OCTOBER 2024

MOORABOOL SHIRE COUNCIL

Moorabool Shire
Gateways Framework

Moorabool
Shire Council

Contents

ACKNOWLEDGEMENT OF COUNTRY

Council respectfully acknowledges the Traditional Owners of the land which includes the Wurundjeri Woi Wurrung, Wadawurrung and Dja Dja Wurrung people. We pay our respects to the Elders past, present and emerging.

PART 1

Overview

An overview of the framework background, objectives, scope and context, this chapter builds on the previous Background Analysis document.

Introduction

Structure of this document

The Gateways Framework is divided into the following sections;

PART 1

Overview, which states the framework background, context and aims.

PART 2

Framework, which sets out the rules for deciding gateway treatments.

PART 3

Action, 5 years action plan for developing each gateway.

Gateways

The concept of a 'Gateway' and its purpose is not fixed and as such the development of this framework has focussed on a 'toolkit' of principles that can respond to a variety of settings and be used for a range of outcomes. Different combinations can be used to achieve a range of functional, experiential and representational outcomes.

The traditional idea of a 'Gateway' is of a recognisable threshold that is passed through and signifies a contrasting landscape that offers the promise of a different experience to where one has travelled from. Eg. travelling between towns or from rural landscapes to a town centre.

Contemporary interpretations of a 'Gateway' have evolved as the nature and role of townships and settlements change. Traditionally functioning as places where commercial and social institutions were centralised in regional areas, towns now support much wider audiences and have ever expanding footprints. With traditional town boundaries increasingly blurred, 'Gateway' measures should consider an approach sequence that amounts to a curated and additive landscape response to announcing ones arrival.

Use and implementation

The application of the principles in this document should be informed by the physical conditions of the entry location as well as any broader strategic reasons for locating a new or existing gateway treatment. This framewrok is a guiding document but should be used in conjunction with other relevant Moorabool Shire Council documents including but not limited to;

~ Small Towns and Settlements Strategy 2016
~ Urban Tree Management Policy Approved 2016
~ Street Tree Species Guide 2016
~ Street Tree Strategy Moorabool Shire Council 2017-2031
~ Individual township Native Plant Lists
~ Arts and Culture Strategy 2021-2025
~ Moorabool Shire Gateways, Background Assessment, 2021
~ MSC Tourism Signage Review 2018 (reduced) (002)
~ Moorabool Shire Council Brand study 2021
~ Small Township Enhancement Projects as they develop
~ Tree planting plans as they develop

It is envisaged that further discussion and development of the gateways elements including the preferred implementation will be undertaken beyond the scope of this framework. In addition, detailed resolution and documentation of the signage suite will need to be undertaken once a preferred option is decided.

Detailed design drawings are not part of this framework and each gateway will need to be considered as part of the Small Township Enhancement Projects

Action Plan

The process for a implementing the Framework for a typical town is as follows;

1. Review Town/settlement to be implemented and establish timeframes and priority entries. This includes reviewing any current improvement or other strategic plans for the town to make sure they align.

2. Assess Gateways sites proposed in implementation section and undertake detailed site analysis including approaches to sites.

3. Develop a more detailed concept design response for each site including tree and planting selections in line with the Gateways elements in this document. Check that planting aligns with Moorabool Shire Council tree planting details and town specific species list.

4. Check with any relevant authorities (Power authority, Regional Roads) to ensure gateway site is acceptable.

5. If not already completed, develop detailed fabrication documentation for signage and agree on colour/material selection for town. This may include some consultation with the community.

6. Where possible, bundle multiple towns and sites for efficiency of fabrication and construction on site. Roll- out Gateway installations and maintain for a generous establishment period to ensure health and good form of planting, trees in particular.

Aims and Outcomes

What **issues** does the Gateway Framework aim to address?

~ Uneven distribution of current signage

~ Ageing signage, ongoing maintenance costs estimate

~ Represent Shire identity

~ Inconsistent approach to signage replacement

~ Missing framework to long term gateways legacies beyond just signage

~ Unclear priorities for capital expenditure

What **outcomes** might the Framework propose?

~ More democratic distribution of signage and gateways

~ Gateway hierarchy allowing economical maintenance

~ Refresh of signage to reflect Shire vision and identity

~ Consistent 'Tool-kit' of gateway elements for future implementation

~ Holistic Gateway framework based on suite of elements and principles

~ Implementation framework

~ Enhancing Moorabool's identity through use of picture frame signage

How the role of Gateways and the expressions of signage have evolved in recent decades

Prominent sign at single town entry

Avenues planted to acknowledge sacrifice and local pride

Small township signagee as functional markers of boundaries

Embodying some of the essence of a place including recognition of indigenous heritage

Avenues planted as landscape cues to announce arrival

Recognisable both in physical form and as wider branding of a place (including online)

Framework Context

Scope and Locations

The Moorabool Shire Gateways Framework focusses on developing a 'toolkit' for the site specific implementation of Gateways treatments to Moorabool's many settlements. This approach has seen the development of a set of principles that can be applied to any settlement in any location. More detailed implementation matrices will be discussed in the 5 years action plan.

The Moorabool Shire Gateways Framework uses the towns listed as a sample selection to build the structure around and to test and apply the implementation principles. Other places within Moorabool Shire that may not have been covered in depth, are included in the long list of Settlements on this page.

Allocations for other Settlements

The principles articulated in the framework should be the starting point for decisions around gateway treatments and signage allocations, however as a minimum, each town entry should be signed in accordance with the hierarchy outlined in this framework.

Other considerations

Where signage is located or proposed along highway entries to the Shire, consultation with Department of Transport will be required to ensure access and maintenance to signage sites is agreed to and readily made available.

Townships, Places and Settlements

The Moorabool Shire Small Towns and Settlements Strategy defines three scales of habitation and applies these to places within Moorabool Shire as a way of organising them and finding commonalities across settlements of particular sizes. The Towns listed below are those that have been analysed in more detail within the Small Towns Strategy (STS) and have been listed here under it's system of categorisation.

LARGE TOWN
Bacchus Marsh
Ballan
Darley
Gordon
Maddingley

SMALL TOWN
Blackwood
Bungaree Dales Creek
Dunnstown
Greendale
Hopetoun Park
Lal Lal
Mount Egerton
Myrniong
Wallace

SMALL VILLAGE
Balliang
Balliang East
Clarendon
Elaine
Korweinguboora
Yendon

Other Settlement and Hamlet

Barkstead
Barrys Reef
Beremboke
Blakeville
Bolwarrah
Bullarook (part)
Bullarto South (part)
Bunding
Bungal
Buningyong (part)
Cargerie
Claretown
Clarkes Hill
Coimadai
Colbrook
Durham Lead (part)
Fiskville
Glen Park (part)
Glenmore
Grenville (part) Ingliston
Korobeit
Leigh Creek

Lerderderg
Long Forest
Meredith (part)
Merrimu
Millbrook
Morrisons
Mount Doran
Mount Wallace
Navigators
Parwan
Pentland Hills
Rowsley
Scotsburn
Spargo Creek
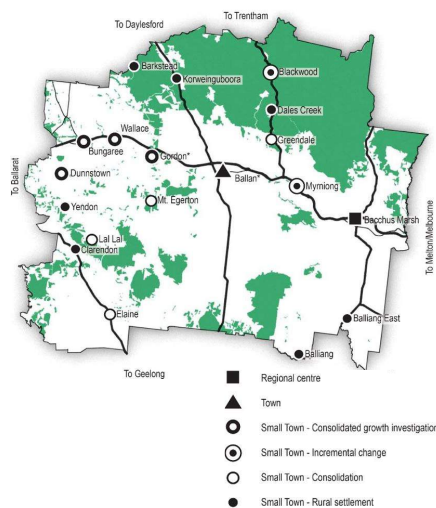Springbank
Trentham (part)
Warrenheip (part)

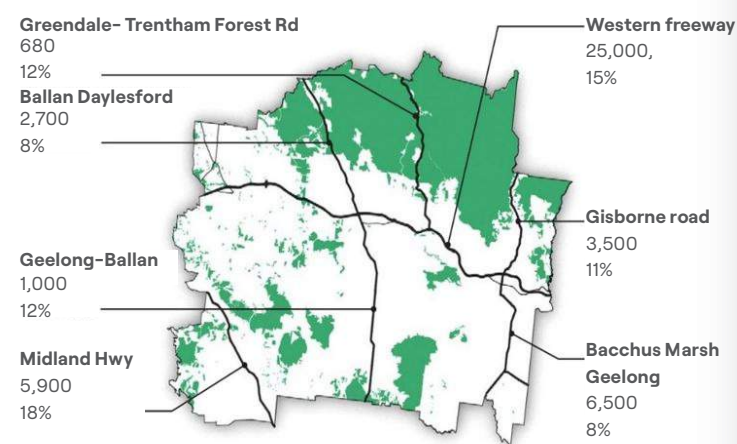**Figure 1** Moorabool Small Town Hierarchy Map

Figure 2 Daily traffic volumes in Moorabool Shire (2020)

Informing the Gateways Vision

Project inputs

The documents and groups listed here have been key in developing the Gateways Vision and should serve as ongoing references for the implementation of the Framework.

SMALL TOWNS AND SETTLEMENTS STRATEGY
PART A

Shire Entry/Exit Signs

Tourism Signage Review
2018

The Bacchus Marsh Avenue of Honour
PRESERVATION PLAN 2023

Technical Reference Group

Project Reference Group

Character & Identity observations

Background document and policy review

Vision

Site analysis of towns

Have Your Say portal 2021

Moorabool Shire Brand Strategy

Moorabool Shire Art Strategy

PART 2

Framework

Vision

Capturing the character of the region and reflecting this in a palette of materials and threshold approaches, the Vision informs the aesthetic approach to the gateways

Principles

A set of guidelines to follow in the development of gateway treatments within Moorabool Shire, the Principles allow specific site responses while keeping a uniformity to the overall framewrok.

Elements

When arranged to respond to each specific location, these elements combine to reflect the Vision of Gateways Framework.

Signage details, options and planting

Decision process for developing each Gateway

A Vision for the Moorabool Gateways Framework

The process of developing a Vision for the framework looked to try and distill the essence of the region by way of a combination of materials, forms, language and placement to showcase what makes Moorabool Shire a special place to live and to visit.

The communities of Moorabool Shire relish the connections they have to natural places and treat them with great care.

Residents maintain pride in their towns and the role they play in this key productive farming region.

The Moorabool community values the connections with and expressions of the region's Indigenous and European heritage.

Moorabool Shire offers a contemporary and connected lifestyle within a traditional, rural landscape.

The townships value their individual identities and creativity and see these as a strength as well as an expression of town pride.

Physical features of the land and its ongoing occupation and enjoyment by people were themes that continuously emerged and these became the cornerstone of a series of Vision statements for the framework;

Contemporary and connected regional experience

Individual identities of townships and pride

MOORABOOL SHIRE IS;

A region connected with both its past and the future, one that balances access to natural places with a contemporary urban lifestyle and consists of a community who take pride in all aspects of living in harmony with the land.

Forward looking yet retaining pride in history
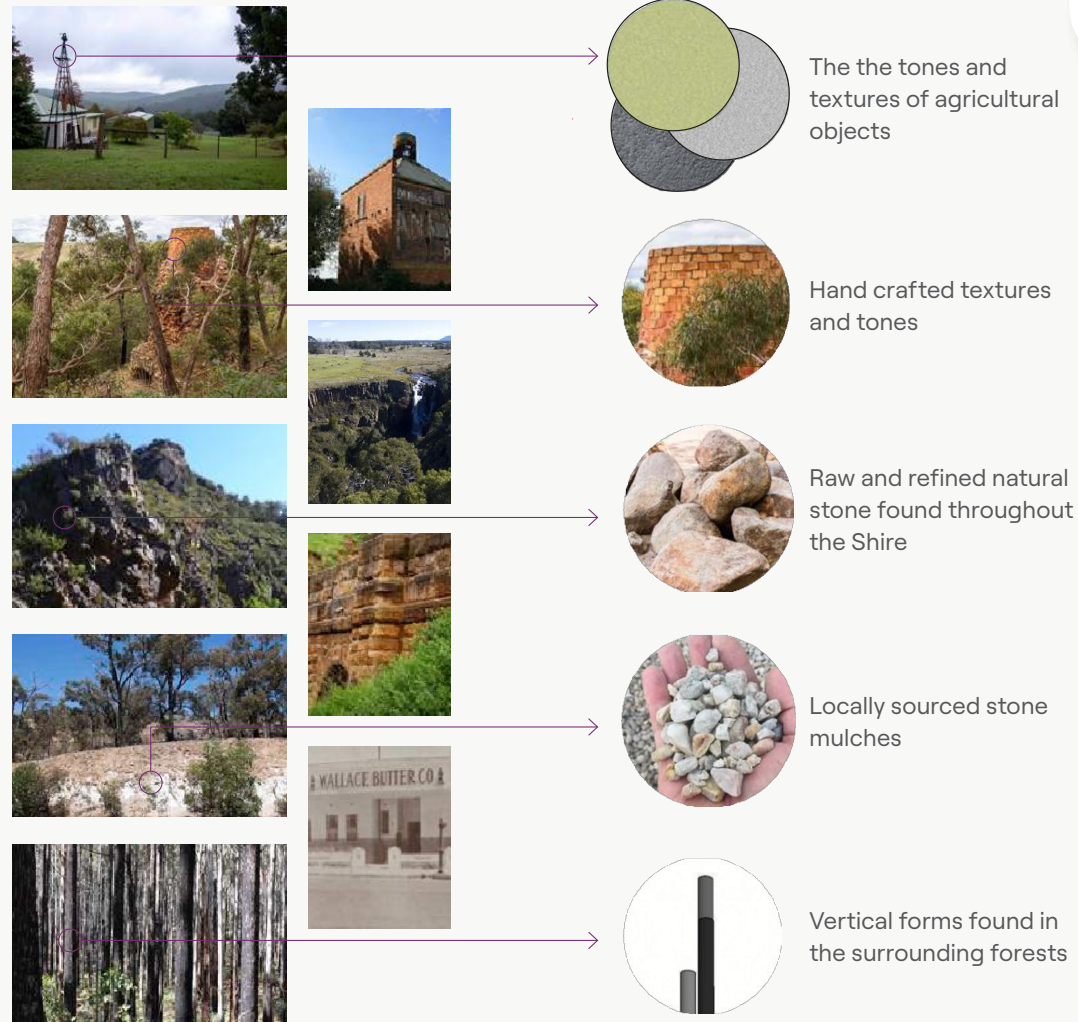
Connections to natural places and the land

The Vision applied via the Gateway Elements

The town gateways will serve as a series of recognisable landmarks that reflect the character of the townships of Moorabool Shire. More broadly, Shire boundaries will identify the transition points from neighbouring Local Government areas.

These will be recognisable through various combinations of four elements that will share a common approach to the gateways character; Signage, Landform, Siting & Features and Planting.

...through materiality,

The the tones and textures of agricultural objects

Hand crafted textures and tones

Raw and refined natural stone found throughout the Shire

Locally sourced stone mulches

Vertical forms found in the surrounding forests

...through content,

Signage is only one part of the main gateway palette with planting and other features combining to embody some of the essence of the region and its character.

...through the sensitive combinations of Gateway elements

Signage details

Hierarchy

This additive approach will mean that all towns will get a basic sign, while selected, more prominent entries may also have additional features as appropriate. Shire entries and faster speed environments will have a more square format main gateway sign to allow for greater ease of recognition and a built-in backdrop. Less significant town entries will have smaller scale secondary gateway sign that retains a similar feel to the main signs.

Shire Boundary Sign

Shire Boundary Gateway sign Picture Frame Signage (iconic artwork)

Main Gateway sign at key entry
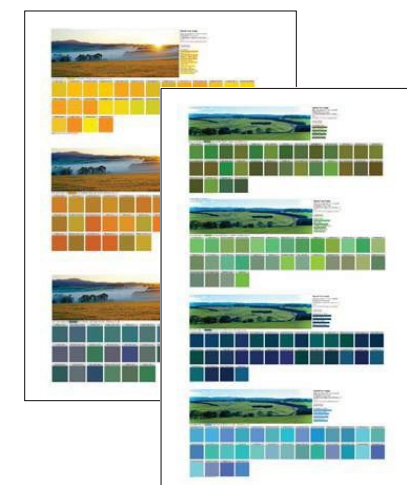
Secondary Gateway sign

Using the same format, the small place markers can be used in other township locations at a smaller scale.

Colours

While it is suggested that the format and colour palette of the signs remains consistent between towns, the colours of the pole elements may vary from place to place depending on the site and the preferred aesthetic of each place. This palette is informed by the Moorabool Shire Brand research study that was completed in 2021 and proposes a number of suggested colour palettes at the conclusion of the document.

Moorabool Shire Council branding strategy colour palettes (2021)

Longer distance approach at Mount Egerton

Prominent entry at Bacchus Marsh

Signage hierarchy & use

CONCEPT FOR THREE SCALES OF SHIRE SIGNAGE

1,200(L) x 600(H)mm

600(L) x 900(H)mm

1,000(L) x 1,000(H)mm

Type A

**Town and Village
Picture Frame Signage**

Towns that currently have Picture Frame Signages will be retained and upkept.

EXISTING

- Bacchus Marsh's wine glass and strawberries sign
- Ballan's autumn leaves sign
- Gordon's wedge–tailed eagle sign
- Blackwood's wombat sign
- Myrniong's Cockatoo sign
- Greendale's Kangaroo sign
- Mt Egerton's gold miner sign
- Greendale's Kangaroo sign

NEW PICTURE FRAME SIGNAGE DELIVERED BY DEVELOPER:

- Hopetoun Park – Developer
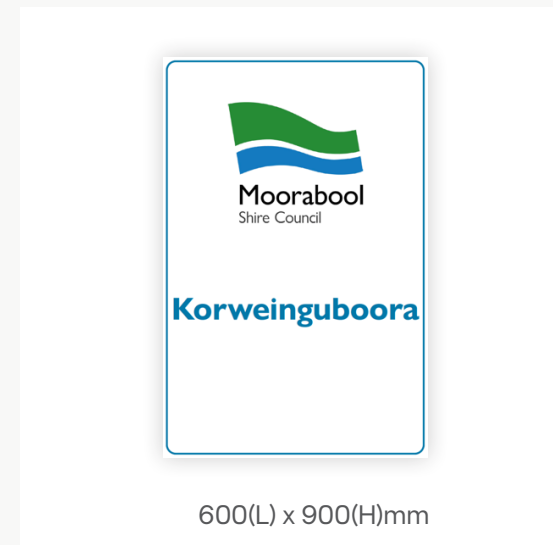- Merrimu – Developer
- Parwan – Developer

Type B

Village

Typically for use at prominent township entries

VILLAGE LIST:

- Bacchus Marsh
- Ballan
- Blackwood
- Bungaree
- Dales Creek
- Dunnstown
- Gordon
- Greendale
- Hopetoun Park
- Lal Lal
- Mount Egerton
- Myrniong
- Wallace

Type C

Small Village,Settlement and Hamlet

Typically for use at township entries or locality boundaries

See Page 7
(refer to the Part 1 small village, settlement and hamlet list)
Include:

- Darley
- Maddingley

Type D

Shire boundary sign

Typically for use at Shire key entry/exit points.

Based on Moorabool Shire Toursim Signage Review(2018), more signages to add at proposed locations.

Principles to follow in determining Gateway position and format

General

When assessing future gateway sites and treatments, the following principles should be considered as a guide. In addition, the palette of physical elements should be used in combination to reflect the level of priority for each entry threshold.

1.1 Build upon existing gateway elements where they are supportive of other principles. eg. Avenues of Honour.

1.2 Consider replicating other successful gateway treatments to township where suitable. eg. Recent avenue planting to another entry.

1.3 Provide breaks in vegetation to contrast gateway elements against bushland or planted avenues.

1.4 Consider multiple, spaced elements in higher speed approaches to ensure adequate viewing distance.

1.5 If a proposed location has other signage around, consider removal or consolidation of signage to assist.

1. Signage

1.1 Assess all entries to settlement/town and determine key arrival or through routes for main signs and gateway treatments. Avoid placing largest signs at all thresholds if only minor corridors.

1.2 Avoid placing signage in line of sight or near significant heritage structures or landscape vistas.

2. Landform

3.1 Utilise topography and landform to assist with placement to achieve intuitive timing and natural expectation of gateway elements.

3.2 Consider using mounding to accentuate gateway where approach requires increased contrast to surroundings.

3. Siting & Features
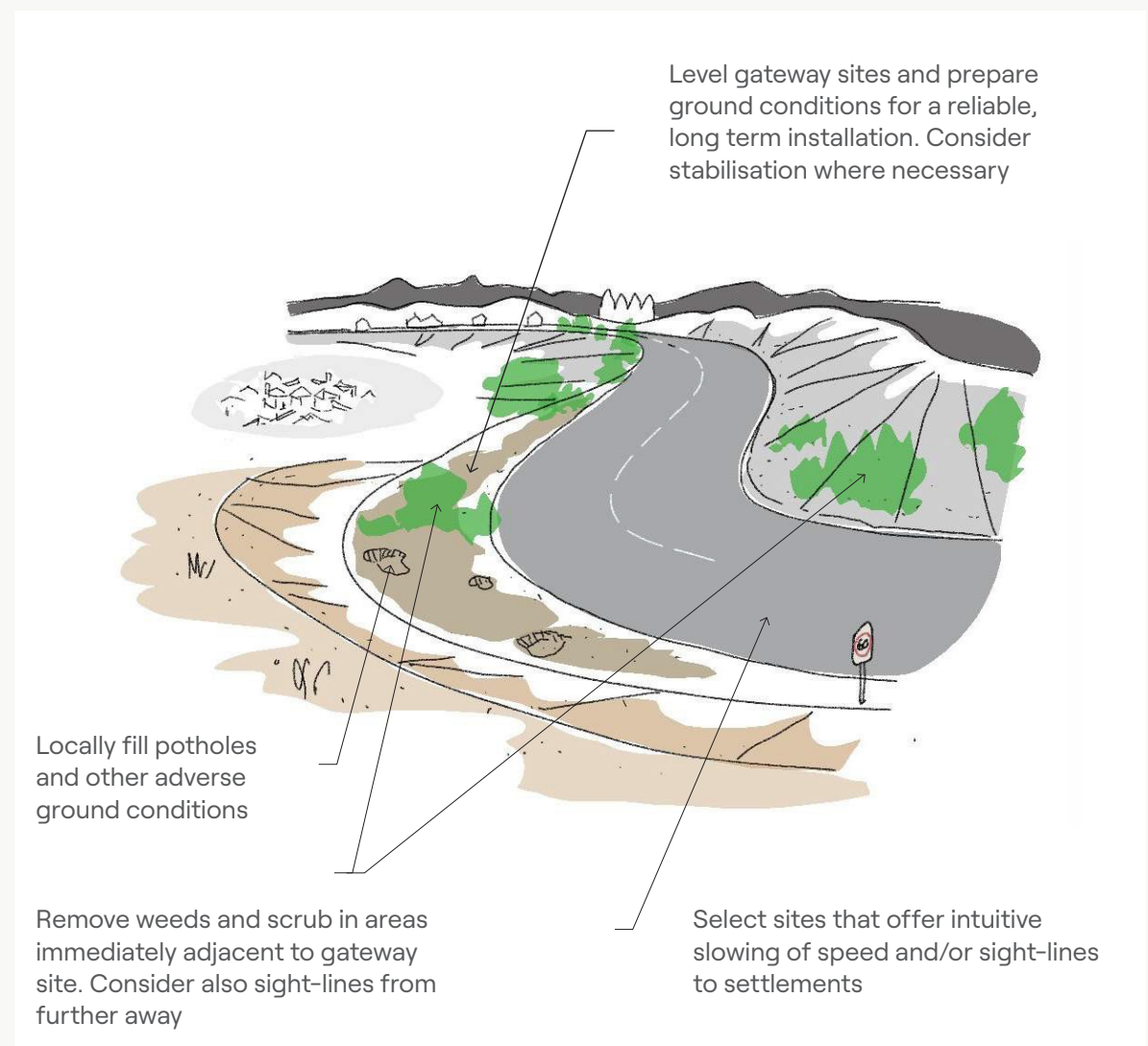
5.1 Consider placement in relation to property boundaries, fence lines and overhead power lines.

5.2 Factor in zones where changes in speed limits occur to locate gateways in areas that have slower speeds.

5.3 Consider immediate setting of gateway including; foreground/background, light/shadow, other visual distractions.

5.4 Assess whether other gateway signals (eg. Avenues) already exist and how they might suffice without further elements added.

5.5 Where verge locations are sparsely planted (eg. wide grassed area with paddock behind), consider backdrop planting behind signage to give contrast.

5.6 Level and maintain ground conditions that will detract from the gateway elements.

5.7 Locate on approaches to settlements where road features signal a slowing of speed, such as a corner.

4. Planting

4.1 Consider short and long term planting outcomes when selecting plants/trees, including interim planting. Where tree avenue planting is proposed, consider a shorter term planted backdrop to signs.

4.2 Refer to local township native planting guidelines for confirmation of appropriate/inappropriate plant selections.

4.3 Confirm planting selections align with 'Roadside Management Plan (2001)' to avoid introduction of invasive species.

4.4 Contrast planting with other planting or trees immediately before a gateway site to help 'announce' it.

4.5 Where new Gateways elements, including planting are proposed near to existing Avenues of Honour, advice from Council Heritage advisor should be sought.

Level gateway sites and prepare ground conditions for a reliable, long term installation. Consider stabilisation where necessary

Locally fill potholes and other adverse ground conditions

Remove weeds and scrub in areas immediately adjacent to gateway site. Consider also sight-lines from further away

Select sites that offer intuitive slowing of speed and/or sight-lines to settlements

Gateway Elements and their use

General

The elements of each gateway serve as a checklist to assess the existing features of each location and to help inform what new physical measures should be implemented. Each entry threshold to the towns listed in Part 1 of this document have been assessed using these in conjunction with the overall Principles articulated already.

1. Signage

Definition; 'Signage' is any of the physical signs in the suite as applied by location.

2. Landform

Definition; 'Landform' covers any shaping of the immediate topography around the site in order to better present the gateway features. It may include excavation, stabilisation or mounding measures for example.

3. Siting & Features

Definition; 'Siting' refers to the positioning of the gateway elements, both the immediate site and more distant approaches.

'Features' are the elements that make up each gateway and may include a combination of signage, boulders, planting, land formation, and ground surfaces.

Features have been used as a way of integrating the Gateway elements into the surrounding landscape and should be used with consistency across the Shire. Placing boulders and pole clusters in the foreground of some signs installations helps to locate them in their setting and achieves a more subtle approach than abrupt signage alone.

Other features include;

Poles – are clusters of steel pipes of varying heights used in the same way as the signage supports. They can be used to help define the gateway area. They may be coloured in a palette for each township.
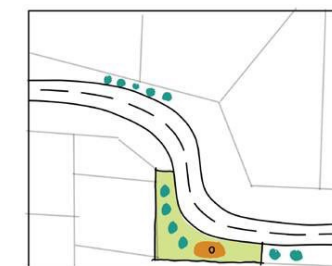
Boulders – should be used in a similar way to poles and to offer some protection to signs in exposed locations

Retaining walls – low, recycled timber sleepers can be used to give structure to sign sites that require definition or shoring up.
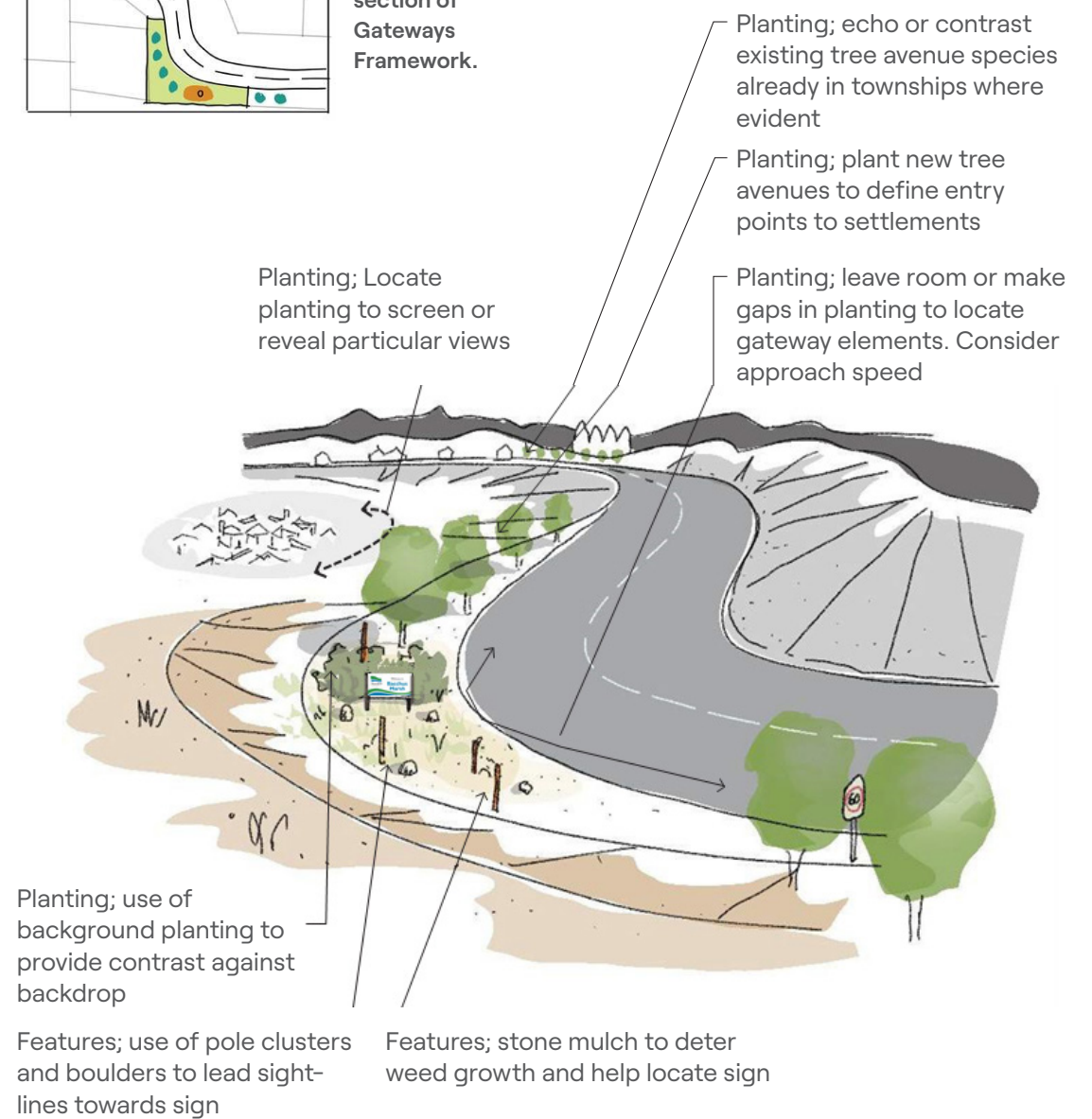
4. Planting

Definition; 'Planting' refers to the addition, removal or maintenance of plants, shrubs and trees in the vicinity of the gateway to achieve its best advantage.

The role of planting for each gateway is to frame and support the other physical elements and provide visual interest to the gateway setting. Sustainable landscapes use plants that perform well in the local area. Suitable plants may include native and indigenous plants, as well as exotics (non-Australian plants) from similar climatic zones.

Plan of below example as presented in Implementation section of Gateways Framework.

Planting; echo or contrast existing tree avenue species already in townships where evident

Planting; plant new tree avenues to define entry points to settlements

Planting; leave room or make gaps in planting to locate gateway elements. Consider approach speed

Planting; Locate planting to screen or reveal particular views

Planting; use of background planting to provide contrast against backdrop

Features; use of pole clusters and boulders to lead sight-lines towards sign

Features; stone mulch to deter weed growth and help locate sign

Gateways Elements in focus

Existing signage

The existing iconic artwork signage around Moorabool Shire has served its purpose well in relating the essence of the Shire's attractions to visitors and locals. Its distribution however is inconsistent with many townships and entries not represented by the large 'picture frame' signs.

It is intended that the existing large format signage (pictured below) is to remain and be upkept. We will establish an inspection and maintenance regime and put on the register for ongoing maintenance.

Many of the suggested sites for new gateway treatments are to be considered and design all new picture frame signage based the identity of the township.

Proposed approach to new signage

In conceiving the town and Shire boundary signage as part of a wider 'gateway' Framework, the signs are treated as one part of a suite of gateway elements. This contrasts with the current approach to signage which champions the signs over their immediate settings. A more nuanced 'additive' approach is proposed where a combination of elements helps to reflect the status and position of each town entry.

By redirecting the focus away from signage alone, a longer term outcome is proposed that includes legacy tree and avenue planting to many gateway thresholds.

Where there is already significant bushland or avenues, other elements are suggested, such as boulder treatments and poles to provide contrast to visually dense backdrops.

Secondary tier signage is generally outdated which will be updated to Type B and C signage according to hierarchy.

Pros
- Iconic, eye-catching, memorable
- Visible (in most cases)
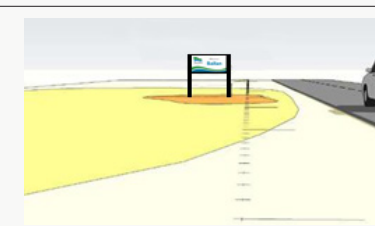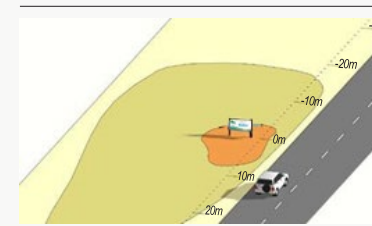 – Embody character of township
  – Utilises the setting as backdrop

Cons
- Dated, singular representation of town
- Require ongoing maintenance
- Sometimes lost against background
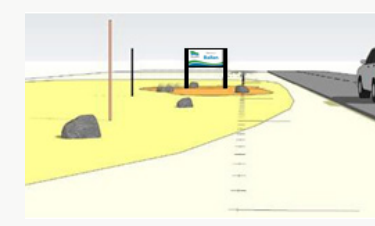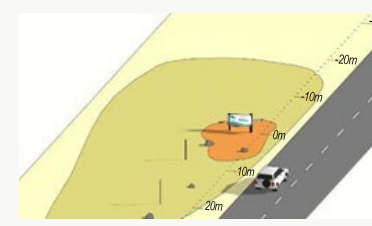- Limited locations

General rules with element placement

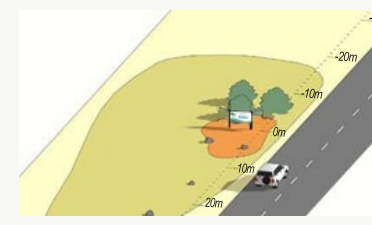| OVERHEAD VIEW – TYPICAL	PERSPECTIVE VIEW FROM 30M DISTANCE – TYPICAL

Signage without other elements.
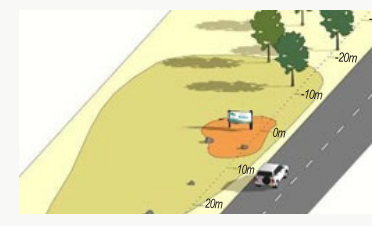Locate minimum 3m from road zone. Where necessary, clear surrounding vegetation and lay down stone mulch.

Clustered Pole and boulder features.
Locate to direct sight-lines towards signage and for viewing from both approaches (front/back). Use to accentuate foreground and terrain.

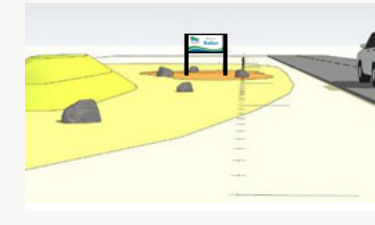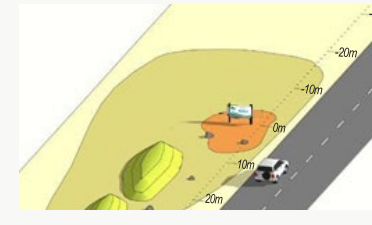**Background planting.**
For short term, immediate effect where signage requires greater contrast – eg. against bushland backdrop.

Avenue planting.
For long term effect. Where considered effective enough, can be implemented without other gateway elements.

Mounds and berms.
Mound to screen views to distracting scenery or to lead sight-lines towards signage.

Decision process for developing each Gateway

QUESTIONS TO ASK/ PROMPTS	RATIONALE	OTHER CONSIDERATIONS
Does this township or approach necessarily need a Gateway? If so, why?	All frequented approaches to town centres should be assessed for their relative importance in to helping to define a township or settlement. Projected growth corridors should also be factored into this process. Assess whether there is currently any physical marker or landscape treatment that signals a change from the surrounding area for each township approach. If existing elements exist, assess to what extent they should be retained, replaced or enhanced by the Gateway Framework Principles and Elements. Part of the role of Gateways is also act as a recognisable marker of the Vision developed as part of this document. Refer to Vision Statement.	
Where should the Gateway be located?	Gateways should generally be located with clear sightlines and where other physical landscape cues naturally slow visitors on approach to townships.	Some locations may respond to future development extents and require close consideration and confirmation of these extents so they are appropriately placed.
What is the site extent of each Gateway?	The extent of the Gateway will be informed by the local conditions of the particular site. Generally, Gateways should have a lead-in distance before any signage as well as a contrasting backdrop.	

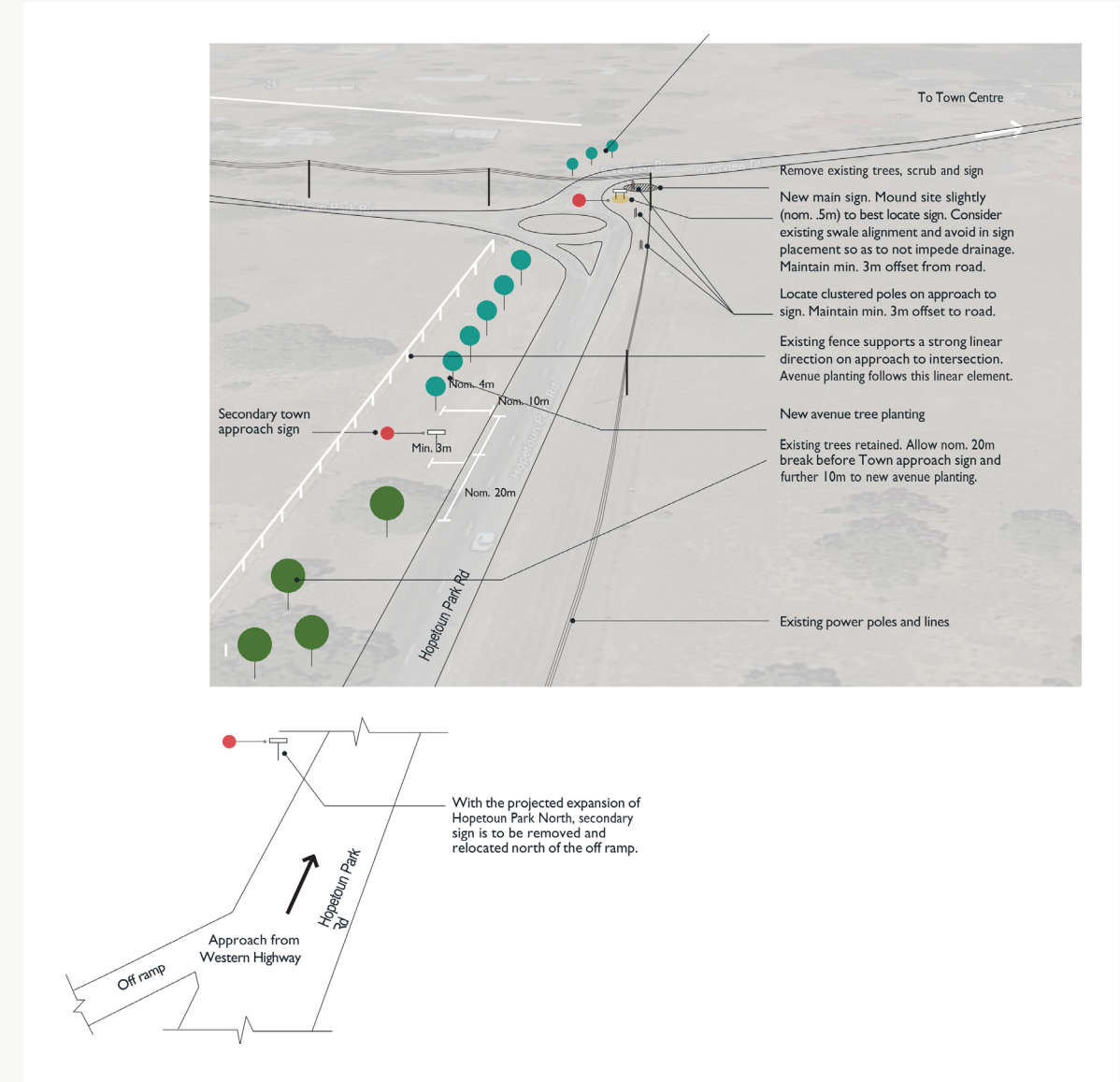| QUESTIONS TO ASK/ PROMPTS	RATIONALE	OTHER CONSIDERATIONS
What currently exists there? What can be built upon or improved?	Many existing Gateways in Moorabool Shire have some redeeming features that should be retained and where appropriate, enhanced by using the approaches outlined in the Gateways Framework. For example, where recent tree avenue planting has been implemented or a plan exists to develop one, this should be continued for other Gateways to that township.	As well as positive aspects, some proposed sites have negative attributes that should be removed where possible. eg. other signage, scrub and visual clutter.
Which sign should be used and where?	One town sign should be used at each key entry point to a township or settlement. While this may not be every entry, it should be at any approach that receives reasonably high volume of traffic. Secondary signs should be used where a longer lead-in to an obvious Gateway is present or where sightlines to the main sign might be obscured; eg. Hopetoun Park, where main sign is slightly after the intersection. Shire boundary signs should be used where a Shire boundary is on a highway.	At each locality boundary.
How should changes in landform be considered?	Sites with steep cross-falls should generally be avoided and if they must be used then signs and other elements orientated across the slope - as long as this suits sightlines. Gateway elements should be arranged to make a composition that utilises any slope to advantage.	Existing drainage swales should be avoided for all Gateway installations in order to not encumber flows or drainage.
What other Gateway Elements should be used and how?	The use of boulders and pole clusters is intended to expand the immediate site of a Main town sign in the vertical plane and to lead ones eye on approach. These elements should be used at more significant (ie. high volume) approaches to frame other Gateway features such as planting and signage and give the Gateway more spatial prominence.	

QUESTIONS TO ASK/ PROMPTS	RATIONALE	OTHER CONSIDERATIONS
What role should planting play?	Planting of tree avenues will offer the best long term legacy elements to any Gateway and result in memorable entries to townships and settlements. Avenues should be used in most cases where space and conditions allow. Other shorter term tree planting is usually proposed where signs require some level of contrast to a background or to screen unsightly neighbouring landscape features or development. Ground covers are used to help 'ground' signage sites and should be planted to both sides of signs as they are double-sided.	
What is the ideal plant installation size?	45L pots	
How far apart should avenue trees be?	10m spacing from trunk to trunk	
How should existing Heritage elements be considered?	Where proposed Gateway elements are to be installed near existing heritage places, including built features and Avenues of Honour, Council's Heritage advisor should be notified and their permission sought.	When confirming final locations for all Gateways, Heritage overlays should be observed.

Decision process for developing each Gateway: Hopetoun Park example

QUESTIONS TO ASK/ PROMPTS	RATIONALE
Does this township or approach necessarily need a Gateway? If so, why?	Yes. To signify the entry into the township at the key decision point, that being the roundabout. To act as a recognisable marker of the vision developed for Moorabool Shire. Refer to Vision Statement.
Where should the Gateway be located?	As there is only one road into Hopetoun Park – the new picture frame signage will be located on the approach to the roundabout.
What is the site extent of each Gateway?	The identifiable linear timber fence sets up this Gateway site and should be supplemented by avenue planting as one approaches the intersection as a long-term cue to the town entry.
What currently exists there? What can be built upon or improved?	Grass verges with native trees upon approach, white timber fence, a roundabout and an aged existing sign surrounded by scrub.
Where should the signage elements be placed?	A secondary sign should be located on approach to the roundabout to notify the driver that they are close to a decision point. The town sign should be located to alert visitors of the town centre direction.
Which sign should be used and where?	As there is one obvious approach to the Hopetoun Park, the main sign should be located at a point with long distance sightlines – as shown. The supplementary sign has been placed to announce the start of the Gateway treatment from the highway approach.
How should changes in landform be considered?	Not applicable in this situation as other cues are more beneficial and landscape is relatively flat. Care should be taken to avoid locating the sign in the swale area.
What role should planting play?	A proposed avenue of trees offers a contrasting treatment from the natural composition of existing native trees and helps signify the more formal, intentional landscape of the Gateway.

QUESTIONS TO ASK/ PROMPTS	RATIONALE
What species should the proposed trees be?	Native tree species proposed for hardiness, low-maintenance and in keeping with the rural surrounds. As the adjacent trees are natives as well, a contrasting species such as Eucalyptus mannifera should be used in this case. As there is not a Native Plant List for Hopetoun Park, the nearest township guide should be used as a check against inappropriate plant selections, in this case Myrniong. (https://www.moorabool.vic.gov.au/Waste-and- environment/Environment-and-sustainability/ Revegetation
What is the ideal plant installation size?	45L pots as a minimum.
How far apart should avenue trees be?	10m spacing from trunk to trunk

To Town Centre

Remove existing trees, scrub and sign

New main sign. Mound site slightly (nom. .5m) to best locate sign. Consider existing swale alignment and avoid in sign placement so as to not impede drainage. Maintain min. 3m offset from road.

Locate clustered poles on approach to sign. Maintain min. 3m offset to road.

Existing fence supports a strong linear direction on approach to intersection. Avenue planting follows this linear element.

New avenue tree planting

Existing trees retained. Allow nom. 20m break before Town approach sign and further 10m to new avenue planting.

Existing power poles and lines

Secondary town approach sign

Nom. 4m
Nom. 10m
Min. 3m
Nom. 20m

Hopetoun Park Rd

With the projected expansion of Hopetoun Park North, secondary sign is to be removed and relocated north of the off ramp.

Approach from Western Highway

Hopetoun Park Rd

Off ramp

Action Plan

Existing Iconic Artworks

The existing iconic artworks at the main entrance of each town become an integral part of the local community that should be retained. They are list as below:

~ Bacchus Marsh's wine glass and strawberries sign

~ Ballan's autumn leaves sign

~ Gordon's wedge-tailed eagle sign

~ Blackwood's wombat sign

~ Myrniong's Cockatoo sign

~ Greendale's Kangaroo sign

~ Mt Egerton's gold miner sign

Ongoing annual program will contribute to the gateway framework

1. Small Township Enhancement Plan – STEP (UDLA)

2. Annual Tree Planting Program (Parks & Gardens)

Year one

1. Undertake a condition assessment of all existing signage.

2. Repair the damage and repaint the iconic artworks, put on the register for yearly maintenance schedule.

3. Draft a master plan to map out existing signage and determine any missing, damaged and faded signs and prepare a replaced program budget for year 2 based on hierarchy and on going management budget.

Year two

1. Ongoing maintenance for existing signage.

2. Landscape design for street master plan to incorporate landscaping elements around signages.

3. Manufacture new signages as per master plan.

Year three

1. Install signage

2. Shire boundary signs and outdated Type C and B to be replaced in Year 3.

3. Developing a maintenance program.

Year four – five

1. Landscaping elements upgrade and maintenance.

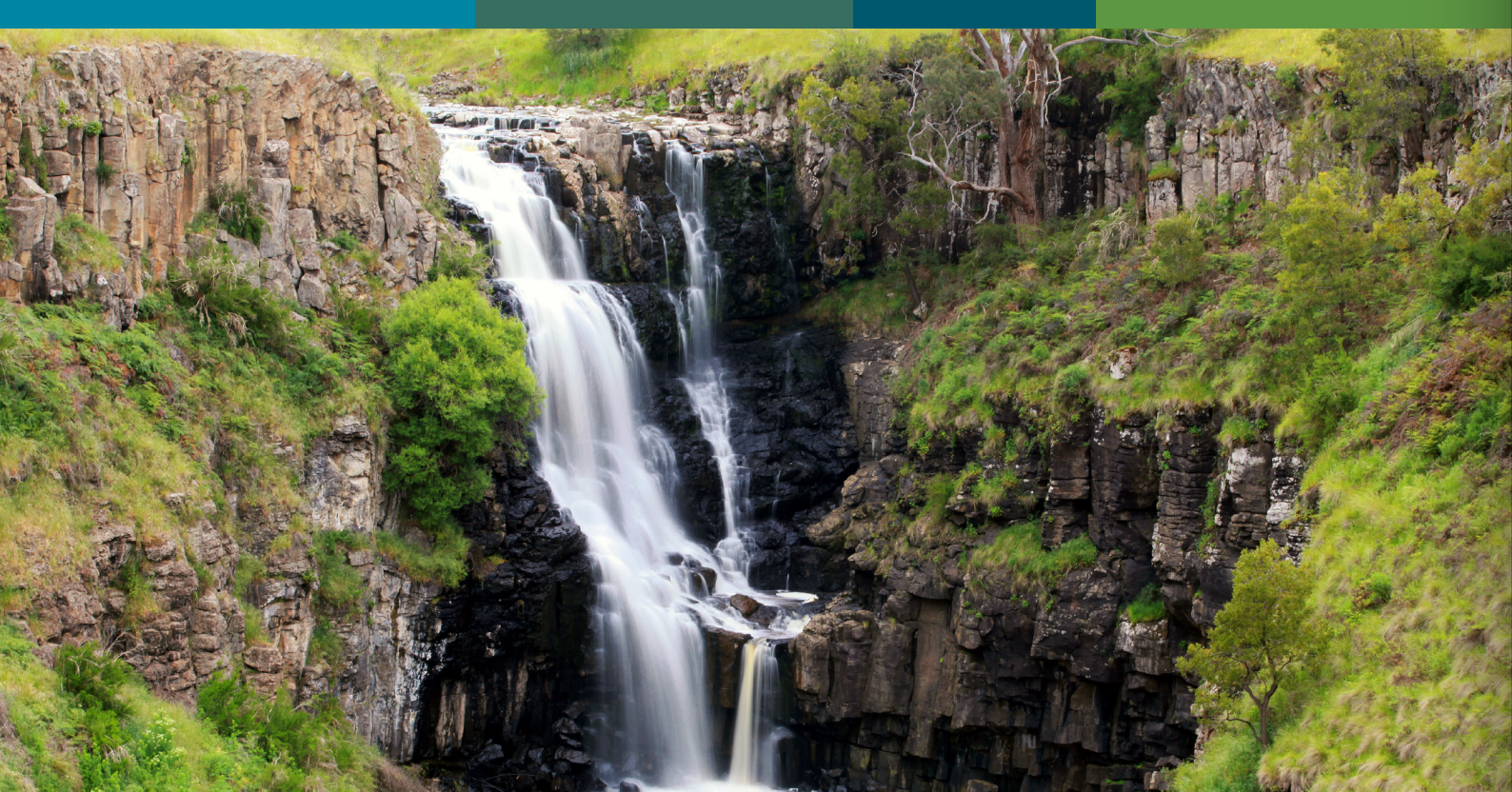2. Annual tree planting program and STEP(small township enhancement plan), on going entrance development.

PART 3

Action

Action Plan – Broken down into place

IMPLEMENTATION	YEAR 1	YEAR 2	YEAR3	YEAR 4	YEAR 5
Town	Structure engineer inspection. Iconic Artwork Signage put on the register. Maintenance the picture frame signage.	Ongoing maintenance. Upgrade landscape elements. Install signage.	Ongoing maintenance for signage and landscape.	Ongoing maintenance for signage and landscape.	Ongoing maintenance for signage and landscape.
Village	Mapping out the gateway and missing signs.	Install signage at the prominent township entries.	Install signage Upgrade landscape elements.	Ongoing maintenance for signage and landscape.	Ongoing maintenance for signage and landscape.
Small Village	Mapping out the gateway and missing signs.	Design signage.	Install signage	Upgrade landscape elements	Ongoing maintenance for signage and landscape.

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