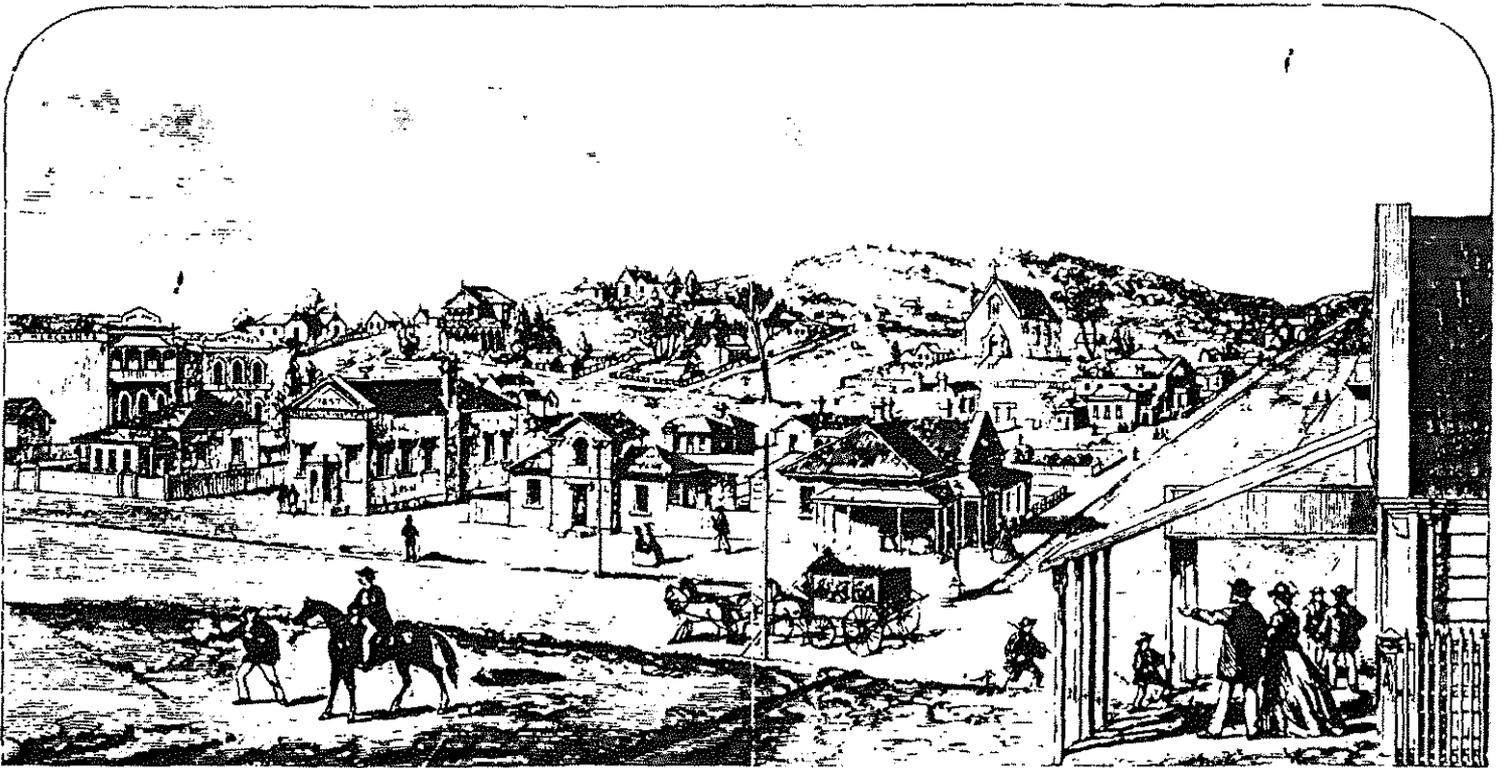


**PART ONE**  
**TOWNSCAPE PROPOSALS**  
for the  
**CENTRAL BUSINESS AREA**

**CASTLEMAINE TOWN CENTRE**  
**TOWNSCAPE IMPROVEMENT PLAN**



*Treasurer, Mechanics Institute, Telegraph Office, Municipal Chambers, Streets, Bazaar, R. Catholic Ch., Police Court, Supreme Court,  
Post Office, Post Office.*

VIEW OF CASTLEMAINE FROM LYTTELTON STREET, WEST

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April 1989

# **CASTLEMAINE TOWNSCAPE IMPROVEMENT PLAN**

## **PART ONE**

### **TOWNSCAPE PROPOSALS FOR THE CENTRAL BUSINESS AREA**

#### **INTRODUCTION**

This townscape plan is produced as simple generalised framework for translation into detailed action as circumstances permit.

Ideas and information are largely conveyed on drawings which will be supplemented by Guidelines for both building and streetscape works.

In addition, as examples of and as encouragement for building improvements four schemes have been proposed. One of these has been implemented and others are understood to be ready to start.

Although the plan concentrates on broad conceptual ideas, it does not adopt a radical, grand or costly format. It merely seeks to attach to the existing framework of the central area, ideas for reactivation of its commercial potential whilst conserving and enhancing its existing form and character.

Generally it provides for both development and conservation of the built environment without serious conflict.

The objectives and strategies of the plan have been evolved by a sub committee of the Castlemaine and District Development Committee. These objectives and the rationale for the proposals are explained in the following pages.

# CASTLEMAINE TOWNSCAPE IMPROVEMENT PLAN

## PART 1

### CENTRAL BUSINESS AREA

- 1.0 Design Brief**  
To produce a plan for the physical framework of the central area, implementable at modest cost, to assist in the commercial revitalisation of the City of Castlemaine.
- 2.0 General objectives and strategies**  
The plan should be assessed against the following objectives and strategies which have generally been agreed by the Design Committee.
  - 2.1** To indicate opportunities for future development within the guidelines established by the City of Castlemaine Strategy Plan 1985 and the City of Castlemaine Planning Scheme 1986.
  - 2.2** To develop the objectives of the above plans in physical form as a long term strategy for the City's built environment
  - 2.3** To indicate how the consequences of development (in particular car parking) might be handled without loss of income producing resources, amenity and character.
  - 2.4** To adopt the existing form and character as a basis for the plan and to demonstrate means of maximising the value of existing built resources.
  - 2.5** To seek to balance any losses likely to be sustained by the proposals with compensatory opportunities.
  - 2.6** To indicate means of improving the functional and environmental amenity of the city, particularly for shoppers and other pedestrians.
  - 2.7** To present proposals which conserve and enhance the character of the city's built environment.
  - 2.8** To indicate means of enhancing the City's cultural assets and facilities, in particular public buildings and open space.
  - 2.9** To indicate means of enhancing the City as a destination for cultural tourism.
  - 2.10** To present proposals made up of relatively independent projects which individually and cumulatively improve amenity and appearance as an incremental process
  - 2.11** To indicate how the broad objectives of the plan might be responded to by both public and private initiative as a means of achieving a shared outcome.

### **3.0 Rationale**

#### **3.1 General**

The objective of the plan is revitalisation. This implies change and growth, which for the built environment mean greater pressures on resources and infra structure

Any plan must first address structural considerations with superficial aspects in a secondary role. This plan therefore deals primarily with the dominant matters likely to affect the environment, namely development pressures, traffic movement, parking demands, etc.

To avoid dilution, malfunction and high cost which would arise through lateral expansion, these pressures should initially be accommodated within the existing framework.

To preserve existing income producing assets and character, development should first be directed towards exploiting untapped potential and maximising use of existing resources.

The plan generally attempts to do this as follows.

#### **3.2 Development Opportunities**

Numerous development opportunities are available within the existing framework in the form of vacant sites, sites with inappropriate uses and under utilised buildings. These should be exploited if possible as a first step and in preference to any replacement of existing resources.

The plan recommends the re-development of Market Square as the only site capable of providing for a commercial development large enough to increase the regional significance of the City, which at the same time could bring more commercial activity towards the quieter eastern side of the central area.

#### **3.3 The Motor Car**

The motor car, both moving and parked will produce the major pressures. This must be balanced against the need for the pedestrian amenity, visual impacts on the environment and the value of land taking up for parking.

Provision of adequate and convenient parking is consistently identified as a major factor in encouraging patronage of commercial areas. The plan therefore seeks to provide adequate parking as a priority.

The city as a series of built up blocks, has high value, high character components (buildings) arranged around block perimeters, but low value, low character components and relatively un used land in their interiors.

The proposition is that the relatively undeveloped interiors, in consolidated form provide optimal economic, environmental and functional locations for car parking.

The plan thus develops these areas for parking, offering at the same time greater pedestrian flexibility and the opportunity to open up additional commercial frontage to the internal areas.

### **3.4 Traffic Movement**

The fact that the Midland Highway (Barker Street) and the Pyrenees Highway (Forest Street) pass through the city must be accepted and exploited if possible. There are no feasible alternative routes for these highways.

In spite of their negative effects, these highways bring travellers within the city's influence. Consequently travellers are potential customers. The proposition is that the plan should direct the travellers to the city centre, encourage them to stop, or, at the very least, cause them to respect local interests and safety as they pass through.

State highway classification severely restricts options for devices to improve local conditions. The intent is to divide a point of arrival at Hargraves Street on Forest Street in the form of a roundabout to direct traffic to the centre and obviate "leakage" to the West. Elsewhere maximisation of pedestrian amenity and tree planting are directed to lessening the impact of through traffic.

### **3.5 Streetscape**

The existing streetscapes, although diminished in quality by neglect and removal of street trees are integral to the city's form and character.

The approach to the streetscape is that conservation and enhancement of traditional form provides the most effective and economical means of treatment. Thus, radical and expensive "improvement" schemes are not contemplated. The plan proposes only the reinstatement of appropriate large street trees, and traditional "loose" street furniture such as cast iron seats. Guidelines for streetscape works will be prepared as a second stage of the plan.

### **3.6 Buildings**

Buildings are integral to the streetscape and character of a city. Castlemaine streetscapes are dominated by building stock from its early periods of development. Their conservation and enhancement is a necessary part of maximising existing resources and character. By seeking greater general viability for the city, the proposition is that expenditure for maintenance and enhancement of individual premises can be justified both as a contribution to revitalisation and as a result of it.

The major improvements sought will be to facades and shop fronts, rationalisation of signage and reinstatement of post verandahs. Guidelines for building works will be prepared as part of Stage 2. These are exemplified in four buildings chosen for improvement schemes.

A Draft Outdoor Advertising Policy has been prepared for submission to Council as a means of equitably ensuring that advertising is not detrimental to the appearance of the City as a whole.

### **3.7 Pedestrian Amenity**

Improvement of pedestrian amenity is seen as necessary to both attract customers and to deal with increased patronage as it occurs.

Within the limitations imposed by the highway intersection of the central area along Barker Street, the proposition is to maximise pedestrian convenience to the extent permitted by the RCA. Otherwise pedestrians are well served by existing footpaths.

The potential development of Market Square demands provision of a protected crossing of Mostyn Street and this is incorporated with the proposal of an open space forecourt between the Market and the fine buildings opposite.

### **3.8 Open Space**

Victory Park provides the only existing central open space. Demand for additional open space cannot be quantified but an architectural balance of open space at the eastern end of Market Square is logical.

The public building group at the intersection of Frederick and Mechanics Streets also requires a better setting, so this area is adopted as an enclosed open space with a more urban character in association with development of Frederick Street as a pedestrian link with major nodes at North and South, i.e. a Civic Square and the Market forecourt.

### **3.9 Governmental/Administrative Functions**

Two existing conditions exist. Firstly some governmental functions, notably the Education Department at Mostyn Street and the Police in Lyttleton Street take up valuable development sites. Secondly, there is an existing concentration of administrative functions in the Town Hall block. Transfer of all such elements to this block will free up the business area whilst providing the possibility of expansion of public sector accommodation.

### **3.10 Amenities**

Revitalisation will require improvement of public amenities and facilities. The existing public toilet block in Victoria Park is ugly and badly located. Other tourist facilities and public transport nodes such as the bus terminal and taxi ranks need upgrading. The proposition is that improvement of the eastern boundaries of Victoria Park could combine all of these elements in a more acceptable form.

### **3.11 Market Square**

Market Square was the original focus of commercial activity in the city and its location shaped the direction of earlier development. Since its character and use have changed most of the surrounding less viable development, particularly along Forest Street has disappeared and the remnants to the east have become isolated.

The general proposal is to restore Market Square's commercial use. The ultimate form of development cannot be predicted. However the basic proposition is that it should contain a substantial commercial development and the market building itself should revert to a commercial use - ideally one which would be unique drawcard, such as a produce market.

Because of Market Square's great cultural, architectural and streetscape importance to the city it is vital that the area should be comprehensively planned (the only inviolate elements being Victory Park and the Market Building), and that it be functionally integrated with the rest of the central area.

The examples provided by the plan illustrate the relevant issues for this area and the scale of considerations to be taken into account eg. parking requirements. They are not to be taken as necessarily realistic solutions.

The suggestions adopt the retention and recycling of the former Technical School buildings as a policy but this must be weighed against other options such as the use of its ground as public open space.

### **3.12 Tourism**

The value of Castlemaine as a tourist destination is its historic character. As the provisions of the plan are directed towards the conservation and enhancement of this quality, it follows that the city's attraction for cultural tourism will be increased.

### **4.0 Implementation**

The majority of the components which provide the framework of the plan are already in place. They are existing buildings, streets, etc. As the plan generally seeks to conserve and enhance the existing environment, the implementation is freed of many constraints. Any individual project which is in harmony with the general objectives can proceed at any time and provide a valid contribution to the ultimate effect.

Both private and public sector initiative can share in the general goals as inclination and capacity permit.

The only formidable obstacles which must be addressed are the issues relating to Market Square, the consolidation of space for parking areas in the centre of blocks and the problems posed by the present SEC overhead wiring system.

As some of these issues may take time to resolve, it is important that, if the plan is adopted, no interim activity should be permitted to pre-empt or restrict future options. Meanwhile the incremental implementation of private and public sector improvement will add to the desired result.

## 5.0 Explanation of the Drawings

The drawing are in three groups:

- (a) 1-5000 - General location maps..... Drawings 1-3
- (b) 1-1000 - Maps of the central area..... Drawings 4-8  
Showing existing conditions, general constraints and issues,  
opportunities and strategies, general proposals and projects for  
implementation.
- (c) 1-500 - Detailed drawings of specific areas ..... Drawings 9-30

Each section in this group contains a sequence of drawings  
illustrating

- 1. Existing conditions, issues, constraints and opportunities
- 2. One or more diagrammatic plans showing in lay out form how  
issues and opportunities might be addressed
- 3. One or more concept plans in sketch form.

## 6.0 References

Documents and previous studies used in the development of this plan  
are:

- 1. City of Castlemaine, Architectural and Historical Study. Perrott  
Lyon and Mathieson, 1979.
- 2. City of Castlemaine Strategy Plan 1985. Perrott Lyon and  
Mathieson Pty Ltd.
- 3. City of Castlemaine Planning Scheme and Ordinance, 1986, Perrott  
Lyon and Mathieson, 1986.
- 4. Outshopping of Castlemaine People 1983. School of Business,  
Ballarat CAE.
- 5. Public Buildings Feasibility Study 1980. Perrott Lyon and  
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- 6. City of Castlemaine Old Buildings Re-use Study 1987, Peat  
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- 7. Small Towns Study in Victoria, Henshall Hanson Associates 1988.

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1ST DRAFT

POLICY FOR OUTDOOR ADVERTISING IN CONSERVATION AREAS  
AND OTHER AREAS OF SPECIAL SIGNIFICANCE

1.0 Purpose of the Policy

This policy and the accompanying guidelines are designed to explain and develop the provisions of the City of Castlemaine Planning Scheme 1986 and in particular the following clauses -

1. Clause 34: Control of Outdoor Advertising.
2. Clause 48: Buildings, Objects, Works and Sites of Historic, Architectural and Scientific Interest-in relation to Outdoor Advertising.
3. Clause 49: Areas of Special Significance-in relation to Outdoor Advertising.

2.0 Scope of the Policy

This policy deals primarily with outdoor advertising in Urban Conservation areas having a commercial use component, although its provisions would be relevant to all conservation areas or areas of special significance containing built form and also to individual sites and buildings.

3.0 Objectives of the Policy

- 3.1 To allow equitable, adequate and effective outdoor advertising to enable identification of various activities conducted in the area including the identification of businesses and their services offered.
- 3.2 To promote the use of well designed outdoor advertising which will enhance and be integrated with the general appearance of the area, avoiding clutter, disorder, conflict and other deleterious visual effects.

- 3.3 To ensure that such advertising does not cause loss of amenity or detriment in terms of safety, function or appearance to the built or natural environment or to any of its contributory parts.
- 3.4 To provide for the preservation, maintenance and appropriate enhancement of those characteristics of the area which contribute to its dominant character and those components which have cultural, social, historic, scientific or architectural significance or interest.
- 3.5 To ensure that all outdoor advertising is harmonious with both the dominant character of the area and its specific location.
- 3.6 The general and particular objectives of the City of Castlemaine Planning Scheme 1986 will form part of this policy.

#### 4.0 Dominant Character

For the purpose of this policy, the dominant character of the area is defined as that established by its built form in the period prior to 1914. This period covers the majority of the building works now extant.

#### 5.0 Principles

This policy and its guidelines are based on a number of fundamental principles as follows.

##### 5.1 The Right to Advertise and Public Interest

The basic principles applied are:

1. That businesses and others have a realistic need to advertise their presence.
2. That the freedom to advertise in a public place is not a natural right.

3. That the needs of the individual advertiser in relation to the public space must be constrained by the general public interest and its need for safety, efficacy, amenity and acceptable standards of appearance. The following secondary principles flow from the above.

#### 5.2 Equity

1. Each business should have the right to advertise its presence and the nature of its services within the scope offered by its particular location.
2. Each business so advertising has the right to expect that other advertisements will not detract from its own, either directly or indirectly.

#### 5.3 Relevance

Advertising should be relevant to its location and vice versa, i.e. information displayed should relate to the place in or on which it is located. Conversely, suitability of a location should not be a criterion for the display of unrelated advertising.

#### 5.4 Prominence

Outdoor advertising, whilst being visible, should be a secondary element in the arrangement of the general or particular place. It should be co-ordinated with the built or natural form of the environment and should be designed to enhance rather than detract from the location, either existing or as proposed.

#### 5.5 The Planning Scheme

The City of Castlemaine Planning Scheme 1986 is the legal document supporting this policy and its provisions are accepted as the general intent of this policy.

5.6 Existing Advertising

Advertising existing prior to the adoption of this policy should be permitted to serve a beneficial life, subject to the objectives of the policy being satisfied in due course.

5.7 Contracts

The policy will be based on the principle that the Responsible Authorities have no contracts with any persons or bodies to permit outdoor advertising except as defined by Commonwealth and State Legislation. In other than these exceptions the significance of the place will override that of any commercial consideration and the Planning Scheme and this policy will apply.

5.8 Historic Precedent

The policy will be based on the principle that as its provisions arise from generalised historic precedent, they may be overridden where valid contrary evidence for the specific place and time can be established.

\*Precedent will be limited to the situations defined in Clause 6.3

5.9 Temporary Signs

Temporary signs need not be controlled subject to their satisfying considerations of safety and function and the Planning Scheme.

6.0 Policies

6.1 Application of the Planning Scheme

A planning application for any advertising covered by this policy will automatically include all other advertising displayed on the subject place at the time.

6.2 Existing Advertising

Advertising existing prior to the adoption of this policy will not be subject to its provisions until such time as alteration or addition to advertising on the premises is proposed, when the whole display for the premises must be brought into conformity as above.

6.3 Non-conforming Advertisements with Historic Precedents

Non-conforming advertisement in similar design to that established by valid evidence of the particular form within the period of the place's significance will be accepted. The period of significance for all places constructed prior to 1914 will be up to 1914. For places built between 1914 and 1939, the period shall be until 1939. All later places shall conform to the guidelines except in exceptional circumstances at the discretion of the Responsible Authority.

6.4 Historic Signs

Signs remaining on buildings from within their period of historic significance shall be preserved and not obscured except by removable fixtures. Building owners will be encouraged to leave visible signage of a historic nature which does not prevent the provision of new signs under this policy.

6.5 Corporate Identity

The approach to signage utilising corporate symbols, style, colours, designs, names, etc. will be based on principle 5.7. Such signage will be subject to the principles, policies and guidelines in the same manner as any other signage.

#### 6.6 Exemptions

Exemptions defined under the Planning Scheme will also be exempt from the provisions of this policy. The standard signs of recognised public service organisations, not being government departments and excluding charitable organisations, will also be exempt.

However, all such bodies will be encouraged as a matter of principle, to satisfy the provisions of the policy as far as they are reasonably able.

#### 6.7 Significant Symbols

Display of symbols of social, historical or cultural significance will be permitted providing they conform otherwise to this policy and are used in their conventional manner; e.g. a flag would be acceptable as a flag on a pole but not painted on a facade.

6.8 Temporary Signs will be permitted as per the provisions of the Planning Scheme.

#### 6.9 Portable Signs

Portable signs of standard size will be accepted only where adequate opportunity for advertisement is not available under the guidelines. Portable signs may only be placed within the site frontage in which the business is located and will be placed immediately behind the kerb or to the satisfaction of the Planning Officer.

#### 6.10 Free Standing & Projecting Signs

Freestanding signs, whether mounted on the ground or on a structure, and signs projecting from walls of structures will not be permitted.

6.11 Signs Hanging Below Verandahs

One standard size sign, hanging below a verandah at the centre of the relevant premises and at right angles to the building line will be permitted as of right.

6.12 Signs Containing Moving Parts of any form except for flags and neon signs on appropriate buildings will only be permitted in accordance with other provisions of this policy.

6.13 Flags

There will be no control over the design and colours of flags.

6.14 3 Dimensional Signs and advertisements will only be permitted in accordance with the other provisions of this policy. Acceptance of 3 dimensional signs on new buildings will be at the discretion of the Responsible Authority.

6.15 Illumination of Signs

Signs advertising businesses operating in the hours of darkness may be indirectly lit, either separately or with the building.

Internally lit signs will be permitted providing they are in a form consistent with the period of the building's design as per principle 5.8 and policy 6.3.

6.16 Mounting of Signs

All signs not applied directly to the structure by painting or other means, excepting below verandah hanging signs, shall be firmly fixed to the structure in such a way as to prevent movement and not to cause damage.

#### 6.17 Situations Lacking Suitable Locations for Signs

Where no scope for adequate signage exists under the provisions and guidelines of this policy and where the Responsible Authority determines that signage applied to the building or location will be deleterious, non-confirming signage may be permitted at the discretion of the Responsible Authority.

Attachments for signs shall be properly constructed frames, integrated with the design of the building in the manner appropriate to the period of the building.

#### 6.18 Documentary Evidence

In order to assist applicants in the design of appropriate new signage, the City of Castlemaine will make available a collection of examples in the form of early photographs of the City and its buildings. This information will not be comprehensive and applicants may provide further evidence to support their case if desired. The City reserves the right to copy and include any such information provided for its collection.

#### 6.19 Signs Provided by Corporate Bodies

Signs provided by corporate bodies will generally be permitted only where they form a secondary element in the signage for the building and are not in a prominent position and only where they are appropriate in scale and proportion to the position proposed. In all other respects than style, colour and layout, they will conform to the policies and guidelines.

#### 6.20 Plaques

Metal plaques of any description including those of professional practitioners will not be subject to this policy providing they are no larger than 0.14m<sup>2</sup> in area and are mounted between 800mm and 1600mm high.

## 7.0 Design of Signs

### 7.1 Generally

All new signs will be designed in such a way as to be harmonious with the general (dominant) character of the area in terms of location, layout, lettering, colour and any other characteristic.

### 7.2 New Signs for Existing Buildings

The design of new signs for existing buildings will be of a style appropriate to that of the building or its period of significance as demonstrated by any relevant documentary or physical evidence.

In the case of early buildings which have been adapted to a later appearance, that later style will be applicable, unless the applicant wishes to restore the building to its earlier form as part of the application.

### 7.3 New Buildings

Provision will be made in the design of new buildings for signage sufficient to provide advertising for all occupants. The developer will be responsible for providing such facilities and there will be no obligation on the Responsible Authority to accept non-conforming proposals at any future date because of the developers failure in this regard.

The design of signage for new buildings will be in a style appropriate to the building and will be specifically required not to adopt traditional styles.

#### 7.4 Format

All signage will be arranged within the architectural format of the structure on which it is to be displayed and in accordance with the guidelines, the Technical Bulletin 2.2 of the Australian Council of National Trusts, Lettering and Signs on Buildings C1850-1900 and/or other documentary or physical evidence.

No signage will be permitted to obscure, cross or interrupt the architectural or decorative features of the structure on which it is located. Painting of signs on general wall surfaces will be permitted as indicated by the guidelines providing that new signs will not be permitted on previously unpainted surfaces. Signs on facades must be arranged symmetrically with an evident order in their design and shall each be limited by the dimensions of the panel on which they are placed.

#### 7.5 Attachments

Specific forms of attachments of grounds (signboards) etc. will be permitted as per the principle 5.8.

Where condition 6.17 applies (situations lacking suitable locations), a type of attachment known to have been used in similar situations for the period will be permitted except where such attachment obscures or detracts from the architectural quality of the building.

#### 7.6 Content

The content of signage placed on the architectural forms of the building will be limited to the following major information -

1. the business name
2. the nature of the business

3. supported by limited further information including street number and phone number, expressed as secondary to the main message in both scale and location.

The date of the business's establishment may be displayed as of right.

Signage may contain trademarks or logos of corporate bodies provided they are designed as secondary elements to items 1 and 2 above.

Where corporate titles are required to be the main information, they will conform to the policies and guidelines in every manner.

The content of signs on or within windows will not be restricted.

#### 7.7 Numbers of Signs

The general approach will be to encourage the use of few strong signs rather than the repetition of smaller or weaker signs. The major information may be used only once on each exposed orientation of the building except for windows and hanging signs permitted under 6.11.

#### 7.8 Size of Signs

The size of signs or lettering will not be restricted providing Clause 7.4 is observed. In this respect the policy will take precedence over the Planning Scheme.

#### 7.9 Signs and Windows

Although signs on windows will not be restricted, it is in the occupiers interest to recognise that disorderly display on windows will detract from the appearance of the streetscape and the particular premises. Occupiers will be discouraged from the