



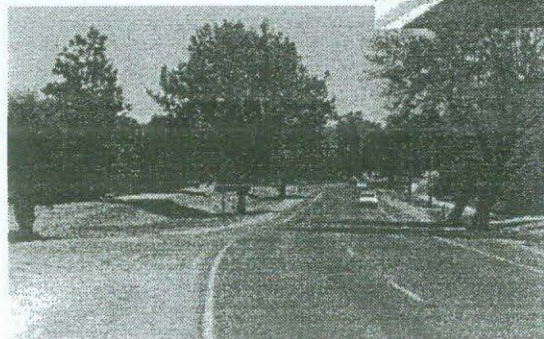
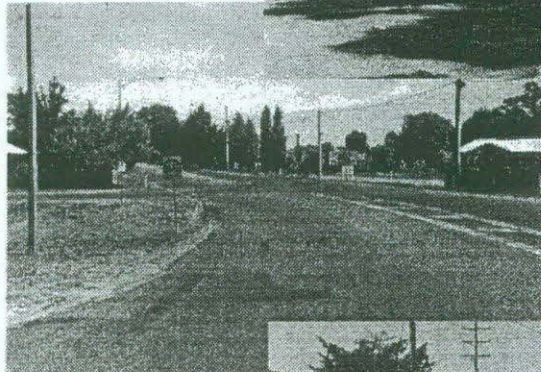
# Castlemaine Town Entrances Land Use Strategy

Prepared for  
Mount Alexander Shire

By

Planit

**Final Report**  
**October 2002**



**Castlemaine  
Town Entrances  
Land Use  
Strategy**

**Prepared for  
Mount Alexander Shire**

**By**

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**October 2002**

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## **SUMMARY AND RECOMMENDATIONS**

### **S1 Introduction**

Residential land use is the predominant land use along Castlemaine's town entrances. These residential frontages, many of which are of heritage significance, need to be protected.

Highway business sites are sought after commercial sites due to the exposure they afford to passing traffic. There has been no coordinated or planned strategy to encourage the establishment business enterprises at strategically identified locations. Businesses and industries have generally established arbitrarily along Castlemaine's entrances.

This report focuses on the four major entrances leading into the Castlemaine Central Area. Land use concept plans have been prepared for the following entrances:

- \* Western Entrance - Pyrenees Highway/Elizabeth Street
- \* Eastern Entrance - Pyrenees Highway /Duke Street
- \* Northern Entrance - Midland Highway/ Barker Street
- \* Southern Entrance - Midland Highway/Johnstone Street

Salient issues are identified for each entrance. Objectives for each entrance have been prepared as a guide decisions about future land use along the highway entrances. Implementation of the land use concept plans are included for each entrance.

This report examines the land use components of the highway entrances. Town entrance design is not included in the project brief. Siting and design of buildings along entrances is important. Poorly sited or designed buildings along the major entrances to Castlemaine will degrade entrance character and convey unclear messages. It is recommended that design concepts and detailed design treatments be undertaken as a follow up project.

### **S2 Project Aims**

The project brief requires the preparation of town entrance concept plans for each of the four highway entrances.

Project aims are to:

- Prepare land use concept plans for the four entrances that provide the basis for immediate and longer term planning and for the improvement entrance character and image.
- Town entrances concept plans are to clearly show proposals and recommendations relating to future land use, zoning and entrance character along the town entrances.
- Clearly define the desirable extent of commercial and industrial development along the town entrances.
- Identify any planning scheme amendments that are considered necessary. Strategic justification is to be provided for any identified changes eg zoning, overlay, LPPF.

- Investigate the appropriateness of existing use and zoning of land at the following entrance locations :
  - \* Elizabeth Street between Midland Highway and Rae Street.
  - \* Forest/Duke Street town entry bounded by Duke Street, Urquhart Street and Forest Street.

### **S3 Structure of Report**

The report is structured as follows:

#### **Section 1 Strategic Context**

This section includes background information, general discussion about the entrance character and function, policy context and planning objectives.

#### **Section 2 Town Entrance Strategies**

Each of the four highway entrances is dealt with separately in this section. For each entrance issues are identified, objectives set, and land use concept plans described in plan and text form. Implementation of the land use concept plans by way of planning scheme amendment is also included.

### **S4 Key Recommendations**

Major recommendations are:

#### **Midland Highway – Barker Street**

- New highway business site at northern end of Barker Street (west side) from Halford to Hall Street. Business 2 rezoning and Design and Development Overlay recommended.

#### **Pyrenees Highway Duke and Forest Street**

- A site located at the entrance to Castlemaine urban area, north of Eureka Street has been identified for potential highway business. A Design and Development Overlay is recommended to determine preferred uses and siting and design requirements.
- Greater planning scheme protection is recommended for the heritage precinct along Duke Street, Wesley Hill.
- New Highway Business sites at a town centre entry location, bounded by Urquhart Street, Forest Street and Forest Creek. Rezoning and Design and Development Overlay recommended to achieve desired architectural and design outcomes. An Environmental Audit Overlay is required for contaminated land.

#### **Pyrenees Highway – Elizabeth Street**

- A 0.5 ha highway site on north side of Elizabeth Street immediately east of the bridge is suitable for highway business. Business 2 rezoning required.
- Proposed longer term highway business on south side of Elizabeth Street east of bridge crossing. Local Policy recommended to guide and facilitate new use and development.

### **Midland Highway - Johnstone Street**

- Rezone land at north west corner of Johnstone Street and Gaulton Street from Industrial 1 to Business 2 Zone
- New highway business precinct situated at the south east corner of Johnstone Street and Maclise Street including land at the rear bounded by the railway line and Shadforth Street. Apply Design and Development Overlay over the site.
- Encourage business use and mixed business/residential use of properties on south side of Johnstone Street between Maclise Street and Stewart Street.
- Encourage relocation of Concrete Plant near intersection with Maclise Street to facilitate establishment of more suitable highway business uses.
- Longer term redevelopment of gateway location in Barker Street (west side), including full restoration and use of ex Steam Mill building and relocation of Caravan Park. Design and Development Overlay recommended.

## 2. STRATEGIC CONTEXT

### 2.1 Background

A background report examined the existing and potential supply of highway commercial sites was. The background report concluded that new highway business development should be confined to specific locations along highway entrances such as Barker Street and Elizabeth Street where this type of development already exists. This Entrances Report examines the potential supply in more depth.

The background report identified the following potential highway sites and locations:

- Barker Street northern entry site adjacent to the rail line (undeveloped)
- Barker Street (west side) south of Bruce Street.
- Forest Street (south side) from Urquhart Street alongside the creek.
- Elizabeth Street from Midland Highway (Johnstone Street to Campbells Creek bridge crossing).

The Town Entrances Report identifies the following major sites/areas in addition to those identified in the Assessment Study.

- Pyrenees Highway (north side) west of Eureka Street near Chewton
- Johnstone Street/Maclise Street corner site bounded at rear by railway line.

The Town Entrance Report recommends protection of existing residential frontages and identifies sites and precincts where change of use or a mix of uses (eg residential/office) would be practical.

### 2.2 Entrance Function and Character

Highway business sites are sought after commercial sites due to the exposure they afford to passing traffic. These sites are generally located along the entrance to towns and cities.

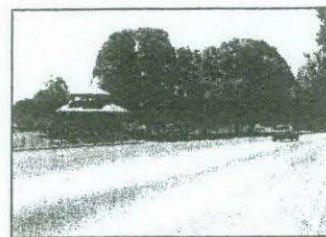


Fig 1: Duke Street - Oak Trees provide a visually attractive entry to town centre



Fig 2: Duke Street – Entry to town centre



Entrances also have a function that relates to a town's identity. References expressing community values or the town's character are found at a town's entrance.

The following elements make up the character of Castlemaine's entrances:

- Heritage residential frontages to the highways.
- Bridge crossings over Forest Creek (Pyrenees Highway-Duke Street) and Campbells Creek (Pyrenees Highway-Elizabeth Street).
- Overhead rail bridges on the Midland Highway at northern and southern ends of Barker Street, and the Pyrenees Highway near to Elizabeth Street.
- Landscape views of goldfields bushland on the Pyrenees Highway from Chewton.

The Pyrenees Highway (west) or Elizabeth Street, entrance is the only dedicated highway business precinct. In the absence of such locations, businesses and industries have established arbitrarily along the northern Midland Highway (Barker Street) entrance and to a lesser degree along Johnstone Street at the southern entrance. This has usually followed rezoning of land.

There are isolated commercial or industrial sites along the Midland Highway near to Barkers Creek and alongside the Pyrenees Highway between the urban edge of Castlemaine and Chewton township.

## 2.4 Mount Alexander Planning Scheme

The Mount Alexander Planning Scheme contains a Highway Protection Environs schedule to the Environmental Significance Overlay. The schedule includes objective and policy statements for:

- design of new buildings to harmonise with the visual character of their surrounds,
- prevention of ribbon development,
- prevention of unnecessary intrusive development from occurring in visually exposed areas, and
- encouragement of buildings to conform and reflect the character and atmosphere of the town.

This schedule does not give an adequate level of protection for heritage streetscapes and buildings along highways. Furthermore it does not provide for protection of existing residential character.

## 2.5 Overall Objectives

The following objectives relate to all four major entrances leading into Castlemaine. These objectives need to be considered in relation to future land use planning decisions along the highway entrances.

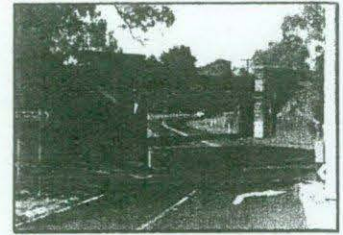
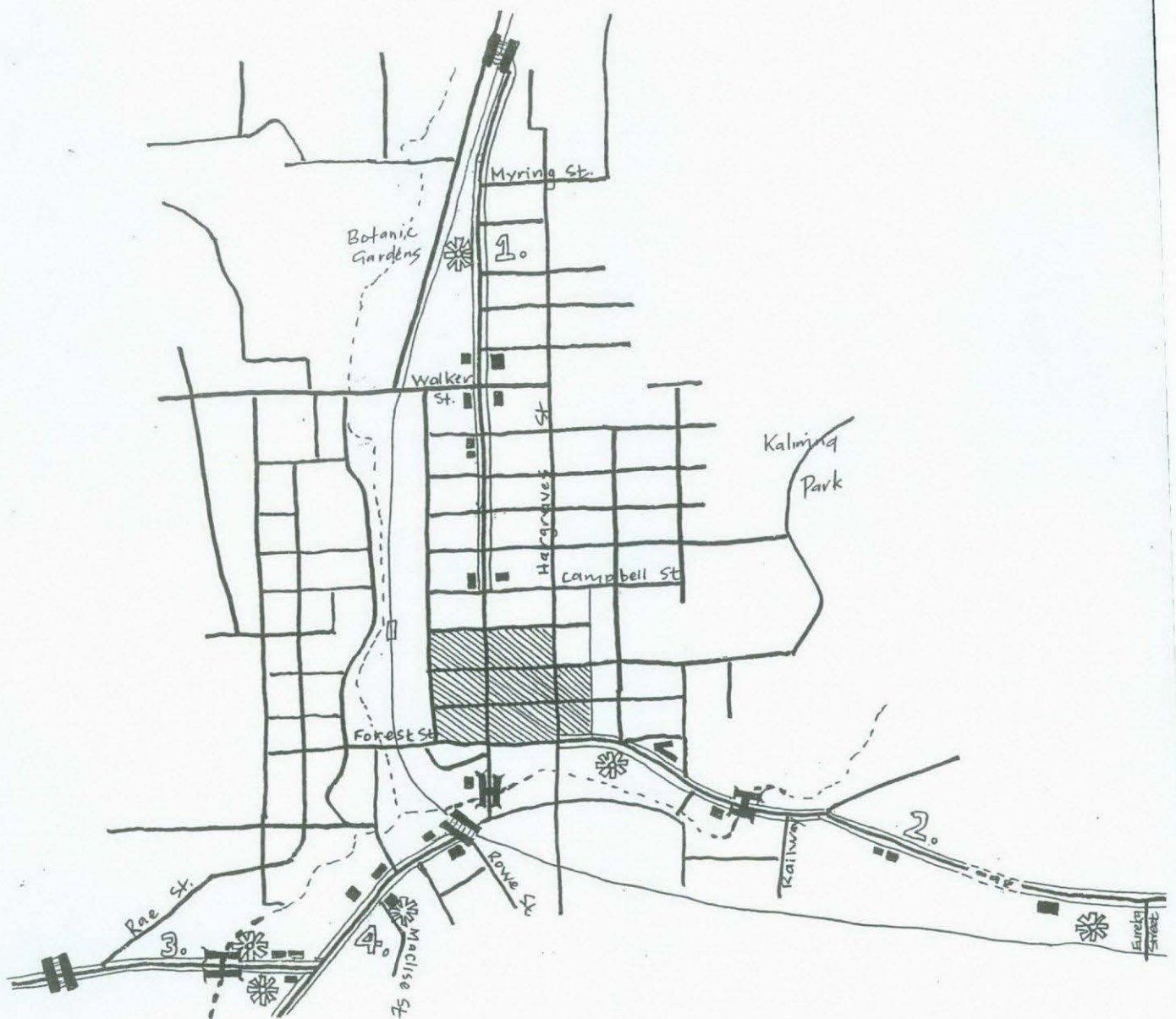


Fig 3: Midland Highway - Barker Street - Rail bridge marks entry point to Castlemaine township



**Plan No.1 Castlemaine Town Entrances : Strategic Locations**



Town Entrances

1. Midland Highway (Barker Street) 2. Pyrenees Highway (Duke/Forest Street) 3. Pyrenees Highway (Elizabeth Street) 4. Midland Highway (Johnstone Street)



Existing Highway Business (indicative only)



Proposed key locations for new highway business



Rail bridges marking entry points



Creek bridges marking entry points



Town centre



1. Encourage highway development at concentrated locations avoiding sporadic or continuous commercial development along highway entries and approaches.
2. Identify strategically located highway sites and precincts to accommodate demand for highway frontage sites in the short and longer term.
3. Recognise the significance of Castlemaine's highway entrances as tourist routes.
4. Maximise opportunities along Castlemaine's entrances for the presentation of Castlemaine's image as heritage and arts centre.
5. Ensure that built form and landscape themes at entrance locations reflect the character and identity of Castlemaine and Chewton.
6. Make sure that land use concept plans provide a framework for entrance designs and treatments.

## 4. TOWN ENTRANCE STRATEGIES

### 4.1 Northern Entrance (Midland Highway/Barker Street)

#### 4.1.2 Entrance Theme

The theme for the Midland Highway/Barker Street entrance is:

**RESIDENTIAL** Heritage residential frontage being the dominant land use.

**INDUSTRIAL** Location of Kelly Lewis and Thompson in Barker Street and access to Castle Bacon from Barker Street via Walker Street.

#### 4.1.2 Journey Experience

##### Entry

The northern entrance commences near Merrifield Street about 200 metres north from the overhead rail bridge. The entry point is marked by a collection of signs including a welcome sign and distant views of exotic vegetation.

The entry stage of the journey is marked strongly with the view closure and visual impact of the rail bridge underpass.

Views of advertising billboards dominate the entry as the view opens after the bridge underpass.

Two large Oak trees on either side of the highway are important entry landmarks before the commencement of the approach stage of the journey.

##### Approach

The approach stage begins at the slight rise in the road just before Myring Street. The roadside planting of poplar and oak trees provide a strong view focus. The large parcel of land on the west side used as storage by Thompson Kelly Lewis is an unattractive and under-used site.

The approach stage is characterised by avenue planting of Plane and Oak trees, heritage residential frontage on the east side of the highway and the congregation of commercial land uses at highway intersections with Wimble Street and Parker Street. Residential character is the strongest theme of the approach.

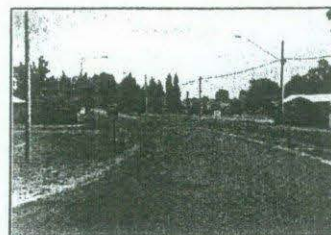


Fig 4: Northern entrance – Barker Street

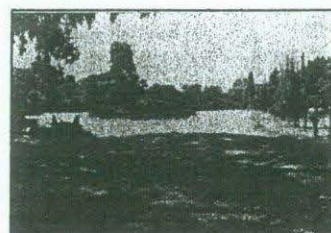


Fig 5: Barker Street - Large site currently used for storage has potential for highway business

Major land uses and locations in the approach stage are the Thompson Kelly Lewis industrial complex, the Walker Street intersection, and Castlemaine South Primary School.

#### Arrival

Arrival at the town centre occurs at the rise in the road at Doveton Street when land use changes and views of the town centre skyline become apparent. The town centre starts at the intersection with Campbell Street though there are no messages or visual cues suggesting arrival.

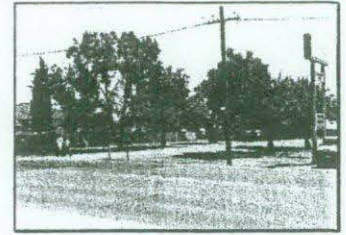


Fig 6: Barker Street - Hall Street.  
Potential to use some of the road reserve as part of larger redevelopment

#### 4.1.3 Land Use Issues See Plan NO. 2

- Significant land use opportunities are available on the west side of the highway between Myring and Hall Streets.
- A continuous avenue planting theme can easily be achieved by supplementary plantings.
- Residential character should be protected as a dominant element of the entrance and streetscape.
- Urban art opportunities are available at the entry and along the entrance journey.
- Signage detracts from the appearance and visual attractiveness of the entrance, especially at entry near North Street and at Wimble Street intersection.
- Traffic safety at the Walker Street intersection is an issue at peak periods of the day.
- A town centre entry statement is needed at the Campbell Street intersection.
- Rail bridge, as for other entrances, is a significant structure that marks the town entry point. Landscape art project for rail bridge structure would create interesting entry statement. The heritage significance of the rail bridge needs to be considered.
- Removal of advertising billboards at the entry near Dudley Street should be investigated.

#### 4.1.4 Objectives

- a) Protect the residential and heritage character of the entrance by confining new commercial development to existing Business and Industrial zones.
- b) Maximise opportunities for new highway business development by development of existing under-used sites and redevelopment of some properties with a business or industrial zoning.
- c) Ensure that the built form of new highway business development contributes to the heritage character of the entrance.
- d) Apply Design and Development Overlays to sites where good design outcomes are essential.

- e) Create two entry points (town and town centre) that provide clear and visible messages of welcome with references to Castlemaine's image as a heritage and arts town.

#### **4.1.5 Land Use Concepts**

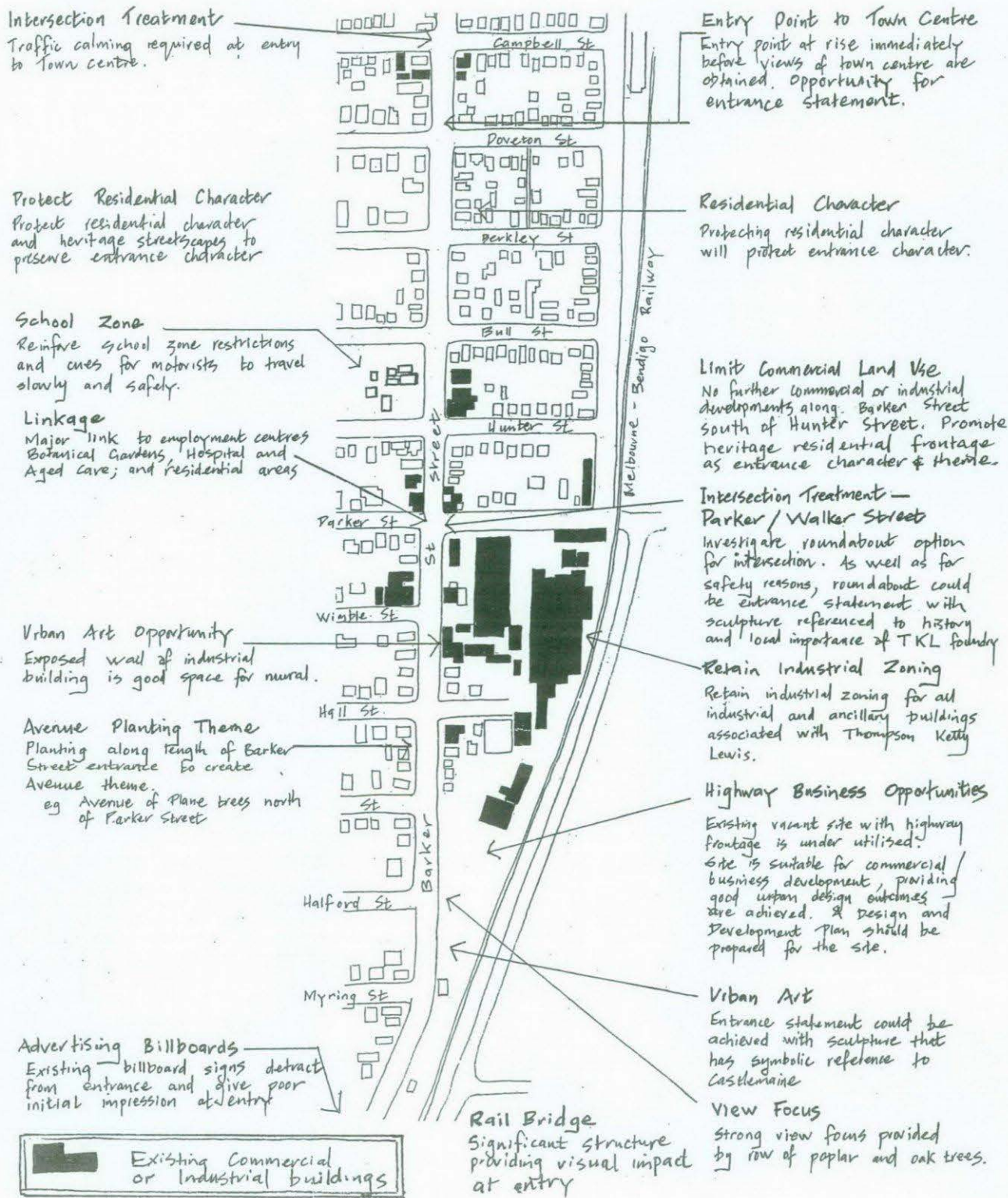
Land use concepts are illustrated on Plan No.3. The main elements of the Plan are:

- a) New highway business site at northern end of Barker Street (west side) from Halford to Hall Street. The site is approximately 2.0 hectares.

#### **4.1.6 Implementation**

- a) Rezone new highway business site referred to in 4.1.5 above. Rezone from Industrial to Business 2 Zone.
- b) Apply Design and Development Overlay over the site. Design and Development Plan to articulate design and siting requirements.

**Plan No. 2 Northern Entrance - Midland Highway - Barker Street  
Issues and Opportunities**



**Plan No. 3 Midland Highway - Barker Street North  
Land Use Concept Plan**

**HB**

New Highway Business Site  
Business 1 Zone to replace  
existing Industrial 1 zone.



Design and Development Overlay.  
DDO to be applied to site. Design  
and Development Plan to ensure  
good urban design outcome.

**B**

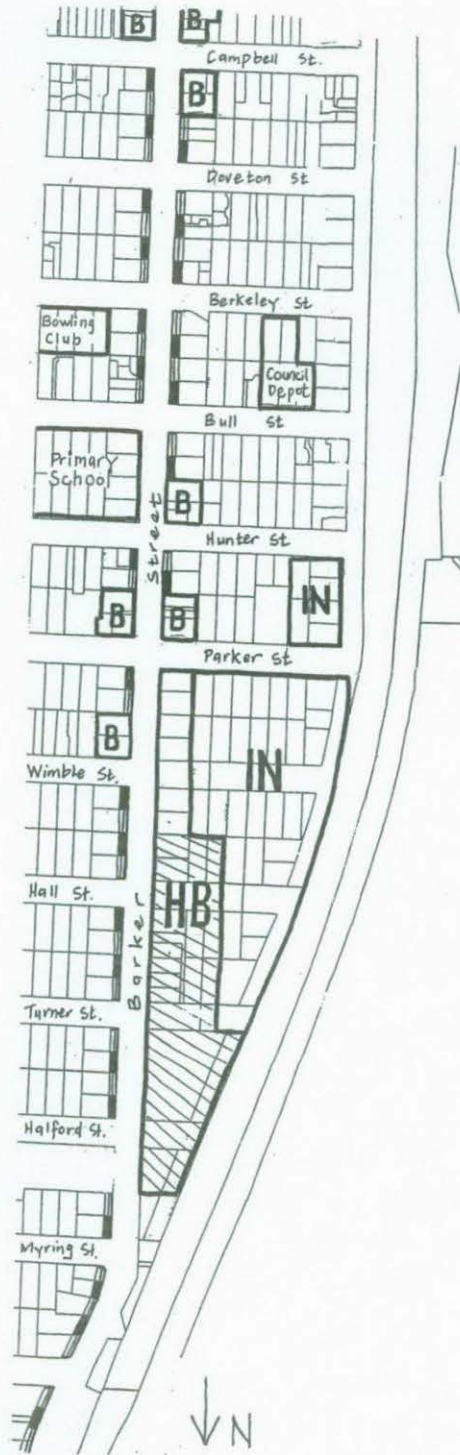
Existing Business 1 Zone.

**IN**

Existing Industrial Zone.



Residential Frontage  
Retain residential frontage to  
Barker Street. Protect residential  
character as major entrance theme.





## 4.2 Eastern Entrance Pyrenees Highway/Duke Street

### 4.2.1 Entrance Theme

The theme of the Pyrenees Highway/Duke Street entrance is:

**LANDSCAPE CHARACTER** Views to the north of the goldfields bushland dominate the journey experience from Chewton to Wesley Hill.

**BUILT HERITAGE** Historic buildings and the unsurveyed road layout of Wesley Hill provide the entrance with a strong character.

### 4.2.2 Journey Experience

#### Entry

The entry to Castlemaine township is unclear at the transition from Chewton township and there is uncertainty as to when the traveller is entering Castlemaine. The recently constructed industrial building west of Eureka Street now gives the entry a more urban character. Attractive views of the goldfields bushland are available to the north. The row of residential buildings on either side of the highway before Kelsall Street mark the entry point to Castlemaine.

The characteristic elements of the entry are the non-urban break between Chewton and Castlemaine, the row of established eucalypts that define the entry, and the distant views of the goldfields bushland.

#### Approach

The entrance approach begins at Wesley Hill and finishes at the bridge crossing over Forest Creek. The approach along Duke Street is visually interesting due to the curved road alignment, changing view lines, historic streetscapes, and the organic street layout of intersecting streets. Commercial uses are concentrated around the Wesley Hill Village. Cottage and other home industries are located along the Wesley Hill stretch of the highway.

#### Arrival

The arrival point is located at the bridge crossing over Forest Creek. The arrival is visually attractive with open planting within Forest Creek Reserve, uniform building lines of houses on the north side, and substantial roadside plantings with potential to form an avenue. The array of commercial signage



Fig 7: Eastern entrance near Chewton. Landscape views should be protected.

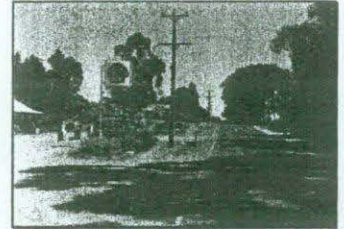


Fig 8: Eastern entry – Eureka Street

detracts from the visual quality of the arrival.

The TXU depot is unsightly and an inappropriate use of a site with highway frontage. The Globe Restaurant building provides a strong view focus and symbolic cue to the traveller about the heritage character of the town centre.

#### 4.2 Land Use Issues

- Town edge issues for Castlemaine and Chewton need to be resolved and dealt with in the planning scheme.
- Open views of the goldfields bushland are a feature of the entrance. They should be retained and enhanced.
- There is demand and interest in establishing business enterprises along the Pyrenees Highway entrance.
- Siting and design of buildings on the southern side of the highway west of Eureka Street will be important in terms of preserving entrance character.
- Two bridge crossings at entry to Wesley Hill and over Forest Creek at Railway Street are significant entry points along the entrance journey.
- Heritage and residential character is a dominant characteristic of the Wesley Hill section of the entrance, which needs to be protected and enhanced.
- Heritage streetscapes and the meandering road alignment through Wesley Hill are features that need to be protected.
- Greater heritage protection of highway frontage buildings and streetscapes in Wesley Hill is needed. Significance of individual historic residential buildings/areas should be researched with view to listing in the Planning Scheme Heritage Overlay.
- A village character and atmosphere is developing in Wesley Hill with a focus at the Hotel and other commercial premises.
- Potential to establish avenue plantings of eucalypts from Chewton to McGrath Street and Plane tree avenue plantings from McGrath Street to the town centre along the entrance.
- Former TXU depot is a key entrance site with potential for redevelopment. Part of this site is contaminated from previous use of the site as gasworks. An Environmental Audit Overlay needs to be applied to contaminated land.
- Advertising signage along Forest Street (north side) detracts from the arrival experience.



Fig 9: Duke Street - Eastern entrance



Fig 10: Duke Street - Roadside planting on south side would enhance this section of the entrance

#### 4.2.2 Objectives

- Provide opportunities for the establishment of highway business development at locations identified on the Pyrenees Highway Land Use Concept Plan.
- Protect important landscape views of the goldfields bushland along the entrance.
- Continue and extend the avenue planting of eucalypts from Chewton to the end of Wesley Hill.
- Protect and enhance the scenic and heritage values of the road alignment and streetscapes through Wesley Hill.
- Encourage new tourist and local commercial enterprises to locate adjacent to the existing village centre of Wesley Hill.
- Establish avenue planting of Plane trees from the Forest Creek bridge to the Hargraves Street roundabout
- Facilitate the redevelopment of the TXU depot site as a key entrance site.
- Recognise the significance of the Pyrenees Highway (east) as the major highway entrance used by tourists from Melbourne.
- Maximise opportunities for the presentation of Castlemaine's image as a heritage and arts centre and tourist destination.



Fig 11: Pyrenees Highway – Eastern entrance. View to goldfields bushland



Fig 12: Forest Street - Potential development opportunity at TXU depot site.

#### 4.2.3 Land Use Concepts

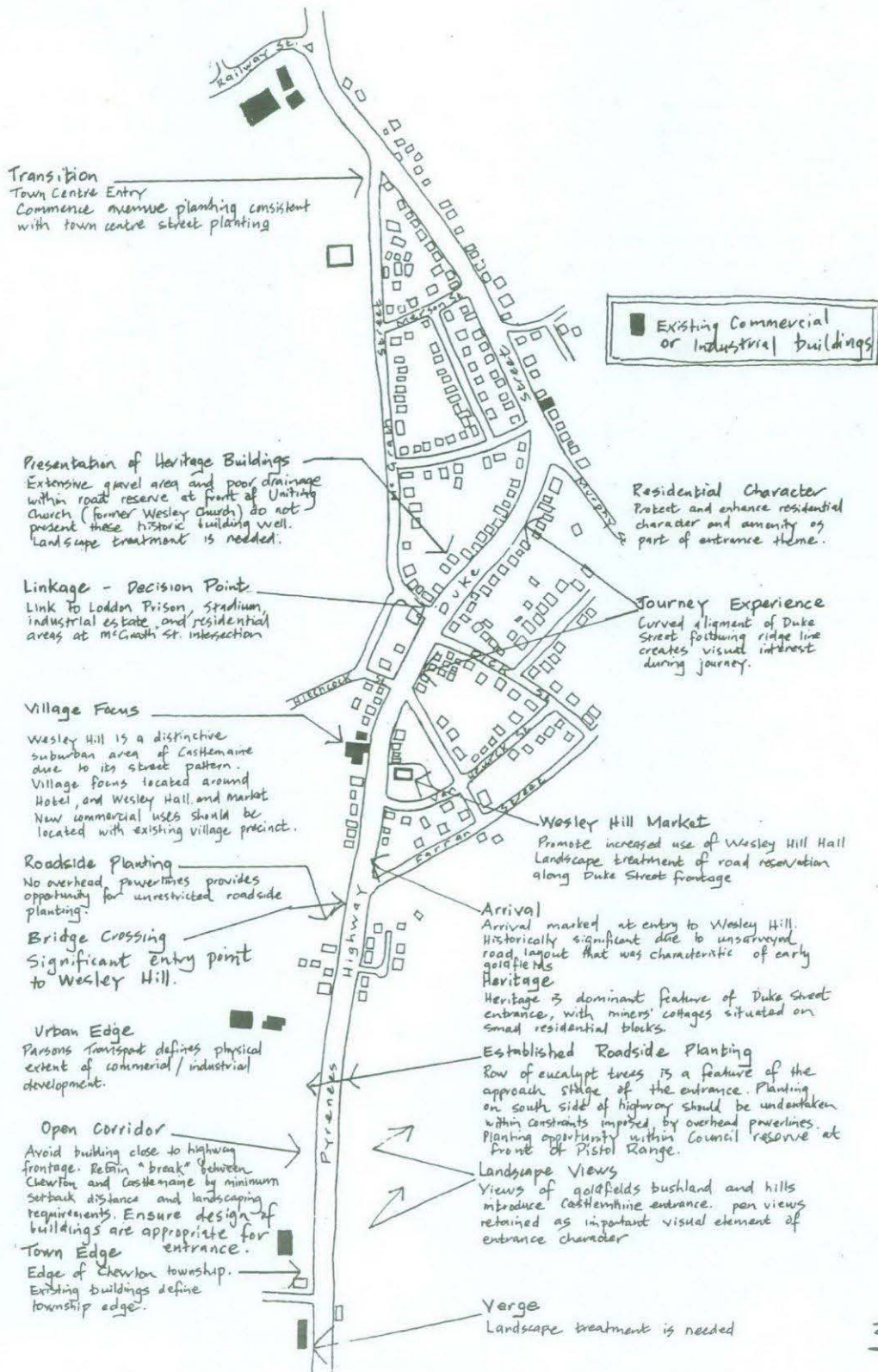
Land use concepts are illustrated on Plan No.5. The main elements of the Plan are:

- a) Land on the south side of the highway, north of Eureka Street, to Kelsall Street has been identified as potential highway business. A Design and Development Plan Overlay should be applied to this area to determine preferred uses and to articulate highway frontage presentation, siting and design of buildings, and highway access and exit points. The application of a Design and Development Overlay is recommended.
- b) Protection of heritage precinct along Duke Street, Wesley Hill. Greater protection can be given by listing of individual heritage buildings/streetscapes in the Heritage Overlay.
- c) New highway business at a town centre entry site bounded by Urquhart Street, Forest Street and Forest Creek. Design and Development Overlay to achieve desired architectural and design outcomes.


#### 4.2.4 Implementation


- a) Apply Design and Development Overlay to the entrance site on the south side of the highway west of Eureka Street. The Design and Development Plan and overlay schedule will specify preferred uses, design and siting requirements such as setback distances, indicative building massing, bulk, height, access and parking and landscaping.
- b) Apply Heritage Overlay to Wesley Hill Heritage Precinct. Assess the heritage significance of residential buildings within the precinct with the view to provide additional protection by individual listing of buildings in the Planning Scheme.
- c) Rezone land situated east of Urquhart Street on south side of Forest Street to Forest Creek. Apply Environmental Audit Overlay to site of former Gasworks.
- d) Rezone properties with Forest Street frontage west of Urquhart Street to Business 1 zone.
- e) Apply Design and Development Overlay to Forest Street town entry site including the former TXU depot, two residential properties and land zoned Public Use zone adjacent to Forest Creek. Design and Development Plan and overlay schedule to specify preferred uses, and design and siting guidelines such as setback distances, indicative building massing, height, public open space abutting the Creek, vehicle access and parking, and landscaping.

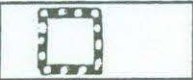
**Plan No. 4 Pyrenees Highway (East) Entrance - Duke St  
Issues and Opportunities**





**Plan No. 5 Pyrenees Highway (East) Entrance – Duke Street Land Use Concept Plan**

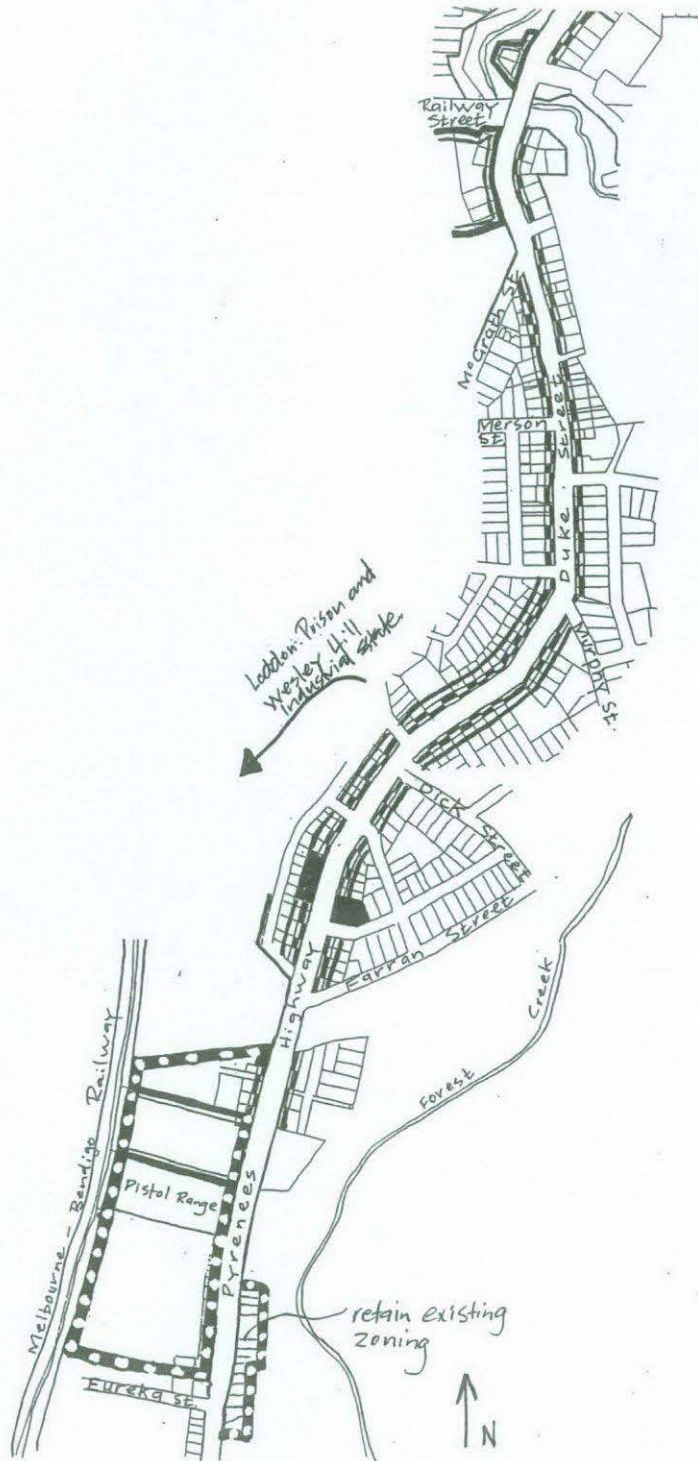
  
Existing Residential Zone.  
Retain residential highway frontage.

  
Existing Industrial Zone

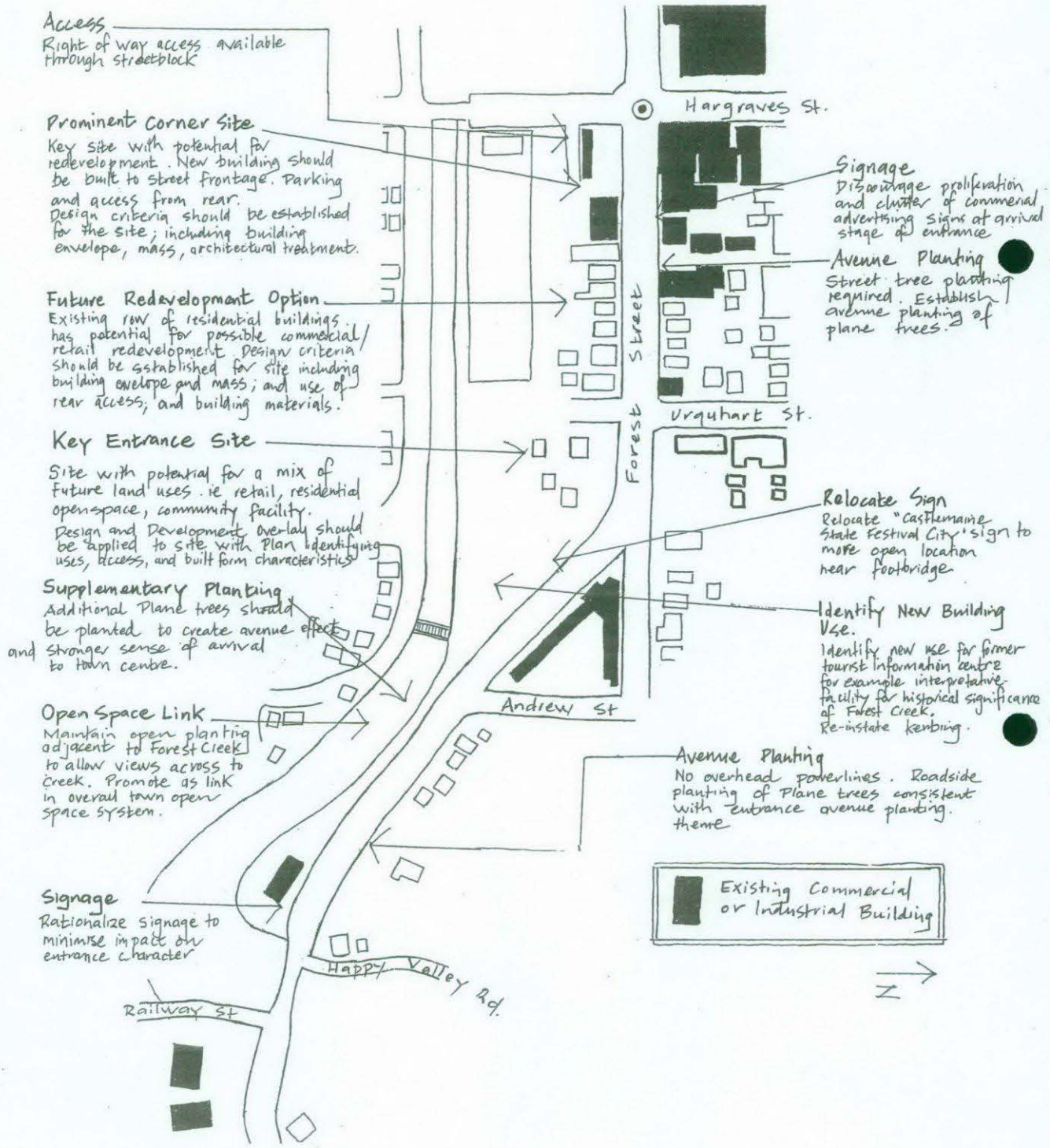
  
Key Entrance Sites.  
Apply Design and Development Overlay. Prepare Design and Development Plan to identify preferred land uses and design and siting criteria ie setback, density, building form, landscaping etc.  
Rezone to Business 2 Zone.

  
Wesley Hill Village Centre  
Encourage concentration of non-residential uses in and around identified village centre.

  
Heritage Precinct  
Provide for greater protection in Planning Scheme ie. heritage overlay and individual listing of significant buildings.



**Plan No. 6 Pyrenees Highway (East) Entrance - Forest Street  
Issues and Opportunities**



**Access**  
Right of way access available through streetblock

**Prominent Corner Site**  
Key site with potential for redevelopment. New building should be built to street frontage. Parking and access from rear. Design criteria should be established for the site; including building envelope, mass, architectural treatment.

**Future Redevelopment Option**  
Existing row of residential buildings has potential for possible commercial/retail redevelopment. Design criteria should be established for site including building envelope and mass; and use of rear access; and building materials.

**Key Entrance Site**  
Site with potential for a mix of future land uses i.e. retail, residential, openspace, community facility. Design and Development Overlay should be applied to site with Plan identifying uses, access, and built form characteristics.

**Supplementary Planting**  
Additional Plane trees should be planted to create avenue effect and stronger sense of arrival to town centre.

**Open Space Link**  
Maintain open planting adjacent to Forest Creek to allow views across to creek. Promote as link in overall town open space system.

**Signage**  
Rationalize signage to minimise impact on entrance character

**Signage**  
Discontinue proliferation and cluster of commercial advertising signs at arrival stage of entrance

**Avenue Planting**  
Street tree planting required. Establish avenue planting of plane trees.

**Relocate Sign**  
Relocate "Castlemaine State Festival City" sign to more open location near footbridge


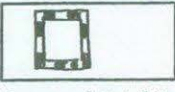





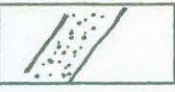
**Identify New Building Use.**  
Identify new use for former tourist information centre for example interpretive facility for historical significance of Forest Creek. Re-instate kerbing.

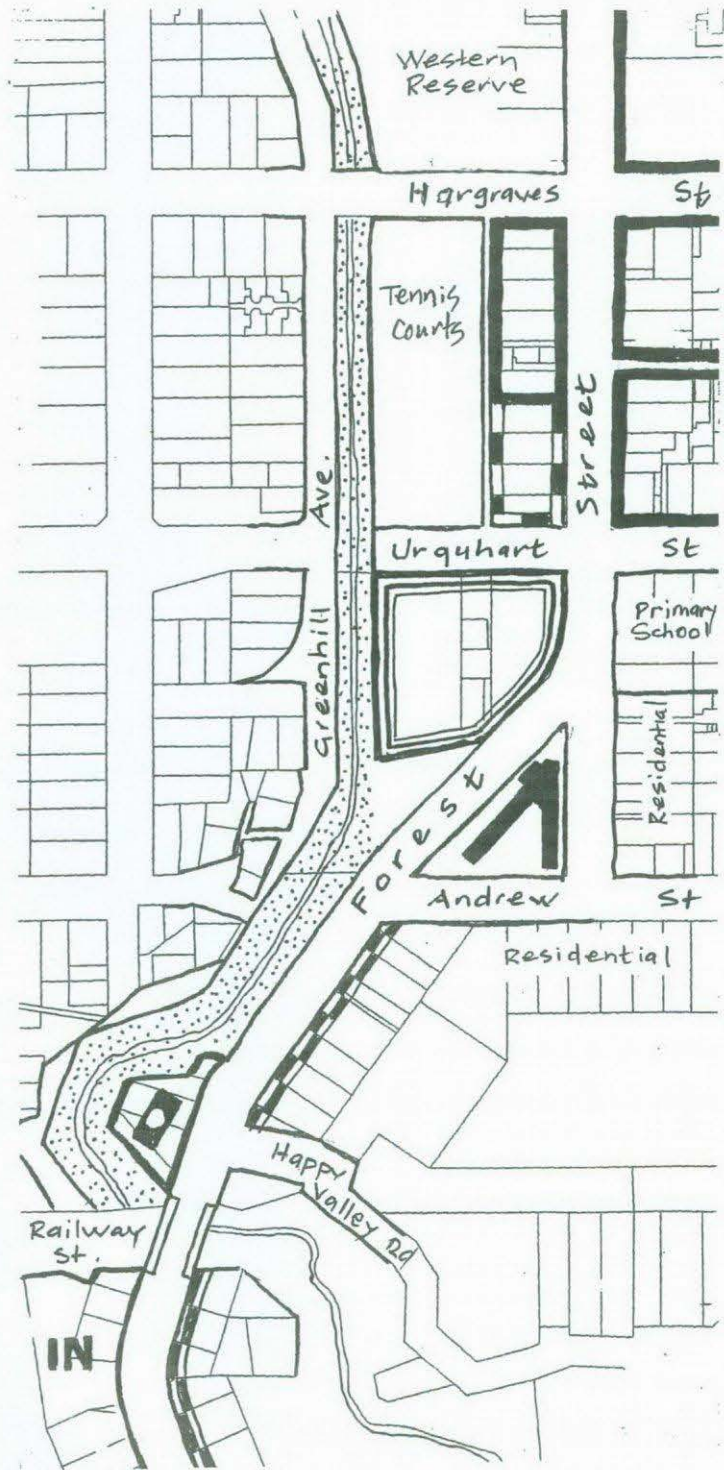
**Avenue Planting**  
No overhead powerlines. Roadside planting of Plane trees consistent with entrance avenue planting theme

**Existing Commercial or Industrial Building**



**Plan No. 7 Pyrenees Highway (East) Entrance - Forest Street Land Use Concept Plan**

	Existing Retail & Commercial Existing Business zone.
	Proposed Retail & Commercial Business 1 zone recommended. Rezoning required.
	Proposed New Highway Development Site Rezone to Business 1 zone Apply Design and Development Plan Overlay to site to determine preferred uses and siting & design requirements.
	Existing Motel Business 1 zone recommended to replace residential zone.
	Existing Residential Protect and enhance as part of entrance character.
	Land Use Change Identify longer term land uses. Rationalise existing signage.
	Existing Industrial
	Forest Creek and Environs Establish linear creek open space link along Forest Creek.





## 4.3 Western Entrance - Pyrenees Highway Elizabeth Street

### 4.3.1 Entrance Theme

The theme of the Elizabeth Street entrance is:

**HIGHWAY BUSINESS** Highway business has become the dominant land use east of the Campbells Creek through to Johnstone Street.

**RESIDENTIAL** Established residential area, particularly west of Campbells Creek, is the dominant land use character at the entry from Rae Street.

### 4.3.2 Journey Experience

#### Entry

The overhead rail bridge before the intersection with Rae Street provides a strong visual impression of entry. The entry is generally low key with the only entry message or cue for travellers being the collection of signage within the median divider in Rae Street.

The entry is understated and could be enhanced by a rationalisation of existing signs and a bolder welcome sign

The avenue of eucalypts at the commencement of Elizabeth Street is visually attractive. Residential character and amenity are the dominant features of the journey through to the bridge crossing.

The existing Plane trees beyond the bridge provide a view closure before entry to the mix of land use along the stretch of Elizabeth Street to Johnstone Street.

Existing roadside plantings can easily be extended to create an avenue planting theme.

The mixed use section of Elizabeth Street gives the impression of a transitional land use area where commercial and residential land use co-exist and neither land use dominates the precinct.

#### Arrival

The view focus terminates at the shops in Johnstone Street at the intersection with Elizabeth Street. Directional signs provide visual cues for road users travelling to Castlemaine or alternatively to Daylesford and Ballarat.



Fig 13: Western entry - Pyrenees Highway. Rail bridges mark entry points at western and northern entrances to Castlemaine

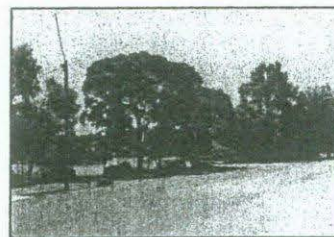


Fig 14: Elizabeth Street - Vacant site with highway business potential

The overhead powerlines and power transmission sub station make for an uneventful and visually unattractive arrival at Johnstone Street.

#### 4.3.2 Land Use Issues

- Vacant sites on the north side of Elizabeth east of the bridge provide opportunities for new highway business development.
- Existing residential amenity and character especially west of the bridge needs to be retained.
- Decisions need to be made about future land use on the south side of Elizabeth Street from the bridge crossing to Johnstone Street
- Opportunity to use existing residential buildings east of the bridge crossing for commercial/business use and mixed residential/ business use.
- Redevelopment opportunities for properties that do not have heritage value located on the south side of the highway, east of the bridge crossing.
- Inclusion of a local policy (Elizabeth Street Precinct) in the planning scheme is required to achieve longer-term land use outcomes.
- Supplementary roadside planting is required to create a continuous avenue effect.
- Poor visual amenity at the Johnstone Street end of the precinct with power transmission sub station and overhead powerlines. Screen planting required.
- Careful attention will need to be given to the siting and design of new buildings on the south side of Elizabeth Street. Existing and new buildings will be within the view corridor for the Maldon–Castlemaine Tourist Railway.



*Fig 15: Elizabeth Street – Highway business use of site would be more beneficial in the longer term*

#### 4.3.3 Objectives

- Promote Elizabeth Street (from the bridge to Johnstone Street) as a highway business precinct.
- Provide policy guidance for the progressive development of Elizabeth Street (from the bridge to Johnstone Street) as a highway business precinct.
- Provide opportunities for new highway business development on the vacant land with frontage to Elizabeth Street, (including the vacant site immediately east of the bridge).

- Encourage the establishment of new land uses within the precinct that benefit from highway exposure.
- Encourage relocation of existing commercial/industrial uses that do not depend on a highway frontage location.
- Upgrade the appearance and visual amenity of the precinct by supplementary roadside tree planting.
- Reduce the impact of the power supply sub-station located at the corner of Johnstone Street by screening with landscaping. Encourage Powercor to relocate or modernise the facility.

#### **4.3.4 Land Use Concept Plan**

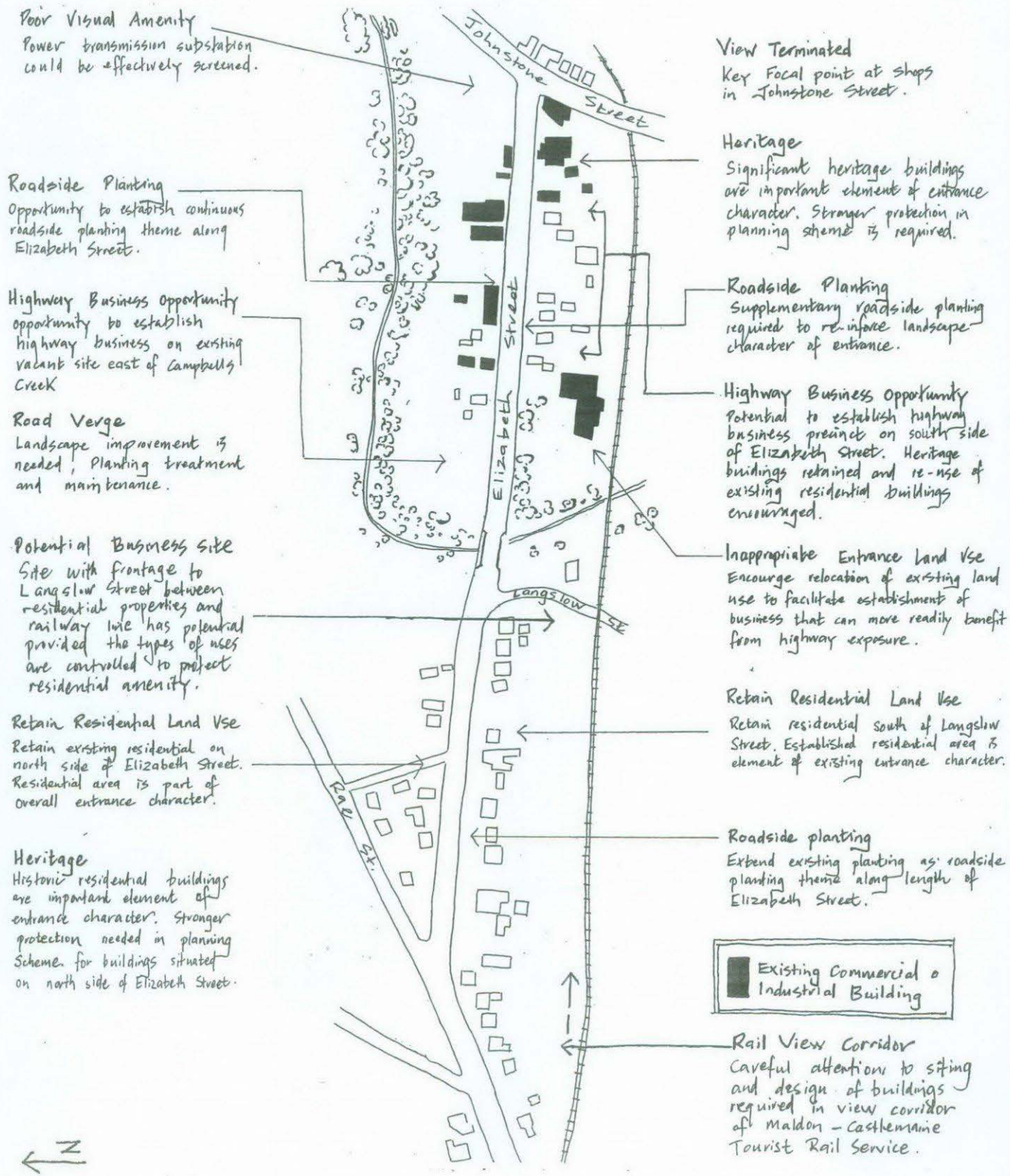
Land use concepts are illustrated on Plan No. 7. The main elements of the Plan are:

- a) New 0.5 ha business site on north side of Elizabeth Street immediately east of the bridge. Site is zoned Residential. Business rezoning required.
- b) Proposed longer term highway business on south side of Elizabeth Street east of bridge crossing.

#### **4.3.5 Implementation**

- a) Rezone sites identified on north side of Elizabeth Street from Residential 1 to Business 2 Zone.
- b) Rezone south side of Elizabeth Street east of the bridge crossing from Residential 1 and Industrial 1 to Business 2 zone.
- c) Prepare Local Policy (Elizabeth Street Highway Business Precinct) for insertion in the Planning Scheme. Policy intent is to guide and facilitate planned development within the precinct. Policy will need to address issues such as protection of heritage buildings, potential to convert use of residential buildings to business use, siting of new buildings, external materials and off-street car parking requirements.

**Plan No. 8 Pyrenees Highway (West) Elizabeth Street  
Issues and Opportunities**



**Poor Visual Amenity**  
Power transmission substation could be effectively screened.

**View Terminated**  
Key focal point at shops in Johnstone Street.

**Roadside Planting**  
Opportunity to establish continuous roadside planting theme along Elizabeth Street.

**Heritage**  
Significant heritage buildings are important element of entrance character. Stronger protection in planning scheme is required.

**Highway Business Opportunity**  
Opportunity to establish highway business on existing vacant site east of Campbell's Creek

**Roadside Planting**  
Supplementary roadside planting required to re-inforce landscape character of entrance.

**Road Verge**  
Landscape improvement is needed, planting treatment and maintenance.

**Highway Business Opportunity**  
Potential to establish highway business precinct on south side of Elizabeth Street. Heritage buildings retained and re-use of existing residential buildings encouraged.

**Potential Business site**  
Site with frontage to Langslow Street between residential properties and railway line has potential provided the types of uses are controlled to protect residential amenity.

**Inappropriate Entrance Land Use**  
Encourage relocation of existing land use to facilitate establishments of business that can more readily benefit from highway exposure.

**Retain Residential Land Use**  
Retain existing residential on north side of Elizabeth Street. Residential area is part of overall entrance character.

**Retain Residential Land Use**  
Retain residential south of Langslow Street. Established residential area is element of existing entrance character.

**Heritage**  
Historic residential buildings are important element of entrance character. Stronger protection needed in planning scheme for buildings situated on north side of Elizabeth Street.

**Roadside planting**  
Extend existing planting as roadside planting theme along length of Elizabeth Street.

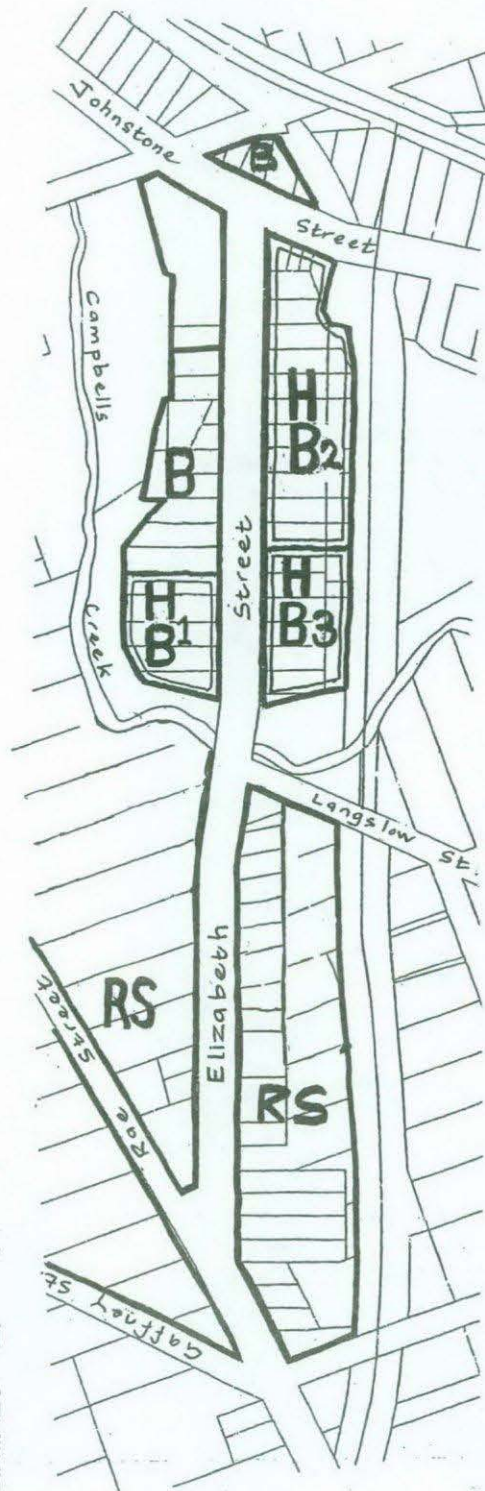
Existing Commercial or Industrial Building

**Rail View Corridor**  
Careful attention to siting and design of buildings required in view corridor of Maldon - Castlemaine Tourist Rail Service.



**Plan No. 9 Pyrenees Highway (West) Elizabeth Street  
Land Use Concept Plan**

<b>B</b>
Existing Business 1 Zone
<b>HB</b>
<p><b>HB1</b> Proposed Highway business site. Currently vacant. Rezoning to Business 2 zone required.</p> <p><b>HB2</b> Longer term Highway Business Support commercial use of buildings or shared commercial and residential use in the shorter term. Heritage buildings to be retained. Rezoning to Business 2 required.</p> <p>Local policy recommended to articulate guidelines relating to redevelopment, vehicle access, off-street parking, and siting and design of buildings, external materials etc.</p> <p><b>HB3</b> Change of Use Encourage relocation of existing use. Rezoning from Industrial to Business 2 Zone required.</p>
<b>RS</b>
<p><b>Residential</b> Protect and enhance residential area and character as part of entrance theme.</p>



## 4.4 Southern Entrance - Midland Highway Johnstone Street

### 4.4.1 Entrance Theme

The theme for the Johnstone Street entrance is :

**RESIDENTIAL** Established residential areas on the south side of Johnstone Street.

**HIGHWAY BUSINESS** Existing highway business sites located at prominent corner sites and at the approach to the overhead rail bridge and town centre entry.

**LANDSCAPE CHARACTER** Character provided by Campbells Creek and environs, established elm roadside planting and distant views of Kalimna hilltop.

### 4.4.2 Journey Experience

#### Entry

The rail crossing south of Elizabeth Street marks the entry point. This entry has poor visual amenity with views dominated by power poles, overhead powerlines and the power transmission substation.

The visual quality of the entry improves vastly with the open planting of the Creek Reserve and immediate views of the row of established elm trees. This early stage of the entrance has an established residential character.

#### Approach

The approach stage of the entrance commences around the intersection with Maclise Street as the land use changes to a mix of residential and commercial/industrial uses.

The visual qualities of the entry stage are lost with a break in roadside planting and the poor visual amenity of Mawsons Concrete Plant site and to a lesser degree the Service Station/convenience store at the Maclise Street corner. The heritage building (formerly Simpaticos) at the Gaulton Street corner adds visual interest to the journey.

The approach journey proceeds up a rise in the highway. At the rise, views of the Kalimna Park skyline are obtained and a presence of more intensive land use (Mitsubishi Motors and Eagles Air Conditioning) is felt.



Fig 16: Johnstone Street - Power transmission sub station is visually obtrusive. Screen planting recommended.

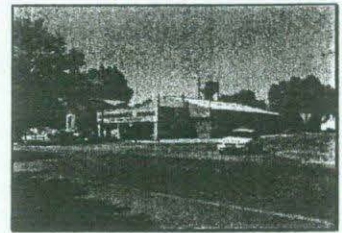


Fig 17: Johnstone Street - Maclise Street corner. Large site extending to rail line has redevelopment potential.

## Arrival

A sense of arrival is obtained as the view focus is closed at the rail bridge underpass. The bulk and scale of the Mitsubishi

Motors buildings also create a sense of arrival. The arrival continues through the sweeping bend into Barker Street.

### 4.4.1 Land Use Issues

- Visual amenity of the entry at Elizabeth Street intersection is poor. Upgrading of appearance is required, including screen planting in front of the power transmission station.
- Row of established elm trees and well maintained creek reserve provide a strong landscape character at the commencement of the entrance.
- Inappropriate industrial zoning on the north side, west of Gaulton Street.
- Historic building situated at the north west corner of Johnstone and Gaulton Street is a significant built-form element of the entrance. The building provides an important view closure for west bound traffic. Any restrictions on the use of the building imposed by Heritage Building Register listing should be relaxed.
- Residential land use is the dominant land use on the south side of Johnstone Street.
- Existing concrete plant is not suited to a highway site. Relocation should be encouraged.
- Alternative land use opportunities need to be identified for site incorporating convenience store/service station, concrete plant site and sites at the rear that are adjacent to the rail line.
- Conversion of residential buildings to commercial use has occurred. Shared residential/office use of premises should be encouraged where appropriate.
- Vacant sites on the north side of Johnstone Street offer some opportunities for new highway business development.
- Entrance character could be improved with supplementary roadside tree planting.
- Entrance statements could be introduced at the arrival (entry to town centre ) before the rail bridge underpass.
- Mix of residential, commercial and industrial land uses indicate that longer term planning for the entrance is required.

#### 4.4.3 Objectives

1. Facilitate redevelopment and future highway business use of the large site bounded by Maclise Street, the rail line and Johnstone Street.
2. Encourage relocation of a Mawsons Concrete Plant to facilitate establishment of a more compatible use that would derive more benefit from highway frontage site.
3. Promote the use of residential properties on the south side of the Johnstone Street east Maclise Street as home and professional offices.
4. Protect and enhance the residential precinct west of Maclise Street
5. Retain the significant roadside vegetation as a feature of the entrance.
6. Reduce the impact of the power supply sub-station located at the corner of Elizabeth Street by screening with landscaping.
7. Create a strong sense of arrival to the town centre with welcome signage and other visual cues located before the rail bridge underpass.

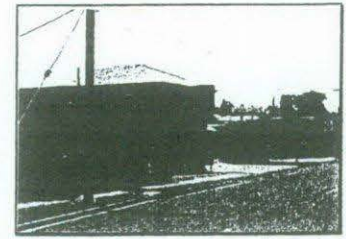


Fig 18: Barker Street – entry to town centre: Re-use of ex flour mill building recommended.

#### 4.4.4 Land Use Concept Plan

Land use concepts are illustrated on Plan No. 11 The main elements of the Plan are:

- a) Identify future land use opportunities for sites situated on the south side of Johnstone Street with frontage to Maclise and Johnstone Streets.
- b) Investigate relocation options for Concrete Plant premises to facilitate establishment of more suitable land use.
- c) Home and professional office precinct covering residential properties on the south side of Johnstone Street east of Maclise Street to Rowe Street.
- d) Longer term redevelopment of gateway location in Barker Street (west side) Redevelopment potential south of Bruce Street to include full restoration and use of ex Steam Mill building and relocation options for Caravan Park.

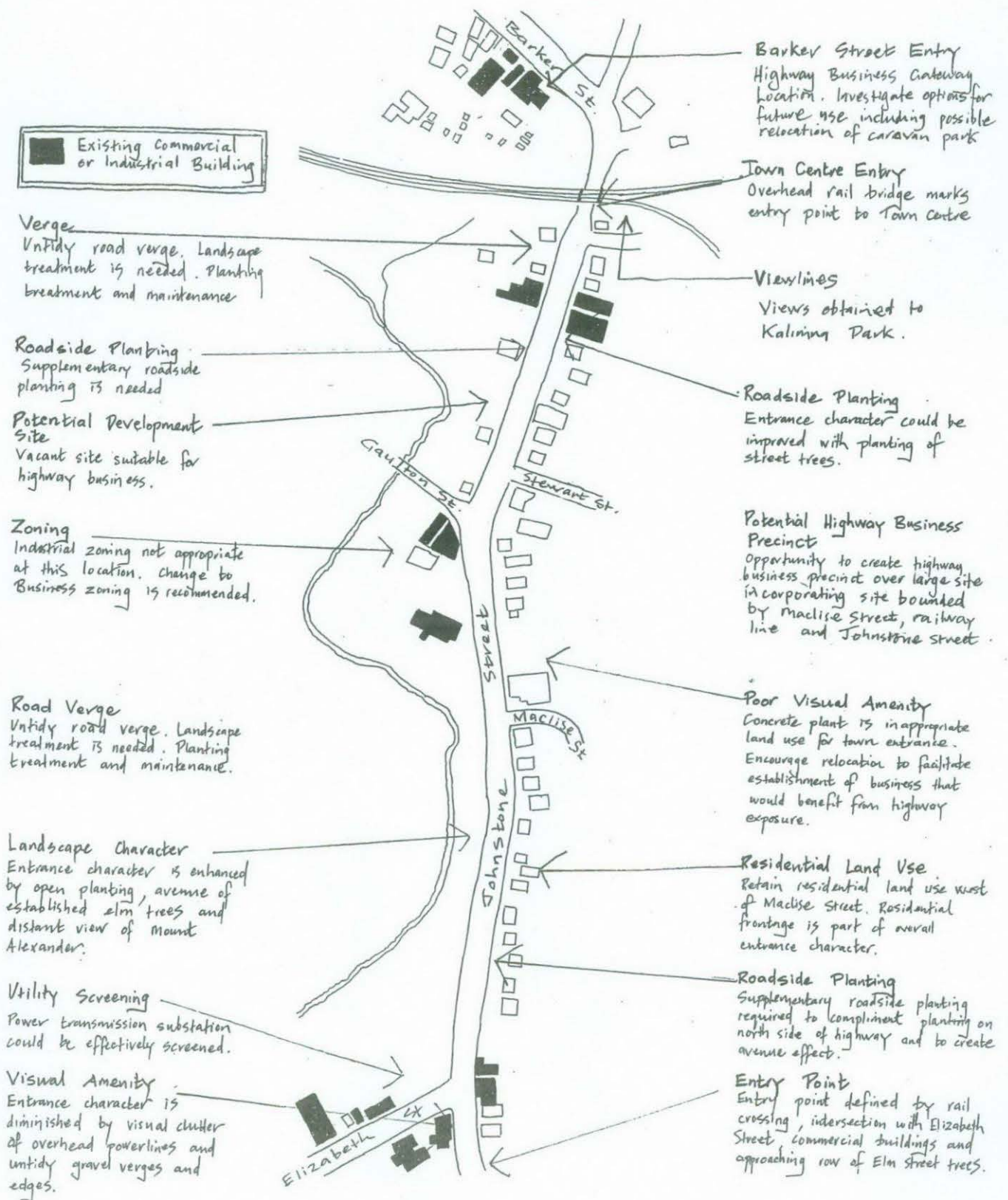
#### 4.4.5 Implementation

- a) Rezone sites located on north side of Johnstone Street west of Gaulton Street from Industrial 1 to Business 2 zone.



- b) Extend Business zoning over the area south of Bruce Street with frontage to Barker Street. Apply Design and Development Overlay to site. Prepare Design and Development Plan and schedule to define preferred uses and to illustrate and specify siting and design requirements.
- c) Rezone land located at the south east corner of Johnstone Street and Maclise Street including land between Shadforth Street and the railway line from Residential 1 and Industrial 1 Zones to Business 2 Zone.
- d) Rezone strip of land bordering Stewart Street, Castlemaine from Industrial 1 to Residential 1 Zone.
- e) Apply a Design and Development Plan Overlay for the site referred to in c) above and prepare schedule to ensure that redevelopment of the site addresses off street car parking, access/egress, setback distances, building layout, bulk and materials.


**Plan No 10 Pyrenees Highway (South) – Johnstone Street  
Issues and Opportunities**




**Plan No.11 Pyrenees Highway (South) – Johnstone Street  
Land Use Concept Plan**


**B1**  
Existing Business 1 Zone

**B2**  
Rezone Industrial to Business 2 Zone

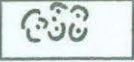
  
Rezone from Residential to Business 2 Zone.  
New zone to cover Mitsubishi Motors


  
Residential /Office mix  
Encourage home office and professional office use of residential properties.  
Retain residential use. Prepare Local Policy (Johnstone Street Precinct) which includes off street car parking, signage and landscaping requirements.

**HB**  
Barker Street Highway Business  
Apply Design and Development Overlay to determine how redevelopment may take place, to identify preferred uses, specify siting and design guidelines and address issues such as possible relocation of car park and re-use and restoration of ex Steam Flour Mill building.

  
Potential Highway Business Site  
Encourage relocation of concrete plant to facilitate establishment of more desirable use at this site including land adjacent to rail line. Potential to assemble large site for business or business/residential mix.

**RS**  
Residential  
Protect and enhance residential character as element of entrance theme.

  
Landscape treatment  
Landscape screening to minimise impact of power transmission sub station.

  
Maintain landscape character of creek environs as entrance feature

