important in both attracting tourism, development and reinforcing civic pride and town character.

Objectives

- To ensure that all development has regard to design, siting and landscaping issues.
- To ensure that development enhances the presentation of main road entrances into townships and enhances the immediate environment.

Policy

It is policy that the following issues will be taken into account when considering applications for the use and development at the entrances and streetscapes of urban settlements and townships.

Design

- Development of land should consider the local heritage values of the towns when designing and siting development. The design of the buildings, their mass and scale is important in preserving the historical attributes of the towns. Design of buildings and works should demonstrate that these factors have been considered.
- Streetscape issues are important to the character of each town. Identified streetscape character will be taken into account in the design of the buildings.
- The 'Castlemaine Town Centre Townscape Improvement Plan - Building Guidelines for the Central Business Area' (1990) should form the basis of future townscape development in the Castlemaine central business areas.

Township Entrances

- Development along highways and main streets is important for the presentation of towns. Development should be designed with respect to the built environment and sited and finished in such a way that it enhances the overall appearance and character of the town.
- Presentation of the development to the street and the way it addresses and assists in streetscape presentation is important in both attracting tourism development and demonstrating civic pride.

Landscaping of Entrances and Township Boundaries

- Street trees are important in creating areas that offer shade and protection and are conducive in assisting people to stop and use the town. Development located along the entrances to all towns should be landscaped with species consistent with the existing and planned landscape for each town.
- Development located on the edge of township areas should be landscaped to assist in absorbing the development within the surrounding landscape and to provide a delineated edge to the town.

Information to be Provided

The following information will be requested for proposals for new use and major development of land located adjacent to highways, main road and the edges of township areas.

- A landscape plan which shows compliance with local landscape character and plant species.
- Landscape plans for developments on the edge of urban areas that show how development will be absorbed by the surrounding environment.
- A design report demonstrating that the design of the building, including the building mass, scale and form, has regard to the local surrounding buildings.
- Information demonstrating that the streetscape character of urban areas have been identified and considered.

Reference documents

Barker Street Urban Design Guidelines, 1998

Maldon Urban Design Guidelines, 1998

Maldon Economic Design Strategy, Jeff Sanderson and Assoc., 1998

Castlemaine Urban Design Strategy, Jeff Sanderson and Assoc., 1998