

Mount Alexander Shire  
Council

---

**Maldon Urban Design  
Framework**

---

Masterplan

**MASTERPLAN**

Mount Alexander Shire Council  
**Maldon Urban Design Framework**  
Masterplan

October 2004



HLCD

**Arup**  
Level 12 360 Elizabeth Street, MELBOURNE VIC 3000  
Tel +61 3 9663 6811 Fax +61 3 9663 1546  
[www.arup.com](http://www.arup.com)

Job number 82328/060/01

|           |                               |            |              |
|-----------|-------------------------------|------------|--------------|
| Job title | Maldon Urban Design Framework | Job number | 82328/060/01 |
|-----------|-------------------------------|------------|--------------|

|                |            |                |  |
|----------------|------------|----------------|--|
| Document title | Masterplan | File reference |  |
|----------------|------------|----------------|--|

Document ref

| Revision          | Date     | Filename    | Study Area Analysis Version 1 - A3.doc     |            |             |
|-------------------|----------|-------------|--|------------|-------------|
| Draft 1           | 11/11/02 | Description | First draft                                |            |             |
|                   |          |             | Prepared by                                | Checked by | Approved by |
|                   |          | Name        | CJM  | JAN        | JAN         |
|                   |          | Signature   |  |            |             |
| Issue             | 16/12/02 | Filename    | Study Area Analysis Final Version - A3.doc |            |             |
|                   |          | Description |  |            |             |
|                   |          |             | Prepared by                                | Checked by | Approved by |
|                   |          | Name        | CJM  | JAN        | JAN         |
| Issue 1           | 24/01/03 | Filename    | 0002Study Area Analysis Final V1.doc       |            |             |
|                   |          | Description |  |            |             |
|                   |          |             | Prepared by                                | Checked by | Approved by |
|                   |          | Name        | CJM  | JAN        | JAN         |
| Draft Master plan | 29/10/04 | Filename    | Draft Masterplan Feb 03.doc                |            |             |
|                   |          | Description |  |            |             |
|                   |          |             | Prepared by                                | Checked by | Approved by |
|                   |          | Name        | CJM  | JAN        | JAN         |

Issue Document Verification with Document

This report takes into account the particular instructions and requirements of our Client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

©Arup Group Ltd F8.5  
QA Rev 1/01 1 November 2000

|           |                               |            |              |
|-----------|-------------------------------|------------|--------------|
| Job title | Maldon Urban Design Framework | Job number | 82328/060/01 |
|-----------|-------------------------------|------------|--------------|

|                |            |                |  |
|----------------|------------|----------------|--|
| Document title | Masterplan | File reference |  |
|----------------|------------|----------------|--|

Document ref

| Revision    | Date     | Filename    | 0004Report - Final Issue.doc |            |             |
|-------------|----------|-------------|------------------------------|------------|-------------|
| Master plan | 29/10/04 | Description |                              |            |             |
|             |          |             | Prepared by                  | Checked by | Approved by |
|             |          | Name        | CJM                          | JAN        | JAN         |
|             |          | Signature   |                              |            |             |
|             |          | Filename    |                              |            |             |
|             |          | Description |                              |            |             |
|             |          |             | Prepared by                  | Checked by | Approved by |
|             |          | Name        |                              |            |             |
|             |          | Filename    |                              |            |             |
|             |          | Description |                              |            |             |
|             |          |             | Prepared by                  | Checked by | Approved by |
|             |          | Name        |                              |            |             |
|             |          | Filename    |                              |            |             |
|             |          | Description |                              |            |             |
|             |          |             | Prepared by                  | Checked by | Approved by |
|             |          | Name        |                              |            |             |

Issue Document Verification with Document

**CONTENTS**

|  | Page |
|--|------|
| 1 INTRODUCTION   | 1    |
| 2 STATEMENT OF CULTURAL SIGNIFICANCE                             | 1    |
| 3 THE STUDY AREA   | 2    |
| 4 KEY LAND USE AND DEVELOPMENT ISSUES AND OPPORTUNITIES          | 4    |
| 4.1 Mount Alexander Shire - Economy                              | 4    |
| 4.2 Mount Alexander Shire - Population                           | 4    |
| 4.3 Mt Alexander Shire - Tourism                                 | 5    |
| 4.4 Maldon - Economy   | 5    |
| 4.5 Maldon Population  | 5    |
| 4.6 Maldon - Tourism   | 5    |
| 4.7 Municipal Strategic Statement                                | 6    |
| 4.8 Local Planning Policy Framework                              | 6    |
| 4.9 Real Estate Values and Change                                | 6    |
| 4.10 Community / Recreation Services and Infrastructure          | 7    |
| 4.11 Service Infrastructure                                      | 7    |
| 4.12 Transportation Services                                     | 8    |
| 4.13 Roads & Parking   | 9    |
| 4.14 Pedestrians   | 9    |
| 4.15 Cyclists  | 9    |
| 4.16 Key Stakeholder Consultation - Summary of Key Responses     | 10   |
| 4.17 Community Consultation – Summary of Key Responses           | 10   |
| 5 BUILT FORM, HERITAGE AND CULTURAL ASSETS                       | 11   |
| 6 KEY HERITAGE BUILDINGS AND LANDSCAPES                          | 14   |
| 7 KEY ENTRY POINTS, GATEWAYS AND ROUTES OF MOVEMENT              | 16   |
| 7.1 Major Points of Entry  | 16   |
| 7.2 Major Circulation Routes And Conflicts                       | 17   |
| 8 KEY VIEWS, FOCAL POINTS AND VISUAL MARKERS                     | 18   |
| 8.1 Key Views  | 18   |
| 9 DEVELOPMENT OPPORTUNITY SITES AND NON-CONTRIBUTORY BUILT FORM  | 20   |
| 9.1 Development Opportunity Sites and Non-Contributory Buildings | 20   |
| 10 OPEN SPACE AND PARKS  | 22   |
| 10.1 Key Open Spaces   | 22   |
| 11 Urban Design Framework Objectives And Principals              | 24   |
| 11 Urban Design Framework Objectives And Principals              | 24   |
| 11.1 Overarching Directions                                      | 24   |
| 11.2 Specific Objectives and Strategies                          | 24   |

|   |    |
|---|----|
| 12 URBAN DESIGN FRAMEWORK - URBAN DESIGN AND MASTERPLANNING PROPOSALS | 28 |
| 12.1 State Government Battery   | 28 |
| 12.2 Victorian Goldfields Railway Station                             | 28 |
| 12.3 Beehive Mine   | 28 |
| 12.4 Main Street / Supermarket  | 28 |
| 12.5 Main Street / Tobin Street                                       | 28 |
| 12.6 Walkway and Nodal Link Development Plan                          | 29 |
| 12.7 Maldon Signage / Branding Strategy                               | 29 |
| 13 STATUTORY PLANNING AND IMPLEMENTATION                              | 37 |

|         |   |
|---------|---|
| Table 1 | Employment by Selected Sector, Mount Alexander Shire 1996                       |
| Table 2 | Key Trends – Mt Alexander Shire Population Projections                          |
| Table 3 | Key Tourist Information – Goldfields Region                                     |
| Table 4 | Comparison of Selected Employment Sectors – Maldon & Mount Alexander Shire 1996 |
| Table 5 | Maldon Accommodation Facilities / Capacities 2002.                              |
| Table 6 | Community and Recreation Services / Infrastructure in Maldon 2002               |
| Table 7 | Maldon – Castlemaine Bendigo Bus Services                                       |

**FIGURES**

|              |  |
|--------------|--|
| Figure 1     | Locality Plan  |
| Figure 2     | Study Area and Core Area   |
| Figure 3     | Key Land Uses – Core Area  |
| Figure 4     | Extent of Sewerage System  |
| Figure 5     | Site Analysis – Built form, heritage and cultural assets             |
| Figure 6     | Site Analysis – Key Entry Points, Circulation and Points of Conflict |
| Figure 7     | Site analysis – Key Views and Focal Points                           |
| Figure 8     | Open space   |
| Figure 9     | Example of Pole Top Luminaire Consistent with Heritage Aesthetic.    |
| Figure 10    | Example of Façade Lighting to Heritage Building                      |
| Figure 11    | Examples of Lighting to Pedestrian Links and Key Landscape Items     |
| Figure 12    | State Government Battery Urban Design Proposal                       |
| Figure 13    | Victorian Goldfields Railway Urban Design Proposal                   |
| Figure 14    | Beehive Mine Urban Design Proposal                                   |
| Figure 15    | Main Street / Supermarket Urban Design Proposal                      |
| Figure 16    | Main Street / Tobin Street Urban Design Proposal                     |
| Figure 17    | Walkway and Nodal Link Development Plan Urban Design Proposal        |
| Figure 18    | Signage / Branding Urban Design Proposal                             |
| Figure 19    | Implementation Strategy – State Government Battery                   |
| Figure 20    | Implementation Strategy – Victorian Goldfields Railway Station       |
| Figure 21    | Implementation Strategy – Beehive Mine                               |
| Figure 22    | Implementation Strategy – Main Street / Supermarket                  |
| Figure 23    | Implementation Strategy – Main Street / Tobin Street                 |
| (D)Figure 24 | Implementation Strategy – Walkway and Nodal Link Development Plan    |
| Figure 25    | Implementation Strategy – Whole-of-Maldon Actions / Strategies       |

**APPENDICES**

Appendix A

[Key Reports and Documents Reviewed](#)

Appendix B

[Key Stakeholders Interviewed](#)

Appendix C

[Cultural Landscapes at Maldon Report](#)

Appendix D

[Maldon Infill Development Guidelines](#)

## 1 INTRODUCTION

In August 2002, Arup was appointed to develop an Urban Design Framework for the township of Maldon. The Department of Sustainability and Environment's Pride of Place programme and the Mount Alexander Shire Council jointly fund the study.

Arup is undertaking the work in partnership with architects MGS, with HLCD providing assistance in specialist areas. A Steering Committee has been established to guide the progress of the study. It comprises representatives from the following organisations:

- Mount Alexander Shire Council;
- Department of Sustainability and Environment (Northern Region);
- Council's Heritage Advisor;
- Heritage Victoria;
- Parks Victoria
- Community Representatives.

### 1.1 Overall Study Objectives

The overall study objectives are:

- *Clarify the cultural landscape vision for Maldon, including vacant public land within the township (Management Units 2, 3, 4, 5, 6, & 8, Maldon Historic Reserve).*
- *Identify appropriate design guidelines for new and infill developments to protect and enhance the town's cultural heritage.*
- *Identify appropriate pedestrian and vehicle-based movement patterns between the Maldon Railway Station, public land and the commercial centre of Maldon.*
- *Identify appropriate street lighting and power reticulation that suitably addresses issues of pedestrian safety and better presentation of the heritage assets of the town.*
- *Build a community joint vision on the role and place of cultural heritage in Maldon's future.*
- *Consider long-term capacity for individual heritage sites to cater for increased tourism in terms of available space, heritage protection and scenic amenity. Linkages between the public lands around Maldon shall be considered.*

These objectives recognise the fact that key nodes within town (the Railway Station, Town Centre, Beehive Mine & Government Battery) form the activity foci within the town and that the 'Core Area' within which these nodes are contained will be the main focus for the study. The Core Area however does not operate in isolation, and an understanding of both the current and potential future interaction between it and the surrounding areas, and the opportunities and constraints facing surrounding areas, is vital to creating an effective framework.

### 1.2 Purpose of the Report

The purpose of this report is to briefly overview the key characteristics of the town identified by the Study Area Analysis, and to provide an overall Urban Design Framework Masterplan for Maldon, detailing the specific actions, broad policies and recommendations to achieve the overall study objectives noted above.

## 2 STATEMENT OF CULTURAL SIGNIFICANCE

As an intact and readily appreciated quartz mining township and landscape, Maldon has a special character among the cultural landscapes of major gold mining towns in Victoria. It is the particular conjunction of the settlement processes which occurred at Maldon, and the way in which the components they produced have survived, that has resulted in a cultural landscape of high significance.

The location and organic qualities of the first town settlement at Maldon were determined by its geography and by the pressures of the first alluvial rushes. When quartz mining became established, the township proved to be located right next to the centre of the main line of quartz reef. Although Maldon was second only to Bendigo in the total yield from its quartz mines, and its reefs contained some of the richest ore in the State, most of its mines were concentrated along one compact main line of reef, the Golden Mile, centred at the Beehive Mine. The mines were easily accessible from the existing town, and most miners became settled in the town. This contrasts with the settlement pattern at Bendigo where there were a number of major lines of reef, and a number of secondary settlements were formed. Castlemaine differs too, in that while the town was close to its alluvial origins, its quartz mines were scattered at some distance from the town.

The survival of a special cultural landscape at Maldon is in part due to its missing out, during the nineteenth century, on some of the opportunities for development which were taken up in other towns. Whether because of location or competition, Maldon was never established as a regional administrative centre as was the case with Beechworth, Castlemaine, and Bendigo. Similarly, Maldon never became a large-scale service centre for the regional economy, as did Castlemaine, Bendigo and Ballarat. Maldon shares this shortfall with some other gold towns such as Maryborough and Daylesford. The immediate effect on the fabric of the town was that the scale and form created during the alluvial rushes and early quartz era, remained intact to the end of the nineteenth century. Subsequent building activity in the later nineteenth century added to the existing fabric rather than obscuring it, and remained within the earlier town area.

Maldon's heavy dependence on quartz mining also meant that when the mining ended, development of the township slowed dramatically. What new building there was in the first half of the twentieth century was again small in scale, and although a number of houses were taken away in the 1920s and 30s as the population declined, the townscape retained much of its character. Bendigo, as a contrasting example, became an important regional centre and grew and changed greatly after the quartz mining era, with the result that the fabric of the earlier intimate relationship of quartz mining and township was obscured.

In parallel with the early townscape, the mining landscape has also been preserved following the end of quartz reef mining. There was an immediate loss of mining infrastructure when the mines closed, but little change thereafter. The mining sites have been preserved, to a degree, by the general practice of Government of maintaining former mining areas as Crown Land, and later by the declaration of the historic mining reserve. This has reduced pressure for other uses of unused land close to the town, and has ensured that the tangible evidence has remained relatively intact.

A more recent process in the development of Maldon that has had an impact on the survival of the quartz era cultural landscape has been the development in the town and the wider community of a consciousness of Maldon as an important historic site. The first obvious public landmark of this perception was the declaration of Maldon as Australia's first 'Notable Town' in 1965. Subsequent local government and state government activity, as well as grassroots initiatives, has militated against large-scale new development and unregulated change. The use of old residences by those who have moved to the town as a rural retreat in the later twentieth century has also helped to preserve the housing stock.

As a result of these circumstances, Maldon has survived as an historic cultural landscape of the quartz mining era with a high level of intactness and integrity. The close relationship of the town with

its mines remains clear and comprehensible. The conditions of the working, domestic and civic lives of the miners and townspeople of the quartz mining era can all be demonstrated in the fabric of the place. The Maldon cultural landscape presents strong opportunities for interpretation, education and research.

The Maldon cultural landscape is aesthetically significant for its recognised landscape qualities. The aesthetic values of the wider landscape have been appreciated since the early alluvial rushes. The ruinous traces of mining in the landscape, and the organically formed township dominated by historic fabric, combine in the varied terrain to form a valued Maldon aesthetic. The aesthetic qualities of the landscape can be appreciated from lookouts and while travelling through the town.

The cultural landscape of Maldon has historical significance and current social value because of the long recognition of the historic values of the place. With its 1965 Notable Town status applied by the National Trust, Maldon is one of the first whole townships accorded special status by the heritage conservation movement in Australia. It has been a testing ground, subjected to a long sequence of conservation studies and planning measures by local and state governments, following changing heritage ideologies. The early National Trust interest was based on the rich early built fabric of the town. Later the mining archaeology of the area was developed as a focus. The cultural landscape approach is only the most recent of these heritage approaches. Over the same period the townspeople have developed and applied their own visions of the town's history and of its future. They have also confronted the issue of the extent to which the future of the town should be determined by the conservation of the physical remains of the past.

The varied and changing approaches by conservation bodies and the townspeople have impacted considerably on the cultural landscape itself during that period. They have impacted on what buildings have been retained or removed, and on what new buildings have been built. They have impacted on how buildings have been restored and maintained, on how gardens have been planted, and on how mining sites have been treated. As a result, Maldon is now significant as one of the oldest physical records of changing heritage ideology and practice in the State. It has some similarities in this respect to other historical cultural landscapes in Australia such as Burra and Port Arthur. The Maldon cultural landscape is historically and socially significant as a destination that has been widely visited for its historic and aesthetic qualities since the early twentieth century.

### 3 THE STUDY AREA

The township of Maldon is located approximately 140kms north west of Melbourne, within the Shire of Mount Alexander (Refer to Figure 1).

Key features within the district and nearby include:

- The Calder Freeway.
- The regional centres of Bendigo and Ballarat
- The Melbourne-Swan Hill Rail Line, passing through Castlemaine
- Numerous Natural, Cultural and Historic attractions

Figure 2 highlights the Study Area. A 'Core Area' within the broader Study Area has also been defined, and contains the following key features:

- The Town Centre
- The Victorian Goldfields Railway Station
- The Beehive Mine
- The Government Battery

Management Units 2,3,4,5,6 & 8 of the Maldon Historic Reserve are contained within both the Core Area and Study Area. Figure 3 provides a more detailed analysis of Key Land Uses within the Core Area.



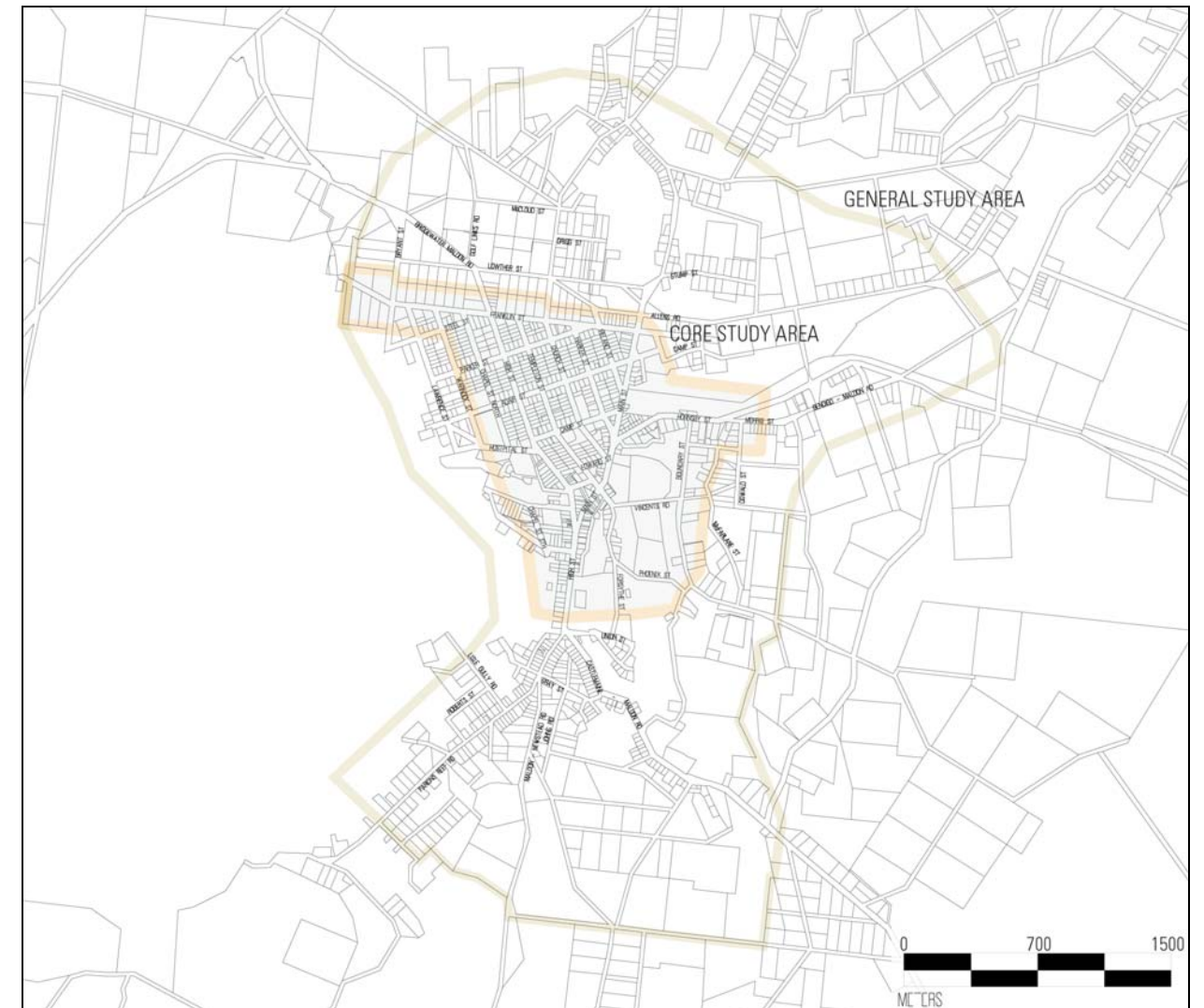
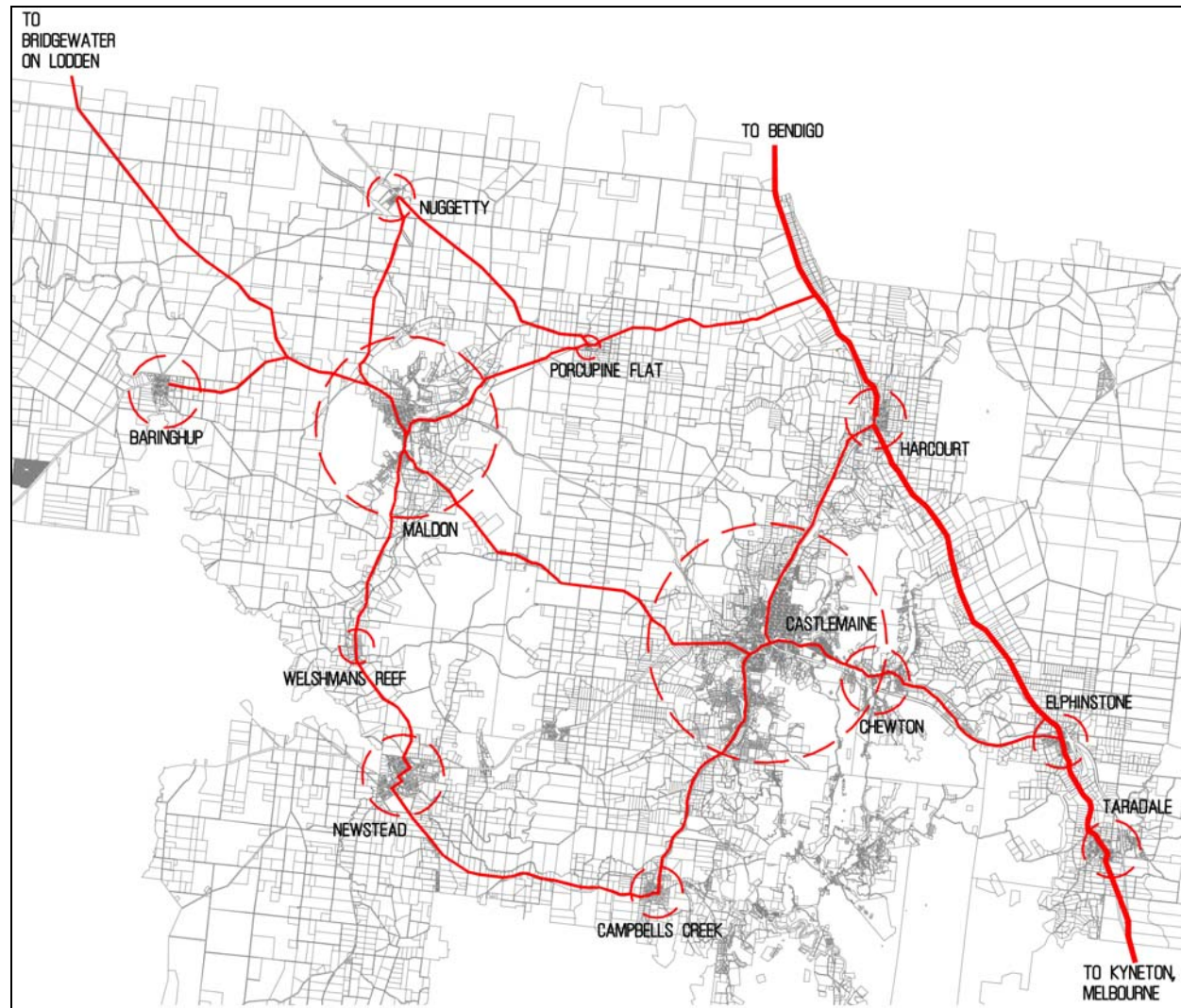


Figure 1 Locality Plan

Figure 2 Study Area and Core Area





Figure 3 Key Land Uses – Core Area

## 4 KEY LAND USE AND DEVELOPMENT ISSUES AND OPPORTUNITIES

### 4.1 Mount Alexander Shire - Economy

- The Shire has a strong manufacturing, engineering and food-processing basis, and the main employment sectors within the Shire are agriculture (including horticulture), manufacturing, wholesale and retail trade, community services and tourism. Table 1 below, which compares 1996 and 2001 Census data generally confirms this structure:

Table 1 Employment by Selected Sector, Mount Alexander Shire 1996

| Employment Sector        | Percentage of Labour Force 1996 | Percentage of Labour Force 2001 |
|--------------------------|---------------------------------|---------------------------------|
| Community Services       | 24.93%                          | 18.27%                          |
| Manufacturing            | 21.69%                          | 11.82%                          |
| Wholesale & Retail Trade | 16.11%                          | 17.85%                          |
| Agriculture              | 8.04%                           | 7.17%                           |

(ABS 1996 & 2001)

- The most recent Small Area Labour Market Data available (Dept. Employment & Workplace Relations 2002) indicated that for the June 2002 quarter, 9.55 % of the Shire’s residents were unemployed. This is higher than the Victorian Regional average for the same quarter, which was 6.4%.

### 4.2 Mount Alexander Shire - Population

- The total resident population of the Shire in 1996 was 16,721. According to Department of Infrastructure population projections, this was forecast to increase to 17,884 in 2021, with an average annual growth rate of 0.2%. The forecast growth rate for the Shire to 2021 is lower than that of Regional Victoria (0.4%).
- 2001 Census data estimates that the total resident population at June 2001 was 17,129, representing an increase in population from 1996 of 408 persons.

Table 2 highlights key changes in the demographic profile of the Shire, based upon Census Data and population projections made by the Department of Infrastructure.

Table 2 Key Trends – Mt Alexander Shire Population Projections

| Age Group | Percentage of 1996 Population | Percentage of 2001 Population | Percentage of forecast 2021 Population | Percentage Change 1996-2021 |
|-----------|-------------------------------|-------------------------------|--|-----------------------------|
| 5-17      | 19                            | 13.2                          | 12.3                                   | -6.7                        |
| 18-24     | 6.6                           | 6.1                           | 4.8                                    | -1.8                        |
| 35-49     | 23.6                          | 22.7                          | 16.9                                   | -6.7                        |
| 60+       | 21.9                          | 22.5                          | 38.5                                   | +9.9                        |

(2001 Census & DoI 2000 Victoria in Future)

**4.3 Mt Alexander Shire - Tourism**

- No formal economic structure analysis has been conducted to determine employment in the tourism sector.
- Employment within the Wholesale and Retail Trade Sector and the Recreation, Personal & Other Services Sector (which includes employment in entertainment and recreational services, restaurants, hotels and clubs, and private households employing staff) is significant in the Shire; comprising 23.97% of the workforce in 1996 and 23.87% of the workforce in 2001. These sectors, while not exclusively indicative of employment in the tourism sector, do capture employment in tourism or tourist related activities. Given the suite of tourist-related business and facilities located throughout the Shire, it is possible that a significant proportion of the Shire's population is employed in the tourism sector.
- No data have been produced in relation to tourist visitation to the Shire, or in relation to the value of tourism to the Shire's economy.
- Information in relation to the Goldfields Region as noted in Table 4, within which parts of the Shire including Maldon are contained, gives an indication of the importance of tourism to the region as a whole. A proportion of the visitation to the Goldfields Region would include visitation within the Mount Alexander Shire. Whilst the proportion of visitation and the corresponding value of that visitation to the Shire are not known, the figures suggest that tourism potentially makes a very important contribution to the Shire's economy.

Table 3 Key Tourist Information – Goldfields Region

| Domestic Overnight Visitors   | International Overnight Visitors   | Domestic Day Trip Visitor   |
|---|--|---|
| 1.9 million visitors (year to December 2001)  | 63,000 visitors (1999)   | 4.3 million visitors (year to December 2001)                                    |
| Total Expenditure \$364 Million.<br>Average Expenditure per night \$82.90<br>Average Expenditure per Visit \$181.64 | Total Expenditure \$12.9 Million<br>Average Expenditure per Visit \$222.84 | Total Expenditure - \$338 Million<br>Average Expenditure per Day Trip - \$77.13 |

(Bureau of Tourism Research, 2000, 2001)

**4.4 Maldon - Economy**

- No 2001 Census data was available for Maldon at the time of this study. The 1996 Census indicated that the trends in distribution between employment sectors evident within the Mount Alexander Shire were similar to those evident within Maldon (Table Five), with two significant differences:
  - The proportion of the population employed in the Agriculture Sector in Maldon was 3.3%, as compared to 8.04% for the Shire.
  - The proportion of the population employed in the Recreational, Personal and Other Services Sector in Maldon was 15.4%, as compared to 7.86% for the Shire.

Table 4 Comparison of Selected Employment Sectors – Maldon & Mount Alexander Shire 1996

| Employment Sector                         | Percentage of Maldon's Workforce 1996 | Percentage of Shire Workforce 1996 |
|---|---------------------------------------|------------------------------------|
| Community Services                        | 26.3                                  | 24.93                              |
| Manufacturing                             | 13.3                                  | 21.69                              |
| Wholesale & Retail Trade                  | 16.2                                  | 16.11                              |
| Agriculture                               | 3.3                                   | 8.04                               |
| Recreational, Personal and Other Services | 15.4                                  | 7.86                               |

(ABS 1996)

- In 1996 15.8% of Maldon residents were unemployed. This compares to the mean monthly average for non-metropolitan Victoria of 8.89% (ABS 1996).

**4.5 Maldon Population**

- The 1996 census recorded Maldon's resident population at 1,255 persons.
- Up to 1996, the population of Maldon remained relatively stable, with an average annual change in population of +1.45% since 1981.
- Persons over the age of 60 years comprised the largest age group in Maldon, accounting for 29.3% of the resident population, whilst the smallest group in the demographic profile was the 8-24 years age group, accounting for just 5% of the resident population.
- No forecasts of Maldon's population are currently available.
- The recent introduction of sewerage infrastructure, an ageing population and the impending upgrade of the Calder Highway are all factors that have the potential to impact upon Maldon's future population, both in terms of total population and that population's demographic profile.

**4.6 Maldon - Tourism**

- Whilst there is a general belief that activity associated with tourism underpins Maldon's economy, no formal economic analysis has been conducted to support this view.
- Data collected in relation to visitation to the Maldon Visitor Information Centre indicates that there has been a growth in visitation to the Centre between 1996 and 2001, and whilst not representative of the total number of visitors to Maldon, and possibly influenced by recent physical and managerial changes at the Centre, these figures are indicative of a growth in visitation to Maldon in recent years.
- There are no data available that documents the value of tourism to Maldon's economy.
- There are currently 38 tourist accommodation facilities in Maldon, with a capacity to accommodate approximately 426 persons<sup>1</sup> (MVIC Accommodation Guide 24 May 2002). A

<sup>1</sup> This figure is approximate due to minimum and maximum information provided in relation to the capacity of some facilities, and the capacity of Derby Hill, which is listed as having a capacity of "65+". Where maximum and minimum

breakdown of the total number of persons able to be accommodated in Maldon by accommodation facility type is provided in Table 5:

Table 5 Maldon Accommodation Facilities / Capacities 2002.

| Accommodation Category      | Number of Facilities | Approximate Capacity (Persons) |
|-----------------------------|----------------------|--------------------------------|
| Motels & Complexes          | 6                    | 142                            |
| Traditional Bed & Breakfast | 9                    | 57                             |
| Self Contained Cottages     | 20                   | 97                             |
| Caravan Parks               | 2                    | 126                            |
| Farm Stay                   | 1                    | 4                              |
| Total                       | 38                   | 426                            |

(Maldon Visitor Information Centre 2002)

- Derby Hill is included in the Motels and Complexes Category, and it is noted that Derby Hill's primary use is as a Blue Light Youth Camp. When combined the approximate capacity of Traditional Bed & Breakfast and Self Contained Cottages facilities is 154, the largest capacity of the accommodation facilities in Maldon.

#### 4.7 Municipal Strategic Statement

The Municipal Strategic Statement contained in the Mount Alexander Planning Scheme recognises that there are a number of key challenges facing the Shire, and Maldon in particular, that are of relevance to the current urban design framework study:

##### Ageing Population

The trend towards an ageing population will require an increase in housing choice and in community health care and welfare services. Suitable housing and accommodation, including retirement homes and medium density development, will need to be located near commercial and community facilities and public transport to consolidate existing urban communities and to maximise infrastructure use. Ensuring that such facilities are provided in a manner sensitive to the appearance of the town is a key issue.

##### Upgrade of the Calder Highway

The planned upgrading of the Calder Highway will have substantial impacts on access to both Melbourne and Bendigo. The upgrade is anticipated to encourage further growth in the Shire's population, as travel time to Bendigo and Melbourne will be significantly reduced. In addition, an increase in the number of tourists visiting the Shire is also expected, which is anticipated to result in an increase in the number of people seeking weekend retreats and overnight accommodation.

##### Settlement and Infrastructure

Some minor population growth within the Shire is forecast, and the average size of households within the Shire is not expected to change significantly. Growth is especially anticipated in the residential areas of the Shire. The introduction of reticulated sewerage services to Maldon has recently increased the capacity of the town to accommodate future development associated with these forecast trends.

##### Built and Natural Heritage

The combination of its built and natural heritage assets gives Maldon and the region a comprehensive and diverse tourist product. Maldon is in the Goldfields Tourism Region. The primary strength of the Goldfields Region is European Heritage. The region's secondary strengths are Parks and Gardens, Tourism (2WD), Wineries, Regional Cuisine, Cafes, Arts and Culture, and Boutique B&Bs. Maldon has

figures have been provided, maximums have been used to calculate this figure, and 65 persons total has been allocated to Derby Hill.

some of these strengths (but not all), particularly those relating to the town's built and natural heritage, its gardens, and its festivals and events.

The natural heritage values of the Maldon district are both exotic (eg. shade trees in Maldon) and natural (eg. a highly modified, but re-growing Box-Ironbark forest).

#### 4.8 Local Planning Policy Framework

- The Statement of Local Significance contained within the Maldon Local Planning Policy in the Mount Alexander Planning Scheme specifies that it is the combination of the specific features listed below that contribute to Maldon's significance:

*The interest and diversity of the range of buildings and works (including the street form, drainage patterns, exotic plantings and mine workings) that relate to gold-mining periods, in particular dating from the period up until the 1930's.*

*The numerous mining relics, which demonstrate a wide range of nineteenth century mining technology.*

*The mature and attractive post gold-mining quality of the landscape and of the township.*

*Maldon's outstanding interpretative value in respect of both its general arrangement and detailed elements.*

*The evidence of early settlement patterns and the diverse cultures that pioneered the area.*

*The interaction between the areas landforms and a wide range of historic development activities - pastoral, mining, residential and industrial.*

- The Streetscape Local Planning Policy applies to the entrances and main streets of all towns within the Shire, however the entrances and main streets are not mapped or further defined by the Policy.
- The Natural & Cultural Heritage Local Planning Policy applies to "all buildings, works, sites and landscapes of local natural heritage and cultural significance, including those buildings or places which are listed in the schedule to the Heritage Overlay". However, other than those buildings, works, sites and landscapes that are listed in the schedule to the Heritage Overlay, the buildings, works, sites and landscapes of local natural heritage and cultural significance are not mapped or further defined by this Policy.
- For the majority of those buildings, works, sites and landscapes that are listed in the schedule to the Heritage Overlay, there is no supporting information to explain or demonstrate their local natural heritage and/or cultural significance.

#### 4.9 Real Estate Values and Change

##### Residential (House & Land) Trends

- Currently, the residential (house and land) market in Maldon is considered to be strong.
- There has been a 25-30% (approx) increase in the volume of residential dwelling sales in the past 9 months.
- Property values have increased significantly in the past 18 months (i.e. it is estimated that a period style or miners cottage selling for between \$70,000-\$80,000 18 months ago would now fetch approximately \$115,000-\$120,000).
- Scarcity is the key factor driving these price increases.
- A lot of interest in Maldon is coming from outside of the Shire, especially from Melbourne (particularly "weekend residents").
- Significant money is being invested into the maintenance and upkeep of existing dwellings.

##### Residential (Vacant Land)

- The residential (vacant land) market is strong.
- There has been a 200-400% (approx) increase in the value of vacant residential lots within the town over the past two years.
- Vacant residential lots are extremely scarce in Maldon, and are bought rapidly when released onto the market.



- The installation of sewerage infrastructure, the Calder Highway upgrade and the recent increases in the value of existing dwellings are the key factors driving price increases.
- A lot of interest is coming from outside of the Shire, especially from Melbourne (weekend residents).

**Commercial**

- The commercial market is strong, but is currently moving slower than the residential market.
- Recent and substantial investments in a number of retail premises in Maldon suggests that there is increasing confidence in the commercial market.

**4.10 Community / Recreation Services and Infrastructure**

- Maldon contains a number of facilities, institutions and organisations that provide a diverse range of community and recreations services (Table 6).

Table 6 Community and Recreation Services / Infrastructure in Maldon 2002

| Education                        | Health   | Emergency Services                    | Commercial  | Recreation   | Other   |
|----------------------------------|--|---------------------------------------|---|--|---|
| Maldon Primary School<br>Library | Hospital<br>Mount View Nursing Home<br>Resident Doctor<br>District Nursing (Maldon Hospital)<br>Maldon Hospital Ancillary Services | Police Station<br>Maldon Fire Brigade | Community Bank (open weekdays and Saturday mornings)<br>Post Office including CBA agency (open five and a half days a week) | Tennis Courts (4)<br>Football Oval<br>Skate Park<br>Bowling Club<br>Golf Course<br>Children's Playground<br>Netball Court<br>25m Outdoor Pool<br>Maldon Historic Reserve | Maldon Community Centre<br>Maldon Information Centre<br>Maldon Neighbourhood Centre<br>Senior Citizens<br>Public Housing (Tarrangower Village & Warnock Street Units)<br>Cat & Dog Registration (at Community Bank) |

Source: Mount Alexander Shire Council Community Services Directory (28 January 2003)

- In addition to the community services / facilities listed above, Maldon also contains a number of retail facilities providing essential services and retail items, including a Supermarket, Butcher, Bakery, Greengrocer, Pharmacist, Newsagency, Nursery, Hardware, and three vehicle garages.
- In the case of both community services and essential goods and retail services provided in town, interviews with key stakeholders and community consultation have identified a belief that the range and access to existing community services in Maldon, as well as the range of opening hours of retail premises and the range of goods and services provided by those retail premises, is considered inadequate for the town's current needs.
- The expressed perception that the provision of and access to community services in Maldon is inadequate for Maldon's needs is a serious concern. Inadequate provision of and access to community infrastructure has the potential to affect people's sense of well-being, quality of life, and can exclude people from full participation in society.
- A structural analysis of the town's economy, or a needs analysis of social & recreation services and infrastructure has not been undertaken as part of this project.

- The need to provide outcomes that enhance the liveability of the town for residents both now and into the future is a core objective underpinning the Urban Design Framework. Ensuring that the provision of and access to community services effectively meets the needs of the community is an outcome that would enhance the liveability of Maldon. As such, this specific objective and strategies to achieve it are outlined in Sections 11 & 12 of this Report.

**4.11 Service Infrastructure**

- Maldon is currently serviced by electricity, water and mobile phone infrastructure. In addition, a reticulated sewerage system was recently introduced to Maldon. The extent of the reticulated sewerage system in relation to land use zones is noted on Figure 4. As Figure 4 demonstrates, all of the land contained within the Business 1 Zone and a large proportion of the land contained within a Residential 1 Zone is serviced by the reticulated sewerage system.
- There are no future extensions to the system currently planned by Coliban Water, and any extensions of the system to properties currently not connected would be conducted at the expense of the individual property owner.

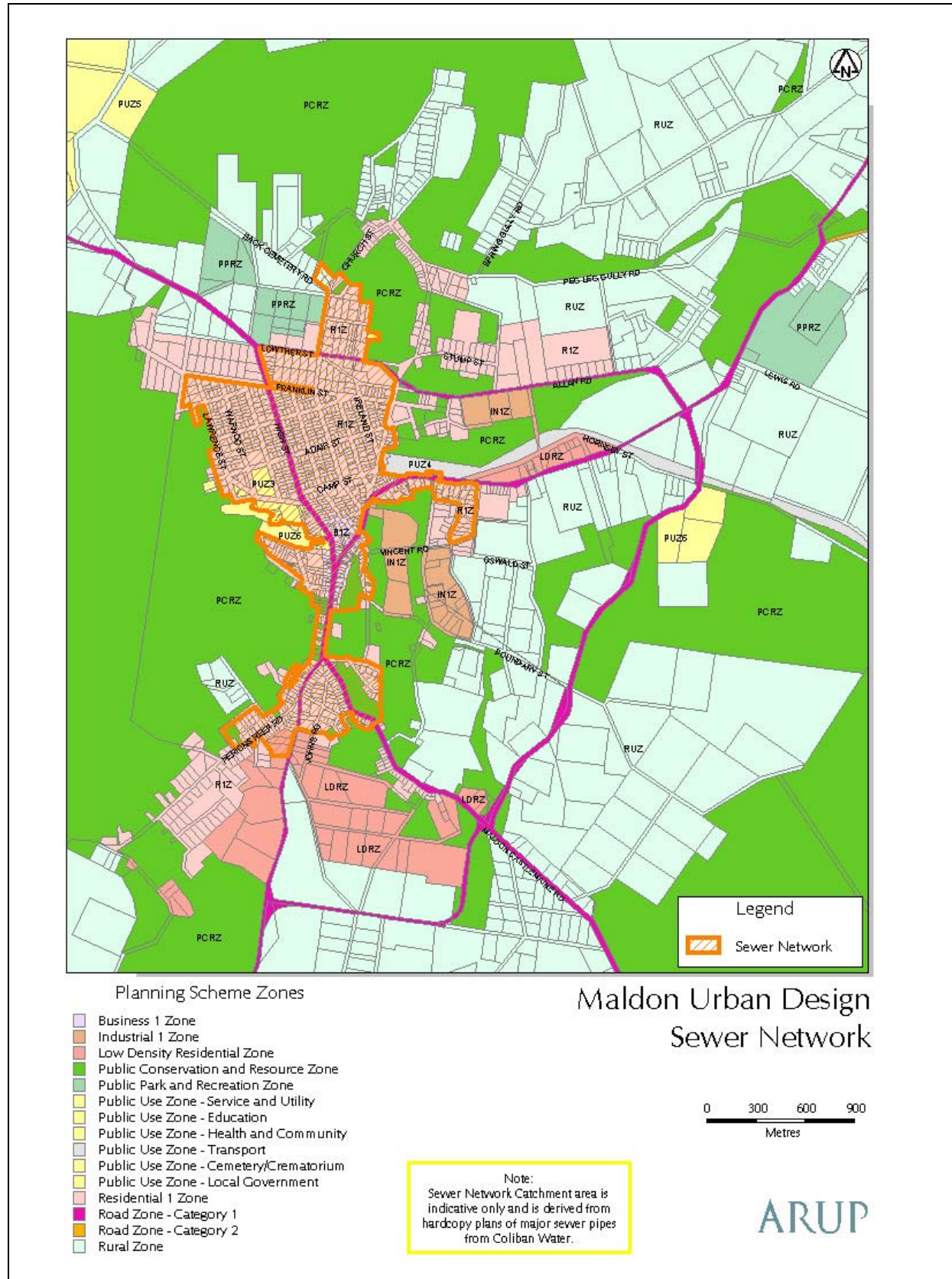


Figure 4 Extent of Sewerage System

### 4.12 Transportation Services

- Maldon is located 37km from Bendigo, 17km from Castlemaine and 140km from Melbourne.
- Travel time from Melbourne by road is approximately 1 hour 40 minutes, benefiting from the recent upgrading of the Calder Freeway.
- Maldon is ideally located for a day trip from Melbourne, the largest population centre in Victoria, and an easy detour for tourists travelling to Bendigo from Castlemaine.

#### Bus Services

- There are currently four bus services a day that operate via Maldon, providing connections to Castlemaine and Bendigo, as shown in Table 7. These services operate Monday to Friday only. The services arrive and depart from Maldon in the morning and late afternoon, respectively.
- The lack of public transport connections to and from Maldon at the weekend and during the day highlights a lack of provision for both residents and visitors alike.

Table 7 Maldon – Castlemaine Bendigo Bus Services

|                   |       |       |
|-------------------|-------|-------|
| Maldon (dept.)    | 09:00 | 16:40 |
| Castlemaine (arr) | 09:20 | 17:00 |
| Bendigo (arr)     | 10:34 | 17:54 |
|                   |       |       |
| Bendigo (dept)    | 09:38 | 16:25 |
| Castlemaine (arr) | 10:15 | 17:40 |
| Maldon (arr)      | 10:50 | 18:00 |

- The bus stop is located outside the Post Office, on the corner of Francis and High Streets. There is currently no shelter at the bus stop and the pavement is not sealed, indicating improvements are required in order to comply with the Disability Discrimination Act (DDA).
- A number of bus tour operators visit Maldon. Discussions with the Tourist Information Centre indicate these occur on an 'as demand' basis, and there is currently no set schedule as to when they arrive.
- Informal bus parking is signed along Fountain Street, off High Street. Additional bus parking is provided along Main Street, at the existing pedestrian path to the Beehive Chimney.

#### Tourist Train

- Tourist train services between Muckleford and Maldon commenced in 1996.
- Tourist trains running from Maldon to Muckleford return currently operate as follows:
  - Wednesday 11:30 & 13:00
  - Sunday & Public Holidays 11:30, 13:00 & 14:30

During school holidays the Sunday timetable is also operational on Wednesdays and Saturdays.

- The train has a capacity of up to 300 passengers. Anecdotal evidence suggests capacity is reached particularly during the summer months and special events. A wheelchair access ramp is available on the train, which is also required to access the platform in Maldon.
- Since June 2001, work has been underway on the Muckleford to Castlemaine track, including six bridges. Successful campaigning has secured funding of more than \$1m from the State Government, while the Federal Government has provided a further \$0.5m and the Mount Alexander Shire has contributed \$210,000. This line is expected to re-open in December 2003.
- The existing car park at the station is informal, and lacking in pedestrian facilities. It is uneven in places with a gravel surface. The capacity of the car park is between 20 – 30 cars, and there are currently no restrictions. In addition, overflow parking is available on the Bendigo-Maldon Road.



- It is considered that additional supporting infrastructure would be required in order to maximise the tourist potential of the railway. This would include improved accessibility to the railway, ensuring DDA compliance, and improved parking facilities and pedestrian linkages to the town centre.

#### 4.13 Roads & Parking

- High Street and Main Street intersect at 45°, creating a Y-shape. This intersection currently has poor linemarking, particularly when travelling south along High Street. Whilst potentially a controversial measure, a roundabout at this intersection could improve both the safety of this intersection and provide a defined entrance to the town. However, further consultation in relation to this matter would be required.
- All intersections in Maldon are currently priority controlled.
- Trucks are prohibited from using Main Street, and trucks to Bendigo are diverted along High Street.
- Existing traffic count data are limited. However, a count from September 1998 indicated approximately 1,800 vehicles per day (vpd) travel southbound along High Street, south of Francis Street.
- The town centre would benefit from additional signage, notably 'Town Centre' signs at the intersection of Castlemaine-Maldon Road and Maldon-Newstead Road.
- On-street parking exists along Main Street and High Street. The restrictions currently apply every day, including weekends, and vary between all day, two hour and 15 minute restrictions. Anecdotal information suggests there is some degree of local opposition to the restrictions, with arguments focussing on the possibility of deterring visitor from lingering in the town and that the size of Maldon does not warrant parking restrictions.
- Signage to designated car parking areas is limited, in particular the car park off Tobin Street. This informal, gravel car park has a capacity of approximately 20-25 vehicles. Signing the car park to make visitors aware of its existence, and enhancing the definition of the car park to differentiate between parking, vehicle and pedestrian areas, would both increase the capacity and the attractiveness of the area, encouraging the full utilisation of the car park. An improved pedestrian link to Main Street would also be necessary.

#### 4.14 Pedestrians

- The promotion of Maldon as a tourist destination and the physical nature of the town suggest walking will be a primary mode of transport for visitors. Walking facilities should be promoted between each of the towns' attractions, encouraging visitors to spend time exploring the area.
- Key aims for improving the pedestrian environment include the provision of pedestrian linkages between designated sites, and improved accessibility within in the town.
- Key pedestrian issues have been identified as follows:
  - The Visitor Information Centre, which would be a focal point for visitors, does have wheelchair access, although the ramp exits directly on to Francis Street. A pedestrian footpath does not exist at this location. Site observations indicated that cars park in front of the ramp access point blocking the path.
  - The main public toilets in town are currently not DDA compliant. This toilet block is located off a gravel car park, with steps providing the main pedestrian access point and the car park entry ramp greater than a 1:14 gradient, the maximum DDA grade. Another public toilet facility exists in the rear section of the Shire Gardens off Francis Street, however these are considered secondary due to their (comparatively) significant distance from the town centre.
  - The existence of open drains along Main Street restricts accessibility by pedestrians, and can limit the crossing of the street, especially by the elderly, the young and people with mobility impairments. However this feature should be used to improve safety, by limiting the crossing points and ensuring they are in the most appropriate location.
  - Main Street/ Dolphin Street intersection could potentially be a safety hazard for unfamiliar pedestrians as there is no distinction between the footpath and the road.

- There is currently poor pedestrian connectivity between the tourist railway and town centre, located approximately 500m apart. For visitors arriving by the tourist railway, there is no existing directional signage advising of the location of the town centre. A more direct footpath, possibly incorporating other tourist features such as the Beehive Chimney, would enhance and improve the accessibility of the station.
- There are a number of walks around the town promoted by the Visitor Information Centre. The Mount Alexander Diggings Guidebook is available at the Centre at a cost of \$10, and provides information and directions to heritage sites such as the Beehive Mine, the State Battery, Union Hill, the Dredge and Dragline and Mount Tarrangower to name a few. However, the walks in town are not easy to follow, and would benefit from symbols/ signage along the route.
- The existing bridge over the dry creek south of the pedestrian access to the Beehive Chimney is not DDA compliant. This currently forms the main pedestrian link between the station and the town centre.
- Poor pedestrian linkages exist between Main Street and High Street via the public toilets.
- Poor pedestrian linkages exist between Main Street and car Park in Tobin Street.

#### 4.15 Cyclists

- There are currently no specific provisions for cyclists in Maldon.
- If cycling is to be promoted in the town, end of trip facilities such as bicycle rails should be provided in the town centre as a minimum, and any street furniture / facilities associated with end of trip facilities should be sensitively designed and located.

#### 4.16 Key Stakeholder Consultation - Summary of Key Responses

One-on-one interviews were conducted with the Key Stakeholders as identified by the Steering Committee and noted in Appendix B. The purpose of these interviews was to gain an insight into the range of current issues, opportunities and constraints of relevance to the township, and to assist in the focussing of the Urban Design Framework upon key issues and matters of most 'relevance' to the town.

The following summary provides an overview of the range of matters identified by Community Interests and Key Stakeholders of relevance to the Maldon Urban Design Framework. Key Responses

##### Why do people visit Maldon?

- The town itself: Its uniqueness, Its relative intactness as an historic town, Its accessible location (central to Bendigo & Ballarat) close to Melbourne, Its mining history; The Victorian Goldfields Railway; Particular events (i.e. Folk Festival, Easter Fair).

##### What are the key tourist attractions / sites in Maldon?

- Maldon is a "destination in itself"; The streetscapes; The Victorian Goldfields Railway; Carmen's Tunnel; North British Mine; What's in the shops (specific retail items); Views from Mt Tarrangower.

##### What are the key features that 'let the town down'?

- Unfinished buildings at town entrances; The public toilets (un-cleanliness thereof); Poor presentation of town centre; Not having 7-day trade (irregular opening hours); A lack of implementation / following through on strategic studies by Council; Lack of enthusiastic business investment; Perceived lax enforcement of controls pertaining to Maldon's heritage; Inconsistent application of Heritage Controls.

##### What are Maldon's strengths (physical/economic)?

- Provision of sewerage infrastructure to the town; The faithful restoration of many older buildings provides a positive for the character of the town; The mining landscape; The strong tourism sector; The numerous hard working committees that "keep the town together"; The accommodation sector (quality and range); The 'central' nature of the town as a base for regional exploration.

##### What are Maldon's weaknesses (physical/economic)?

- Poor linkages between the train station and the town centre; Poor linkages between town centre & other attractions (i.e.: Carmen's Tunnel); Not having 7-day trade (irregular opening hours).

##### Current points of contention (key sites and town generally)?

- Location of Aunty Jack proposal; The OH&S issues associated with both the open shafts and the contaminated tailings located throughout the Maldon Historic Reserve; Linkages between the train station and key sites / town centre; Signage in the Main Street; Mobile library (Council considering cutting funding); The argument between "historical conservation" and "pro-development" sentiments in town; Lack of understanding of how Maldon will respond to the effect of the extension of the Victorian Goldfields Railway in 2003; Lack of co-ordination / collaboration between the various committees / groups for the benefit of the town; Perception that the Shire is not putting money into Maldon and that Castlemaine is a focus of expenditure.

##### For what key reasons do people not visit / Return to Maldon?

- Not having 7-day trade (irregular opening hours); Maldon has few "points of difference" from any other tourist town (range of goods / services and sites).

##### What could be done to improve visitation to Maldon?

- Ensure new development is undertaken in accordance with heritage values / character; Ensuring high quality / sympathetic development associated with new sewerage infrastructure; Repair / restoration and upkeep of bluestone gutters; Keep the town clean / tidy; More / better media promotion; Greater research of market and subsequent targeted promotion of town; Restaurants opening at night; Maldon needs to be co-ordinated / ready to take advantage of the opportunities that the opening of the Victorian Goldfields Railway through to Castlemaine will provide; Consistent application of heritage controls; more car parking facilities in town (weekend and holiday parking).

##### What are the constraints to improving visitation to Maldon?

- Lack of funds / investment in town (physical improvements and market research); The inability of Maldon to compete (the scale of tourist operations / promotions organisations are very small and unable to allocate lots of money to marketing); A lack of co-ordinated / focussed effort; Lack of community consensus about future direction.

##### Describe a snapshot of Maldon in 15 years?

###### Positive / Neutral

- Visually, not significantly different; Victorian Goldfields Railway operational; More hospitality based uses (i.e. restaurants, fine dining, cafes); There will be a big effort to keep the central part of Maldon as it is, because people see the economic value of doing so; Better presentation of businesses and town centre (visual presentation); Growth in visitation; Railway will deliver increase in tourist numbers; Small business will grow to medium business; Will become a "7-day a week town"; Employment of more locals in tourism sector; More city retirees / commuters and growth in the professional resident population.

##### Describe a snapshot of Maldon in 15 years?

###### Negative

- Maldon could almost be in the same position as it is now (visually, socially & economically).

#### 4.17 Community Consultation – Summary of Key Responses

A preliminary Community Consultation session was held 30 January 2003 to ensure that all views and requirements of the community were taken into account into the development of urban design proposals, and to ensure a sense of ownership of the Urban Design Framework was generated amongst all participants.

##### 1.2.1 Key Responses

###### What services are missing from the town?

- More bus services to Castlemaine required – including Friday, Saturday night services for the youth to go to Castlemaine for entertainment on the weekends; Community buses within the town; More train services; More activities for teenagers; More usable public open space for children, walking dogs; Better rescue services i.e. CFA; Less 'museums'; Natural Gas; Better waste management; Manufacturing – employment base; General maintenance of town (eg painting, cleaning drains, etc); Maintenance of cracked pathways

###### What shops are missing from the town?

- Greengrocer; More doctors (currently only one) or doctors willing to travel into Maldon from Castlemaine regularly; Drapery/haberdashery; Shoe shop; Local Products; Stock feed / rural supplies

###### What is the value of tourism to Maldon?

- Mixed view ranging from irrelevant to an absolute necessity; Requires a study of the town's economics; Tourism brings freshness/new spirit to the place; Tourism is currently at a good level, and that little change is required

###### What features of Maldon should attract visitors?

- No traffic lights/bright lights; Restful location; Gardens, fresh air; Walkable town; Like a city caught in a time warp with a relaxed historic ambience; '150 years of Gold' – the community should capitalise on it; Goldfields; Family research / tracing family trees

###### What features of Maldon could be made better?

- Better management of rubbish bins; Maintenance of footpaths; Bike paths; Street lighting; Walkability of town; Review of parking requirements; Keeping the city cleaner; Better promotion of attractions; Maintenance of trees; Traffic/pedestrian safety – traffic devices to increase safety; More sealed roads

###### How should tourist sites be managed to ensure their ongoing preservation?

- Areas should be undisturbed by lights; Visitors should see Maldon the way it is – don't make it like McDonalds; More facilities to be used by both tourist and locals; Opinion voiced that Beehive Mine is not a key site – but rather that housing walking tours are of greater heritage interest and that there are no maintenance problems associated with this; 'Improve but not lose' heritage; Town Character

**What areas of Maldon could accommodate additional housing?**

- On vacant lots of land – but development currently made difficult by needing to conform to strict guidelines; The crushing plant; Tarrangower Village; General consensus that available land for development is running out.

**What areas of Maldon could accommodate new retail activity?**

- 25.5 acres 300m from Main St (within industrial zone); General opinion that new business's should not detract from existing businesses; Additional car parking should be located a bit out of the town centre to take the pressure off parking within the town centre; Gravel area behind supermarket is available for parking, but has very little use as there is no obvious direct route through to Main Street.

**If you had a magic wand (and a bucketful of money!), what are the three things you would do to enhance Maldon?**

- Underground powerlines; Natural gas; Lots of trees – green city; More activities for kids; Close main street to vehicular traffic so that shops can open out onto the street; Clean up Mt Tarrangower and the Nuggetty's (to counter fire dangers) – perhaps allow people to remove fallen timber from the parks; Develop land east of Maldon; Develop South German Mine bike track; New Cultural Centre; Seek affiliation of community groups – with a regular meeting place; Retain the wild aspect of Beehive Mine – good for walking dogs; Replace existing Maldon signage with banners into the retail core; Shire funded library; Reduce traffic speeds to 40km/h through to improve road safety; More interpretative signage/booklets, in more languages to cater for popular farm stay residents; New/upgrade public toilets facilities in town; Long vehicle/caravan parking zones / areas

**5 BUILT FORM, HERITAGE AND CULTURAL ASSETS**

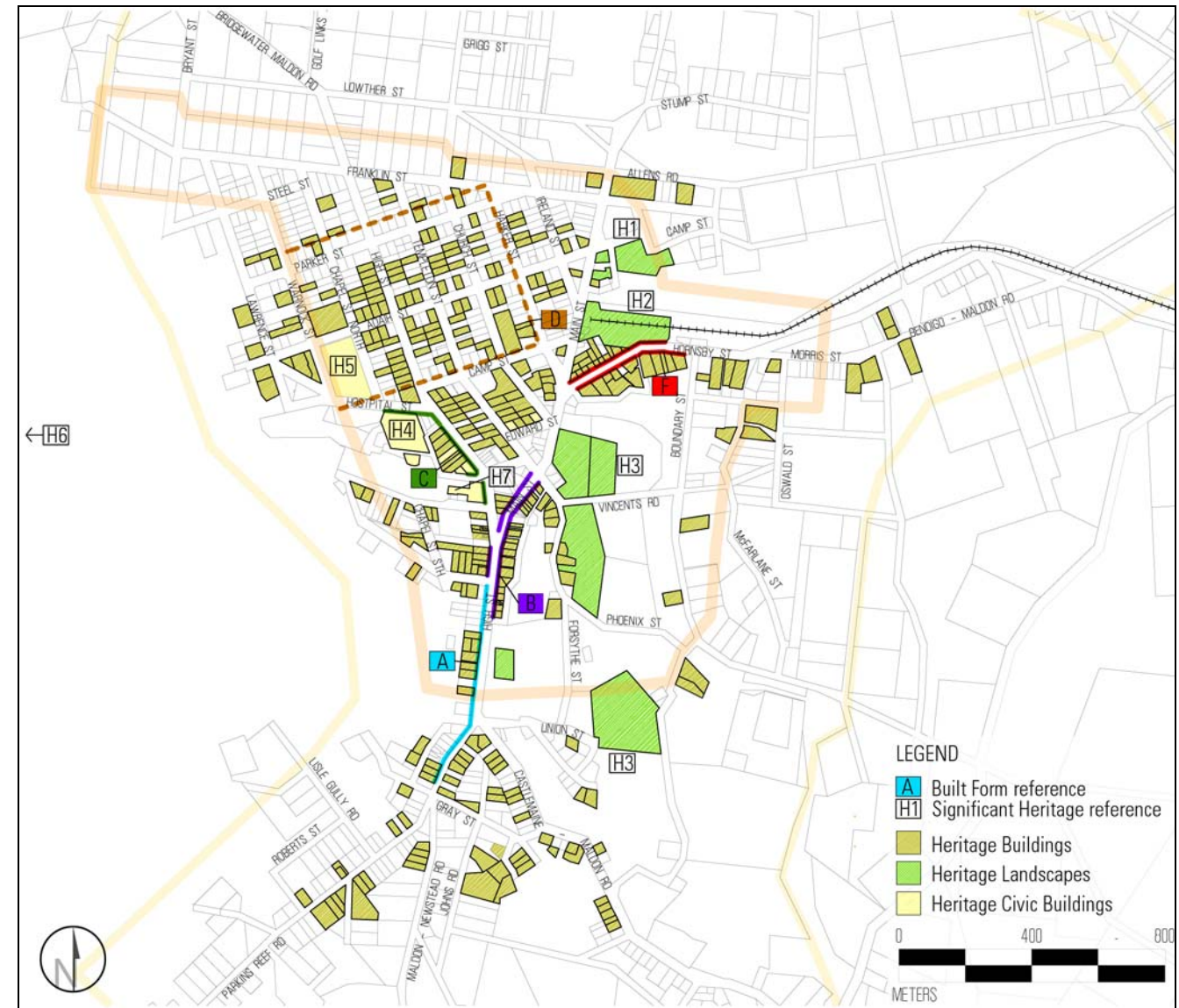


Figure 5 Site Analysis – Built form, heritage and cultural assets

**BUILT FORM REFERENCE A**

The main entry boulevard to the town consists of houses scattered amongst vacant lots set against the background of Anzac Hill. Apart from the most southern site, they address the street with high, private fences and established hedges. With the exception of a few sites where visual gaps or voids occur, the street line is generally maintained by tree plantings. Original stone-lined deep gutters provide a useful introductory narrative to the history of the town.

Buildings are generally in a good state of repair, the exception being an eccentric shed which is showing severe signs of need of maintenance with rusting roof and highly weathered timber lining to walls. House styles in this area do not differ greatly to those in Precinct D, however higher fences and privacy hedges are more common, and there is a general infrequency or lack of rhythm to built form within this precinct.

Paving is crushed gravel made from local materials in a natural blend of red and white colours.





a. View northward along High street with stone gutters and elm trees  
 b. Southwest view of first building along High St from the south, Mt Tarrangower in background  
 c. Shed at prominent location in need of maintenance

**BUILT FORM REFERENCE B**

The commercial precinct of Maldon consists of High Street and Main Street. The shops are substantially single storey constructed of either timber or brick. Some two-storey shops are scattered amongst the single storey buildings. The shops generally have parapets incorporating signage concealing hip roofs behind and wide front verandahs with skillion or slightly curved roofs, clad with galvanised corrugated steel. Many of the verandahs do not contain fascia gutters and downpipes. With the exception of a few buildings, a zero street setback is achieved along these streets.

The commercial centre developed substantially in the 19th Century with another major construction phase at the beginning of the 20th Century. Therefore the buildings are designed in the Victorian or Edwardian styles. Some typical characteristics can be noted:

- Pre-1900 buildings are typically single storey with straight verandah roof profiles with very often no guttering along the street-front, timber clad construction, simple detailing to timber verandah posts and a certain plainness of façade. These buildings are scattered through the business precinct, with the largest portion being along the west side of Main Street and High Street.
- Post-1900 buildings are of generally grander appearance incorporating some curved profile verandahs, ornamental timber and cast iron detailing to verandah posts, and a mix of pressed red brick and timber construction. There are also a few examples of two-storey construction dating amongst this group incorporating deep first floor balconies. The balconies of these buildings continue the line of the adjacent verandahs and do not unduly affect the flowing nature of the adjacent context. Large accumulations of post-1900 buildings are located on the east side of Main Street, with a scattering to be found elsewhere within the commercial precinct.

There are trees lining both High and Main Streets and the streets have wide bluestone gutters, which are protected by a Heritage Overlay precinct, HO981. However, many of the gutters in this precinct have unfortunately been covered with concrete.

Sidewalks are generally asphalt, with some sections of stone in particular areas. There is a mix of street frontage types addressing the sidewalk including facades with large open sections of windows and more blank facades with small fenestration.

Generally doors are set within recesses from the street front, providing a transition zone for entering and leaving.

Some cafes have a small number of tables and chairs on the sidewalk, and many shops exhibit their goods on the sidewalk bringing a sense of activity to the area. There is limited bench seating along the street edge and some aging unattractive bin facilities.

Despite many internal renovations particularly in the previous few decades, the buildings in this zone exhibit deteriorating standards of finish that is surprising given the heritage value placed on the town.

Although regarded as one of the main attractions to the town, the main street is looking tired, with many signs of deterioration and urgently needed maintenance evident to many prominent buildings.

The curved nature of the primary retail street provides a progressive unveiling of the view as one move along the street, and reinforces the urban organizational principle influences stemming from the topography and zones of mining activity.



d. Typical pre-1900 shop front with simple detailing  
 e. Typical pre-1900 shop front with simple detailing  
 f. Typical post-1900 shop front with more elaborate detailing  
 g. Winding nature of street

**BUILT FORM REFERENCE C**

This section of Maldon Township contains a distinct set of civic buildings, most dating from the 1860s, which evoke the characteristic development process of gold mining towns. Maldon, perhaps because of its unusual development, does not contain a strongly defined government precinct in commanding positions such as exists at Beechworth, St Arnaud or Bendigo. The courthouse and police buildings are separated from the commercial centre and do not address a major road. Other civic buildings are not a strong presence in the main commercial strips, or on the southern approach to the town. They are distributed in a loose arc to the north and north west of the commercial centre, with generous spaces around them, and are approached individually within the general fabric of the town. The former Shire Hall/Market building is at the northern edge of the commercial centre, located within a public garden. Also located here are the Visitor Information Centre and the Community Bank. Although the churches were granted land in elevated positions in the surveyed town plan, the Anglican Church chose a less prominent site close to the commercial centre to the north of the Shire Hall. The State School and the Hospital are located further northwest in generous grounds.

Scattered between the civic buildings is a mix of housing stock, some of which are quite grand in nature. These generally address the street with low, or visually permeable fencing, lush green gardens with mature planting and generous setbacks including some cottage garden styles (incorporating a formal symmetrical or rectangular layout and sections of flower and fruit tree planting). Whilst the majority of houses are of timber construction, many of the grander residences and most public buildings are built of local pressed red bricks.

On the western side particularly, houses generally exhibit large open lawn gardens and low fences towards the street, central location on the lot and, in some cases, symmetrical facades. Housing styles generally incorporate pitched roofs clad with predominately metal and occasionally tiles.

A single brick house (originally a shop) stands hard against the street front with unusual decorative brick detailing and timber posted verandah. The street is lined with well-established elm trees that reinforce its avenue character and civic pre-eminence. The street continues uphill until reaching the state primary school, marking the end of the civic precinct.

Buildings in this zone are generally maintained in good order. Footpath paving is concrete generally, with original stone lined gutters.





h.



i.



j.



k.

- h. Public park surrounding visitor information, museum and bank
- i. Example of grand residence along High St
- j. Unusual brick detailing on former shop along High St
- k. House with cottage style garden on High St

**BUILT FORM REFERENCE D**

This precinct, consisting mostly of housing, displays a reference to traditional European town planning principles, overlaying a grid subdivisional pattern independent of the topography of the precinct. The land is divided into traditional sized quarter acre blocks, resulting in a relatively low density building fabric over an undulating topography.

Given the development of the town over two main boom periods, the mid 19<sup>th</sup> Century and the late 19<sup>th</sup> and early 20<sup>th</sup> Centuries, original housing stock within Maldon is constructed in the Victorian style and to a lesser extent the Edwardian style. Because of the dominance of these main styles the residential areas in Maldon have a consistent appearance with houses demonstrating many common characteristics. A large proportion of the houses within this precinct are affected by heritage overlays. These houses are generally single storey and rectangular in form, constructed of either timber or brick (more commonly timber panelling or weatherboard). The roofs are simple gable or hip roofs clad in corrugated iron. Larger houses tend to have a series of gables or hips. Most houses have a front verandah, some with simple timber trims and the more elaborate houses with cast iron lacework. Chimneys are commonly located on the sidewalls and these chimneys are prominent in the roof-scapes of the town.

Generally the houses are simple in style, however there are some exceptions to this rule scattered throughout the town. These exceptions are more elaborate houses in size and detailing and were likely to be the houses of prominent residents such as mine owners or mine managers. Elaborate houses such as these stand out amongst the more humble yet attractive buildings in the surrounding context.

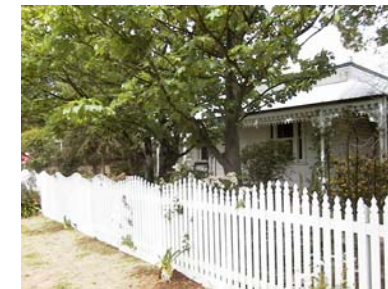
There is consistent spacing between the houses in Maldon with houses often sited centrally on the block with space either side. Most houses are set back from the street with established cottage gardens that are visually prominent in the streetscape views. Front fences (usually timber picket fences or of other lightweight, visually permeable materials) are generally low, and in the central township area the houses are close to the street while on the township fringes the houses are set further back. Houses are closer together towards the central core of the town while at the fringes, the houses are widely spaced and the boundaries between properties are less defined. On the extreme fringes the house spacing is less consistent, with the properties scattered amongst bushland. Off

street parking is generally to the rear or side of the property, with access driveways and gates located to one side of the house.

Modern houses are more often of red brick construction, of larger size and generally of more complex footprints resulting in more complex roof forms. For this reason many properties do not adequately address corners or prevailing setbacks. In some cases the verandah type is substituted with the concrete, unsheltered patio typical to housing of the 1960s. Car parking is often underneath a steel carport or garage fronting directly onto the street, in clear contrast to the original housing stock of the precinct. Gardens are typically barer than those of heritage buildings, incorporating predominantly lawn surfaces with some random sparse planting. Some gardens do not incorporate fences, disrupting the continuity of the streetscape.

Towards the east of this precinct lies the hospital, comprised of a collection of original heritage buildings and modern extensions, forming a focal point for the precinct. The site to the west of the hospital provides a transition between the populated grid and the bushy Mt Tarrangower to the west. Some timber cottages can be found within the privacy of a thick scattering of trees in these hilly sites. There are generally no formal gardens within this zones, but rather bushland in its natural state.

The streets are relatively wide and open incorporating gravel and lawn easements with very little trees to provide shade. There are no marked footpaths.



l.



m.



n.



o.



p.



q.

- l. Victorian house with traditional cottage garden
- m. Victorian house with typical driveway to side of house leading to parking at the rear
- n. Contemporary house with modern garden and parking towards the street
- o. Contemporary house with garage addressing street front
- p. Contemporary house with complex form, and no fences or garden treatment
- q. View showing nature of the residential street



## 6 KEY HERITAGE BUILDINGS AND LANDSCAPES

### (H1) State Battery



This site is of State significance and is included in the Victorian Heritage Register. It is historically and scientifically important as a characteristic and well-preserved example of an important form of gold mining. The Maldon State Battery is historically important as the most significant of the seven surviving State Batteries due to its high usage.

The Battery is situated on a rise and can be seen from the Railway Station. The site's prominence forms a significant part of the Maldon mining landscape. The significant site includes the State Battery building as well as numerous sand heaps and other mining related landscape features surrounding the building. A conservation policy exists for this site prepared for the Department of Natural Resources and the Environment by Robert J Kaufman in 1996.



### (H2) Maldon Railway Station



This site is of State significance and is included in the Victorian Heritage Register. The Maldon Railway Station Complex was constructed in 1888. The Railway complex is significant as an important reminder of the former status of Maldon as a prominent mining centre. The station served an important role in supporting the gold mining industry and the economic development of the district in general. This is a central focus between the State Battery and the Beehive mines as both sites can be seen from this point. Peppercorn trees currently obscure views to and from the railway station along Hornsby Street and more obvious visual link with the town is required. This complex could be more visually prominent on Hornsby Street.

### (H3) Beehive Mine and South German Mine (Derby Hill)



This site is of State significance and is included in the Victorian Heritage Register. The Beehive Company Goldmine is significant as a characteristic example as an important form of gold mining. Chimney stacks like the Beehive one were once a common sight on the mid to late 19<sup>th</sup> Century quartz mines, and the chimney at Maldon is the only one of its age and size still standing in Victoria. The station provides a central and essential focal point to the town's heritage, especially because of the landmark nature of the chimney, which is visible from many points around the town. Access to this site is currently ill defined and interpretation is minimal. The stonework at the base of the chimney requires maintenance and interpretation of the key features on the site is required.

### (H4) Maldon Primary School



This site is of State significance and is included in the Victorian Heritage Register. The Maldon Primary School is significant for its ability to demonstrate the prominence of Maldon in the goldfields era. This is the largest public building in the town and occupies a large site on Hospital Street. It is a dominant building in the Hospital Street streetscape with its long elaborate front elevation. This is an important community building and focus.

### (H5) Maldon Hospital

This site is of State significance and is included in the Victorian Heritage Register. The hospital is significant as an intact hospital complex constructed in the 1860s that represents the early Maldon boom and the later deep quartz mining in the town with the substantial renovation of the building that took place at this time. It is also significant for its unusual form and architectural detailing. This is a distinctive building and an important community building in the township. It is situated on a rise and occupies a large area of land. However the hospital building cannot be seen from many locations within the town.

The main original hospital buildings address the corner of Chapel Street North and Adair Street. An imposing grand façade orientates access and presentation of buildings towards Chapel Street Nth. The recent extension is a scattering of buildings across the remainder of the bush-like site, incorporating gardens along Chapel Street North. Similar to the original, the extension is built of red brick construction, but of subtle modern characteristic.

Off-street car parking is available predominantly along Chapel Street North outside the main entrance. An easement on Adair Street is also used for parking.



1. View of façade addressing Chapel Street North
2. Cluster of hospital and clinic buildings along Adair Street
3. Modern extension to hospital seen beyond

**(H6) Mt Tarrangower Lookout Tower**



This site is of State significance and is included in the Victorian Heritage Register. Constructed in 1923 as a lookout tower to promote tourism in the area and later used as a fire-spotting tower, the tower is significant as a unique artefact associated with the development of the State's fire protection system. The tower's non-combustible nature has ensured its survival as the oldest surviving fire-spotting tower in the State. Views of the township and surrounding landscape can be clearly seen from the tower. Although outside the study area, the Mt Tarrangower Tower is essential in understanding and interpreting the mining heritage and landscape significance of the Maldon area.

**(H7) Former Shire Hall/Market Building**

This site is of State significance and is included in the Victorian Heritage Register. The Former Shire Hall/Market Building is significant as a rare example of an early Victorian market hall. It is significant as an early expression of civic pride and as an attempt to develop the town as a regional centre. One of the first projects of the new municipality of Maldon, declared in 1858, was the commissioning of a design for a market hall - the council was probably aware of similar efforts already under way in rival Castlemaine. Construction of the simple market based on English precedents commenced in 1859. The market at Castlemaine had already seized the regional initiative, and Maldon was experiencing a recession after the rampant speculation of the late 1850s. It was closed as a market in the early 1860s. Maldon was still expanding, becoming a borough in 1863 and a shire in 1864. The conversion of the Market Hall as shire offices was proposed in 1865. The portico and mezzanine were added in this period.

There is a strong axial approach from High Street through the garden reserve to the market hall, signalled at the street by two granite markers. A pair of English Oaks were planted in the High Street corners of the reserve in 1863 to commemorate the marriage of Prince Edward (later King Edward). They are among the first commemorative plantings in Victoria, and in their maturity also have high aesthetic value. The new Shire Hall was occupied in 1964 and the building now houses the Maldon Museum.



1. Former Shire hall / Market

**CURRENT HERITAGE LISTINGS**

Places in Maldon on the Victorian Heritage Register

- Maldon State Battery, Adair Street, Maldon H1264, HO462
- Maldon District Hospital, Corner Chapel and Adair Streets, Maldon H1683, HO53
- Maldon Railway Station Complex, 13 Hornsby Street, Maldon, H1573, HO182
- Primary School No. 1254, South west corner of High and Hospital Streets, Maldon, H1394, HO164
- Quartz Roasting Kilns, Union Hill, Maldon, H823, HO460
- Former Maldon Court House, Fountain Street, Maldon, H1652, HO352
- Former Denominational School (Penny School), Church Street, Maldon, H1382, HO71.
- Beehive Company Gold Mine, Main Street, Maldon, H1361, HO285
- South German Quartz Gold Mine, Boundary Road, Maldon, H1357, HO457
- Mt Tarrangower Look-out Tower, Mt Tarrangower, Maldon, H1407, HO465
- Mount Tarrangower Tunnelling Company, Gold Mine, Anzac Hill Track, Maldon Historic Area, Maldon, H1358, HO469
- Former Royal Hotel & Theatre, 14 – 18 High Street, Maldon, H1391, HO118
- Brooks Store, 6 Templeton Street, Maldon, H1677, HO318
- Former Market Hall & Royal Oaks, Corner High and Fountain Streets, Maldon, H1390, HO353
- Gordonville, Corner Adair and High Streets, Maldon, H412
- Lises and Mantons Gullies Quartz Gold Mines, Junction of Lises and Mantons Tracks, Maldon, H1354, HO475 & HO476
- Lauriston, 9 High Street, Maldon, H1421, HO115
- Central Cookman Quartz Gold Mine, St Parkins Reef Road, Maldon, H1690, HO986

Important Heritage Overlay Precincts

- HO443 Maldon Historic Reserve
- HO444 Maldon Historic Residential Area
- HO981 Maldon Stone Gutters



## 7 KEY ENTRY POINTS, GATEWAYS AND ROUTES OF MOVEMENT

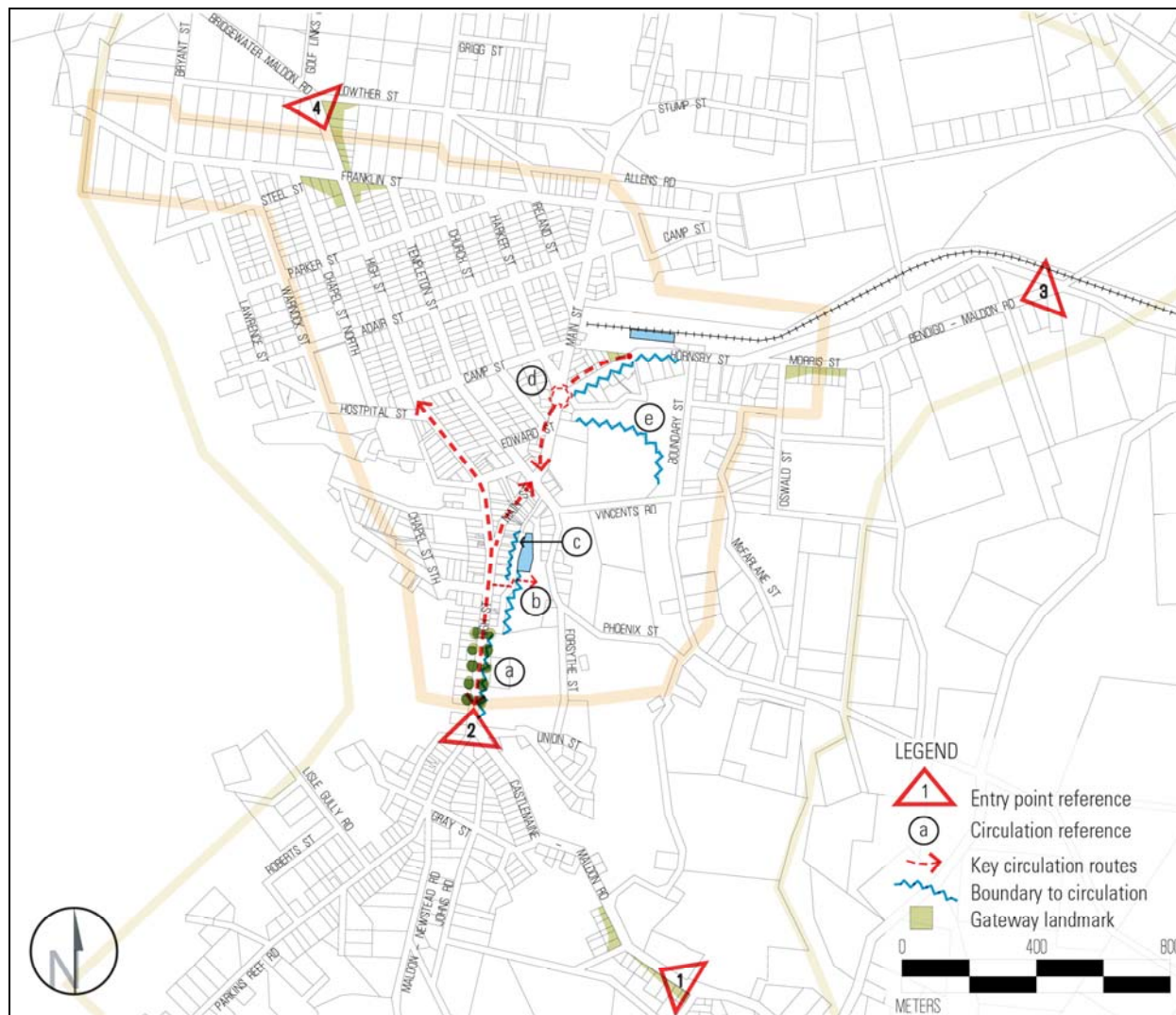


Figure 6 Site Analysis – Key Entry Points, Circulation and Points of Conflict

### 7.1 Major Points of Entry

#### Castlemaine direction entry point (1)



The primary entry road to Maldon is notated with a series of signs including standard “Welcome to Maldon” sign, a coming events sign and a notable town sign. Scatterings of old miners cottages on the outskirts provide initial indications of the early origins of the historic settlement as well as giving a clue of the approaching town. Opposite them are a series of old mining tenements visible to the northwest of the road on the approach to town.

1A

#### 1A First introduction to town via signage and an initial cluster of residences

#### 7.1.1 Gateway to Maldon Town Centre (2)



2a

2b

#### 2a High Street, looking northwards towards town centre with historic elm trees and stone paved stormwater drains

#### 2b First dwelling along High Street from the south forms a gateway landmark

This is complemented by the first signs of organised building fabric on the western side of the road. Together, they provide a sense of arrival to the town. Open stone-lined stormwater drains and unmade pathways to either side of the road contribute to the character and contribute to a sense of history. A large open drain extending along the entire length of the road prevents convenient linkage to the adjacent Derby Hill mining area to the east. An old timber bridge in ruin, spanning across the ditch, and the disturbed nature of the land, provide remnants of a history of mining. However the area is unmarked with signage. Some areas are protected with temporary plastic orange safety barriers, which detract from the otherwise picturesque street character.

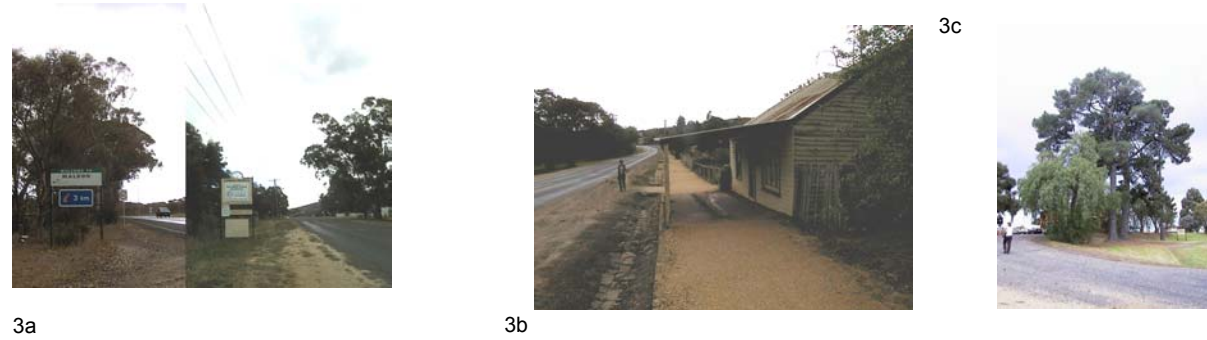
The transition from peripheral settlement to the more formal organisation of the village centre is signified by the commencement of an avenue of well-established elm trees planted for the entire straight of the road and into the commercial district on either side of the road.

#### Bendigo direction entry point (3)

This entry is characterised by bushland and scrub, which is generally re-vegetated diggings. There is a combination of farmland, diggings and clumps of residential land use. The entry is noted by the same standard “Welcome to Maldon” sign as at the Castlemaine entry. A number of old cottages and the ruins of an old school on the periphery provide an introduction to the town. Despite these early visual symbols of settlement, the main iconic gateway landmark is the Victorian Goldfields Railway Station, elevated and setback to the north side of the road. A cluster of forecourt pine and poplar trees screen much of the station from view, though a strategic pruning program and forecourt redevelopment might overcome its current visual dislocation from the main street context addressing Hornsby Street. The train line runs parallel to the north of this road for some distance, before crossing at a point. To the town side of the train station, a remnant early example of a shop dwelling with verandah marks the commencement of a more conventional townscape. Because of its distinctness from its immediate context, this building serves as a bookend to the town streetscape beyond.

On arriving at the station there are few visual cues that might orient the visitor and direct them towards the town centre and key heritage attractions within the town. The route to the town centre fails to provide any clearer indicators; there is no clear signage pointing traffic in the correct direction at this point, and visual cues provide only the most limited connection to the town in the form of a small information direction sign. Direction to the town centre from this route is not entirely obvious once the Main Street, Hornsby Street intersection is encountered.





3a

3b

3c

**3a Entry sign to Maldon precinct**

**3b First dwelling built to the street edge is a landmark**

**3c View to train station, hidden by trees**



3d

**3d Intersection with no clear signage leading into town centre**

**Bridgewater direction entry point (4)**

The less used entry direction; it is characterised by rural views with large boulders and embankments, and is marked with the standard signage noted at the other town entrances.



4a

4b

There are no landmark buildings and very little introduction to the town until the actual residential grid is reached.

The historic elm trees provide a pleasant boulevard leading into the more established leafy civic precinct, leading into the Main Street business centre of town. The route from entry point to town centre is straightforward in this direction as no turns are required.

**4a Entry signs to Maldon precinct**

**4b First dwellings and tree lined High Street leading into town centre**

**Future train connection to Castlemaine (5)**

It is expected that once train line upgrades are complete, many tourists will take the option of travelling to Maldon via the Victorian Goldfields Railway. The station building itself will provide the gateway to the town, and without vehicular transport available to them, the presence of obvious pedestrian connections (both visual and physical) to the town centre and surrounding attractions, such connections and interpretive facilities will allow the visitor to experience the town and its history in depth and in an efficient way.

**7.2 Major Circulation Routes And Conflicts**

The ditch along side of Reef Street prevents movement into the old mine fields (Figure a). What appears to be an old bridge link across the ditch is in disrepair and fenced off for safety reasons.

Currently the approach to the Derby Hill Youth Camp is unclear from Main Street. There is no visual connection as the bridge across the adjacent ditch is offset from the pedestrian laneway considerably. Signage leading there is very minimal and the travel route is uninviting (Figure b).

The car park located behind the shops in Tobin Street is provided with no direct pedestrian route through to the Main Street without walking through one of the shops (Figure c), rendering it unappealing to most people, particularly visitors/tourists.

The complicated, 5-way intersection at Main Street, Hornsby Street, Reef Street and Harker Street has no signage providing direction in town centre for visitors arriving from the Bendigo direction (see Figure 3d). Similarly and surprisingly given that there is no visual connection, there is no signage providing direction to the train station from the town centre, one of the town's main tourist attractions.

An obvious pedestrian connection between mine fields and train station is interrupted by thick blackberry bush and shrub growth across the fields, with only a few 'rabbit trails' providing access to the north of the public land from Beehive mine (Figure d). From there, access to Hornsby Street and the station is unobvious, since fenced properties seem to line the entire northern boundary.



a



b



c



d

## 8 KEY VIEWS, FOCAL POINTS AND VISUAL MARKERS



Figure 7 Site analysis – Key Views and Focal Points

### 1.3 Focal Points and Visual Markers

- (F1) State Battery – imposing location on hillside, and visual connection to station
- (F2) Railway Station
- (F3) Old house sited hard against street edge with deep verandah
- (F4) Beehive Chimney – visible marker from successive locations throughout the town and surrounds
- (F5) Public Garden – dominant location and central to civic precinct
- (F6) CFA building with adjacent fire tower
- (F7) Petrol station located on perhaps the most prominent site in the whole town
- (F8) Run-down shed – first building forming part of the western streetscape of High Street, approaching from Castlemaine
- (F9) B & B house - first building forming part of the eastern streetscape of High Street, approaching from Castlemaine
- (F10) House – first house on High Street approaching from the south
- (F11) Hospital – imposing building, given its otherwise residential context
- (F12) Mt Tarrangower Lookout tower, visible from most parts of the town



F6



F7



F9

### 8.1 Key Views



1a



1b

#### Key View Reference 1

There is very little signage providing visitors direction to the State Battery (F1). As such, a valuable link to highlight is the visual link between the station platform and the battery. Several of the red battery buildings are clearly visible from the platform, and the entrance to the station actually frames the buildings.

There is no obvious signage describing the relevance of the battery buildings to the history of the town. Such a simple device could heighten ones awareness, and create interest in both attractions mutually.

1a View of Battery from station platform

1b View through station entrance, framing State Battery Beyond State



2a View from station with trees obscuring view of Beehive Chimney beyond

#### Key View Reference 2

Given that the upgrade of the historic train link to Castlemaine has the potential to bring a significant increase in visitors into the town by rail, the station would become their first point of arrival or departure within the town. With this in mind, a view towards the Beehive Chimney (F4) becomes a powerful marker.

Given thick tree planting immediately in front of the station building, a clear view across the field towards the chimney is very difficult, and the visual connection may be missed entirely.



**Key View Reference 3**

A good vantage point for views across the historic mining fields towards the Beehive chimney is available from along Boundary Street. This street leads up to the South German Mine, and forms a high point on the other side of the mined valley.



3a. View across Beehive mining field from Boundary Street

**Key View Reference 4**



The Beehive Mine is located on a high point within the historic mining lands, with views possible to almost all the mined land within that precinct. To the southeast, clear views are possible to the horizon, providing an excellent lookout point from which to comprehend the town's location within its context.

4a Southwest View from Beehive Chimney

**Key View Reference 5**



Also available from this point is a visual connection to the town below. However, the visual connection is subtle, due to the presence of thick bushes and other vegetation.

5a View towards town centre from beehive Chimney

**Key View Reference 6**

From the Castlemaine entry road, a dominant view is available across Derby Hill, where many remnants and evidence of mining can be found. This provides an important narrative as the first introduction to the town's history, however it is let down by its current appearance with temporary safety barriers, its inaccessibility and a lack of interpretive signage. In its current form it detracts from the attractiveness of the precinct.

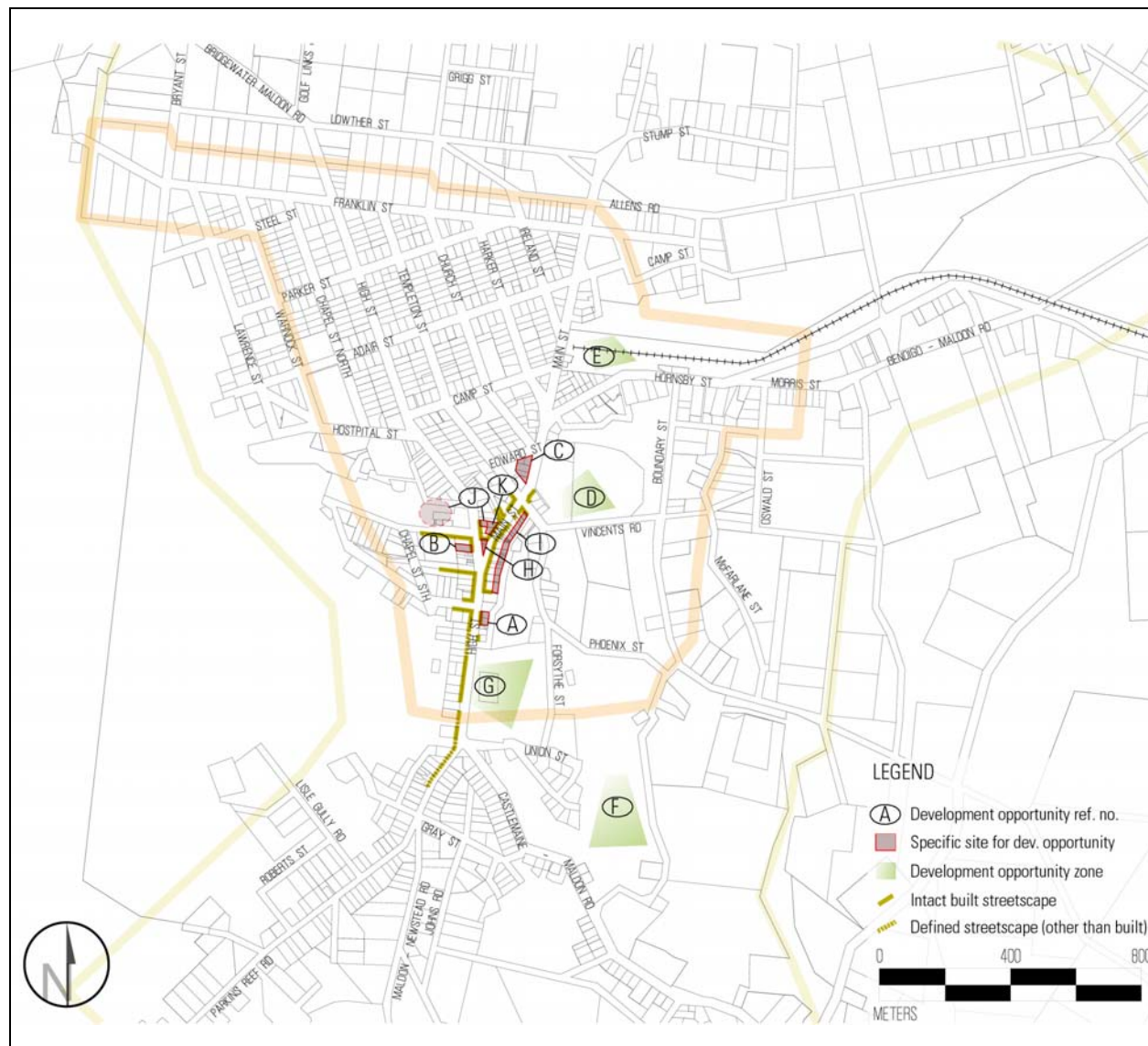
**Key View Reference 7**

Views up and down the main commercial precinct encompassing much of High Street and Main Street, form a great part of the experience of the town. Important to the restoration of such a view is the continued maintenance of shop fronts and ensuring new development is undertaken in a sensitive, well-considered manner.

**Key View Reference 8**

Although outside the study area, the view from Mt Tarrangower forms another attraction for visitors. This vantage point offers 360° views of the surrounding context as well as over the town. It is available after a short few minutes drive up the mountain, however there is very little signage directing visitors to this attraction from the town.

## 9 DEVELOPMENT OPPORTUNITY SITES AND NON-CONTRIBUTORY BUILT FORM



MAP 4: Development opportunity sites and streetscape voids

### 9.1 Development Opportunity Sites and Non-Contributory Buildings

- (A) Partially-constructed shops - these shops have been left in an unfinished state for some time. They have been vandalised and are an eyesore in a prominent location. The site offers opportunity for housing.
- (B) CFA building – essentially a large garage located in a prominent location in the town centre. It forms an inactive front, and the fire tower becomes an undesirable point of focus. Whilst arguably a building of community focus, this is an ideal site for a building with more of an active front and function.
- (C) Modern houses in proximity to heritage assets - some houses located adjacent to heritage assets show little attempt at tying in with their context in terms of either built volume, material selections, fencing or garden design.
- (D) Site of the Beehive Mine - the site contains probably the only significant structure remaining from the days of the gold rush. Given its proximity to the town centre and its significance as a key heritage site, it could be better presented as a site to visit. Signage from the north is non-existent, and descriptive signage on site is very limited. Disabled access to the site is difficult via an inclined gravel path, and dangerous sections such as deep holes are fenced off with unattractive industrial fences.



Access to the site and walking paths should be upgraded to allow for easier and a more directed movement and experience of the site. Existing portions of the site include filled cyanide vats. Although these are located off the designated walking track, further extension of walking trails may require suitable, and aesthetically contributory safety barriers to prevent possible access to potentially poisonous materials.



D1

D2

D3

D4

- D1. View of path looking back towards street
- D2. View of Beehive stone foundations with vague waling paths surrounding
- D3. Mine shaft encircled with industrial unattractive fencing
- D4. Cyanide tanks within proximity of walking track and Beehive chimney

Perhaps this site, being the central and most iconic of the mining sites, would be an ideal location for information boards detailing the historical and geographical significance of the site, surrounding dig sites and the region in general. The path surrounding the ruins should be more distinct and contain more descriptive signage to enrich the visitor's experience. Provision should be made for seating.





- (E) Railway Station – given the future train connection to Castlemaine, it would be anticipated that an increased number of people would be travelling on the train, potentially exacerbating parking shortages around the station precinct. Accordingly, new parking zones should be designated/developed in this area.

The increased use, as well as the proposed connection of the station via walking paths and its location out of the city centre, could also justify the provision of end-of-trip facilities, and the upgrading of amenities. Provision for interpretive signage and seating would enrich the visitor's experience and utilisation of the site. Appropriate tree pruning would improve visual connections between the station and the Beehive Chimney, as well as provide the station with more exposure to passing traffic.



- (F) South German mine – walking trails to the mine should be upgraded providing easier and more directed access to the site. Facilities on the site could also be upgraded to incorporate picnic tables and chairs as a resting or point of termination along a trail through the Derby Hill area. Narrative signage for ruins should be provided to give more depth to the experience of the visitor.
- (G) Derby Hill mining area – given its proximity to the town centre, and the visual dominance of the site when entering from the Castlemaine direction, the site could be better linked with convenient pedestrian access linking it through to the South German Mine beyond. Temporary safety barriers should be removed and replaced with a more aesthetically considered solution, and informative signage could be provided.

- (H) This triangular site at the junction of Main and High Streets is one of the most prominent in the town. The Bank of Victoria which first occupied the site was a small rectangular single storey masonry building with hip roof, a porch to the corner, two windows on either side, and a chimney to the north. Its tiny size was unusual among goldfield banks. The building was demolished in 1958. A petrol station now occupies the site. Ideally, development at this location should be



- (I) more reflective of the site's historically civic function, and would strengthen the unusual road junction and address the corner in a much bolder way.
- (I) Rear of buildings fronting Main Street East – given the juttred, haphazard nature of developments facing onto the rear access road, there is the possibility to increase building footprints, or introduce new buildings incorporating residential or commercial uses onto sites with a zero setback from the street. Given its location behind an already built-up retail core, this nature of development would have little, if any, visual impact on the streetscape along Main Street and the site provides ideal proximity to the town centre. Height limitations based on sight lines would however be required.
- (J) Visitor Information Centre and Public Toilets - currently the Visitor Information Centre is in a non-central location, deep within a public garden and hidden from the view of tourists, and indicated only by limited signage. The Visitor Information Centre should ideally be situated in a more central location, possibly along Main Street, and utilising existing historical building stock.
- The public toilet facilities are currently in need of upgrading to improve the standard of amenity, and to enable disability access to the site. Consideration should be given as to whether these facilities should be retained, or be best relocated into a more central location within the town centre.
- Also, new pathways/pedestrian routes, visual links and signage would improve connections between the public gardens and sports oval and other civic facilities located to the west of the site.
- (K) Supermarket – The continued presence of the supermarket within the retail core is considered highly important to the physical fabric of the retail core, and to the functionality of the retail core as an economic unit. All efforts should be made to negotiate with the owners to identify a redevelopment solution that will enable the supermarket to remain within the retail precinct, preferably on its current site. If this is not viable, one of the sites mentioned above could be considered.

## 10 OPEN SPACE AND PARKS



a View of town from Anzac Hill lookout



b View across town from Mt Tarrangower

Figure 8 Open space

### 10.1 Key Open Spaces

#### Open Space Reference 1 - Anzac Hill / Mt Tarrangower

Located to the west of the town centre, the area contains many old digging sites. The tree-lined hill forms a picturesque backdrop to the town. It contains limited walking tracks, including a lookout point on Anzac Hill with a good view over the town centre. There are no obvious signs leading to this walking track or lookout point from the town centre.

Another lookout is located on Mt Tarrangower incorporating the old fire tower, a commanding structure of focus located at the peak. From here, 360° views are available over the town and surrounding lands. The lookout is accessible by car, although there are no directional signs leading there from the town centre. Anzac Hill is currently the subject of an application to Heritage Victoria for listing on the State Heritage Register. It is also proposed to initiate a restoration of the plantings and the path to the summit.

#### Open Space Reference 2 Derby Hill

Located to the east of Main Street, leading northwards into the town centre, Derby Hill is located in an imposing position in relation to the town. Despite this, the land is highly inaccessible and adds very little to the visual amenity of the area. Located on the site are a number of mining diggings, trenches and ruins. Trenches are surrounded with temporary plastic webbing, and there is no descriptive signage to explain to the visitor significance of the area.



#### Open Space Reference 3 South German Mine Area

Located to the south east of Derby Hill, access to the site and a car parking area is possible via a dirt road leading on from Boundary Road. Unfortunately the parking sign has been vandalised thus reducing the visibility of the site entrance. There are some ruined foundations remaining from the old mining structures. Besides one sign marking the location of the South German Mine, there is no descriptive signage to improve the visitors experience and understanding of the sites heritage.



There is a small shelter building with a table and chair, however this is somewhat uninviting. There is a walking track (Derby Hill walking track) departing from this point.



b



c

- a. Shelter located near South German mine ruins
- b. View across South German mine area
- c. Existing picnic table near South German mine



**Open Space Reference 4**

This area, despite its location within close proximity of the town centre, is relatively inaccessible and appears to contain fewer remnants of heritage significance than other areas. Large sections of the area appear to be very barren, making this land of little interest for recreational use.



a. View across minded public land

**Open Space Reference 5 - Beehive Mine area**

Incorporating the Beehive Chimney and foundation ruins, the Beehive mine area is probably the most accessible of the mining precincts near the town centre. It is also the best known because of the iconic nature of the chimney structure. There is one small walking track loop leading around the ruins.

The open space extends all the way back to Boundary Street on the west and to the rear of properties on Hornsby Street on the north. Unfortunately access to most of the site is very difficult because of thick blackberry bush and shrub growth. Given its natural state, the park ceases to behave as a public space, and therefore its contribution to the amenity of both population and visitors is limited to a visual and largely inaccessible one.

**Open Space Reference 6 - Public Gardens and Sports Clubs**

Located on Main Street, and marking the beginning of the civic precinct, the gardens contain a few buildings including the Visitor Information Centre, the Maldon Museum and Archives and the Community Bank. The gardens provide a pleasant shady atmosphere with manicured gardens and mature tree plantings, and some bench seats. Given its civic function it also provides an important meeting place for people living in the town and visitors alike.

The sports club provides the centre for sports related recreation in town incorporating a sports oval and tennis courts. Unfortunately pedestrian links between the gardens and the sports and recreation area are vague, and the sports club is not easy for visitors to find, both on foot and in a vehicle.



a. Public Gardens



b. Sports Oval and Clubhouse in distance



## 11 Urban Design Framework Objectives And Principals

### 11.1 Overarching Directions

The approach taken in the development of an integrated planning and design vision for the Maldon township and the accompanying Urban Design Framework has been to address the following overarching directions:

- The need to address the entire town's strengths and weaknesses and not just individual areas.
- The need to provide outcomes that enhance the liveability of the town for residents both now and into the future.
- The need to provide outcomes that enhance the experience and appreciation of Maldon for visitors both now and into the future.
- The need to protect and promote those assets, features and qualities that combine to give Maldon its unique character.
- The need to develop an urban environment that encourages pedestrian movement within the town and between key sites.
- The need to consolidate commercial, retail, and complementary uses within the town centre.
- The need to upgrade Maldon's tourist infrastructure to keep pace with the growth in heritage interest and tourist visitation.
- The need to ensure that new and infill development complements the character from which the town's reputation stems.
- The need to provide increased certainty for residents, developers and the broader community in relation to development applications.

### 11.2 Specific Objectives and Strategies

The study has identified a range of specific issues concerning the built form within Maldon and the social and economic well-being of the township. The development proposals outlined under this Framework are therefore based upon a number of specific objectives and strategies that seek to address these key issues as follows:

#### 11.2.1 Connecting and Sustaining Maldon

Maldon incorporates a unique and extensive open space network, generous road reserves and outstanding natural and historic assets. To date the linkages between them have been poorly defined and maintained and the services provided at destinations are often inadequate for the emerging needs of the community. A strategy of providing high quality walking and cycling trails and footpaths connecting and permeating key streets, parks, heritage reserves, services and attractions is required to ensure these important linkages are improved.

In addition many of Maldon's significant mining sites and infrastructure are in a poor state of maintenance. Repeated vandalism within these areas is indicative of the poor levels of use and surveillance that exist therein.

#### Suggested Strategies

- Provide a network of walking and cycling trails through the town that connect important destinations including Main Street, the Beehive Mine, Maldon Station, the historic State Battery, as well as other key heritage and community sites.
- Optimise and prioritise the utilisation of the valued open space assets to ensure that the facilities are accessible, properly maintained and viable in the short and longer term. Include the assets in a defined network of trails and ensure their upgrade, repair, improved interpretation and increased utilisation in the short and medium term.

- Ensure new trails and pathways meet the standards for disability access ascribed under relevant guidelines
- Ensure pathways are well lit, well signposted and clearly defined
- Development of same-day viable combined bus, taxi and train service linking Maldon to surrounding regional centres, including Bendigo and Castlemaine, to ensure that reasonable access is provided to the employment, educational, entertainment, recreational and services opportunities that exist in the district.

#### 11.2.2 Ensuring that Main Street is maintained as a Key Focus of Commercial Activity within the Town.

An important element of Maldon's character is its historic Main Street. Important too, has been the ability of the commercial operators to progressively adapt their premises to meet the incremental changes in expectations of the resident community and visitors alike whilst ensuring the valued attributes of the heritage of the place are maintained.

A major threat to the continuing viability of the town centre is the loss of anchor stores that underpin Main Street's key destinational role in the day-to-day operation of the town and a loss in diversity of the retail offerings available therein. It is important to ensure that the disadvantages occasioned by the adaptive partial re-use of heritage buildings and constrained sites do not act as a barrier to implementation of the strategy.

#### Suggested strategies

- Facilitate the consolidation of sites to ensure that a supermarket of approximately 1000 sq m can be accommodated within the Main Street area. This may either be by way of consolidation of sites behind the existing supermarket (incorporating the toilet block and surrounding areas via consolidation of tenancies), or via the redevelopment of alternative sites within the retail precinct. This could include the partially developed site at the town entrance, the existing CFA station site (if a new location could be funded) or another site that may be identified as part of a future study.
- Development of a heritage fund to contribute towards the additional costs of maintaining a key anchor within the town centre
- Ensuring key tourist information is located within the town centre
- Develop a series of incentives to ensure that valued heritage attributes, including verandahs, facades and shopfronts, are maintained
- Ensure appropriately located car parking areas within various nearby areas are provided with linkages through to Main Street
- Prevent rezoning for further retail development outside the core area until independently derived economic impact statements can demonstrate that this will not undermine the continued economic viability of the Main Street precinct
- Provide opportunities for the provision of shop-top housing to the rear of stores onto Tobin Street and in adjacent areas where applicable to encourage increased activity within the Town Centre
- Encourage the development of medium density housing for tourism, aged care and smaller households within 400m of the Main Street shopping district.
- Upgrade footpaths and pavements, under appropriate heritage guidance, to ensure that they provide safe and legible linkages between facilities and premises
- Encourage appropriate two storey development overlooking rear car park areas so as to provide enhanced surveillance of car park areas
- Ensure street and car park areas are appropriately lit
- Develop a retail strategy for the Town Centre that proactively encourages the emergence of new desired uses within the Town Centre. These additional uses might include an enlarged supermarket or fresh food and produce store, providers of regional produce and products, bookstore, tourism information, key community services, hospitality and first floor accommodation and may receive dispensations for car parking or other similar incentives.

### 11.2.3 Providing for Sustainable Future Development

A key attribute of the town is that it has gone through a series of significant changes through its life, sometimes expanding and subsequently contracting. Yet it has maintained through this transition a series of widely valued attributes that are considered unique to the town. These include:-

- A series of open space reserves that permeate the town and provide a series of views into the surrounding farmlands,
- A consistent small cottage scale quality to its building stock with the exception of significant civic buildings
- A remarkably intact nineteenth century Main Street and Civic Precinct townscape
- Local employment opportunities

A key to its future viability and economic and community development will be the ability of the town to continue to accommodate the growth and future needs of residents and visitors alike. The analysis of demographic projections indicates that population and household growth will continue. Parallel to this is a rising need for increased housing diversity with a particular emphasis on smaller households, most notably singles accommodation, and aged persons independent and supported accommodation.

Similarly, increased diversity in the nature of tourism offerings might be anticipated over time. Hence the careful management of new interventions into the built fabric of the town is important and requires strategies that retain the characteristics and meet the needs of the town.

Nonetheless, Maldon is notable for the quality and intactness of its heritage building stock. All development proposals must ensure that they complement and enhance the unique features of Maldon, in form, scale and setting.

#### Suggested Strategies

- Identify the existing and historic footprints of buildings within the historic town. Within historic footprints, identify potential development envelopes within which development to meet the identified needs of occupants and visitors can be provided. New development should be aligned with the proposed linkages network.
- Adopt the proposals and guidelines for Main Street and for heritage residential precincts outlined in Section 12 of this study.
- Develop building envelope and siting strategies for other key sites within the town centre
- Encourage medium density housing within 400m of Main Street. The design and scale of such proposals must be appropriate for the immediate area. There has always been a lack of large scale residential developments within the town centre, which has been achieved through the 'one block, one dwelling' approach that has traditionally helped to shape Maldon's development.
- Facilitate the provision of government services and community facilities along key connecting linkages proximate to Main Street and existing and future preferred sites for housing
- Encourage the utilisation of waste, stormwater, and energy management systems that facilitate responsible resource management
- Develop well lit streets and footpaths through the town centre area
- Identify opportunities for leverage of and synergies between local industries including community services, value-added agriculture, regional tourism and hospitality in order to increase the range of services, facilities, employment opportunities and the economic well-being of investors and residents in the Maldon community.

### 11.2.4 Develop Sustainable Heritage Strategies for Key Heritage Sites

To date there has been insufficient research in relation to many of the key sites, including and especially the mining sites with particular reference to determining the importance of the various elements of the site, the degree of disturbance to the land they occupy and the validity of the current approach of preserving these areas via a minimal intervention approach.

The neglected appearance and poor access to these sites suggests that many of these sites are inadequately utilised by the community as well as visitors to the town.

Many of the building structures through the town are characterised by an insufficient attention to the maintenance of the heritage fabric. The ongoing survival and maintenance of these sites is dependant on a continued and enhanced funding stream being made available to them in order that the valued heritage buildings and artefacts are maintained and enhanced in the short, medium and longer term.

The private sector, where they occupy these assets, needs to be encouraged to partner the Government and community in this objective. Further opportunities may exist to engage further with community and private sector groups towards mutually beneficial goals of both preserving the town's historic and cultural roots, and ensuring that these assets are a 'living' part of the Maldon community.

#### Suggested Strategies

- Identifying opportunities for land improvements that align with heritage strategies and the emerging needs of the community.
- Ensuring heritage assets have defined and budgeted maintenance programs and sources of funds.
- Ensuring where possible that adaptive reuse and interpretive opportunities are initiated and supported where they might contribute positively to the ongoing viability of the heritage assets and to the access of the community to these assets and the ongoing retention of their heritage significance.
- Ensure where possible that the design of surrounding built fabric provides effective informal surveillance of key sites
- Adopt the proposed strategies for the redevelopment or improvement to key sites outlined within this Urban Design Framework. These include:-
  - Adaptive re-use of heritage assets with appropriately aligned functions including recreation (both passive and active), accommodation, health and aged care, tourism, hospitality, parking and meeting areas
  - Development of a budgeted conservation maintenance program through a range of sources that might include one-off and recurrent grants from government agencies (i.e. Heritage Victoria) for projects and programs, low interest loans and/or incentives to the private sector (which might include rate subsidies, partnerships, cash contributions), or work in kind and organised recurring volunteer work programs.
  - Adoption of a continual improvement and enhancement program for under-utilised and under-accessed sites.

### 11.2.5 Improving Car Parking Provision & Circulation.

Traffic circulation around the town is generally satisfactory, although it was observed that there were few advisory signs directing visitors to the town's attractions on approach routes. Visitors from Melbourne would most likely come through Castlemaine and provision of tourist information and 'Town Centre' signs in the vicinity of the Castlemaine-Maldon Road and Maldon-Newstead Road intersection would improve information for visitors.

Within the town the most recent traffic count (September 1998) indicated about 1,800 vehicles per day (vpd) travelled southbound along High Street south of Francis Street. This count would include local traffic and daily volumes on other town centre streets would be far lower. The speed limit as traffic approaches Maldon is 60 km/h and reduces further to 40 km/h through the town centre. This lower speed limit is beneficial. As all intersections are priority controlled with the north-south roads (High and Main Streets) having the priority, delays to turning traffic from the side road would be minimal. Trucks are banned from Main Street and directed along High Street and this assists the amenity along Main Street.

The parking surveys – while not a usual summer peak because of the drought - found a peak parking space utilisation of 32% on the Sunday in the surveyed areas, with 61% usage along High and Main

Streets only. Parking was still therefore freely available especially in the adjacent streets. The restrictions, a combination of two hour and unrestricted parking, are in force at all times. The surveys noted that observance of the two-hour time limit was high, nevertheless, at peak times this parking can be in high demand.

The rural nature of the town is reinforced with informal parking between trees retained within the road pavement. The wide streets in the town allow 45 degree angle parking. The low traffic volumes imply that little interaction between traffic movements and parking manoeuvres would occur that would affect circulation.

Although unrestricted parking for 20 to 30 vehicles close to the town centre is provided in a car park off Tobin Street, its usage is not high. Better directional signage, improved pedestrian access and guidance markers within the car park would encourage its use, especially in peak periods. However at times where utilisation of the on-street parking is low, parking on street is likely to be preferred by visitors and locals. Within the town centre, direction signage to this, and other little used parking areas, would reduce circulation problems at times of peak usage.

#### Suggested Strategies

- Provide tourist information and 'Town Centre' signs in the vicinity of the Castlemaine-Maldon Road and Maldon-Newstead Road intersections.
- Provide improved directional signage, improved pedestrian access and informal traffic management devices to the Tobin Street car park.
- Provide and design additional directional signage to the State Battery, the Maldon Railway Station and the Beehive Mine as per Tourist Signage Guidelines, 2nd Edition, VicRoads, July 2001.
- Provide disabled parking at the rate of 2 to 3% of overall parking provision at the State Battery, the Maldon Railway Station and the Beehive Mine.
- Provide additional parking at the Maldon Railway Station in accordance with AS 2890.5 – 1993 On-Street Parking.

#### 11.2.6 Achieving Disability Discrimination Act Compliance.

The *Disability Discrimination Act (1992)* aims to develop a transport network that provides access for all, a real choice of modes, and safety in equal measure for each mode of travel. Essentially that means all footways, shared pathways street crossing and transit facilities should be designed, constructed, operated and maintained so that all pedestrians, including people with disabilities can travel safely and independently.

It is estimated that one in five of the population is mobility impaired in some way, whether by permanent disability or by an injury. Furthermore almost 30% of the resident population in Maldon are over 60 years old, which is the largest proportion of residents in any age category. The national trend towards an ageing population is likely to further this increase.

A network of barrier free walking routes, with good footway conditions and directional signage is required to ensure pedestrian accessibility is maintained.

#### Suggested strategies:

- Upgrade footways in the town centre to develop a network with a consistent surface. Ensure street furniture is appropriately positioned to enable pedestrians, including those with disabilities, to move freely.
- Develop designated crossing points along Main Street.
- Provide a DDA compliant visitor information centre/ toilet facilities.
- Develop a DDA compliant pathway network between the town centre, railway and other cultural attractions, including the Beehive Mine and the State Battery.
- Ensure any re-development of the car park at the station incorporates disabled parking facilities and allows for ease of access by disabled users.

- Develop a signage strategy incorporating the main attractions with the town, and the surrounding area.
- Upgrade the parking facilities at the Beehive Mine, ensuring disabled car parking spaces are designated in close proximity to the path entrance. There is currently a granitic sand pathway leading to the Beehive Chimney, which may require re-grading to conform to the 1:14 DDA gradient requirement. Improvements to the path network around the Chimney are necessary, including the re-grading and re-surfacing of the existing informal pathway.

#### 11.2.7 Improving and Enhancing Maldon's Community Services and Infrastructure

Whilst not an urban design issue and not usual dealt with in an urban design framework, as a result of community consultation and at the direction of the Steering Committee, the issue of community services and infrastructure provision has been addressed in this masterplan. It is considered that opportunities exist to address the provision of and access to community services and infrastructure through the urban design and masterplanning proposals outlined in this report.

While Maldon is endowed with a diverse range of community services and infrastructure as outlined in Section 4.10 of this report, the community clearly believes that the range and extent of community services and infrastructure currently provided in Maldon does not sufficiently address the needs of the community. A lack of intra and inter-town bus services; limited provision of health care; a lack of activities for teenagers; a lack of usable public open space for children, walking dogs; insufficient rescue services are all examples of perceived gaps in existing community services and infrastructure provision that have been identified by the community.

A thorough and inclusive analysis of community needs should be the starting point for determining priorities for service and infrastructure provision.

In allocating spending for new community infrastructure, the State Government's general approach is to target spending in areas of greatest need and towards those priorities that are identified by local communities. The overall aim of this approach is to progressively improve the distribution of and access to community services and infrastructure, and to ensure that distribution addresses identified community needs. By progressively improving the provision of and access to community infrastructure in Maldon in accordance with identified needs, community pride is likely to be enhanced and the local capacity to provide necessary community services and support improved, meaning Maldon can become a more self-reliant community.

#### Suggested Strategies

- In conjunction with the community, established service providers and the Department of Human Services, establish whether the capacity of infrastructure and community services provided effectively meets the needs of the Maldon community.
- In conjunction with the community, established service providers and the Department of Human Services, establish priorities for community service and infrastructure provision.
- Investigate flexible and innovative service and funding models for community infrastructure and service provision
- Investigate opportunities for the co-location of existing social services and community infrastructure within the town centre, and opportunities for adaptive re-use of under-utilised community infrastructure.
- Investigate the demand for and feasibility of local public transport services, providing community transportation within Maldon, and between Maldon, Castlemaine and Bendigo.
- Plan for the location of new / co-located social services in conjunction with the design of local public transport services.
- Encourage higher-density aged care housing in close proximity to the town centre and social services / infrastructure.



**11.2.8 Improving Maldon’s Lighting and Reticulated Power Infrastructure.**

*Reticulated Power Infrastructure*

The existing power reticulation throughout the town is via overhead lines supported by wooden poles. The current method of power reticulation, while sufficient, is neither aesthetically pleasing nor appropriate to the heritage setting. Undergrounding of these assets would enhance the visual appearance and restore the historical form of the town. If not cost effective, the option of powerline ‘bundling’ through certain specific areas could also be considered. It should be noted that substantial costs will be involved to undertake these works and coordination with the local supply authority will also be necessary.

*Street Lighting*

The existing street lighting is supported from joint use power poles. The arrangement is purely functional, providing the minimum lighting levels required to illuminate roadways.

If a decision were made by Council to remove existing power poles and underground cables, road lighting would need to be reinstated on new poles, and brought up to date with the currently applicable Australian Standard (AS1158.1.1).

With the identification of key heritage buildings and landscapes under this masterplan, the lighting to these buildings and areas should match the significance of each element, and achieve the correct ambience for its use. Illuminance levels, uniformity, and accurate glare control must be combined to meet the requirements of the Australian Standards.

**Suggested Strategies**

*Street Lighting - Town Centre*

- The need to enhance the prestige of the Town Centre should be emphasised. To achieve this, pole top luminaires that aesthetically link to the town’s heritage and provide lighting levels consistent with Category P6 of AS1158.3.1 should be installed for pedestrian areas. Refer to Figure 9 for an example of such a pole top luminaire. Road lighting should be upgraded to comply with the relevant Category of AS1158.1.1.
- The specific location recommendations for street lighting contained within the “Advertising Signs, Signage and Street Furniture for the Shire of Maldon report (Andrew Ward. July 1994) should be further refined on the basis of the both the relevant Australian Standards and the general strategy for street lighting in the town centre outlined above.

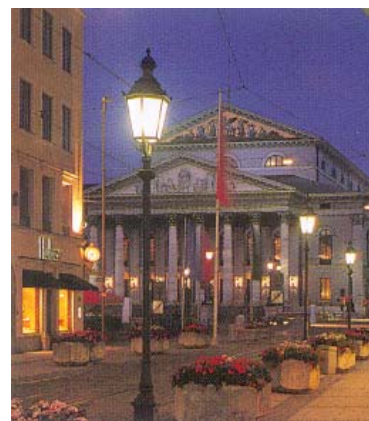


Figure 9 Example of Pole Top Luminaire Consistent with Heritage Aesthetic.

*Buildings of Historic Significance*

- For Buildings of Historic Significance, façade lighting should be utilised to enhance the buildings appearance at night and to allow the structure to act as a beacon for the public to recognise. Illumination levels should be sufficient to accentuate the building features above the surrounding environment (Refer to Figure 10).



Figure 10 Example of Façade Lighting to Heritage Building

*Pedestrian Links*

- For pedestrian links, a combination of pole top luminaires and/or bollards along pathways should be provided along designated walkways to provide lighting levels consistent with Category P2 of AS1158. The highlighting of key landscape items along the paths, for example trees and monuments will also add to the night-time experience (Figure 11).

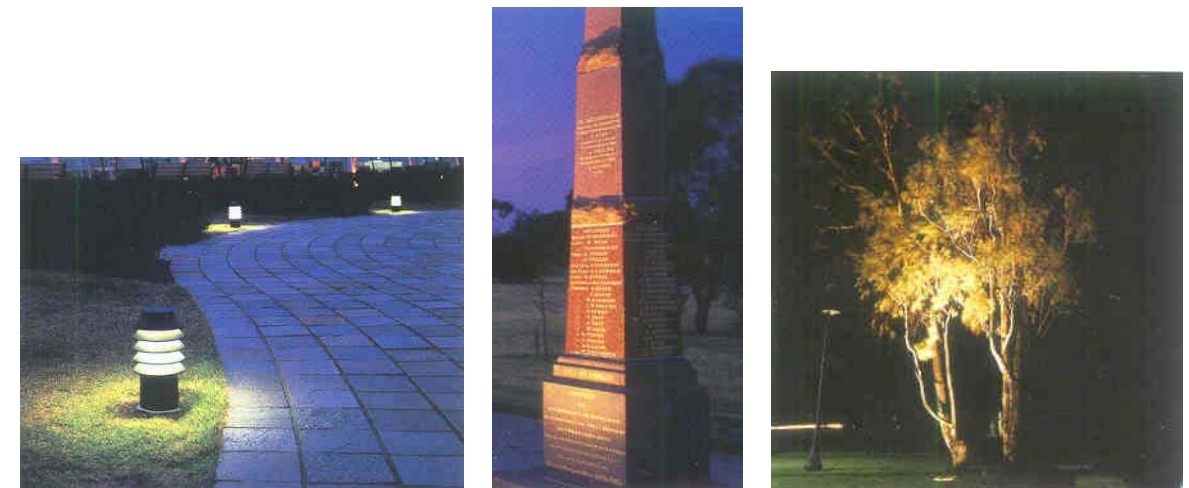


Figure 11 Examples of Lighting to Pedestrian Links and Key Landscape Items

*Residential Areas*

- For residential areas, pole top luminaires that provide lighting levels consistent with Category P3 of AS1158 should be installed to illuminate pedestrian areas. The same theme of luminaire used to light the Town Centre should be employed to maintain a consistent approach across the town (refer to Figure 9). Road lighting should be upgraded to comply with the relevant Category of AS1158.1.1.

## 12 URBAN DESIGN FRAMEWORK - URBAN DESIGN AND MASTERPLANNING PROPOSALS

The key urban design and development proposals to achieve the overall objectives of the Study and the specific objectives and strategies outlined in Section 11 of this Report are provided in this section.

### 12.1 State Government Battery

The State Government Battery is of State significance and is included in the Victorian Heritage Register. It is historically and scientifically important as a typical and well-preserved example of an important form of gold mining. It is historically important as the most significant of the seven surviving State Batteries due to its high usage. The Battery is situated on a rise and can be seen from the Railway Station. The site's prominence forms a significant part of the Maldon mining landscape.

Existing conditions at the site provide for poor vehicular and pedestrian access to the site, and poor pedestrian access within the site. Interpretation of this historically and scientifically important site is limited, and no amenities for visitors are provided upon the site.

Therefore, the objectives of this urban design proposal are to:

- Improve access to and within the State Government Battery site, including the provision of access that complies with Disability Discrimination Act requirements.
- Improve and enrich the experience of the site for both visitors and residents through enhanced interpretation.
- Improve the amenities available at the site.

Refer to Figure 12 for a graphic representation of this urban design proposal.

### 12.2 Victorian Goldfields Railway Station

The Victorian Goldfields Railway Station is of State significance and is included in the Victorian Heritage Register. The Railway complex is significant as an important reminder of the former status of Maldon as a prominent mining centre. The station is a central focus between the State Battery to the north and the Beehive mine to the south, as both sites can be seen from this point.

The visible presence of the site in relation to Hornsby Street and to the key nodes in the surrounding area is currently poor. Pedestrian access requires upgrading to achieve DDA compliance, and significant scope exists to enhance and increase the provision of car parking in accordance with likely patronage growth. The provision of upgraded amenities and limited retail / tourist information facilities would significantly enhance the presentation and role of this important gateway to Maldon.

Therefore, the objectives of this urban design proposal are to:

- Improve the visible presence of the station to Hornsby Street
- Improve the visual links to the Beehive Mine and State Battery from the Station.
- Provide disabled compliant access to station
- Increase car parking capacities in conjunction with improvements to the forecourt pedestrian area.
- Improve / upgrade amenities for visitors.

Refer to Figure 13 for a graphic representation of this urban design proposal.

### 12.3 Beehive Mine

This site is of State significance and is included in the Victorian Heritage Register. The Beehive Company Goldmine is significant as a characteristic example as an important form of gold mining. Chimney stacks like the Beehive were once a common sight on the mid to late 19th Century quartz mines, and the chimney at Maldon is the only one of its age and size still standing in Victoria. This is a central and essential focal point to the town's heritage, especially because of the landmark nature of the chimney, which is visible from many points around the town.

Whilst prominent from some areas of town, significant opportunities exist to enhance the overall presence of this important site within Maldon. Access to this site and within the site is currently ill-defined and in parts difficult due to the nature of the landscape. Interpretation of the site is limited and a number of important features within the site are concealed from view.

Therefore, the objectives of this urban design proposal are to:

- Improve the overall visible presence of this important heritage attraction.
- Improve access, including the provision of DDA compliant access to and within the site.
- Improve and enrich the experience of the site by enhancing the interpretation of the site.
- Improve the provision of on-site amenities.

Refer to Figure 14 for a graphic representation of this urban design proposal.

### 12.4 Main Street / Supermarket

There is no space for expansion or improvements to the internal layout of the supermarket in Main Street due to its current building envelope. It is understood that the proprietor has contemplated relocating away from Main Street. However, the re-location of such an 'anchor' use outside of the town centre would potentially undermine the operation and viability of Main Street and should therefore be avoided.

Due to the nature of the deep open gutters, DDA compliant access across Main Street is not currently provided. Similarly, pedestrian access from the other side of Main Street is not provided to the supermarket, which forms a key activity focus in Main Street.

The under-utilised public toilets and associated gravel car park off High Street are inconveniently located away from the activity focus of Main Street.

Therefore, the objectives of this urban design proposal are to:

- Expand the supermarket to provide an improved service to the community, retained within the fabric of the retail core.
- If this option is not viable or not supported, identify alternative sites within the township which the supermarket may relocate to.
- Improve access to and within the supermarket, including this provision of DDA compliant access.
- Improve the presentation and presence of the Supermarket on Main Street.
- Improve access between both sides of Main Street and through to High Street, including the provision of DDA compliant access.
- Improve the convenience of parking facilities, particularly in High Street.
- Improve the convenience and standard of public amenities.

Refer to Figure 15 for a graphic representation of this urban design proposal.

### 12.5 Main Street / Tobin Street

Main Street is the retail core of Maldon and is a key activity node for visitors and residents alike. Main Street is also a focus of heritage built form, however a number of modern features, such as footpath

paving, street furniture and rubbish bins detract from its historical character. Access to Main Street from surrounding areas and pedestrian circulation within Main Street is restricted due to elements of built form, in particular the deep open gutters.

Tobin Street is at the rear of Main Street and contains a poorly signed and informal car park. Opportunities exist to enhance both pedestrian and vehicular access to this car park, and also to enhance the utilisation of this car park by both visitors and residents. Due to the topography of the land, opportunities exist to promote infill development fronting Tobin Street that would not impact upon the heritage character of Main Street.

Therefore, the objectives of this urban design proposal are to:

- Improve access to and ease of movement through and across Main Street, including the provision of DDA compliant access.
- Encourage development to front onto Tobin Street, promoting the introduction of denser development including medium density development to the rear of properties fronting Main Street.
- Improve the visual amenity of Tobin Street and Main Street. This includes investigating the possibility of removing the overhead powerlines from certain areas of the town centre. Implement the solution, which may be either undergrounding the power lines, or bundling them together at certain points to reduce their visual impact.
- Enhance the utilisation of the Tobin Street car park.
- Improve the provision of public amenities within the area.

Refer to Figure 16 for a graphic representation of this urban design proposal.

## **12.6 Walkway and Nodal Link Development Plan**

The key cultural nodes and activity centres within Maldon are currently scattered, disconnected and difficult to locate. Physical and visual linkages between key sites are limited, and key information in relation to linkages between sites such as walking times, distances and levels of difficulty, is not provided either at key sites or between key sites.

A comprehensive signage system – directional, mapping, interpretive, informational, promotional, statutory – is critical to the visitor experience. Maldon particularly needs adequate signage to tell visitors how to find their way from place to place and how to understand each site of interest.

Therefore, the objective of this urban design proposal is to provide a clearly defined, sign posted, interpretive pedestrian trail linking the key cultural nodes, gateways and activity centres highlighted under this framework. This objective is to be undertaken as a component of a broader branding strategy for Maldon outlined in Figure 17 of this report.

## **12.7 Maldon Signage / Branding Strategy**

The urban design proposal for a Maldon Signage / Branding Strategy is contained at Figure 18. The Andrew Ward Report *Advertising Signs, Signage and Street Furniture for the Shire of Maldon* (Andrew Ward. July 1994) contains specific recommendations in relation to the form and location of directional signs, street name signs, traffic signs and parking signs within certain areas of Maldon. The Maldon Signage / Branding Strategy should use these recommendations as a basis for determining an overall 'brand' for Maldon, and to inform the content and form of additional mapping, interpretive, informational, promotional and statutory signage in Maldon as a whole.

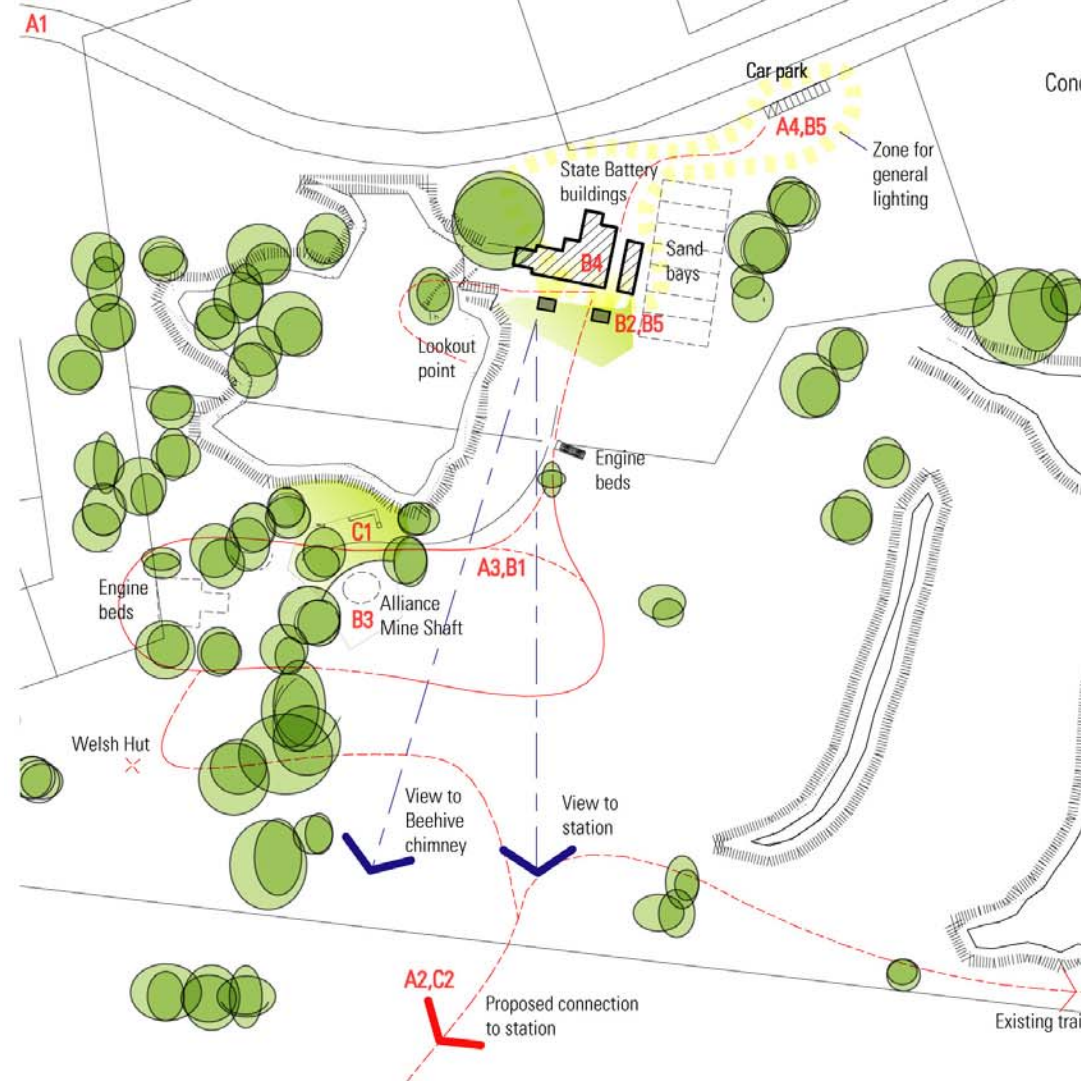
In addition, a process should be developed that manages the installation, maintenance and removal of advisory signage throughout the township (in addition to the town planning requirements) along with an overall strategy for the co-ordination of tourism information within the township.



# 1. State Battery

## Existing Conditions:

- Directional signage to State Battery is currently insufficient.
- No direct access to Maldon Railway Station despite proximity of less than 100m.
- Site appears deserted, lacking in tourist or other activity. The buildings are locked and inaccessible, and viewing is difficult through small windows into the dark space. Buildings are unwelcoming, with padlocks on doors.
- Walking trails through the site and connections to the various elements of interest are unobvious.
- Unattractive cyclone fencing with barbed wire surrounds the partially collapsed Alliance open shaft, for which Alliance Gold Mines still may require access.
- Access to parts of the site are difficult for people with disabilities, because of the nature of the landscape.
- Parts of the existing sand heaps contain seemingly unsafe batter angles, a possible safety hazard. Dilapidation of the sand heaps appears to be a result of illegal removal.
- Currently no amenities for visitors exist on the site.



## General Development Principles:

| OBJECTIVE  | POSSIBLE STRATEGIES  |
|--|--|
| (A) Improve access to, and within the site (including disabled compliant access)     | A1. Provide improved directional street signage to the State Battery from the town centre<br>A2. Provide directional signage, and physical link from the station.<br>A3. Improve walking trails linking the main elements of interest within the site, to meet disabled requirements.<br>A4. Provide signed disabled car spaces in close proximity to battery buildings.   |
| (B) Improve/enrich experience of visitors and enhance the interpretation of the site | B1. Provide additional interpretive signage at key points on the site, including signage at key lookout point providing orientation information.<br>B2. Provide directional signage linking the walking trail to Maldon Station, and information relating to walking distances, time and difficulty.<br>B3. Remove unsightly security fences surrounding mine shaft, and replace with a less visually intrusive safety solution.<br>B4. Consider minor and subtle redevelopment of battery buildings to enable better views and light into the building by the incorporation of additional glazing, or, consider alternate function for buildings to bring activity and ensure their preservation.<br>B5. Provide facade lighting on town side of Battery building to enhance it as a key historical focal point at night, and provide some general lighting around Battery building and carpark to assist informal surveillance of area |
| (C) Improve available amenities on the site  | C1. Provide rest areas with seating at some key, and comfortable locations on the site, taking advantage of views, shading etc. Consider rehabilitation of these areas such as leveling of ground, removal of weeds, and planting of lawns as these key points<br>C2. Provide direct access to station site, with rail crossing complying with VicRail requirements, so that toilet and shop facilities on the station site can be utilised.   |



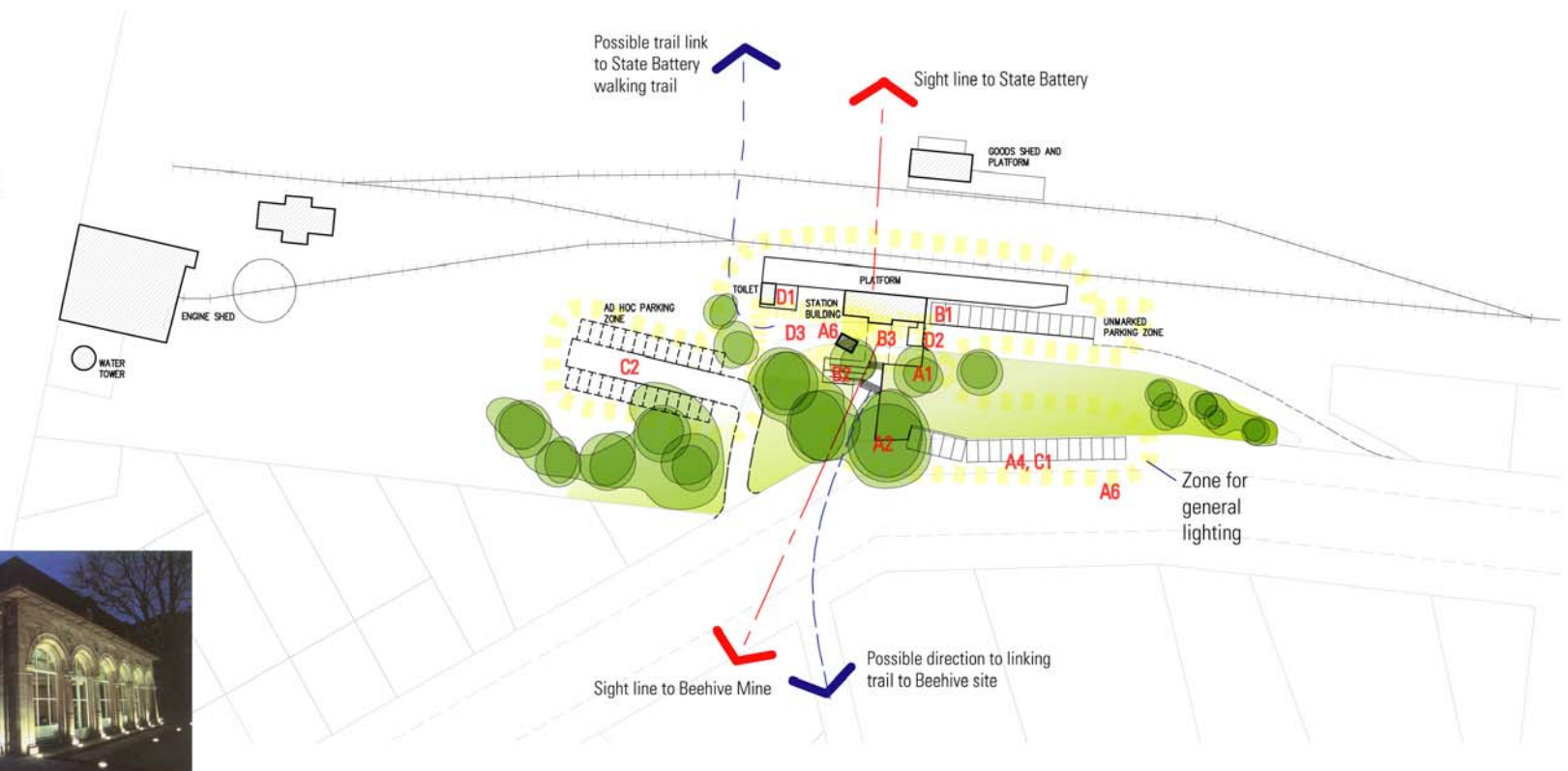
Figure 12 State Government Battery Urban Design Proposal



# 2. Railway Station

## Existing Conditions:

- Station set on embankment behind trees somewhat obscuring views to the historic building from passing traffic, there is no real sense of a gateway to the site.
- No clearly defined, exclusive pedestrian access, only access is via a gravel vehicular loop
- Gravel road in front of station building entrance leaves little scope for public open space
- View lines to Beehive Mine are disrupted by low level tree growth on trees outside the station entrance
- Clear views to State Battery possible from station platform
- Wide easement alongside road utilised for additional parking when required.
- Little activities are expressed to the front of the building that would indicate extensive use
- Station provides potential as an important gateway point to the town.



Example of sensitive facade lighting to a heritage building



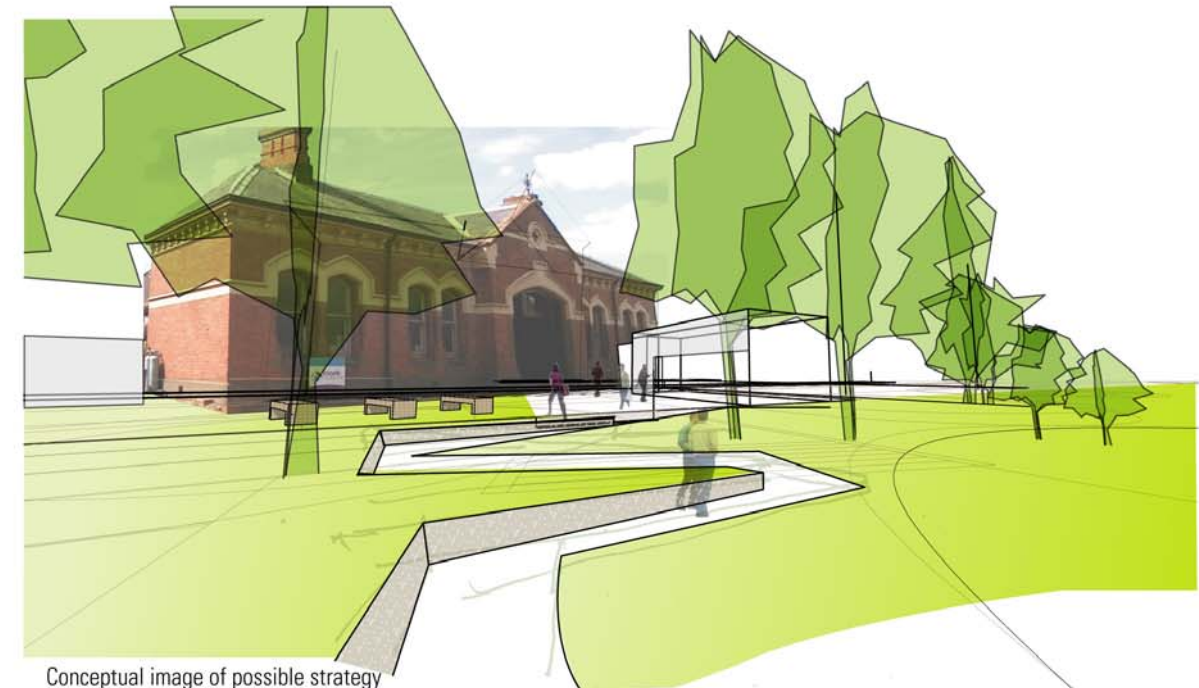
## General Development Principles:

### OBJECTIVE

- (A) Improve visible presence of station to street and improve visual links to Beehive Mine from station
- (B) Provide disabled compliant access to station site
- (C) Increase car parking capacities in conjunction with improvements to the forecourt pedestrian area
- (D) Improve/upgrade amenities for visitors

### POSSIBLE STRATEGIES

- A1. Introduce a regular program for the pruning of trees immediately outside the station, in particular low branches forming a visual barrier at eye level between the station and Beehive Chimney beyond..
- A2. Improve/provide signage to station clearly visible from passing pedestrian and vehicular traffic.
- A3. Provide directional signage to station site from town center
- A4. Provide some designated parking areas at street level, clearly in view of passing traffic.
- A5. Provide more centralised pedestrian access to site to improved visible presence of station at street level, as well as improving visual connections to the Beehive Mine site for people exiting the station site.
- A6. Provide general lighting around station to improve informal surveillance of area, and provide town side facade lighting to station building to improve its visible presence in the context of the town
- B1. Provide clearly marked disabled car spaces within close proximity to station entrance.
- B2. Provide ramps meeting DDA requirements for disabled access to station from street.
- B3. Generally upgrade open space surface treatments from loose gravel to a more stable base (eg. granitic sand).
- C1. Provide designated parking areas immediately on the street front.
- C2. Formalise the ad hoc car parking area to the south west of the station building within the bushy area of the site, and implement formal road access to this car park.
- D1. Upgrade existing toilet facilities and reorientate them to address the building front, rather than the platform, and provide directional signage.
- D2. Upgrade and expand cafe shop within the station building, including extending its operating hours in line with expected increases in visitation, and provide directional signage to the kiosk. The kiosk should be reorientated to address the front of the station building.
- D3. Consider closing gravel traffic loop to create a more open, pedestrian driven public space immediately outside the station entry. Provide appropriate paving, seating and bike storage facilities to this space.
- D4. Provide clearly defined at grade pedestrian crossing in compliance with VicRail requirements, to provide



Conceptual image of possible strategy



Figure 13 Victorian Goldfields Railway Urban Design Proposal



# 3. Beehive Mine

## Existing Conditions:

- Beehive Chimney and ruins set in from street, partially concealed by tree and bush planting
- Gravel carpark located on street front with gravel path leading to Chimney and loop trail
- Loop trail around historic ruins lacks coherence and signage.
- Access for those with disabled requirements difficult due to nature of ground surface.
- Dig site surrounded with cyclone mesh fencing, creating an unwelcome environment
- The mine site is located on a high point within the reserve, with views over the surrounding reserve, to the town center and to the horizon
- Parts of the historic ruins, including historic chemical vats, are concealed from the loop trail behind thick bush growth
- Access to other parts of the reserve are very difficult due to the nature of the landscape digging, and thick blackberry bushes

## General Development Principles:

| OBJECTIVE  | POSSIBLE STRATEGIES  |
|--|--|
| (A) Improve visible presence of heritage attraction to street and within site        | A1. Provide directional signage from town center towards the Beehive Mine site.<br>A2. Provide signage at the street front of the site, including directions for pedestrian entry, and street signage for vehicular entry to the carpark<br>A3. Provide pedestrian focal point by setting entrance zone in from street front, and possibly providing seating areas at a meeting point in view of passer-bys.<br>A4. Replace security mesh fences surrounding dig sites with less visually intrusive, robust transparent solutions.   |
| (B) Improve disability access to, and within site                                    | B1. Improve paving of pedestrian path to site from Main St and provide trail linkage to station node.<br>B2. Provide designated disabled car spaces in close proximity to pedestrian entrance path in line with DDA requirements.<br>B3. Improve nature of main pathways to key attractions to DDA requirements, including 1:14 maximum grading.   |
| (C) Improve/enrich experience of visitors and enhance the interpretation of the site | C1. Provide additional interpretive and directional signage within the site, and at key locations along walking trails at each point of reference.<br>C2. Remove/prune planting concealing elements of heritage significance such as the historic chemical vats (currently obscured by a clump of bushes).<br>C3. Improve legibility of walking trails to make routes more obvious.<br>C4. Provide up lighting to Beehive Chimney from the station and town side to emphasise the mines presence as a focal point within the historic landscape, provide some general lighting to carpark areas and bollard lighting to trails at key interpretive markers |
| (D) Improve on-site amenity  | D1. Provide seating to key locations, and resting points to take advantage of natural shading and key views.<br>D2. Possibly provide a shelter structure at a new location within the site, incorporating interpretive boards.<br>D3. Upgrade walking trail surfaces/construction type to provide  |



Figure 14 Beehive Mine Urban Design Proposal



# Main St / Supermarket

## Existing Conditions:

- Due to its location, the Supermarket plays a key role in the sustainability of local community activity within Main St and the town centre generally.
- Supermarket forms a key activity focus to Main St, however there currently exists no formal crossing point for pedestrians from the other side of the street with access for disabled people particularly difficult due to the nature of the deep open gutters lining the street edges.
- Very limited car parking is available with none designated specifically for the supermarket. Currently car parking consists of parallel parking along Main St, some angled parking on Height Street to the rear, and a relatively unutilised gravel car park to the rear of the public toilets on High St, immediately to the rear of the supermarket.
- The supermarket forms a very limited active front to Main St, with shelving in some locations stood against the windows, blocking views in and out of the supermarket.
- In its current envelope, there is no space for expansion, or improvement to the way the supermarket is arranged, or the level of services offered to the customer.
- Strong competition exists from established external supermarket groups in Castlemaine and there is an identifiable need for a more efficiently organised and enhanced facility in this region.

## General Development Principles:

| OBJECTIVE   | POSSIBLE STRATEGIES   |
|---|---|
| (A) Improve access to, and within the supermarket (including disabled compliant access)   | <p>A1. Provide suitable pedestrian crossing point on Main St opposite the supermarket entrance providing generous bridging over gutters and no parking zones to ensure that the crossing is accessible to pedestrians at all times.</p> <p>A2. Provide obvious, direct access point to the supermarket from High St.</p>  |
| (B) Improve the presentation and presence of the supermarket on Main St   | <p>B1. Use pedestrian crossing to create a pedestrian focus along the street.</p> <p>B2. Provide seating and tree planting for shade at points at either end to create activity nodes.</p> <p>B3. Rearrange organization, shelving, advertising of supermarket and entry to better activate the street frontage.</p>  |
| (C) Expand the supermarket to provide an improved, increased service to the community, whilst retaining the fabric of the retail core | <p>C1. Consider consolidation of supermarket site, adjacent site and public parking/toilet site to the rear, allowing space to expand. New toilet facilities could either be incorporated into the development within the arcade or relocated to a more appropriate location within the town centre.</p> <p>C2. Consider incorporating selections of local/regional products to improve utilisation of supermarket by visitors, ideally located at the Main St frontage to encourage trade to visitors. This regional section could incorporate direct access from the Main St, creating a transition between a large supermarket development and the otherwise small-scale commercial frontage within the retail centre.</p> |
| (D) Improve convenience of parking facilities generally   | <p>D1. Incorporate more obvious connection to High St, thus dramatically enlarging the scope of on-street parking available to be utilised for supermarket trade to include those on High Street.</p> <p>D2. Provide convenient access through to Main St from High St through the supermarket site to ease parking pressures along Main St generally.</p> <p>D3. Parking may be available on upper level due to differences in levels from Main St to High St.</p>   |
| (E) Improve convenience and standard of amenities generally   | <p>E1. Relocate and upgrade amenities at a more accessible and obvious location in the town centre.</p>   |

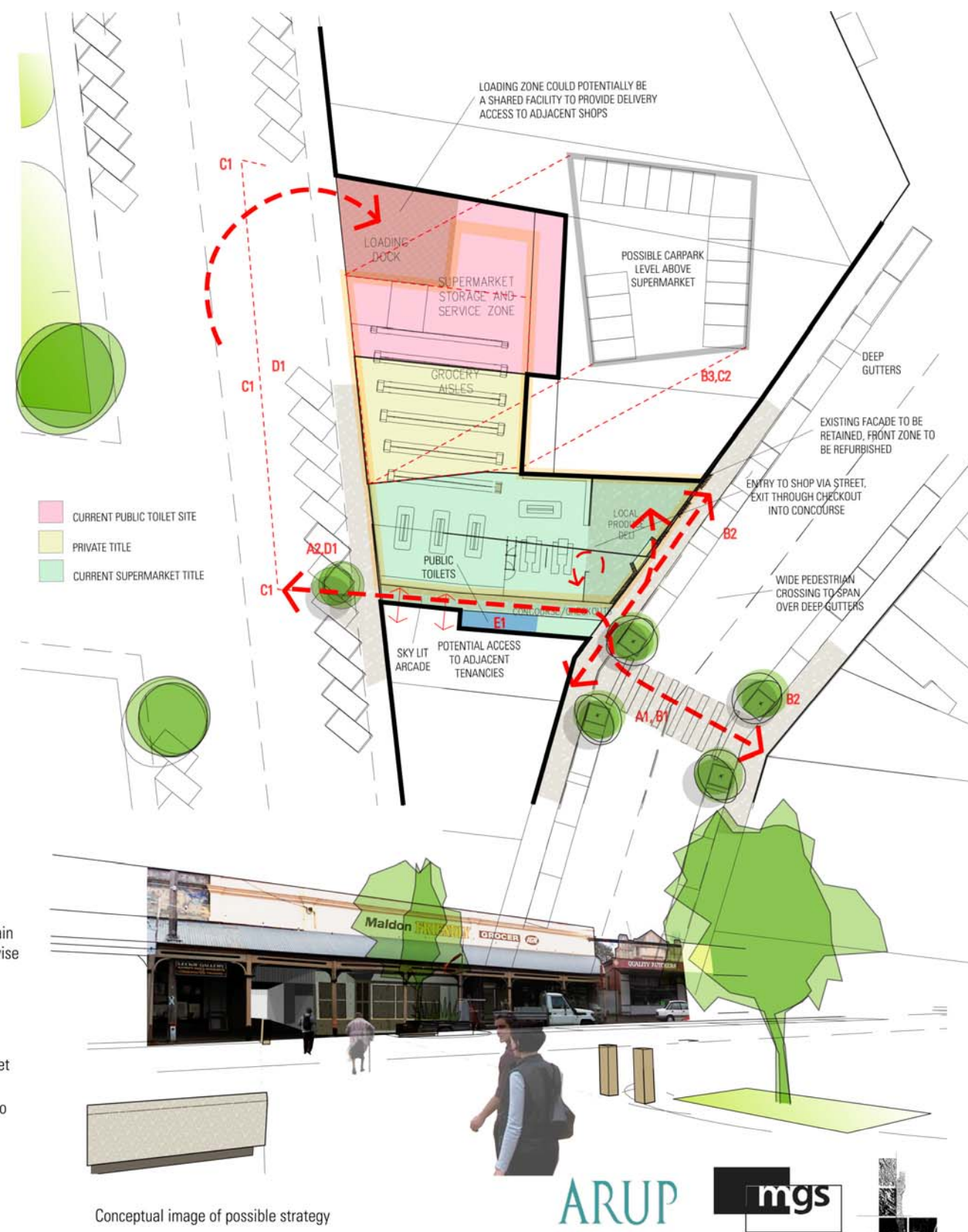


Figure 15 Main Street / Supermarket Urban Design Proposal



# Main Street / Tobin Street

## Existing Conditions:

- Deep open gutters line each side of Main Street and pedestrian bridges are few, and often located with parking immediately in front. This makes crossing the street difficult, especially for people with disabilities.
- Original historic stone lined gutters have been concreted over within Main Street.
- Modern developments such as sidewalk paving, street furniture and bins seem to be inappropriate, given the historic value of the town centre.
- Strong urban edge formed along Main St, however Tobin Street has a disappointing back-of-house characteristic, given its development opportunity arising from its location within the town centre.
- The nature of the car park located on Tobin Street, although beneficial in usage, has not been visually considered in a way that contributes to the value of the street.
- There is currently no lighting provided to the Tobin St carpark, limiting possible nighttime surveillance of this area.
- Current street lighting along Main St/High St is purely functional in form, and exhibits little attention to aesthetics.

## General Development Principles:

### OBJECTIVE

- (A) Improve access and ease of movement between and across Main Street and Tobin St (including disability compliance)
- (B) Promote urban front to Tobin Street
- (C) Improve the visual amenity of Tobin Street
- (D) Improve amenities within precinct

### POSSIBLE STRATEGIES

- A1. Consider pedestrian crossing at a key location, so that travel from one side of the road to the other is uninterrupted by deep drains and parked cars.
- A2. Establish more direct route for pedestrian travel between car park and Main St.
- B1. Introduce design guidelines that promote denser development orientated towards Tobin Street, including medium density development.
- B2. Improve visual amenity of street through establishing a visual buffer to the already established car park area.
- B3. Consider marginal expansion of carpark to cater to additional parking needs due to development along Tobin St.
- C1. Establish a visual buffer to the already established car park area, such as some low screen fencing and planting.
- C2. Introduce some loose control devices to introduce some order for the way the car park is utilised, and to contain any further spread, such as low barriers or wheel stops at its outer boundary.
- C3. Remove concrete from road drains and reinstate original stonework gutters.
- D1. Replace old street furniture and bins with new, more aesthetically considered alternatives, incorporating the identity and sense of place of the town.
- D2. Provide/upgrade information boards, and provide additional directional signage to public toilets, car parking and key attractions within the town centre.
- D3. Provide street lighting to Tobin Street in compliance with all relevant lighting standards and general sensitive lighting to carpark for informal surveillance from Tobin St.
- D4. New, more aesthetically desirable and contextually appropriate lighting should replace existing street lighting within the commercial centre along Main St and High St.



Figure 16 Main Street / Tobin Street Urban Design Proposal



# Walkway and Nodal Link Development Plan

## Existing Conditions:

- Key heritage and culturally significant sites are scattered, disconnected, and difficult to locate.
- Although having a dominant visual presence from the station platform, an obvious pedestrian route to the State Battery does not exist.
- Pedestrian access to town center from Station is not obvious and is indirect.
- Although a visual link between the station and the Beehive Chimney would be obvious, a direct route through the Historic Reserve is difficult to navigate given the nature of the terrain and thick pockets of shrubs.
- Official pedestrian trails within the Maldon Historic Reserve are few, and relatively unsigned. Safety issues currently surround many dig sites.
- Very limited signage and visual clues leading to the Beehive Mine site from the town center are fairly limited, the visual presence of the chimney being the only major clue to the significance of the site.
- Much of the existing signage has been subject to substantial vandalism.
- Hospitality and amenity services between, and at the cultural nodes is almost non-existent.
- Currently lighting along the identified trail routes is practically non-existent, making these public reserves unsafe for use at night.



## General Development Principles:

Provide a clearly defined, sign posted, interpretive trail linking the three key cultural nodes, and defined gateways into each site. Where possible, pathways should be shared pedestrian/bicycle, and accessible to people with disabilities.

Provide lighting at intervals along the walking trails to provide lighting levels in compliance with all relevant standards, and consider lighting some key elements of the landscape to enhance the nighttime experience.

### LINK (A)

- Provide signage interpreting importance of State Battery site at the Station, as well as directions for getting to the Battery
- Provide a physical pedestrian links between the station and walking tracks within the State Battery site, and approximate walking times, distances and level of difficulty.

### LINK (B)

- Provide a safe and well signed walking trail linking existing walking trails within the Beehive Mine site with the station.
- Provide clearly signed directions and obvious markers on street indicating the start of the walking trail from the station.
- Provide more obvious pedestrian access to station.

### LINK (C)

- Provide improved signage denoting Beehive Mine site from Main St, and to passing traffic.

### LINK (D)

- Upgrade and make good footpaths to meet relevant disability requirements.
- Provide clear signage for directions (to be located at each end and at all road intersections), distances and walking times to town center and other tourist attractions.



Figure 17 Walkway and Nodal Link Development Plan Urban Design Proposal



# Signage / Branding

maldon  
a town with a past looking ahead

Maldon is currently not in great shape, owing to a depressed economy, higher than average unemployment, low levels of disposable income, and recent limited investment in civic assets.

However Maldon possesses many great advantages: its mining history and fine heritage buildings, its proximity to Melbourne via the Calder Highway (and to other regional centres such as Bendigo and Ballarat), the Victorian Goldfields Railway steam train network, the numerous wineries and orchards in the district: these are all part of Maldon's inventory of success, the ingredients that the town needs to blend into a new recipe for regeneration in order to realise its potential as a desirable tourist destination.

Everything Maldon needs to become a significant, successful tourist destination already exists: it just needs to be pulled together and presented coherently.



## the roles of signage and infrastructure in visitor experience and place-making

In addition to undertaking cosmetic improvements of buildings and public places, Maldon needs to consider how visitors could ideally experience the town.

The 'gateways' or entry experiences need attention; similarly there are key opportunities for strategic landscaping, both to restore historical environments and to signal paths and places, as well as seating, picnic tables, toilets, bus shelters, lighting, walking and cycling tracks, signage, and public information.

A comprehensive signage system - directional, mapping, interpretive, informational, promotional, statutory - is critical to the visitor experience. Maldon particularly needs adequate signage to tell visitors how to find their way from place to place, where to decide to go, and how to understand each site of interest.

Signs not only give objective information; they also convey subjective nuances that are critical to projecting a desired identity for Maldon. And signs should not become an obtrusive system, but operate as subtle elements throughout the town.

Signs do not only have to be the traditional posts with boards affixed to them: equally they can be landmarks, axes and visual links to help orientation; vistas linked by pathways; lighting; planting and landscaping; paving patterns to identify wayfinding loops; banners; even train whistles... Different kinds of signs can be coordinated as part of an overall signage system that expresses Maldon's spirit of place, links historic mining sites and other places of interest, and makes wayfinding throughout the town easy and safe.

Legible wayfinding and sense of place underpin the design strategy for the comprehensive signage and public information system Maldon needs. Such a system has implications for circulation, lighting, street furniture, infrastructure, and town identity and branding.

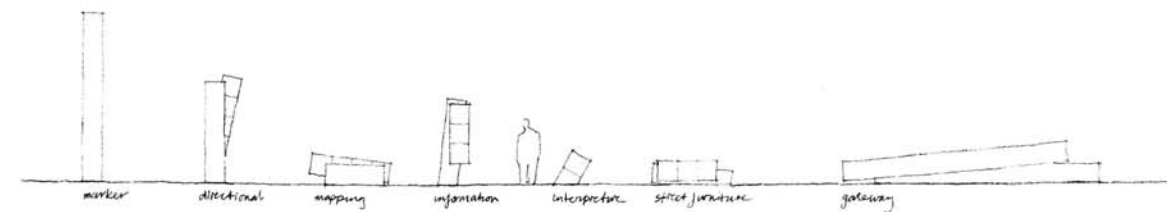
Signage has an important role in enhancing the identity of the town. The design of the signage masterplan needs to be undertaken as part of the overall branding strategy.

## branding, identity and a sense of place

Everyone recognises that the town's future depends substantially on tourism. And Maldon has more than most small towns to offer visitors. Mining sites, attractive heritage buildings, a rich history, a strong sense of place, various fine views and places of interest, the restored steam railway, regional produce (wine, fruits, olives), festivals, accommodation. What are missing right now are Maldon's ability to project a powerful identity, and a plan to access the town's future prosperity.

A significant component of this plan will be the development of Maldon as a brand, identified in the public mind with positive perceptions that spring from the town's sense of place and its history. The basis of the town's branding and tourism strategy lies in its authentic identity, not in an idealised or romanticised historicist themed overlay.

When mining receded, it left a tide of heritage structures, both those connected with the mines and buildings in the thriving mining town that Maldon once was. Many of these buildings need painting or renovating, streetscapes need tidying, and neglected public spaces sprucing up. Future development needs to fit sensitively within the established character of the town. The objective is not to make Maldon into a historic mining town theme park or a Disneyland but to regenerate it as an authentic, living town with a confident sense of purpose and of its own history.



garryemerydesign

ARUP



Figure 18 Signage / Branding Urban Design Proposal

## 13 STATUTORY PLANNING AND IMPLEMENTATION

An implementation strategy is vital to ensure that the proposals and strategies outlined by Sections 11 and 12 of this Report can actually be delivered 'on the ground'.

Although some of the proposals / strategies can be undertaken by individual stakeholders, the majority of the projects will require collaboration by a range of public and private sector interests.

Figures 19 to 25 outline specific proposals / strategies identified for each site, and also specific proposals and strategies identified for the town as a whole. Key stakeholders are identified in relation to each specific proposal / strategy, actions required by key stakeholders to implement the proposal / strategy, and the suggested timescale for implementation. Figures 19 to 25 also identify the town planning implications of each of the proposals / strategies outlined.

The first phase in implementation of this strategy will be the acceptance of the Master Plan by Council following public consultation. The subsequent stage of amending the planning scheme to incorporate the strategy and a revised Maldon policy will ensure that future planning decisions are taken with due regard for the strategy.

It is recommended that this study be referenced in the Municipal Strategic Statement, specifically the Local Planning Policy relating to Maldon. It is also recommended that Council review its heritage mapping, review the referencing of heritage areas / items in the Planning Scheme and revise Local Planning Policies pertinent to Maldon in light of the Heritage Study that was undertaken as part of this consultancy.

It is recommended that the Infill Development Guidelines contained at Appendix E to this study be incorporated into the Mount Alexander Planning Scheme. The Local Planning Policies pertinent to Maldon should be revised to require all development adjacent to identified heritage buildings or within a specific heritage area to be assessed against the Infill Development Guidelines.

The following tables set out the steps required for implementation of each of the strategies. Priority has been accorded on the basis of short term (up to 12 months) short-medium term (1-3 years) medium term (3-5 years) and long term (5 years +).

It is acknowledged that a considerable number of actions have been identified as "short term". These have been identified on the basis they may be relatively easy or straightforward to implement and / or are considered a high priority.

It is acknowledged that budgetary constraints for capital works programmes will however direct the implementation timing. Nevertheless, the short-term actions are considered to be high priority, and it may be appropriate that those actions be reviewed accordingly.

|  | Site / Proposed Action Strategy  | Key Stakeholders  | Actions required for Implementation   | Town Planning Implications                                  | <sup>1</sup> Implementation Timescale |
|--|--|---|---|---|---------------------------------------|
| <b>State Government Battery</b>  |  |   |   |   |                                       |
| A1   | Provide improved directional street signage to the State Government Battery from the Town Centre.  | MASC; Parks Victoria                                    | Development of Maldon Branding / Signage Strategy (MASC).   | Possible TP approval required for individual signs.         | Short Term                            |
| A2   | Provide directional signage, and physical link from the Station  | MASC; Parks Victoria                                    | Development of Maldon Branding / Signage Strategy (MASC)<br>Agreement on pedestrian link route (Parks Vic).   | Possible TP approval required for individual signs / works. | Short Term                            |
| A3   | Improve walking trails linking the main elements of interest within the site, to meet disabled requirements  | Parks Victoria.   | Agreement on pedestrian link route (Parks Vic).   | TP approval required for works                              | Short Term                            |
| A4   | Provide signed disabled car spaces in close proximity to battery buildings   | MASC; Parks Victoria                                    | Designation of car parking spaces (MASC)  | N/A   | Short Term                            |
| B1   | Provide additional interpretive signage at key points on the site, including signage at key lookout point providing orientation information  | Parks Victoria; MASC                                    | Preparation of overall Maldon Signage Strategy (MASC).<br>Agreement on pedestrian link route (Parks Victoria).  | TP approval required for works                              | Short Term                            |
| B2   | Provide directional signage linking the walking trail to Maldon Station, and information relating to walking distances, time and difficulty.   | MASC; Parks Victoria                                    | Preparation of overall Maldon Signage Strategy (MASC).<br>Agreement on pedestrian link route (Parks Victoria)   | Possible TP approval required for individual signs.         | Short Term                            |
| B3   | Remove unsightly security fences surrounding mine shaft, and replace with a less visually intrusive safety solution.   | Parks Victoria  | Works by Parks Victoria   | Possible TP approval required for works                     | Short Term                            |
| B4   | Consider minor and subtle redevelopment of battery buildings to enable better views and light into the building by the incorporation of additional glazing or, consider alternate function for buildings to bring activity and ensure their preservation.    | Parks Victoria;<br>Heritage Victoria                    | Preparation of redevelopment scheme / new use in consultation with Heritage Victoria (Parks Victoria)<br>Approval of scheme by Heritage Victoria.   | TP approval required  | Short to Medium Term                  |
| B5   | Provide façade lighting on town side of Battery building to enhance its appearance as a key historical focal point at night, and provide some general lighting around the Battery building and car park to assist informal surveillance of the area          | Parks Victoria;<br>MASC; Heritage Victoria              | Establish feasibility and costing of necessary lighting (parks Victoria in conjunction with MASC).<br>Determine whether Heritage Victoria approval is required, and if so make application. | Possible TP approval required.                              | Short to Medium Term                  |
| C1   | Provide rest areas with seating at some key sites, and comfortable locations on the site, taking advantage of views, shading etc. Consider rehabilitation of these areas such as levelling of ground, removal of weeds, and planting of lawns at key points. | Parks Victoria  | Agreement on pedestrian link route (Parks Victoria).<br>Works by Park Victoria  | TP approval required for works                              | Short to Medium Term                  |
| C2   | Provide direct access to station site, with rail crossing complying with Victorian Goldfields Railway Society and/or statutory crossing requirements, so that toilet and shop facilities on the station site can be utilised.                                | Parks Victoria;<br>Victorian Goldfields Railway Society | Agreement on pedestrian link route (Parks Victoria & Victorian Goldfields Railway Society).<br>Determination of Victorian Goldfields Railway Society and/or statutory crossing requirements | TP approval required for works                              | Short to Medium Term                  |
| Key: Short term = 12 months; Short to Medium Term = 1-3 years; Medium Term = 3-5 years; Long Term = 5 years+ |  |   |   |   |                                       |

Figure 19 Implementation Strategy – State Government Battery



|  | Site / Proposed Action Strategy   | Key Stakeholders   | Actions required for Implementation   | Town Planning Implications     | <sup>1</sup> Implementation Timescale |
|--|---|--|---|--------------------------------|---------------------------------------|
| <b>Victorian Goldfields Railway Station</b>  |   |  |   |                                |                                       |
| A1   | Introduce a regular program for the pruning of trees immediately outside the station, in particular low branches forming a visual barrier at eye level between the station and Beehive Chimney beyond   | MASC; Victorian Goldfields Railway Society                           | Agreement between MASC & Victorian Goldfields Railway Society over shared responsibilities  | N/A                            | Short Term                            |
| A2   | Improve / provide signage to station clearly visible from passing pedestrian and vehicular traffic  | MASC; Victorian Goldfields Railway Society; VicRoads                 | Development of Maldon Branding / Signage Strategy (MASC).<br>Consultation with and approval by VicRoads.  | Possible TP approval required. | Short Term                            |
| A3   | Provide directional signage to station from town centre   | MASC; Victorian Goldfields Railway Society; VicRoads                 | Development of Maldon Branding / Signage Strategy (MASC).<br>Consultation with and approval by VicRoads   | Possible TP approval required. | Short Term                            |
| A4   | Provide some designated parking areas at street level, clearing in view of passing traffic.   | MASC; Victorian Goldfields Railway Society; VicRoads                 | Consultation with and approval by VicRoads  | TP approval required.          | Short to Medium Term                  |
| A5   | Provide more centralised pedestrian access to site to improve visible presence of station at street level, as well as improving visual connections to the Beehive Mine site for people exiting the station site   | MASC; Victorian Goldfields Railway Society; VicRoads; Parks Victoria | Consultation with and approval by VicRoads<br>Consultation with Parks Victoria  | TP approval required           | Short to Medium Term                  |
| A6   | Provide general lighting around station to improve informal surveillance of area, and provide town side façade lighting to station to improve its visible presence in the context of the town   | MASC; Victorian Goldfields Railway Society; Heritage Victoria        | Consultation with and approval by Heritage Victoria   | Possible TP approval required. | Short to Medium Term                  |
| B1   | Provide clearly marked disabled car spaces within close proximity to station entrance   | Victorian Goldfields Railway Society                                 | Designation of disabled car spaces  | N/A                            | Short Term                            |
| B2   | Provide ramps meeting DDA requirements for disabled access to station from Street   | Victorian Goldfields Railway Society                                 | Construction of DDA compliant ramps   | Possible TP approval required  | Short Term                            |
| B3   | Generally upgrade paving in relevant areas to improve ease of access  | Victorian Goldfields Railway Society                                 | Upgrade of paved surfaces   | N/A                            | Short to Medium Term                  |
| C1   | Provide designated parking areas immediately on the street front.   | MASC; Victorian Goldfields Railway Society; VicRoads                 | Consultation with and approval by VicRoads  | TP approval required.          | Short to Medium Term                  |
| C2   | Formalise the ad-hoc car parking area to the south west of the station building within the bushy area of the site, and implement formal road access to this car park.   | Victorian Goldfields Railway Society; VicRoads                       | Consultation with and approval by VicRoads  | TP approval required           | Short to Medium Term                  |
| D1   | Upgrade existing toilet facilities and reorientate them to address the building front, rather than the platform, and provide directional signage.   | Victorian Goldfields Railway Society; Heritage Victoria              | Consultation with and approval by Heritage Victoria   | TP approval required           | Medium Term                           |
| D2   | Upgrade and expand café shop within the station building, including extending its operating hours in line with expected increases in visitation, and provide directional signage to the kiosk. The kiosk should be reoriented to address the front of the station building. | MASC; Victorian Goldfields Railway Society; Heritage Victoria        | Consultation with and approval by Heritage Victoria   | TP approval required           | Medium Term                           |
| D3   | Consider closing gravel traffic loop to create a more open, pedestrian driven public space immediately outside the station entry. Provide appropriate paving, seating and bike storage facilities to this space.  | Victorian Goldfields Railway Society; Heritage Victoria              | Consultation with and approval by Heritage Victoria   | TP approval required           | Long Term                             |
| D4   | Provide clearly defined at grade pedestrian crossing in compliance with Victorian Goldfields Railway and/or statutory crossing requirements, to provide link to the State Battery to the north.   | Victorian Goldfields Railway Society; Parks Victoria                 | Agreement on pedestrian link route (Parks Victoria & Victorian Goldfields Railway Society).<br><br>Determination of Victorian Goldfields Railway Society and/or statutory crossing requirements | TP approval required           | Short to Medium Term                  |
| Key: Short term = 12 months; Short to Medium Term = 1-3 years; Medium Term = 3-5 years; Long Term = 5 years+ |   |  |   |                                |                                       |

Figure 20 Implementation Strategy – Victorian Goldfields Railway Station

|  | Site / Proposed Action Strategy  | Key Stakeholders                        | Actions required for Implementation  | Town Planning Implications     | <sup>1</sup> Implementation Timescale |
|--|--|---|--|--------------------------------|---------------------------------------|
| <b>Beehive Mine</b>  |  |   |  |                                |                                       |
| A1   | Provide directional signage from town centre towards the Beehive Mine Site   | MASC; VicRoads                          | Development of Maldon Branding / Signage Strategy (MASC).<br>Consultation with and approval by VicRoads                              | Possible TP approval required. | Short Term                            |
| A2   | Provide signage at the street front of the site, including directions for pedestrian entry, and street signage for vehicular entry to the car park   | MASC; VicRoads; Parks Victoria          | Development of Maldon Branding / Signage Strategy (MASC).<br>Consultation with and approval by VicRoads.                             | Possible TP approval required. | Short Term                            |
| A3   | Provide pedestrian focal point by setting entrance zone in from street front, and possibly providing seating areas at a meeting point in view of passer-bys.   | MASC; VicRoads; Parks Victoria          | Agreement between Parks Victoria, VicRoads and MASC.   | Possible TP approval required. | Short to Medium Term                  |
| A4   | Replace security mesh fences surrounding dig sites with less visibly intrusive, robust transparent solutions.  | Parks Victoria; Heritage Victoria       | Agreement upon form of fencing<br>Possible approval of Heritage Victoria   | Possible TP approval required. | Short Term                            |
| B1   | Improve paving of pedestrian path to site from Main Street and provide trail linkage to station node   | MASC; Parks Victoria; Heritage Victoria | Agreement on route selection<br>Possible approval of Heritage Victoria   | Possible TP approval required  | Short to Medium Term                  |
| B2   | Provide designated disabled car spaces in close proximity to pedestrian entrance path inline with DDA requirements   | MASC                                    | Designation of disabled car spaces   | N/A                            | Short Term                            |
| B3   | Improve nature of main pathways to key attractions to DDA requirements, including 1:14 maximum grading   | MASC; Parks Victoria; Heritage Victoria | Agreement on route selection.<br>Possible approval of Heritage Victoria  | Possible TP approval required  | Short Term                            |
| C1   | Provide additional interpretive and directional signage within the site, and at key locations along walking trails at each point of reference.   | MASC; Parks Victoria; Heritage Victoria | Development of Maldon Branding / Signage Strategy (MASC).<br>Agreement on route selection<br>Possible approval of Heritage Victoria. | Possible TP approval required  | Short to Medium Term                  |
| C2   | Remove / prune planting concealing elements of heritage significance such as the historic chemical vats (currently obscured by a clump of bushes)  | Parks Victoria                          | Undertaking of strategic pruning   | N/A                            | Short Term                            |
| C3   | Improve legibility of walking trails to make routes more obvious   | MASC; Parks Victoria; Heritage Victoria | Agreement on route selection.<br>Possible approval of Heritage Victoria  | Possible TP approval required  | Short to Medium Term                  |
| C4   | Provide up lighting to Beehive Chimney from the station and town side to emphasise the mines presence as a focal point within the historic landscape, provide some general lighting to car park areas and bollard lighting to trails at key interpretive markers | MASC; Parks Victoria; Heritage Victoria | Agreement on route selection.<br>Possible approval of Heritage Victoria  | Possible TP approval required  | Short to Medium Term                  |
| D1   | Provide seating to key locations, and resting points to take advantage of natural shading and key views  | MASC; Parks Victoria; Heritage Victoria | Agreement on route selection.<br>Possible approval of Heritage Victoria  | Possible TP approval required  | Short to Medium Term                  |
| D2   | Possibly provide a shelter structure at a new location within the site, incorporating interpretive boards  | Parks Victoria; Heritage Victoria       | Possible approval of Heritage Victoria   | Possible TP Approval required  | Medium Term                           |
| D3   | Upgrade walking trail surfaces / construction type to provide for easier movement  | Parks Victoria; MASC; Heritage Victoria | Agreement on route selection.<br>Possible approval of Heritage Victoria  | Possible TP approval required  | Short to Medium Term                  |
| Key: Short term = 12 months; Short to Medium Term = 1-3 years; Medium Term = 3-5 years; Long Term = 5 years+ |  |   |  |                                |                                       |

Figure 21 Implementation Strategy – Beehive Mine

|  | Site / Proposed Action Strategy  | Key Stakeholders                  | Actions required for Implementation                              | Town Planning Implications   | <sup>1</sup> Implementation Timescale |
|--|--|-----------------------------------|--|--|---------------------------------------|
| <b>Supermarket / Main Street</b>   |  |                                   |  |  |                                       |
| A1   | Provide suitable pedestrian crossing point on Main Street opposite the supermarket entrance providing generous bridging over gutters and no parking zones to ensure that the crossing is accessible to pedestrians at all times  | MASC; VicRoads; Heritage Victoria | Consultation with and approval by VicRoads and Heritage Victoria | Possible TP approval required  | Short to Medium Term                  |
| A2   | Provide obvious, direct access point to the supermarket from High Street   | MASC; Private landowners          | Reconfiguration of existing supermarket                          | TP approval required<br>Consider application of Design and Development Overlay to site | Short to Medium Term                  |
| B1   | Use pedestrian crossing to create a pedestrian focus along the street  | MASC; VicRoads; Heritage Victoria | Consultation with and approval by VicRoads and Heritage Victoria | N/A  | Short to Medium Term                  |
| B2   | Provide seating and tree planting for shade at points, and appropriate lighting at either end to create activity nodes   | MASC; VicRoads                    | Consultation with and approval by VicRoads                       | Possible TP approval required  | Short to Medium Term                  |
| B3   | Rearrange organisation, shelving, advertising of supermarket and entry to better activate the street frontage  | MASC, Private landowners          | Reconfiguration of existing supermarket                          | TP approval required<br>Consider application of Design and Development Overlay to site | Short to Medium Term                  |
| C1   | Consider possible consolidation of supermarket site, and public parking / toilet site to the rear, allowing space to expand. New toilet facilities could either be incorporated into the development within the arcade or relocated to a more appropriate location within the town centre  | MASC, Private landowners          | Reconfiguration of existing supermarket                          | TP approval required<br>Consider application of Design and Development Overlay to site | Short to Medium Term                  |
| C2   | Consider incorporating selections of local / regional products to improve utilisation of supermarket by visitors, ideally located at the Main Street frontage to encourage trade to visitors. This regional section could incorporate direct access from the Main Street, creating a transition between a large supermarket development and the otherwise small-scale commercial frontage within the retail centre | MASC, Private landowners          | Reconfiguration of existing supermarket                          | TP approval required<br>Consider application of Design and Development Overlay to site | Short to Medium Term                  |
| D1   | Incorporate more obvious connection to High Street, thus dramatically enlarging the scope of on-street parking available to be utilised for supermarket trade to include those on High Street  | MASC, Private landowners          | Reconfiguration of existing supermarket                          | TP approval required<br>Consider application of Design and Development Overlay to site | Short to Medium Term                  |
| D2   | Provide convenient access through t Main Street from High Street through the supermarket site to ease parking pressures along Main Street Generally  | MASC; Private landowners          | Reconfiguration of existing supermarket                          | TP approval required<br>Consider application of Design and Development Overlay to site | Short to Medium Term                  |
| D3   | Further investigation of levels may reveal an opportunity for first level park accessible directly off High Street to be incorporated into the development   | MASC; Private landowners          | Reconfiguration of existing supermarket                          | TP approval required<br>Consider application of Design and Development Overlay to site | Short to Medium Term                  |
| E1   | Relocate and upgrade amenities at a more accessible and obvious location in the town centre, most likely as part of the supermarket development  | MASC; Private landowners          | Reconfiguration of existing supermarket                          | TP approval required<br>Consider application of Design and Development Overlay to site | Short to Medium Term                  |
| Key: Short term = 12 months; Short to Medium Term = 1-3 years; Medium Term = 3-5 years; Long Term = 5 years+ |  |                                   |  |  |                                       |

Figure 22 Implementation Strategy – Main Street / Supermarket



|                                   | Site / Proposed Action Strategy   | Key Stakeholders                  | Actions required for Implementation  | Town Planning Implications   | Implementation Timescale |
|-----------------------------------|---|-----------------------------------|--|--|--------------------------|
| <b>Main Street / Tobin Street</b> |   |                                   |  |  |                          |
| A1                                | Consider pedestrian crossing at a key location, so that travel from one side of the road to the other is uninterrupted by deep drains and parked cars.  | MASC; VicRoads; Heritage Victoria | Consultation with and approval by VicRoads and Heritage Victoria   | Possible TP approval required  | Short to Medium Term     |
| A2                                | Establish more direct route for pedestrian travel between car park and Main Street  | MASC, Private Land Owners         | Investigation of route feasibility, negotiations with private land owner(s)  | May require amendment if public acquisition necessary.   | Short to Medium Term     |
| B1                                | Introduce design guidelines that promote denser development oriented towards Tobin Street, including medium density development.  | MASC                              | Adoption of Infill Development Guidelines.   | Amendment of Local Planning Policy Framework<br>Consider application of Design and Development Overlay to area | Short Term               |
| B2                                | Improve visual amenity of street through establishing a visual buffer to the already established car park area  | MASC                              | Selection of appropriate buffer materials  | N/A  | Short Term               |
| C1                                | Establish a visual buffer to the already established car parking area, such as some low screen fencing and planting   | MASC                              | Selection of appropriate buffer materials  | N/A  | Short Term               |
| C2                                | Introduce some loose control devices to introduce some order to the way the car park is utilised, and to contain and further spread, such as low barriers or wheel stops at its outer boundary. | MASC                              | Selection of appropriate control devices   | N/A  | Short Term               |
| C3                                | Remove concrete from road drains and reinstate original stonework gutters   | MASC; Heritage Victoria           | Approval of Heritage Victoria Required   | Possible TP Approval required  | Short Term               |
| D1                                | Replace old street furniture and bins with new, more aesthetically considered alternatives, incorporating the identity and sense of place of the town   | MASC                              | Selection of appropriate street furniture and bins   | N/A  | Short to Medium Term     |
| D2                                | Provide / upgrade information boards, and provide additional directional signage to public toilets, car parking and key attractions within the town centre                                      | MASC                              | Development of Maldon Branding / Signage Strategy (MASC).  | Possible TP approval required.   | Short to Medium Term     |
| D3                                | Provide street lighting to Tobin Street in compliance with all relevant lighting standards and general sensitive lighting to car parking for informal surveillance from Tobin Street            | MASC                              | Possible introduction of electricity services to area?   | N/A  | Medium Term              |
| D4                                | New, more aesthetically desirable and contextually appropriate lighting should replace existing street lighting within the commercial centre along Main Street and High Street                  | MASC                              | Removal of existing infrastructure<br>Selection of appropriate replacement infrastructure  | N/A  | Medium Term              |
| E1                                | Identify areas within Main Street that would benefit from the removal, or bundling, of the above ground power lines   | MASC<br>Powercorp                 | Study to identify appropriate treatment areas including cost to individual landholders and likely timeframes<br><br>Liaise with Powercorp to implement changes to power delivery arrangements in the town centre | N/A  | Medium Term              |

Figure 23 Implementation Strategy – Main Street / Tobin Street

|                               | Site / Proposed Action Strategy   | Key Stakeholders   | Actions required for Implementation   | Town Planning Implications    | <sup>1</sup> Implementation Timescale |
|-------------------------------|---|--|---|-------------------------------|---------------------------------------|
| <b>Walkway and Nodal Link</b> |   |  |   |                               |                                       |
| Link A                        | Provide signage interpreting importance of State Battery site at Station, as well as directions for getting to the Battery  | MASC; Victorian Goldfields Railway Society; Parks Victoria           | Development of Maldon Branding / Signage Strategy (MASC).<br>Agreement upon route                               | Possible TP approval required | Short Term                            |
|                               | Provide a physical pedestrian link between the station and walking tracks within the State Government Battery site, and approximate walking times, distances and levels of difficulty | MASC; Victorian Goldfields Railway Society; Parks Victoria           | Development of Maldon Branding / Signage Strategy (MASC).<br>Agreement upon route                               | Possible TP approval required | Short Term                            |
| Link B                        | Provide a safe and well signed walking trail linking existing walking trails within the Beehive Mine site with the station  | MASC; Victorian Goldfields Railway Society; Parks Victoria; VicRoads | Development of Maldon Branding / Signage Strategy (MASC).<br>Agreement upon route<br>Possible VicRoads approval | Possible TP approval required | Short Term                            |
|                               | Provide clearly signed directions and obvious markers on street indicating the start of walking trail from the station  | MASC; Victorian Goldfields Railway Society; Parks Victoria; VicRoads | Development of Maldon Branding / Signage Strategy (MASC).<br>Agreement upon route                               | Possible TP approval required | Short Term                            |
|                               | Provide more obvious pedestrian access to the station   | MASC; Victorian Goldfields Railway Society; Parks Victoria; VicRoads | Development of Maldon Branding / Signage Strategy (MASC).<br>Agreement upon route<br>Possible VicRoads approval | Possible TP approval required | Short Term                            |
| Link C                        | Provide improved signage denoting Beehive Mine site from Main Street, and to passing traffic  | MASC; Victorian Goldfields Railway Society; Parks Victoria; VicRoads | Development of Maldon Branding / Signage Strategy (MASC).<br>Agreement upon route<br>Possible VicRoads approval | Possible TP approval required | Short Term                            |
| Link D                        | Upgrade and make good footpaths to meet relevant disability requirements  | MASC; Victorian Goldfields Railway Society; VicRoads                 | Preparation of funding submission for Pride of Place<br>Possible VicRoads approval                              | Possible TP approval required | Short Term                            |
|                               | Provide clear signage for directions (to be located at each end and at all road intersections), distances and walking times to town centre and other tourist attractions.             | MASC; Victorian Goldfields Railway Society; VicRoads                 | Preparation of funding submission for Pride of Place<br>Possible VicRoads approval                              | Possible TP approval required | Short Term                            |

Key: Short term = 12 months; Short to Medium Term = 1-3 years; Medium Term = 3-5 years; Long Term = 5 years+

(D)Figure 24 Implementation Strategy – Walkway and Nodal Link Development Plan



|  | Site / Proposed Action Strategy   | Key Stakeholders   | Actions required for Implementation  | Town Planning Implications   | <sup>1</sup> Implementation Timescale |
|--|---|--|--|--|---------------------------------------|
| <b>Actions / Strategies for Maldon as a Whole</b>  |   |  |  |  |                                       |
| 1  | Determine whether the capacity of infrastructure and community services provided within Maldon effectively meets the needs of the Maldon community, and subsequently establish priorities for community service and infrastructure provision where deficiencies are identified.                             | MASC Maldon Community;<br>Established Service Providers;<br>Department of Human Services | Thorough and inclusive review of current service provision.<br>Determination of current / projected deficiencies<br>Investigation of service provision options<br>Identification of potential funding sources                        | N/A  | Short Term                            |
| 2  | Development of a budgeted Conservation Maintenance Program.   | MASC, Maldon Community;<br>Heritage Victoria   | Setting of priorities for heritage conservation.<br>Identification of potential funding sources.   | N/A  | Short Term                            |
| 3  | Adoption of a continual improvement and enhancement program for under-utilised and accessed public land / buildings to improve community access and address identified deficiencies in community service / infrastructure provision.  | MASC; Parks Victoria   | Identification of under-utilised and accessed public land / buildings.<br>Community-inclusive determination of options for improvements / enhancements, including the introduction of "best uses" to under-utilised sites/buildings. | N/A  | Short Term                            |
| 4  | Develop a same-day viable combined bus, taxi and train service linking Maldon to surrounding regional centres including Bendigo and Castlemaine to ensure that reasonable access is provided to employment, educational, entertainment, recreational and services opportunities that exist in the district. | MASC; Maldon Community,<br>Transport Service Providers; DSE                              | Inclusive review of current service provision.<br>Determination of current / projected deficiencies.<br>Investigation of service provision options<br>Identification of potential funding sources                                    | N/A  | Short Term                            |
| 5  | Incorporate the Infill Development Guidelines for Maldon into the Mount Alexander Shire Planning Scheme   | MASC   | Planning Scheme Amendment  | Revise Local Planning Policy Framework<br>Consider application of Design and Development Overlay to "Core Area". | Short Term                            |
| Key: Short term = 12 months; Short to Medium Term = 1-3 years; Medium Term = 3-5 years; Long Term = 5 years+ |   |  |  |  |                                       |

Figure 25 Implementation Strategy – Whole-of-Maldon Actions / Strategies

Appendix A

---

**Key Reports and Documents  
Reviewed**



## Maldon Urban Design Framework

### Key Reports and Documents Reviewed – Urban Design

Dept. Conservation Forests & Lands (1989) Maldon Historic Reserve Management Plan

Geoff Sanderson & Associates (1998), Maldon Economic & Design Strategy

Heritage Victoria (2000 A), Guidelines for the Assessment of Heritage Planning Applications

Heritage Victoria (2000 B), Victorian Heritage Strategy

Kaufman, R (1996), Conservation Policy - Maldon State Battery and Surrounds

Lennon, J. for Environment Australia (1997), Case Study of the Cultural Landscapes of the Central Victorian Goldfields

Maldon Visitor Information Centre Maldon Visitor Information Centre Visitor Statistics 00-02

Unknown, Maldon Design Guidelines

University of Canberra (2000), Economic Value of Tourism to Places of Cultural Heritage Significance

Ward, A. (1994), Advertising Signs, Signage and Street Furniture for the Shire of Maldon

Tipping, M. (1992). *An Artist on the Goldfields: The Diary of Eugene von Guerard*. Melbourne: Melbourne University Press.

Wright, R. (1989). *The Bureaucrats Domain: Space and the Public Interest in Victoria, 1836-84*. Melbourne: Oxford University Press

### Key Reports and Documents Reviewed – Heritage Assessment

Anon (1958). *(fourth edition)*. Melbourne: Department of Mines Victoria.

Bannear, D., (1993A), *Historic Mining Sites in the Maldon Mining Division, Part Two: Site Gazetteer*, Report to the Department of Conservation and Natural Resources North West Area (available from Heritage Victoria Web Site).

Bannear, D., (1993B), *Maldon Historic Notes*, Report to the Department of Conservation and Natural Resources North West Area (available from Heritage Victoria Web Site).

Clark, M. (1989) Maldon Historic Reserve Management Plan, Department of Conservations, Forests & Lands.

Jacobs Lewis and Vines, (1977), *Maldon Conservation Study*.

Jeans, D.N., (1967), Territorial Divisions and the Locations of Towns in New South Wales, *Australian Geographer* 10:243-255.

Lennon, J., (1997), *Case Study of the cultural landscapes of the Central Victorian goldfields: State of the Environment Technical Paper Series (Natural and Cultural Heritage)*: Canberra, Department of Environment.

Lumley, P. F., J. Dyke, R. D. Spencer, and A. D. Gardiner, (1981), *Trees and Gardens from the Goldmining Era: A Study of the Maldon Landscape*: Maldon, Shire of Maldon

McCann, J., (1993), Researching Cultural Landscapes in Country Victoria, in C. Sagazio, ed., *The National Trust Research Manual: Investigating Buildings, Gardens and Cultural Landscapes*: Sydney, Allen and Unwin, p. 121-138.

Morris, W., (1984), *A guide to Maldon: Moonee Ponds, Vic.*

Powell, J. M. (1975). "Conservation and Resource Management in Australia 1788-1860," in *Australian Space, Australian Time: Geographical perspectives*. Edited by J. M. Powell and M. Williams, pp. 18-60. Melbourne: Oxford University Press.

Ritchie, N., Hooker, R. (1998), "An Archaeologist's Guide to Mining Terminology", *Australasian Historical Archaeology* Vol 15:3-29.

Stuart, I. M., (1992), *The Golden Landscape*, Ms for talk given at the "Making of Victoria's Landscape" series of talks presented by the National Trust of Australia (Vic Div).

Appendix B

---

**Key Stakeholders Interviewed**

| Name                      | Surname     | Title / Position                           | Organsiation                        | Address 1 (Street Address)          | Address 2 (PO Box) | Suburb      | State | Post Code | Telephone Number                          | Fax Number                     | Mobile Number | E-Mail   |
|---------------------------|-------------|--|-------------------------------------|-------------------------------------|--------------------|-------------|-------|-----------|---|--------------------------------|---------------|--|
| <b>Steering Committee</b> |             |  |                                     |                                     |                    |             |       |           |   |                                |               |  |
| Brett                     | Martini     | Group Operations Manager                   | Mount Alexander Shire Council       | 25 Lyttleton Street                 | PO Box 185         | Castlemaine | VIC   | 3450      | 5471 1751                                 | 5471 1749                      | 0419 625 261  | <a href="mailto:b.martini@mountalexander.vic.gov.au">b.martini@mountalexander.vic.gov.au</a> |
| Prue                      | Mansfield   | Regional Manager Northern Region           | Department of Infrastructure        | 57 Lansell Street                   | PO Box 204         | Bendigo     | VIC   | 3550      | 5434 5150                                 | 5434 5157                      | 0438 368 054  | <a href="mailto:prue.mansfield@doi.vic.gov.au">prue.mansfield@doi.vic.gov.au</a>             |
| Peter                     | Ryall       | Acting Regional Manager                    | DoI                                 |                                     |                    |             |       |           |   |                                |               |  |
| Gary                      | Chisholm    | Town Planner                               | Mount Alexander Shire Council       | 25 Lyttleton Street                 | PO Box 185         | Castlemaine | VIC   | 3450      | 5471 1760                                 | 5471 1770                      | 0417 117 165  |  |
| Ralph                     | Fuller      | Ward Councillor                            | Mount Alexander Shire Council       | 28 Lyttleton Street                 | PO Box 517         | Castlemaine | VIC   | 3450      | 5475 2227                                 |                                | 0417 582 013  | <a href="mailto:sales@stuartrealestate.com.au">sales@stuartrealestate.com.au</a>             |
| Ian                       | Coleman     | Director                                   | Paul McDonald & Associates          | 1st Floor, 30 Inkerman Street       |                    | St Kilda    | VIC   | 3182      | 9525 3588                                 | 9537 2610                      |               | <a href="mailto:info@pmcdonald.com.au">info@pmcdonald.com.au</a>                             |
| David                     | Bannear     |  | Heritage Victoria & Parks Victoria  |                                     |                    |             |       |           |   |                                | 0407 685 871  | <a href="mailto:david.bannear@doi.vic.gov.au">david.bannear@doi.vic.gov.au</a>               |
| Graeme                    | Ford        | Community Representative                   |                                     |                                     |                    |             |       |           | 5475 2433                                 |                                |               | <a href="mailto:maldonnewstats@hotmail.net.au">maldonnewstats@hotmail.net.au</a>             |
| <b>Key Stakeholders</b>   |             |  |                                     |                                     |                    |             |       |           |   |                                |               |  |
| Werner                    | Lau         |  | Maldon Supermarket                  | 11-17 Main Street                   |                    | Maldon      | VIC   | 3463      | 5475 2458                                 | 5475 1739                      |               |  |
| Bill                      | Jefferies   |  | Derby Hill                          |                                     | PO Box 127         | Maldon      | VIC   | 3463      | 5475 2033                                 | 5475 2117                      |               |  |
| Robert & Gloria           | Lillie      |  | Maldon Hotel                        | 58 Main Street                      |                    | Maldon      | VIC   | 3463      | 5475 2231                                 | 5475 2497                      |               |  |
| Jim                       | Barr        |  | Alliance/Roxbury Mining Contractors |                                     | PO Box 55          | Maldon      | VIC   | 3463      | 5475 2977                                 | 5475 2556                      |               |  |
| Chris                     | Oaks        | Ex-Editor                                  | Tarrangower Times                   |                                     |                    | Castlemaine | VIC   | 3450      | 5472 2722 (p/f)                           |                                |               |  |
| Mark                      | Boyd-Graham |  | Maldon Community Bank               |                                     |                    | Maldon      | VIC   | 3463      | 5475 1747                                 |                                | 0407 506 900  | <a href="mailto:markboyd-graham@bigpond.com">markboyd-graham@bigpond.com</a>                 |
| David & Vicki             | Lovering    |  | Eaglehawk Hotel                     |                                     |                    | Maldon      | VIC   | 3463      | 5475 2750                                 | 5475 2914                      |               |  |
| Bryan                     | Moroney     | Manager Marketing and Promotions           | Castlemaine Visitor Centre          |                                     | PO Box 135         | Castlemaine | VIC   |           | 5471 1725                                 |                                | 0417 592 889  | <a href="mailto:mpu@mountalexander.vic.gov.au">mpu@mountalexander.vic.gov.au</a>             |
| Nancy                     | Whittaker   | Manager                                    | Maldon Visitor Information Centre   | 93 High Street                      |                    | Maldon      | VIC   | 3463      | 5475 2569                                 | 5475 2007                      |               |  |
| Val                       | Evans       | Secretary                                  | Victorian Goldfields Railway        | Hornsby Street                      |                    | Maldon      | VIC   | 3463      | 5475 2598. 5475 2966<br>(Station)         | 5470 6272 -<br>Marketing / Fax |               | <a href="mailto:omr@vgr.com.au">omr@vgr.com.au</a>   |
| Peter                     | Mitz        |  | Porcupine Township                  |                                     |                    | Maldon      | VIC   | 3463      | 5475 1000                                 | 54751001                       |               |  |
| Ann                       | Casey       | Ranger in Charge - Maldon Historic Reserve | Parks Victoria                      | Ann Casey                           |                    |             |       |           | 5472 5272                                 | 5472 4237                      | 0419 387 069  |  |
| Peter                     | Skillbeck   | Councillor (mayor)                         | Mt Alexander Shire Council          |                                     | PO Box 135         | Castlemaine | VIC   | 3450      |   | 5476 2750                      | 0419 884 710  |  |
| Trevor                    | Bell        | Youth Officer                              | Mt Alexander Shire Council          |                                     | PO Box 185         | Castlemaine | VIC   | 3450      | 5472 4044                                 | 5472 3221                      | 0407 522 257  |  |
| Angela                    | Munro       | Economic Development Officer               | Mt Alexander Shire Council          |                                     | PO Box 135         | Castlemaine | VIC   | 3450      | 5472 2174                                 |                                | 0429 355 474  | <a href="mailto:angelamunro@mountalexander.net">angelamunro@mountalexander.net</a>           |
| Clive                     | McCann      | Former President                           | Maldon Inc                          | 24 Adair Street                     | PO Box 218         | Maldon      | VIC   | 3463      | 5475 1192                                 |                                |               | <a href="mailto:mccann@mounthawke.com.au">mccann@mounthawke.com.au</a>                       |
| Shirley                   | Little      | President                                  | Maldon Inc                          | Central Service Centre, High Street |                    | Maldon      | VIC   | 3463      | 5475 2216                                 |                                |               |  |
| Joan                      | Willis      | President                                  | Maldon Museum and Archives          |                                     | PO Box 235         | Maldon      | VIC   | 3463      | 5475 1036                                 |                                |               | <a href="mailto:brownrigg@iprimus.com.au">brownrigg@iprimus.com.au</a>                       |
| Brian                     | Rhule       | President                                  | Maldon Heritage Advisory Committee  | 18 Chapel Street                    |                    | Maldon      | VIC   | 3463      | 5475 2105                                 |                                | 0419 519 207  |  |
| Mertyn                    | Pritchard   | CEO  | Maldon Hospital                     |                                     |                    |             |       |           | 5471 1555 (C'Maine) 5475<br>2000 (Maldon) |                                |               | <a href="mailto:mpritchard@mtalexhosp.vic.gov.au">mpritchard@mtalexhosp.vic.gov.au</a>       |
| Cath                      | Farrell     | Community Centre Booking Officer           |                                     | Francis Street                      |                    |             |       |           | 5475 1145                                 |                                |               |  |



Appendix C

---

**Cultural Landscapes at  
Maldon Report**

## The Maldon Cultural Landscape



Prepared by

**Helen Lardner Conservation and Design Pty Ltd**

96 Pelham Street  
Carlton, 3053

In association with  
HLA-Envirosciences

| CONTENTS   | page      |
|--|-----------|
| <b>1.0 INTRODUCTION</b>  |           |
| 1.1 The Study Area   | 3         |
| 1.2 Study Team and Acknowledgments                                     | 3         |
| 1.3 Methodology  | 3         |
| <b>2.0 ENVIRONMENTAL BACKGROUND</b>                                    | <b>6</b>  |
| <b>3.0 CULTURAL LANDSCAPE CHARACTERISTICS: PROCESS CHARACTERISTICS</b> |           |
| 3.1 Land Uses and Activities   | 8         |
| 3.2 Patterns of Spatial Organization                                   | 10        |
| 3.3 Responses to the Natural Environment                               | 11        |
| 3.4 Landscape Practice   | 12        |
| <b>4.0 CULTURAL LANDSCAPE CHARACTERISTICS: COMPONENTS</b>              |           |
| 4.1 Circulation Networks   | 15        |
| 4.2 Boundary Demarcations  | 15        |
| 4.3 Vegetation Related to Land Use                                     | 15        |
| 4.4 Building Structures and Objects                                    | 16        |
| 4.5 Clusters and Other Patterning                                      | 17        |
| 4.6 Gardens  | 19        |
| <b>5.0 SIGNIFICANCE ASSESSMENT</b>                                     |           |
| 5.1 Assessment Against Heritage Council Criteria                       | 21        |
| 5.2 Statement of Cultural Significance                                 | 23        |
| <b>6.0 REFERENCES</b>  | <b>26</b> |



## 1.0 INTRODUCTION

### 1.1 The Study Area

The extent of the Study area is defined in the main report.

### 1.2 Cultural Landscape Assessment Team and Acknowledgements

This report was written by Dr Iain Stuart and HLCD. It has drawn heavily on the previous studies of Maldon identified in the text and in the references.

Acknowledgement must be given to Wendy Morris whose enthusiasm for Maldon has remained undiminished over the years and who has supplied “rustic accommodation” for myself and various archaeologists over the years.

### 1.3 Methodology

For the purposes of this study the following definition of a cultural landscape has been adopted:

“a geographic area (including both cultural and natural resources and the wildlife or domestic animals therein), associated with a historic event, activity, or person or exhibiting other cultural or aesthetic values” (National Park Service. 1996).

This definition is the one used by the United States National Parks Services.

The methodology used for assessment of cultural landscapes has been taken from the work of Keller and Keller (1987), Melnick (1984) and McClelland et al (1990), which was also developed for the U.S. National Parks Service.

This approach is a morphological one where landscape characteristics are identified and recorded as a static record of the cultural landscape. Minor modifications have been made to their original schema to tailor it to the current project. The characteristics are divided into “processes” which are characteristic human behaviours that have been instrumental in shaping the landscape and into “components” which are physical remains on the current landscape (McClelland et al 1990:4).

The characteristics to be “read” are therefore:

#### **Processes**

##### **1) Land Uses and Activities**

Land uses are the main forces shaping the landscape. The nature of land use is a mixture of interaction with the environment filtered through perceptions of the landscape at the historical period in which a land use is contemplated (see Jeans 1974).

##### **2) Patterns of Spatial Organization**

The organization of land is critical to understanding a landscape and its elements. The landscape is organised in relation to its use and perceptions of its use, capability, risk ...etc. One factor needing consideration is the prior land use and its impact on how the successive

landscapes were organised and how patterns of spatial analysis influence successive patterns of spatial organization. This is the concept of sequent occupation described by Whittlesey (1929).

### **3) Responses to the Natural Environment**

The response to the natural environment is a critical factor in understanding land uses and patterns of spatial organization. The response is quite varied over time as the perceptions of Australia's natural environment have changed and therefore responses to the natural environment have changed.

### **4) Landscape practice**

This characteristic is known as "cultural traditions" and refers to traditions about the way the landscape is used, occupied and shaped (or perceived) (McClelland 1990).

As can be seen there is a considerable overlap in the "process" characteristics. However they form an essential basis for placing the landscape within its historical and cultural context.

## **Components**

### **5) Circulation Networks**

These are systems for transporting people, goods and raw material (including things such as electricity, water and steam) within and in and out of a landscape.

### **6) Boundary Demarcations**

Boundaries mark areas of different land ownership, land use, public or private spaces and so on. Typically the boundaries are fenced or marked in other ways such as by ditches, hedges, blazed trees, streams or even intangible things such as lines between hills. Apart from obvious boundary markers such as fences, various signs or natural features sometimes mark boundaries.

### **7) Vegetation Related to Land use**

Vegetation relating to land use can bear a direct relationship to patterns of land use and of spatial organization. It can include naturalised or introduced species as well as naturally occurring species.

### **8) Buildings Structures and Objects (including Portable relics)**

All these things relate the historical development of the landscape. They can be manifested in various states of completeness from the intact building to the archaeological remains of a building or structure.

### **9) Clusters and other patterning**

The arrangement of clusters and patterns can tell something about the way the landscape was used or developed.

### **10) Gardens**

Formal gardens are separate from the broader category of vegetation relating to land use as they are a more intentionally designed part of the landscape.

In addressing these characteristics three sets of information should be addressed - the environment of the landscape, the documentary history of the landscape and the physical evidence in the landscape. In the case of Maldon the general environment of the study area has been described by Morris (1984) and in the Historic Reserve Plan of Management (DCFL 1989) as well as being very familiar to the author from numerous visits over the years. The history of Maldon is also well known through various historical accounts summarised in Jacobs Lewis and Vines (1977) and Morris (1984). The mining history has been documented by David Bannear (1993A, 1993B). Physical evidence in the study area has been recorded and

assessed by Jacobs Lewis and Vines (1977), for buildings, Bannear (1993A) for mining sites and Lumley et al (1981) for trees and gardens.



## 2.0 ENVIRONMENTAL BACKGROUND

The basic settlement pattern and post-contact history of Maldon are inextricably linked to the regional and local geology. The oldest geological units were Ordovician sandstones and shales that were deposited as marine sediments in the Tasman Geosyncline. This formation was uplifted and folded while the sediments were relatively soft.

About 350 million years ago the molten rock of the granodiorite Harcourt Batholith pushed up under these sediments in a large horseshoe curving from Mount Alexander north towards Bendigo and then curving south to Mount Tarrangower. Maldon is located on the southern side of this horseshoe. Metamorphosed rock, hornfels, formed along the rim of the contact between the sedimentary rock and the granodiorite. This rock formed the Tarrangower and Nuggetty Ranges, which were exposed over time as surrounding material eroded. The contact between the granodiorite and the sedimentary rocks is implicated in the deposition of gold in quartz reefs.

Gold at Maldon is found mainly in quartz reefs in the hornfels rock or adjacent sandstones and shales immediately bordering the hornfels. In the late Tertiary and Quaternary the material formed by the erosion of the hornfels was deposited as sands and gravels in the streams, although being heavier than most sediment the gold tends not to travel far from its point of origin (DCFL 1989;17, Morris 1984:7).

In the Quaternary, lava flows from the New Volcanics covered some of these sand and gravel deposits, although the limits of the New Volcanics are on the margins of the study area (DCFL 1989;17, Morris 1984:7).

To summarise, along the southern rim of the Batholith is a zone of hornfels containing gold bearing quartz reefs. Gold has eroded from the reefs and is to be found in alluvial deposits. (DCFL 1989;17, Morris 1984:7, Victoria Geological Map).

The Maldon landscape is dominated by Mount Tarrangower, which at 560m is about 200m above the town. The lookout tower provides a clear view of the topography of the study area. Mount Tarrangower runs roughly on a north-south axis for 3km. It is much steeper on its western slope than on the east. The eastern slope has a complex topography which consists of a number of short ridgelines running from between 1 to 1.5km to the east. One of the ridges that projects to the east terminates at ANZAC Hill, but the high ground then continues on to form Derby Hill and there is a narrow and steep gully between the two areas of high ground.

To the north of the study area is the Nuggetty Range, which is lower than Mount Tarrangower by 30-80m. The Nuggetys run on a East-North Easterly – West, South-Westerly axis for about 3km. The gradients of the Nuggetys are not as steep as those of Mount Tarrangower although the northern slope is steeper than the southern slope. The slope on the southern face is complex with a series of ridges extending to the south.

The two ranges are joined by a saddle, which has a relatively gentle slope on its north-eastern face and a steep slope on its north-western face.

The drainage around the high ground is radial in form consisting of ephemeral 1<sup>st</sup> and 2<sup>nd</sup> order streams. The gradient is initially steep but rapidly shallows after about 1km into a more

gentle form conducive to deposition of sediment. This deposition is partly due to the shallowing gradient and partly due to the lack of water in the catchment. Thus the stream forms are initially ephemeral but narrow gullies leading to broad stream channels and flats.

The study area covers parts of two catchments and the Maldon railway runs roughly along the divide. The northern catchment drains into Porcupine Creek and the southern into Tarrangower or Sandy Creek.

### **3.0 CULTURAL LANDSCAPE CHARACTERISTICS: PROCESS CHARACTERISTICS**

#### **3.1 Land Uses and Activities**

##### **Early alluvial mining**

Early gold mining in Victoria was primarily the exploitation of alluvial gold located in stream deposits. At Maldon the initial rush in December 1853 was to alluvial deposits in Long Gully. By January there were some 20,000 miners at what was then known as the Tarrangower Diggings (Morris 1984:4). The alluvial gold here was particularly patchy, the digging hard, and there was even less water available than at Bendigo and Forest Creek.

There were five main gullies worked by miners; Long Gully, Peg Leg Gully, Eaglehawk gully, Growlers gully and German Gully at the end of January 1854 (Bannear :93). Porcupine Flat was developed from Peg Leg Gully in April 1854, Sandy Creek was discovered in May 1854 and the bottom end of Nuggetty flat was rushed in July 1854. Thus by the end of 1854 all the important alluvial diggings had been discovered and were being worked (B:93).

##### **Early Quartz Reef mining**

Although the main focus was at first on alluvial gold, surface outcrops of quartz reefs were discovered from early 1854 and it appears some crushing of quartz was occurring in 1855. Numerous parties were reported as working the main reefs from 1854 to 1856 and the yield were reported to be considerable.

The Mining Surveyors report on the Maldon field dated August 1859 indicated that about 70% of the miners were working alluvial deposits the remainder were working on quartz reefs. There was a mixture of machinery listed: steam engines for pumping and driving puddling machines; horse powered puddling machines; horse-whims and steam engines and stamper batteries.

##### **Early settlement**

The basic difficulty in working the Maldon alluvial field was the lack of water to wash the dirt and for domestic purposes. Wells for drinking water were excavated at a place known as the "Springs" which was located in the centre of the present township. This later formed the commercial nucleus of the present township although the original Government survey laid out the town further north on the crest of the ridge between Mount Tarrangower and the Nuggetty Ranges (between Adair and Parker Street). Contemporary accounts reported that the site was a "barren hill, where the ground is stone or stony, and where people would have to carry up in carts, for nearly a mile, every drop of water" (William Howitt, *Land Labour and Gold* cited in B ). The reluctance of people to settle in the "official town" forced a resurvey and the grid was extended to cover the "Springs". Other small settlements were established at Eaglehawk Gully and Porcupine Flat (Morris 1984:8). Town lots were advertised for sale in 1857.

##### **Mining from the 1860s**

From the 1860s alluvial gold had been mostly exploited and the gullies were abandoned and only worked over by Chinese and other miners reworking and puddling the tailings. Reef



mining became the dominant activity. While the early reef mining could be undertaken by small partnerships following the reefs deep underground required much more capital and thus the era of company mining began at Maldon.

By June 1860 the Mining Surveyor was able to describe in detail the progress of the Beehive Association and the Atlas Association workings and it is clear that both associations had reached depths of 100-200ft below ground and were crushing payable gold from the reefs. Lack of water was a constant problem although the deeper mines were able to pump sufficient water from their mines to supply their own needs for crushing purposes.

By January 1861 the Mining Surveyor for the Maldon District was convinced that quartz mining was the dominant form of mining in the district. It is also notable that a number of associations are now called companies, reflecting the change from a form of co-operative mining to company mining. In his April 1861 report the Mining Surveyor suggests calcination or roasting of crushed quartz to improve the production of gold, this being the first mention of the process which was almost unique to the Maldon field.

There seems to have been a period of shallow quartz reef mining from c1859-1863 and then a period of comparatively steady work while mines reorganised themselves to work the reefs at greater depth. This process involved capital raising as well as deciding which combination of mining machinery was most efficient. The difficulty with quartz reef mining generally in this era was that geological exploration had to be done by excavating shafts and drives hoping to intercept quartz reefs and then hoping to find payable gold. This was particularly difficult at Maldon where the geology of the surrounding rock was harder and the positions of reefs was far less predictable than at other fields like Bendigo. During these periods of exploration, mines were often worked by gangs of tributers on a contract basis. Tributing was more prevalent on the Maldon fields than elsewhere in Victoria.

Towards the 1890s a number of mines were consolidated to improve efficiencies in exploration and dewatering. The key mines of this later period were Beehive, the Union Mine, South German and North British. Some mines such as the North British and the South German installed plants to re-treat their own tailings.

Most mining had ceased by 1912 although there was still reworking of alluvial deposits and wash dirt in the alluvial gullies. The State Battery at Maldon was opened in 1914 to encourage prospecting and small-scale mining by providing ready access to a crushing plant.

## **The Railway**

The main Melbourne - Bendigo railway line reached Castlemaine in October, 1862. The Bendigo line was soon extended to reach the Murray River at Echuca linking the port of Echuca with Melbourne. Maryborough, another gold town, was the destination of the first branch line from Castlemaine. As work progressed on the Maryborough line, the citizens of Maldon started to press for their own railway. By the time the Castlemaine-Maryborough line opened (July 1874) they were petitioning their parliamentarians with demands for railway connection to further open up land in their district. At that time there were lines to the south and east.

In 1876 a preliminary survey was undertaken for a railway from Castlemaine to Maldon and on to Newbridge. In 1881, Parliament authorized a number of new lines including a 10-mile (16 kilometre) branch from Maldon Junction (about 1 km from Castlemaine on the Maryborough line) to Maldon. The contract was let for the construction of the Maldon line to A. Nicholls and Co in August, 1882. The country was described as difficult for a railway. Heavy earthworks were necessary and two major bridges required. Built to 'light-line' construction, the line included grades of 1 in 40, sharp curves and rail of 60 lb./yard. The line opened for traffic on 16th June, 1884. A 10-mile (16 km) extension of the line to Shelbourne was opened in 1891

### **Maldon After Mining**

With the decline of mining from 1909 Maldon survived to service the rural industry in the surrounding areas. Morris notes that the population declined to a low of 732 in 1933 (1994:11). Apparently a large number of houses were also moved from the town - Morris claims that by the 1930s, "half the houses had been taken away by people moving on, looking for work" (1984:11). The removal of houses may seem odd, but small timber miners cottages were easily jacked up and transported on jinkers pulled by bullocks or steam traction engines. The removal of the houses is important to consider when viewing the current Maldon landscape.

Efforts were made from the 1920s to promote tourism based on the scenic values of the town and of the surrounding natural landscape. The installation of the tower on Mt Tarrangower was part of this drive. During the 1920s and thirties, a number of timber buildings were removed as the owners moved elsewhere in search of work. During the depression, however, the town provided a haven of cheap housing for those who could not afford to live elsewhere. After the Depression and World War II, Maldon remained a minor service town but slowly declined as more of the rural clients started to use the larger towns like Bendigo and Castlemaine.

In 1964 a Melbourne University study focussed on the wide variety of early design and construction in the town. The following year the National Trust declared that Maldon should be preserved for future generations as a Notable Town. An Interim Development Order was put in place in 1970, which prevented further demolition of historic buildings. A Planning Scheme for the town was put in place in 1973. A heritage study by Jacobs, Lewis and Vines Architect in conjunction with Miles Lewis followed in 1977. In 1977-8 the Ministry of Planning introduced low interest loans for restoration of private residences, and made funds available for restoration of public buildings in the town. In the 1960s and 1970s Maldon became attractive as a rural retreat for city people, who brought up and restored the old houses in the town.

## **3.2 Patterns of Spatial Organisation**

The first determinate of the spatial organisation of Maldon was the location of the alluvial gullies and flats containing the gold deposits. These were discovered by January 1854 and were located mainly on the eastern side of Mount Tarrangower and to the south of the Nuggettys. The second determinant of spatial organisation was the discovery of the shallow quartz reefs in 1854-1856. These were usually located at the heads of the gullies. Taken together these acted to create an organic settlement pattern with residential areas (mainly tents) squeezed in between the diggings.

Tracks linking Maldon to other nearby diggings such as Forest Creek, Bendigo, and Jim Crow Creek were established as miners moved from rush to rush.

When the township was surveyed the Surveyors were instructed to lay out the town lots away from land likely to be used for mining. This would have been a difficult task as the steep hills circled the diggings to the west and north, and diggings took up most of the land to the south and east. Thus the odd shaped grid of Maldon emerged. It is notable for not being orientated on the cardinal axis and for its change of orientation, a response to the demand for land close to the “Springs”. As Morris, a noted urban designer, remarks “the shape of the town is one of the most organic in Victoria” (1984:8).

Outside of the main town centre the settlement pattern is noted for its “clumps” of small miners’ cottages along roads reflecting the location of mining tenements. The cottages are also notable for their gardens and setback, which provide a distinct patterning in the landscape.

A new element was introduced in 1884 when the railway from Melbourne via Castlemaine on the main line to Bendigo, was opened. The line was constructed in 1884 and later an extension north to Shelbourne was opened in 1891. The railway was constructed along the dividing ridge between the catchment of Porcupine Creek and Tarrangower Creek

### **3.3 Responses to the Natural Environment**

The dominant response to the natural environment was that it was a set of resources to be exploited. The consequences of this approach for the environment were immediately drastic and are still in evidence. Miners totally and destructively reengineered the environments of gullies and flats in their excavations to extract alluvial gold. The initial rush was followed by successive periods of reworking in which the excavated material was puddled or sluiced to recover remaining gold. Finally hydraulic sluicing and dredging were used. The frenetic pace of the initial alluvial rushes caused problems with spoil and sediment getting in the way of other diggers and remnants of intense diggings are characterised by small stone walls that were used to control spread of wastes. Later, legislation was introduced to control the by-products of alluvial mining, particularly the mineral rich sludges from puddling which caused so much damage downstream.

While in Quartz reef mining much of the activity was underground, the land around the shaft was used as a dumping ground for mullock and tailings from quartz crushing. The mines, which were in close proximity to the town, were noisy and belched smoke and noxious fumes from the various extraction processes. The extraction of gold used some dangerous chemicals such as mercury and cyanide, and heavy metals from the ores were concentrated in tailings.

Timber was another resource ruthlessly exploited for mining and domestic use. Powell has discussed the impacts of indiscriminate tree felling and clearing by mining (1975:45-49). He cites contemporary reports of diggers stripping trees for their bark for building and for timber to shore shafts and adits, and to create races and other alluvial mining facilities. Timber was also used to fuel steam engines and furnaces due to the lack of any alternative cheap fuel. Apart from the simple indiscriminate removal of timber there were the indirect effects of increased erosion removal of vegetation. By the mid-1860s land was being reserved to protect sufficient forests to continue to supply timber to the mines (see Wright 1989:149). The forests did renew



themselves to a varying extent, and there were successive periods of timber harvesting and regrowth on a 30-40 year cycle.

There were other responses to the natural landscape. During the early rushes visitors praised the pleasant scenery of the unspoilt landscape of the hills around Tarrangower and the slopes leading to the Loddon. From an early date miners and townspeople used Mt Tarrangower as a landmark on their journeys, and visited the peak and ANZAC Hill to look over the town and workings. As part of their aesthetic appreciation of their landscape, Maldon residents anthropomorphised several natural granite boulders (which occurred outside the town in the granite country). These were given names such as “the Judge”, “the Parrot” and “the Mopoke”. Maldon residents visited the locations of these rocks for Sunday picnics (Morris 1984:29). The installation of a disused poppet head as a lookout tower on top of Mt Tarrangower in the 1920s was part of an initiative to lure motorists to the area’s scenic assets. People’s response to the natural environment included appreciation of its scenic values as well as utilising its vantage points.

There was an ideological battle inscribed on the landscape as well. Pearce’s Hill, a termination of a ridge near Manton’s Gully, was used by anti-conscriptionists during World War One to display their message “Vote No” in whitewashed stones on the hillside. Later at the end of the Second World War the Progress Association organised a larger V to be constructed on the hillside to celebrate victory. The V gradually faded but reappeared when a bushfire cleared off the obscuring grass (Morris 1984:21).

### **3.4 Landscape practice**

This section refers to the practices of landscape use. It is drawn from general sources on mining

#### **Mining**

The original mining practice at Maldon would have related to the extraction of shallow alluvial gold. At its simplest this involved mobilising dirt to extract gold. Typically this was done through washing the dirt to extract the heavier gold. There were a variety of means to do this such as panning and cradling. The washdirt would have been extracted from holes excavated in the gullies. These were often relatively deep and small winders were used to raise and lower things into the shaft. Miners camped near their claims. Something of the nature of the alluvial diggings can be seen in von Guerard’s sketches of the Ballarat field in 1953-53 (see Tipping 1992).

The key to the successful mining of the alluvial gullies lay in the controlled use of water but the Maldon field suffered greatly from a lack of water. Mining became a seasonal activity - Howitt reported that miners simply extracted the washdirt and left it in piles to wait for rain (quoted in Bannear 1993B). Puddling machines were erected to improve the extraction of finer gold particles and to make extraction for sticky clays easier. Dams and small races were also erected to conserve water and control its flow.

Although the main alluvial rush had passed by c1860 there was still a reasonable number of both European and Chinese miners working alluvial claims up to the 1870s. Much of this work involved reprocessing old workings to recover gold missed in the earlier rush. There was some

limited hydraulic sluicing of alluvial deposits reported. This technique involved directing a jet of high pressure water against an alluvial deposit and directing it into sluices for extraction of gold. At Maldon this technique was limited by the lack of water until the 1930s, and in the 1950s water was pumped from abandoned mines to sluice the gullies (Bannear 1993B).

Reef mining began relatively soon after the alluvial rush, probably in late 1854 or early 1855. Some of the early surface reef mines in this period, such as the Nuggety Reef, gave fantastic yields. The richest sections of surface reefs could be found and selectively mined with an ease which would be lost once mining went underground. Primitive stamper batteries consisting of iron shod logs dropping into dolly pots were constructed, with the gold being panned from the crushed quartz. Small steam powered stampers were also used as well as Berdan mills. As quartz reef mining was forced deeper underground, it developed a distinctive pattern on the ground, including the placement of the shaft and winding engine, mullock heaps, crushing plant, and battery sands. This pattern varied in scale. Early smaller mines often had horse whims as their winder. Larger mines had a steam powered winder with a timber or metal poppet head over the shaft. The deeper and larger the mine, the larger the equipment required. It should be noted that the workings and the reefs they exploited were located underground and thus a large part of the working places of the miners is no longer visible.

On the Maldon field the ore was often heavily mineralised, or “refractory”, and extensive use was made of quartz roasting. This technology was at first used to make hard stone more friable and easily crushed, but later was also believed to be useful to drive off impurities, making the gold easier to amalgamate with mercury. Despite this treatment, there was often more gold left in the tailings than retrieved. During the 1870s and 1880s chlorination and pyrites roasting ovens were introduced at Maldon to increase the rate of extraction from sands after crushing. By the early 1890s cyaniding had been introduced and was highly successful at extracting gold by reprocessing of tailings. Finely pulverised sands were mixed with a cyanide solution in tanks and after about five days the solution was then drawn off and the gold extracted. This process was successful in recovering some 90% of gold and virtually all the old tailings were eventually reprocessed. The cyanided sands “often represent the most conspicuous evidence on gold mining sites” (Ritchie and Hooker 1998:19).

Once a mine closed, the company would remove anything of value for reuse or sale, leaving behind foundations of buildings, engines, boilers and batteries, remains of roasting kilns and cyanide treatment works, and groundwork including shafts, adits, mullock heaps, and tailings dams. The material around the foundations of stamper batteries was sometimes removed at a later date to obtain any residual gold. In the later twentieth century, when it was considered that there was little immediate likelihood of reopening the mines, there was a program of blocking off mine shafts for public safety. Mullock and sands were adopted as useful building materials by local government and they were often removed from mining sites for use elsewhere in the area.

After the cessation of most mining by the 1920s, land with gold bearing potential was retained as Crown land in case of resumption of mining following a rise in the value of gold or discovery of new deposits. This practice frequently had the effect of isolating, and hence preserving, the remaining evidence of mining. It has incidentally preserved areas of forest which might otherwise have been cleared for grazing. Parts of this Crown land were later proclaimed historic reserves. The declaration of the Maldon Historic Reserve has meant that the land and the sites it contains have remained undeveloped in close proximity to the edge of the town.

## Settlement

The cultural practices of Australian land sub-division, especially the dominance of the grid form, are well known (eg Jeans 1967), although the application of these practices to mining areas has not been widely discussed (Stuart 1992). The main difficulty in imposing the grid in mining areas was that the occupation of land far outstripped the capacity of the administration to control it. Mining leases were soon taken out on all of the land thought likely to hold gold. The early occupation of settlements was based on the Miners Right, which enabled the holder of a Miner's License to build a house on any of the remaining unalienated and unreserved crown land. As a consequence both land and towns in these areas were surveyed after mining had already imposed a new pattern on the landscape. As it was not feasible to sub-divide land likely to be used for mining, the town grid for "official" settlement was located away from mining, with other blocks and roads being laid out as found. Thus mining areas have a characteristic settlement pattern with roads and small settlements following originally established tracks.

At Maldon the town grid was located in the only area of relatively flat land adjacent to mining, which is also on the divide between Mt Tarrangower and the Nuggetty Ranges.



## 4.0 CULTURAL LANDSCAPE CHARACTERISTICS: COMPONENTS

### 4.1 Circulation Networks

The landscape of Maldon has several main roads running through it. This main transport network has a radial form with roads running out of Maldon to Bendigo, Castlemaine (and on to Melbourne), Newstead (and from there to Daylesford, Ballarat) and to Maryborough and Dunolly. The other element of this network is the railway from Castlemaine. The broad network of roads is derived from tracks between the various diggings in the early 1850s. Maldon became a municipality in 1858, and within a few years took responsibility for its own roads and toll collection. Roads Boards and municipalities formalised existing routes, building bridges, making cuttings, and eventually laying road base and macadam.

The organic nature of the internal circulation network of the town, influenced by the mining areas, has been remarked on. The landscape of Maldon is linked by tracks that allowed miners to easily walk or cycle from their homes to the mines. There was probably another network of informal tracks and pathways that cut through abandoned sites and vacant land but these are unlikely to be fully known.

The main roads have been well maintained and improved, so that while they run on the same routes their fabric dates to the last period of maintenance. The roads in the town proper are mostly sealed roads but the more organic roads are formed gravel roads of varying quality. Stone lined open drains were used extensively in a number of gold towns. They are particularly noticeable in Maldon, perhaps because the town area is on stony land and runoff is rapid.

### 4.2 Boundary Demarcations

Historically fences marked the boundaries within the Maldon town landscape. Lumley et al have identified a variety of fences at Maldon (1981:7). Picket fences or post and wire fences often form the formal front garden element of residences, sometimes with appropriate planting such as hedges. Less formal fences such as paling fences, galvanised iron fences with wooden coping or simple post and wire fences mark the side and rear boundaries of properties. Because the allotments away from the main town grid are laid out at odd angles, the fences marking boundaries vary more in their nature and quality.

Maldon has a series of formal and informal place markers. Road signs and the cairn at Long Gully, commemorating the discovery of gold, mark the entry from Castlemaine. The tower at Mount Tarrangower remains a strong visual clue to Maldon's location. The tower, a former mine poppet head, has occasionally been illuminated at night, making it visible at some distance.

### 4.3 Vegetation Related to Land Use

The mining areas have mostly been colonised by a group of native plants, including Golden Wattle (*Acacia pycnantha*) and Chinese Scrub (*Casuarina arcuata*), which are adapted to shallow soil. Peppercorn trees (*Schinus molle*) are also often located over the sites of mining equipment and building remains. Most of the alluvial diggings are in areas identified as containing significant populations of noxious weeds (Clark 1989:22, Map 6). Thus while mining

acted to remove the original vegetation it also created the environment for a different but characteristic vegetation type to develop on abandoned mining sites.

#### **4.4 Buildings Structures and Objects (including portable relics)**

##### **Mining Sites**

A detailed survey of historical mining sites in the Maldon Mining Division has been undertaken by David Bannear (1993A). The Maldon mining district is larger than the current study area; sites located in the study area are listed in Appendix One.

To summarise, the key features of the mining remains are:

- 1) There are no recognisable remains from the original period of alluvial mining at Maldon.
- 2) There are some remains of puddlers and shallow alluvial diggings.
- 3) The Porcupine Flat Dredge represents the last in a series of methods of working alluvial deposits.
- 4) Rare evidence of shallow quartz mining exists at the Beehive mine.
- 5) There are several sites with extensive evidence of quartz mining namely
  - i. The Beehive Mine
  - ii. The North British Mine
- 6) There are several sites, including some with less complete evidence of mining, which form a group running through Maldon and which could form a “mining trail”, these are
  - i. Maldon State Battery
  - ii. Alliance Co
  - iii. Beehive Co
  - iv. Derby United
  - v. Caledonian Crushing Mill
  - vi. Lady Darling
  - vii. South German Co
- 7) The State Battery site is the only example of an intact stamper battery in Maldon.
- 8) The remains of the quartz roasting kilns at
  - i. Beehive Co
  - ii. Bells Reef
  - iii. South Cookmans
  - iv. Cookmans Association
  - v. Grand Junction
  - vi. Fentermans
  - vii. Young Australia
  - viii. Boswarva Hill
  - ix. Caledonian
  - x. Thornhill Co.

xi. North British Mine

form a unique feature of the Maldon Goldfield not only because of the occurrence of kilns but also because the total number of sites illustrates the scale of quartz roasting which was an important feature of mining at Maldon.

9) Carman's Tunnel is one of the few places where tourists can go underground and experience the miner's work place.

### Significant Features

The following key buildings/structures/features are considered to be of cultural significance to the State of Victoria and are included on the Victorian Heritage Register.

Maldon State Battery, Adair Street, Maldon H1264

Quartz Roasting Kilns, Union Hill, Maldon, H823

Beehive Company Gold Mine, Main Street, Maldon, H1361

South German Quartz Gold Mine, Boundary Road, Maldon, H1357

Mount Tarrengower Tunnelling Company, Gold Mine, Anzac Hill Track, Maldon Historic Area, Maldon, H1358

Lisles and Mantons Gullies Quartz Gold Mines, Junction of Lisles and Mantons Tracks, Maldon, H1354

Central Cookman Quartz Gold Mine, St Parkins Reef Road, Maldon, H1690

Former Maldon Court House, Fountain Street, Maldon, H1652

Maldon District Hospital, Corner Chapel and Adair Streets, Maldon H1683

Former Market Hall & Royal Oaks, Corner High and Fountain Streets, Maldon, H1390

Maldon Railway Station Complex, 13 Hornsby Street, Maldon, H1573

Former Denominational School (Penny School), Church Street, Maldon, H1382

Primary School No. 1254, South west corner of High and Hospital Streets, Maldon, H1394,

Mt Tarrengower Look-out Tower, Mt Tarrengower, Maldon, H1407

Former Royal Hotel & Theatre, 14 – 18 High Street, Maldon, H1391

Brooks Store, 6 Templeton Street, Maldon, H1677

Gordonville, Corner Adair and High Streets, Maldon, H412

Lauriston, 9 High Street, Maldon, H1421

## 4.5 Clusters and other patterning

### Residential areas

The Maldon township was developed during two main boom periods, the mid 19<sup>th</sup> Century and the late 19<sup>th</sup> and early 20<sup>th</sup> Century. As a result most of the housing stock is constructed in Victorian style, and to a lesser extent Edwardian style. Because of the dominance of these main styles the residential areas in Maldon have a consistent appearance with houses demonstrating many common characteristics.

The houses are generally single storey and rectangular in form, constructed of either timber or brick and timber (more commonly timber). The roofs have simple gable or hip forms, clad in corrugated iron. Larger houses tend to have a series of gables or hips. Most houses have a



front verandah, some with simple timber trims and the more elaborate houses with cast iron lacework. Chimneys are commonly located on the side walls and these chimneys are prominent in the roofscapes of the town.

Generally the houses are simple in style, most having been occupied by miners working for wages. There are some exceptions to this rule scattered throughout the town. These exceptions are more elaborate houses in size and detailing and were likely to be the houses of prominent residents such as mine owners, mine managers or successful local traders. Elaborate houses such as these should remain as buildings that stand out amongst the more humble buildings.

There is consistent spacing between the houses in Maldon with the house often sited centrally on blocks of reasonable size, with space either side. Most houses are set back from the street with established cottage gardens which are visually prominent in the streetscape views. Front fences are low and in the central township area the houses are close to the street while on the township fringes the houses are set further back. Houses are closer together towards the central core of the town while at the fringes, the houses are widely spaced and the boundaries between properties are less defined. Further out, the house spacing is less consistent, with the properties scattered amongst bushland.

### **The Commercial Streetscape**

The commercial precinct of Maldon consists of High Street and Main Street. The shops and hotels are mostly single storey buildings constructed of either timber or brick. Some two storey shops and banks are scattered amongst the single storey buildings. The shops generally have parapet roofs concealing hip roofs behind and wide front verandahs with skillion or curved iron roofs. The commercial centre developed substantially in the second half of the 19<sup>th</sup> Century with another major construction phase at the beginning of the 20<sup>th</sup> Century. Therefore the buildings are designed in the Victorian or Edwardian styles. There are trees lining both High and Main Streets and the streets have wide bluestone pitcher lined gutters.

### **Civic buildings**

Maldon township contains a distinct set of civic buildings, most dating from the 1860s, which evoke the characteristic development process of gold mining towns. Maldon, perhaps because of its unusual development, does not contain a strongly defined government precinct in commanding positions such as exists at Beechworth, St Arnaud or Bendigo. The court house and police buildings are separated from the commercial centre and do not address a major road. Other civic buildings are not a strong presence in the main commercial strips, or on the southern approach to the town. They are distributed in a loose arc to the north and north west of the commercial centre, with generous spaces around them, and are approached individually within the general fabric of the town. The former Shire Hall/Market building is at the northern edge of the commercial centre. Although the churches were granted land in elevated positions in the surveyed town plan, the Anglican Church chose a less prominent site close to the commercial centre to the north of the Shire Hall. The State School and the Hospital are located further north west in generous grounds.

## 4.6 Gardens

The gardens of Maldon have been discussed in an overall study of Maldon by Lumley et al (1984). They identified three early garden design types:

Type 1 had a narrow set back from the front allowing two small beds set symmetrically in front of the cottage, with space for orchards along the sides and vegetable gardens at the rear.

Type 2 had a wide set back from the front with a large ornamental area leading up to the house entry. Typically this has elements such as a central circular bed, specimen trees and hedging.

Type 3 had a wide set back with a formal path lined by low formal plantings typically in the form of a hedge. The garden space at the front was dominated by orchard and fruit species.

Gravel paths were commonly used, making use of the raw material which was readily available from the mines. Picket fences or post and wire fences often formed the formal front garden element of residences, sometimes with appropriate plantings such as hedges. Less formal fences such as paling fences or galvanised iron fences with wooden coping or simple post and wire fences mark the side and rear boundaries of property.

It seems that the gardens had both a social and economic aspect. A well kept garden was seen as a metaphor for the nature of the family who owned it. As well, the garden without the economic plants made a statement about its owner's wealth. Most of the Maldon gardens however seemed to have areas dedicated as orchards and for vegetables and most families, even those relatively well-off, would have grown some of their own food. In the rear of gardens there is often the evidence of chook sheds and on the margins of the town there is evidence for small-scale dairying.

Lumley et al identified 23 gardens in the town as being of significance. They recommended that owners of historical garden be encouraged to conserve them and that owners of gardens without historical values be encouraged to develop their gardens along lines in keeping with the historical period, while recognising that individuals have their own tastes (1984:13-29, 69).

The only public gardens are at the former Shire Hall in High Street and from Lumley et al's description it appears that these are relics from the original 19<sup>th</sup> century gardens on the site into which a number of memorials have been set. Thus the gardens are more than usually a palimpsest of varying ideas about the use of the Gardens Reserve (1984:13).

In contrast the Public Cemetery, which is not a designed garden, has a wide range of species some of which were formally planted and others of which have escaped from original grave side plantings (Lumley et al 1984:11).

Formal avenues of trees are found in a number of locations:

The formal entry to Maldon is defined by an avenue of Dutch elms (*Ulmus x hollandica*) on each side of High Street from Long Gully Road to the start of the shopping centre. This row is not really a formal entry as the town extends beyond this avenue and perhaps it was planted

to mask the evidence of mining on the eastern side of High Street. The impact of the trees is enhanced by the stone curb and guttering in this section of High Street.

Monterey Pines (*Pinus radiata*) and Peppercorns (*Schinus molle*) form a row planted in front of the station marking a formal boundary of the station precinct.

There is also a formal avenue planting leading up to ANZAC Hill and a remaining circular turning area at ANZAC Hill which suggests that the area was once more formally landscaped than at present.



## 5.0 SIGNIFICANCE ASSESSMENT

Cultural significance is the term used to describe the importance of a particular artefact, place or landscape. Cultural significance is defined in the ICOMOS Australian “*Charter for the Conservation of Places of Cultural Significance*” (known as the Burra Charter) as being “aesthetic, historic, scientific or social value for past, present or future generations”. Cultural significance may be derived from the fabric of a place, association with a place or the research potential of a place. The significance of a place is not fixed for all time. What is of significance to us may change as similar items are located, more historical research is undertaken and community tastes change. Thus what may have been seen as an eyesore and blight on the landscape may now be seen as a magnificent historical site. The changing interpretation of the convict remains at Port Arthur is a good example of this process.

The basis for assessing cultural significance is the ICOMOS Australia Burra Charter and associated guidelines. The application of the Burra Charter and guidelines to the preparation of Conservation Plans is outlined in J S Kerr’s *The Conservation Plan* (1990). The essential components of significance involve assessing the historical, aesthetic, scientific and social significance of a place.

The procedure used here has been to assess, *en masse*, the various aspects and components of the cultural landscape of Maldon against the assessment criteria used by Heritage Victoria. Then a statement of significance for the whole cultural landscape is constructed which sets out the reasons why the cultural landscape assumes greater significance as a whole.

### 5.1 Assessment Against Heritage Council Significance Criteria

The major components of the Maldon cultural landscape are assessed here *en masse* against the Heritage Council criteria. These criteria were established by the Heritage Council to be used in assessing places and objects for inclusion on the State Heritage Register. This assessment against criteria typically forms the groundwork for preparation of the Statements of Cultural Heritage Significance adopted by the Heritage Council for places on the Victorian Heritage Register. This assessment is most useful for establishing the value of the components of the place, while the Statement of Significance will address the more complex significance of the landscape as a whole.

#### **A. The historical importance, association with, or relationship to Victoria's history of the place or object.**

The Maldon goldfields have historical significance as one of the most important goldfields in the State. Maldon was the second highest yielding quartz reef mining area, after Bendigo, in Victoria. The mines also had some of the highest yields of gold per ton of ore in Victoria. This significance is recognised in the inclusion on the Victorian Heritage register of the sites of a number of the major mines in the area.

The Maldon goldfields have historic significance for their association with the practice of tributing as a means of keeping mines working through the periods of depression in the nineteenth century. This practice was more prevalent in Maldon than the other quartz mining areas in the state.

The Maldon township has historical significance because it developed to serve one of the richest quartz reef mining areas of the state.

**B. The importance of a place or object in demonstrating rarity or uniqueness.**

**C. The importance of a place or object in exhibiting the principal characteristics or the representative nature of a place or object as part of a class or type of places or objects.**

The mining sites of Maldon demonstrate the characteristics of deep reef quartz mining, and the changing patterns and processes of quartz mining over time.

The town demonstrates clearly in its layout, buildings and gardens a number of the principal characteristics of the development of a gold fields town.

**D. The place or object's potential to educate, illustrate or provide further scientific investigation in relation to Victoria's cultural heritage.**

The cultural landscape of Maldon has a high potential to be used to interpret the history of gold mining and mining technologies, the impact of mining on the environment, and the way towns developed in relation to mining.

As a landscape Maldon has much to reveal about the past through a more detailed investigation of its landscape and key sites within it. In particular the town of Maldon itself could be usefully studied to look at how miners and townspeople lived during the reef-mining period.

Maldon contains many buildings from the early mining era which display a wide variety of building types, construction methods and styles, providing a valuable resource for the study of building in that era.

Maldon has the potential to be used to demonstrate the application of heritage principles to a cultural landscape over an extended period.

**E. The importance of the place or object in exhibiting good design or aesthetic characteristics and/or in exhibiting a richness, diversity or unusual integration of features.**

Although Maldon was not really a designed landscape as such, it has a unique aesthetic character formed by a particular sequence of patterns and practices of occupation. The imposition of these patterns and practices on the terrain has created a rich landscape that is aesthetically pleasing to move through or to view from the main lookouts. This high level of aesthetic appeal distinguishes Maldon from other gold mining landscapes in Victoria.

**F. The importance of the place or object in demonstrating, or being associated with, scientific or technical innovations or achievements.**

The North British Mine has technical significance for its association with the pioneering design and manufacture of compressed air driven rock drills as a response to the particularly hard rock in the area.

**G. The importance of the place or object in demonstrating social or cultural associations.**

The town of Maldon is of social significance for groups associated with heritage preservation because it was the first town named by the National Trust as a Notable Town. This was one of the early landmarks in the development of heritage preservation in Australia.

**H. Any other matter which the Heritage Council may consider relevant to the determination of cultural heritage significance.**

**5.2 Statement of Cultural Significance**

As an intact and readily appreciated quartz mining township and landscape, Maldon has a special character among the cultural landscapes of major gold mining towns in Victoria. It is the particular conjunction of the settlement processes which occurred at Maldon, and the way in which the components they produced have survived, that has resulted in a cultural landscape of high significance.

The location and organic qualities of the first town settlement at Maldon were determined by its geography and by the pressures of the first alluvial rushes. When quartz mining became established, the township proved to be located right next to the centre of the main line of quartz reef. Although Maldon was second only to Bendigo in the total yield from its quartz mines, and its reefs contained some of the richest ore in the State, most of its mines was concentrated along one compact main line of reef, the Golden Mile, centred at the Beehive Mine. The mines were easily accessible from the existing town, and most miners became settled in the town. This contrasts with the settlement pattern at Bendigo where there were a number of major lines of reef, and a number of secondary settlements were formed. Castlemaine differs too, in that while the town was close to its alluvial origins, its quartz mines were scattered at some distance from the town.

The survival of a special cultural landscape at Maldon is in part due to its missing out, during the nineteenth century, on some of the opportunities for development which were taken up in other towns. Whether because of location or competition, Maldon was never established as a regional administrative centre as was the case with Beechworth, Castlemaine, and Bendigo. Similarly, Maldon never became a large-scale service centre for the regional economy, as did Castlemaine, Bendigo and Ballarat. Maldon shares this shortfall with some other gold towns such as Maryborough and Daylesford. The immediate effect on the fabric of the town was that the scale and form created during the alluvial rushes and early quartz era, remained intact to the end of the nineteenth century. Subsequent building activity in the later nineteenth century added to the existing fabric rather than obscuring it, and remained within the earlier town area.

Maldon's heavy dependence on quartz mining also meant that when the mining ended, development of the township slowed dramatically. What new building there was in the first half of the twentieth century was again small in scale, and although a number of houses were taken away in the 1920s and 30s as the population declined, the townscape retained much of its character. Bendigo, as a contrasting example, became an important regional centre and grew and changed greatly after the quartz mining era, with the result that the fabric of earlier intimate relationship of quartz mining and township was obscured.



In parallel with the early townscape, the mining landscape has also been preserved following the end of quartz reef mining. There was an immediate loss of mining infrastructure when the mines closed, but little change thereafter. The mining sites have been preserved to a degree by the general practice by Government of maintaining former mining areas as Crown Land, and later by the declaration of the historic mining reserve. This has reduced pressure for other uses of unused land close to the town, and has ensured that the tangible evidence has remained relatively intact.

A more recent process in the development of Maldon that has had an impact on the survival of the quartz era cultural landscape has been the development in the town and the wider community of a consciousness of Maldon as an important historic site. The first obvious public landmark of this perception was the declaration of Maldon as Australia's first 'Notable Town' in 1965. Subsequent local government and state government activity, as well as grassroots initiatives, has militated against large scale new development and unregulated change. The use of old residences by those who have moved to the town as a rural retreat in the later twentieth century, has also helped to preserve the housing stock.

As a result of these circumstances, Maldon has survived as a historic cultural landscape of the quartz mining era with a high level of intactness and integrity. The close relationship of the town with its mines remains clear and comprehensible. The conditions of the working, domestic and civic lives of the miners and townspeople of the quartz mining era can all be demonstrated in the fabric of the place. The Maldon cultural landscape presents strong opportunities for interpretation, education and research.

The Maldon cultural landscape is aesthetically significant for its recognised landscape qualities. The aesthetic values of the wider landscape have been appreciated since the early alluvial rushes. The ruinous traces of mining in the landscape, and the organically formed township dominated by historic fabric, combine in the varied terrain to form a valued Maldon aesthetic. The aesthetic qualities of the landscape can be appreciated from lookouts and while travelling through the town.

The cultural landscape of Maldon has historical significance and current social value because of the long history of recognition of the historic values of the place. With its 1965 Notable Town status applied by the National Trust, Maldon is one of the first whole townships accorded special status by the heritage conservation movement in Australia. It has been a testing ground, subjected to a long sequence of conservation studies and planning measures by local and state governments, following changing heritage ideologies. The early National Trust interest was based on the rich early built fabric of the town. Later the mining archaeology of the area was developed as a focus. The cultural landscape approach is only the most recent of these heritage approaches. Over the same period the townspeople have developed and applied their own visions of the town's history and of its future. They have also confronted the issue of the extent to which the future of the town should be determined by the conservation of the physical remains of the past.

The varied and changing approaches by conservation bodies and the townspeople have impacted considerably on the cultural landscape itself during that period. They have impacted on what buildings have been retained or removed, and on what new buildings have been built. They have impacted on how buildings have been restored and maintained, on how gardens have been planted, and on how mining sites have been treated. As a result, Maldon is now significant as one of the oldest physical records of changing heritage ideology and practice in the State. It has some similarities in this respect to other historical cultural landscapes in

Australia such as Burra and Port Arthur. The Maldon cultural landscape is historically and socially significant as a destination that has been widely visited for its historic and aesthetic qualities since the early twentieth century.

## 6.0 REFERENCES

Anon 1958. (*fourth edition*). Melbourne: Department of Mines Victoria.

Bannear, D., 1993A, *Historic Mining Sites in the Maldon Mining Division, Part Two: Site Gazetteer*, Report to the Department of Conservation and Natural Resources North West Area (available from Heritage Victoria Web Site).

Bannear, D., 1993B, *Maldon Historic Notes*, Report to the Department of Conservation and Natural Resources North West Area (available from Heritage Victoria Web Site).

Clark, M. 1989, Maldon Historic Reserve Management Plan, Department of Conservations, Forests & Lands.

Jacobs Lewis and Vines, 1977, *Maldon Conservation Study*.

Jeans, D.N., 1967, Territorial Divisions and the Locations of Towns in New South Wales, *Australian Geographer* 10:243-255.

Lennon, J., 1997, *Case Study of the cultural landscapes of the Central Victorian goldfields: State of the Environment Technical Paper Series (Natural and Cultural Heritage)*: Canberra, Department of Environment.

Lumley, P. F., J. Dyke, R. D. Spencer, and A. D. Gardiner, 1981, *Trees and Gardens from the Goldmining Era: A Study of the Maldon Landscape*: Maldon, Shire of Maldon

McCann, J., 1993, Researching Cultural Landscapes in Country Victoria, in C. Sagazio, ed., *The National Trust Research Manual: Investigating Buildings, Gardens and Cultural Landscapes*: Sydney, Allen and Unwin, p. 121-138.

Morris, W., 1984, *A guide to Maldon*: Moonee Ponds, Vic.

Powell, J. M. 1975. "Conservation and Resource Management in Australia 1788-1860," in *Australian Space, Australian Time: Geographical perspectives*. Edited by J. M. Powell and M. Williams, pp. 18-60. Melbourne: Oxford University Press.

Ritchie, N., Hooker, R. 1998, "An Archaeologist's Guide to Mining Terminology", *Australasian Historical Archaeology* Vol 15:3-29.

Stuart, I. M., 1992, The Golden Landscape, Ms for talk given at the "Making of Victoria's Landscape" series of talks presented by the National Trust of Australia (Vic Div).

Tipping, M. 1992. *An Artist on the Goldfields: The Diary of Eugene von Guerard*. Melbourne: Melbourne University Press.

Wright, R. 1989. *The Bureaucrats Domain: Space and the Public Interest in Victoria, 1836-84*. Melbourne: Oxford University Press



Appendix D

---

**Maldon Infill Development  
Guidelines**

## PROTECTING MALDON'S HERITAGE

### INTRODUCTION

Infill development is the construction of a new building in an established neighbourhood such as those shown in Figures 1 and 2. The aim of these guidelines is to ensure that new buildings adjacent to heritage buildings or in heritage areas are sympathetic to the significance and character of Maldon.

Maldon has many streetscapes of heritage significance covered by the Heritage Overlay. These are highly valued by the community and the Mount Alexander Shire Council is committed to retaining their character.



Figure 1. An established residential street in Maldon



Figure 2. Main Street Commercial Precinct

Mt Alexander Shire Council Planning Scheme contains a *Natural & Local Cultural Heritage Local Planning Policy* which applies to all buildings, works and sites and landscapes of local natural heritage and cultural significance, including those buildings or places which are listed in the schedule to the Heritage Overlay.

One of the objectives of the above policy is:

*To ensure that new uses and developments are of a type which are in harmony with and complement the historic and architectural integrity, character and appearance of the surrounding buildings, works, site or landscape.*

An important aspect of good design is designing in context and having regard to the site and its surroundings. Consideration should be given to the nature of adjoining and surrounding buildings and the overall significance and character of the heritage place and/or area.

The design of new buildings in heritage areas should be sympathetic to setbacks, form, massing, height bulk, materials and finishes of existing buildings but at the same time be contemporary in design and not replicate heritage buildings.

New buildings should not visually dominate or obscure views or sight lines to nearby historic buildings. New buildings that are recessive and do not detract from the established heritage character of the area are encouraged.

Good contemporary design is encouraged so that infill buildings are as good as, or exceed the standard of existing buildings. As an objective, consider that in 50 years, your contemporary design may be conserved as an example of good twenty first century design.

### MAKING A PLANNING PERMIT APPLICATION

These guidelines are concerned with heritage overlay areas and where a new building will be placed in close proximity to individually listed heritage buildings. They are for the design of infill in both commercial and residential areas. Talk to the Mount Alexander Shire Heritage Advisor or a planner to discuss whether the guidelines will apply to a particular site. The guidelines outline what the Council will take into consideration in assessing an application for infill development from a heritage perspective. For alterations and additions to existing buildings refer to the Maldon Design Guidelines, which are a separate document available from the Planning Department.

Analysis demonstrating an understanding of the significance, character and setting of the surrounding area should form part of your permit application. The design for the infill should be a response to this analysis.

The most important context to analyse in detail is the immediate one. The analysis should involve the study including photographs or drawings of at least two neighbouring buildings on each side of the site as viewed from the street. Consider the footprint as well as the streetscape appearance of surrounding buildings. Also consider elements such as street patterns, plantings and gutters which contribute to Maldon's character. These guidelines will assist you to undertake the required analysis.