

Moorabool Shire Gateways Strategy

Prepared for Moorabool Shire Council



Quality Assurance

Title

Moorabool Shire Gateways Strategy &
Implementation Plan- FINAL - Rev B

Prepared for

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Part 1 - Overview

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



1 Introduction

Developing the Gateways Strategy

This strategy has developed from a need expressed by Moorabool Shire Council for a suite of gateway landscape and signage treatments for the townships of Moorabool Shire. With many existing signs requiring ongoing upkeep and others lacking significant presence to be easily recognisable, a framework was sought that helps to organise future works and place them in long-term landscape settings at town thresholds. In addition, a matrix of suggested implementation for these works was seen as a way of assisting Council with budgeting the future roll-out of the strategy. This has been developed for 20 of Moorabool's towns and is found in Part 3 of this report.

Previous background investigations and analysis has already been completed and was issued in April 2021. This groundwork helped to inform the principles and designs developed in Part 2 of this report which constitutes the framework. An online community portal was open in May 2021, and allowed people to provide their input on what the character of their towns is as well as where they thought the gateways should be. While responses were limited, this helped to inform the vision statements also contained in this report.

Structure of this document

The Gateways Strategy is divided into the following sections;

Part 1 - Overview, which states the project background, context and aims.

Part 2 - Framework, which sets out the rules for deciding gateway treatments.

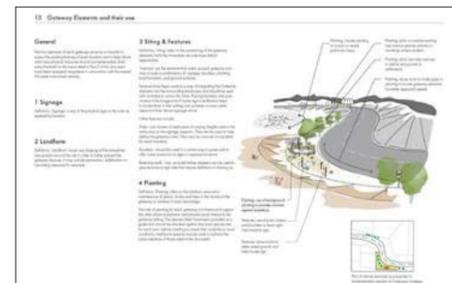
Part 3 - Appendices; Implementation, which shows the gateway designs for the short-listed townships.

Gateways

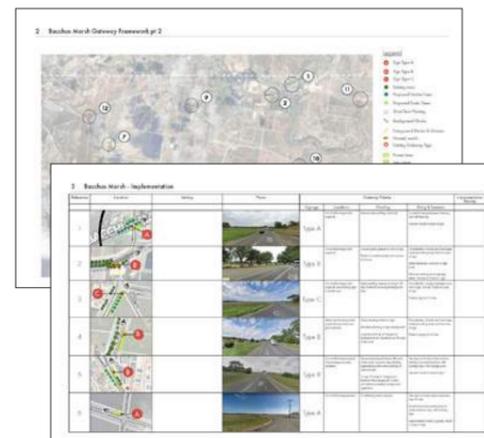
The concept of a 'Gateway' and its purpose is not fixed and as such the development of this framework has focussed on a 'toolkit' of principles that can respond a variety of settings and be used for a range of outcomes. Different combinations can be used to achieve a range of functional, experiential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

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

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



1. Applying the Framework



2. Implementation of gateway treatments

Use and implementation

This document has two primary uses;

1. Applying the Framework (Part 2) principles and approaches to develop the right approach for any town entry.
2. Reviewing the suggested gateways treatments for any of the sample townships.

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

- Small Towns and Settlements Strategy 2016
- Urban-Tree-Management-Policy- Approved-Street-Tree-Species-Guide- 2016
- Individual township Native Plant Lists
- Moorabool Shire Arts Strategy 2021 (contact Arts officer)
- Moorabool Shire Gateways, Background Assessment, 2021.
- MSC Tourism Signage Review 2018 (reduced) (002)
- Moorabool Shire Council Brand study 2021
- Township Improvement Plans as they develop
- Tree planting plans as they develop

Further work

It is envisaged that further discussion and development of the gateways elements including the preferred implementation will be undertaken beyond the scope of this strategy. In addition, detailed resolution and documentation of the signage suite will need to be undertaken once a preferred option is decided. Detailed design drawings are not part of this project.

Action Plan

Upon reaching a decision to implement the Gateways Strategy, Council will need to check that this document aligns with its latest policies, priorities and budgets. As of the date of issue, we have referenced many of these documents, however we also understand that Council policies and priorities can often change over time. As for which towns should be focussed on first, these decisions should be informed by a Council implementation strategy and is therefore not covered in this document.

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

- 1) Review Town/settlement to be implemented and establish timeframes and priority entries. This includes reviewing any current improvement or other strategic plans for the town to make sure they align.
- 2) Assess Gateways sites proposed in implementation section and undertake detailed site analysis including approaches to sites.
- 3) Develop a more detailed concept design response for each site including tree and planting selections in line with the Gateways elements in this document. Check that planting aligns with and tree planting plans and town specific species list.
- 4) Check with any relevant authorities (Power authority, Regional Roads) to ensure gateway site is acceptable.
- 5) If not already completed, develop detailed fabrication documentation for signage and agree on colour/material selection for town. This may include some consultation with the community.
- 6) Where possible, bundle multiple towns and sites for efficiency of fabrication and construction on site. Roll-out Gateway installations and maintain for a generous establishment period to ensure health and good form of planting, trees in particular.

What issues does the Gateway Framework aim to address?



What outcomes might the Framework propose?

- Uneven distribution of current signage
- Ageing signage, ongoing maintenance costs & replacement strategy
- Outdated Shire identity
- Inconsistent approach to signage replacement
- Missing strategy to long term gateways legacies beyond just signage
- Unclear priorities for capital expenditure

- More democratic distribution of signage and gateways
- Gateway hierarchy allowing economical maintenance and replacement
- Refresh of signage to reflect Shire vision and identity
- Consistent 'Tool-kit' of gateway elements for future implementation
- Holistic Gateway strategy based on suite of elements and principles
- Implementation framework

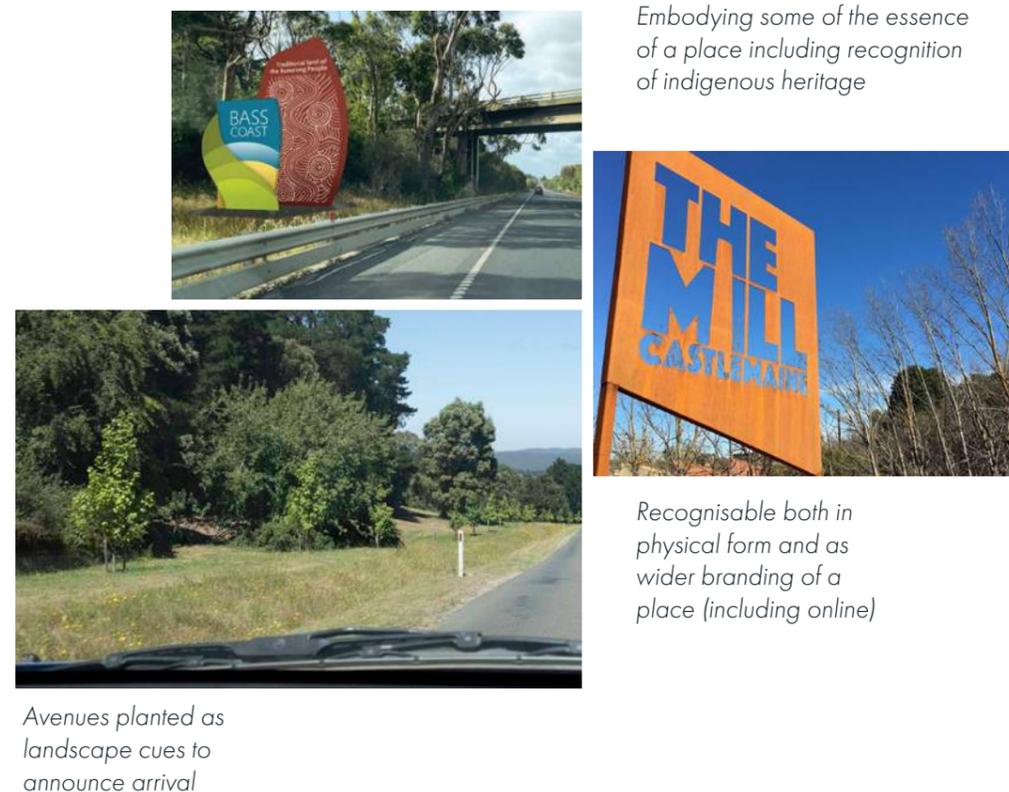
How the role of Gateways and the expressions of signage have evolved in recent decades



Prominent sign at single town entry

Statutory signage as functional markers of boundaries

Avenues planted to acknowledge sacrifice and local pride



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

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

Avenues planted as landscape cues to announce arrival

Scope and Locations

Drawing on an extensive list of background documents and discussions with Council’s project group, the Moorabool Shire Gateways Strategy focusses on developing a ‘toolkit’ for the site specific implementation of Gateways treatments to Moorabool’s many settlements. This approach has seen the development of a set of principles that can be applied to any settlement in any location. More detailed implementation matrices have been developed for 20 townships within the Shire and were agreed to by the project group as a representative sample of a range of settlements on which to base the development of this Framework. How to use these principles to determine a Gateway treatment for locations not covered in the matrices is covered in Part 2 of this document.

Allocations for other Settlements

Following the principles articulated in the framework should be the starting point for decisions around gateway treatments and signage allocations, however as a minimum, 1no. sign of each type B and C should be allocated for each settlement in the Shire as a minimum.

Other considerations

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

Townships, Places and Settlements

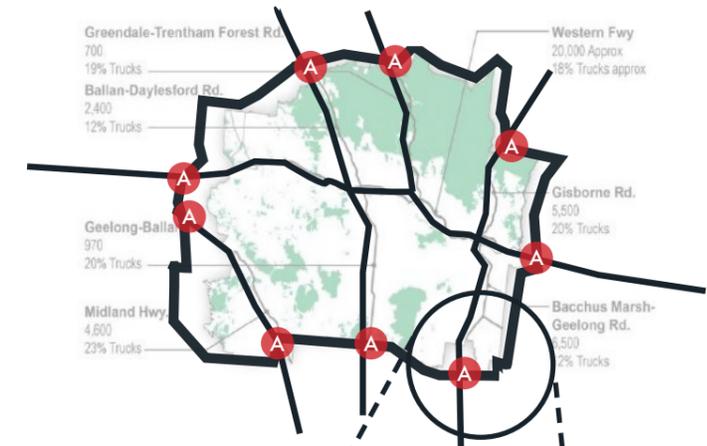
The Moorabool Shire Small Towns and Settlements Strategy defines three scales of habitation and applies these to places within Moorabool Shire as a way of organising them and finding commonalities across settlements of particular sizes. The Towns listed below are those that have been analysed in more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

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

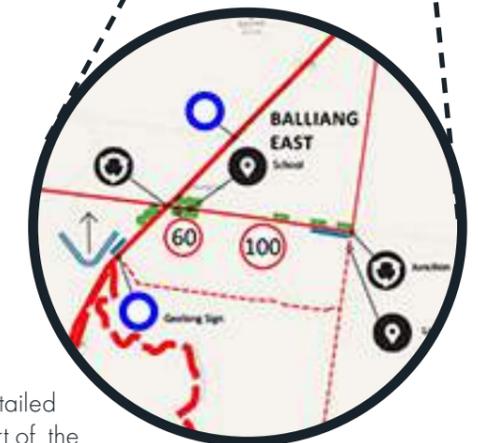
Place	Settlement	Town
Balliang	Blackwood	Bacchus Marsh
Balliang East	Mount Egerton	Ballan
Barkstead	Bungaree	
Yendon	Wallace	
Korweinguboora	Myrning	
Dales Creek	Dunnstown	
Clarendon	Gordon	
Greendale	Hopetoun Park	
Elaine	Long Forest	
Lal Lal		
Blakeville		

Other towns & settlements

- Barrys Reef
- Beremboke
- Bolwarrah
- Bullarook (part)
- Bullarto South (part)
- Bunding
- Bungal
- Buninyong (part)
- Cargerie
- Claretown
- Clarks Hill
- Coimadai
- Colbrook
- Darley
- Dunnstown
- Durham Lead (part)
- Fiskville
- Glenmore
- Glen Park (part)
- Grenville (part)
- Hopetoun Park
- Ingliston
- Koroheit
- Leigh Creek
- Lerderderg
- Long Forest
- Maddingley
- Meredith (part)
- Merrimu
- Millbrook
- Molongghip (part)
- Morrison (part)
- Mount Doran
- Mount Wallace
- Navigators
- Parwan (part)
- Pentland Hills
- Pootilla
- Rowsley
- Scotsburn (part)
- Spargo Creek
- Springbank
- Trentham (part)
- Warrenheip (part)
- Wattle Flat



“A” references are to Shire boundary sign locations



Example of detailed analysis as part of the Background Assessment

4 Informing the Gateways Vision

Project inputs

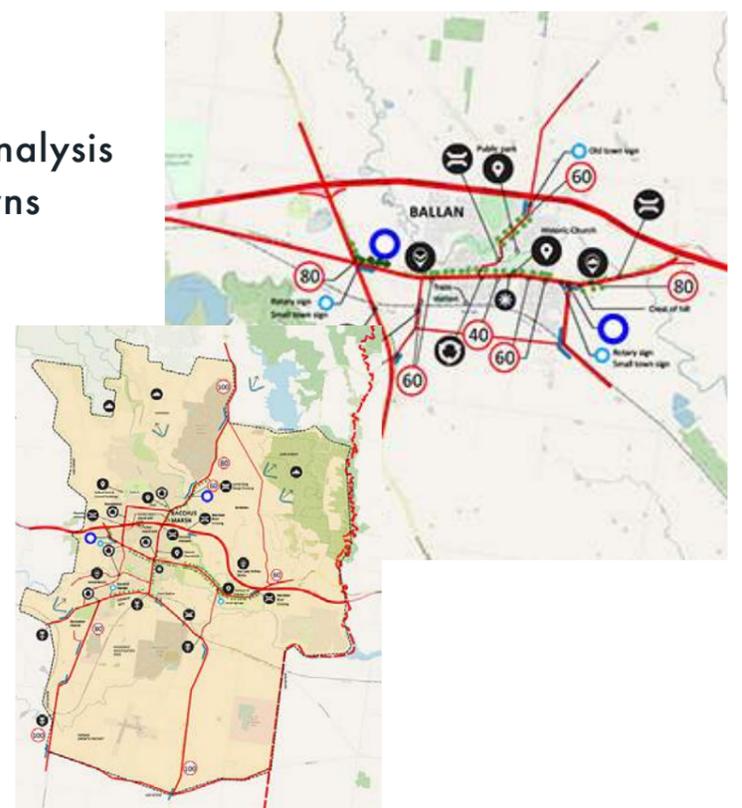
The documents and groups listed here have been key in developing the Gateways Vision and should serve as ongoing references for the implementation of the Strategy.

SMALL TOWNS AND SETTLEMENTS STRATEGY

Shire Entry/Exit Signs

What's Moorabool Shire's next step? Deliberative Engagement Program Feedback Report February 2021

Theme	Strategic comments
High Priority	<ul style="list-style-type: none"> Maintain unique regional character Support local businesses and tourism
Medium Priority	<ul style="list-style-type: none"> Maintain unique regional character Support local economy and tourism
Low Priority	<ul style="list-style-type: none"> Innovative housing and town planning



Part 2 - Framework

Vision

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

Principles

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

Elements

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

Signage details, options and planting

Decision process for developing each Gateway

5 A Vision for the Moorabool Gateways Strategy

The process of developing a Vision for the project looked to try and distil the essence of the region by way of a combination of materials, forms, language and placement to showcase what makes Moorabool Shire a special place to live and to visit. Physical features of the land and its ongoing occupation and enjoyment by people were themes that continuously emerged and these became the cornerstone of a series of Vision statements for the project;

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

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

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

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

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



Contemporary and connected regional experience

Individual identities of townships and pride



Forward looking yet retaining pride in history

Connections to natural places and the land

6 The Vision applied via the Gateway Elements

The town gateways will serve as a series of recognisable landmarks that reflect the character of the townships of Moorabool Shire.

More broadly, Shire boundaries will identify the transition points from neighbouring Local Government areas.

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

...through materiality,



...through content,

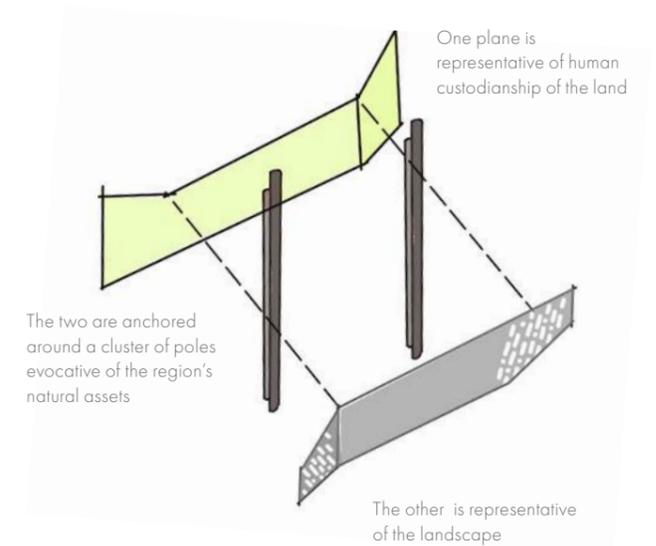
Signage is only one part of the main gateway palette with planting and other features combining to embody some of the essence of the region and it's character.

...through the sensitive combinations of Gateway elements



...a conceptual connection.

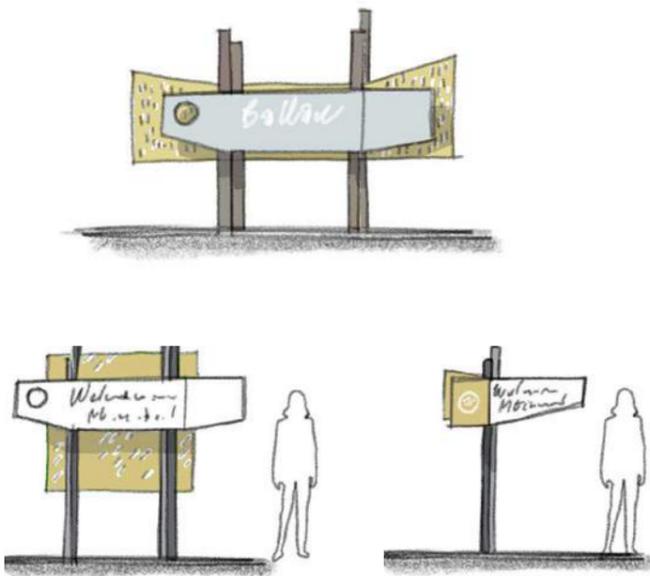
Embedded within the signage suite is a conceptual reference to people's life on the land. The two distinct planes can be seen to represent the land and its habitation by people respectively. As well as being a canvas for place names, these overlapping planes help represent location specific features of the places they are sited on through graphic detail and artistic imagery. The various sign formats realise these in different ways though combining these elements together.



7 Signage design and content

Conceptual development

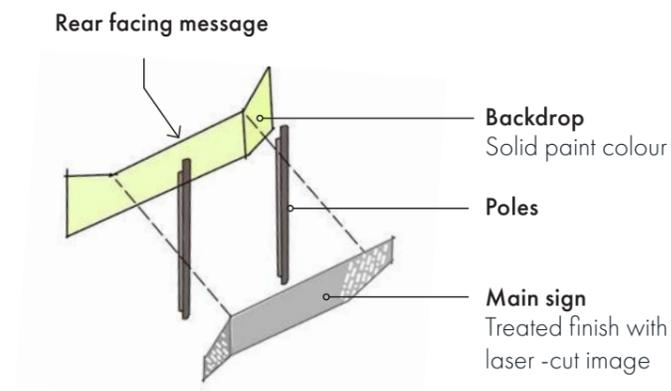
The proposed signage aesthetic draws conceptually on traditions of toolmaking to represent the myriad of engineered objects that have marked the Moorabool Shire landscape. From indigenous toolmaking practices, to gold rush era ingenuity and agricultural technology these items are both practical and timeless with examples to be found scattered throughout the landscape.



Sign form and parts

The forms of the three tiers of sign reflect traditional signage silhouettes, those being a horizontal format pane mounted on poles. The panes are angled slightly to suggest an 'open' and welcoming gesture and also to lead the eye towards each destination.

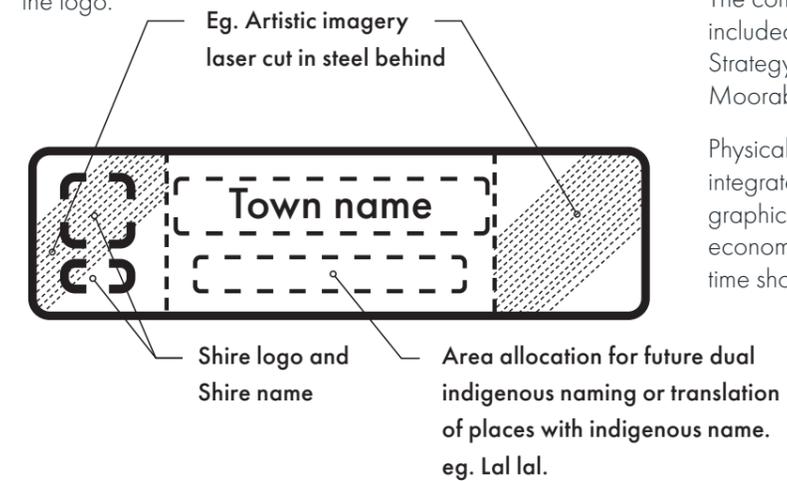
Each sign consists of three parts; the main sign which is a crisp, contemporary engineered object; the poles which are realised in steel but have a more organic and arbitrary presence and; a second coloured plane that acts as a backdrop to the main sign and can also have a rear facing message. The combination of these elements results in a flexible approach to viewing and mounting the signs in a range of locations. They are also intended to be viewed from all sides and vantage points.



Content

As well as the town name and Shire logo, opportunities for additional graphics and text content are intended to be an integral part of the signs. Location appropriate imagery realised in perforated steel are part of the main sign and the background plane, depending on the sign type. It is envisaged that these graphics be developed with the input of a local artist(s) who would be engaged as part of the signage refinement process in conjunction with the Moorabool Shire Arts officer.

The Moorabool Shire logo would be located to one side of the main sign and could be realised in a separate steel plate to allow for flexibility in placement and any future changes to the logo.



While the future inclusion of Indigenous place naming is also supported by way of a spatial allowance on the main sign, it is understood that Moorabool Shire Council is yet to develop a position on dual naming of its towns.

As such, correct place naming would need to be agreed to as part of a future consultation process with traditional owners that recognises the multiple aboriginal interests across Moorabool Shire.

Art integration

Integration of art into the signs is a way weaving local creative talent into the fabric of each gateway as well presenting an informed visual representation of the region. An opportunity for Indigenous artists have input into such a place marking strategy as this is also a great opportunity for the Shire and reflects some of the ideals of the Moorabool Shire Arts and Culture Strategy (2021-2025). This strategy actively encourages the public showcasing of local artists in a wide range of settings and contexts. One finding within this strategy is the limited access that local artists perceive for involvement in local opportunities (68% don't have access) and the approach this signage takes directly helps to address this shortfall.

The commissioning and curation of artists would need to be included for consideration in the budgeting of the Gateways Strategy implementation process under the guidance of the Moorabool Shire Arts officer.

Physically, the signs are envisaged to have a seamlessly integrated panel or panels that would frame a bespoke graphic for each town or multiple towns. This allows for economy in production as well as potential replacement over time should new artistic representation be sought.



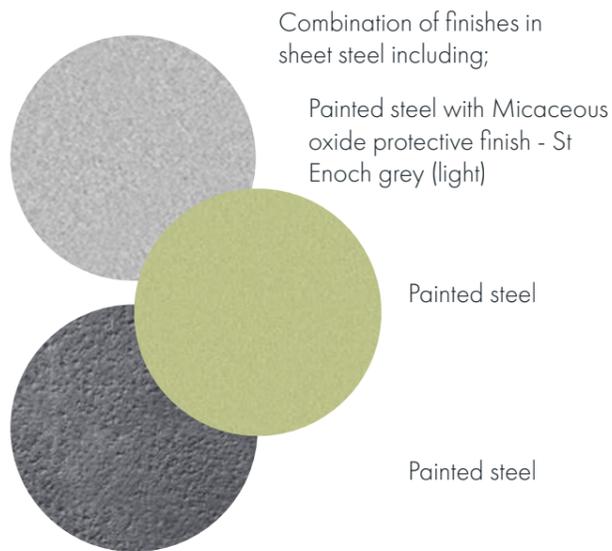
Example of laser cut graphic realised in steel;

Detail of laser cut weathered steel titled "Buch Tucker/Bush Camp Dreaming" by Linda Walker Napurrula.

Materials

The suggested material palette has developed from an understanding of the region and its character and aims to capture the contemporary yet rural landscape existence of Moorabool Shire’s residents. All have been selected for their durability and a degree of flexibility in their final form and treatment.

It is suggested that the main sign be realised in steel plate and be finished in a durable applied patina finish (eg. Micaceous oxide coating). This material allows for a great deal of flexibility in laser cut patterns and text as well as having a good longevity profile.



Combination of finishes in sheet steel including;

Painted steel with Micaceous oxide protective finish - St Enoch grey (light)

Painted steel

Painted steel

Secondary accents to the signage will be added in the form of locally sourced stone boulders placed on and around the sign



Locally sourced stone/ boulder.

These should be either granite or basalt and sourced from local suppliers.

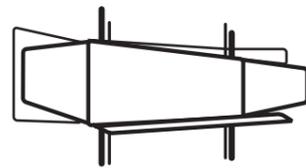
Hierarchy

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

Shire Boundary Gateway sign - (A)

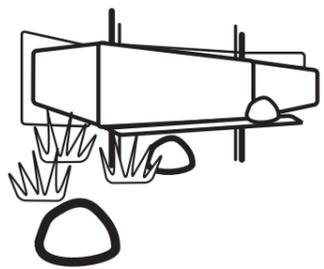


Main Gateway sign at key entry- (B)



All images are diagrammatic and not to scale

Main Gateway at key entry with other landscape features - (B)



Secondary Gateway sign- (C)

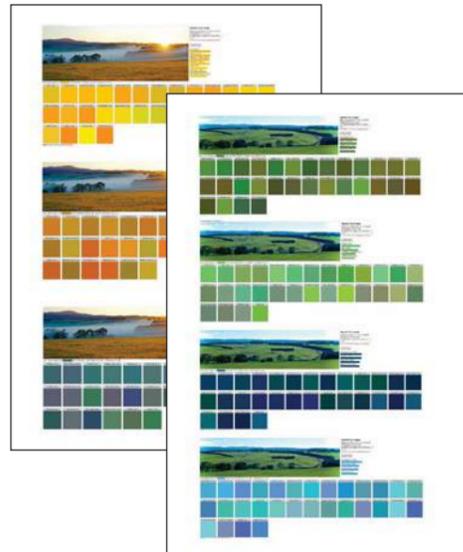


Using the same format, the small place markers can be used in other township locations at a smaller scale.



Colours

While it is suggested that the format and colour palette of the signs remains consistent between towns, the colours of the pole elements may vary from place to place depending on the site and the preferred aesthetic of each place. This palette is informed by the Moorabool Shire Brand research study that was completed in 2021 and proposes a number of suggested colour palettes at the conclusion of the document. These palettes should be used to develop each gateway signage element. Typically the rear sign panel should be a solid colour and the front panel be a painted finish.



Moorabool Shire Council branding strategy colour palettes (2021)

Contrast

To ensure that text is highly visible on the signage, a minimum 30% contrast level should be achieved between the text and the steel panel behind. White is the default colour however dark grey or black may be used to achieve this for different material scenarios.



Longer distance approach at Mount Egerton

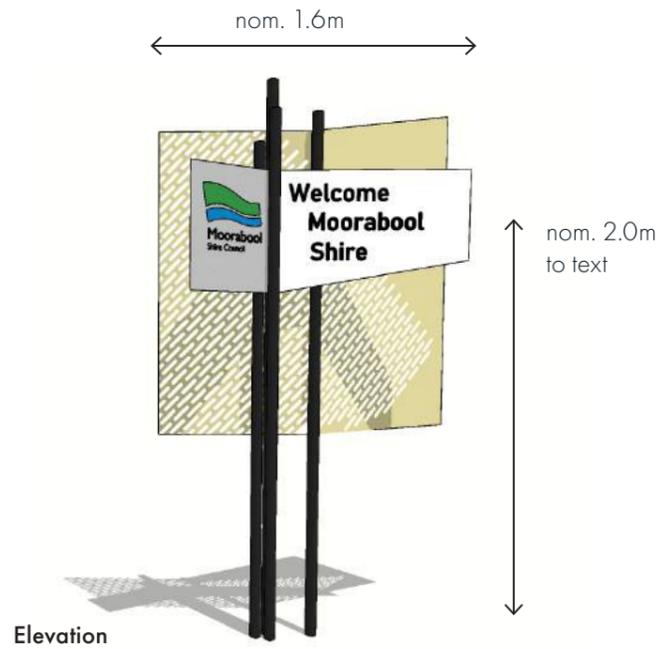


Prominent entry at Bacchus Marsh

9 Signage hierarchy & use - Concept for three scales of Shire signage

Type A - Shire boundary sign

Typically for use on highways and faster speed environments

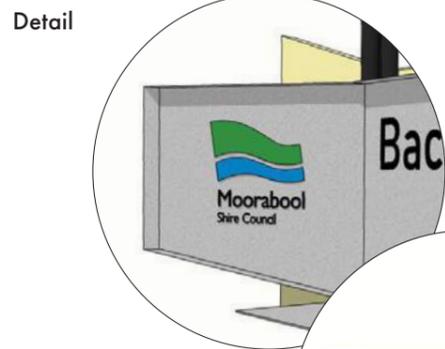
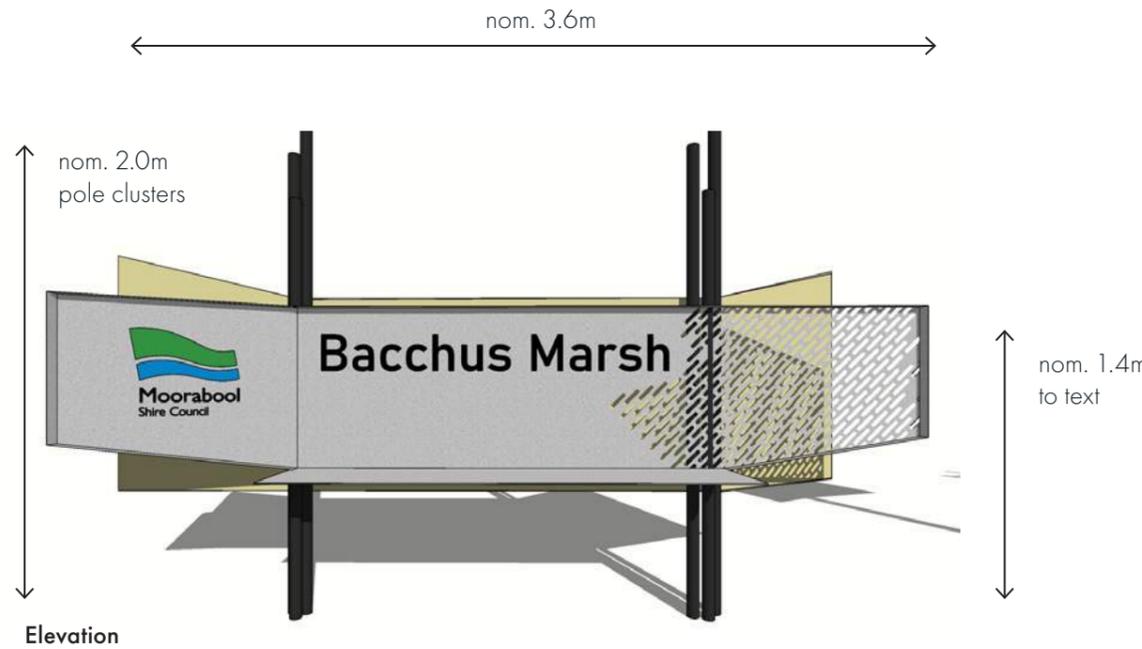


Folded shape for strength and recognisable form

Both sides of sign are supported off clustered poles

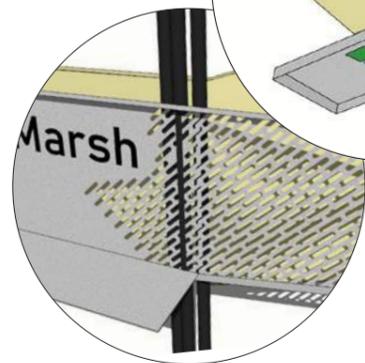
Type B - Main Gateway sign

Typically for use at prominent township entries



Folded edges for support and for shadow detail

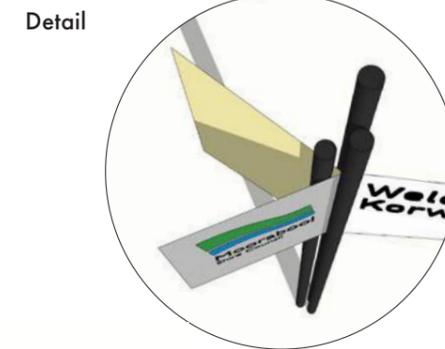
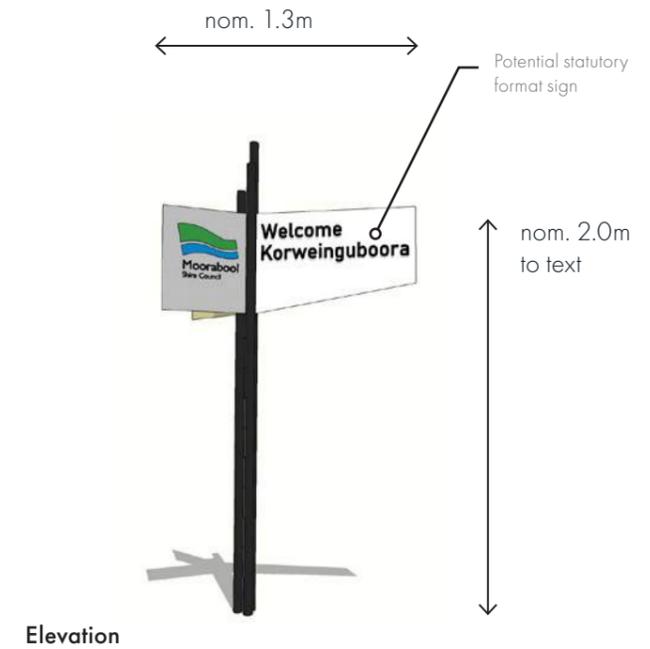
Both sides of sign are supported off clustered poles



Laser-cut image reveals coloured panel behind

Type C - Secondary Gateway sign

Typically for use at secondary township entries or town centres



Folded shape for strength and recognisable form

Both sides of sign are supported off clustered poles



Double 'C' sign where town is also the Shire boundary.

Images are not to be scaled

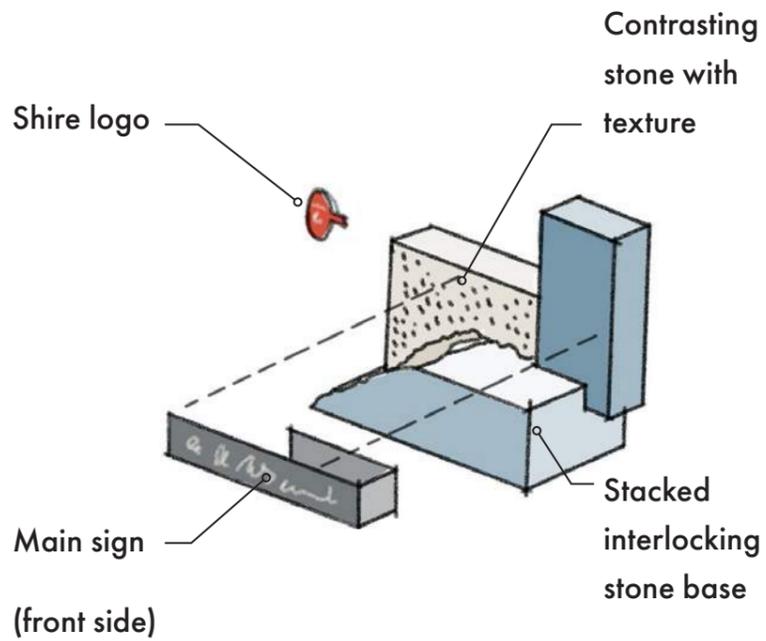
10 Alternative Signage options - Concept B

Vertical format, double-sided sign

This alternative design was developed as a contrasting approach to the main signage suite.

It is not intended that this option be used in addition to the main design but rather is an alternative.

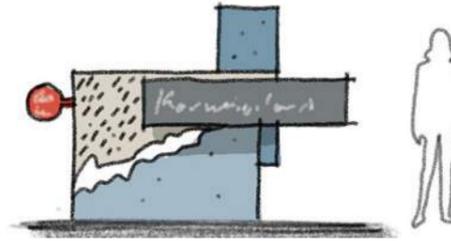
The design references the geology of the region with its layered basalt and granite stratum. The design uses both solid boulder masses and lighter-weight pavers with steel wrap around signage elements. Stone is realised in both sawn and rough finishes to give heightened contrast to elements.



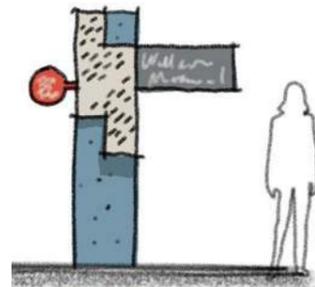
Colour palette #1

As articulated previously, this palette references the textures and tones of the region.

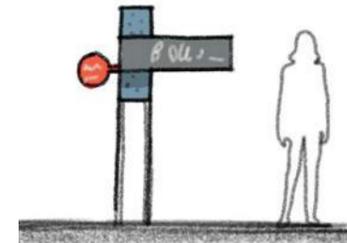
Hierarchy



Town **B**



Shire boundary **A**



Place/Settlement **C**

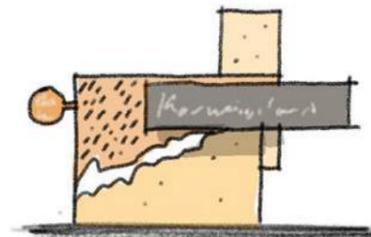
Materials



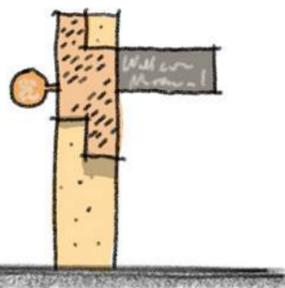
Colour palette #2

This material palette takes its inspiration from another geological source, the ochre hills surrounding nearby Ballarat. Rammed earth is realised in both smooth and rough textures with signage finished in steel plate.

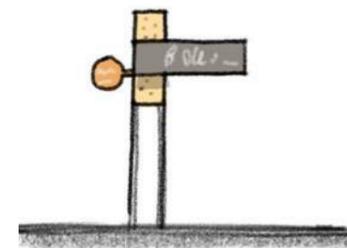
Hierarchy



Town **B**

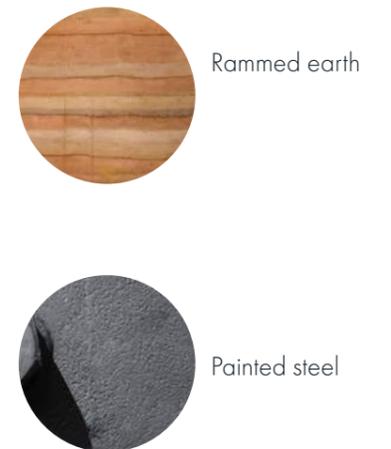


Shire boundary **A**



Place/Settlement **C**

Materials



11 Planting use

Trees (Native species, clustered as backdrop and native species as feature)

● Native Trees

Long Term planting in isolation, clusters or avenues



Eucalyptus mannifera
"Little Spotty"
LITTLE SPOTTY



Eucalyptus sideroxylon
RED IRONBARK

○ Short Term Planting

Fast growing native trees 10 - 15 year life span



Acacia pycnantha
GOLDEN WATTLE



Acacia melanoxylon
BLACKWOOD

● Exotic Trees

Avenue planting



Where exotic trees are proposed they will reference the same or similar species to others already evident in a township.

For details of species, refer to Gateway framework for individual town.

Shrubs & Ground-covers (Native species, clustered as backdrop)



Atriplex nummularia
OLD MAN SALT BUSH



Correa Alba
WHITE CORREA



Cassinia longifolia
SHINY CASSINIA



Banksia marginata
SILVER BANKSIA

Native Grasses (Planted as foreground to signage and on mounding)



Austrodanthonia caespitosa
COMMON WALLABY GRASS



Lomandra longifolia
SPINY-HEADED MAT-RUSH



Poa sieberiana
GREY TUSsock GRASS



Xanthorrhoea minor subsp. lutea
SMALL GRASSTREE



Poa labillardierei
COMMON TUSsock-GRASS

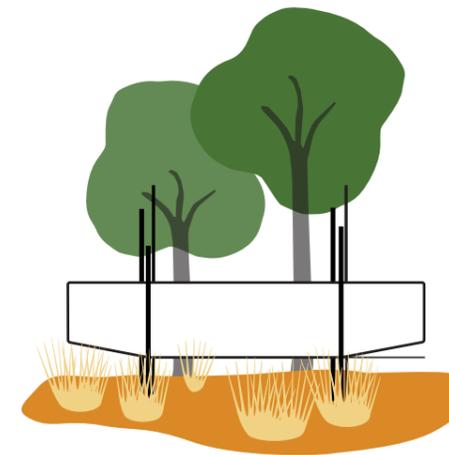


Themeda triandra
KANGAROO GRASS

Legend

- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses

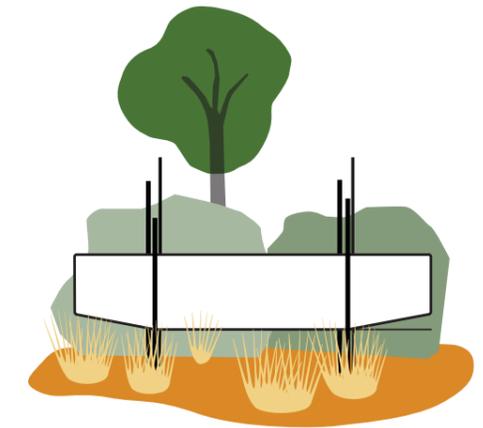
Examples



Minimal foreground planting

Established avenue trees to background. Grasses added to foreground.

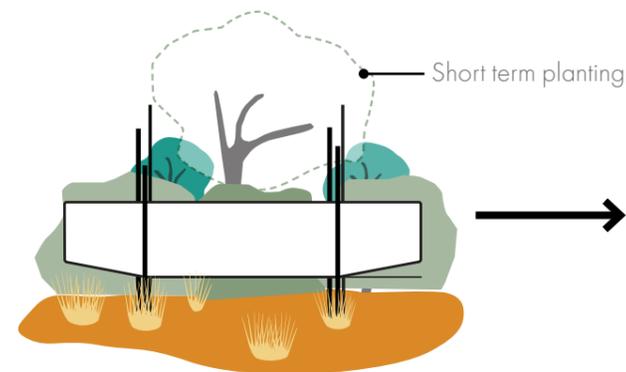
Eg. sign 2, Bacchus Marsh



Medium Planting Intervention

Scattered established trees to background. Large shrubs added to help frame sign. Grasses added to foreground.

Eg. sign 5, Bacchus Marsh

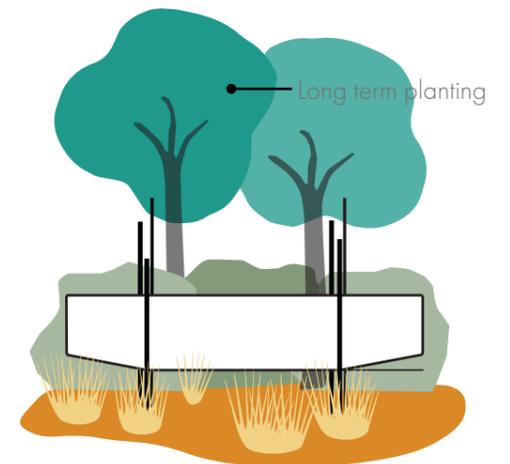


Staged planting

Initial Planting (0 -10 yr)

Small tree species to immediate backdrop, 10-15 year lifespan with long term planting behind.

Eg. signs 4 & 9, Bacchus Marsh



Long term planting (10 years +)

Established grasses to sign foreground & layered shrubs & grasses to background.

Eg. signs 4 & 9, Bacchus Marsh

12 Principles to follow in determining Gateway position and format

General

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

- 1.1 Build upon existing gateway elements where they are supportive of other principles. eg. Avenues of honour.
- 1.2 Consider replicating other successful gateway treatments to township where suitable. eg. Recent avenue planting to another entry.
- 1.3 Provide breaks in vegetation to contrast gateway elements against bushland or planted avenues.
- 1.4 Consider multiple, spaced elements in higher speed approaches to ensure adequate viewing distance.
- 1.5 If a proposed location has other signage around, consider removal or consolidation of signage to assist

1 Signage

- 1.1 Assess all entries to settlement/town and determine key arrival or through routes for main signs and gateway treatments. Avoid placing largest signs at all thresholds if only minor corridors.
- 1.2 Avoid placing signage in line of sight or near significant heritage structures or landscape vistas

2 Landform

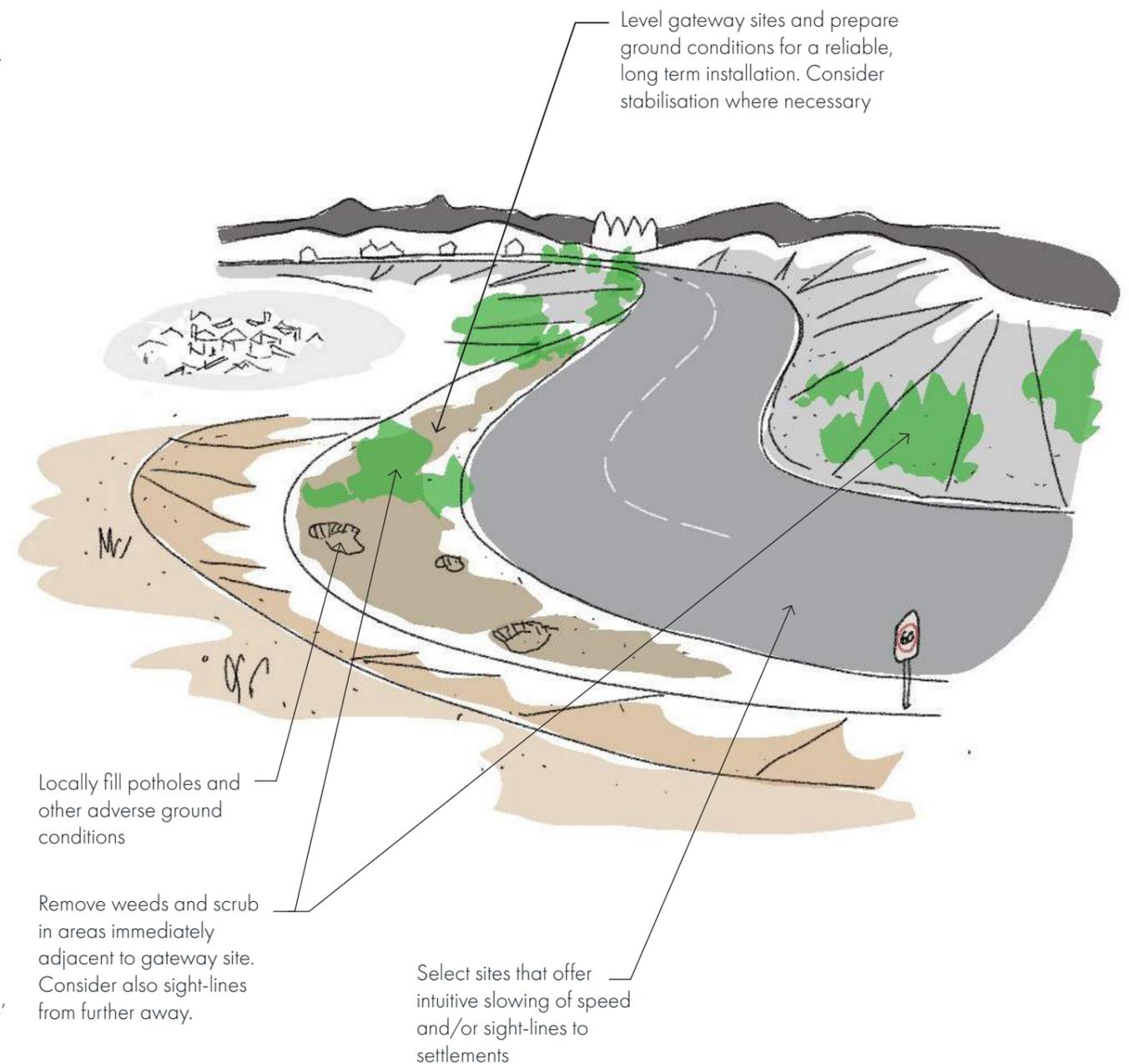
- 3.1 Utilise topography and landform to assist with placement to achieve intuitive timing and natural expectation of gateway elements. Eg. Rising approach to township, slowing of speed.
- 3.2 Consider using mounding to accentuate gateway where approach requires increased contrast to surroundings.

3 Siting & Features

- 5.1 Consider placement in relation to property boundaries, fence lines and overhead power lines.
- 5.2 Factor in zones where changes in speed limits occur to locate gateways in areas that have slower speeds.
- 5.3 Consider immediate setting of gateway including; foreground/background, light/shadow, other visual distractions.
- 5.4 Assess whether other gateway signals (eg. Avenues) already exist and how they might suffice without further elements added.
- 5.5 Where verge locations are sparsely planted (eg. wide grassed area with paddock behind), consider backdrop planting behind signage to give contrast
- 5.6 Fill any potholes or other ground conditions that will detract from the gateway elements
- 5.7 Locate on approaches to settlements where road features signal a slowing of speed, such as a corner

4 Planting

- 4.1 Consider short and long term planting outcomes when selecting plants/trees, including interim planting. Where tree avenue planting is proposed, consider a shorter term planted backdrop to signs.
- 4.2 Refer to local township native planting guidelines for confirmation of appropriate/inappropriate plant selections.
- 4.3 Confirm planting selections align with 'Roadside Management Plan (2001)' to avoid introduction of invasive species.
- 4.4 Contrast planting with other planting or trees immediately before a gateway site to help 'announce' it.
- 4.5 Where new Gateways elements, including planting are proposed near to existing Avenues of Honour, advice from Council Heritage advisor should be sought.



13 Gateway Elements and their use

General

The four elements of each gateway serve as a checklist to assess the existing features of each location and to help inform what new physical measures should be implemented. Each entry threshold to the towns listed in Part 3 of this document have been assessed using these in conjunction with the overall Principles articulated already.

1 Signage

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

2 Landform

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

3 Siting & Features

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

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

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

Other features include;

Poles - are clusters of steel pipes of varying heights used in the same way as the signage supports. They can be used to help define the gateway area. They may be coloured in a palette for each township.

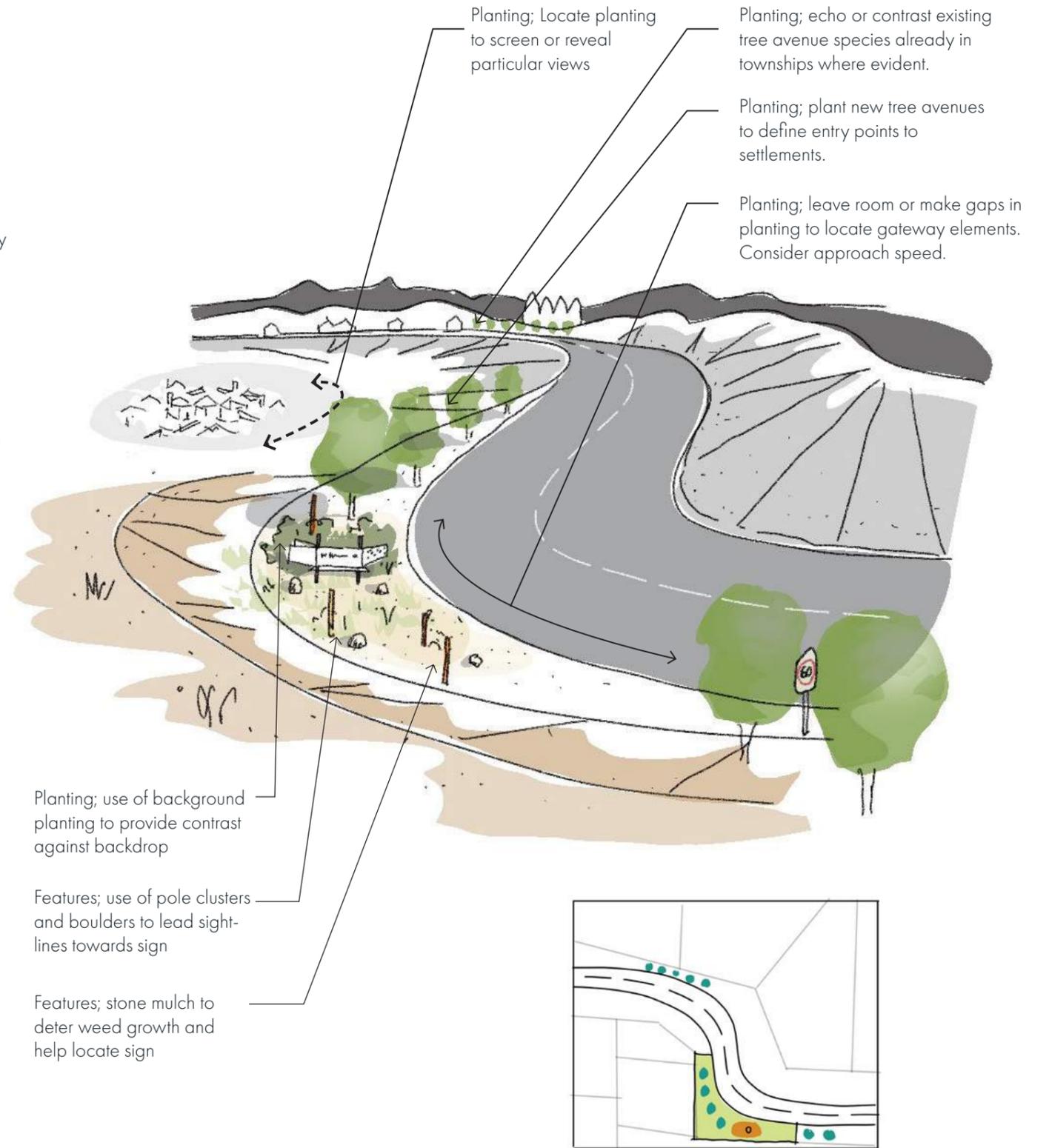
Boulders - should be used in a similar way to poles and to offer some protection to signs in exposed locations

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

4 Planting

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

The role of planting for each gateway is to frame and support the other physical elements and provide visual interest to the gateway setting. The species listed have been provided as a guide and should be checked against any local species lists for each town before installing to check their suitability to local conditions. Additional species may be used to achieve the same intentions of those listed in this document.



Plan of above example as presented in Implementation section of Gateways Strategy.

14 Gateways Elements in focus

Existing signage

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

It is intended that the existing large format signage remain (pictured below) until a significant quantity of the new gateway elements have been installed, or the upkeep of these becomes a disproportionate maintenance burden.

Many of the suggested sites for new gateway treatments are in different locations to the existing large signs and as such can co-exist for the time being.



Secondary tier signage is generally portrait format, statutory signage of a relatively small scale and is often lost when travelling at speed.

Pros

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

Cons

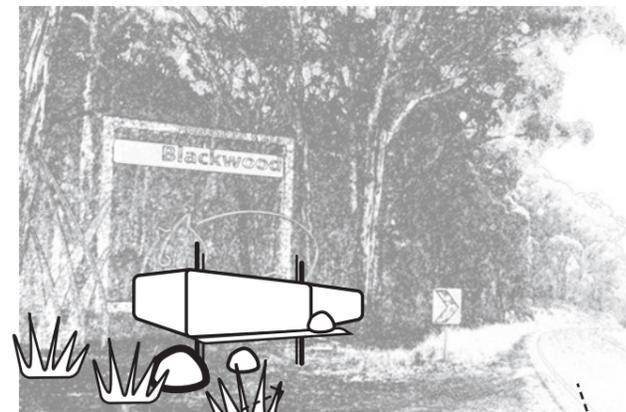
- Dated, singular representation of town
- Require ongoing maintenance
- Sometimes lost against background
- Limited locations

Proposed approach to new signage

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

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

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

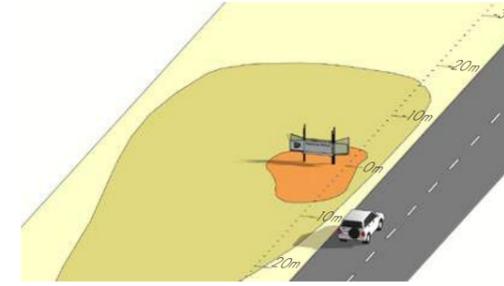


Location indicative

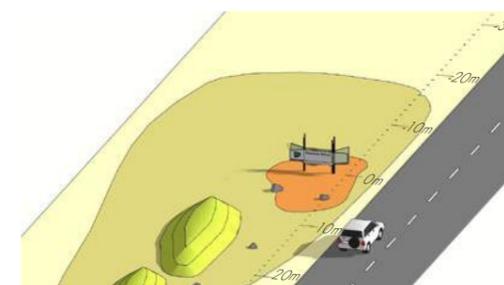
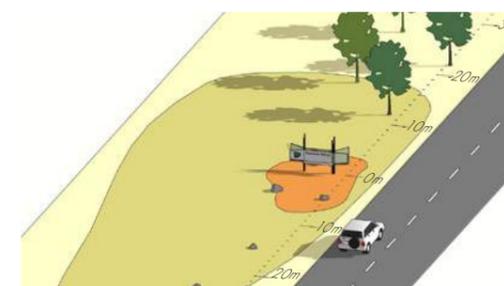
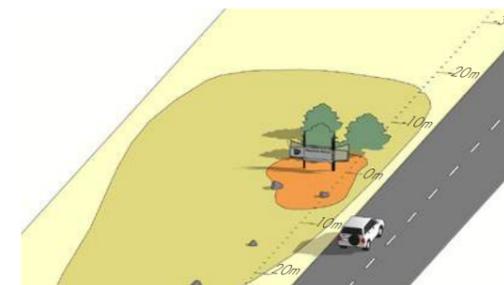
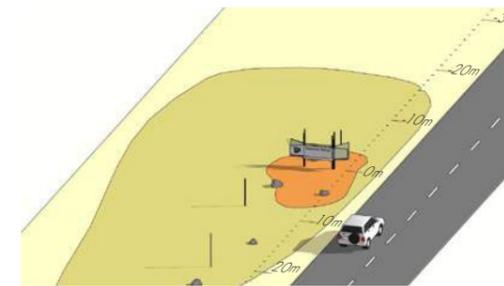
Features placed to help direct sight

Sight-lines from vehicle

General rules with element placement

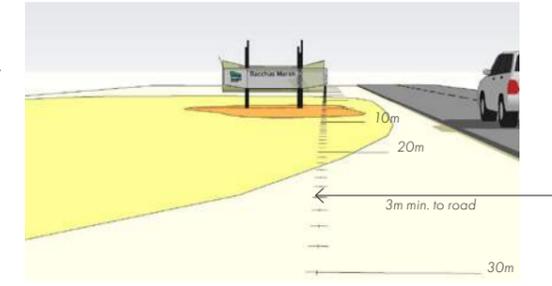


Overhead view - typical.



Signage without other elements.

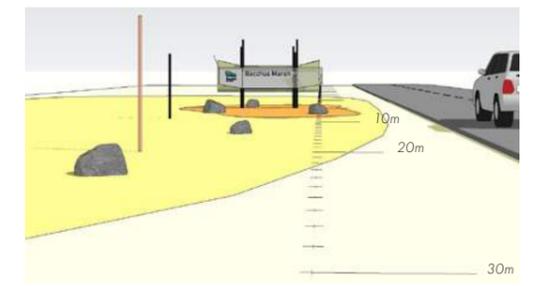
Locate minimum 3m from road zone. Where necessary, clear surrounding vegetation and lay down stone mulch.



Perspective view from 30m distance - typical.

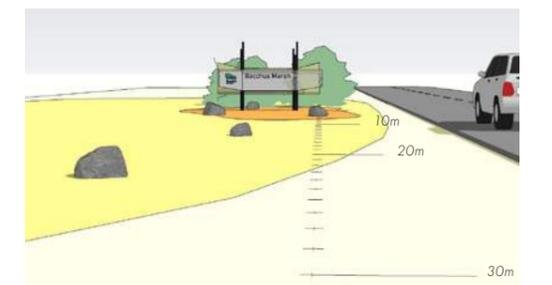
Clustered Pole and boulder features.

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



Background planting.

For short term, immediate effect where signage requires greater contrast - eg. against bushland backdrop.



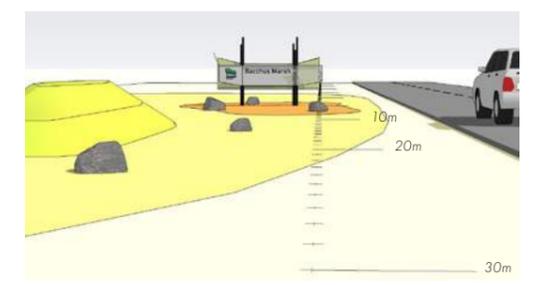
Avenue planting.

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



Mounds and berms.

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



15 Decision process for developing each Gateway

Questions to Ask/Prompts:	Rationale:	Other Considerations:
Does this township or approach necessarily need a Gateway? If so, why?	<p>All frequented approaches to town centres should be assessed for their relative importance in to helping to define a township or settlement. Projected growth corridors should also be factored in to this process.</p> <p>Assess whether there is currently any physical marker or landscape treatment that signals a change from the surrounding area for each township approach. If existing elements exist, assess to what extent they should be retained, replaced or enhanced by the Gateway Strategy Principles and Elements. Part of the role of Gateways is also act as a recognisable marker of the Vision developed as part of this document. Refer Vision Statement.</p>	
Where should the Gateway be located?	Gateways should generally be located with clear sightlines and where other physical landscape cues naturally slow visitors on approach to townships.	Some locations may respond to future development extents and require close consideration and confirmation of these extents so they are appropriately placed.
What is the site extent of each Gateway?	The extent of the gateway will be informed by the local conditions of the particular site. Generally, Gateways should have a lead-in distance before any signage as well as a contrasting backdrop.	
What currently exists there? What can be built upon or improved?	Many existing Gateways in Moorabool Shire have some redeeming features that should be retained and where appropriate, enhanced by using the approaches outlined in the Gateways Strategy. For example, where recent tree avenue planting has been implemented or a plan exists to develop one, this should be continued for other Gateways to that township.	As well as positive aspects, some proposed sites have negative attributes that should be removed where possible. eg. other signage, scrub and visual clutter.
Where should the signage elements be placed?	Signs should be placed in a considered location and Gateway setting that allows for maximum contrast with the immediate surroundings. This contrast can be achieved through a combination of the Gateway Elements as well as the existing physical conditions.	Each sign type is double sided so that they have a presence from both directions. For this reason, siting should consider sightlines from both directions. In some installations, this may mean no text to the second side but rather that it is well presented - ie. not just support posts.
Which sign should be used and where?	One town sign (B) should be used at each key entry point to a township or settlement. While this may not be every entry, it should be at any approach that receives reasonably high volume of traffic. Secondary signs (type C) should be used where a longer lead-in to an obvious Gateway is present or where sightlines to the main sign might be obscured; eg. Hopetoun Park, where main sign is slightly after the intersection. Shire boundary signs (type A) should be used where a Shire boundary is on a highway.	Other uses for sign type C include; Where a town is on the Moorabool Shire boarder on a non-highway road, for other township way-finding purposes at a reduced scale.
How should changes in landform be considered?	Sites with steep cross-falls should generally be avoided and if they must be used then signs and other elements orientated across the slope - as long as this suits sightlines. Gateway elements should be arranged to make a composition that utilises any slope to advantage.	Existing drainage swales should be avoided for all Gateway installations in order to not encumber flows or drainage.
What other Gateway Elements should be used and how?	The use of boulders and pole clusters is intended to expand the immediate site of a Main town sign (type B) in the vertical plane and to lead ones eye on approach. These elements should be used at more significant (ie. high volume) approaches to frame other Gateway features such as planting and signage and give the Gateway more spatial prominence.	
What role should planting play?	Planting of tree avenues will offer the best long term legacy elements to any Gateway and result in memorable entries to townships and settlements. Avenues should be used in most cases where space and conditions allow. Other shorter term tree planting is usually proposed where signs require some level of contrast to a background or to screen unsightly neighbouring landscape features or development. Ground covers are used to help 'ground' signage sites and should be planted to both sides of signs as they are double-sided.	
What species should the proposed trees be?	The suggested species are dependant on each town with some departures allowed from the those listed in this document where local conditions prohibit them or where existing avenues have already been implemented.	
What is the ideal plant installation size?	45L pots	
How far apart should avenue trees be?	10m spacing from trunk to trunk	
How should existgin heritage elements be considered?	Where proposed Gateway elements are to be installed near existing heritage places, including built features and Avenues of Honour, Council's Heritage advisor should be notified and their permission sought.	When confirming final locations for all Gateways, Heritage overlays should be observed.

16 Decision process for developing each Gateway: Hopetoun Park example

Questions to Ask/Prompts:

Rationale:

Does this township or approach necessarily need a Gateway? If so, why?

Yes. To signify the entry into the township at the key decision point, that being the roundabout. To act as a recognisable marker of the vision developed for Moorabool Shire. Refer Vision Statement.

Where should the Gateway be located?

As there is only one road into Hopetoun Park - the gateway will be located on the approach to the roundabout.

What is the site extent of each Gateway?

The identifiable linear timber fence sets up this Gateway site and should be supplemented by avenue planting as one approaches the intersection as a long term cue to the town entry.

What currently exists there? What can be built upon or improved?

Grass verges with native trees upon approach, white timber fence, a roundabout and an aged existing sign surrounded by scrub.

Where should the signage elements be placed?

A secondary sign (C) should be located on approach to the roundabout to notify the driver that they are close to a decision point. The town sign (B) should be located to alert visitors of the town centre direction.

Which sign should be used and where?

As there is one obvious approach to the Hopetoun Park, the main sign (B) should be located at a point with long distance sightlines - as shown. The supplementary sign (C) has been placed to announce the start of the Gateway treatment from the highway approach.

How should changes in landform be considered?

Not applicable in this situation as other cues are more beneficial and landscape is relatively flat. Care should be taken to avoid locating the sign in the swale area.

What role should planting play?

A proposed avenue of trees offers a contrasting treatment from the natural composition of existing native trees and helps signify the more formal, intentional landscape of the Gateway.

What species should the proposed trees be?

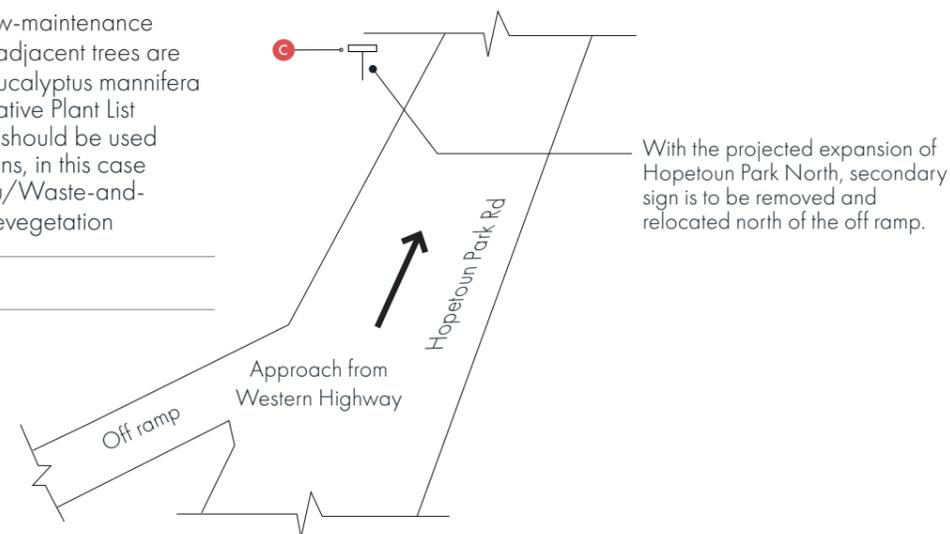
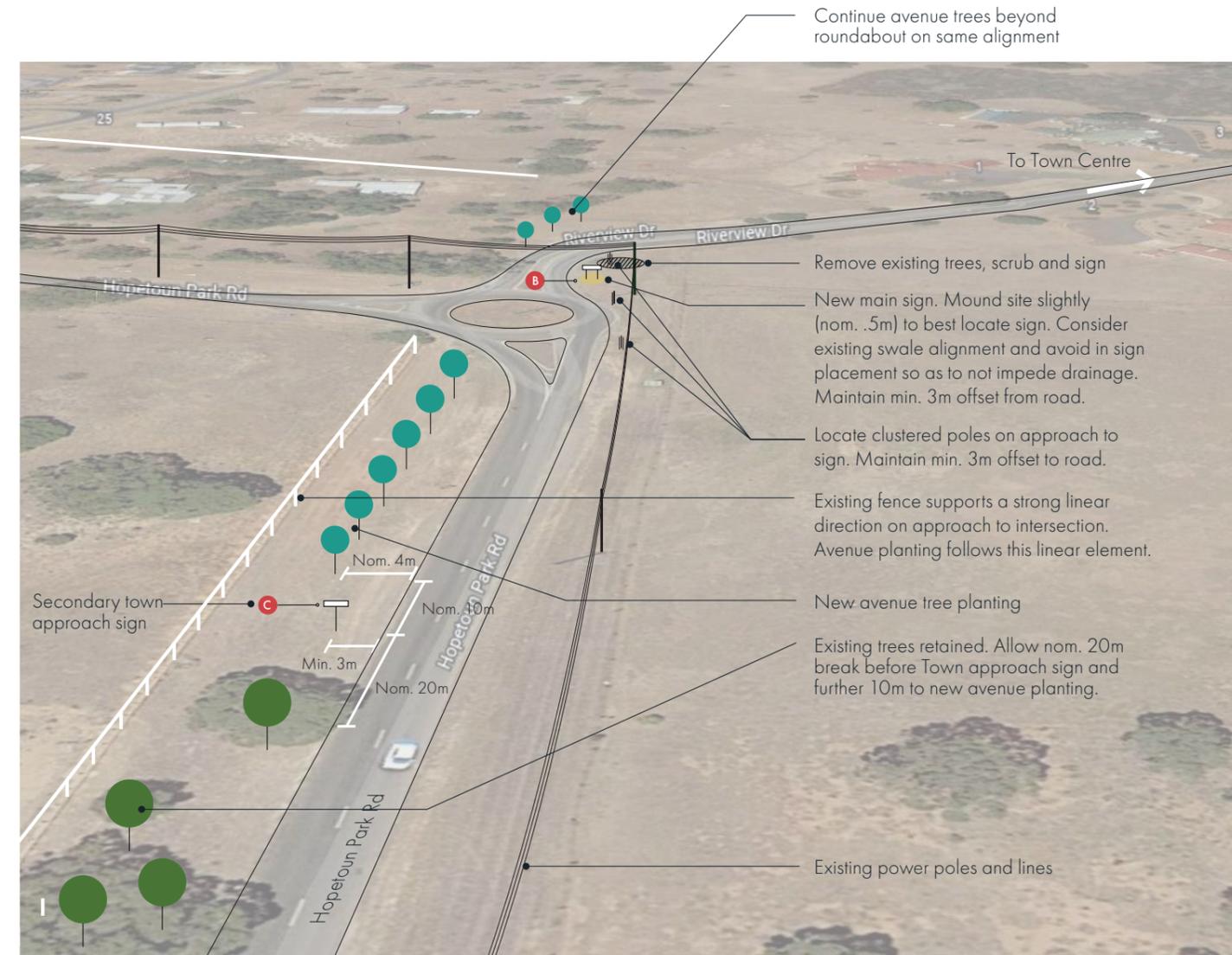
Native tree species proposed for hardiness, low-maintenance and in keeping with the rural surrounds. As the adjacent trees are natives as well, a contrasting species such as *Eucalyptus mannifera* should be used in this case. As there is not a Native Plant List for Hopetoun Park, the nearest township guide should be used as a check against inappropriate plant selections, in this case Myrning. (<https://www.moorabool.vic.gov.au/Waste-and-environment/Environment-and-sustainability/Revegetation>)

What is the ideal plant installation size?

45L pots as a minimum.

How far apart should avenue trees be?

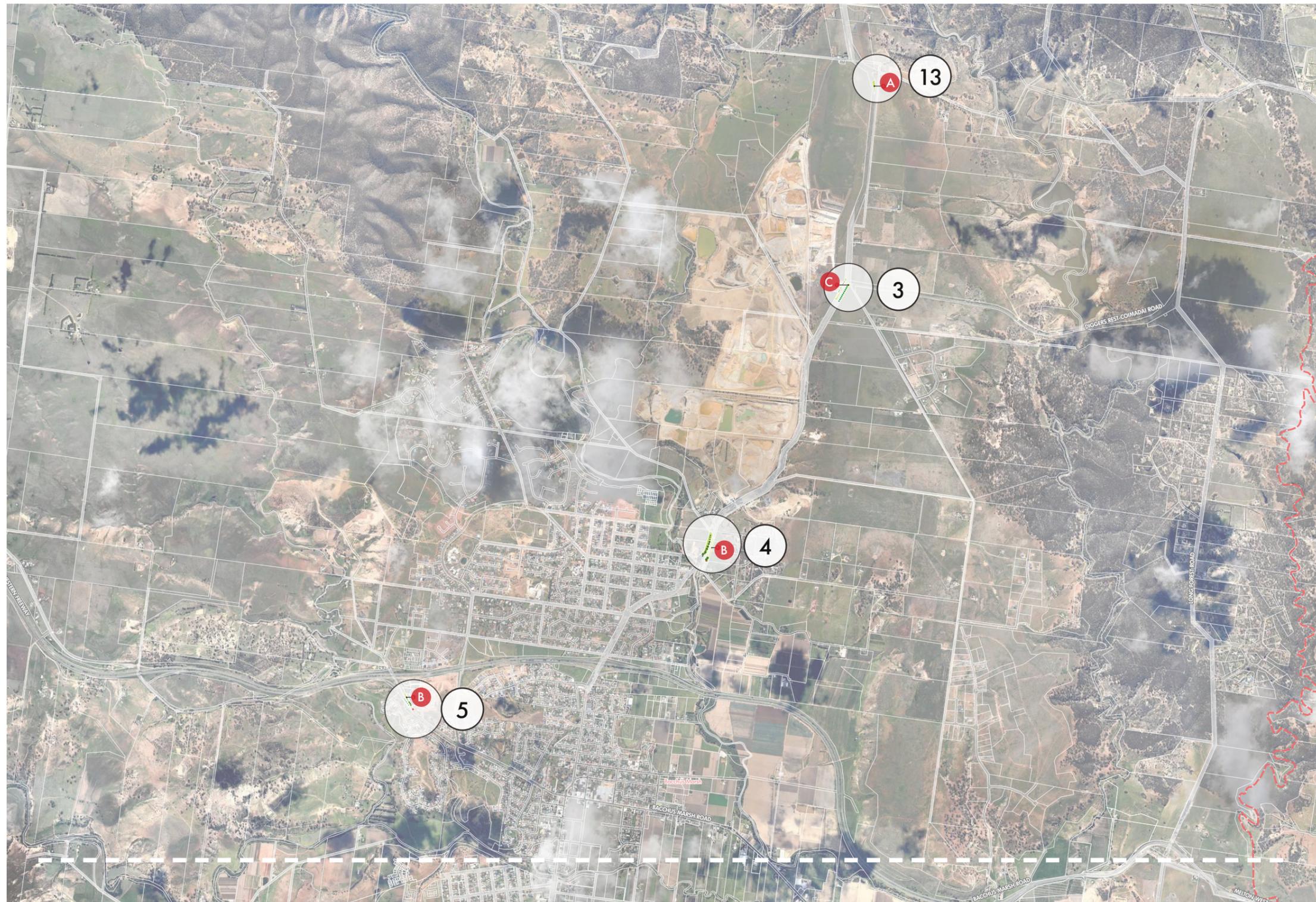
10m spacing from trunk to trunk



Part 3 - Appendices

Towns & Implementation





Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent



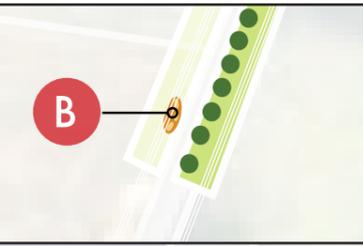
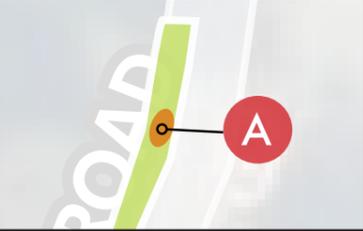
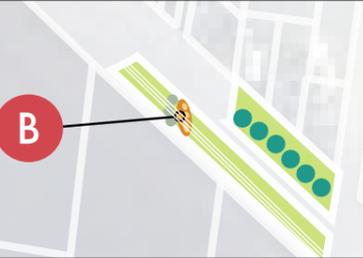
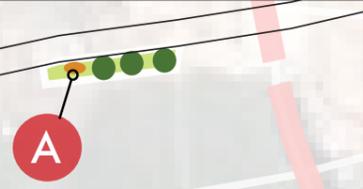
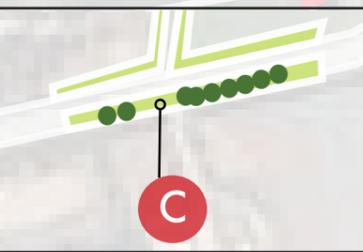
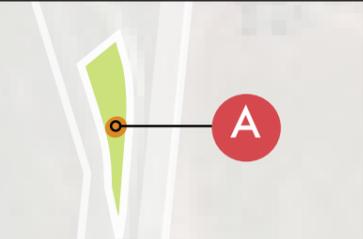
Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

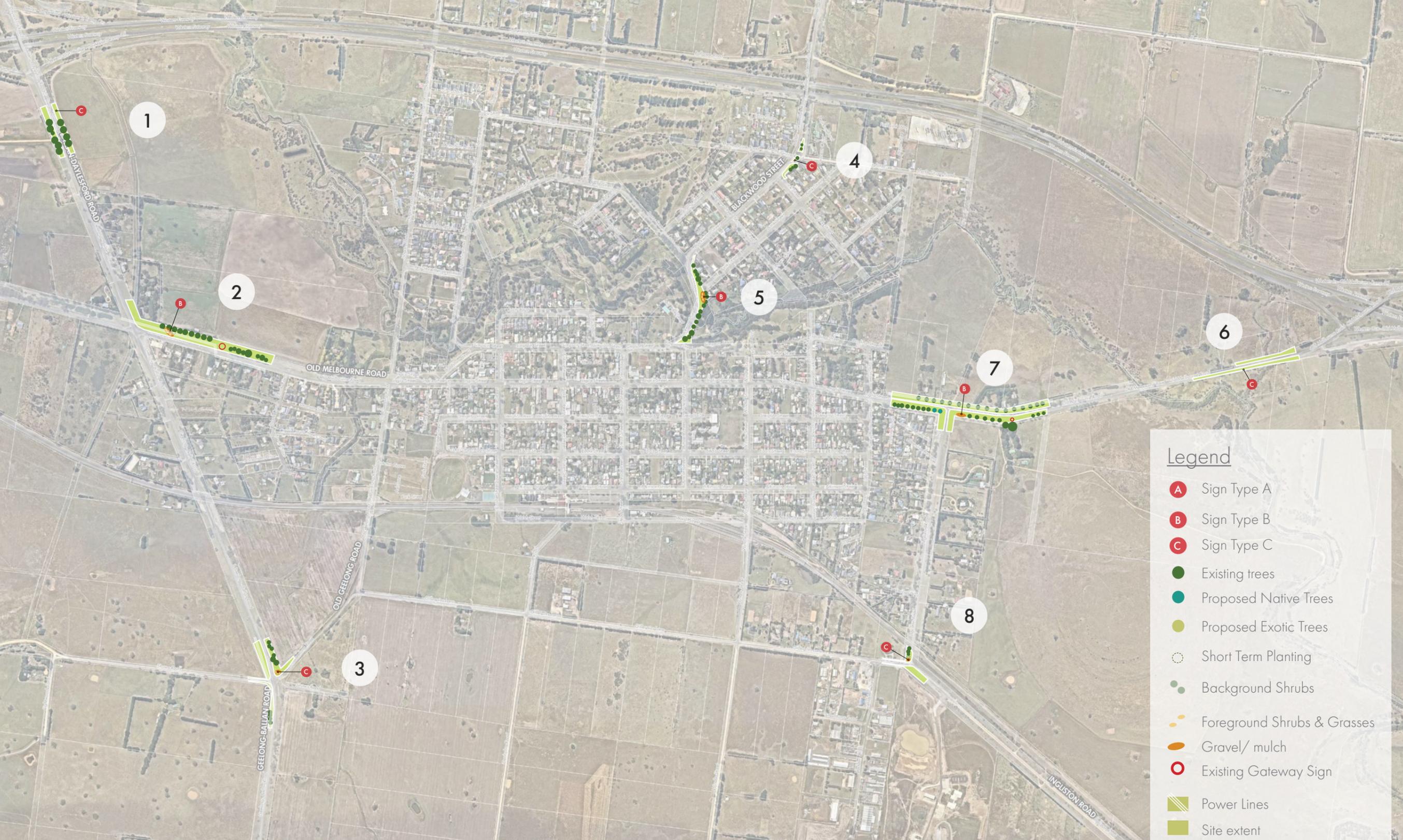
19 Bacchus Marsh - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type C	No land forming works required	Avenue style planting (optional)	Located in verge between freeway and old highway. Gravel/ mulch to base of sign	
2				Type B	No land forming works required	Ground plane grasses to front of sign. Position to optimize entry into avenue of honour	Formalization of kerb and landscape treatment with gravel/mulch to base of sign. Embellished saw cut rocks to sign base Relocate existing fence signage. Retain "Avenue of Honour" sign	
3				Type C	No land forming works required, avoid siting sign in swale area	Retain existing avenue planting to RH side. Potential avenue planting to LH side.	Formalization of edge between road and verge. Gravel/ mulch to base of sign Position sign on LH side.	
4				Type B	Minor land forming works required to provide even ground plane	Grass planting to front of sign. short term planting to sign background Long term planting of indigenous avenue to mirror conditions on RH side of the road	Formalization of kerb and landscape treatment with gravel/mulch to base of sign. Position signing to LH side	
5				Type B	No land forming required. Use existing mounded landform	Dense screening planting to RH side of the road; long term tree planting, supported by short term planting of native shrubs . To sign: Grasses in foreground, shrubs to the background. Retain and enhance existing background vegetation	Site sign on LH side of the road on existing mounded landform with existing trees in the background. Gravel/ mulch to base of sign	
6				Type A	No land forming required	No planting works required	Site sign on corner opposite power line. LH side. Avoid obstructing existing sign or obstructed new sign with existing sign. Improvement to kerb & gravel/ mulch to base of sign	

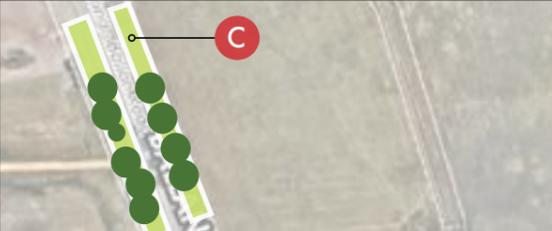
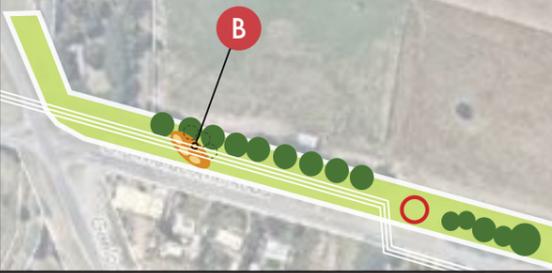
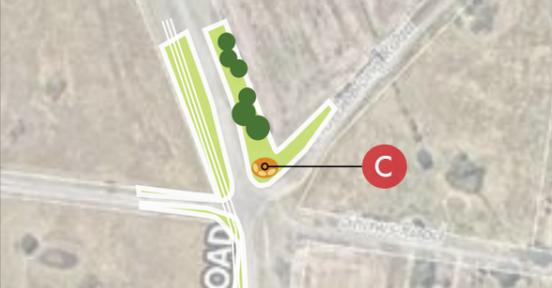
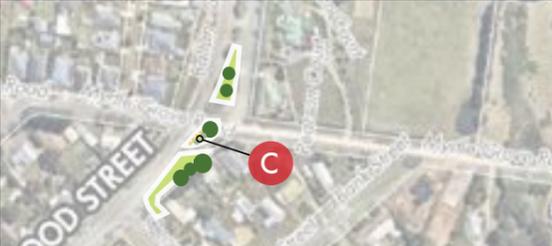
20 Bacchus Marsh - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
7				Type B	No land forming required	No planting works required.	Site sign on LH side of the road Gravel/ mulch to base of sign	
8				Type A	No land forming required	No planting works required.	Site sign on corner opposite power line. Position sign with consideration to avoiding obstruction of (or by) existing sign. Gravel/ mulch to base of sign	
9				Type B	No land forming required. Use existing mounded landform.	Dense screening planting to RH side of the road; long term tree planting, supported by short term planting of native shrubs. To sign: Grasses in foreground, shrubs to the background. Short term planting to sign background, supported by long-term tree planting offset from sign by > 6m. *Consider grass/ shrub planting to slope of mounded landform.	Position sign on existing mounded landform. Existing Tree planting to the background. Gravel/ mulch to base of sign. Embellished saw cut rocks & boulders or alternative to sign base.	
10				Type A	Minor mounding required to elevate sign to meet road level & sight-lines	No planting works required.	"Moorabool Shire" Sign Position in clearing, retain existing planting	Locate sign to RH side of road. Sign printing to both front and back of "Moorabool Shire" sign to be readable from both approach and departure to/ from shire.
11				Type A	No land forming required. Use existing hilly/ mounded landform.	No planting works required.	"Moorabool Shire" Sign Locate sign to RH side of road. Position on hill in natural clearing. *due to 4 lanes of traffic this shire sign cannot be made legible from both approach and departure. Only single side printing required.	
12				Type C				
13				Type A				

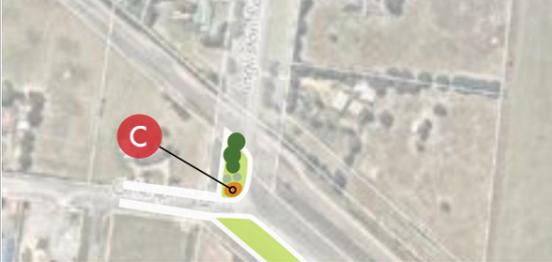
21 Ballan Gateway Framework



22 Ballan - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type C	Flat, grassed road reserve.		Basic signage installation.	Low
2				Type B	Flat, grassed road reserve.	Existing exotic tree avenue.	Locate closer to intersection than existing sign. Remove other signage clutter. Basic signage installation Boulder and pole elements to foreground and background	High pending decision on existing signage.
3				Type C			Basic signage installation Consider future relocation to Kerrins Lane when Ballan South growth precinct is implemented.	Medium
4				Type C			Tidy up location and provide boulders to formalise gateway.	Medium
5				Type B	Sloping grassed hill	Stone mulch and grasses to sign surround.	Retain slope to achieve level site for sign and grasses. Boulder and pole elements to foreground and background	Medium

23 Ballan - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
6				Type C	Flat, grassed road reserve.			Medium
7				Type B	Flat, grassed road reserve.	Infill planting to existing exotic avenue.	Basic signage installation Boulder and pole elements to foreground and background	High pending decision on existing signage.
8				Type C			Tidy up immediate site	Low

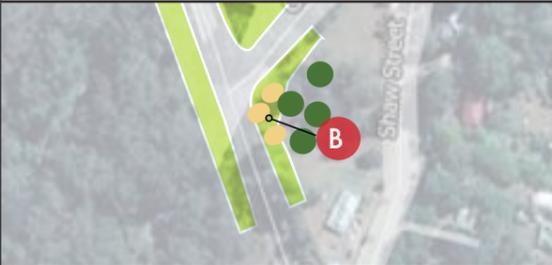
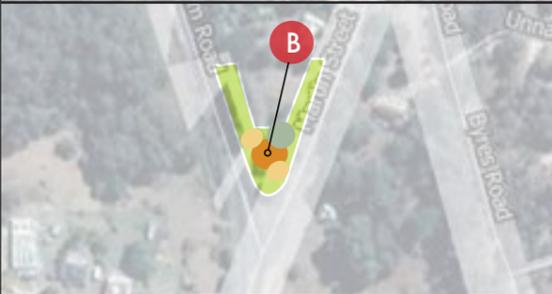
24 Blackwood Gateway Framework



Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

25 Blackwood - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type B	Medium to steep slope on corner. Locate sign mid way for good sightlines from Trentham approach.	Clean up grassed area. Supplement with grasses.	Basic sign installation.	Medium
2				Type B	Relatively steep drop-off to one (NW) side. Construct low retaining wall for level sign site.	Small Blackwoods to rear to be retained. Tidy up existing backdrop planting.	Basic sign installation. Boulders to foreground. Clustered poles to foreground and background.	High
3			No photo	Type C	Site at end of gravel pull-in area.	Existing tree avenue backdrop.	Tidy up site and define with boulders as necessary to give definition and protection to sign.	Low
4				Type B	Prominent, slightly undulating site at intersection.	Backdrop shrub planting. Foreground grass planting.	Low retaining wall to flatten site for foreground planting and sign	High
5	Not shown			Existing sign	Retain sign until decision to remove is agreed. When removed, there is no need to replace with any new sign as sign 4 serves the same purpose.			

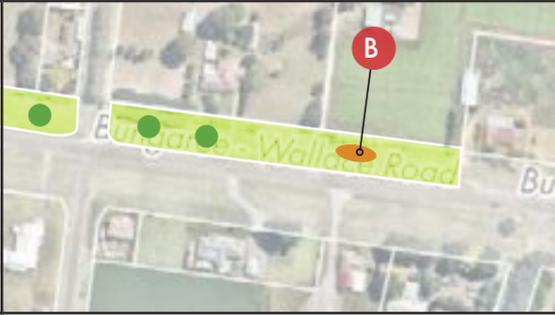
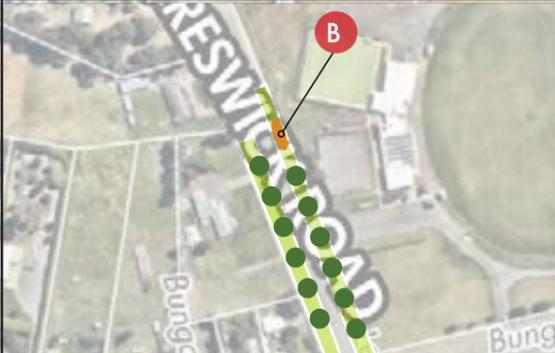
26 Bungaree Gateway Framework



Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

27 Bungaree - Implementation

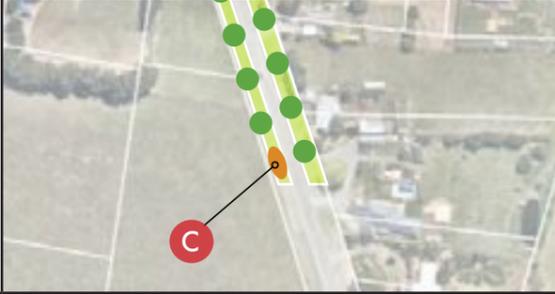
Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type B	Existing swale in road reserve	Avenue trees to western verge with species to match other recent avenues in town - possibly Acer buergerianum. Placement of avenue either side of drainage swale. Single or double avenue is suitable	Locate sign on rise before downhill transition to valley. Allow clear sightlines to sign from new avenue.	High
2				Type B	Existing	Existing immature avenue planting retained on both sides of road No new planting proposed	Locate sign at top of hill upon approach to Primary School Best placed around corner before the beginning of tree avenue.	High
3			No photo	Type C	Existing	No new planting proposed	Locate sign ahead of tree avenue and after service road cross-over. Consider relocating 'Give Way' sign.	Low

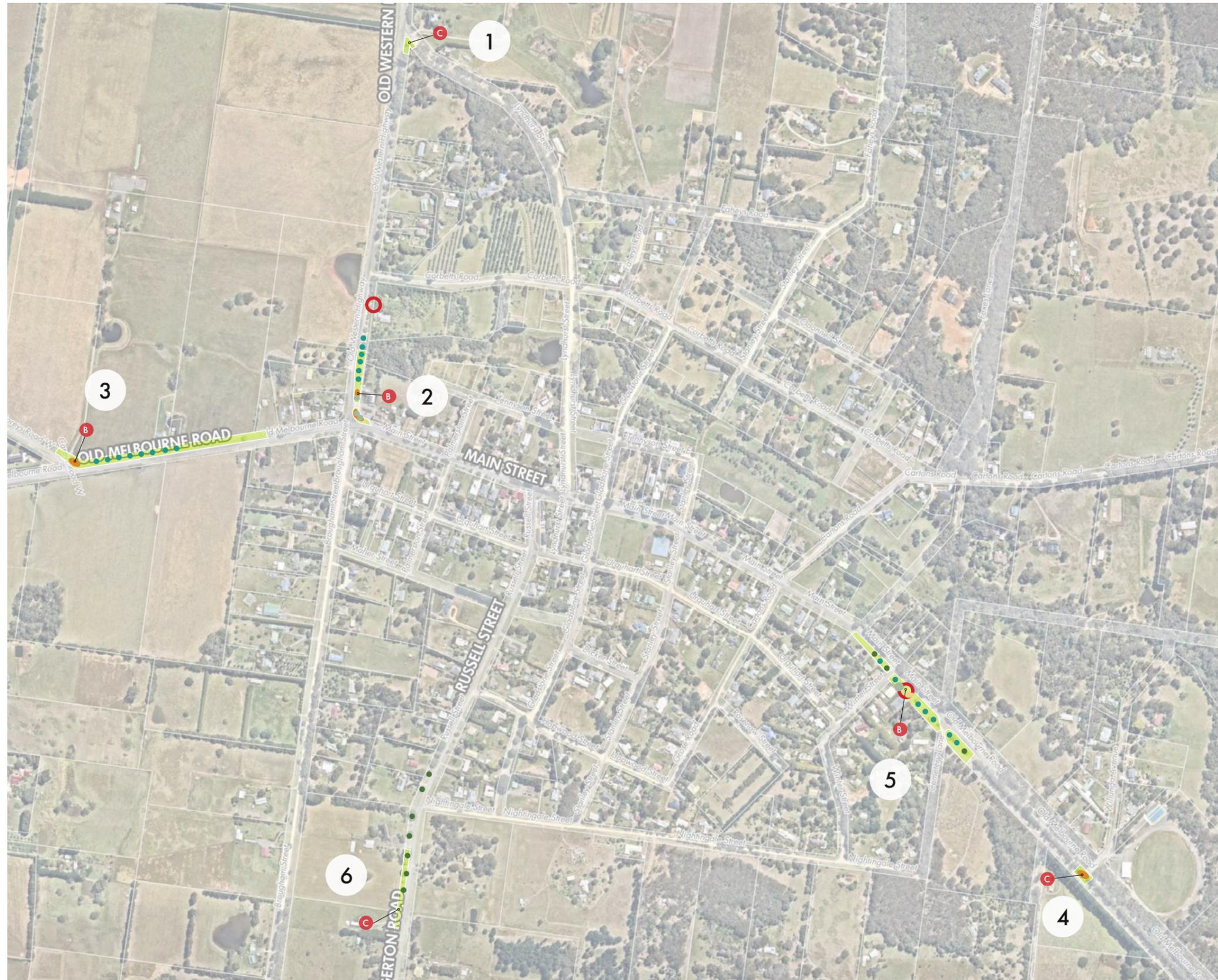


Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

29 Dunnstown - Implementation

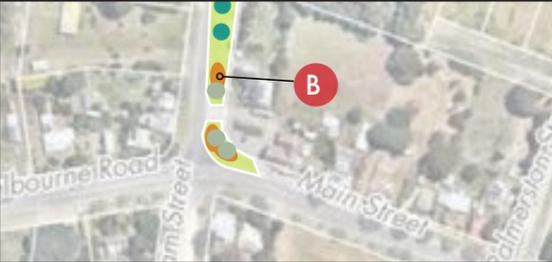
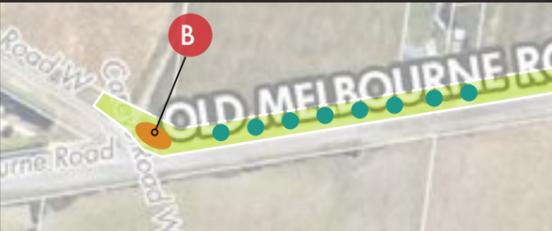
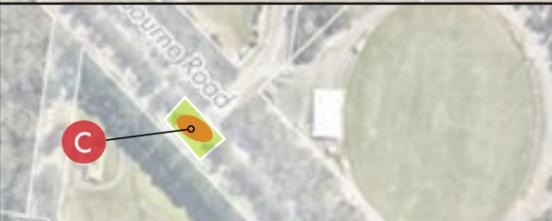
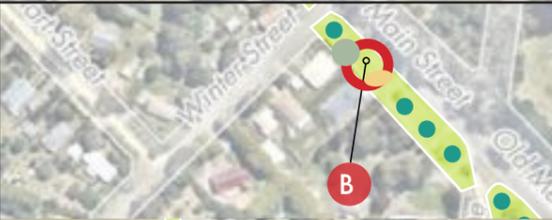
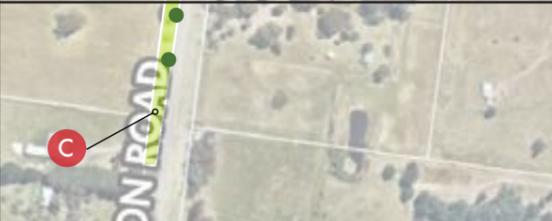
Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type B	Existing road reserve with swale.	Existing immature tree avenue as back-drop.	Locate sign after driveway cross-over. Long view from west. Locate to centre of swale so that posts do not interrupt water flow.	High
2			No photo	Type C	Existing road reserve.	Avenue trees to western verge with species to match other recent avenues in town - possibly Fraxinus SPP 'Ash'. Single avenue is suitable Check tree species suitability for under power lines.	Long view towards sign site.	Medium
3				Type B	Existing		Locate mid way between '80' speed limit sign and tree planting to private property.	High

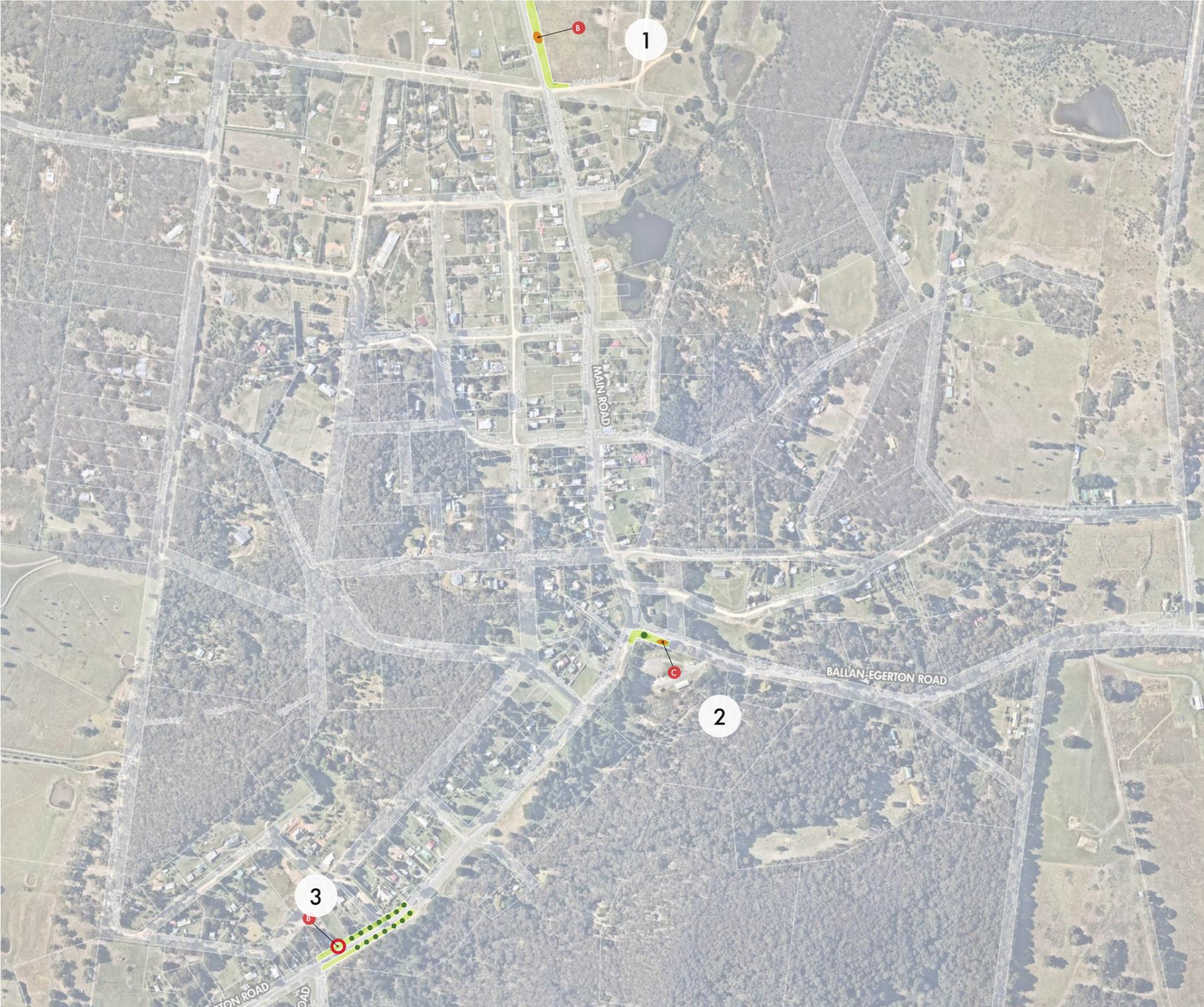


Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

31 Gordon - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type C	Flat site at intersection in road reserve.	No new planting. Maintain grass at low level around sign site.		Medium
2				Type B	Uphill approach to intersection currently with poor presentation.	New avenue planting to intersection - Acacia melanoxylon. Shrubs behind sign as backdrop.	Tidy up suggested site around sign for best presentation. Basic sign installation. Boulders to foreground. Clustered poles to foreground and background.	High
3				Type B	Road reserve with existing swale	New avenue planting to intersection - Acacia melanoxylon.	Mow and maintain immediate area. Basic sign installation.	High
4				Type C	Break in forest trees adjacent recreation reserve.		Clear site and prepare clear area for sign. Basic sign installation.	High
5				Type B	Road reserve with existing sign. Replace sign with new 'B' format sign	New avenue planting to intersection - Acacia melanoxylon.	Plant immediate site with grasses to foreground and shrubs as backdrop.	Medium, pending existing signage decision.
6				Type C	Break in road-side vegetation. Views to mountain to the east.		Basic sign installation.	Low
				Existing signs	Retain signs until decision to remove is agreed.			



Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

33 Mt Egerton - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type B	Road reserve with clear grassed area.		Basic sign installation with stone mulch to immediate site.	High
2			No photo	Type C	Road reserve with clear grassed area.	Retain single tree on corner as backdrop.	Basic sign installation with stone mulch to immediate site. Boulders to foreground.	High
3			No photo	Type B	Existing sign site consisting concrete plinth.	Existing tree avenue retained.	Basic sign installation. Boulders to foreground.	Medium, pending existing signage decision.
4				Existing sign	Retain sign until decision to remove is agreed.			

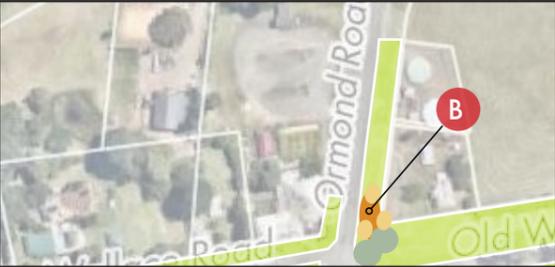
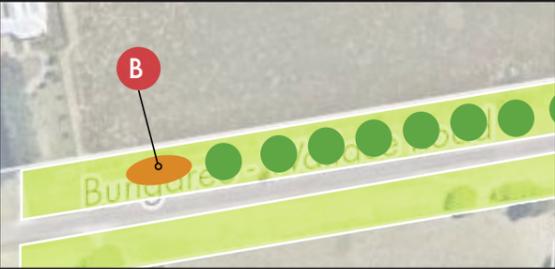
34 Wallace Gateway Framework



Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

35 Wallace - Implementation

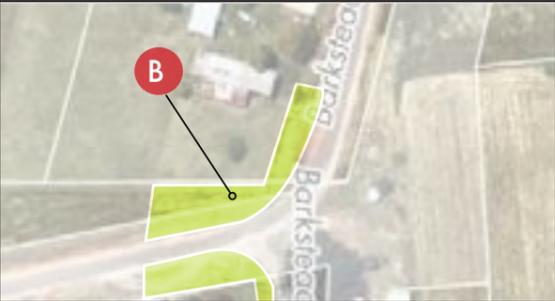
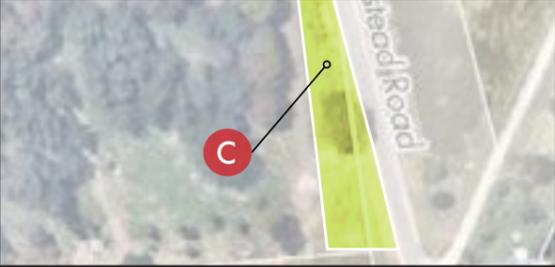
Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type B	Gravel road reserve with pot holes. Infill and repair immediate sign site.	Grasses to foreground and back-drop.	Stone mulch to immediate site. Basic sign installation. Boulders to foreground. Clustered poles to foreground and background.	
2			No photo	Type C	Road reserve - grassed	New planting to medians as shown to infill existing tree avenue with Algerian Oak.		
3				Type B	Existing	New avenue planting with Algerian Oak	Basic sign installation. Boulders to foreground.	



Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

37 Barkstead - Implementation

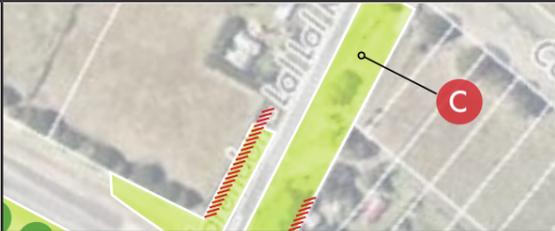
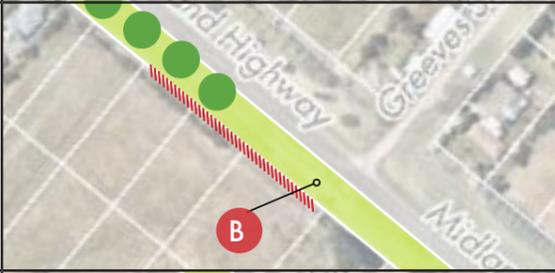
Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type B	Gentle sloping road reserve to corner.		Locate back from corner to allow for generous clearance to all sides. Basic sign installation. Clustered poles to front/rear.	High
2			No photo	Type C	Clear area to road reserve.		Make or define clearing to road reserve.	Medium
3			No photo	Type C	Gradually sloping grassed road reserve with mature trees around.			Medium



Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent
- Dry stone wall

39 Clarendon - Implementation

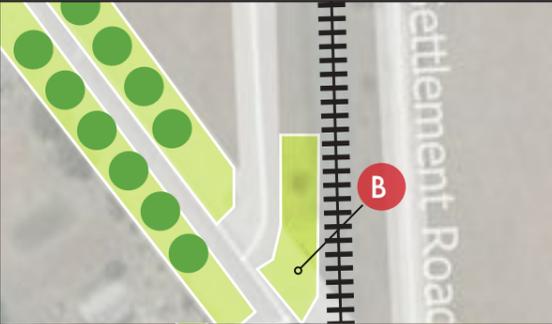
Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type C	Flat road reserve at top of hill on approach to intersection.			Medium
2				Type B	Corner location with shallow swale.	New avenue planting to NW road reserve - Pyrus calleryana	Construct a slightly mounded flat area for signage site in front of existing tree avenue. Basic sign installation. Consider constructing stone wall as backdrop to corner.	High
3				Type B	Broad grassed road reserve. Stone wall to property boundary as backdrop.	New avenue planting to NW road reserve - Pyrus calleryana Locate away from power lines and min. 3m from road reserve. Stagger to either side or one side of swale invert.	Basic sign installation.	High
4			No photo	Type C			Basic sign installation.	Medium



Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

41 Elaine - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type B	Flat road reserve between railway line and side road.	New avenue planting to both sides of road reserve - Exotic species to match immature avenue planted at southern entry to Elaine.	Construct a slightly mounded flat area for signage site. Basic sign installation. Poles to foreground and background.	High
2			No photo	Type B	Wide grassed road reserve.	Existing immature exotic tree avenue.	Basic sign installation.	High

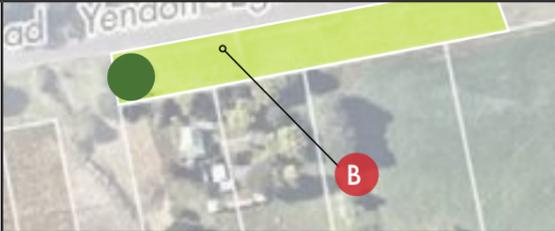
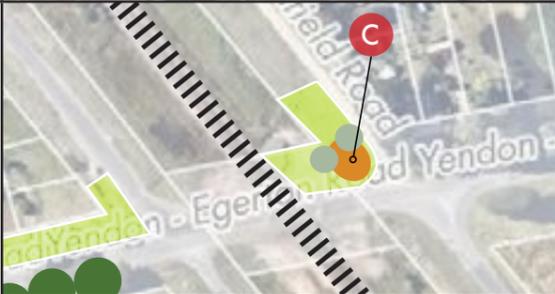
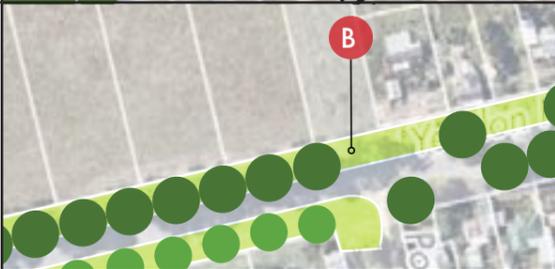


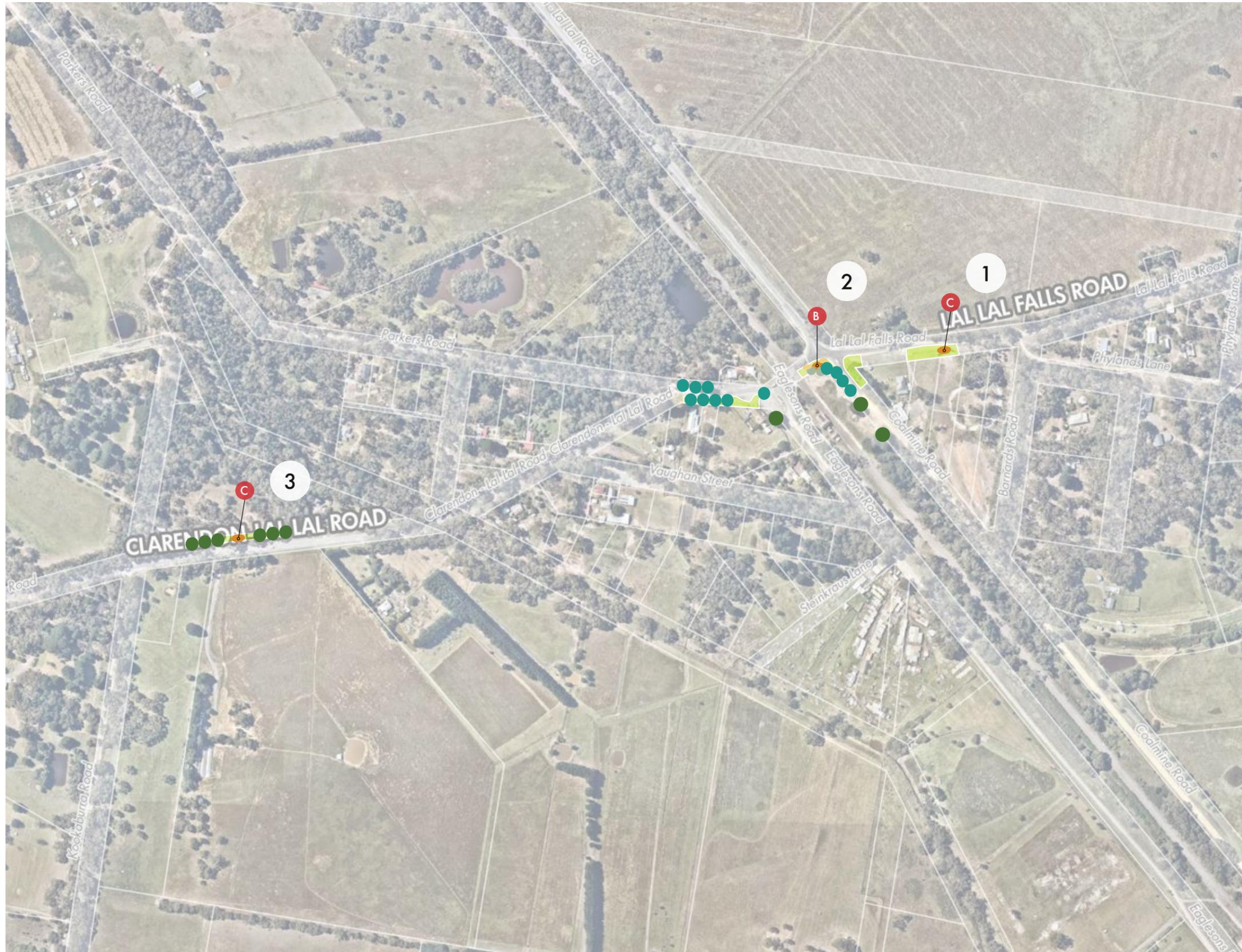
As new avenue planting is proposed adjacent the existing Avenue of Honour, advice should be sought from Council's Heritage advisor on any heritage related considerations of this proposal.

Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

43 Yendon - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type B	Wide grassed road reserve.		Locate nom. 30m before trees to road reserve in valley.	High
2				Type C		Grasses to foreground and shrubs to background.	Tidy up corner site at intersection by removing debris and formalise signage site. Stone mulch to ground sign site. Basic sign installation.	High
3				Type B	Clearing in road reserve where cypress avenue ends adjacent Pope St.	Continue avenue of honour trees planting (matching species) to southern side of road reserve.	Locate midway between cross-over and first avenue tree.	High

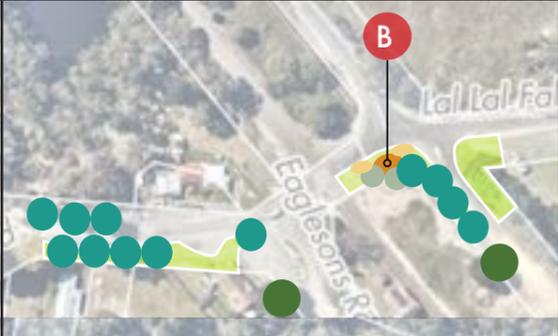
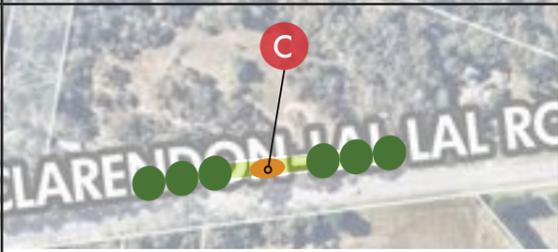


As new avenue planting is proposed adjacent the existing Avenue of Honour, advice should be sought from Council's Heritage advisor on any heritage related considerations of this proposal.

Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- ▨ Power Lines
- Site extent

45 Lal Lal - Implementation

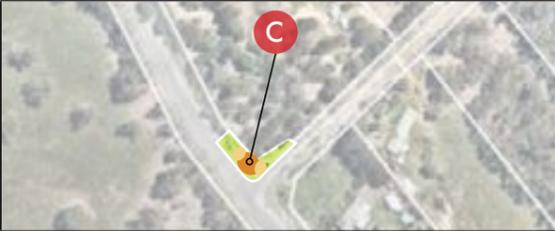
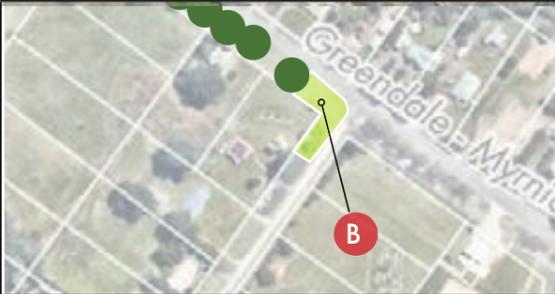
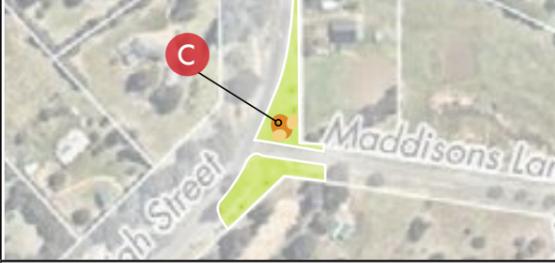
Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type C	Level road reserve.		Basic sign installation.	
2				Type B	Road reserve between road and rail parking area - gravel.	Grasses to foreground and shrub planting to backdrop. Plant trees to road reserve - Acacia melanxlon. Set back so sign visible from eastern approach. Remove cypress to town centre and replace with Acacia melanxlon.	Basic sign installation. Ensure long term sight-lines to station and hotel are not impeded by planting. Poles and boulders to foreground/background.	
3			No photo	Type C	Clearing in vegetation.		Basic sign installation. Stone mulch to sign site.	



Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

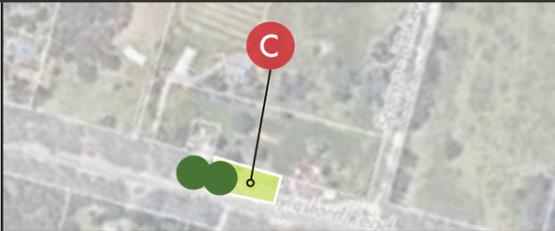
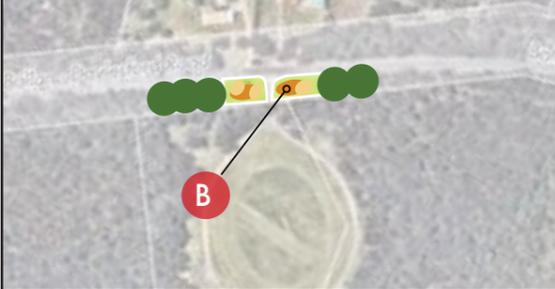
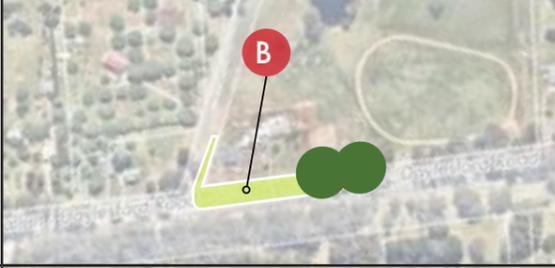
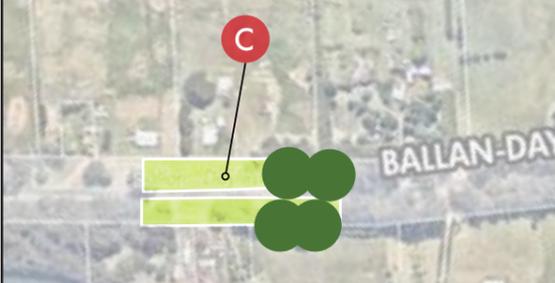
47 Greendale - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type C	Build-up and retain level area for sign and planting.	Grasses around sign base.	Low retaining wall to drain edge.	High
2				Type B	Road reserve after Napoleon Street.	Grasses to foreground.	Locate in front of large DoT sign, close to side road. Stone mulch to signage site. Basic sign installation. Boulders to foreground and background	Medium
3				Type B	Grassed road reserve.		Locate after bottom of hill on straight section of road.	High
4			No photo	Type C	Triangular road reserve in corner decent.			Medium
5				Existing sign	Retain sign until decision to remove is agreed.			



- Legend**
- A Sign Type A
 - B Sign Type B
 - C Sign Type C
 - Existing trees
 - Proposed Native Trees
 - Proposed Exotic Trees
 - Short Term Planting
 - Background Shrubs
 - Foreground Shrubs & Grasses
 - Gravel/ mulch
 - Existing Gateway Sign
 - Power Lines
 - Site extent

49 Korweinguboora - Implementation

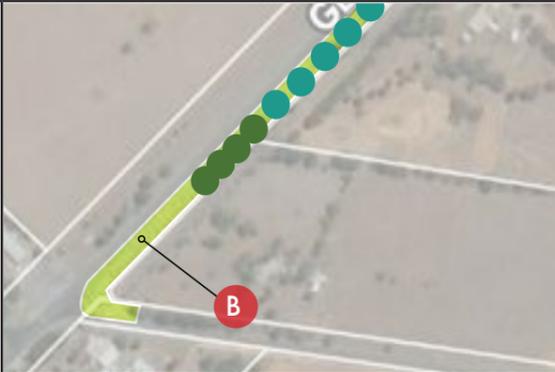
Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type C	Clear grassed area in break in roadside trees.		Signage name 'Spargo Creek' basic sign installation	High
2			No photo	Type B	Clearing adjacent recreation reserve entry road.	Grasses to both sides of recreation reserve roadway.	Prepare site either side of recreation reserve for gateway elements. Basic sign installation. Poles to foreground/background	High
3				Type B	Clear grassed area in break in roadside trees.		Basic sign installation. Poles to foreground/background	High
4				Type C	Clearing in roadside trees.		Layered sign installation with two tiered sign - Settlement name and Shire boundary. See Strategy document.	High



Legend

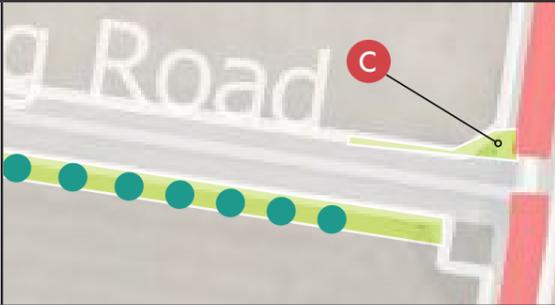
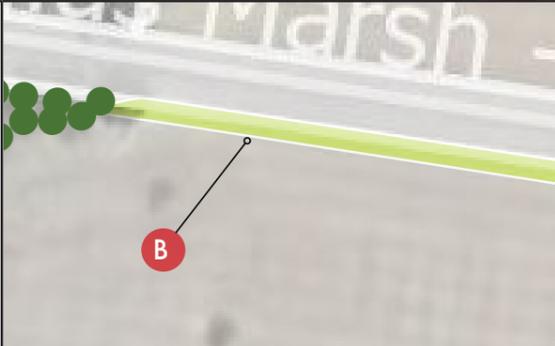
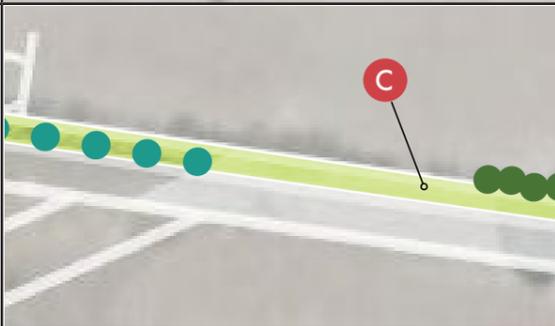
- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

51 Balliang East - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type B	Road reserve, flat	New tree avenue before intersection - Eucalyptus sideroxylon.	Locate sign beyond existing roadside trees. Basic signage installation. Poles and boulders to approach.	High
2			No photo	Type B	Road reserve, flat		Basic signage installation. Stone mulch Poles and boulders to approach.	High
3			No photo	Type C	Road reserve		Basic signage installation.	Low



53 Balliang - Implementation

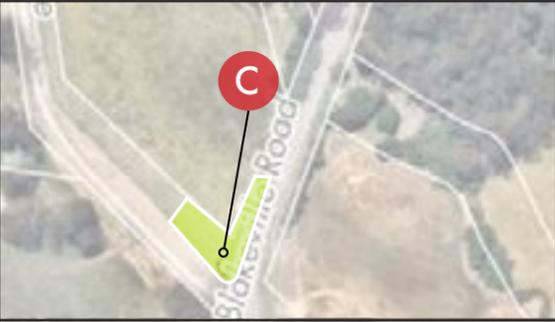
Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type C	Corner site, flat.	New tree avenue before intersection - Eucalyptus mannifera.	Basic signage installation.	Medium
2			No photo	Type B	Grassed road reserve.		Locate sign nom. 30m from existing tree cluster. Maintain sightlines to from new avenue.	High
3			No photo	Type C		Inter-disperse roadside planting with additional trees - Eucalyptus mannifera.	Locate in clearing on road reserve to north side of road.	Medium

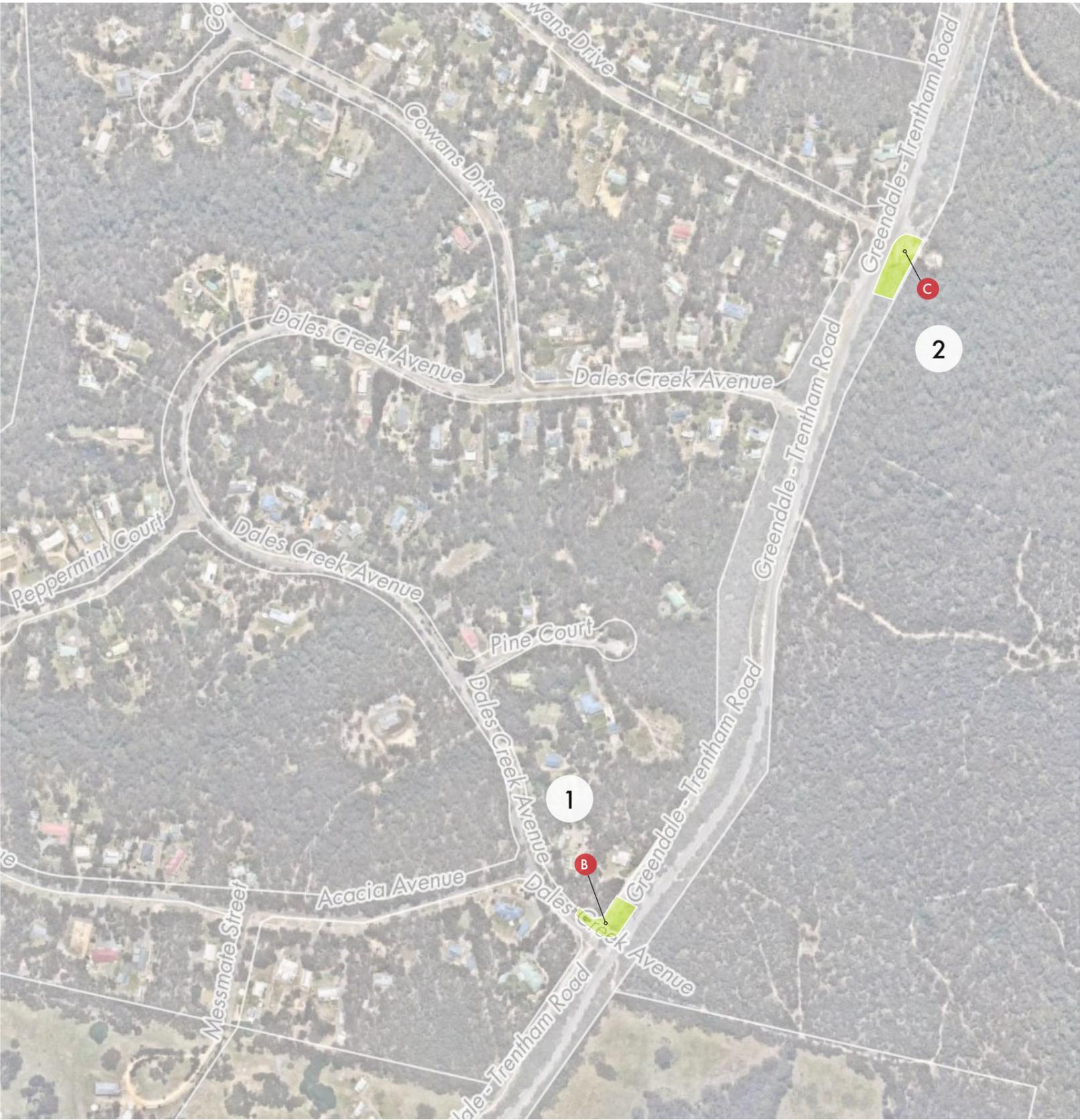


Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

55 Blakeville - Implementation

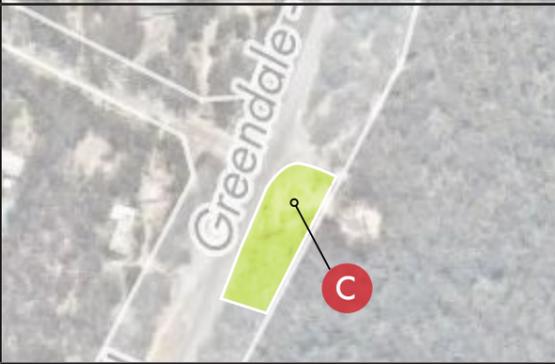
Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type C	Flat, grassed road reserve.		Basic signage installation.	High
2			No photo	Type C	Flat, grassed road reserve.		Basic signage installation.	Medium



Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

57 Dales Creek - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1			No photo	Type B	Gravel road reserve.		Basic sign installation. Poles to foreground and background. Boulders to protect site in foreground	High
2			No photo	Type C	Gravel road reserve at bus stop.		Adjacent existing road sign at bus stop. Consolidate signage and provide definition to sign site with boulders and pole cluster.	Medium

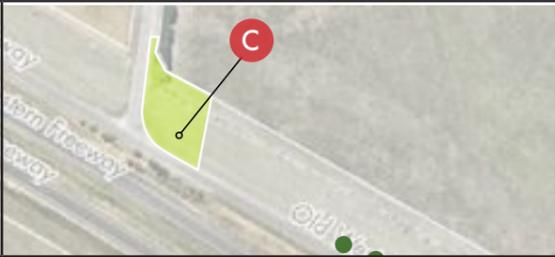
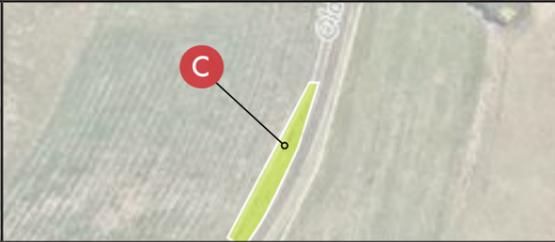


As new avenue planting is proposed adjacent the existing Avenue of Honour, advice should be sought from Council's Heritage advisor on any heritage related considerations of this proposal.

Legend

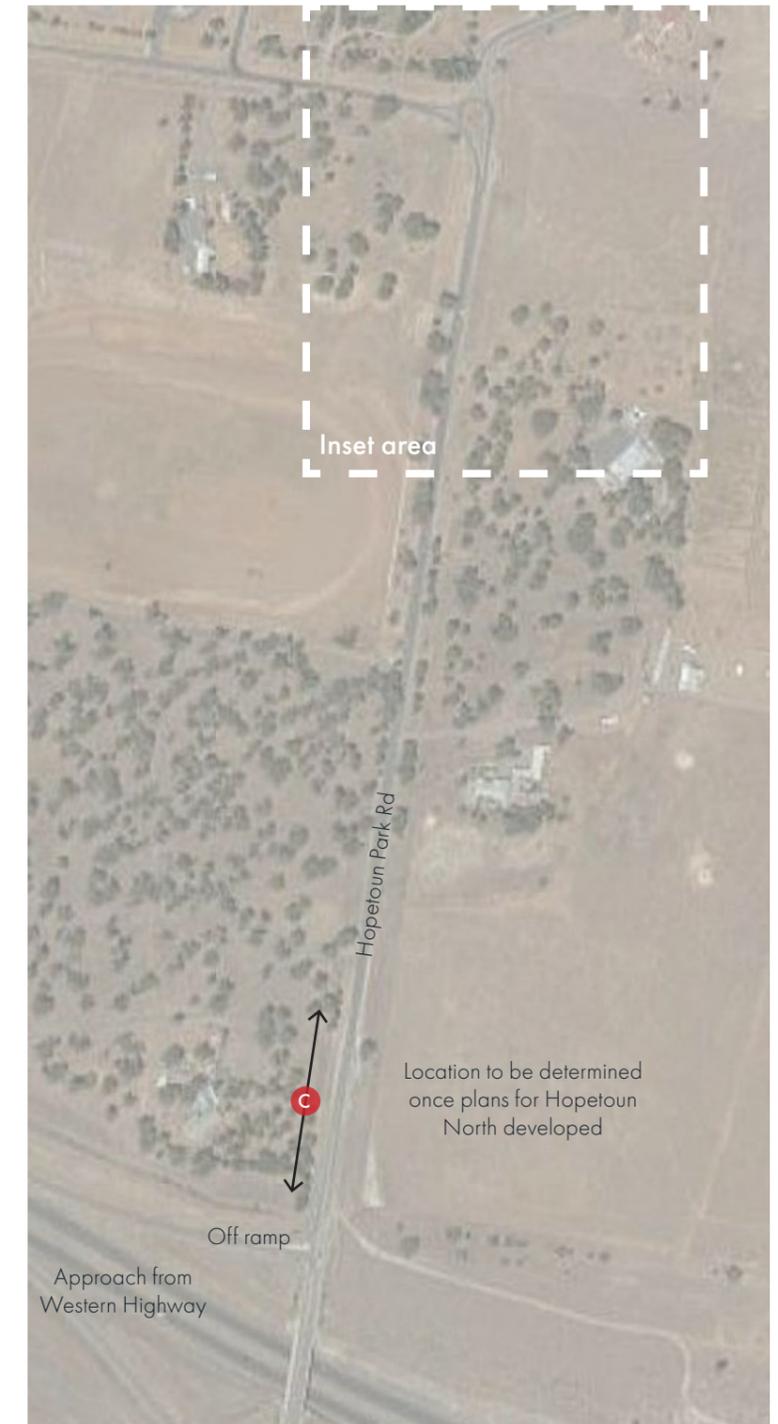
- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent

59 Myrning - Implementation

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type C	Road reserve.		Basic sign installation.	Medium
2				Type B	Grassed, road reserve, flat		Locate with generous distance to brick memorial. Poles to foreground and background.	High
3				Type B	Grassed, road reserve, flat		Locate on broad corner site with views to township in distance. Basic sign installation. Poles to foreground and background.	
4				Type C	Grassed, road reserve, flat		Locate at top of rise with long views to town.	
5				Existing sign	Retain sign until decision to remove is agreed.			

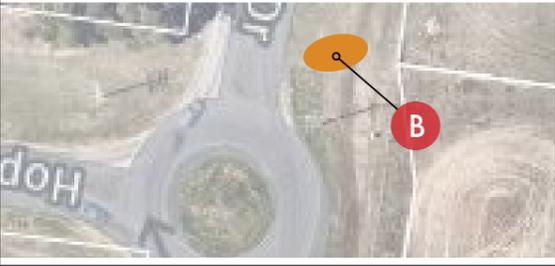
Legend

- A Sign Type A
- B Sign Type B
- C Sign Type C
- Existing trees
- Proposed Native Trees
- Proposed Exotic Trees
- Short Term Planting
- Background Shrubs
- Foreground Shrubs & Grasses
- Gravel/ mulch
- Existing Gateway Sign
- Power Lines
- Site extent



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

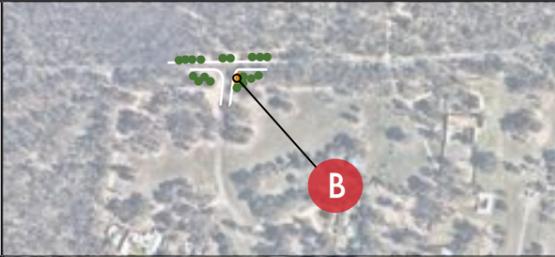
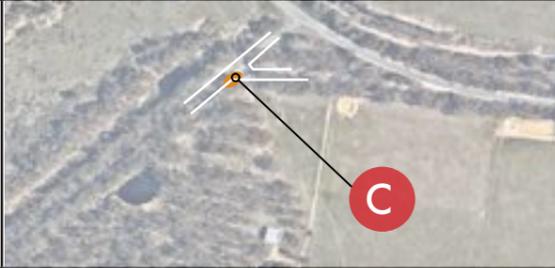
61 Hopetoun Park Gateway Framework

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type C	Road reserve.	Avenue planting, Eucalyptus mannifera	Basic sign installation.	Low
2				Type B	Grassed, road reserve, slightly mounded	Continue avenue beyond intersection.	Locate clear of existing swale and of overhead power-lines. Poles to foreground and background. Remove existing sign and shrubs/trees behind.	High



- Legend**
- A Sign Type A
 - B Sign Type B
 - C Sign Type C
 - Existing trees
 - Proposed Native Trees
 - Proposed Exotic Trees
 - Short Term Planting
 - Background Shrubs
 - Foreground Shrubs & Grasses
 - Gravel/ mulch
 - Existing Gateway Sign
 - Power Lines
 - Site extent

63 Long Forest Gateway Framework

Reference	Location	Setting	Photo	Gateway Palette				Implementation Priority
				Signage	Landform	Planting	Siting & Features	
1				Type B	Road reserve on northern side of Sundew Ave.	No planting but clear immediate area of existing vegetation	Basic sign installation. Avoid swales or depressions. Intersection of Sundew Ave.	High
2				Type C	Neaten road reserve edge and place gravel up to road edge around sign area.	No planting		Medium
3				Type C	Grassed, road reserve, flat	Staggered avenue of native trees. Eucalyptus sideroxylon or mixed with Eucalyptus mannifera	Locate avenue parallel to road to set up sightline to distant view of mountains. Sign at end of avenue after corner turn on Long Forest Rd. Tidy up gravel mounding at corner.	Medium