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ANGLESEA STREETSCAPE PROJECT

Prepared for the Surfcoast Shire

by

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Final Report
March 1996

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1.0 INTRODUCTION

This report has been prepared for the Surfcoast Shire by Mexted Rimmer Associates Pty. Ltd., Andrews Consulting Pty. Ltd. and Huw Halse.

This study was initiated by a number of Anglesea retail traders, landlords and members of the general community out of concerns for the poor amenity of the Camp Road Shopping Area. With Council support, a public meeting was held to discuss this issue. It was resolved that a streetscape project committee be formed and that concept plans be prepared for works to enhance the amenity of the shopping area.

The study process and compilation of streetscape and strategy plan concepts has involved and been greatly assisted by members of the Anglesea Streetscape Project Committee, comprising the members noted below;

Committee Members

Mr. R. Hattwell	-	Trader (Committee Chairperson)
Ms. B. Sayers	-	Trader / Landlord
Ms. M. Russell	-	Trader / Landlord
Mr. P. Calvert	-	Trader
Mr. I. Begley	-	Landlord
Ms. L. Hume	-	Community Representative
Ms. S. Forsyth	-	Community Representative
Mr. F. Wright	-	Community Representative
Ms. R. Hansen	-	Surfcoast Shire
Mr. R. Bain	-	Surfcoast Shire

1.1 Background

Council and representatives of Anglesea retail traders and landlords have recognised that considerable benefits would result from an examination of the existing Great Ocean Road shopping precinct, often referred to as the Camp Road shopping centre, located between Camp Road and McDougall Street, Anglesea. It was felt the adoption of a concept plan and policies/guidelines for future development and advertising signage in the precinct would enhance the image of Anglesea to the appreciation of the local community and tourists and provide an opportunity for the creation of a shopping amenity which enabled the precinct to act as a focal point for community activities, conveying a positive image of the town to visitors.

Matters to be addressed in the study and concept plan were to include traffic management, pedestrian movement, car parking, streetscape design, architectural theme, public lighting and guidelines for advertising sign policies.

Of particular concern to the Retail Traders was the existing expanse of barren car parking area which imposes a negative image on the shopping precinct and was not conducive to the shopping area acting as an attractive gathering place for the local community and visitors.

It was also considered important that pedestrian links be made to nearby areas such as the camping ground / caravan park, parkland and river frontage, recreation space, passive and active recreation areas between the shopping area and the river.

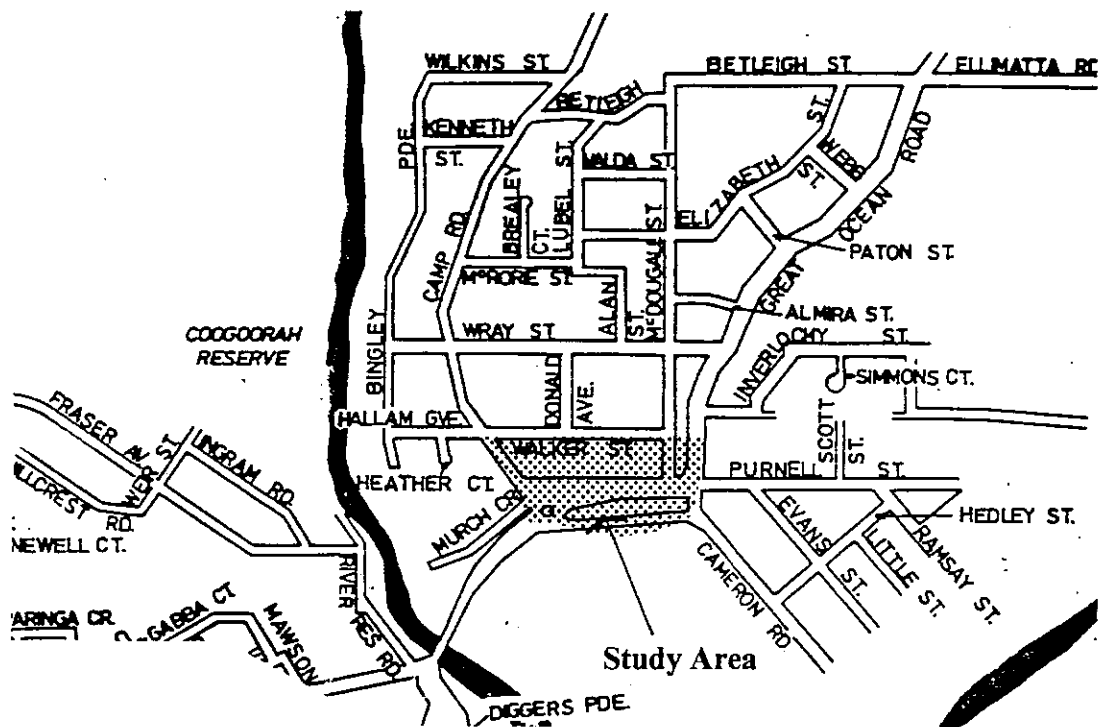
A public meeting was held with Council officers, retail traders and landlords whereby an Advisory Committee was formed and then broadened to include members of the general public to represent a cross section of community and business sector views.

A new retail development is proposed within the study area and has the potential to make a significant impact upon the streetscape image of the shopping area. It was considered appropriate that the aesthetic treatment of the proposed development and any future retail development compliment the architectural theme identified in the study process adopted for the study area.

1.2 Study Brief

The study area is generally defined by the area bounded by McDougall Street, Cameron Road and Camp Road (refer Figure 1).

Figure 1



The Consultant's Brief requires that concept plans be prepared to address issues such as traffic management, car parking, pedestrian networks, streetscape design (including landscaping and street furniture) architectural themes and public lighting and advertising sign guidelines.

It was also suggested that comment be made in relation to the future use of the south side of Walker Street to complement the shopping centre in the study area.

The Study Brief also requires that the study shall take into account the existing planning controls and Council's policy relating to car parking, traffic and the principles set out in Council's Anglesea Draft Structure Plan.

2.0 OBJECTIVES OF THE STUDY

The objectives of the study are as follows;

2.1 General Objectives

General objectives of the study are;

- 2.1.1 To assist in expanding and upgrading the local shopping facilities.
- 2.1.2 To enhance the intrinsic character of the centre and township.
- 2.1.3 To provide guidelines for private enterprise development.
- 2.1.4 To provide the Council and Community with a Works Program for the progressive implementation of infrastructure and facilities at the Great Ocean Road centre.

2.2 Specific Objectives

Specific objectives of the study are;

- 2.2.1 To prepare concept plans to address traffic issues, car parking, landscaping, pedestrian access, architectural and paint themes, common theme for street furniture including street signs, litter bins, seats, planter boxes etc. and adoption of policies in relation to advertising.
- 2.2.2 To prepare guidelines for private enterprise development and promotion to help build the town signage and character. Possible examples could include art and craft markets, musical performances, sporting events, festivals and tourist information centre.
- 2.2.3 Prepare long and short term strategies including drawings and specifications for scope of works identified in 2.2.1.
- 2.2.4 To document and cost the strategy plan including recommendations for funding responsibility.

It was expected that the theme for the study area would be applicable throughout the town.

In addition to the above, the study process and concept includes consideration of the following objectives which the consultants believe are important;

- To identify characteristics of the town that are vital to maintaining an attractive image for the town.
- to project a positive image upon entry to the town's main shopping area. This image should complement the identified town character.
- To encourage tourist buses to stop at the shopping area, making use of public conveniences and shopping facilities.
- To produce an attractive and functional shopping area which local residents will take pride in and adopt as the focal point for community activities.

- To encourage participation from the 'artistic' sectors of the community in the detailed design of selected streetscape components, for example, light poles, seats, screens and shopping centre identification signage.
- To encourage an ongoing commitment from the community and business sector to further enhance the visual and service amenity of the shopping area.
- Promote an awareness and appreciation of the natural attributes which the town is well known and popular for.
- To improve the aesthetic presentation of buildings in a cohesive manner to enhance the character of the shopping area.

3.0 STUDY APPROACH

As an overview the following outlines the stages and approach to the study process.

3.0.1 Data and Map Preparation

Collection of all base data including photographic recording, previous studies, reference to topographic and geographic features, landscape character, significant views and view corridors, existing and possible future public open spaces and general land use characteristics.

3.0.2 Opportunities and Constraints

From the field of work and collection of background data, identification of opportunities and constraints which affect the study area and the extent to which enhancement works are feasible.

Factors include;

- road and pedestrian networks - existing / desirable
- overhead wires
- car parking - available / required
- tree planting
- traffic volumes, public transport facilities
- proposed development works

3.0.3 Urban Design Analysis / Schematic Design

Preparation of preliminary design options and draft policies addressing key Urban Design issues including but not limited to;

- architectural and street furniture themes (facades, colours, form, materials, etc.)
- pedestrian / vehicle networks and pavement materials
- planting
- traffic management; access and circulation including possible diversion of Great Ocean Road
- car parking; accessibility, scale
- public lighting
- signage and advertising; public and private
- provision for persons of limited mobility
- planning issues implementation and private sector initiatives
- conservation and cultural heritage values
- public transport services

Preliminary design options and draft policies to outline the overall strategy and general works required to enhance Anglesea's distinctive character. This stage involved an ongoing review of the draft plans by the Advisory Committee and Council officers prior to making specific recommendations for streetscape works to be adopted.

3.0.4 Review of Schematic Design

- Review of Schematic Design stage drawings and policies by the Advisory Committee and through a public consultation process.
- Amendment of major design issues as required prior to public exhibition.

3.0.5 Recommendations

Make recommendations as to the nature and extent of streetscape works and guidelines for future development.

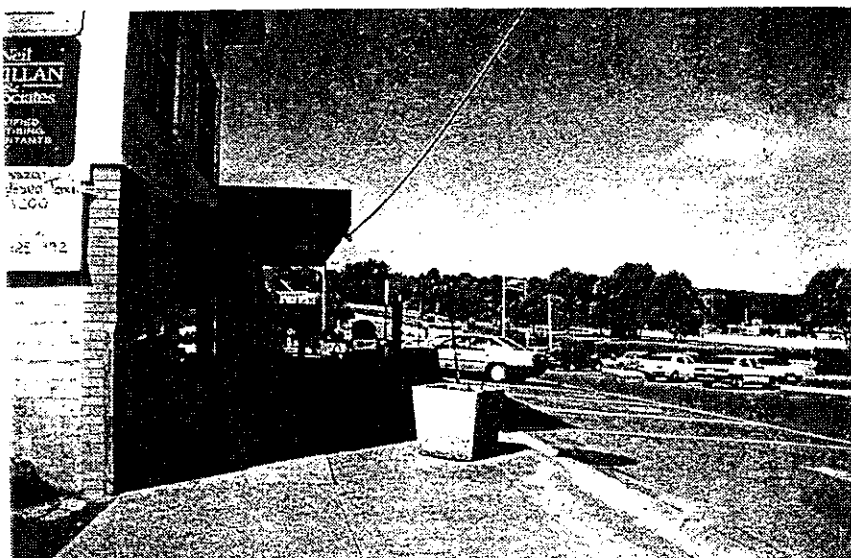
Recommendations to include details of the following;

- Streetscape design
 - road / path layouts
 - paving details
 - street furniture (seats, bins, lighting, street signs)
- Vehicular movement and pedestrian movement networks
- Street trees
- Modification, if any, of utility services (eg. electrical supply)
- Building facade treatment and guidelines for new facade design
- Advertising sign guidelines as the basis for Council's signage policy

3.1 Survey Analysis

A survey of the study area and the immediate surrounds is depicted on the Survey / Analysis plan (fig. 2 Appendix B). Key features and characteristics of the area in its present state are as set out below.

3.1.1 The general character of the shopping centre does not positively reflect the overall rural / coastal / bushland character of the Anglesea township and setting. Elements of the building form of existing shops, their colour, signage and street furniture produce a cluttered image which one would more closely associate with a suburban or inner urban strip shopping centre.



- 3.1.2 The image of the shopping area is dominated by the expanse of bitumen paving provided for car parking. This undesirable image is particularly evident from the elevated position on the Great Ocean Road along the eastern approach. From the view point, the Great Ocean Road pavement visually merges with the car park paving, further emphasising dull and harsh landscape which is not characteristic of the general locality and is not conducive to attracting passing trade.



The expanse of car park dominates and detracts from the desired image because of the lack of tree planting which would produce a better sense of scale and provide shade and shelter.

- 3.1.3 The reserve area includes existing eucalyptus species throughout a well maintained lawn area. Hedge planting along the Great Ocean Road edge has gaps at informal crossing points which are potentially dangerous for pedestrians.



The existing stand of eucalyptus species in the reserve provides a good sense of scale and definition of desirable character to the precinct.

- 3.1.4 Existing power poles and overhead wires dominate the vertical scale of the car park and shopping area generally.

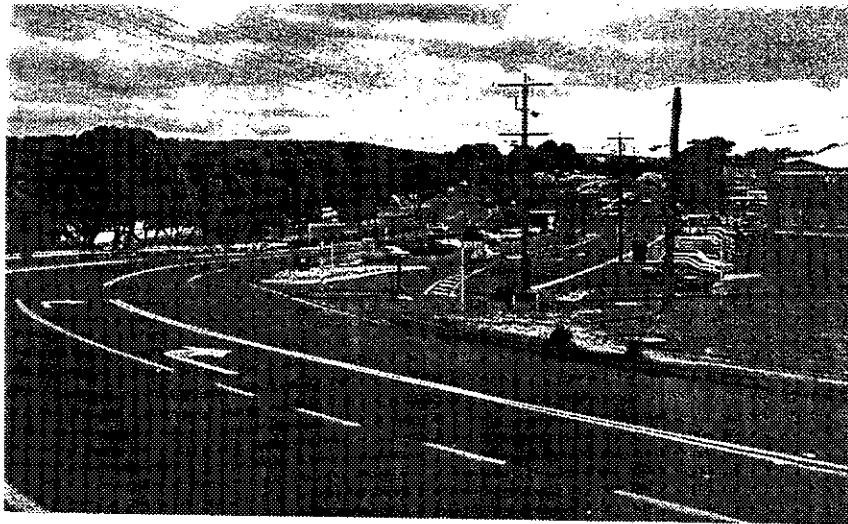
The visual clutter imposed by these elements creates a strong negative character for this area.

- 3.1.5 The hedge planting along with very little overhead tree foliage reinforces the length, scale and open expanse of the car park area. In our view it also presents this section of the Great Ocean Road as a designated speedway where the hedge looks similar to the hay bales which line the tracks of a speedway. This treatment does not complement extending pedestrian movement from the shopping area. The hedge planting visually and physically separates the shopping area from the potentially enhancing character and usefulness of the reserve.



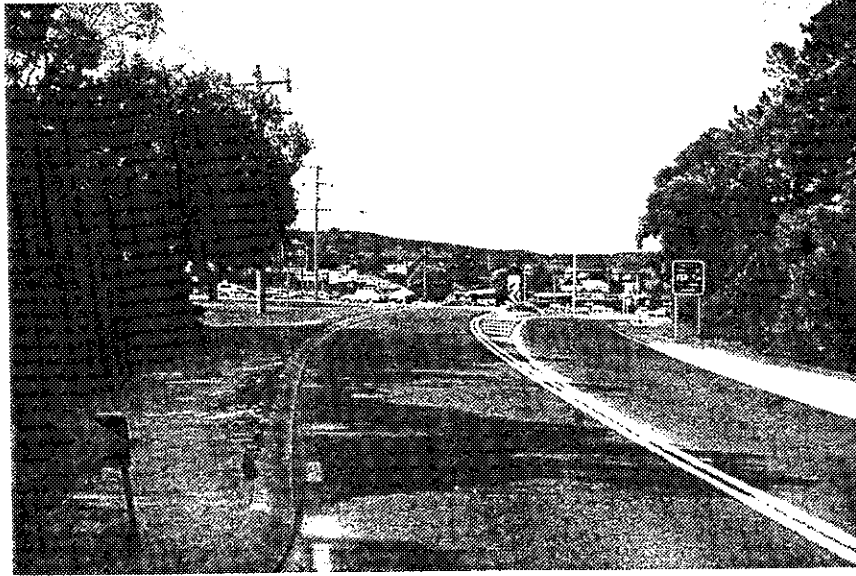
- 3.1.6 Poor surrounding treatment of car park area and unattractive design of the existing toilet block creates a poor amenity and dominates the foreground view of the shopping area from the Great Ocean Road in a negative manner.
- 3.1.7 The road forming the Melbourne / Geelong approach near McDougall Street lacks vegetation cover height and density of tree cover further north. This lack of vegetation creates a poor sense of entry definition and is a weak introduction to the shopping centre.

This complex intersection of McDougall Street, Great Ocean Road, shopping centre entry and exit creates confusion in traffic movement and detracts from a more desirable introduction to the town and to the shopping centre image. Concern has been expressed for traffic safety at this intersection.



A lack of well designed signage means that motorists are not adequately forewarned of the shopping area, leaving little time to plan for the right turn to the eastern entrance of the shopping area.

3.1.8 The existing dense tree and shrub planting along the Great Ocean Road on the western approach provides a strong sense of enclosure, reflective of the Anglesea character generally and provides a positive introduction to the shopping area with the framed view.



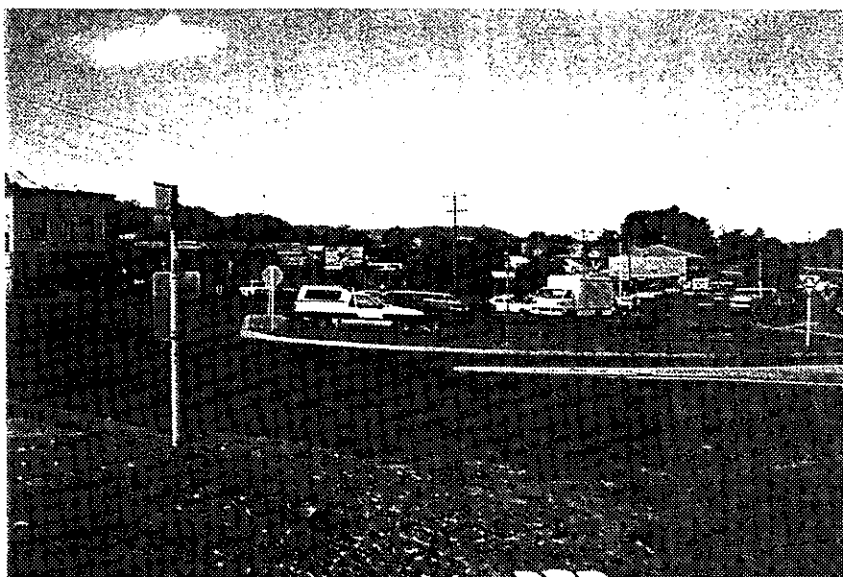
3.1.9 Footpath to front of 'western end' shops is cluttered with assorted street furniture (ie. rubbish bins, signs, bike stands, concrete planter tubs, seats, parking signs and power poles) all lacking any unity of theme.



3.1.10 Existing median islands at the Camp Road / Great Ocean Road intersection lack a strong, consistent planting theme.



3.1.11 The proximity of the car park to the road pavement at the Camp Road intersection provides too little space for soft landscaping. With very little visual or physical separation from the Great Ocean Road and roundabout, a poor foreground image is created along with confusion for motorists as to the location of the shopping area access point.



3.1.12 The large open expanse of the gravel car park between Cameron Road and the Anglesea Bowling Club detracts from the more appealing image of the tread reserve and adds to the harshness of hard surfaces seen with the car park and road pavements which dominate. The lack of trees or other soft landscaping present a poor visual foreground to the Bowling Club and the river reserve area.

3.1.13 A brief analysis of the architectural characteristics evident in the existing shops is as follows;

- The extreme variety of building heights, proportions, building materials, colour of finishes, verandah and roof details do not convey a cohesive image.
- Large areas of blank, or near black walls gives a stark appearance and do not add to an attractive pedestrian space. In particular, the Foodtown (formerly Welcome Mart) facade is stark and unattractive.



- Shops at the eastern end have forms / styles more compatible with each other and although the reference to the 'Edwardian' period style may be questionable in the Anglesea context, the use of verandah provides a good transition space between the shops and pedestrian area.

- Cantilevered awning type verandahs, due to their height above the footpath and lack of posts, do not provide a sense of pedestrian scale nor definition of pedestrian space. Their excessive height would not offer much weather protection and their main function appears to be for the purpose of carrying a clutter of poorly coordinated signage, non of which reflects the character of Anglesea. Signage at the eastern end is more controlled and less obtrusive.



3.2 Opportunities and Constraints

A number of opportunities and constraints were identified as part of the study process and were considered for their possible influence on achieving the desired streetscape image and character of this community meeting place.

3.2.1 Opportunities

- An elevated view of the shopping area exists from the Great Ocean Road - the Geelong approach.
- Exposure to steady volume of passing traffic - opportunity to promote the shopping area.
- Space in existing car park is available for rearrangement of the layout and to add landscape treatment.
- Parkland between Great Ocean Road and Cameron Road available to have a positive influence on the landscape amenity of the shopping centre.
- Proposals for new retail development present an opportunity to make a significant and positive contribution to an improved image for the shopping precinct.
- Possible development of a tourist information and cultural centre. If realised, it would attract visitors within close proximity to the shopping area.
- Artistic talent within the community present an opportunity for involvement in detailed design of street furniture and signage to achieve a unique character for the town centre.
- A number of spaces near the shopping area are available to develop as overflow car parking in times of peak demand. Areas in Murch Crescent and Cameron Road could be developed for this purpose.

3.2.2 Constraints

- The large expanse of car park area close to the Great Ocean Road visually extends the area of bitumen to merge with the roadway and presents an unattractive image of a car dominated area.
- Car parking area visually dominates the character of the shopping area.
- Probable cost of relocating the Great Ocean Road beyond foreseeable affordability.
- Dominance of the Great Ocean Road over character and access to the shopping area.
- The close proximity of the western car park entry in relation to the Camp Road / Great Ocean Road intersection contributes to poor traffic flow for vehicles entering or leaving the shopping area and for vehicles travelling along the Great Ocean Road.
- The desire to maintain bus stop facilities of school students and the local transit services requires provision for the manoeuvrability of buses within a restricted area.
- The south facing orientation of shops results in a lack of direct sunlight to pedestrian areas immediately in front of the shops and exposes these areas to the prevailing south westerly cold, wet and windy weather patterns. To greatly increase the width of footpaths in order to receive more direct sunlight would mean substantial reduction of car spaces.
- The configuration of the McDougall Street and Great Ocean Road intersection restricts the flow of cars from the car park to a left turn and therefore limits vehicle

movement for those wishing to go the opposite direction. It is unlikely that any road works will be carried out to alleviate this problem within the near / foreseeable future.

- The existing toilet block located adjacent the Great Ocean Road detracts from achieving a more desirable image. Relocation or redevelopment of this facility to improve the standard and appearance is not immediately viable within the present budget constraints.
- The variety of architectural styles and building facade treatment has resulted in a poor cohesive image and lack of definable attractive character for the shopping area.
- Costs associated with carrying out works to building facades generally limits the extent to which changes can be made to existing buildings to achieve a more desired character through building styles.

Refer to Figure 3 Appendix B for a sketch noting Opportunities and Constraints identified in the study area.

3.3 Streetscape Development Options

As an approach to preparing concepts for the streetscape works, a number of elements which are fundamental to achieving a cohesive and positive streetscape character were identified. These elements are set out below, along with suggested means or measures for achieving these qualities.

ELEMENTS OF DESIRABLE STREETScape	MEASURES / MEANS
* Well Defined Spaces	<ul style="list-style-type: none"> * Improve definition of shopping area <ul style="list-style-type: none"> - <i>tree planting</i> - <i>tree planting to blocks of parking bays</i> * Provide for pedestrian comfort <ul style="list-style-type: none"> - <i>adequate pedestrian space</i> - <i>seating in sunlit areas</i> - <i>remove clutter / obstacles (eg. planter tubs, poles)</i> - <i>protection from weather</i> - <i>reduce dominance of barren parking areas</i> * Provide for visual appeal <ul style="list-style-type: none"> - <i>coordinated, cohesive image</i> - <i>attractive street furniture and paving details</i>
* Building to Complement Shopping Area Image	<ul style="list-style-type: none"> * Facade treatments to complement cohesive image <ul style="list-style-type: none"> - <i>coordinate facade treatments (not make same - but not in conflict with neighbouring shops)</i> - <i>building forms to suit pedestrian scale</i> - <i>complement sense of enclosure/ definition of space</i> - <i>verandah scale / possible use of posts to define pedestrian areas</i>
* Create Positive Image	<ul style="list-style-type: none"> * Provide easily identified entries & exits * Provide well defined spaces <ul style="list-style-type: none"> - <i>overall shopping area</i> - <i>car parking areas</i> - <i>pedestrian spaces - seating, walking & activity nodes</i> * Building facades not to clash with each other or the desired image * Signage which does not dominate or produce clutter * Encourage 'local' sign styles - less of non-local corporate signs which can dominate * Remove clutter of electric services - overhead wires

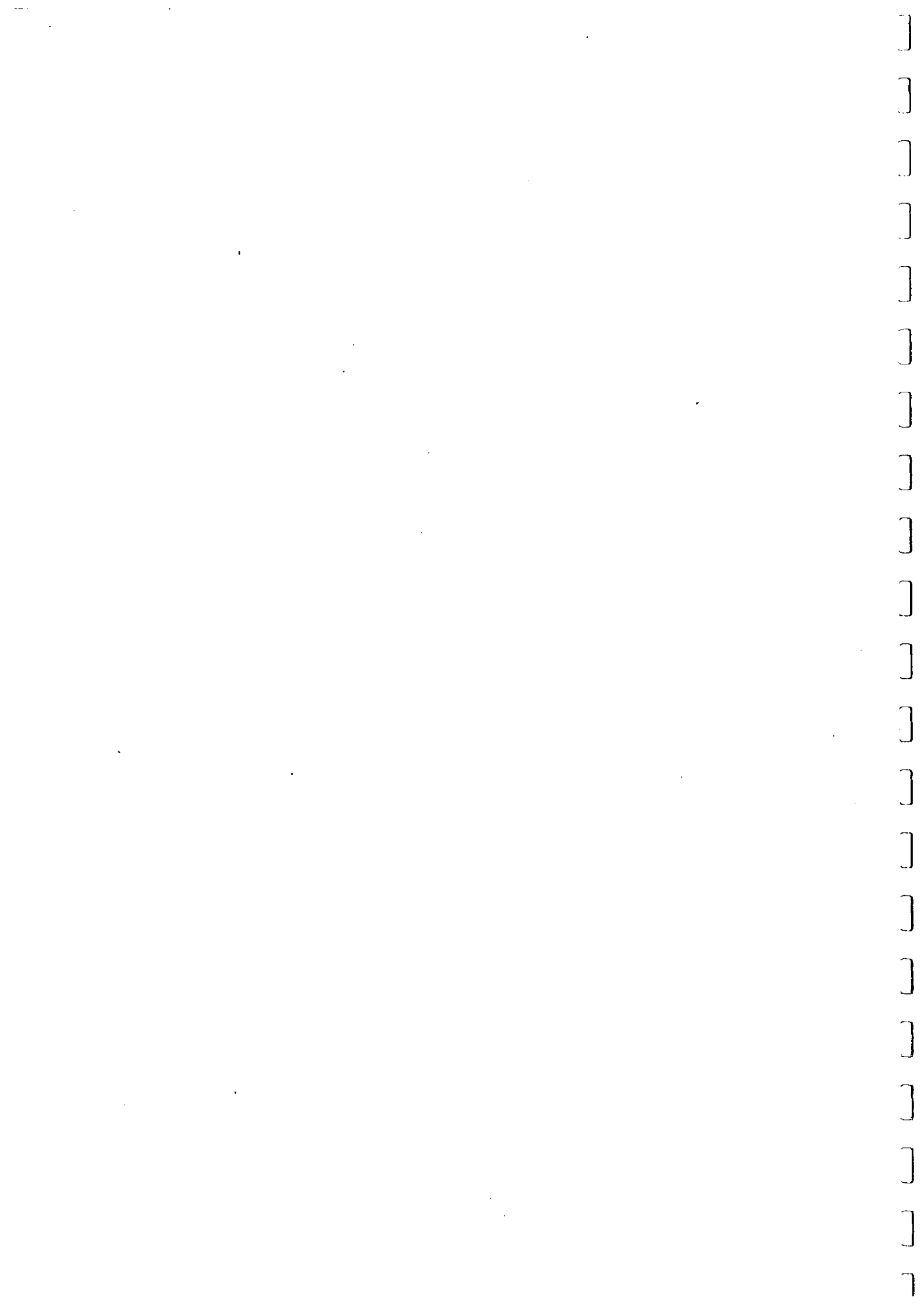
During the course of the process outlined above, a number of options relating to the basic nature of streetscape development works were identified and presented to the committee for an initial response. In simple terms the options ranged from carrying out minimal changes to the delineation of the car parking area and landscape to a realignment of the Great Ocean Road to the Cameron Road location, thereby altering the definition of the shopping precinct. These options numbered 1 to 4 inclusive are summarised below. The related concept plans are included following the option outlines.

Option 4 is presented first as the outcome of reviewing options 1 to 3. Most of the elements shown in option 4 have been incorporated in the final "recommended" scheme which is presented in Section 5 - Recommendations.

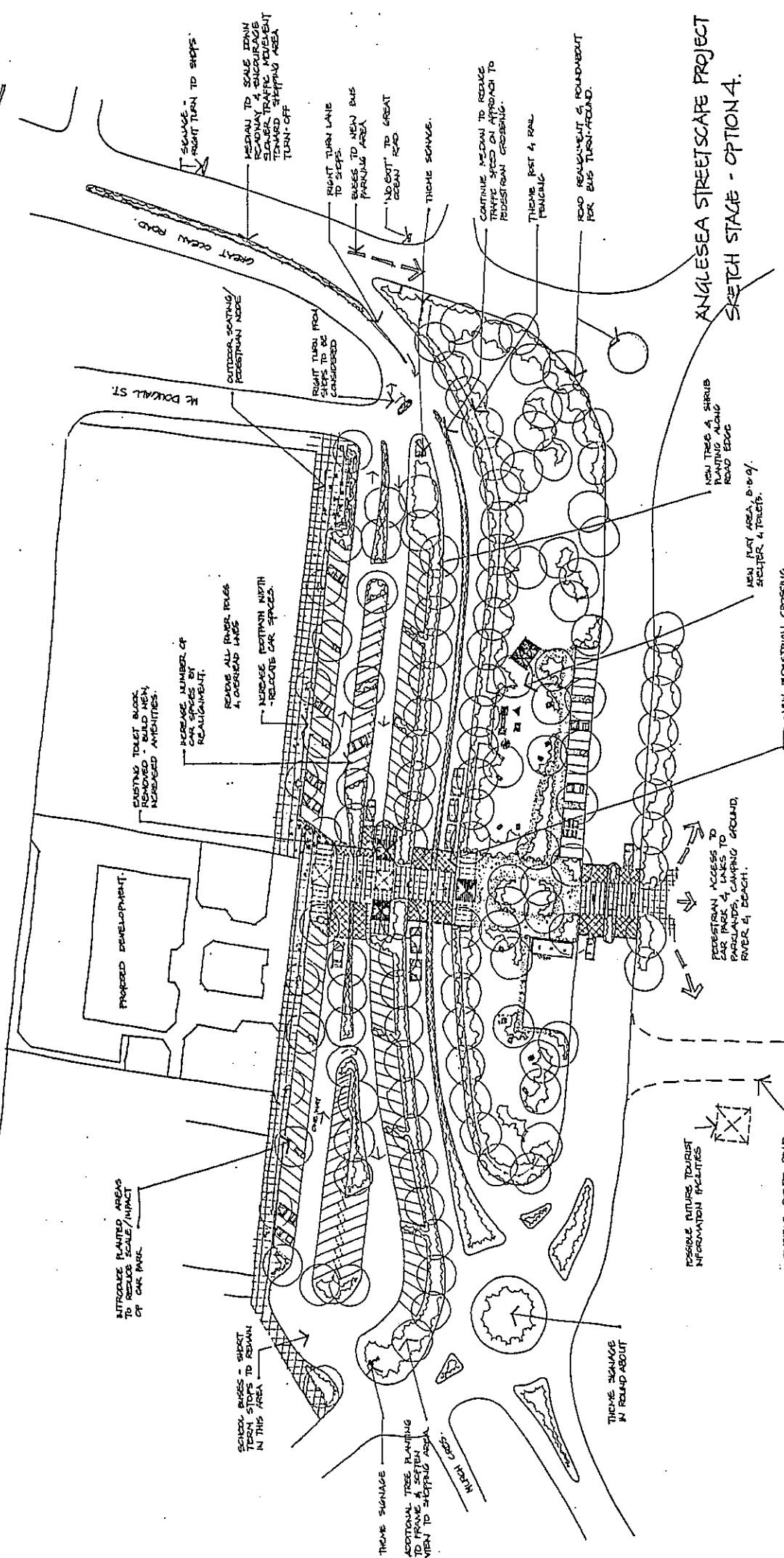
Option 4

Following a preliminary review of Options 1, 2 and 3, Option 4 was prepared and is based on the following points;

- The Great Ocean Road to remain in present location as the likely cost to relocate as proposed in Option 3 (at \$750,000 to \$1,000,000) was prohibitive at this time.
- A formalised link across the Great Ocean Road to a new bus parking area, parkland and further to the bowling club, possible future tourist information centre, caravan park, camping ground and recreation areas. The formalised link was to provide a safe pedestrian crossing point to the Great Ocean Road post and rail fencing was including to restrict pedestrian crossing to a single, well defined point.
- Gateway structures each side of the road assist the visual strength of the crossing point, contributing to greater awareness of pedestrians and provide visual links from the shopping area to the park reserve, enhancing the link for tourists arriving by bus.
- Introduce median strips to the Great Ocean Road as traffic calming measures upon approach to the formalised pedestrian crossing.
- Remove the existing hedge which presents a visual barrier to the shops and replant the Great Ocean Road corridor with tall clean-trunked trees and low level planting.
- Reorganise car park layout to optimise the number of car spaces and introduce substantial tree planting to visually break up the area of asphalt.
- Provision for tourist buses made in the reserve area to reduce clutter and confusion in the shopping area which could prove difficult for the manoeuvrability of buses within and upon exit / entry to the car park area. Whilst there was some concern for the distance between bus parking and the shops, it was felt that with a well defined and attractive walk way, the tourists would not be unduly inconvenienced.
- New toilet facilities incorporating a linking 'gateway' structure were to be provided in a manner which would present an attractive entry to the shopping area from the Great Ocean Road pedestrian crossing point. This important node would incorporate shopping trolley collection point, public telephones and baby-change facilities (refer Option 4 sketch).

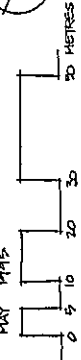


SQUAGGE - TRIPPING AMENITIES AVAILABLE



ANGLESEA STREETSCAPE PROJECT SKETCH STAGE - OPTION 4.

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ARCHITECTURE
MENTED RUMBER ASSOCIATES P/L
LANDSCAPE ARCHITECTS.
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TEL 032 29 1414 FAX 032 23 2520
SCALE 1:500 (A SIZE)
MAY 1995



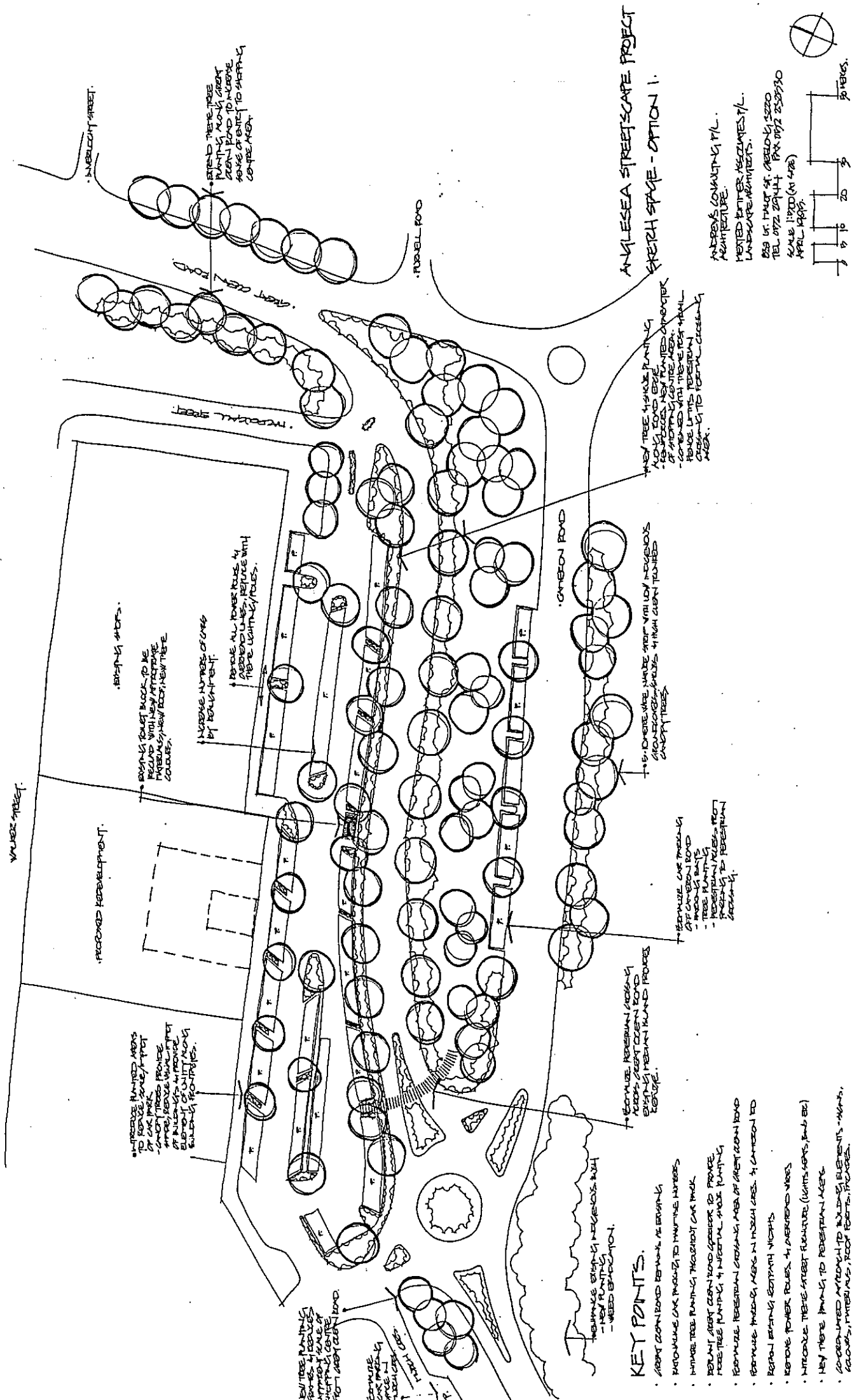
OPTION 4

- ### KEY POINTS
- GREAT OCEAN ROAD REMAINS IN LOCATION
 - REINFORCE LINK ACROSS GR OCEAN RD TO NEW BUS PARKING AREA & PARADELAYS
 - REPLACE EXISTING TOILET BLOCK WITH NEW, IMPROVED FACILITIES
 - ADD MEDIAN TO GR OCEAN RD, AS TRAFFIC CALMING MEASURE
 - PROVIDE FOR SAFE PEDESTRIAN CROSSING TO GREAT OCEAN RD - INCLUDING SEASONAL CROSSING LIGHTS
 - REPLANT GR OCEAN RD CORRIDOR TO PROVIDE MORE TREE PLANTING & INFORMAL SHRUB PLANTING
 - REORGANIZE CAR PARK LAYOUT & PROVIDE ADDITIONAL SPACES
 - REMOVE POWER POLES & OVERHEAD WIRES
 - INTRODUCE THEME STREET FURNITURE (LIGHTS, SEATS, BINS, SIGNS ETC.)
 - NEW THEME PAVING TO PEDESTRIAN AREAS
 - DEVELOP PEDESTRIAN NODES TO PROVIDE MULTIPLE FOCAL POINTS
 - INCREASE FOOTPATH WIDTH
 - CO-ORDINATED APPROACH TO BUILDING FACADE TREATMENT, COLOURS, MATERIALS, ROOF FORMS
 - CO-ORDINATED APPROACH TO SIGNAGE/ADVERTISING

Option 1

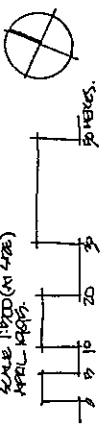
The key points of Option 1 which outlined a minimal extent of alteration to the shopping area are as follows;

- Great Ocean Road remains in present location.
- Existing layout of car parking spaces to be modified to maximise the number of spaces available.
- Incorporate tree planting throughout the car park area in order to reduce the visual dominance of the paved area and offer a more shaded amenity in times of hot weather.
- Remove hedge which is presently a visual barrier between the Great Ocean Road and the shopping area. Replant with low shrubs / ground cover and clean-trunk trees which would help define the shopping area with a character more compatible with the landscape setting of Anglesea.
- Formalise the existing pedestrian crossing point which occurs at the traffic island located at the roundabout at the Great Ocean Road / Camp Road intersection to improve the link between shops and the Bowling Club area, camping ground, recreation reserves and possible new tourist information / cultural centre.
- Formalise car parking areas in Murch Crescent and Cameron Road so that more car parking is available during peak periods and is within reasonable walking distance from the shops.
- Retain the existing footpath widths in front of the shops but repave with paving to compliment the character of the shopping area.
- Remove power poles and overhead wires.
- Introduce new coordinated street furniture such as light poles, seating and rubbish bins.
- Retain the existing toilet block but upgrade the appearance with a new roof and new external cladding.
- Extend theme tree planting to Geelong approach along the Great Ocean Road to increase the sense of entry to the shopping area (refer to Option 1 sketch).



ANLESEA STREETSCAPE PROJECT
SKETCH STAGE - OPTION 1.

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 TEL: 072 201414 FAX: 072 2520730
 SCALE: 1:500 (A1 428)
 APRIL 1999.



OPTION 1

VALSEC STREET

GREEN ROAD

TUBELL ROAD

ORION ROAD

BRICKS STOPS.
 BRICKS POINT BACK TO BE
 REGULAR WITH AN APPROXIMATE
 HORIZONTAL LINE THROUGH THEM.

INCREASE NUMBER OF CARS
 BY RECONSTRUCTION.
 PLACE ALL POWER POLES BY
 RECONSTRUCTION, REFUSE WITH
 THEIR OWN TOWERS.

PROPOSED REDEVELOPMENT.

INCREASE PLANTED AREAS
 TO SERVICE PARKS THAT
 ARE CURRENTLY NOT
 SERVED. PROVIDE
 PARKS, SERVICE AREAS, TRIP
 OF BICYCLES TO PROVIDE
 ELEMENTS OF QUALITY ALONG
 BOUNDARY OF STREETS.

NEW TREE PLANTING
 SPACES & DETAILS
 APPROXIMATE SCALE OF
 STREET LIGHTS, CENTRE
 POINT, STREET LIGHTS.

CONSTITUTE
 CAR PARKING
 SPACE WITH
 TYPICAL CAR SPACES

KEY POINTS.

- STREET LIGHTS POINT BACK TO BRICKS
- PROVIDE CAR PARKING TO MAXIMIZE NUMBER
- INCREASE TREE PLANTING THROUGHOUT CAR PARK
- RECONSTRUCT GREEN ROAD SPEEDER TO PROVIDE
 MORE TREE PLANTING & IMPROVE STREET PLANTING
- PROVIDE RECREATION GREENING AREA OF GREEN ROAD
- PROVIDE PROTECTIVE AREAS IN HIGH CARS, TO CATERED TO
- RECONSTRUCT COMPACT NIGHTS
- RECONSTRUCT POWER POLES TO AVOID VIEWS
- INCREASE TREE STREET PLANTING (LIGHTS, SPACES, ETC)
- NEW TREE PLANTING TO RECREATION AREAS
- RECONSTRUCT APPROXIMATE TO MAXIMIZE ELEMENTS - NIGHTS,
 SPACES, MATERIALS, FOOT PATHS, PLANTING
- RECONSTRUCT TOILET BLOCKS IN MODIFIED FORM

RECONSTRUCT RECREATION AREA
 ALONG GREEN ROAD
 PROVIDE RECREATION PROVIDE
 REUSE.

RECONSTRUCT CAR PARKING
 SPACE ALONG GREEN ROAD
 - TREE PLANTING
 - RECREATION AREAS NOT
 PROTECTIVE TO RECREATION
 AREA.

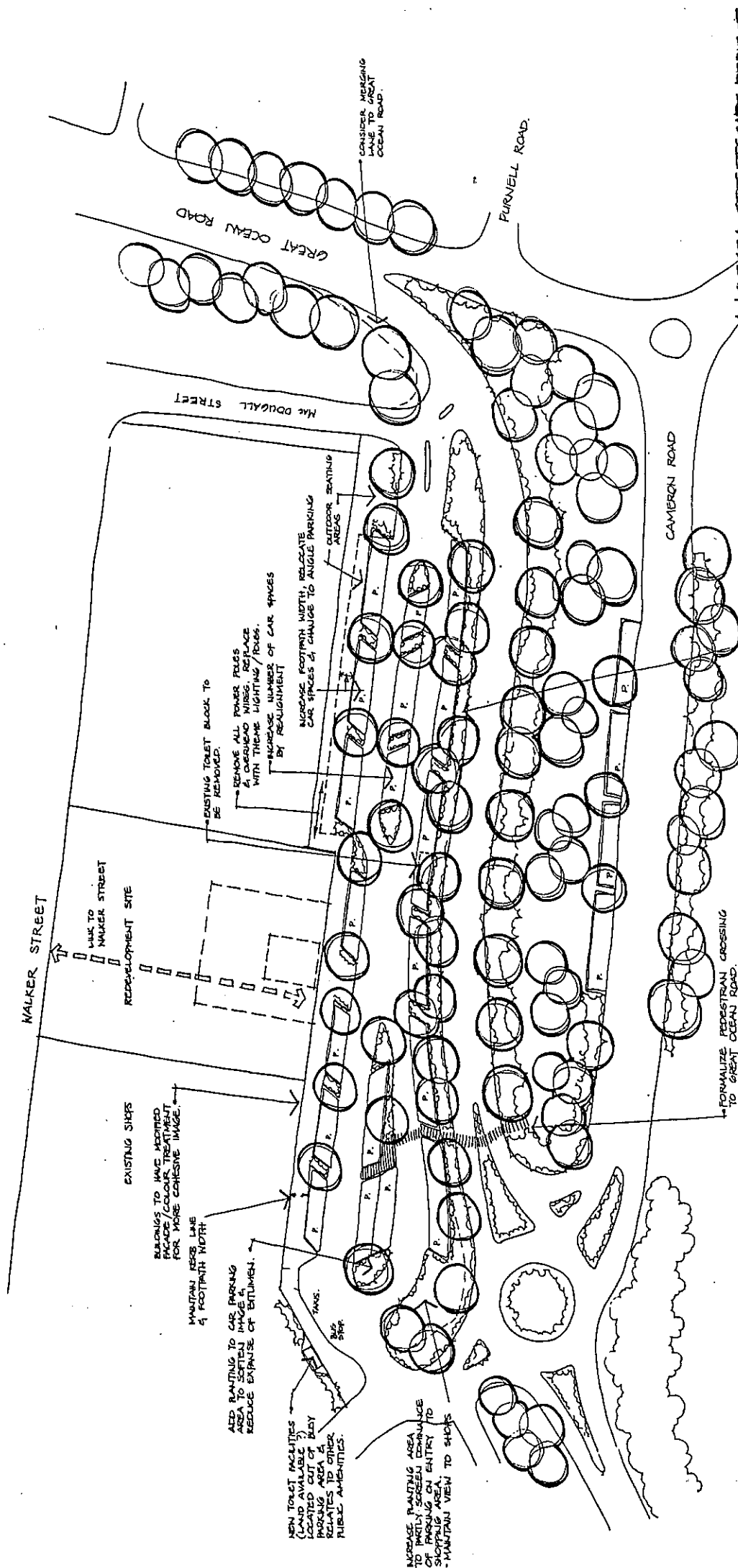
INCREASE TREE PLANTING
 ALONG ROAD EDGE
 - PROVIDE NEW PLANTED
 OF APPROXIMATE CENTRE AREA
 - COINTEGRATE WITH TREE PLANTING
 RECONSTRUCT RECREATION
 AREA TO PROVIDE GREENING
 AREA.

NEW TREE PLANTING
 ALONG ROAD EDGE
 - PROVIDE NEW PLANTED
 OF APPROXIMATE CENTRE AREA
 - COINTEGRATE WITH TREE PLANTING
 RECONSTRUCT RECREATION
 AREA TO PROVIDE GREENING
 AREA.

Option 2

In addition to the features outlined for Option 1, the key points of Option 2 are;

- To increase the footpath width to the eastern half of the shopping area. This feature would require repositioning of the car spaces but would offer a more attractive amenity for pedestrians and outdoor seating and eating areas.
- Increase the planting area at the Camp Road entrance to the car park. This feature would slightly reduce the number of car spaces in this area but would provide a far more attractive gateway to the shopping area and a more attractive visual link from the western approach, thereby achieving a more appealing image.
- Relocate the toilet block to the area designated for the bus stop. Although this feature was designed to consolidate public amenities (ie. bus service, toilet facilities and public telephones) in one area, the physical constraints (ie. property ownership and site levels) of the proposed location would, we believe, have presented some difficulties.
- The possibility of a merging lane at the McDougall Street / Great Ocean Road intersection was considered in this option (refer to Option 2 sketch).



AMLESEA STREETScape PROJECT.
SKETCH STAGE - OPTION 2.

ADRIAN'S CONSULTANTS PTY. LTD. ARCHITECTURE.
 PETER BUTTER ASSOCIATES PTY. LTD. LANDSCAPE ARCHITECTS.
 250 ST. MARGARET ST. GEEBONG NSW 2580.
 TEL 02 27100 100 FAX 02 2589700
 SCALE 1:1000 (AS SHOWN)
 APRIL 2010

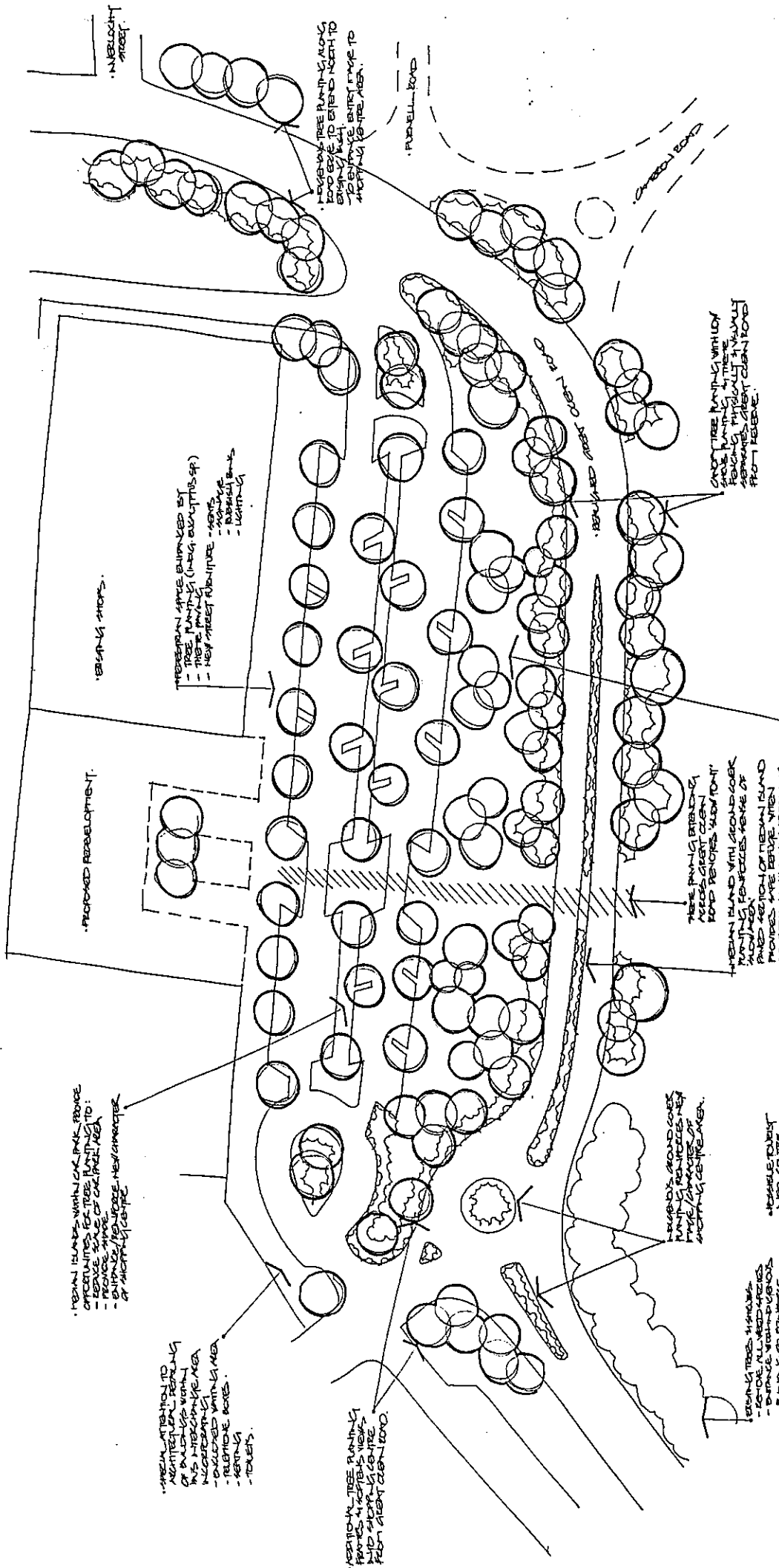
KEY POINTS

- GREAT OCEAN ROAD REMAINS IN PRESENT LOCATION
- CAR PARKING REARRANGED TO MAXIMISE NUMBERS
- INCREASED FOOTPATH AREAS
- CO-ORDINATED APPROACH TO BUILDING ELEMENTS, SIGNAGE, COLOURS, MATERIALS, ROOF FORMS & FACADE TREATMENT
- RELOCATE TOILET FACILITIES
- DEVELOP RESERVE AREA WITH ADDED LANDSCAPE WORK & OVERFLOW PARKING SPACES.
- FORMALIZE LINK ACROSS GREAT OCEAN ROAD
- PROVIDE LINK TO WALKER STREET THROUGH NEW DEVELOPMENT PROJECTS.

Option 3

This option presented the most significant alteration to the configuration of the shopping area for consideration. The key points as follows;

- Relocate the Great Ocean Road alignment to the Cameron Road location. This would present an opportunity for the reserve to become integrated with the shopping area to significantly enhance its image. A variety of passive and active recreational activities (eg. picnic facilities and roller blade area) could then be subtly incorporated with the shopping amenity to achieve an atmosphere appealing to holiday makers and functionally suitable for everyday use by townspeople.
- The number of car spaces could be increased, but in a manner which also allowed for increased areas of tree planting.
- Footpaths in front of shops could be increased in width allowing more direct sunlight to improve the pedestrian amenity.
- A new link between the shops and the bowling club, possible new tourist information / cultural centre, caravan park, camping ground and recreation spaces, river and wetland area. A well defined pedestrian crossing at the Great Ocean Road would facilitate safe movement between these key features of the town centre precinct. The link could focus on a new focal point or 'village square' as a feature of the shopping area to provide a space ceremonial functions or festive celebrations.
- Establish significant scale planting as an introduction to the new character of the shopping centre and as a continuation of the link between the river end planting.
- Tourist buses could be more readily accommodated in the combined car park / reserve area in close proximity to the shops.
- The intersection of the Great Ocean Road with Camp Road becomes a T junction and may have advantages in more efficient traffic flow (refer to Option 3 sketch).



ANLESEA STREETScape PROJECT
SKETCH STAGE - OPTION 3
LANDSCAPE

RESEVE - RETAIN GENERAL EXISTING CHARACTER OF TREES & SHRUBS WITH SOME PLANTING TO ADD VARIATION AND TO PROVIDE SHAD

THESE PLANTING STRINGS ARE PLANTED WITH ROAD MARKINGS AND ROAD MARKINGS

RESEVE - RETAIN GENERAL EXISTING CHARACTER OF TREES & SHRUBS WITH SOME PLANTING TO ADD VARIATION AND TO PROVIDE SHAD

RESEVE - RETAIN GENERAL EXISTING CHARACTER OF TREES & SHRUBS WITH SOME PLANTING TO ADD VARIATION AND TO PROVIDE SHAD

ADDRESS CONSULTANTS: P/L ARCHITECTURE
 PETER LEFFER ASSOCIATES P/L LANDSCAPE ARCHITECTS
 551 ST MARK ST, CEELING, QLD 4070
 TEL: 07 3211 7711 FAX: 07 3211 7720
 SCALE 1:1000 (A3 SIZE)
 APRIL 2009

RESEVE - RETAIN GENERAL EXISTING CHARACTER OF TREES & SHRUBS WITH SOME PLANTING TO ADD VARIATION AND TO PROVIDE SHAD

THESE PLANTING STRINGS ARE PLANTED WITH ROAD MARKINGS AND ROAD MARKINGS

RESEVE - RETAIN GENERAL EXISTING CHARACTER OF TREES & SHRUBS WITH SOME PLANTING TO ADD VARIATION AND TO PROVIDE SHAD

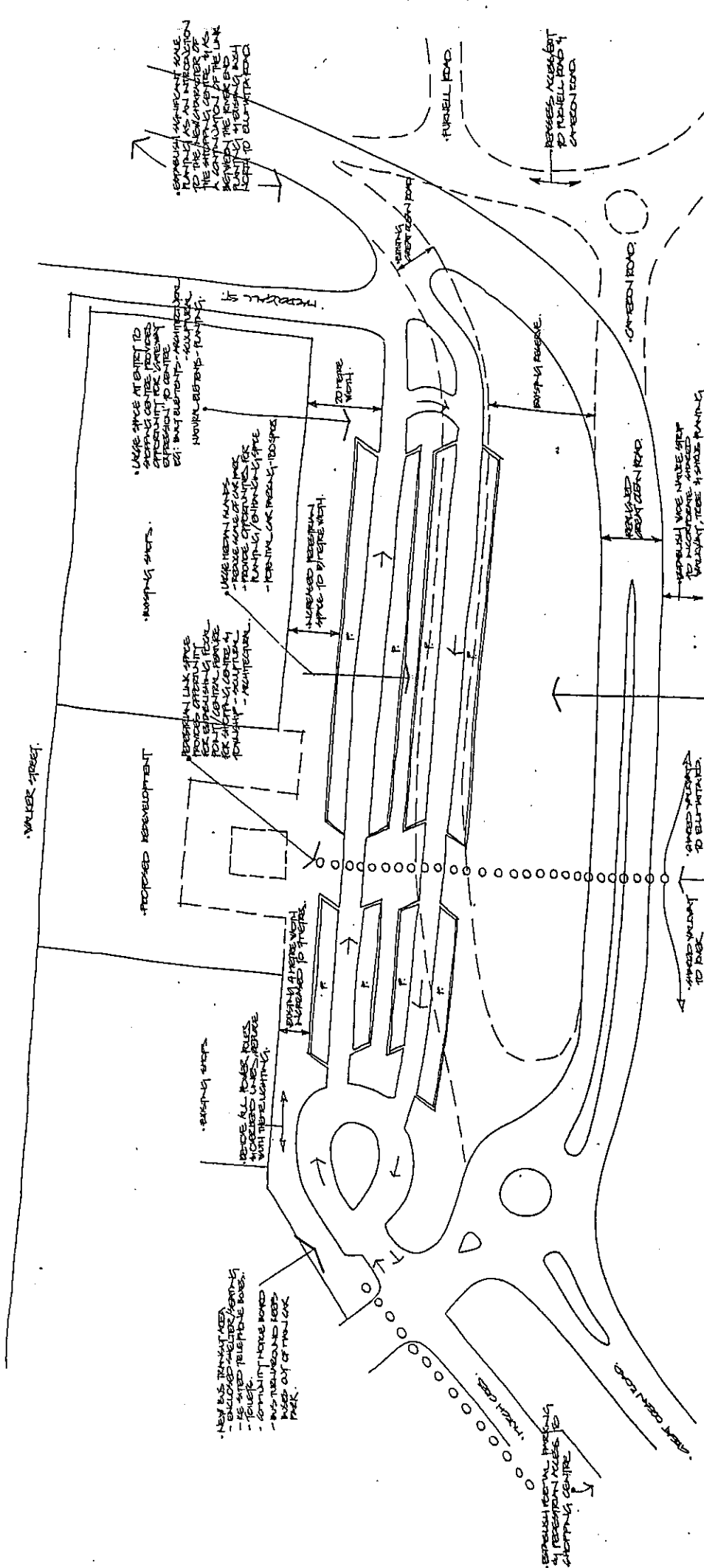
RESEVE - RETAIN GENERAL EXISTING CHARACTER OF TREES & SHRUBS WITH SOME PLANTING TO ADD VARIATION AND TO PROVIDE SHAD

KEY POINTS

- RETAIN / ENHANCE EXISTING CHARACTER OF RESERVE
- IMPROVE PEDESTRIAN TREE PLANTING CHARACTER OF RESERVE TO BUILD ON EXISTING CHARACTER
- INITIAL STREETSCAPE WORKS INCLUDING THE NEW APPROACH TO REDEVELOPMENT INVESTMENT IN STREET FURNITURE ELEMENTS (E.G. LIGHTS, SEAT, SIGNAGE, BUSHY BENCHES, BENCHES)
- CO-ORDINATE APPROACH TO PLANTING ELEMENTS - TREES, SHRUBS, MATURES, BUSHY BENCHES

OPTION 3

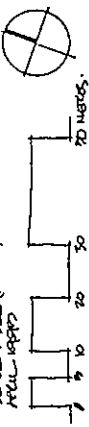




ALEXSEA STREETScape PROJECT

Sketch Space - Option 2 Great Ocean Road Realignment General Layout

RENEWAL SPACE MAINTENANCE
 MAINTENANCE
 PLANTED BUT TREE ASSOCIATED WITH
 LANDSCAPE REALIGNMENT
 BUS STOP MAJOR ST. GREEN ROAD
 TEL: 071 211111 FAX: 071 233930
 SCALE: 1:2000 (M1:50K)
 M.V.L. 10/2000



NEW BUS STAND AREA
 ENCLOSED WITH GLASS WALLS
 - IS SITED TELEPHONE BOOTH
 - TELEPHONE
 - CONTAINING HOLE BOARD
 - BUS STANDS AND KIOSK
 - KEEP OUT OF ROAD AND
 PARK

BEFORE ALL ROAD RULES
 AND SIGNS UNDER REVIEW
 WITH THE COUNCIL
 SIGNAGE TO BE
 REDESIGNED TO REFLECT
 CHANGES

PROPOSED LANDSCAPE
 PROPOSED GREENWAY
 PROVIDES OPPORTUNITY
 FOR STREET REPAIRS
 FOR SHOPPING CENTRE
 AND SIDE STREETS
 - LANDSCAPING
 - PLANTING

USE SPACE AT ENTRY TO
 SHOPPING CENTRE PROVIDES
 OPPORTUNITY FOR STREET
 REPAIRS AND MAINTENANCE
 AND LANDSCAPING
 MAINTENANCE
 USE GREENWAY MAINTENANCE
 PROVIDE OPPORTUNITY FOR
 MAINTENANCE AND LANDSCAPING
 - PLANTING AND MAINTENANCE

REPAIR ROAD AT ENTRY TO
 SHOPPING CENTRE
 MAINTENANCE
 REPAIR ROAD AT ENTRY TO
 SHOPPING CENTRE
 MAINTENANCE
 MAINTENANCE
 MAINTENANCE
 MAINTENANCE

KEY POINTS

- REVIEW AND REDESIGN ROAD MARKING, SIGNALS, GREAT OCEAN RD.
- MAINTENANCE AND LANDSCAPING MAINTENANCE (M1:50K)
- REPAIR ROAD AT ENTRY TO SHOPPING CENTRE WITH LANDSCAPING
- MAINTENANCE AND LANDSCAPING MAINTENANCE
- MAINTENANCE AND LANDSCAPING MAINTENANCE
- MAINTENANCE AND LANDSCAPING MAINTENANCE
- MAINTENANCE AND LANDSCAPING MAINTENANCE
- MAINTENANCE AND LANDSCAPING MAINTENANCE
- MAINTENANCE AND LANDSCAPING MAINTENANCE
- MAINTENANCE AND LANDSCAPING MAINTENANCE

SITE FOR POSSIBLE
 FUTURE DEVELOPMENT
 WITH PROPOSED
 MAINTENANCE AND LANDSCAPING
 MAINTENANCE

MAINTENANCE AND LANDSCAPING
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MAINTENANCE AND LANDSCAPING
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 MAINTENANCE

4.0 CONSULTATION

Throughout the study process the consultants met with the Anglesea Streetscape Project Steering Committee. With the use of photographic slides a number of existing images and characteristics were studied and responses sought from the group.

Initial meetings explored what the committee felt were the essential ingredients of the Anglesea character and should be incorporated in the streetscape design. Key points / issues raised were;

- Desired image;
 - bush environment of Anglesea locality - use of native trees in streetscape work,
 - village atmosphere, relaxed, feel safe.
- Town square / village square space desired a possible focal point for community celebration events.
- Wider footpath areas outside shops - improve pedestrian amenity.
- Trees blocking view to reserve, not allowing parkland amenity to be appreciated from the shopping area.
- The road network is confusing for car access to the shops and car park. Access to the reserve, recreation spaces and camping areas are not well identified.
- Shopping area atmosphere is not conducive to walking from shop to shop - there is a tendency for shoppers to use their cars to go from one end to another.
- Toilet facilities are of a poor standard and not conducive to attracting even brief stops for passing traffic or bus tourists.
- Poor relationship between the shopping area and surrounding areas including the river and the beach.
- The arrangement of car spaces would be made more efficient.
- In relation to building style or character, the boat sheds along side the river were seen to be significant in the image sought in the streetscape work and future facade treatment of shops.
- Views to the shops convey no particular character other than one of clutter. There is no cohesive image with power poles, overhead wires and a variety of signage dominating.
- Road access points tend to discourage access to the shopping area.
- Need to accommodate tourist buses.

A further workshop session attended by the Anglesea townscape sub-committee and facilitated by Tony Hobba reiterated some of the points outlined above and added other qualities to be recognised in the streetscape project. A summary of this workshop is including in appendix C of this report.

At the completion of the draft concept stage, public viewing and consultation was facilitated through displays at the Surfcoast Shire offices and in shop windows in the study area for a period of 2 - 3 weeks. In addition, displays on two Saturday mornings gave the public an opportunity to meet with the consultant representative and members of the Steering Committee to raise any concerns. Local newspaper advertisements announced the public display sessions, giving two weeks forward notice of these events. Response sheets were available for comment / feedback on the concepts displayed. A total of 17 submissions were received and a summary of the comments made is included in appendix D of this report.

5.0 RECOMMENDATIONS

In response to the objectives outlined in part 2.0, with consideration for the opportunities and constraints identified and feedback from the consultation process, the following recommendations for Streetscape Works are presented for consideration by Anglesea Streetscape Project Steering Committee.

5.1 Proposed Concept Master Plan

The key features of the proposed concept shown on the Concept Master Plan include the following;

1. The Great Ocean Road remains in its Present Location

Although we can see many advantages in the realignment of the Great Ocean Road to the Cameron Road location (refer to Option 3 outlined in part 3.3), the lack of sufficient funding will not allow this to occur within the short term future. We believe the proposed concept will allow for the future possibility of relocating the Great Ocean Road without greatly affecting the main areas of streetscape work recommended for implementation.

2. 'Village Square'

An area has been created to function as a village square and has been designed to provide permanent pedestrian gathering space with the flexibility to be extended for larger gatherings. The village square is characterised as a special part of the shopping area by the use of plantings to define the space and use of paving which differs from the general pedestrian spaces. Shade trees, seating and public lighting should make this a comfortable gathering space and greatly enhance the character of the shopping area.

Vehicle movement will be permitted to a confined space along the edge of the "permanent square", but through the larger square area in a manner which should not detract from the appeal of this space. For special events the vehicle space could be closed off to enable the whole square area to be occupied by pedestrians.

3. Increased Footpath Width

It is proposed that the footpath along the eastern shop fronts be increased in width offering improved pedestrian amenity. This improvement is facilitated by relocating the car spaces which abut the footpath as part of a general replanning of car parking in this area.

4. Pedestrian Node

A new pedestrian node has been created at the far eastern end of the shopping area to offer a variety of focal points for shoppers to enjoy. This area is proposed to complement the food / eating shops with outdoor eating spaces. Decorative screens have been suggested for incorporation with soft landscape to provide patrons with some shelter from the wind.

5. Car Park Layout

The layout of the car park area has been modified to make optimum use of the space available and to add substantial amounts of soft landscape and the village square without excessive loss of car spaces from this area. It is recommended that a 30 minute time limit

The provision of car parking is a major issue and has attracted extensive debate with concerns expressed for the proposed reduction of spaces in the main shopping area. The following points summarise the basis for the car parking provisions recommended in this report.

- The existing car parking amenity of barren asphalt landscape is a significant contributor to the poor image of the shopping area and town entry.
- Soft landscaping using native plant species will substantially improve the image in a manner which is compatible with the character of Anglesea.
- Reorganisation of the car parking layout has allowed the incorporation of soft landscaping with only a slight reduction in the number of spaces available in the main car parking area (from 138 to 128 - but with greatly improved amenity).
- With the exception of only a few days at peak holiday periods - eg. Christmas, the car park area is greatly underutilised.
- Extended trading hours at, for example, the supermarket has resulted in a change in demand for parking to a more even distribution whereby a smaller number of spaces can be utilised more efficiently to meet the parking needs.
- It is estimated that shoppers would have available to them approximately 20 additional spaces if traders and their staff parked elsewhere - leaving these spaces for their customers / clientele.
- It is proposed that an additional 42 parking spaces be formalised in Murch Crescent and off Cameron Road and designated for shopping area patrons. This proposal would improve the standard of parking available and impose no greater inconvenience than that already experienced in times of extreme demand.
- The rearranged parking layout makes more efficient use of the space available and allows for greatly improved pedestrian amenity which includes wider footpaths, spaces for outdoor tables and seating, shade, wind shelter, more sunlight to footpath areas and an atmosphere more conducive to a pleasant shopping and socialising experience.
- Possible increase in demand for car spaces with future development and improved popularity of the shopping area should be addressed in a car parking development strategy recommended for Walker Street.
- The overall objective of this project is to improve the image, pedestrian amenity and potential for business activity in the shopping area. It is believed that, with the change in nature of demand for parking spaces, an adequate number of spaces will be available. We believe a very good balance between the provision of parking spaces and greatly improved amenity has been achieved.

Additional Car Park Areas

It can be argued that the central car park provides more car spaces than are required for the majority of the year and yet the spaces presently available do not cater for peak demand in holiday seasons. The proposed landscape works would result in a reduction of 10 No. car

spaces due to increased planting areas and the provision of the 'village square'. Throughout the consultation process, this proposal has been well supported due to the overall beneficial effect of the concept.

It is believed that car spaces available will quite adequately cater for the day-to-day needs of the shopping area and, to a great extent, the demands of weekend and holiday periods. The development of car parking in Murch Crescent and Cameron Road will improve the availability of car spaces providing an additional 42 spaces within reasonable walking distance from the shops in what would be peak demand periods.

6. Tree Planting

Tree planting throughout the car park and along the Great Ocean Road edge to greatly reduce the harshness and add a sense of scale and enclosure to the shopping area.

Removal of the hedge to be replaced by low level plantings and clean trunked trees will provide more open views to the shops with an atmosphere more closely related to the natural landscape setting of Anglesea that presently exists. Tree species vary to help signify the difference between the general parking area/pedestrian areas and the focal points (refer to section "Street Trees" for an outline of the plant species recommended).

It is recommended that Angaire be directly involved, in consultation with VicRoads, in planting out of the roundabout in the Great Ocean Road / Camp Road intersection.

The selection of plant species has involved careful consideration for the use of native plants with a preference for species which are indigenous to the area.

7. Toilet Amenities

It is recommended that the existing amenities be upgraded in the immediate future, looking forward to complete redevelopment in the future when funding is available. The immediate upgrade of facilities is proposed to incorporate such features as;

- new facing to the external walls
- new roof structure and cladding
- refurbishment of internal walls and partitions and floor surface
- new lighting
- the provision for parking of shopping trolleys in an area associated with the toilet amenities

In the future it is hoped an upgrade of the facilities would include;

- an increase in the number of WC's, urinal spaces, hand basins, wheelchair access and rubbish receptacles to better cater for peak demand periods.
- baby change facilities (in male and female areas).

The extent of short term refurbishment work takes into account the possible development of a tourist information and cultural centre proposed in an area off Cameron Road which would include toilet facilities. If this occurs, the demand for extended toilet facilities within the shopping area would be eased.

8. Power Poles

Removal of power poles and relocation of wires to underground and to bundling fixed to building facades.

9. Street Furniture

It is important that street furniture be designed to reflect an individual style - identifiable with Anglesea and its community.

The role of street furniture should always be to complement the function of the street or public space to accommodate and encourage a wide range of social activities. It is important to ensure that the street furniture does not result in a jumble of bits and pieces, which whilst individually colourful or creative, together look chaotic.

The scale of street furniture should be determined in relation to the height and width of the space it is to occupy. The colour and design should reflect the dominant tones and characteristics of the surrounding environment and include the subtle hues of the bushland and seaside locality.

Section 8.0 "Street Furniture" illustrates a number of street furniture items which are recommended for the shopping area.

Set out below is a brief description of the qualities each of the street furniture elements is designed to incorporate. This information should serve as a more detailed guide to allow community input to the design and manufacture of these items if community interest is shown.

Street Lighting

The street lamps shown in the diagram have been selected for the following reasons;

- A heritage theme is not evident in the architecture of the town centre and hence the often popular Victorian period lamp styles are thought inappropriate.
- Details of brackets, motif and lantern will add a dimension of character appropriate for the town.
- The height of lamps vary according to the function of the lighting.
 - Lamps for general street lighting should be approximately 9.0m high.
 - Lamps located within pedestrian nodes and required for general footpath illumination should be approximately 3.5m high to maintain a human scale.
- The colour scheme should match other street furniture elements.
- The lamps should be approved, and where possible, maintained by Powercor. However, it is believed the Council will be required to maintain lower level lamps (ie. those at approximately 3.5m height).

Refer to the concept plans for the location of street lamps.

Bollards

The bollard concept shown has been designed to incorporate the water ripple pattern evident in other streetscape elements and are to be constructed of timber which has been

allowed to weather. Other motifs could be used on bollards for variety and greater visual interest.

Refer to the concept plan for the location of bollards.

Litter Bins

The litter bin enclosure is based on a standard design but modified to incorporate motifs identified with the Anglesea shopping area theme.

Seating

The 'clean' lines of the selected seating have been selected to avoid any clutter, to have the solid, durable qualities of traditional seaside structures and have an attractive simplicity which does not compete with the landscape features. Whilst these principles should be applied to the general provision of seating throughout the shopping area, a more unique approach could be applied in special locations. Key nodal points such as the 'village square' could include seating designed by members of the artistic community.

Qualities of the general seating design include;

- Timber should be left unfinished and allowed to grey naturally to avoid the cost of painting maintenance and to facilitate minor repair works without the need for finishing to match older sections of the seat.
- Heavy timber sections complement 'typical' seaside village image to withstand the climatic elements.
- Pedestal legs should be finished in a colour to match street lamps, bollards and bins.

Refer to the concept plans for location of seating.

10. Bus Parking

The need to accommodate buses for general commuting, school and tourists has warranted considerable attention in the design/planning process. It was finally resolved that commuter and school buses should continue to use the area designated at the western end of the car park.

Subject to demand for car parking, tourist buses may use informal bus parking in the central car park area. However, given the likelihood of increased demand for car spaces with ongoing development of the shopping centre, formal bus parking has been planned for in the park reserve. This location allows for reasonable access to the possible future Tourist Information and Cultural Centre.

Pathways through the reserve and a well identified and formalised crossing to the Great Ocean Road provide reasonably convenient access to toilet amenities and the shops for the tourists.

Whilst formal bus parking in the central car park would be more convenient, the loss of car spaces to dedicated bus areas is considered unacceptable for the shopping amenity - subject to changing attitudes toward car parking or future provision of spaces - additional to those shown off Cameron Road and Much Crescent.

11. Great Ocean Road Pedestrian Crossing

A pedestrian crossing to the Great Ocean Road has been included in the concept to provide a single crossing for pedestrians to move from the south to the north side. The designation of this crossing point recognises the need for pedestrian safety, not only from the proposed bus parking area but also the camping ground / caravan park, the beach / foreshore area, the residential area, the recreation reserves and the possible future tourist information and cultural centre.

The proposed structures on each side of the road at the crossing point will help to identify the crossing point to pedestrians, encouraging them to use this single location for crossing.

The removal of hedge planting will present a more open view of the shops to motorists. This measure along with the proposed median strips are incorporated as traffic calming measures instead of the designated 'race track' image which exists at present.

These measures coupled with a more open view of the shopping area and the reserve should encourage less threatening vehicular movement through this area.

Line marking or other surface treatment to the road surface at the crossing is not permitted without the use of pedestrian lights / traffic signals.

The likely impact of traffic signals on vehicular movement and pedestrian safety are to be taken into account and this measure of control remains an option for future consideration. At this stage the inclusion of traffic signals is considered inappropriate for the village atmosphere sought.

An elevated walkway was also considered as an option. Initial cost implications along with likely difficulty for less mobile pedestrians and the probability that many people will take the more convenient option of a ground level crossing have meant excluding this as a preferred option. The continued provision for fast moving traffic close to the shopping would be facilitated by an elevated crossing. Other means of reducing the potential pedestrian / vehicle conflict should be sought and should include general traffic calming measures for the longer term viability of this as a pedestrian precinct.

12. Barrier Fencing

Barrier fencing of the post and rail type with simple 'rural' characteristics, maintaining the use of strong timber detailing, has been incorporated along the car park and reserve edges to restrict pedestrian crossing to the well defined and safest point on the Great Ocean Road. The simple styling of this fence will complement the low level planting and clean trunked trees.

13. Great Ocean Road Approach

This concept proposes that additional landscape treatment be carried out to help define the town entry and to provide a means of forewarning motorists they are approaching an shopping area. Indigenous tree planting along the road edge will help establish a more significant scale planting as an introduction to the new character of the shopping area and provide a link between the river end planting and the existing bush to the north.

5.2 Soft Landscaping - *Planting at the shopping centre and its immediate surrounds*

The vegetation of the Anglesea region has a distinctive character that offers a great opportunity in the development of the Streetscape image within the remodelled shopping centre.

Hard surfaces needed for car parking and roadways presently dominate the space, it is proposed to soften this image by the use of selected vegetation. Plant material shall add both colour and textural difference to the street while creating visual links to the broader landscape.

Scope for the development of a distinctive character should not be limited to tree species. The Anglesea heathlands are renowned for their beauty and it is recommended that vegetation for the understorey planting should predominantly include species from the region.

5.2.1 Street Trees

Tree planting to be carried out within the shopping centre area should achieve the following;

- Enhancement of the area with the distinctive bushland character of the Anglesea Region.
- Break the intrusive expanse of the car parking area by softening the lineal form of parking allotments and access roads within the shopping centre.
- Provide summer shade and shelter from prevailing winds for pedestrians and shopping centre users.
- Reinforce the 'town square' with vegetation that frames the activity area and screens the car park from within the square.
- Define and encourage the use of safety crossing points for pedestrians at key locations.

It is recommended that the street trees for this project be selected from the following list;

Acacia melanoxylon (Blackwood)

Growing along watercourses and in damp locations in the region, the Blackwood is a sturdy wattle with a straight trunk and dense foliage. Soft yellow flowers appear in spring which have a nectar scent. The tree should be planted amongst eucalypts to give textural variety and performs best in a sheltered location. The Blackwood is appropriate for planting around depressions in the open park space on the southern side of the Great Ocean Road, forming a shaded glade which would be predominantly eucalypts.

Allocasuarian littoralis (Black Sheoak)

A smaller growing tree with a vertical form and needle like foliage. Growth tips on male specimens turn a rusty brown during late winter giving the appearance of a 'blossom'. Female trees develop small woody cones on young branches. The 'Casuarina' group of trees are renowned for their whispering foliage making them particularly suited to windy locations such as the Anglesea shopping centre car park. The vertical form of the Black Sheoak allows it to be used in confined locations such as traffic islands or beside pedestrian pathways.

Melaleuca lanceolata (Moonah)

A tree typical of areas along the West Coast of Victoria. Its fine dark foliage is offset by small creamy bottlebrush flowers during late summer. When young the tree may appear shrubby without pruning. As the tree matures, it develops a single or multiple clean trunk that can be knarled at the base. The Moonah is particularly tough in coastal conditions and lends itself to being pruned to shape to provide easy viewing and access. This tree is suitable for screening toilet facilities and as a windbreak between the Great Ocean Road and the Car park.

Eucalyptus ovata (Swamp Gum)

Normally found along waterways and in damp locations, this gum is suited to planting in the parkland opposite the Great Ocean Road. The tree takes a low form in coastal areas often with a knarled trunk, growing to a medium height of 3.5 to 5 metres. The foliage is usually open with the effect of a dappled light beneath the tree. It is recommended this species be used in small groups to complement the Ironbark.

Eucalyptus radiata (Narrow-Leaf Peppermint)

The Narrow-Leaf Peppermint is a smaller growing tree suitable for locating within the car park areas. The profusion of white flowers which occur through spring and its good plant form suggest this tree as a good specimen for feature planting within the shopping centre vicinity.

Eucalyptus tricarpa (Ironbark)

A distinctive tree at the Anglesea region, this gum has a rough bark and tall straight trunk. The tree will grow to a large specimen of approximately 10 metres providing clean trunks for clear safe viewing. The Ironbark is the preferred species for the edge of the Great Ocean Road where it will define the vehicle movement space and provide a natural screen between the road and car parking area.

Eucalyptus willisii (Shining Peppermint)

One of the smaller eucalypt species of the Anglesea area. This tree is suitable as a feature tree to the main pedestrian area, with showy flowers occurring through the spring. As with all the Peppermint Gums the leaves have a sweet eucalypt scent.

5.2.2 Community Planting Program

It is strongly recommended that the general community be encouraged to participate in planting of trees and other soft landscape. This should not be done as a way of making cost savings but as a means of facilitating a meaningful contribution by the community to the long term enhancement of the shopping area.

A specific area is being identified within the new 'village square' for cultivation of heathland species. The local Angair Group are committed to establishing plant material more difficult to incorporate into the general planting theme. These plants will introduce a more detailed scale into the community meeting area with species of particular merit profiled to the Anglesea community and its visitors.

5.2.3 Understorey Planting

The following selection of plants are chosen for strong structural form and their ability to grow in an exposed situation. Shrubby species will be contained to a maximum

height of one metre with an emphasis on both form and colour. Ground covers will be dominated by tussock forms bringing the character of the river and coastal edge into the car park.

Shrubs

Allocasuarina misera (Dwarf Sheoak)
Banksia marginata (Silver Banksia)
Chrysocephalum apiculatum (Common Everlasting)
Hibbertia sericea (Silky Guinea-flower)
Ixodia achillaeoides (Ixodia)
Lasiopetalum baueri (Slender Velvet-bush)
Leptospermum myrsinoides (Silky Teatree)
Leucophyta brownii (Cushion Bush)
Spyridium parvifolium (Dusty Miller)
Spyridium Vexilliferum (Propeller Plant)
Tetrateca ciliata (Pint Bells)
Thomasia petalocalyx (Paper Flower)
Xanthorrhoea australis (Austral Grasstree)
Xanthorrhoea minor (Small Grasstree)

Ground Covers / Tussocks

Acaena novae-zelandiae (Bidgee-widgee)
Brachycome multifida (Cut-leaf Daisy)
Dianella revoluta (Blank-anther Flax-lily)
Dianella tasmanica (Tasman Flax-lily)
Dichondra repens (Kidgeyweed)
Enchylaena tomentosa (Ruby Slatbush)
Isolepis nodosa (Knobby Club-sedge)
Kennedia prostrata (Running Postman)
Lagenifera stipitata (Blue-bottle Daisy)
Lomandra longifolia (Spiny-headed Matrush)
Patersonia occidentalis (Long Purple-flag)
Poa labillardieri (Tussock Grass)
Poa morrisii (Soft Tussock Grass)
Poa poifarmis (Coast Tussock Grass)

6.0 BUILDING DESIGN GUIDELINES

Concepts for the preferred approach to the design of building facades / shop fronts have been included in this report. Through the process of this study, the building form and style/ character which emerged as that which complemented the "Anglesea image" best was that of the boat sheds located on the river bank. These buildings have a simple appeal achieved through the old and familiar elements such as pitched corrugated iron roofs, weatherboard lining and uncomplicated detailing. This simplistic, unpretentious form complements the relaxed, casual atmosphere of Anglesea and does not compete for attention in a setting strongly characterised by natural elements such as the beaches and bushland.



Figure 4

'Boat shed' building form adapted for use in the shopping area - contributing to the 'Village' atmosphere

6.1 Building Development

Much of the existing development within the shopping area is regarded by many as being inappropriate for the desirable character of the town centre. Whilst in a general sense, considerable alteration to the existing building fabric would be desirable, this is not a course of action that is proposed at the outset due to cost implications for building owners and/or tenants. It is felt that a more achievable objective would be to undertake shopfront improvement to improve the streetscape image in the short term and to gradually improve or even replace buildings to a more appropriate character as a long term objective. Alterations to existing buildings or new building works as infill development should incorporate the features noted below.

Guidelines for the design of new building facades and alterations to existing buildings should include the following.

Objectives

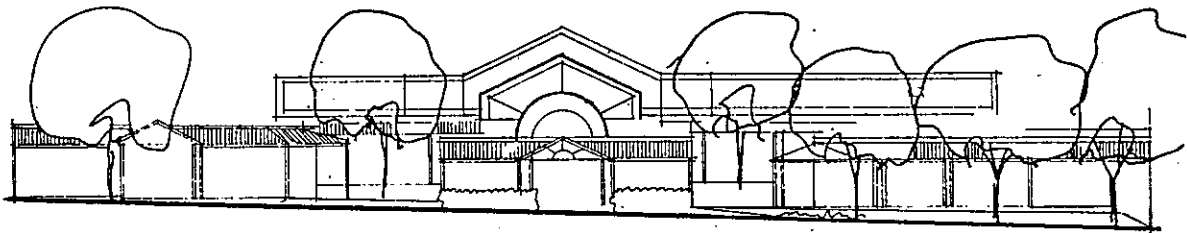
- ◆ To provide guidance for future development to be undertaken in a form which will establish for the Anglesea shopping area an identifiable and 'appropriate' town centre character.
- ◆ To encourage the development of a compact, identifiable town centre offering a variety of compatible retail, commercial and community services.
- ◆ To provide through these guidelines and resultant development a pleasant and artistically stimulating environment.

- ◆ To provide a quality of development which will enhance the location of the town centre in a predominantly natural setting. To provide a greater awareness of the attributes of natural beauty within the Shire.
- ◆ To provide the necessary controls for development to occur in a manner which reflects the general community attitudes toward the qualitative aspects of public space/amenity.
- ◆ To encourage a contribution from the community to enrich and vitalise public spaces and help create a unique sense of identity for the shopping area. High quality community art can help to achieve this.
- ◆ Buildings designed for the shopping area should improve or enhance the general pedestrian amenity and convey an appealing image contributing to a relaxed atmosphere and setting for community participation through, for example, public art. Such an atmosphere would be more conducive to shopping and attracting tourists.
- ◆ New development should create a village atmosphere characterised by 'small' buildings with individual yet complementary appearance.

Using the same materials and building envelope detailing on small buildings and the use of continuous facade details for large buildings can maintain the image of a large, single entity development and does not contribute to the village character of individual buildings, as seen in fig. 5. The preferred approach is to vary the facade detailing and colour of materials slightly to achieve an appearance of complementary small buildings. Large buildings could also use varying facade treatment. Fig. 6 shows an indication of the preferred approach to the design of a large development.

Repeated detailing maintains image of one large entity.

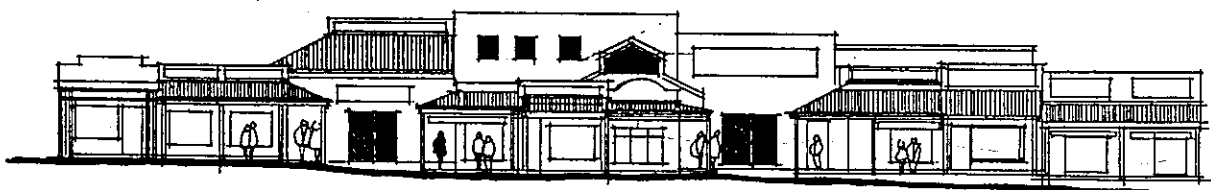
Large building entity detract from village character - interface with adjacent residential area to be considered also.



Large, single use buildings (eg Supermarkets) could make contribution to 'village' image if facade treated as compilation of smaller parts.

Figure 5

Interest achieved with special parts to attract attention but not dominate. Create desire to explore.



Separate shops could achieve individual, small village scale with slight changes to facade details eg. parapet shape, colour, verandah details, etc.

Figure 6

- ◆ Individual shops should be encouraged to express their individual identity as a means of achieving visual interest. However, this should not be done in a manner which dominates the immediate surroundings through such features as bold colours.

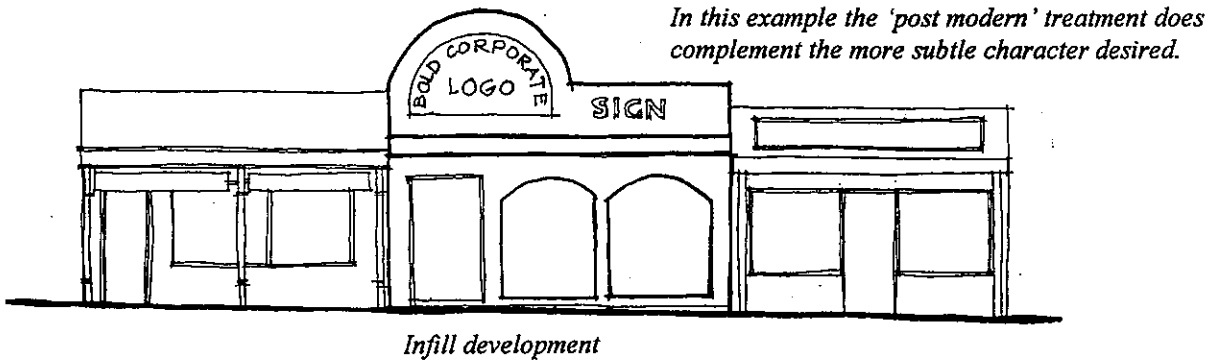


Figure 7

- ◆ New development should unite existing, fragmented buildings.
- ◆ Building facade design should comprise not less than 10% of solid material to void or glass area ratio to the shopfront ie. below verandah level.

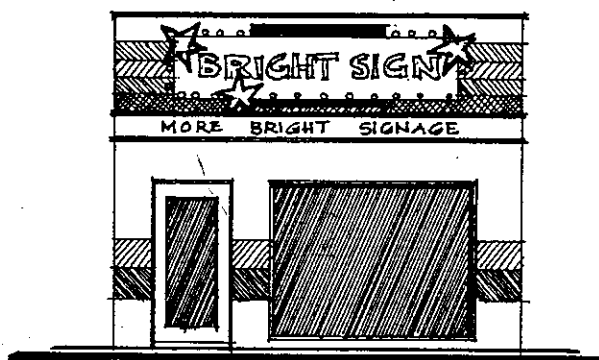


Preferred ratio of solid to glass (or void) area allows for treatment to achieve modern or traditional

Figure 8

Large glass area lacks definition of shopfront character and sense of human scale.

- ◆ Facade treatment should allow for individuality in shopfront presentation. Large expanses of highly reflective, brightly coloured or black surfaces should not be used.



Brightly coloured surfaces and/or signage would dominate or create visual clutter, detracting from village character.

Figure 9

- ◆ Period styles (eg. Georgian, Victorian and Tudor) are not desirable as a precedent for these, or similar, styles is not evident in Anglesea. The preferred approach to the style of building design is for a simplified form, incorporating good human scale and well defined pedestrian areas (eg. verandahs). This approach should provide a more neutral setting to landscape forms and community artwork than that which is normally achieved with strongly stylised forms.

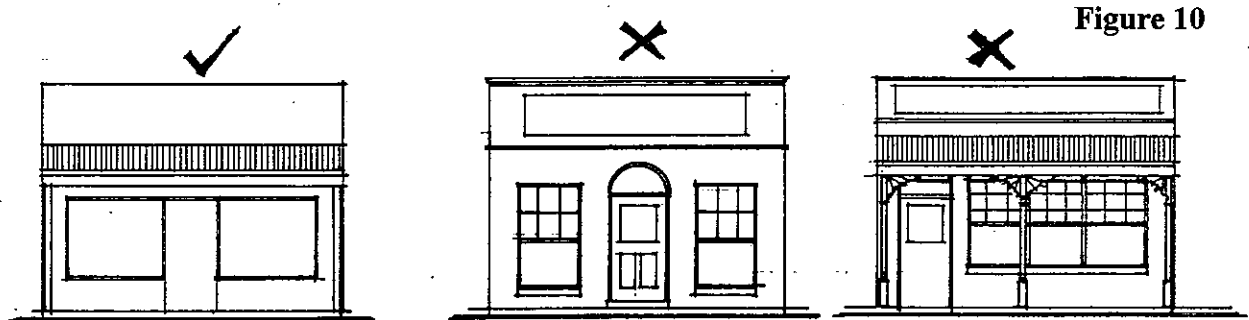


Figure 10

Neutral building style. Desired character achieved with details unique to Anglesea.

Distinctive period style NOT preferred.

- ◆ The height of buildings should reinforce the low level scale of the shopping area with a 7.5m height limit above ground level.
- ◆ Light coloured finishes are preferred over dark materials. Dark coloured brickwork should not be used.

6.2 Alteration to Existing Buildings

Many of the existing buildings and shop fronts could contribute to a pleasant pedestrian amenity by carrying out relatively minor changes to their respective facade.

6.2.1 Verandahs

Whilst most shops have some form of canopy over the footpath, they tend to be quite high above the footpath and do not offer any sense of enclosure to the pedestrian space. The addition of verandah posts and a timber frieze, fringe or similar decorative device can visually lower the height of the verandah edge and thereby improve the definition and character of the pedestrian area. Verandah posts are therefore encouraged for addition to existing canopies and for incorporation in new verandah design, however their placement should not impair vehicular and pedestrian movement. These elements will help to define the transition between shop fronts and the more open car park area and landscaping treatment. The frieze/fringe area presents an opportunity for additional appealing character through well designed signage.

A wide range of decorative features may be incorporated in the design of verandah components, eg;

- ◆ posts can have various inlaid details to complement the theme of streetscape work,

Inlaid detail adding local character to building elements.

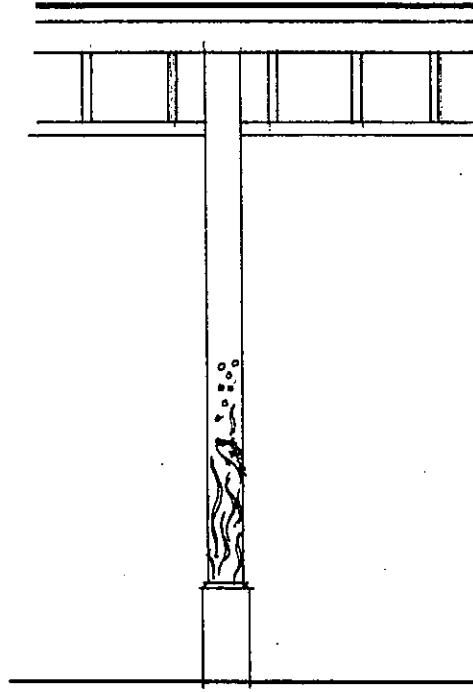
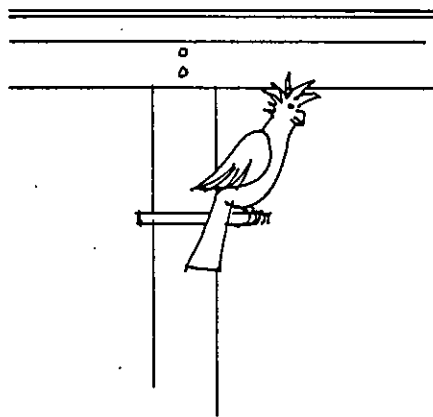


Figure 11

- ◆ creative 'verandah brackets' can characterise aspects of the natural environment which is highly regarded in the Anglesea area,

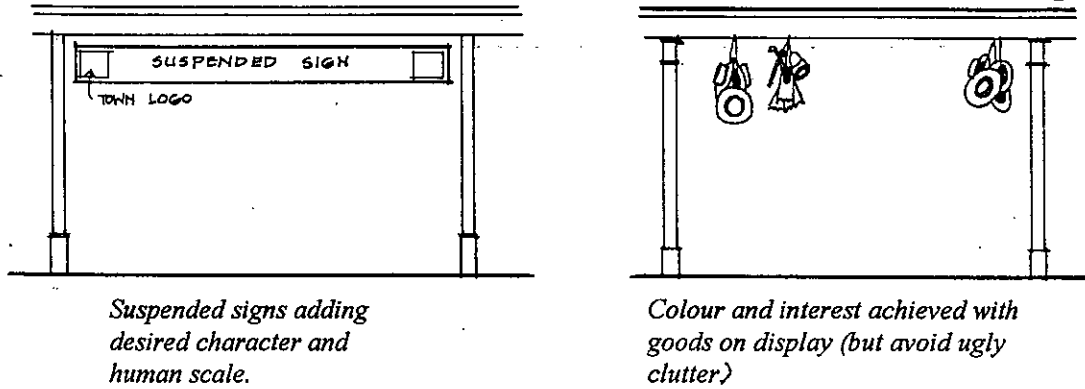


Verandah brackets add distinctive character.

Figure 12

- ◆ frieze can vary in their detail and incorporation of signage. A more simple fascia detail could incorporate a suspended sign to help achieve the sense of scale/proportion and character sought.

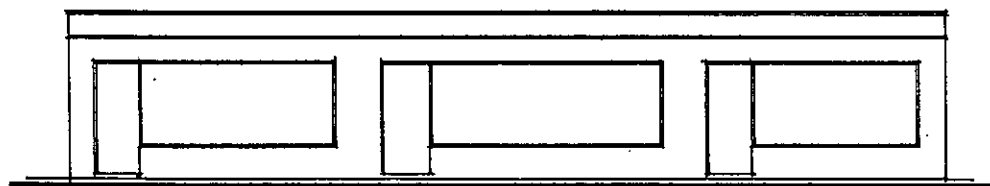
Figure 13



6.2.2 Parapets

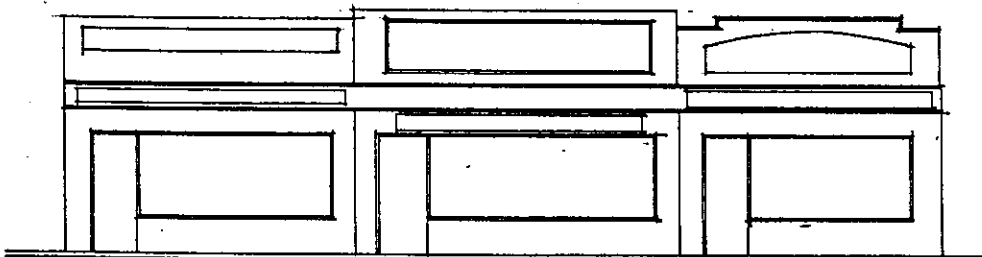
Parapets should be considered for addition to buildings above verandahs to improve the general proportions of the building facade. Parapet shapes could vary to reinforce the sense of individual and small shop fronts which will in turn add to the village atmosphere which is sought. Well designed signage applied to the parapets can further enhance the character of the building facade.

Existing building form lacks attractive proportions and sense of individual shops.



Existing Building Form

Varying parapets added to improve proportions and identifies individual shops.



Parapets added to facade

Figure 14

6.2.3 Shop fronts

Large areas of blank wall face (or dark glass) such as that seen on the old supermarket building, the bank and the cream brick building at the west end should be avoided. Where possible, these areas of blank space should be reduced by additional window openings which contribute visual interest in the display of goods from within. Alternatively, sections of blank wall can be used as an attractive application of

community/tourist information panels or as a backdrop for the placement of seating (people seated against the wall would be able to look out to the improved car park area and the park reserve beyond).

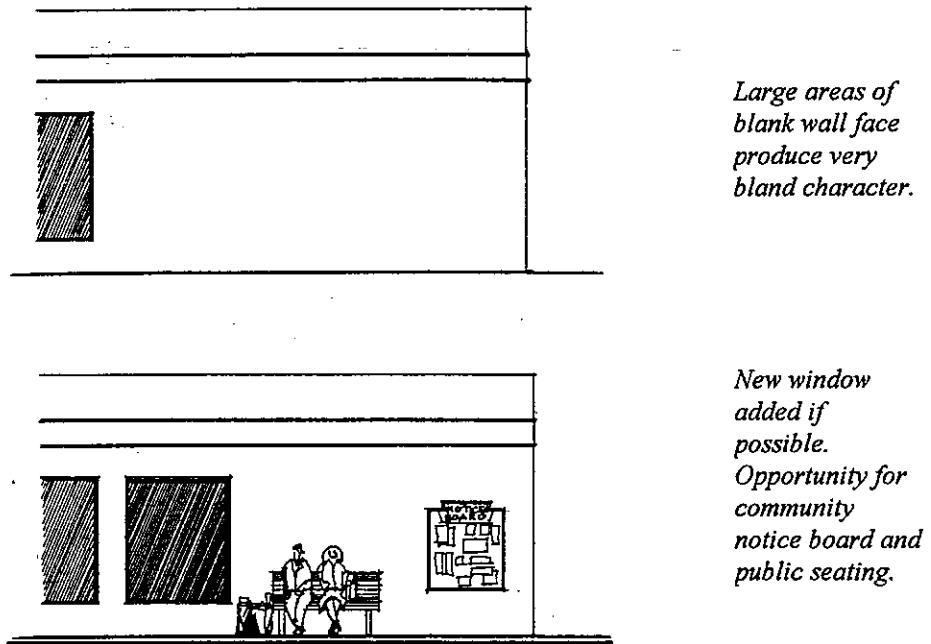


Figure 15

6.2.4 Signage

The proliferation of signage seen on a number of shops should be avoided as they produce unnecessary clutter detracting from the village-like character. Corporate signage representing large companies such as Coca Cola should be minimised with preference given to local identity of business. Newsagents should avoid the common tendency to unnecessarily promote a vast range of products which people could reasonably take for granted would be available within the shop. It could be argued that such excessive signage is not necessary.

Figure 16, which follows, gives an indication of the building and verandah form common to the shopping centre. As this form does not contribute to an attractive pedestrian amenity nor to the village character, an approach for relatively simple modification is illustrated and as a guide to achieve the desired appearance.

6.2.5 Colour Schedule

A schedule of colours is included in Appendix E. This is a list of preferred colours to be used to achieve a consistent theme and co-ordinated image in the shopping area. Building designers should make reference to this palette of colours and indicate how they are to be used in new building work, alterations and facade treatment.

6.2.6 Applications for Approval of Proposed Building Works

It is recommended that the Council's planning and building approvals process require applicants to demonstrate the means by which the design of proposed work harmonizes with the village character. The application should incorporate a "statement of design intent" which should include identification of the streetscape character and how they meet the objectives noted in this report.

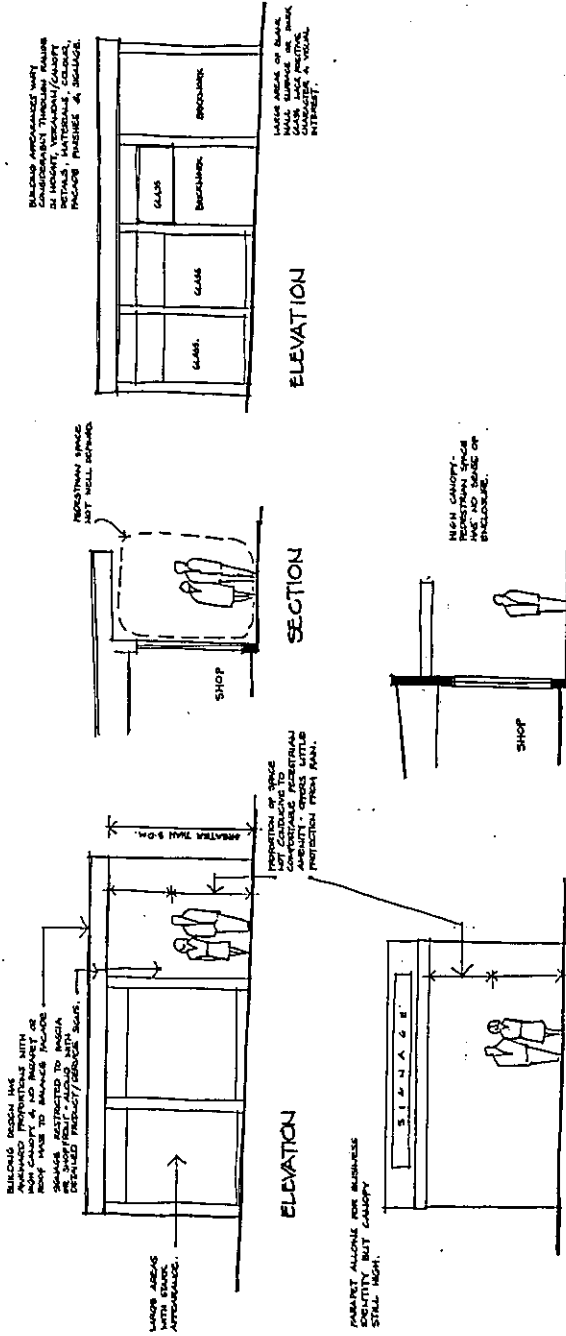
BUILDING DESIGN TO ENHANCE DESIRED IMAGE

OBJECTIVES

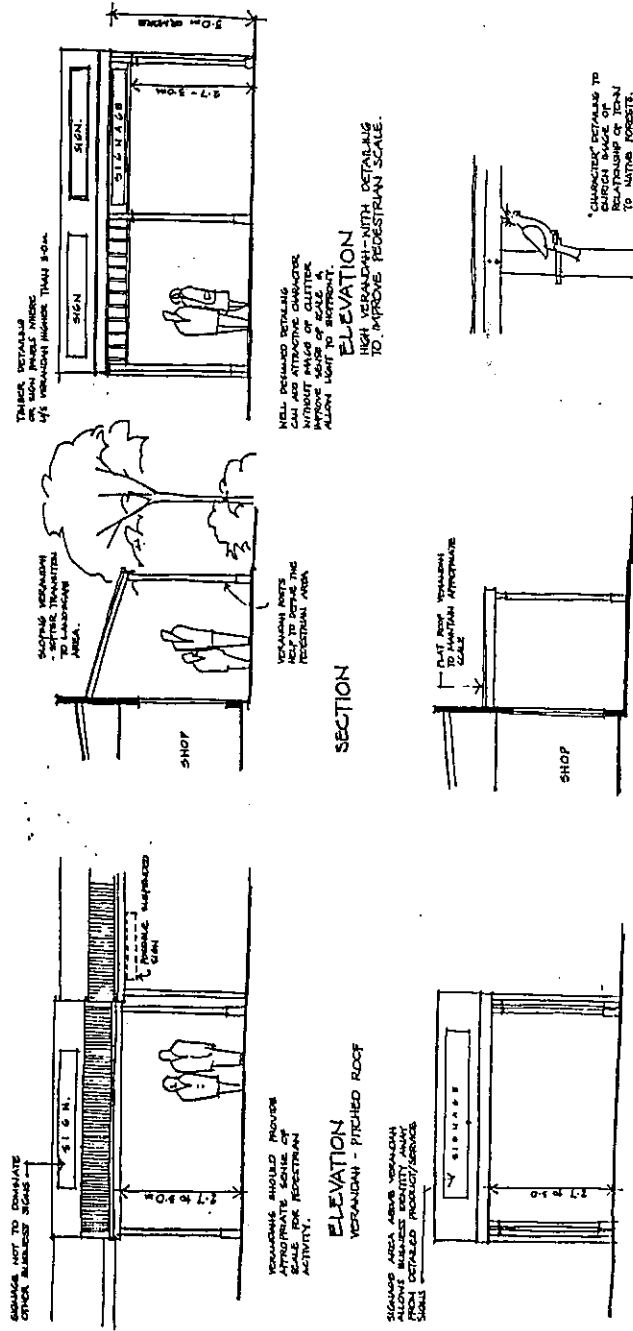
- TO IMPROVE PEDESTRIAN AMENITY & CONVEY AN ATTRACTIVE IMAGE FOR THE ANGLESEA SHOPPING AREA
- PRODUCE ATMOSPHERE MORE CONDUCIVE TO SHOPPING & SPENDING TIME IN THE SHOPPING AREA
- ENCOURAGE SHOPPERS TO WALK FROM SHOP TO SHOP & USE CARS LESS (REDUCING VEHICLE MOVEMENT IN CAR PARK AREA)
- ENCOURAGE INDIVIDUAL SHOP IDENTITY
- DESIGN BUILDINGS TO CONTRIBUTE TO OVERALL IMAGE & NOT TO SEEK INDIVIDUAL DOMINANCE

DESIGN PRINCIPLES

- SCALE - AN IMPORTANT QUALITY OF SPACES WHERE PEOPLE FEEL COMFORTABLE
- A SENSE OF ENCLOSURE & WELL DEFINED SPACE AS A SIGNIFICANT FEATURE OF ANGLESEA IMAGE.
- SELECTION OF MATERIALS & COLOURS TO COMPLEMENT THE DESIRED CHARACTER.



EXISTING BUILDING FORMS



ANGLESEA STREETScape PROJECT SKETCH SPACE - BULDAHIA FORT.

ARREDA CONSULTING P/L
 ARCHITECTS
 PETERED BENTON ASSOCIATES P/L
 LANDSCAPE ARCHITECTS
 855/17, MAJOR ST, QUEENSLAND 4020.
 TEL 07 22 22 1111 FAX 07 22 22 9950
 SCALE 1:500 (A1 SIZE)
 APRIL 1999

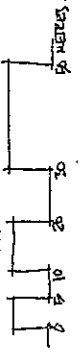


Figure 16

7.0 ADVERTISING GUIDELINES

This section is included with the knowledge that the Surfcoast Shire Council is in the process of preparing an advertising code. These guidelines are provided to encourage more creative signs that are designed to be part of the general coordination of shopfront facade treatment. This section is related to the design of advertising signage and is presented as a guide to achieve effective business or product identification in a manner which will not produce a visual clutter and would not detract from an attractive streetscape image.

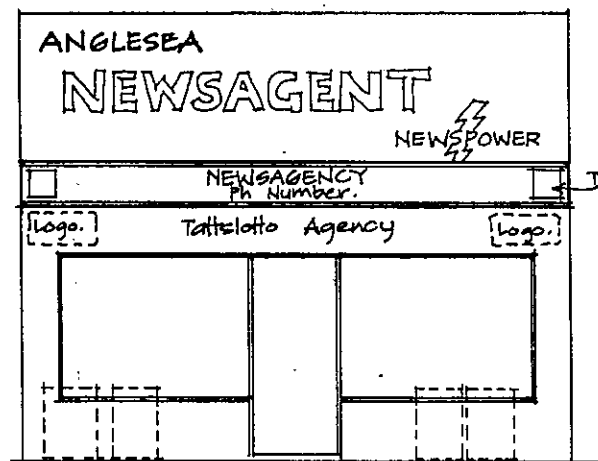
The scale, type, design, location, materials, style and illumination of any sign should be compatible with the shopfront and/or building facade and the streetscape image.

As a general rule it is recommended that any signage above verandah height identify the shop name or business name only and give only minimal information about the nature of the business carried out. Commercial brands should not be displayed excessively - other than the approved trading name. The use of a corporate crest, logo or other insignia will not be encouraged unless specifically approved by the Responsible Authority. However, the incorporation of an Anglesea town logo into business signage would be encouraged to achieve a cohesive image for the town centre.

The recommended hierarchy for signage on buildings is set out below;

- a) Below verandah or canopy level - more detailed, specific information about the goods and/or services offered. This signage should be organised as part of the shopfront design.
- b) Canopy level - information about name and nature of business (eg. fresh meat, small goods, daily newspapers, prescriptions and telephone number).
- c) Above verandah or canopy level - basic business identification (eg. butcher, newsagent, pharmacy).

Window displays should be changed frequently to attract interest.



Above verandah signage identifying nature of business.

Corporate logo reduced to avoid dominating effect.

Sign on canopy could include for example - newspapers, magazines, stationery.

Below canopy could include - greeting cards, tattslotto agency, photocopy service, gift wrapping etc.

7.1 Design of Signage

The following points are presented as a guide to the design of signage;

- ◆ Structure supports are either concealed from public view or of attractive design to enhance the sign presentation.
- ◆ Be coordinated with and complementary to signs for tenements of the same building.
- ◆ They should not dominate or obscure other signs or result in visual clutter.
- ◆ Be constructed of durable materials and maintained in good condition (refer to Permissible and Non-Permissible Signage Types).
- ◆ Signs should not emit excessive glare or reflection from internal or external illumination.
- ◆ Signs shall comply with safety standards for unimpaired vision from vehicles or pedestrians at potentially hazardous areas.
- ◆ Signs shall not be confused with or reduce the effectiveness of traffic control devices.

7.2 Signage Types

A minimum acceptable standard for a sign is painted letters on a painted background panel. The sign panel should be neatly trimmed and detailed to complement the shopfront presentation. It is recommended that all work be carried out by a qualified and experienced signwriter and be of a durable quality to maintain attractive appearance for not less than three years.

Neon signs are permitted, however it is suggested that only recognised contractors be allowed to install neon signs. Neon signs viewed side-on are not recommended as they are difficult to read.

7.3 Non-Permissible Signs

It is recommended the following sign types not be permitted in the Anglesea shopping area;

- ◆ moving or rotating signs
- ◆ cardboard lettering
- ◆ boxed or cabinet-type, except where totally recessed
- ◆ noisemaking signs
- ◆ signs employing luminous, vacuum-formed type, plastic letters
- ◆ signs employing unedged or uncapped plastic letters or letters with no returns and exposed fastenings
- ◆ stroboscopic signs
- ◆ sandwich board signs which may obstruct pedestrian movement (total area limited to 1.0m² (0.5m² per side)
- ◆ festoon lighting
- ◆ multi exposed luminaries to signs and shopfront borders
- ◆ sky signs
- ◆ illuminated signs above verandah level

7.4 Signs Below Canopy Level

As a guide to the maximum signage area allowed, assume 0.2m² per 1.0m of shopfront frontage width.

The positions from where a sign will be viewed is an important consideration. A sign viewed square-on across a large space should be scaled differently to a sign on a shop along a street which will be viewed obliquely and from a much closer position.

No sign, advertisement, notice or other poster or lettering should be exhibited, inscribed, painted or affixed to any part of any shopfront without prior approval by the Responsible Authority.

All attachment devices, wirings, clips, transformers, lamps, tubes, labels or plates required on signs should be concealed from view.

7.5 Signs at Canopy Level and Above

The recommended size and location of all new signage at and above canopy level are illustrated on figures 1 to 6 inclusive.

7.6 Location

The placement of any sign or strong horizontal back paneling closer than 600mm from either side of the particular shopfront will be discouraged.

Refer to the following diagrams for recommended signage location.

Signage Levels

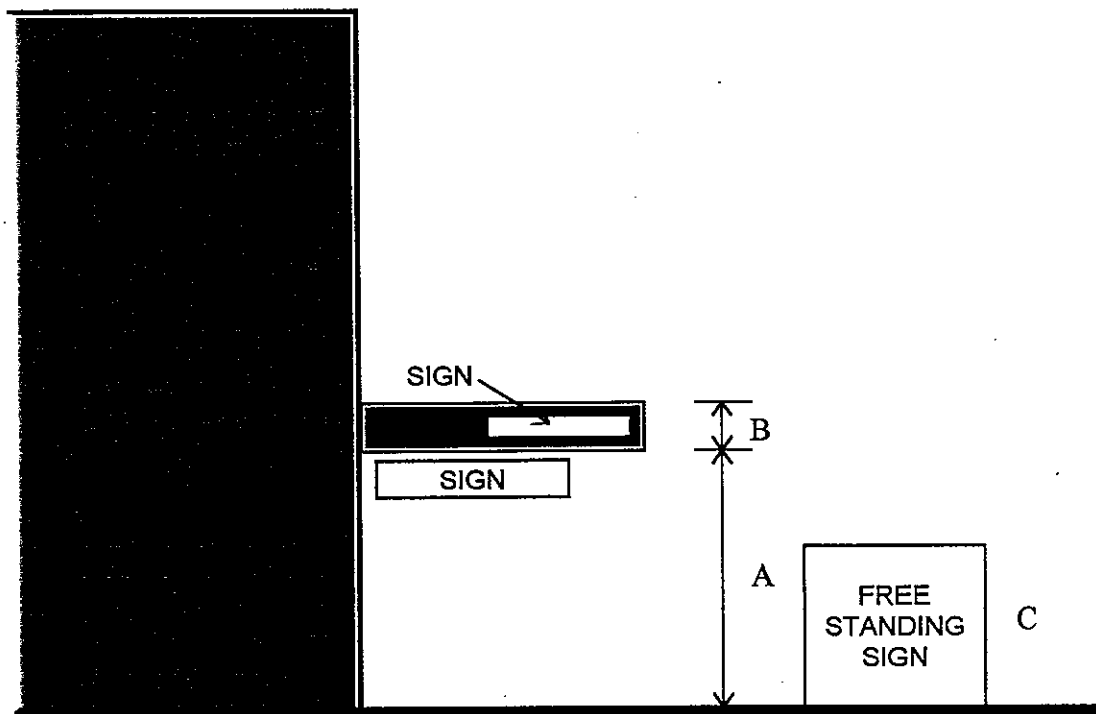


Figure 1 A. Below canopy level
B. Canopy level (3.0-3.5m above footpath)
C. Ground level - free standing signs

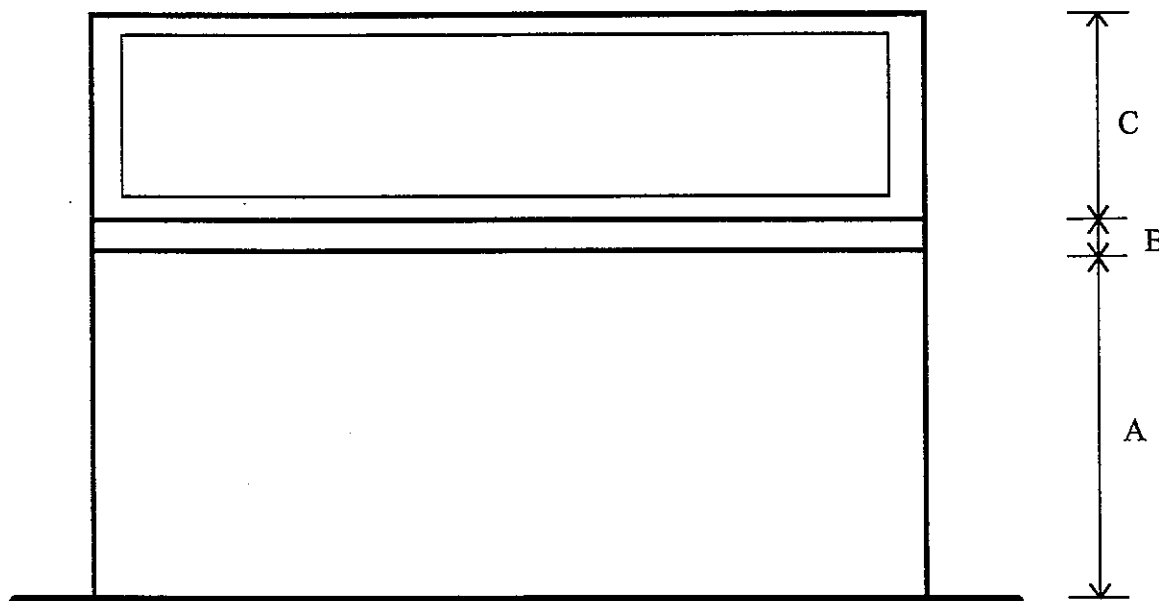


Figure 2 - Signage Hierarchy A. Below canopy level
B. Canopy level
C. Above canopy level

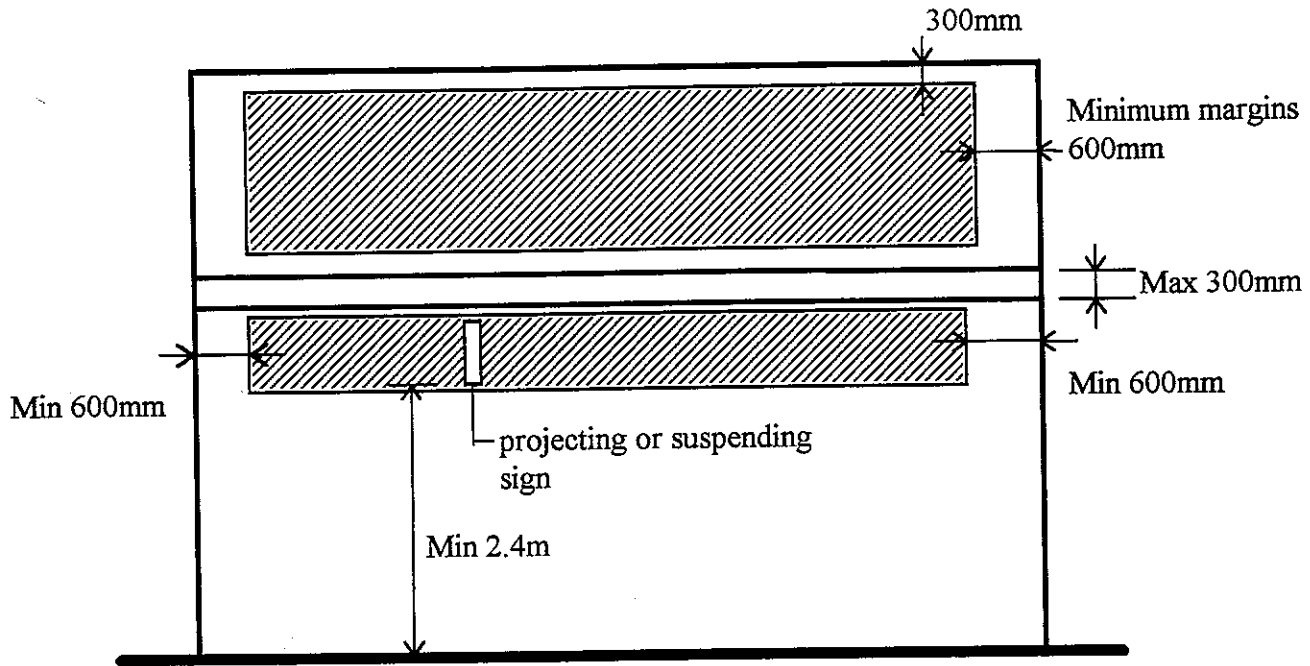


Figure 3
Sign Area Limitation

Examples of sign panels and area limitations

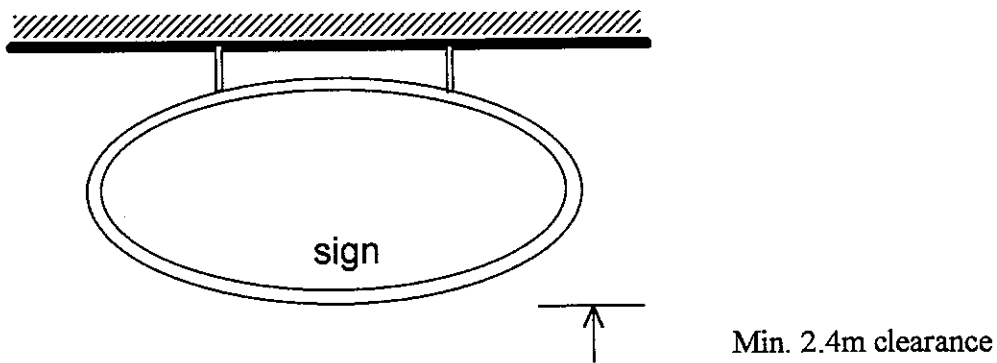
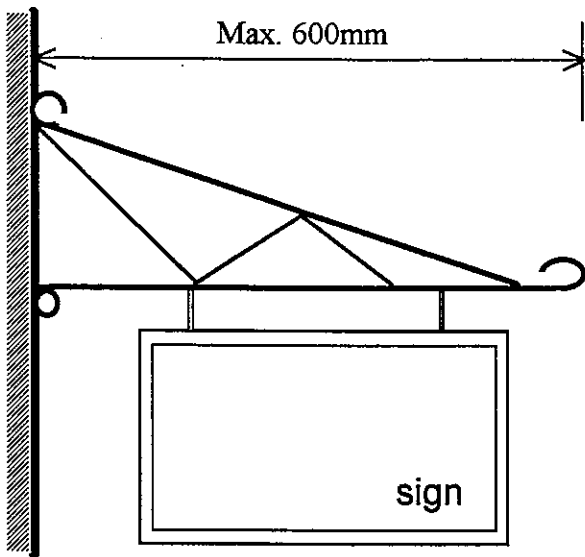


Figure 4
Under Canopy



Structural supports possibly projection more simple than this example, but should be attractively designed to enhance sign presentation.

Max. sign area 0.4m^2

Figure 5
Sign at or Below Canopy Level

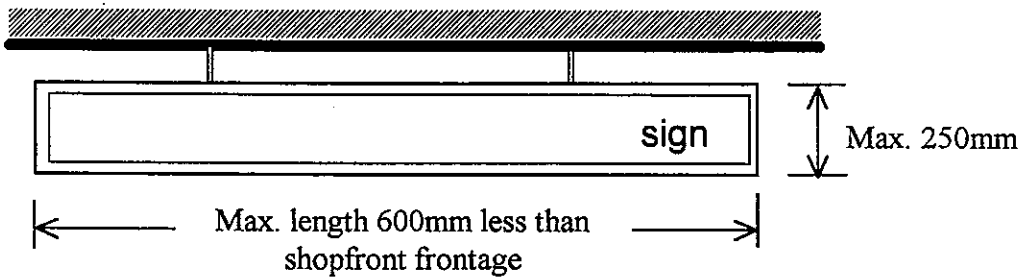


Figure 6
Under Canopy Sign
Located Beneath Fascia

8.0 STREET FURNITURE

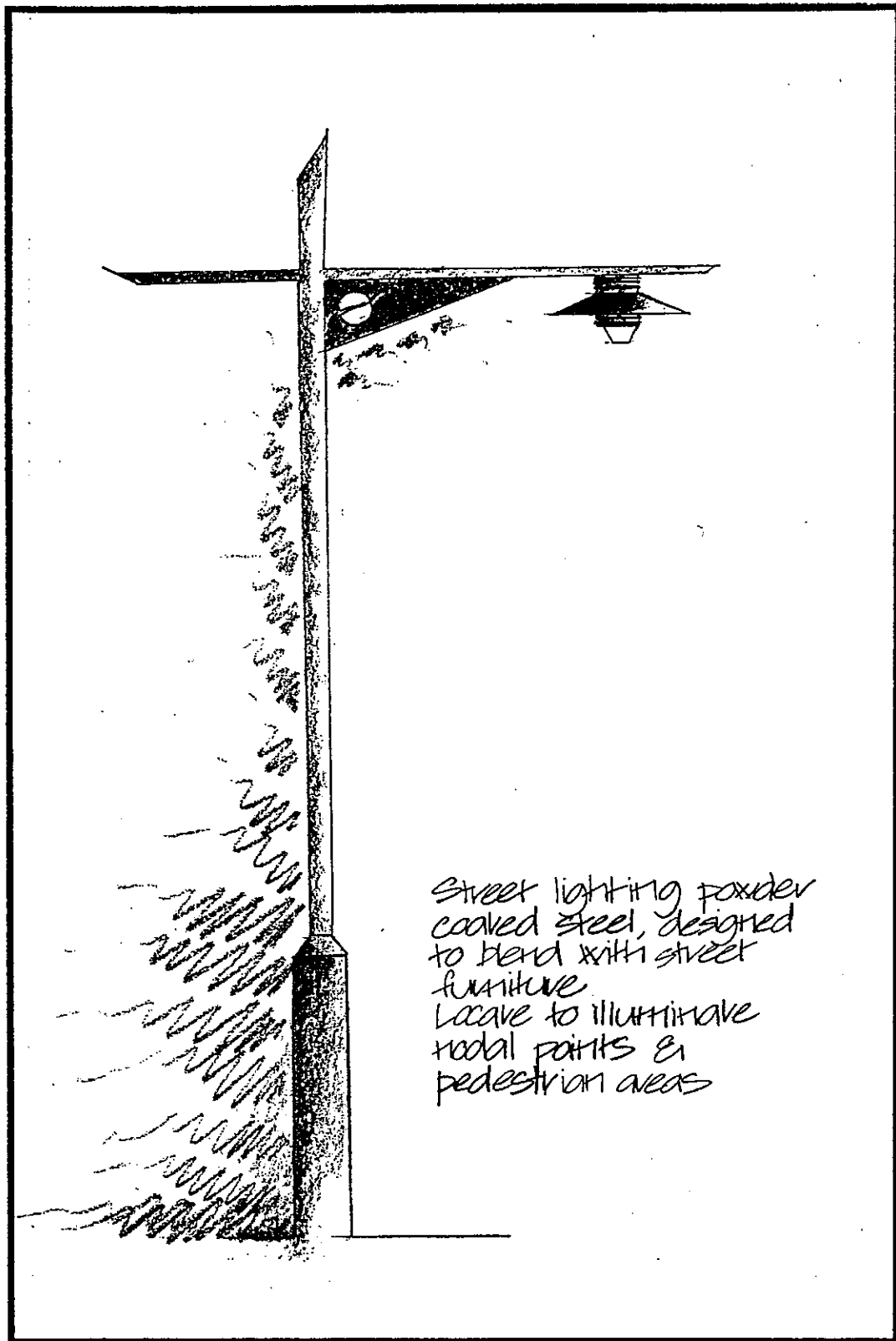
The following pages illustrate a number of street furniture items which are recommended for the town centre. It is the consultants' view that the notion of achieving a distinctive town character, with a strong sense of charm and individuality, can be achieved with appropriately designed street furniture.

A broad range of street furniture elements can be purchased ready-made. However, it is believed that to achieve a sense of individuality, the more common 'off-the-shelf' items are not desirable. The following items of street furniture are concepts designed or modified specifically to incorporate motifs unique to the Anglesea shopping area. Local input to the final design and manufacture of these items is strongly encouraged.

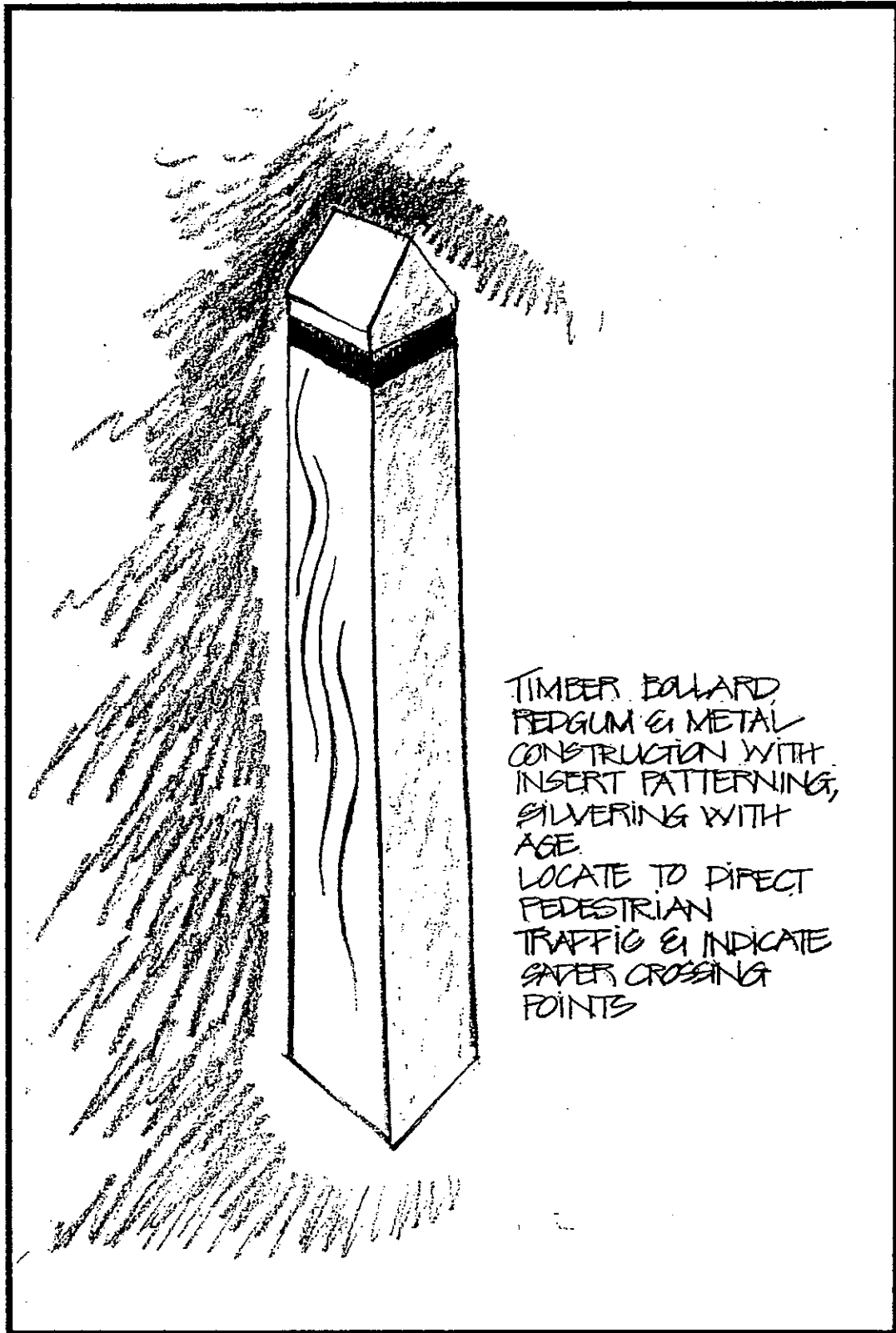
It should be noted that if the concepts included in this report are adopted, more detailed documentation and specification will be required prior to manufacture.

Following the street furniture concept drawings is a series of sketches which characterise Anglesea's beauty.

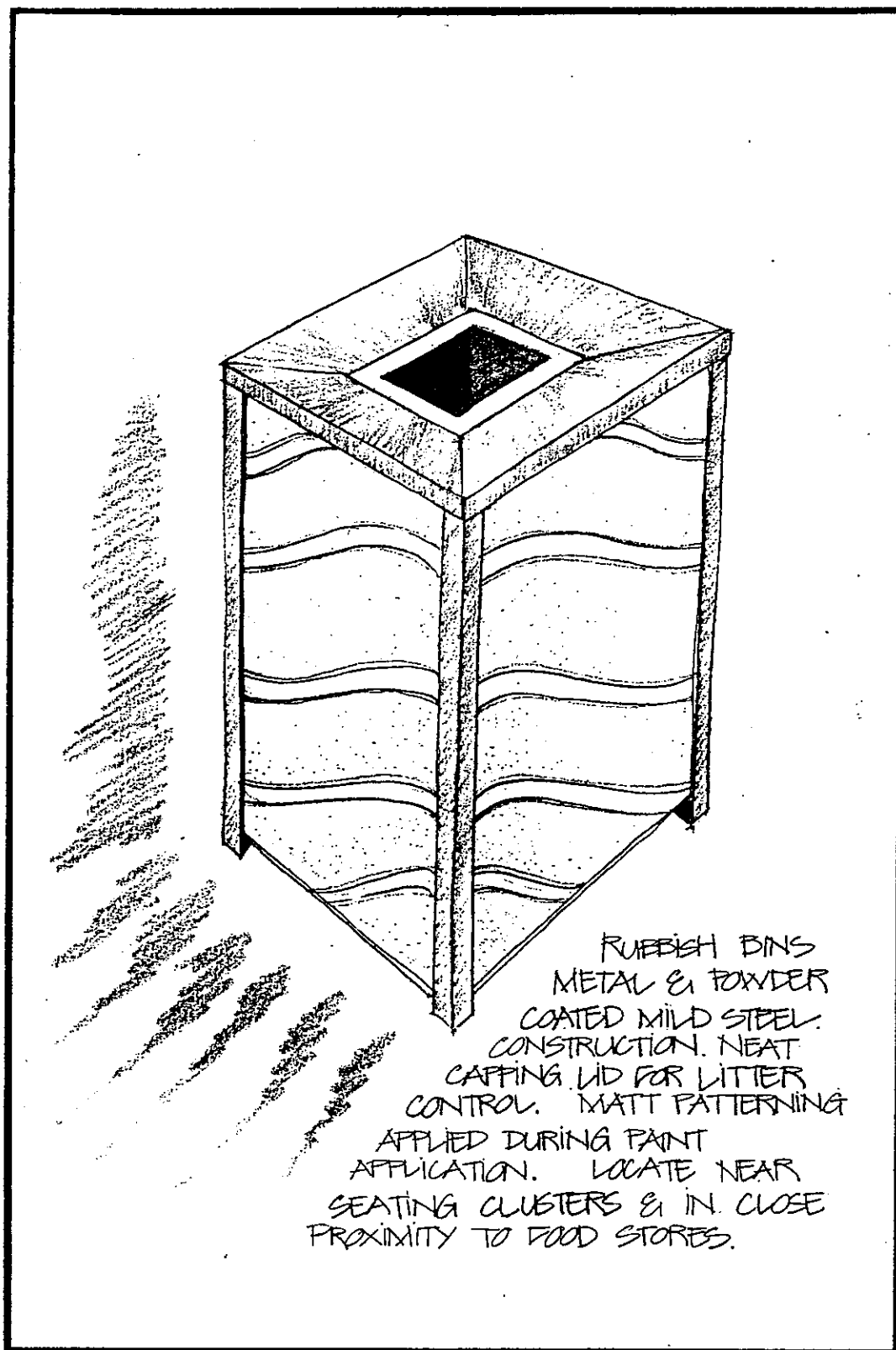
STREET LIGHTS



BOLLARDS

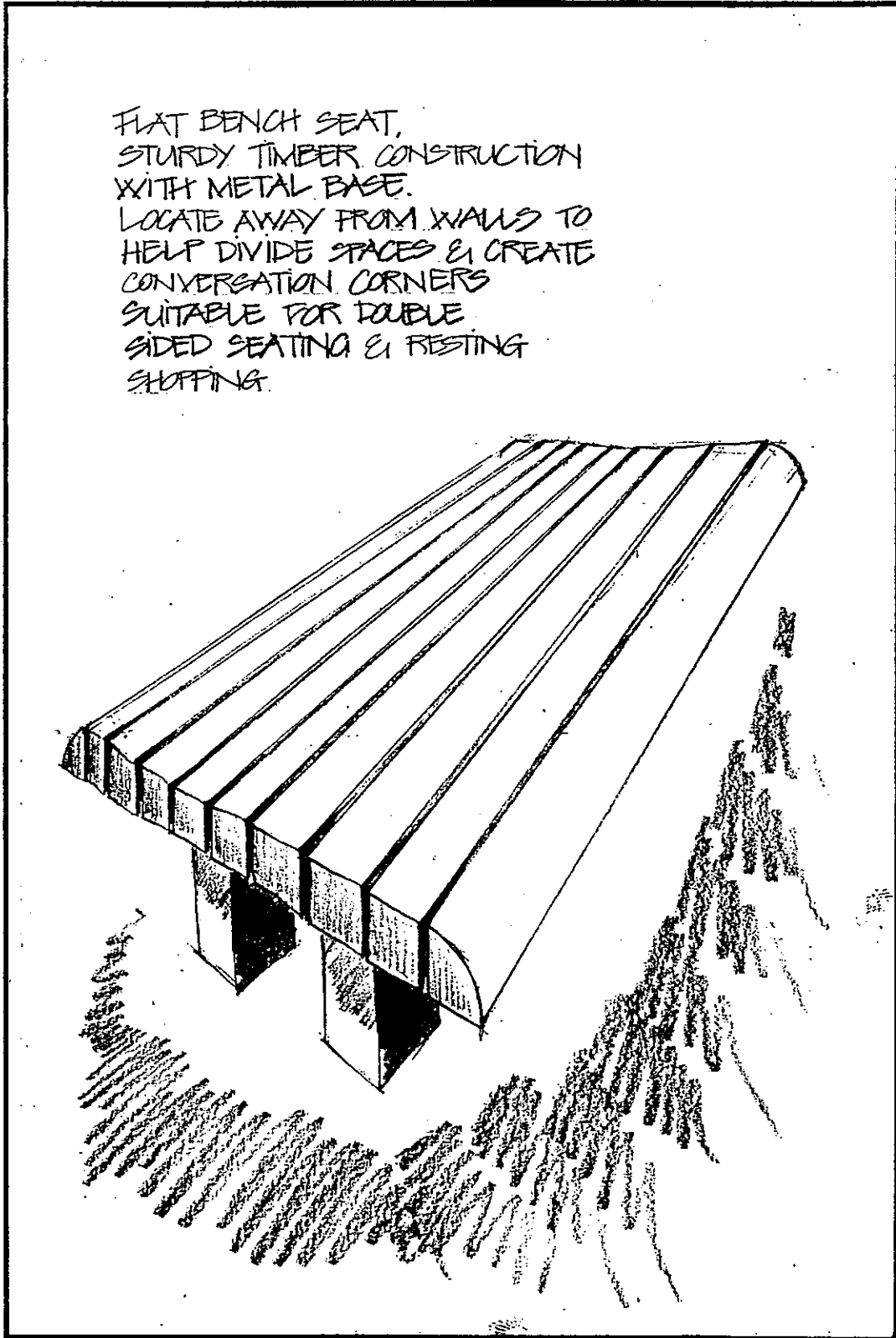


LITTER BINS

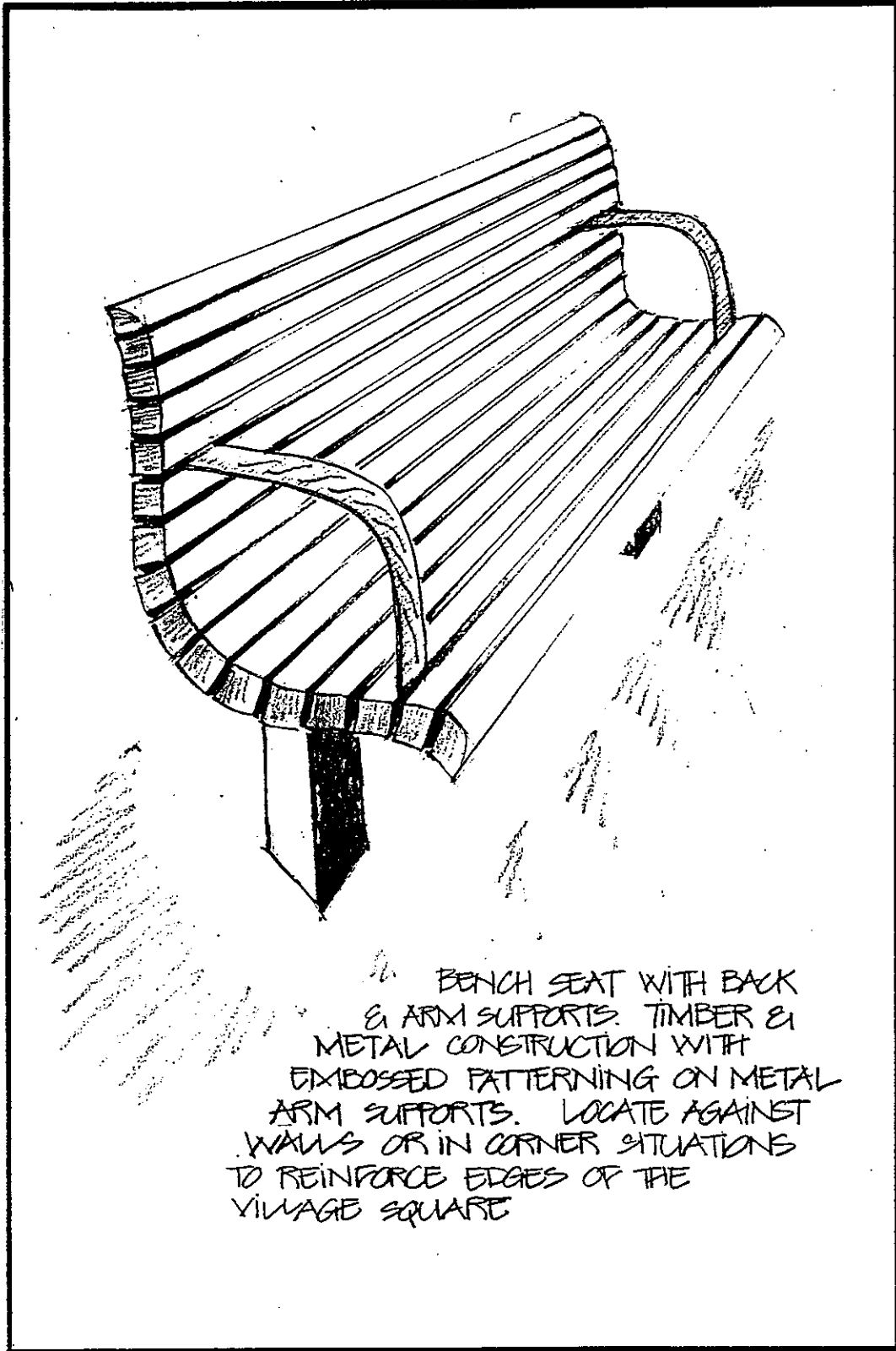


SEATING

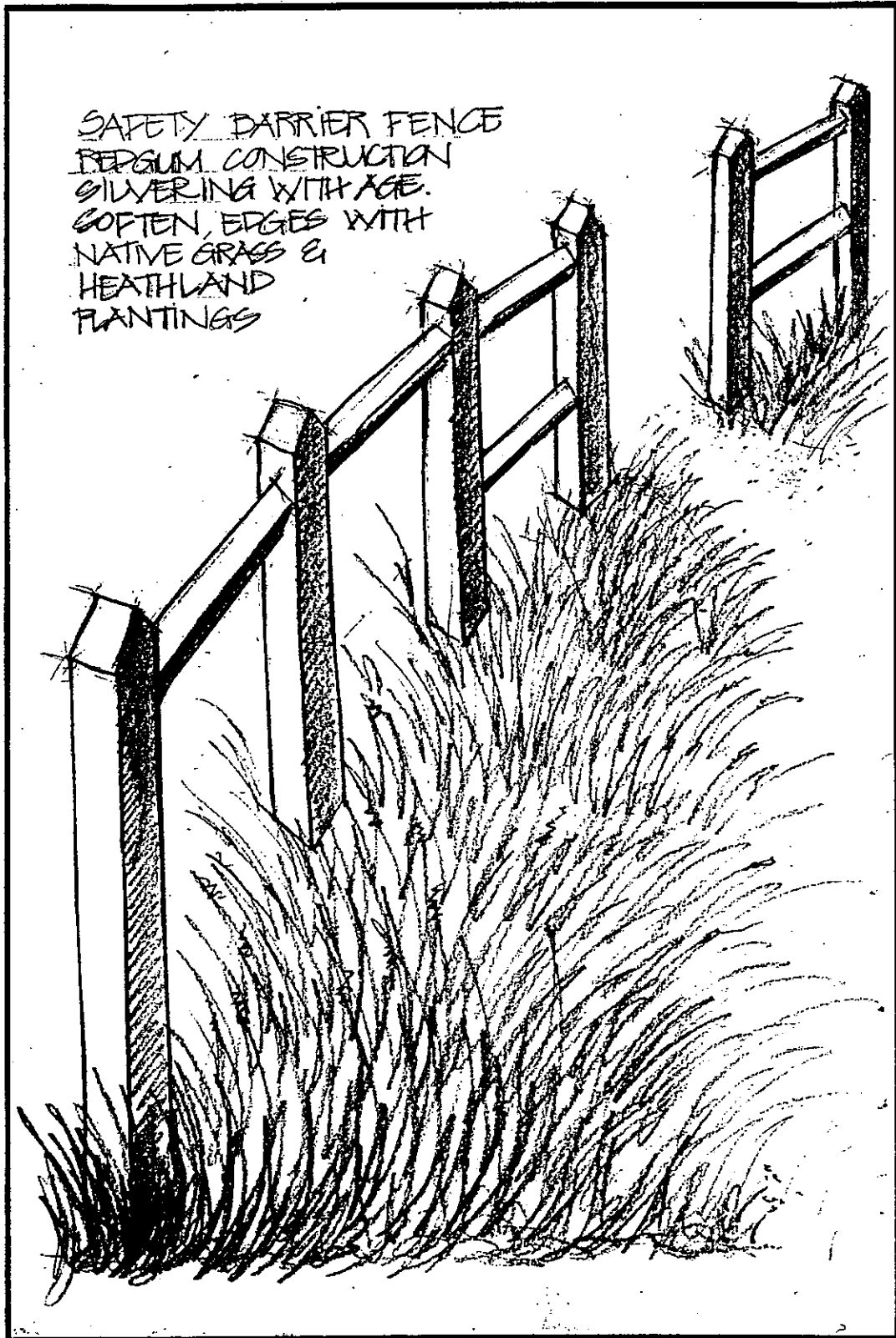
FLAT BENCH SEAT,
STURDY TIMBER CONSTRUCTION
WITH METAL BASE.
LOCATE AWAY FROM WALLS TO
HELP DIVIDE SPACES & CREATE
CONVERSATION CORNERS
SUITABLE FOR DOUBLE
SIDED SEATING & RESTING
SHOPPING.



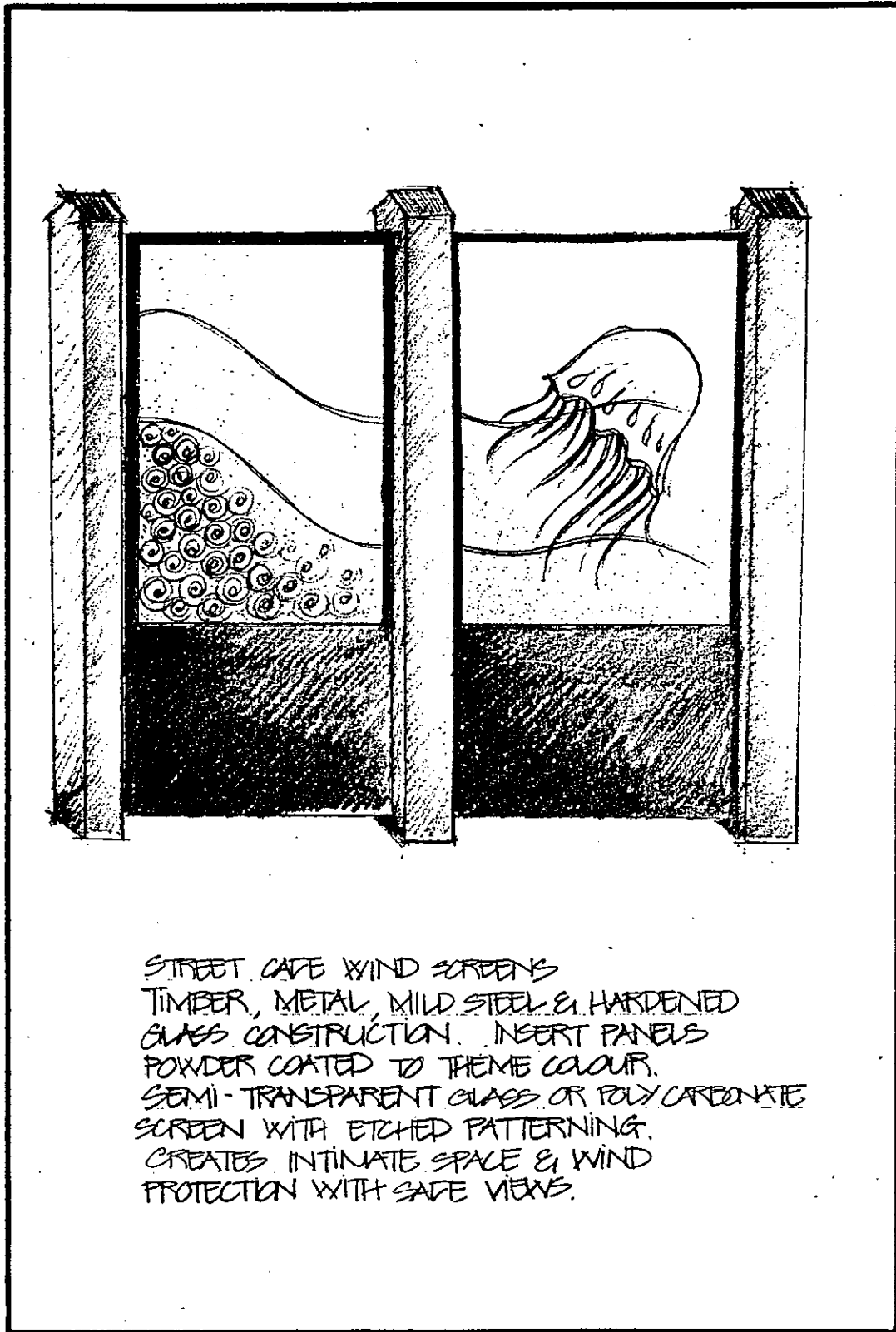
SEATING



BARRIER FENCE



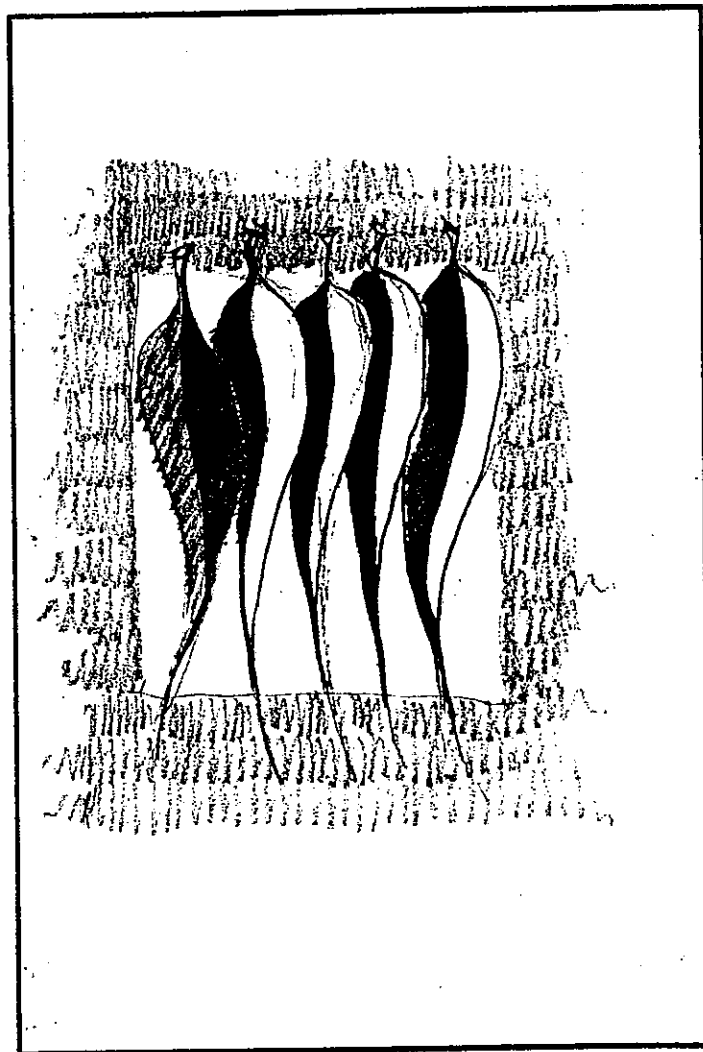
SCREENS

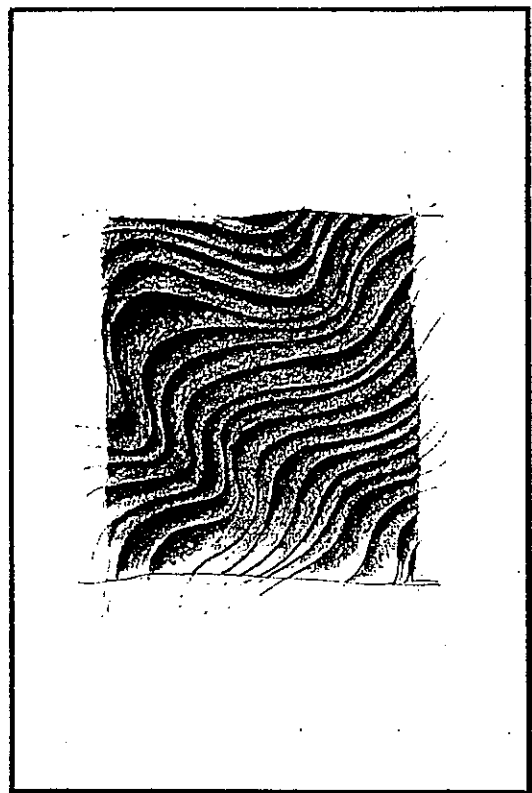
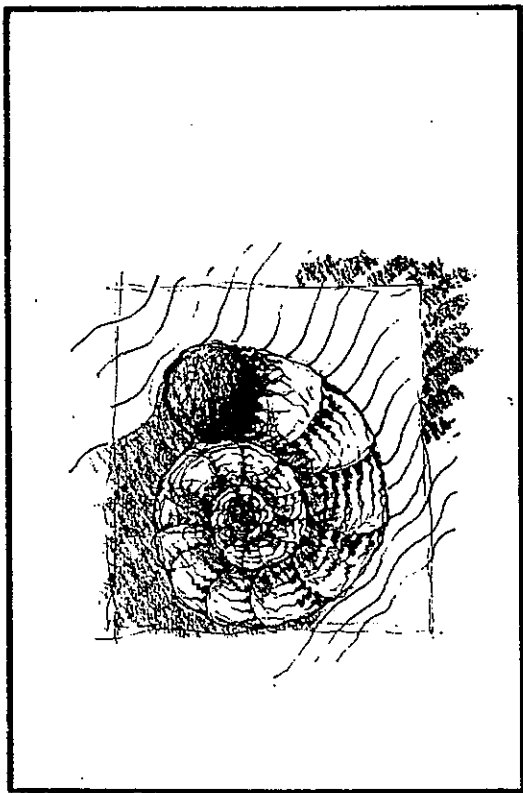
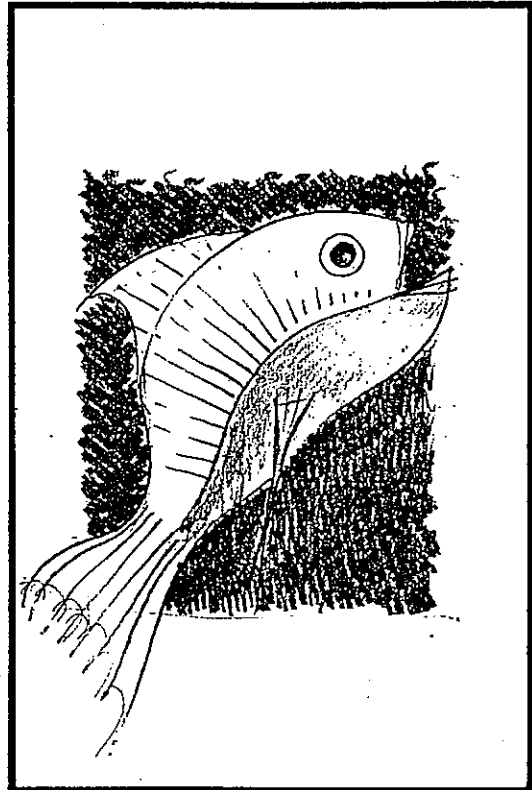
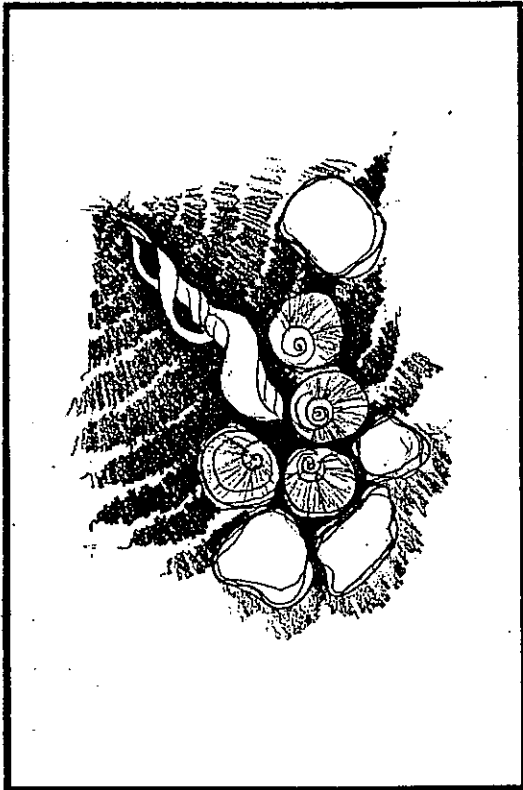


STREET CAFE WIND SCREENS
TIMBER, METAL, MILD STEEL & HARDENED
GLASS CONSTRUCTION. INSERT PANELS
POWDER COATED TO THEME COLOUR.
SEMI-TRANSPARENT GLASS OR POLYCARBONATE
SCREEN WITH ETCHED PATTERNING.
CREATES INTIMATE SPACE & WIND
PROTECTION WITH SAFE VIEWS.

Anglesea Images

A number of images which relate to the Anglesea character are depicted on the following pages. These images are suggestions for incorporation in the design of motifs on street furniture, shopping bags, banners etc.





9.0 IMPLEMENTATION

The implementation of works outlined on the concept plans will be subject to the ongoing availability of funds and the long term commitment from the traders and general community. The creation and maintenance of an attractive town centre can result from an achievable implementation strategy and a commitment over a period of years. Streetscape work is usually an ongoing process which should be based on well defined and sound objectives but allow detailed features such as signage and facade treatment to be modified in response to changing business presentation.

Works carried out in the initial stages should have visual results which provide incentive and motivation to continue the improvement and enrichment of character process.

Short term and long term strategies are set out below as an indicative order of priority to implement the recommended streetscape works.

9.1 Short Term Strategy

The following scope of works are set out for immediate implementation subject to being within the funding allocation.

Stage A

- ◆ Detailed design developments and contract documentation.
- ◆ Tendering.
- ◆ Arrange for project supervision.

Stage B

- ◆ Power line relocation.
- ◆ Installation of street lighting to central car park area.

Stage C

- ◆ Realignment of kerb and channel to car park.
- ◆ Line marking of car spaces.
- ◆ Footpath including part ripple paving and temporary in-situ paving to edge of village square.

Stage D

Development of village square including;

- ◆ 'ripple' paving
- ◆ feature paving
- ◆ pedestrian lighting
- ◆ grassed areas
- ◆ bollards
- ◆ trees
- ◆ drainage

Stage E

- ◆ Upgrade of toilet facilities.

Stage F

Part of this stage carried out in earlier stages.

Street furniture including;

- ◆ seats
- ◆ litter bins

Landscaping including;

- ◆ garden beds
- ◆ trees and shrubs / ground cover

9.2 Long Term Strategy

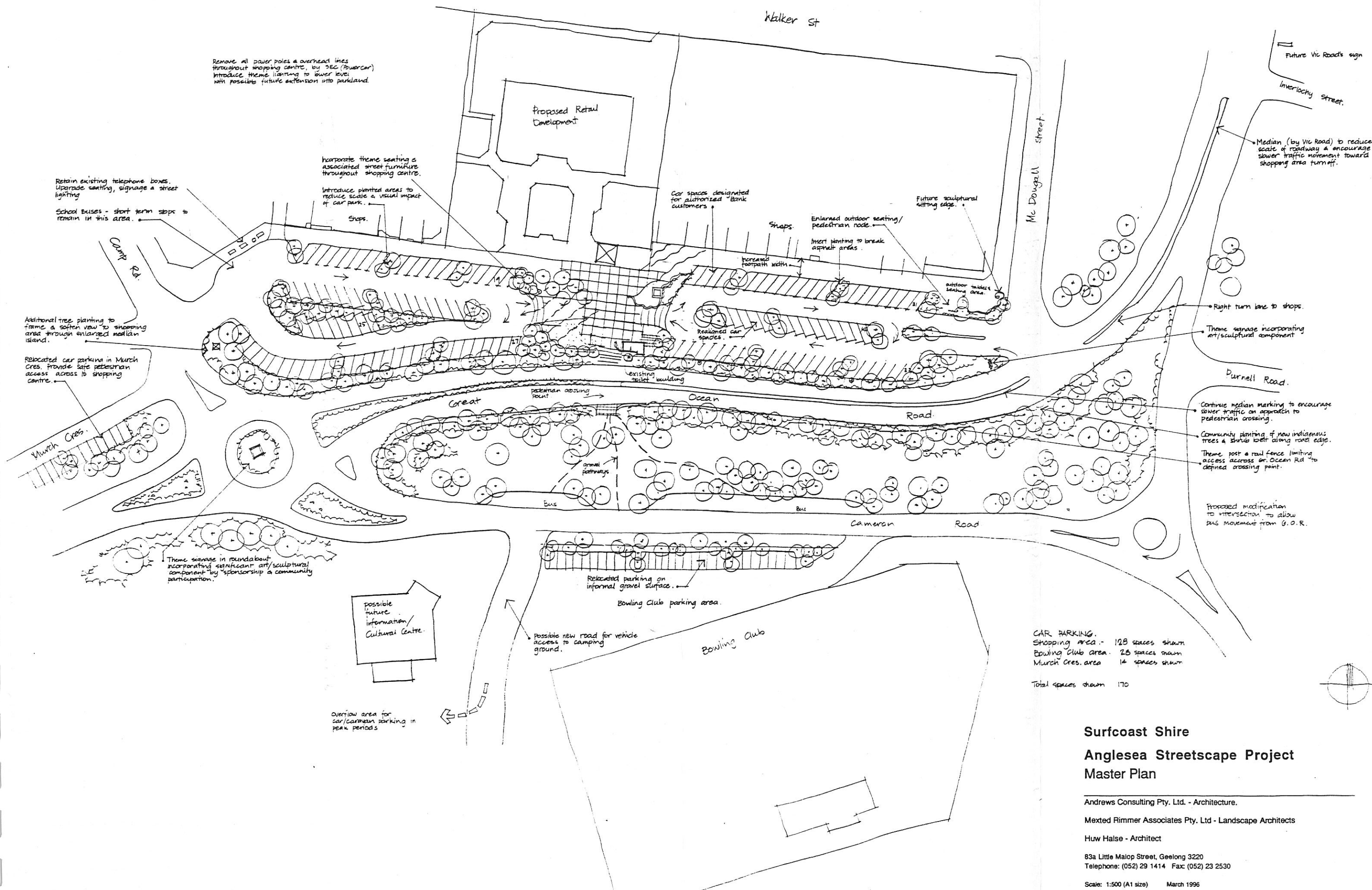
- a) Community involvement in design and provision of “artistic” features such as;
 - ◆ central focal point
 - ◆ seating
 - ◆ wind protection screens
- b) Centre identification signs
- c) Crossing point to south side of Great Ocean Road defined with a new structure creating a visual link from the shopping area to the park.
- d) Development of park reserve including;
 - ◆ tree planting
 - ◆ post and rail barrier fencing
 - ◆ pathways
 - ◆ bus parking
 - ◆ pedestrian lighting
- e) Modification to Cameron Road to provide roundabout for bus turning.
- f) Further planting along Great Ocean Road on Melbourne/Geelong approach.
- g) Establish median strips to Great Ocean Road.

9.3 Funding Programs

It is recommended that funding for the short term strategy be allocated in the order of the stages as indicated.

Funding sources;

- Shire loan
- Special charge scheme
- Powercor contribution



Remove all power poles & overhead lines throughout shopping centre, by DEC (Powercar). Introduce theme lighting to lower level, with possible future extension into parkland.

Retain existing telephone boxes. Upgrade seating, signage & street lighting.

School buses - short term stops to remain in this area.

Incorporate theme seating & associated street furniture throughout shopping centre.

Introduce planted areas to reduce scale & visual impact of car park.

Car spaces designated for authorized "Bank customers".

Future sculptural sitting edge.

Enlarged outdoor seating/ pedestrian node.

Increased footpath width.

Insert planting to break asphalt areas.

Outdoor market seating area.

Additional tree planting to frame & soften view to shopping area through enlarged median island.

Relocated car parking in Murch Cres. Provide safe pedestrian access to shopping centre.

Right turn lane to shops.

Theme signage incorporating art/sculptural component.

Purnell Road.

Continue median marking to encourage slower traffic on approach to pedestrian crossing.

Community planting of new indigenous trees & shrub belt along road edge.

Theme post & rail fence limiting access across Ocean Rd to defined crossing point.

Proposed modification to intersection to allow bus movement from G.O.R.

Theme signage in roundabout incorporating significant art/sculptural component by sponsorship & community participation.

possible future information/ Cultural Centre.

Overlook area for car/campan parking in peak periods

Relocated parking on informal gravel surface.

Bowling Club parking area.

possible new road for vehicle access to camping ground.

Bowling Club

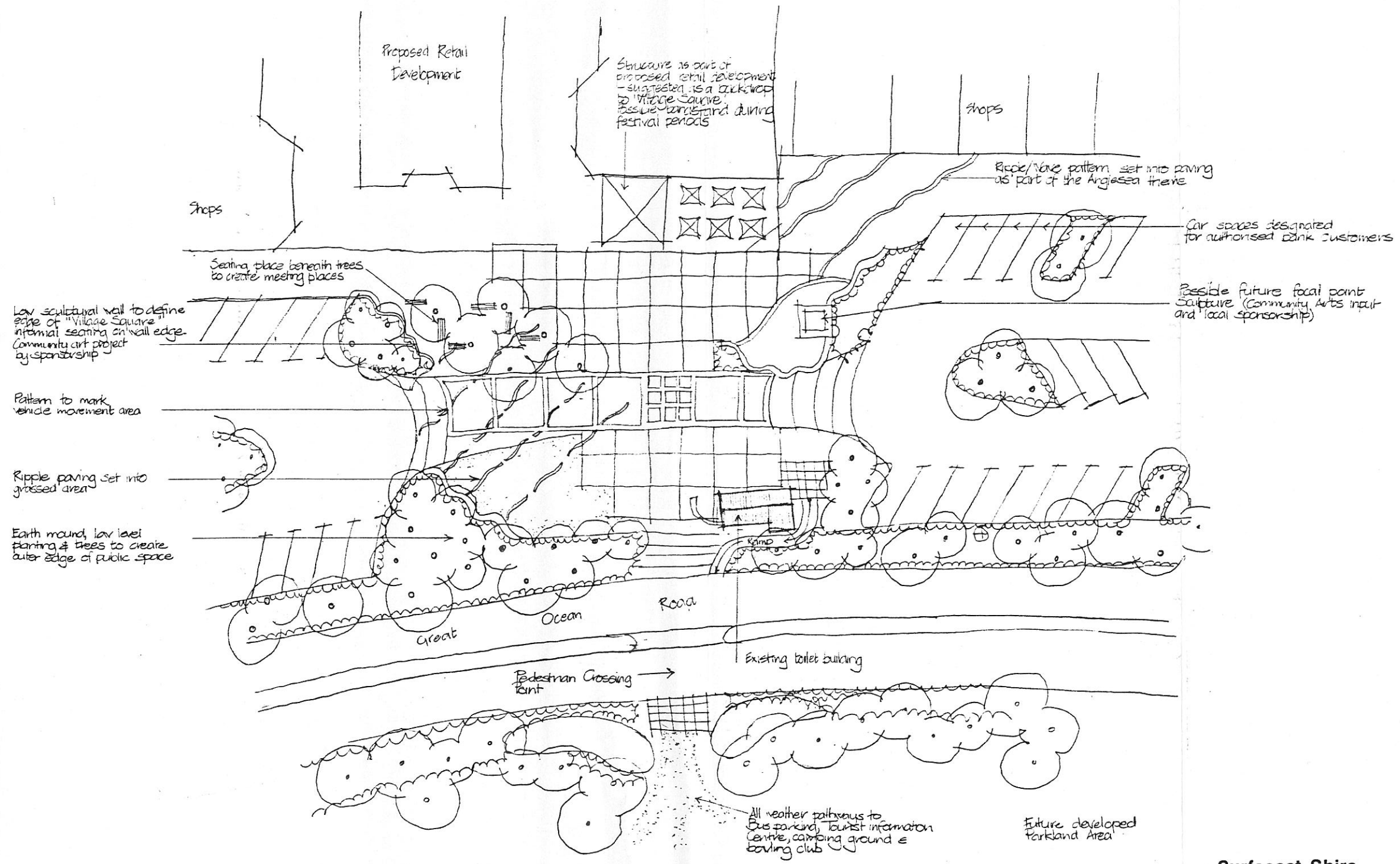
CAR PARKING.
Shopping area - 128 spaces shown
Bowling Club area - 25 spaces shown
Murch Cres. area - 14 spaces shown

Total spaces shown 170

**Surfcoast Shire
Anglesea Streetscape Project
Master Plan**

Andrews Consulting Pty. Ltd. - Architecture.
Mexted Rimmer Associates Pty. Ltd - Landscape Architects
Huw Halse - Architect
83a Little Malop Street, Geelong 3220
Telephone: (052) 29 1414 Fax: (052) 23 2530
Scale: 1:500 (A1 size) March 1996

CONCEPT MASTER PLAN



Surfcoast Shire
Anglesea Streetscape Project
Master Plan - Village Square

Andrews Consulting Pty. Ltd. - Architecture.
 Mexted Rimmer Associates Pty. Ltd. - Landscape Architects
 Huw Halse - Architect
 83a Little Malop Street, Geelong 3220
 Telephone: (052) 29 1414 Fax: (052) 23 2530
 Scale: 1:200 (A1 size) March 1998

ARCHITECTURAL ANALYSIS OF EXISTING SHOPS.

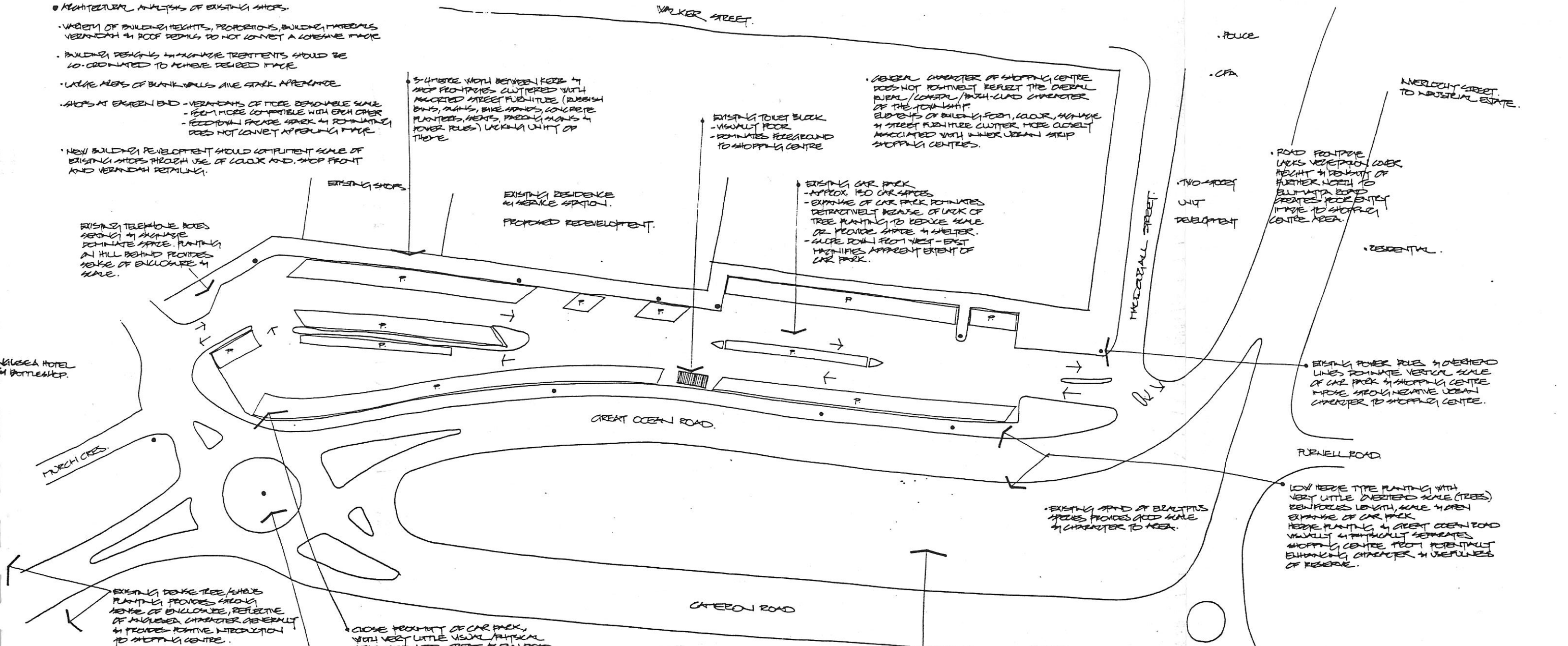
- VARIETY OF BUILDING HEIGHTS, PROPORTIONS, BUILDING MATERIALS VERANDAH & ROOF DETAILS DO NOT CONVEY A COHESIVE IMAGE
- BUILDING DESIGNS & SIGNAGE TREATMENTS SHOULD BE CO-ORDINATED TO ACHIEVE DESIRED IMAGE
- LARGE AREAS OF BLANK WALLS ARE STARK APPEARANCE
- SHOPS AT EASTERN END - VERANDAHS OF MORE REASONABLE SCALE - FORM MORE COMPATIBLE WITH EACH OTHER - FEEDBACK FRONTS & ROOFING DOES NOT CONVEY APPELLING IMAGE
- NEW BUILDING DEVELOPMENT SHOULD COMPLEMENT SCALE OF EXISTING SHOPS THROUGH USE OF COLOR AND SHOP FRONT AND VERANDAH DETAILING.

3-4 metre width between kerbs & shop frontages cluttered with assorted street furniture (rubbish bins, signs, bike racks, concrete planters, seats, parking signs & power poles) lacking unity of theme

GENERAL CHARACTER OF SHOPPING CENTRE DOES NOT POSITIVELY REFLECT THE OVERALL RURAL/CONTRAST/PAVILION CHARACTER OF THE TOWNSHIP. ELEMENTS OF BUILDING FORM, COLOR, SIGNAGE & STREET FURNITURE CLUTTER MORE CLOSELY ASSOCIATED WITH INNER URBAN STRIP SHOPPING CENTRES.

EXISTING CAR PARK - APPROX. 150 CAR SPACES - EXPANSIVE OF CAR PARK POTENTIALLY DETARACTIVE BECAUSE OF LACK OF TREE PLANTING TO REDUCE SCALE OR PROVIDE SHADE & SHELTER. - SLOPE DOWN FROM WEST-EAST MAGNIFIES APPARENT EXTENT OF CAR PARK.

EXISTING TOWER BLOCK - VISUAL FOCUS - DOMINATES FOREGROUND TO SHOPPING CENTRE



GILSEA HOTEL & BOTTLESHOP.

MURCH CREEK.

EXISTING DENSE TREE/SHrub PLANTING PROVIDES STRONG SENSE OF ENCLOSURE, REFLECTIVE OF ANALOGOUS CHARACTER GENERALLY & PROVIDES POSITIVE INTRODUCTION TO SHOPPING CENTRE.

CLOSE PROXIMITY OF CAR PARK WITH VERY LITTLE VISUAL/PHYSICAL SEPARATION TO GREAT OCEAN ROAD BY ROUNDABOUT CREATES POOR FOREGROUND IMAGE TO CENTRE AND CONFUSION WITH RESPECT TO ACCESS POINTS.

EXISTING MEDIAN ISLANDS LACK STRONG CONSISTENT PLANTING THEME

ANALESEA BOWLING CLUB & TENNIS CLUB - LARGE OPEN EXPANSIVE OF GRAVEL CAR PARK HAS DETARACTIVE IMPACT ON SHOPPING CENTRE AREA & VISUAL FOCUS FOREGROUND TO BOWLING CLUB & RIVER RESERVE AREA.

WELL MAINTAINED RESERVE AREA - EXISTING EXACTLY THE SAME THROUGHOUT RELATED LOCAL AREA - HELMEXIA SP. MAINTAINED AS LOW HERB ONLY BOTH SIDES OF GREAT OCEAN ROAD BOUNDARY - GAPS IN HERB PLANTING PROVIDE INFORTUNE & POTENTIALLY DANGEROUS CROSSING POINTS FOR PEDESTRIANS - FINE LOG BARRIERS PREVENT VEHICLE ACCESS TO RESERVE - MISSED SITE FURNITURE (SEATING, BENS) THROUGHOUT RESERVE - STRONG VISUAL & PHYSICAL SEPARATION FROM SHOPPING CENTRE

ROAD FRONTAGE LACKS VEGETATION COVER HEIGHT & PENETRATION OF FURTHER NORTH TO ELLIMAITA ROAD CREATES POOR ENTRY IMAGE TO SHOPPING CENTRE AREA.

EXISTING POWER POLES & OVERHEAD LINES DOMINATE VERTICAL SCALE OF CAR PARK & SHOPPING CENTRE IMPROVE STRONG NEGATIVE URBAN CHARACTER TO SHOPPING CENTRE.

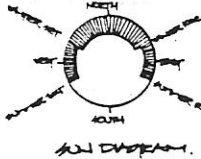
LOW HERB TYPE PLANTING WITH VERY LITTLE OVERHEAD SCALE (TREES) REINFORCES LENGTH, SCALE & OPEN EXPANSIVE OF CAR PARK. HERB PLANTING & GREAT OCEAN ROAD VISUALLY & PHYSICALLY SEPARATES SHOPPING CENTRE FROM POTENTIALLY ENHANCING CHARACTER & USEFULNESS OF RESERVE.

CLIMATE NOTES.

WIND: SUMMER - SOUTH-EAST/SOUTH/WOUTH-VEST. AUTUMN - VARIABLE WINTER - NORTH/NORTH-VEST SPRING - SOUTH/SOUTH-VEST/NORTH-VEST.

TEMPERATURE:	FEB	JULY	YEAR
DAILY MEAN MAX.	23.9	14.1	18.9
DAILY MEAN MIN.	14.5	7.5	11.0

RAINFALL	852mm
ANNUAL MEAN RAINFALL	852mm
MAX. MEAN MONTHLY (AUG.)	95mm
MIN. MEAN MONTHLY (FEB.)	47mm
MEAN NO. RAIN DAYS PER ANNUM	175mm



KEY POINTS.

- REALIGN GREAT OCEAN ROAD ALONG EXISTING CAMERON ROAD.
- MAXIMIZE CAR PARKING SPACES (150 APPROX.)
- MAXIMIZE AREA FOR LANDSCAPE TREATMENT WITHIN CAR PARK - LARGE MEDIAN ISLANDS.
- REMOVE ALL POWER POLES & OVERHEAD WIRES
- INCREASE FOOTPATH WIDTHS TO MAXIMIZE PEDESTRIAN SPACE
- INTRODUCE THEME STREET FURNITURE (LIGHTS, SEATS, ETC.)
- NEW THEME PAVING TO PEDESTRIAN AREAS
- CO-ORDINATED APPROACH TO BUILDING ELEMENTS - SIGNS, COLORS, MATERIALS, ROOF FORMS, FRONTS.
- ENHANCE EXISTING RESERVE - UPGRADE & ENHANCE AS COMMUNITY AMENITY SPACE AND POSITIVE VISUAL & PHYSICAL FEATURE OF SHOPPING CENTRE.
- PROVIDE SAFE PEDESTRIAN CROSSING OF GREAT OCEAN ROAD WITHIN VEHICLE 'SLOW ZONE'

ANALESEA STREETScape PROJECT SKETCH STAGE - SURVEY/ANALYSIS

ANDREWS CONSULTING P/L ARCHITECTURE.
 NEXTED RITTER ASSOCIATES P/L LANDSCAPE ARCHITECTS.
 555 LT. MALCOLM ST. GEELONG 3220
 TEL 052 291444 FAX 052 230530
 SCALE 1:500 (A4 SIZE)
 APRIL 1999

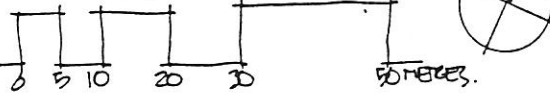
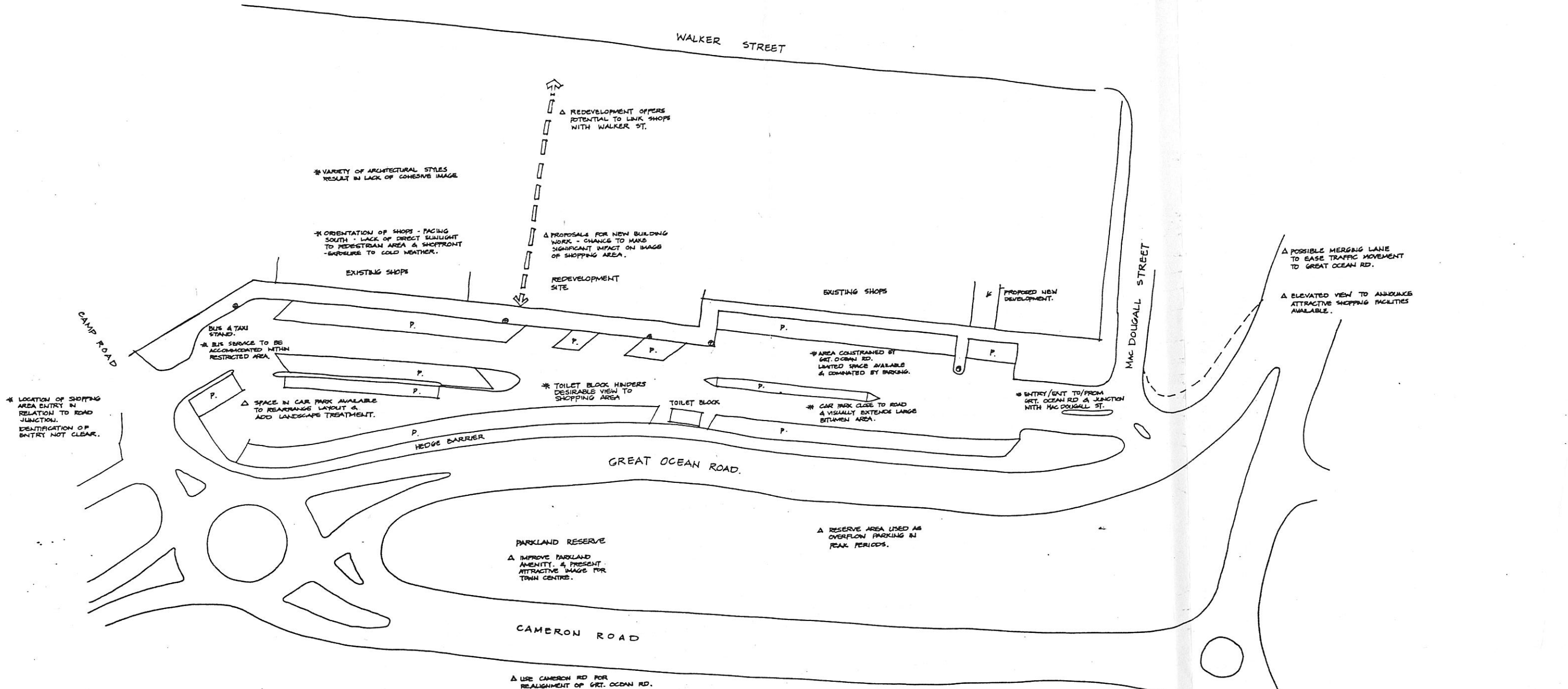


Figure 2



* LOCATION OF SHOPPING AREA ENTRY IN RELATION TO ROAD JUNCTION. IDENTIFICATION OF ENTRY NOT CLEAR.

* BUS & TAXI STAND.
* VEHICLE SURFACE TO BE ACCOMMODATED WITHIN RESTRICTED AREA.

△ SPACE IN CAR PARK AVAILABLE TO REARRANGE LAYOUT & ADD LANDSCAPE TREATMENT.

* VARIETY OF ARCHITECTURAL STYLES RESULT IN LACK OF COHESIVE IMAGE

* ORIENTATION OF SHOPS - FACING SOUTH - LACK OF DIRECT SUNLIGHT TO PEDESTRIAN AREA & SHOPFRONT - EXPOSURE TO COLD WEATHER.

EXISTING SHOPS

△ PROPOSALS FOR NEW BUILDING WORK - CHANCE TO MAKE SIGNIFICANT IMPACT ON IMAGE OF SHOPPING AREA.

REDEVELOPMENT SITE

* TOILET BLOCK HINDERS DESIRABLE VIEW TO SHOPPING AREA

TOILET BLOCK

* AREA CONSTRAINED BY GRT. OCEAN RD. LIMITED SPACE AVAILABLE & DOMINATED BY BUSING.

* ENTRY/EXIT TO/FROM GRT. OCEAN RD. & JUNCTION WITH MAC DOUGALL ST.

EXISTING SHOPS

PROPOSED NEW DEVELOPMENT

△ RESERVE AREA USED AS OVERFLOW PARKING IN PEAK PERIODS.

PARKLAND RESERVE

△ IMPROVE PARKLAND AMENITY & PRESENT ATTRACTIVE IMAGE FOR TOWN CENTRE.

CAMERON ROAD

△ USE CAMERON RD FOR REALIGNMENT OF GRT. OCEAN RD.

△ POSSIBLE MERGING LANE TO EASE TRAFFIC MOVEMENT TO GREAT OCEAN RD.

△ ELEVATED VIEW TO ANNOUNCE ATTRACTIVE SHOPPING FACILITIES AVAILABLE.

MAC DOUGALL STREET

ANGLESEA STREETScape PROJECT
SKETCH STAGE
OPPORTUNITIES & CONSTRAINTS

- △ OPPORTUNITIES
- * CONSTRAINTS

EXISTING OR PROPOSED CONDITIONS WHICH PRESENT OPPORTUNITIES TO ENHANCE THE IMAGE & CONVENIENT USE OF THE SHOPPING AREA OR PRESENT OBSTACLES TO ACHIEVE THE DESIRED OUTCOME.

ANDREWS CONSULTING P/L
ARCHITECTURE
MERTED RITTER ASSOCIATES P/L
LANDSCAPE ARCHITECTS
833 LT. MALOP ST. GEELONG, 3220
TEL 052 291414 FAX 052 232930
SCALE 1:1000 (A1 SIZE)
APRIL 1995.

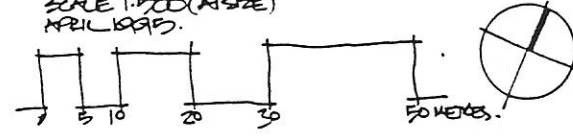


Figure 3

APPENDIX C

Summary of proceedings and outcomes of workshop attended by the Anglesea Townscape Sub-committee, June 7, 2011, at the Department of Planning.

The workshop was facilitated by Tony Hobbs. Attendees included: Peter Gibson, Peter Gibson, Barbara Sayers, Martin Kessel and Peter Gibson. Participants from Kessel Kessel Architects: Robert Timothy Forsyth.

The workshop was aimed at understanding technical views and opinions about the development of the shopping precinct within the context of the broader wish to make a better design fit within the requirements of the town.

With this information the group would be in a cohesive and informed position to:

- a. Expand the brief with the consultants
- b. Review and critique any design submission with an understanding of the groups overall vision.

HOW WE GOT THERE

1. The group was asked for personal images and feelings of the current and future vision of the town and precinct.

2. With these written up on the wall, the group were then asked to identify in their opinion, which of these needed to change, and which needed to be retained.

3. From the above a number of items needed to change and what had to be preserved, and some other items that needed to be retained by the Committee.

Summary of proceedings and outcomes of workshop attended by the Anglesea Townscape Sub committee, June 7, 4pm to 6pm, at the Debonair Guesthouse.

The workshop was facilitated by Tony Hobba

Attended by Racwyn Hansen, Ian Begley, Fred Wright, Lynne Hume, Barbara Sayors, Marion Russell and Peter Calvert

Apologies from Russell Hatwell

Absent Shirley Forsyth

The workshop was aimed at encouraging individual views and opinions about the development of the shopping precinct, within the context of the broader wish to make whatever happen, fit within the unique-ness of the town.

With this information the group would be in a cohesive and informed position to:

- a. Expand the brief with the consultants
- b. Review and critique any design submission with an understanding of the groups overall vision.

HOW WE GOT THERE

1. The group were asked for personal images and feelings of the current and future visions of the town and environs.
2. With these written up on the wall, the group were then asked to identify, in their opinion, which of these needed to change, and which needed to be retained.
3. From this came a summary of what needed to change and what had to be preserved, and some other issues that needed to be addressed by the Consultants.

THE FOLLOWING QUESTIONS WERE POSED AND ALL PARTICIPANTS ANSWERED IN TURN, AROUND THE TABLE.

The responses were noted on butchers paper and are listed below.

QUESTION 1

IT IS SUMMER, AND YOU HAVE PICKED UP A GUEST WHO HASN'T BEEN TO ANGLESEA BEFORE.

YOU HAVE JUST PASSED THE 80KM SIGN AND YOU ARE GIVING YOUR GUEST AN IDEA OF WHAT TO EXPECT.

SUMMER

- golf course - animals
- variety of activities - water passive/active
- unique G.O.R.
- located well for other things
- surfing
- beautiful beaches - safe
- wonderful walks
- river bank - openness / length
- bush hits the sea - unique
- scenery
- R & R - elbow room
- activities to suit all ages
- bush discovery by bike
- cliff top walk
- people buzz (cosmopolitan)

WINTER

- solitude
- romantic
- hibernation (indoors)
- tranquillity
- early morning sunrise
- family togetherness
- discovery
- stillness
- casualness (not crowded)
- intimacy / social
- wildness
- affordability
- easier dynamics - user friendly
- freedom/safety

QUESTION 2

A WEEK LATER, AS YOU LEAVE TOWN, YOUR GUEST TELLS YOU ABOUT THEIR EXPERIENCE

SUMMER

- naturalness of beach / GOR
- chaotic
- a bit busy
- weather unreliable
- good fun/food/friends
- good village
- hospitality good
- beach, hills, healthy
- housing is discrete
- ease of living
- car/traffic not good
- lack of shopping
- rude service
- safety problems at peak times
- local knowledge/ lack of Info Centre
- entertainment shortage

WINTER

- rejuvenating
- environmental flip
- quietness
- bored/ boring
- relaxing/friendliness
- isolating / hard landscape
- short on facilities/amenities
- sense of community
- active networks - family / environment
- good base from which to travel
- golf course
- always something to do
- accommodating town for guests

QUESTION : WHAT TO PRESERVE

SUMMARY

- Anglesca's natural features reflected in retail precinct
- soul
- parkland
- holiday beach qualities
- concentrate retail

QUESTION : WHAT TO CHANGE

SUMMARY

- concentrate retail centre
- carpark distribution to reflect Summer and Winter seasons
- local reason to shop
- awareness of the long term plan
- village to relate to beach
- expand services
- capture tourist dollar
- unify aesthetics of precinct and surroundings

OTHER ISSUES TO BE CONSIDERED

- destination
- strategy options
- population trends
- **overall strategy is very important.

QUESTION 3

IT'S THE YEAR 2000 AND YOU PICK UP A GUEST WHO HASN'T BEEN TO ANGLESEA BEFORE. YOU HAVE JUST PASSED THE 80KM SIGN AND YOU ARE GIVING YOUR GUEST AN IDEA OF WHAT TO EXPECT.

SUMMER WAY IN YEAR 2000

- new shopping centre - new life "village y "
- cohesive
- major developments - 3 storey units
- Camp Rd - eating/
- Diggers Pde - Tourist zone
- 4 Kings - beachside accommodation
- evening entertainment
- no more traffic hassles
- Tourist Information Centre
- toilets on main beach
- safely cross GOR
- local

SUMMER WAY OUT

- broad range of activities
- more tourist friendly
- natural features retained - preserved - discovery
- not over developed
- better local facilities/activities
- clear on patterns of land use
- diversity of tourist enterprises
- more shops/goods/range
- developed quickly/needs
- sympathetic to character

WINTER YEAR 2000 WAY IN

- beaches untouched
- winter wonderland
- character retained
- all year round activities
- extended hours of trading
- natural vistas preserved

WINTER YEAR 2000 WAY OUT

- preserved all features through the change
- extended the activities
- all year round resort
- new entertainment amenity - eating/winc
- natural features retained
- family /relaxation

APPENDIX D

At the 12th meeting of the Joint Planning Committee and Planning Committee, it was reported that the plans for the Anglesea Shopping Centre were approved and that the plans for the Anglesea Community Centre were also approved. It was also noted that a further report would be submitted to the Committee regarding the proposed development.

The following table lists the developments which have been approved by the Anglesea Townships Committee. The table is summarised below.

Most of the developments were generally supportive of the proposal to upgrade the site with some suggesting that the design is positive and imaginative. Two submissions were concerned about how the development was to be related with one of them saying they were prepared to make a contribution. Another submission was critical of the construction of the site and suggested that the site should be used for a different purpose. The same submission suggested that the site should be used for a different purpose and that the site should be used for a different purpose.

The majority of the submissions were in support of the proposal to upgrade the site with some suggesting that the design is positive and imaginative. Two submissions were concerned about how the development was to be related with one of them saying they were prepared to make a contribution. Another submission was critical of the construction of the site and suggested that the site should be used for a different purpose. The same submission suggested that the site should be used for a different purpose.

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Anglesea Townscape Committee (RH)

Report

At the October meeting of the Economic Development and Environment Policy Committee it was reported that the plans for the Anglesea Shopping Centre were about to be advertised and comments sought from the Anglesea community. It was also noted that a further report would be submitted to the December meeting of Council seeking approval to proceed with a special charge scheme.

17 submissions were received and considered by the Anglesea Townscape Committee. The key issues are summarised below -

- Most submitters were **generally supportive** of the proposal to upgrade the centre with some suggesting that the design is positive and imaginative. Two submitters were concerned about how the development was to be funded with one of them saying they were prepared to make a fair contribution. Another submitter was critical of the consultation process saying people were inadequately informed. The same submitter suggested there should be a forward plan done for the whole area, which looked at future rezoning and car parking on land in the Walker Street area.
- **Car parking** was one of the most contentious issues raised, the main concern being that any reduction in spaces would lead to a loss of trade because passing traffic would be discouraged from stopping if they had to park on the other side of the highway. On the positive side a number of submitters suggested there should be time limit restrictions on parking at certain times of the year to discourage traders and staff from using customer parking and park on the other side of the highway. Other submitters suggested Council should acquire a site at the rear of the centre in Walker Street to accommodate future parking needs.
- **Traffic considerations** were also a significant issue, with submitters concerned about the safety implications of pedestrian having to cross over across the Gt Ocean Road to get to the centre. Concern was also expressed that the road crossing and median strip would slow down traffic flows and that the McDougall Street intersection was poorly designed and unsafe. A number of submitters suggested the Gt Ocean Road should be realigned with one suggesting there should be traffic lights.
- Comments on **aesthetics** and **built form** was the third most common issue with many submitters concerned that the **village character** of Anglesea be maintained and enhanced. Comments were made about the architectural style of the buildings, the unattractive signage and the importance of landscaping, street furniture and type of vegetation to improve the appearance of the centre. One submitter wanted the existing hedge retained while another suggested that the idea of a theme for the centre had not been properly thought through, suggesting there should be a theme of "seasonal natural chaos beautifully composed and not imposed".

Anglesea Townscape Committee (RH)

- Several comments were made about the proposed new **toilet blocks**, some suggesting they should go on the other side of the highway with others saying they would not be suitable "ceremonial gateways" to the centre.
- A number of comments were made about **signage** with some submitters suggesting there is a need for better directional signage coming into Anglesea and others critical of the clutter of advertising in the centre.
- One submitter made a number of comments about the proposed supermarket development and existing service station on the site. (This issue was not considered to be within the scope of the Committee's responsibilities).

APPENDIX E

Colour Palette Applicable to Shopping Area

The following colours listed below represent the intent of this report to have a defined range of colours apply to building, signage and street furniture work in the Anglesea Shopping Area.

The colour 'chips' represent the colours selected to achieve the theme relating to Anglesea's character influenced by its natural setting.

A Dulux colour reference number (taken from the Master Palette colour series) is noted with each chip as a standard reference for colour.

Bush Green



Dulux Reference 90YY 18/210



30GY 23/232



90YY 46/148

Cliff Face



Dulux Reference 10YR 10/312



30YR 22/563



70YR 47/297

Limestone



Dulux
Reference 20YY
43/200



30YY
62/127

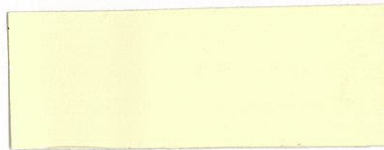


40YY
75/084

Sand



Dulux
Reference 40YY
83/107



45YY
78/219

Water



Dulux
Reference 70BG
24/183



50BG
37/172



50GG
35/194