



Horsham CAD Revitalisation

STREETSCAPE PLAN

AUGUST 2022



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The Horsham Rural City Council acknowledges the five traditional owner groups of this land; the Wotjobaluk, Wergaia, Jupagulk, Jaadwa and Jadawadjali people. It also acknowledges all other Aboriginal and Torres Strait Islander People who are part of the Horsham Rural City community today. We recognise the important and ongoing place that all Indigenous people hold in our community.



1
Project
Context



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1 | PROJECT CONTEXT

Introduction

In mid 2021, Horsham Rural City Council (HRCC) commissioned the Central Activities District (CAD) Framework and Streetscape Plan (the Plan). The aim of the Plan is to identify opportunities to revitalise the Horsham CAD to attract new business activity and people to the Town Centre. It is envisioned that this will be realised through a series of public realm, built form and streetscape interventions that will improve the visual amenity, design quality, vitality and function of the urban environment within the Horsham commercial core. The Plan will assist Council to prioritise public realm improvement works in the CAD, anticipate future renewal works and improve the overall function of the local streets.

What is a CAD Framework and Streetscape Plan?

The Council's focus for the CAD Framework and Streetscape Plan is all aspects of the public realm and streets within the Town Centre, although the Plan will also touch on built form, heritage, development opportunities and retail where it interfaces with public realm. The Plan seeks to outline improvements in the public realm that can also be catalytic and trigger private investment. The public realm refers to any publicly owned land within the CAD. This includes streets, footpaths, parks, and government-owned land. The Plan seeks to influence the design of:

- Open space (e.g., parks, plazas)
- Footpaths, laneways and streets
- Places for sitting, gathering, socialising, outdoor dining
- Bicycle infrastructure
- Street trees and canopy
- Wayfinding and signage
- Façades

Placemaking will also be a focus of the project, and is centred around designing and creating better, safer and more enjoyable urban spaces for people. It relies strongly on community participation and stewardship. Good placemaking makes use of underutilised spaces to enhance the urban experience at the pedestrian scale.

Placemaking can involve actions ranging from temporary installations and events to strategic plans for improvement of infrastructure and facilities.

Study Area

The area of focus for the project is the Central Activities District (CAD). The CAD refers predominantly to Horsham's Town Centre. It is bound to the north by Baillie Street, to the east by Urquhart Street, and to the west by Darlot Street. The Study Area also includes the main arrival corridor of O'Callaghans Parade, and Horsham Plaza to the west of Darlot Street. In this document the Study Area will be referred to as the Study Area, the CAD or the Town Centre interchangeably. (Figure 1)

Project Approach

The Plan comprises two broad stages. Stage 1 included an Urban Design Analysis of the Horsham CAD. This included a review of land use and activity patterns, public and open space network, access and movement networks, streetscape infrastructure and built form. The analysis also included a detailed review of previous HRCC strategic documents, that offer excellent insight into how to improve Horsham's CAD.

The Stage 1 Urban Design Analysis was then used to guide the Streetscape Plan which forms Stage 2 of the project. The Streetscape Plan establishes broad strategies, and specific opportunities for developing safe, attractive, coherent and high quality streetscapes and public spaces to support and sustain a dynamic range of economic activities within the CAD. It also identifies projects for capital investment.

Project Outcome

The ultimate goal for this project is to take the ideas from previous strategic work, add new ideas, test them with the community and stakeholders, and develop a more detailed set of recommendations focused on urban design, landscape architectural, public realm and transport improvements. The end product will be a set of costed recommendations and a prioritised list of improvements. It will be a document that is usable, practical and leads directly to funding opportunities and ultimately constructed projects.

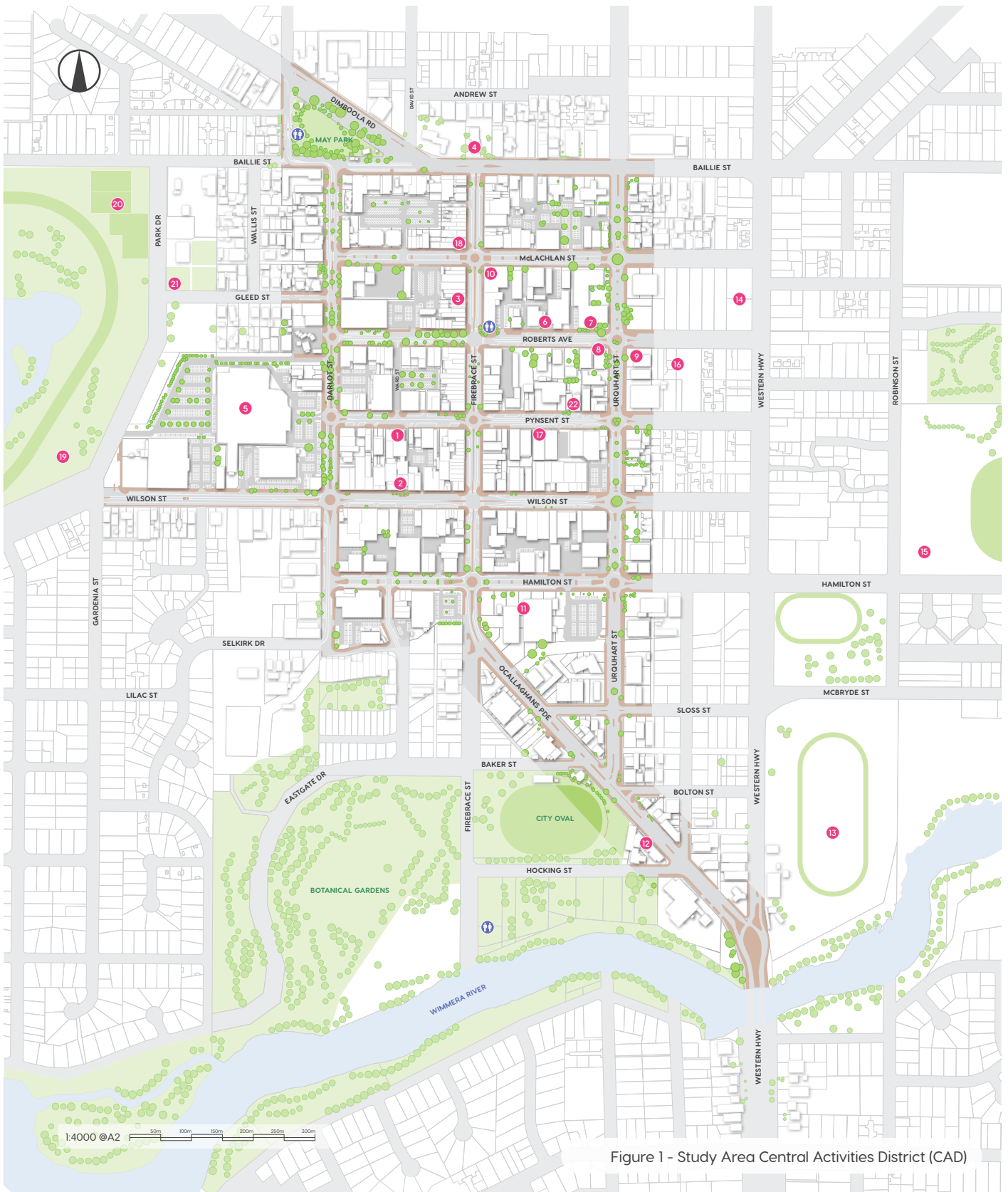


Figure 1 - Study Area Central Activities District (CAD)

- | | | |
|---|--|---------------------|
| 1. Horsham Town Hall and Information Centre | 9. Horsham Senior Citizens Centre | 17. Horsham Theatre |
| 2. Horsham Regional Art Gallery | 10. Horsham Post Office | 18. T&G Building |
| 3. Bradbury Lane Mural | 11. Horsham Aquatic Centre | 19. Skate Park |
| 4. Anglican Parish of Horsham | 12. Horsham Mens Shed | 20. Tennis Courts |
| 5. Horsham Plaza | 13. Horsham Greyhound Racing Complex | 21. Bows Club |
| 6. Police Station & Magistrates' Court | 14. Michael & John's Primary School | 22. The Old Station |
| 7. Horsham Rural City Council | 15. St Brigid's College | |
| 8. Wesley Performing Arts Centre | 16. Horsham Community Childcare Centre | |



2

Strategies & Opportunities



CARLTON
DRAUGHT

TOILETS (M)
AT TOWN HALL

Amcar
Coffee & Cakes
5312 2001

2 | STRATEGIES AND OPPORTUNITIES

Seven broad improvement strategies have been identified that begin to frame the direction and the themes of the CAD Streetscape Plan.

Many of these ideas have been raised previously by the community and in previous Council studies. The goal of this project is to build upon and add to work that has been completed previously, but to present and package it in a way that makes it a step closer to implementation.

The broad improvement strategies described in more detail on the following pages are:

Improvement Strategy #1

Develop the off-street laneway network into a series of comfortable and interesting places that also provide a safe and convenient pedestrian network throughout the CAD.

Improvement Strategy #2

Identify improvements for priority streets across the CAD.

Improvement Strategy #3

Strengthen character and identity by promoting and restoring heritage features and telling the stories of the town and the area.

Improvement Strategy #4

Create more outdoor places for meeting, gathering and socialising in Horsham's Town Centre.

Improvement Strategy #5

Improve safety and both physical and visual connections between the Town Centre and broader Horsham.

Improvement Strategy #6

Improve the streetscapes of Horsham's Town Centre with new furnishings, paving and planting.

Improvement Strategy #7

Green the Town Centre and better utilise the streets and public spaces to create a cooler, more climate-ready urban environment

Each strategy outlines a series of broad opportunities including steps to implementation and quick wins.

Following the strategies is a series of specific and implementable projects, each of which relates back to a specific strategy.

Figure 2 depicts the overall Masterplan. The following pages describe it in detail.



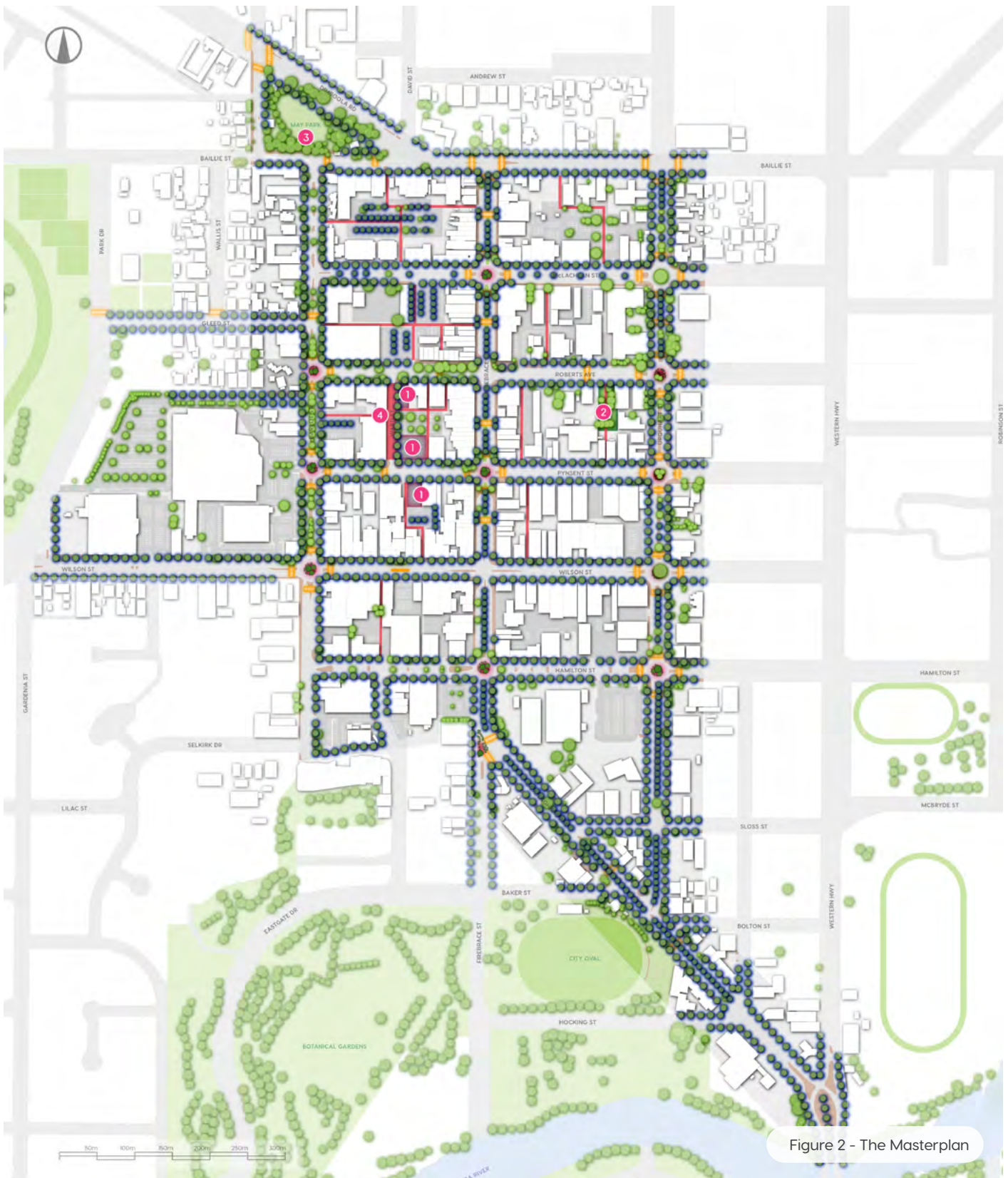


Figure 2 - The Masterplan

- Existing Trees
- - - Proposed Street Trees and Streetscape Improvements
- Laneway Improvements
- ▤ Pedestrian Safety Improvements (Mid-Block and at Intersections)
- 1 Potential Town Square Locations
- 2 Children's Park
- 3 May Park Improvements
- 4 Ward Street Shared Street Improvements

Improvement Strategy #1

Develop the off-street laneway network into a series of comfortable and interesting places that also provide a safe and convenient pedestrian network.

Why is this important?

Economic Linking the town's carparks to an improved network of laneways will make it easier for people to access shops and cafés and pubs. Additionally, the laneways themselves could support new business opportunities.

Social Improved laneways will provide more spaces for socialising and gathering, and people filled, bustling streets that are attractive for visitors to stop and explore.

Environmental Promoting the concept of parking once in the CAD and walking between destinations will limit the number of daily car trips through the CAD, which is good for the environment. Additionally, the laneways will become comfortable, shaded places.

Safety An off-street laneway network with linked mid-block crossings will provide a safe, alternative path of travel through the CAD.

Wellbeing Encouraging people to park once and walk between destinations is good for health and wellbeing.



Activated laneway with pop-up cafe



Art can transform an urban laneway

Broad Opportunities

The existing partial off-street laneway network in Horsham's CAD is already well used by locals, and seems to be a source of local pride. It is possible to further connect the laneways of Horsham to create a complete and viable off-street pedestrian network that better connects parking to retail and other destinations in a safe and interesting way. There is also significant opportunity for placemaking in the laneways, including social or artistic events, heritage interpretation, public art, and business opportunities.

For implementable projects see Project #1 Laneways

Broad Physical Improvements

1. Identify all laneway opportunities within the city blocks of Horsham's CAD. In most cases, laneways will be public easements, but since the goal of the Streetscape Plan is to identify a continuous off-street pedestrian network there may also be instances where private land through existing carparks is identified as a key pedestrian route. In these cases, negotiation with landowners would need to occur.
2. Demarcate the laneways and pedestrian connections using temporary or low cost materials, or high quality paving materials. Temporary materials provide an excellent opportunity to test a laneway improvement project before committing more significant funding.
3. Identify opportunities to link the laneways by means of safe mid-block crossings. Mid-block crossings may be painted zebra crossings or raised wombat crossings.
4. Harness placemaking opportunities in the laneways. Improve the amenity of the off-street laneway network by adding seating, bins, signage and lighting. Furnishings may be temporary or permanent.
5. Integrate public art and interpretation opportunities within the laneways. The laneways are a ideal opportunity to showcase local art and installations.
6. Consider programming implications of laneway activation such as provision of a power source and WiFi connections. Community and stakeholder feedback has identified the importance of identifying how a space is intended to be used, and planning appropriately for it.
7. Consider the CCTV network when undertaking physical changes to streetscapes and infrastructure upgrades.
8. In the long-term, consider the redevelopment potential of some of the Council-owned carpark sites located throughout the CAD, while balancing parking needs.

Path to Implementation

- In parallel with physical improvements create 'The Horsham Walk' brand. There is an opportunity to create a new name that is unique to the laneways identification and improvement projects. The 'Horsham Walk' could be branded as a completely off-road pedestrian experience through the Town Centre, and include its own signage and brand identity.
- Commit to programming efforts and initiatives when planning physical improvements to the public realm. The provision of a physical space must go hand-in-hand with programming efforts to ensure that the spaces can be used effectively and as intended.
- Look for opportunities to trigger private investment - for example an upgrade to a public laneway may be a catalyst for a cafe to add an off-street 'coffee window' accessed from the laneway.
- Commence with one block (See Project #1). Capitalise on existing improved laneways such as the one next to the Farmhouse Cafe. Safely connect this pedestrian laneway across to Coles.
- Understand ownership patterns. Many of the internal carparks in Horsham are publicly owned, which makes improvements less complicated. For those privately owned parcels - begin the conversation with landowners about pedestrian and placemaking improvements.
- Coordinate with Council's Investment & Business Development and Creative Services & Events Teams to align strategies. Actions arising from the Streetscape Plan that may include providing the infrastructure to be able to host arts programs planned as part of the Creative Horsham project.
- Support upcoming and future activation trials using temporary materials such as the pop-up park on Roberts Avenue and the parklets.

Improvement Strategy #2

Identify improvements for priority streets across the CAD.

Why is this important?

Economic Improvements to public space and streetscape upgrades will make the CAD safer, more desirable and attractive, and also encourage people to stay for longer in the cafés and restaurants in the evenings and on weekends.

Social More generous and higher quality public spaces on the keys streets of Horsham with more space for shade, will provide the setting that makes people want to stop, socialise and explore.

Environmental More shade trees on the streets of Horsham will drastically improve the micro-climate on hot summer days, providing more comfortable streets for walking and shopping. Implementing Water Sensitive Urban Design (WSUD) practices will become increasingly important in the face of climate change.

Safety More pedestrian crossings and bike lanes will make streets safer for people. Improvements to the pedestrian and cycling enviroment are crucial to making the CAD more accessible to all people, especially vulnerable members of society like children and the elderly.

Wellbeing More shade trees, greater seating options, and other amenities including small parklets to stop and linger will make the streets of Horsham more walkable, and enjoyable places to spend time.



Placemaking opportunities in footpaths



Attractive landscaping along footpaths create places for people

Broad Opportunities

There are significant opportunities to provide public realm improvements to key streets across the CAD, focussing not only the amenity of those streets but also on how they operate as a network. Many of the priority streets are lacking in tree canopy, bike infrastructure and safe pedestrian crossings, and selectively implementing these changes will have a considerable impact on the public realm without compromising traffic flow and parking.

For implementable projects see:

Project #2 Firebrace Street

Project #3 Wilson Street

Project #4 O'Callaghans Parade

Project #5 Urquhart Street

Project #6 Darlot Street

Project #10 Ward Street

Broad Physical Improvements

1. Ensure an appropriate environment for healthy tree growth including a generous root zone in uncompacted soil with good drainage and a watering program. Avoid replicating the situation on Firebrace Street, where trees are unlikely to grow into large healthy canopy trees due to compacted root zones and poor drainage.
2. Utilise excess roadway right of way where possible, by widening out existing planted medians to create more suitable conditions for tree planting and an attractive landscape opportunity.
3. Create a shared street or pedestrian friendly street on Ward Street which is ideally suited to safely connecting pedestrians from Roberts Avenue to the Town Hall. Currently there is no safe pedestrian access across the block.
4. Improve accommodation of bikes through the CAD by identifying key streets for the addition of bike lanes. Focus on safer connections and better end-of-trip facilities. These improvements will be articulated in the concurrent Bicycle Strategy being prepared by Council. See bike recommendations in Projects #4, #5 and #6.
5. Incorporate DDA (Disability Discrimination Act) compliant footpaths, crossings and public spaces along key streets to create better pedestrian movement for all – it's good for pedestrians and good for business!
6. Further strengthen the furnishings and paving palette across the CAD. See Improvement Strategy #6.

Path to Implementation

- Coordinate with the Creative Services & Events Team to align strategies. Actions arising from the Streetscape Plan may include providing the infrastructure to be able to host arts programs planned as part of the Creative Horsham project.
- Commit to programming efforts and initiatives when planning physical improvements to the public realm. The provision of a physical space must go hand-in-hand with programming efforts to ensure that the spaces are well-used.
- Regional Roads Victoria are providing a funding grant to Council to improve pedestrian safety in Horsham's Town Centre. A number of pedestrian improvements will be made throughout the Town Centre.
- Key to the success of Streetscape improvements will be the support of the traders. Create a working group to further consider the options and understand the trade-offs, and also the opportunities.

Improvement Strategy #3

Strengthen character and identity by promoting and restoring heritage features and telling the stories of the town and the area.

Why is this important?

Economic An intact, and well looked after heritage area is an excellent draw for tourism and attracting new business, shoppers and visitors.

Social Exploring the representation of our collective history through art and travel is a rewarding social experience.

Environmental Understanding our cultural and natural heritage is important to us as a nation. Additionally, retention and enhancement of our heritage buildings (including our more recent heritage) reduces demolition, energy usage and waste.

Wellbeing Raising community awareness of heritage, indigenous and post-settlement histories is an important part of the overall wellbeing of Australian society.



Bull & Mouth Hotel with verandah



Bull & Mouth with new single storey verandah

Broad Opportunities

There is significant opportunity to leverage the heritage of Horsham to strengthen character and restore architectural quality, but also to explore and give insight into the indigenous culture and history of the region.

For implementable projects see:
Project #7 Heritage Buildings
Project #8 Advertising Signage

Broad Physical Improvements

1. Conserve and enhance heritage buildings, for example painting façades of heritage buildings consistent with their style and period or restoration of heritage façades through the removal of paint to reveal original masonry work. See Project #7.
2. Additionally, reinstate original features such as verandah posts, recessed shop entries, window display cases, mosaic tiles or terrazzo entryways, leadlight windows, suspended signs under verandahs and render details to strengthen and revitalise the unique historic character of the Town Centre. See Project #7.
3. Ensure that advertising signage is consistent, reduces visual clutter and does not detract from the heritage architecture or streetscapes by inappropriately located, oversized signage. See Project #8.
4. Incorporate and tell the stories of Horsham through interpretation in the public realm and streetscape. Both the indigenous history and post-settlement history can be interpreted through public art, wayfinding, historical markers, and QR code trails.



Aboriginal Cultural Heritage at Children's Hub

Path to Implementation

- Commit to a cultural consultant early on in a project to ensure that indigenous stories can be integrated in a meaningful and respectful way.
- Coordinate with the Creative Services & Events Team to ensure consistency, combine ideas for initiatives and a chance to pool resources and budgets.
- Investigate reduction of visual intrusion such as ultimate removal of power lines in key locations through the CAD.
- Develop a set of advertising signage guidelines to ensure that advertising signage is consistent, reduces visual clutter and does not detract from the heritage architecture
- Implement the recommendations of the Heritage Study (2014) to formally recognise and protect the heritage value of buildings within the CAD.
- Develop formal heritage controls within the Town Centre (particularly on Firebrace Street and Wilson Street) to ensure heritage values and character are protected and celebrated.
- Establish a local heritage restoration fund and/or loan scheme to offer financial assistance to owners of commercial historic buildings to undertake restoration, conservation and enhancement projects.
- Prepare guidelines for the restoration of heritage shop fronts.
- Engage a heritage consultant to prepare a guide to restore heritage shop fronts.
- Work with a heritage consultant to determine which high-profile buildings may be candidates for enhancement works.

Improvement Strategy #4

Create more outdoor places for meeting, gathering and socialising in Horsham's Town Centre.

Why is this important?

Economic More places to meet, gather and socialise, in both public and private settings will encourage visitors to stay longer, and spend more!

Social Creating more spaces for socialising and gathering will bring activity and life to the Town Centre across the day and evening, week day and weekend. Additionally, public spaces can also provide recreational benefits such as a Town Centre kids playground.

Environmental Well designed public spaces can create their own small micro-climates with ample shade and planting, and storm water management.

Safety Well designed and well-used public spaces create the opportunity for activity and 'eyes on the street'.

Wellbeing Encouraging people to be 'out and about' in their town is good for mental and physical wellbeing. Parent facilities will help families with young children thrive, providing community connections in an inclusive and safe space.



Make the pop-up park on Roberts Avenue permanent



A laneway designed for people

Broad Opportunities

A series of new, small gathering spaces or a large, central Town Square? Or both? Horsham’s Town Centre does not have many permanent public open spaces beyond May Park, which sits on the northern edge of the CAD. Council are investing in a number of small pop-up parks, but there is also a strong case for a large, permanent public, open space within the Town Centre core, in addition to other smaller footpath improvements.

For implementable projects see:
Project #9 Town Square
Project #11 Children’s Park
Project #12 May Park

Broad Physical Improvements

1. Seek opportunities for small gathering spaces with minor amenities such as shade, seating and wayfinding signage on footpaths and in laneways. An Outdoor (Footpath) Trading Policy will likely need to be developed.
2. Make permanent the pop-up park on Roberts Ave given the overwhelmingly positive response and the 12 month trial period. Given the wide footpaths, there is opportunity to improve both the north and south sides of the street.
3. Consider other small public realm improvements in footpaths and kerb extensions in other streets and particularly Firebrace Street, Pynsent Street and Wilson Street.
4. Investigate the possibility of a large Town Square suitable for unprogrammed events such as eating lunch or catching up with a friend, and programmed events such as markets or outdoor movies. There are a number of opportunity sites which are discussed in the following pages. See Project #9.
5. Provide public spaces for a range of age groups including children and young adults or teenagers, including parenting facilities which are currently lacking in the CAD. See Projects #11 and #12.

Path to Implementation

- Activate public spaces through events including music events, busking and concerts, or outdoor cinema. Ensure that the outdoor spaces can support events with outdoor event requirements such as power, shelter, lighting, wifi, outdoor heating etc.
- Work with traders and community to incentivise and promote seasonal events such as markets, Christmas events, Laneway/Arts events, or even a Regional White Night event.
- Council is trialling a series of pop-up parks and spaces in the CAD in early 2022. This is the opportunity to test the popularity and appetite for more permanent spaces.
- Develop an Outdoor (Footpath) Trading Policy to allow more activation on the street and in public places.



A large public space in Regional Victoria

Improvement Strategy #5

Improve physical and visual connections within the Town Centre and between the Town Centre and broader Horsham.

Why is this important?

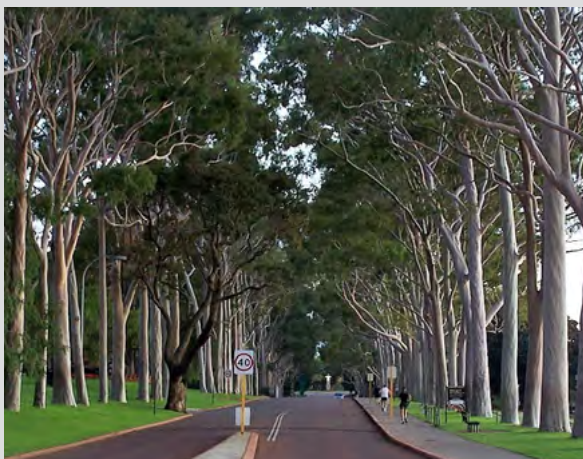
Economic Making it easier to get around with a legible and safe pedestrian and bike network, clear wayfinding, and convenient parking will make it a more desirable destination for people to come and stay a while.

Social Better connecting key recreational destinations such as the skate park, the Bowls Club, the tennis courts, and the River brings these destinations located just beyond the Town Centre into the fold.

Environmental Making it easy to walk or bike within and around the Town Centre will reduce unnecessary (and very short!) car trips within the Town Centre.

Safety Well designed pedestrian and bike connections and amenities are key to safety in the Town Centre.

Wellbeing A healthy community is one that walks or bikes, when it is easy and convenient.



O'Callaghans Parade could become a grand boulevard



Sculptural lights can create a grand entrance

Broad Opportunities

Providing safe physical connections and good visual connections within the CAD is just as important as connecting to destinations beyond the CAD, such as the Wimmera River, the Skate Park, Bowls Club, Tennis Courts, Race Course. Creating a Town Centre that is accessible for all age groups, and to those without a car is central to an equitable and successful Town Centre.

For implementable projects see:

Project #13 Safe connections

Project #2 Firebrace Street

Project #3 Wilson Street

Project #4 O'Callaghans Parade

Project #5 Urquhart Street

Project #6 Darlot Street

Broad Physical Improvements

1. Prioritise connections to the river from the CAD to ensure safe pedestrian and cyclist connections. See Project #13.
2. Improve connections between destinations just beyond the CAD to the CAD, such as the skate park, racecourse, tennis courts, and the bowls club. Improvements might include adding missing footpaths, additional pedestrian crossings and bike lanes.
3. To create a sense of arrival, add an arrival feature (piece of public art, light feature or feature tree) in the roundabout at Firebrace Street and Hamilton Street. This roundabout signifies the arrival into the CAD, and yet has no identifiable feature.
4. Include bicycle lanes along O'Callaghans Parade, Urquhart Street and Darlot Street, with regard to the concurrent Council-led Bicycle Strategy.
5. Provide safe and marked pedestrian crossings at strategic locations across O'Callaghans Parade. See Project #4.
6. Identify and protect important view corridors through town including along Firebrace Street to T&G Building and St John the Divine Church on Baillie Street at the top of Firebrace Street.
7. Provide wayfinding signage throughout the Town Centre to other key destinations (including the Silo Art project) to encourage passers-by to stop for a while.
8. Develop a brand for identity and wayfinding signage.

Path to Implementation

- Integrate proposals from the upcoming Council Bicycle Strategy.
- Coordinate closely with the Council Gateways project to ensure that the Revitalisation Project and the Gateways project are sharing resources and creating mutual benefit.
- Coordinate closely with the City to River project to ensure a seamless experience between the CAD and the River. Understand the extent of the City to River Plan actions and implementation schedule.
- Implement streetscape, safety and wayfinding improvements O'Callaghans Parade to provide an appropriate entry to the Horsham Town Centre.
- Work with VicRoads/RRV to improve the pedestrian crossing to Wawunna Road, connecting with the artwork on the silos in Horsham North.



Wayfinding signage can be bright and fun

Improvement Strategy #6

Improve the streetscapes of Horsham's Town Centre with new furnishings, paving and planting.

Why is this important?

Economic Giving visitors a beautiful, safe and appealing destination makes it more likely that they will come and stay awhile! High quality streetscapes with shade, furnishings, lighting will give the town a sense of prosperity which is attractive to visitors.

Social More public amenities give people more reason to be in the public environment interacting with others.

Environmental Shade and comfortable micro-climates will transform Horsham's public realm.

Safety A well-designed and well-lit public realm will provide comfort to people day and night.

Wellbeing A prosperous looking town, streetscape and public realm is a source of much civic pride.



Seating incorporated into planting areas along wide footpaths



Shade structures incorporated into footpath treatments

Broad Opportunities

Making paving more consistent and DDA compliant throughout the CAD, updating aging furniture, and making planting and street trees more consistent, will completely transform the CAD. Updates can be done incrementally over time as they need to be replaced, which ensures that it is not a capital-intensive initiative.

**For implementable projects see:
Project #14 Streetscape design
palette**

Broad Physical Improvements

1. Identify priority streets for furnishings and paving updates (See Projects #2, #3, #4, #6 & #10).
2. Improve or update outdoor areas in front of and around key buildings throughout the CAD.
3. Incorporate a street lighting strategy to include new pedestrian-scaled street lights in key locations around the CAD. Additionally include temporary/pop up lighting (fairy lights/uplights) to activate areas at night.
4. Incorporate the stories of Horsham - both the indigenous and post-settlement history into the streetscape and wayfinding.
5. Expand the existing modern two tone brick paving palette through the CAD to further cement the 'look and feel' of the Town Centre. The paving palette has been successfully used in many places throughout the Town Centre, making it a cost effective proposal to retain and expand those materials.
6. Improve universal access throughout the CAD. Despite the reasonably significant grade changes throughout the CAD, commit to a DDA audit of the Town Centre to ensure that all users are being accommodated.
7. Update to a contemporary palette of furnishings that will not only provide improved amenity through the Town Centre, but also strengthen and modernise the Horsham brand. The palette must be appropriate, affordable and available.
8. Ensure that all projects consider the location of current and future CCTV infrastructure.
9. Confirm a CAD planting palette that is suitable for Horsham's climate. Currently a more decorative planting palette exists on Firebrace Street - which locals love and which provides colour and scent. More water tolerant or native planting palettes are being trialled in on Pynsent Street and already exist on Darlot Street. These less labour- and water-intensive plants are appropriate away from Firebrace Street.
10. Re-locate or upgrade the public toilets on Roberts Ave to improve the pedestrian environment, providing additional space for landscaping and canopy tree(s). Integrate a new public toilet block into a new Town Square. The toilets are an important asset that serve shoppers, workers, and people using the V-Line bus stop. Understanding the future of the V-Line bus stop will assist in decision making around the best location for public toilets.

Path to Implementation

- Coordinate with Creative Services and Events Team, and allow for funding to appoint a cultural consultant at appropriate times.
- Coordinate with and implement the strategies put forward in the Street Tree Strategy to vastly improve the street tree canopy throughout the Town Centre.
- Coordinate with the Creative Services and Events Team before undertaking any streetscape improvement works.
- Allow appropriate funding to appoint a cultural consultant at before an improvement project is scoped and framed.
- Undertake a DDA Universal Access audit of the CAD.

Improvement Strategy #7

Green the Town Centre and better utilise the streets and public spaces to create a cooler, more climate-ready urban environment.

Why is this important?

Economic Improving both the aesthetics of the town and the micro-climate will make Horsham more desirable, and more likely to be attractive to visitors. With a renewed and strong interest in regional tourism, this will only make Horsham more desirable.

Social Sitting under a beautiful shade tree on Firebrace Street with a coffee, chatting to a friend? The benefits of trees are never-ending.

Environmental More trees, More carbon capture. It's that simple.

Wellbeing The effects of climate change are already upon us. Planting more trees is one of the simplest and most tangible things we can do to offset our carbon emissions.



Stormwater management area in kerb out-stands at an intersection



Some footpaths are wide enough for a double row of trees

Broad Opportunities

With climate change upon us, preparing our urban places to be cooler, greener and more accommodating is a very tangible way to make our towns and cities climate-ready. The Greening Greater Horsham Strategy provides the direction and sets tree canopy targets for Horsham, including the Horsham town centre.


For implementable projects see Project #15 Plant more trees!

Broad Physical Improvements

1. Plant more trees in the streets of Horsham! Commit to a street tree every 10 metres on all the CAD streets, subject to infrastructure constraints/requirements. The Greening Greater Horsham Strategy sets a target for tree canopy in the CAD as increasing from 9.9% to 15% by 2031.
2. Expand the street tree canopy in not just the streets and parks of Horsham's CAD - but also the many carparks which are currently largely devoid of trees.
3. Reinstate the Avenue of Honour on Roberts Avenue, given that many of the historic trees have been removed.
4. Incorporate Water Sensitive Urban Design (WSUD) and creative stormwater management interventions within the public realm - footpaths, roads, carparks, medians and parks. WSUD initiatives are versatile and economical in that they can be trialled in targeted locations. They are also an opportunity to combine water management with planting, greening and beautification of the Town Centre streets.
5. Confirm a CAD planting palette that is suitable for Horsham's climate. Currently a more decorative planting palette exists on Firebrace Street, whilst a new planting palette (drought tolerant) with gravel mulch is being trialled on Pynsent Street across from the Town Hall.
6. Plan for future reseals of the streets to be lighter colour to reduce the heat generated from road surfaces.

Path to Implementation

- Implement the strategies put forward in the Street Tree Strategy to vastly improve and expand the street tree canopy throughout the Town Centre. Develop a more detailed strategy to plan for, cost and realise bigger tree pits with uncompromised root zones, and appropriate drainage solutions and watering regime.
- Identify the priority areas for tree planting - footpaths and publicly owned carparks. Identify the streets with the least tree canopy and commit to prioritising those streets.
- Ensure a WSUD specialist is engaged to ensure appropriate solutions for Horsham's environment and climate are implemented.

A photograph of a street scene. In the foreground, there is an outdoor cafe area with a square table and wicker chairs. A metal railing with a glass panel is in front of the cafe. In the background, there is a street with a white SUV and a silver car. A building with a sign that says 'TO WORLD' is visible. The sky is clear and blue.

3

Streetscape & Public Realm Projects



3 | STREETScape AND PUBLIC REALM PROJECTS

Following on from the seven broad improvement strategies is the next layer of detail- a series of 15 potential streetscape and public realm projects that will transform Horsham's CAD.

The 15 projects are intended to be a toolkit of implementable, discrete public realm and streetscape projects that Council can prioritise over several years as budgets become available.

Project #1

Create the 'Horsham Walk' from Horsham's existing laneway network.

Project #2

Improve Firebrace Street with more shade, more crossings and more public realm.

Project #3

Create more places for people on Wilson Street.

Project #4

Make O'Callaghans Parade an attractive and fitting arrival corridor into Horsham's Town Centre.

Project #5

Emphasise trees and bikes on Urquhart Street.

Project #6

Emphasise pedestrian safety on Darlot Street.

Project #7

Engage with property owners to undertake facade improvements to heritage buildings.

Project #8

Develop Advertising Signage Controls.

Project #9

Build a Town Square in Horsham's Town Centre.

Project #10

Build a pedestrian-friendly environment on Ward Street to support the Town Square and connectivity between Roberts Avenue and the Town Hall.

Project #11

Build a Children's Park in the Town Centre, on the site of the former Kindergarten.

Project #12

Reimagine May Park as a youth-oriented space.

Project #13

Create better, safer connections within the Town Centre and beyond.

Project #14

Create a streetscape design palette manual and begin to implement incrementally.

Project #15

Support the Greening Greater Horsham Strategy. Plant more trees!



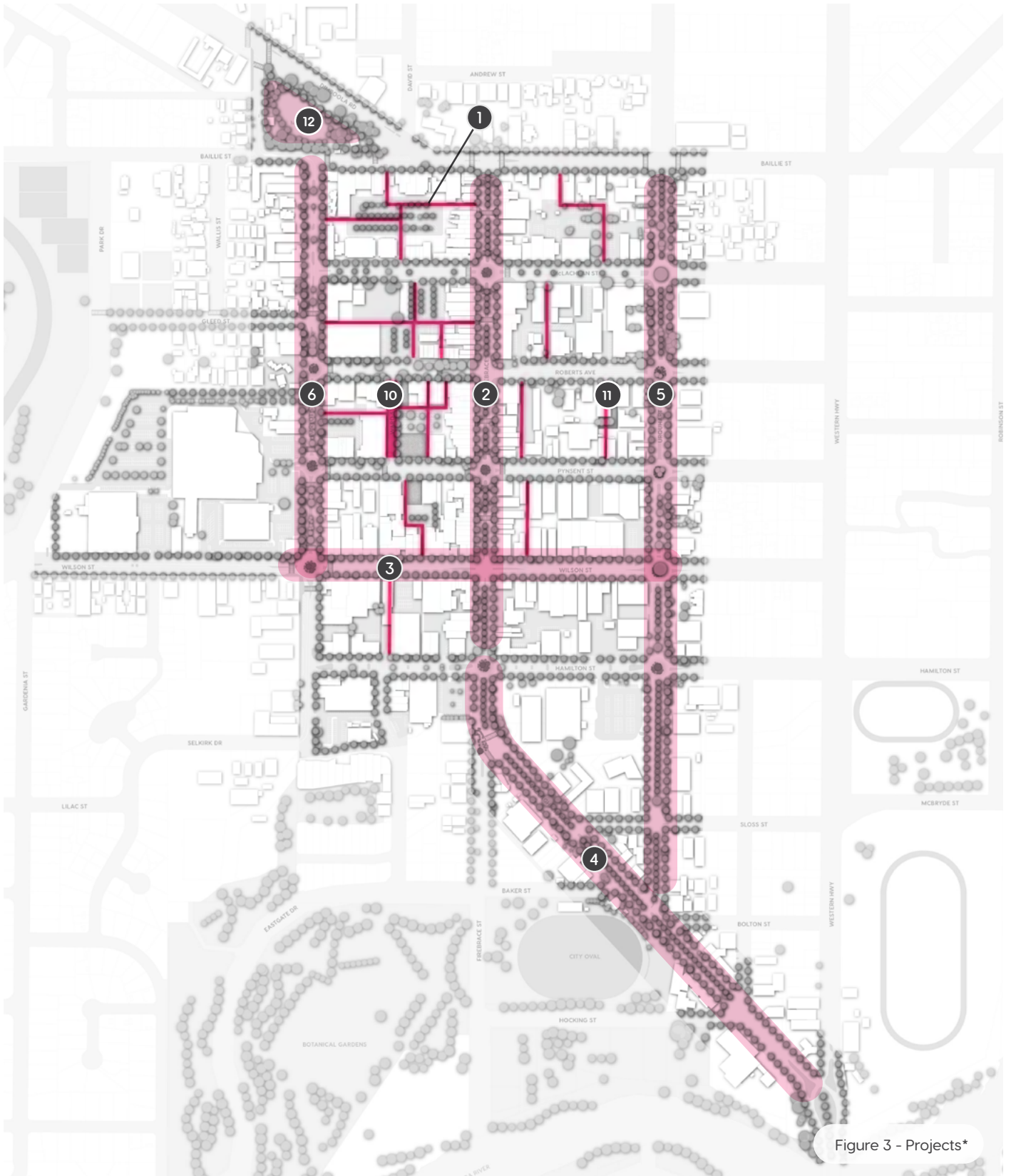


Figure 3 - Projects*

*Projects able to be mapped only

- 1 Horsham Walk (Laneway improvements)
- 2 Firebrace Street improvements
- 3 Wilson Street improvements
- 4 O'Callaghans Parade improvements
- 5 Urquhart Street improvements
- 6 Darlot Street improvements
- 10 Ward Street improvements
- 11 Children's Park (at former Kindergarten)
- 12 May Park improvements

Overarching Design Components

Inclusivity and Universal Design

All of the Strategies and Projects in the CAD need to be considered from a perspective of inclusivity and universal design. This means going above and beyond DDA standards to advocate for outcomes that are human-centric and cater to the broadest cross-section of the community, particularly those that are vulnerable and marginalised. As a rule of thumb, designing spaces that are safe, usable, and accessible for children and the elderly will ensure that the needs of most user groups are met.

Community Engagement

Effective and meaningful community consultation should be conducted for each project to ensure that the needs of key user groups are being met. Targeted engagement towards specific groups (for example youth, business owners, or parents) is generally more meaningful than open forums, to ensure that feedback is received from people whom each project has the most relevance for.

Additionally, different forms of consultation should be used (in-person, on-line and targeted) to ensure that the broadest range of people have the opportunity to provide feedback.

Gender-impact assessments should be conducted where relevant.

Public Art and Interpretation

Investigate and incorporate heritage interpretation and public art opportunities where possible in all projects.

It may be beneficial to contract a cultural advisor and an interpretation specialist for certain projects to ensure this is done in an interesting and engaging way, while being accurate and sensitive to culture and history.

Planting and Trees

Increasing the tree canopy and planting species appropriate to Horsham's climate is a really important aspiration for the Town Centre. While Project #15 focusses specifically on tree planting across the CAD, it is also embedded into all of the streetscape improvement projects (#2-6), as well as the proposed new public spaces like the Town Square (Project #9) and the Children's Park (Project #11).

Water Sensitive Urban Design (WSUD)

Water Sensitive Urban Design must be incorporated into all engineering, landscape designs and streetscape upgrades to ensure water conservation and support healthy trees and vegetation. Measures include:

- Stormwater harvesting
- Rain gardens
- Biofiltration

Implementing WSUD practices will become increasingly important in the face of climate change, particularly in the harsh climate of Horsham. Consulting with a WSUD specialist would be beneficial to ensuring successful results on all projects requiring civil works.

Pedestrian Improvements

Improvements to the pedestrian environment are required throughout the CAD in order to make the Town Centre more accessible and easier to navigate for all people, but particularly those who require more space to move around, such as people with mobility aids or prams.

Additionally, proposed pedestrian treatments aim to further activate spaces such as the Town Hall and Visitor Information Centre by enhancing pedestrian access to such sites.

Projects #2-6 focus specifically on improving the streetscape and pedestrian environment across key streets in the CAD, and Project #13 investigates safe pedestrian crossing and connections.

Where pedestrian crossings are suggested, these could either be raised wombat crossings, flush painted surface treatments, or signalised crossing points. In some instances these may be temporary treatments initially.

Where traffic calming infrastructure is required, this could include raised crossing points, safety signage (including flashing), speed cushions, safety platforms, improved line marking, contrasting materials, or curb extensions. Specifics would be determined in detailed design.



Project #1

Create the 'Horsham Walk' from Horsham's existing laneways network.

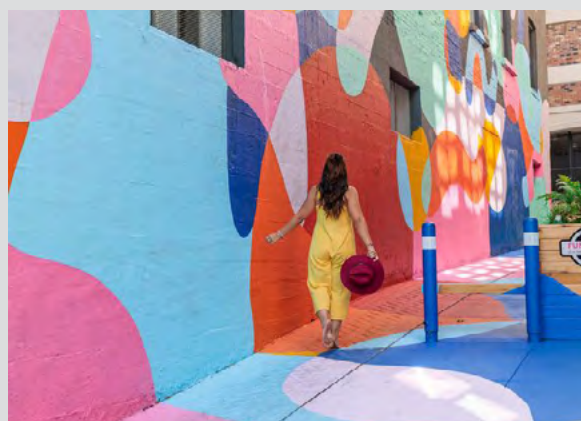
The 'Horsham Walk' will be a largely off-street pedestrian network that will better connect parking to retail via a series of safe, connected and demarcated pedestrian walks through the Town Centre blocks. Figure 4 identifies potential locations of laneways (in both public and private ownership) that are candidates for improvements.

Project #1 focuses broadly on priority blocks and, in more detail, a single block of Horsham's CAD - the block bound by McLachlan Street, Roberts Avenue, Firebrace Street and Darlot Street. The block currently consists of two existing laneways, one of which is already improved, and two large carparks - one of which is the Coles carpark, and one of which is a Council-owned and operated carpark.

The following pages identify how to improve pedestrian connectivity and safety throughout the block, but also how to create placemaking opportunities within.



Public lighting doesn't have to be expensive



Public art can transform a laneway

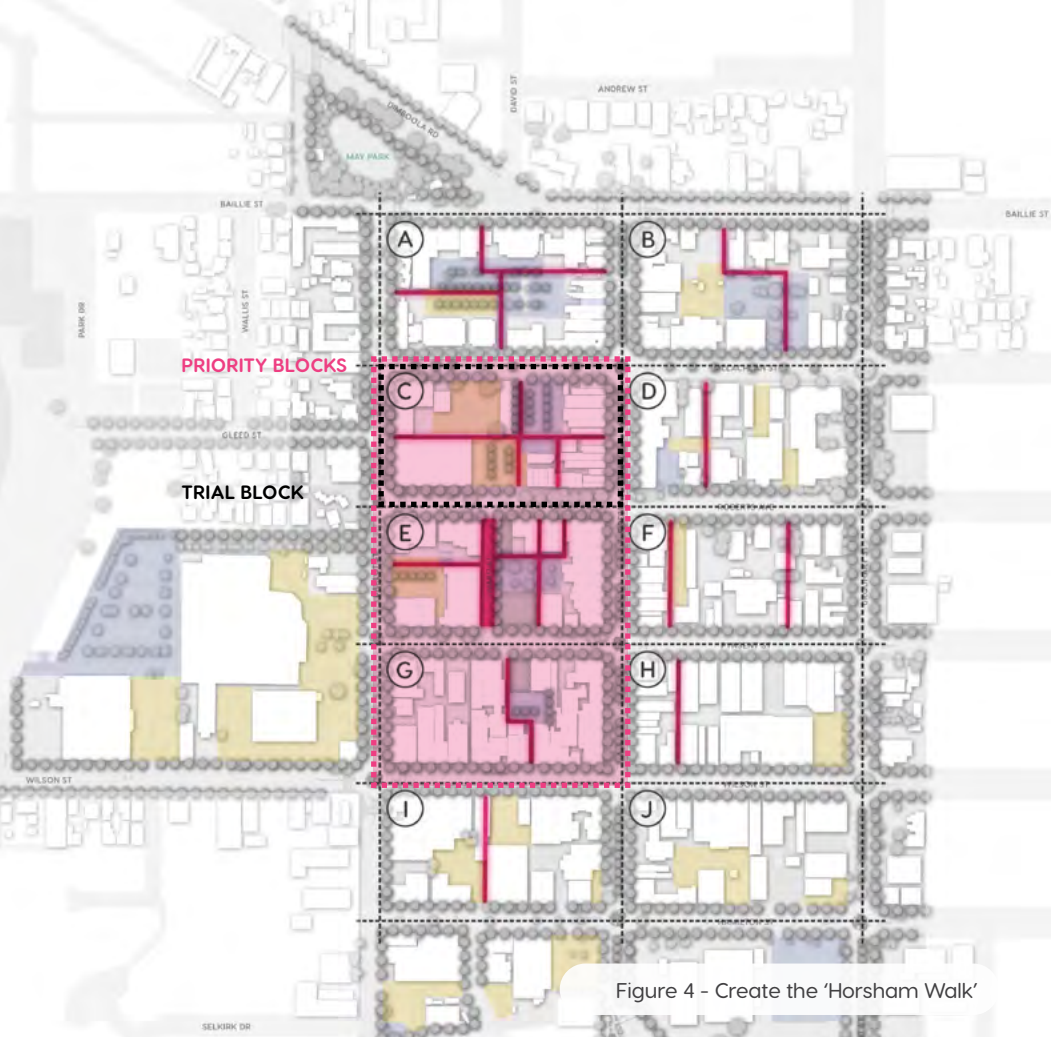


Figure 4 - Create the 'Horsham Walk'

- Laneways (existing and potential)
- Council owned carparks
- Privately owned carparks

The priority blocks identified will be the civic heart of Horsham, with improvements to connectivity, the Ward Street shared space, and the new town square. Materials and treatments for the Horsham Walk in these three blocks will be of a higher quality and require more investment than in other areas.

This could include paving as a surface treatment, increased investment in activation, lighting fixtures and furniture.

Additionally, the majority of the proposed pathways in the priority block are on Council-owned land, enabling works to happen with limited involvement from private land-owners.

The 'Horsham Walk' - block by block

- A.** Opportunity for an east-west and north-south connection. The Walk will run through the council-owned carpark, connecting to Firebrace via an existing laneway. Interventions here could include surface treatment to identify pedestrian priority, and interesting lighting / furniture in the laneway.
 - B.** The Walk will run down a public ROW from Baillie Street, through the library carpark to McLachlan Street. Interventions here could include surface treatment to identify pedestrian priority.
 - C.** This will be the trial block for the Horsham Walk. Interventions here could include surface treatment to identify pedestrian priority, as well as improvements to the arcade that opens to Roberts Avenue. See following page for more information on how this could be achieved
 - D.** Opportunity to have a north-south connection, down the side of the state government building. Interventions here could include surface treatment to identify pedestrian priority.
 - E.** There is the opportunity to connect south via two small laneways off Roberts Avenue, through the council-owned carpark. Ward Street will become a shared space, connecting west to Darlot through a private carpark.
 - F.** There is the opportunity to have two north-south connections in this block. The privately-owned carpark behind the White Hart Hotel could include surface treatment to identify pedestrian priority, whereas the connection through the council-owned former kindergarten parcel could form part of the child-oriented space opportunity identified in Project 11.
 - G.** This is an important connection past the Town Hall, through the council owned carpark. Interventions here could include surface treatment, and increased investment in activation and events such as markets.
 - H.** A small privately owned ROW creates an opportunity for a north-south connection. Interventions here could include surface treatment to identify pedestrian priority.
 - I.** This is a privately owned parcel, but there is an opportunity to create a covered pedestrian connection through the old stables.
- Note that any interventions proposed on private land will require coordination and permission from land-owners.



Figure 5 - 'Horsham Walk' trial block (View South)

Project #1 Create the 'Horsham Walk' from Horsham's existing laneways network.

The 'Horsham Walk' on a trial block

Project 1 will begin to realise the 'The Horsham Walk' on a single block to test and trial the ideas. The block bound by Darlot Street, McLachlan Street, Firebrace Street and Roberts Avenue is home to Coles, large internal carparks and a row of retail stores fronting Firebrace Street. See Figure 5. The project could include:

- 1 Minor improvements to the laneway next to Coles to make it more inviting and pedestrian friendly, whilst not restricting vehicle access. This is a key thoroughfare to Glead Street which connects directly to the Bowls Club, tennis courts and Skate Park. Improvements could include a mural, paving, or lighting. See Figure 8.
- 2 Demarcation of a pedestrian walk or a shared pedestrian/vehicle space through the carparks to create a safe and accessible route between Firebrace Street and supermarket. Materials could be high-quality permanent or low cost paint. See Figure 6.
- 3 Improvements to the existing public laneway from Firebrace Street - Bradbury Lane. Improvements could include efforts to further activate the laneway by adding a coffee window. Benches, lighting, terracing on one side and more public art could also be added to further develop it as an appealing place within the CAD. See Figure 7.
- 4 Incorporation of shade and landscaping, where appropriate, to improve pedestrian comfort and amenity.



Figure 6 - Demarcated walkways across carparks

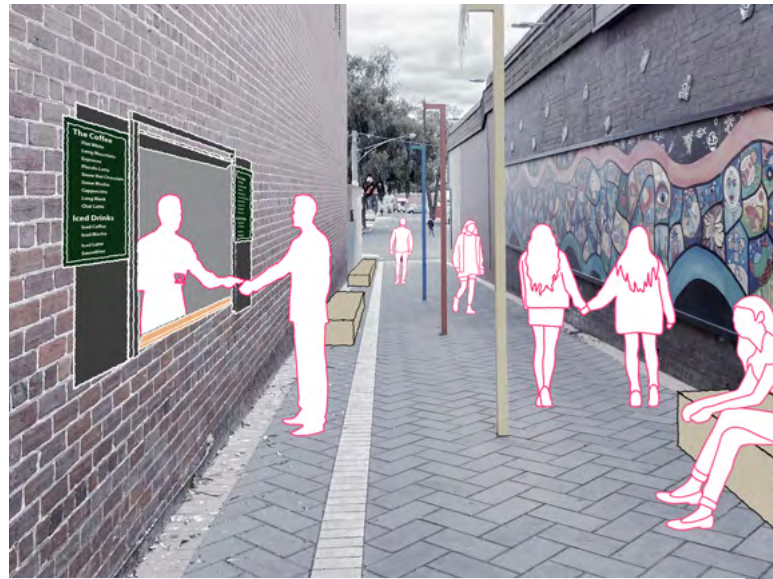
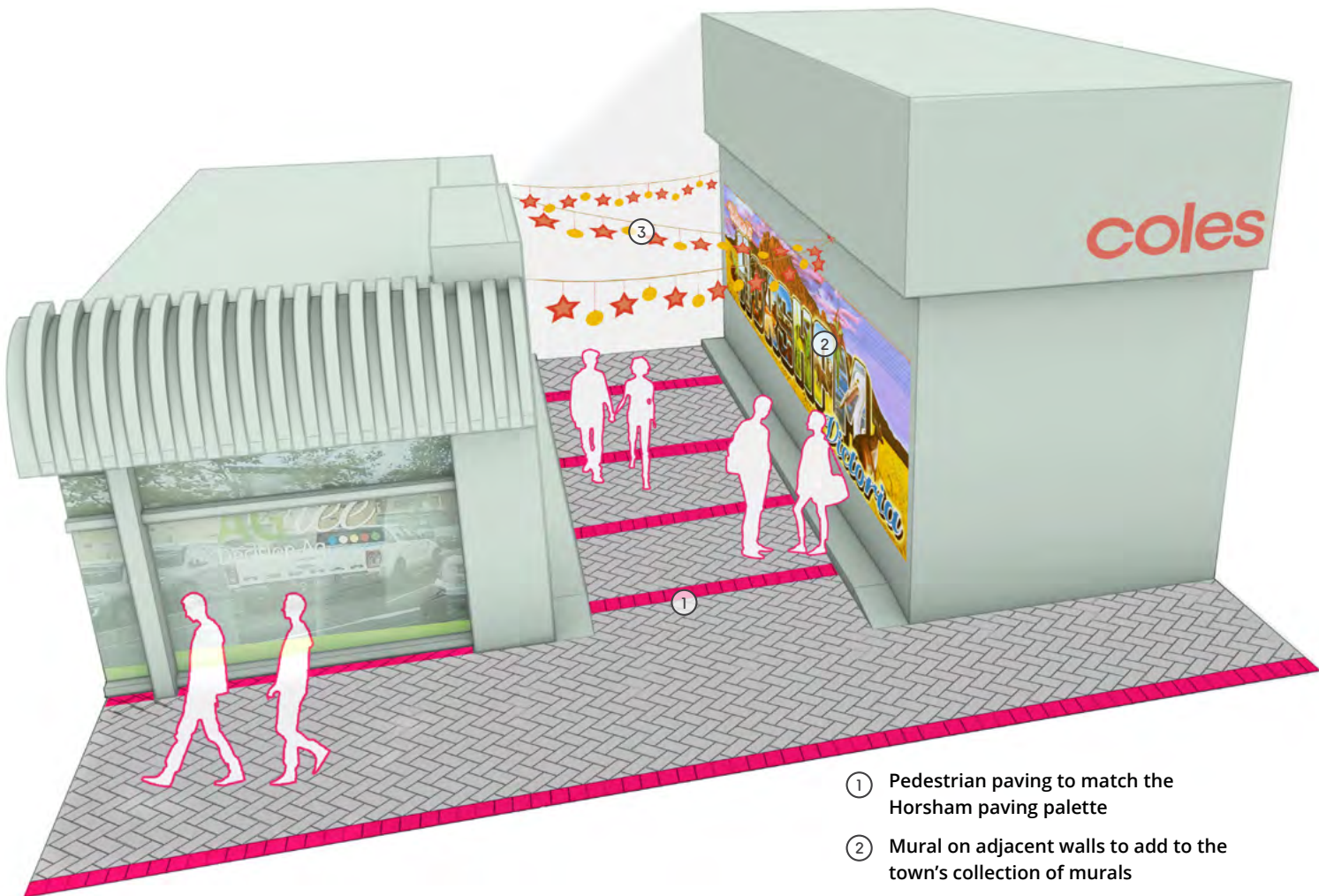


Figure 7 - A coffee window added to an existing building opening out onto a public laneway becomes a placemaking opportunity



- ① Pedestrian paving to match the Horsham paving palette
- ② Mural on adjacent walls to add to the town's collection of murals
- ③ Suspended lighting completely transforms a space

Figure 8 - Improved laneway adjacent to Coles

Project # 2

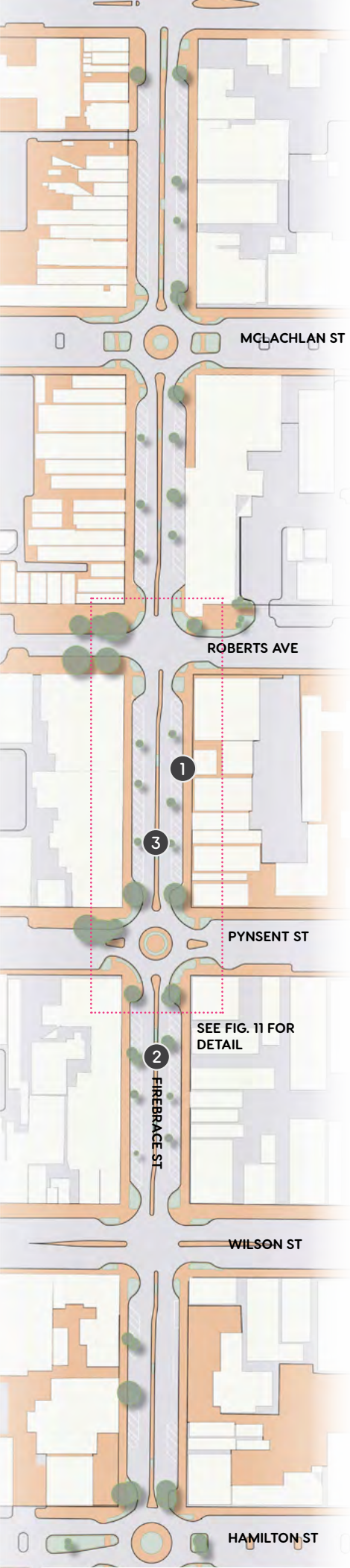
Improve Firebrace Street with more shade, more crossings and more public realm.

Firebrace Street is already the bustling heart of Horsham. With a series of streetscape improvements, Firebrace Street could become the postcard street of the town. Around the country, main streets have become more than just a place to shop. These days, main streets are also places for socialising, gathering and entertainment. In cities and towns all over regional Australia, cars are being accommodated whilst also promoting pedestrian connectivity and placemaking.

Community consultation in Horsham shows that locals, day-trippers and visitors often park once and utilise the Town Centre streets by walking from place to place. Giving them a more pleasant and safer pedestrian environment, with more to do and more places to go, will encourage them to stay longer and support local business.

Project #2 aims to create more opportunities for accommodating people along Firebrace Street without compromising parking and access to businesses. Figure 9 shows the current configuration of Firebrace Street with a narrow median, no mid-block crossings and under performing street trees. Figure 10 shows a re-envisioned Firebrace Street with recommendations including creating a wider median, more mid-block pedestrian crossings and more shade. There is no change to angled parking in this scheme.

Council's Municipal Parking Strategy will inform changes to parking infrastructure and should be timed to coincide with broader streetscape changes proposed by this plan. However, any future changes that modify the streetscape will be guided by the Municipal Parking Strategy (and Parking Plan) in terms of infrastructure upgrades and location.



Adding a row of median trees will create a consistent canopy down the centre of Firebrace Street



Adequate space around tree root zones also includes area for understorey planting



Mid-block crossing with planting and seating on footpaths

- 1 Under-performing street trees set in asphalt
- 2 No mid-block crossings
- 3 Narrow median - without planting
- 4 Plant new small street trees in a widened central median to create a consistent canopy
- 5 Formalise pedestrian crossing at all intersections with either raised wombats crossings or a painted treatment
- 6 Add new mid-block crossings on major retail blocks of Firebrace Street. Mid-block crossings also allow for small areas for placemaking - such as benches and planting

Figure 9 - Existing conditions on Firebrace Street

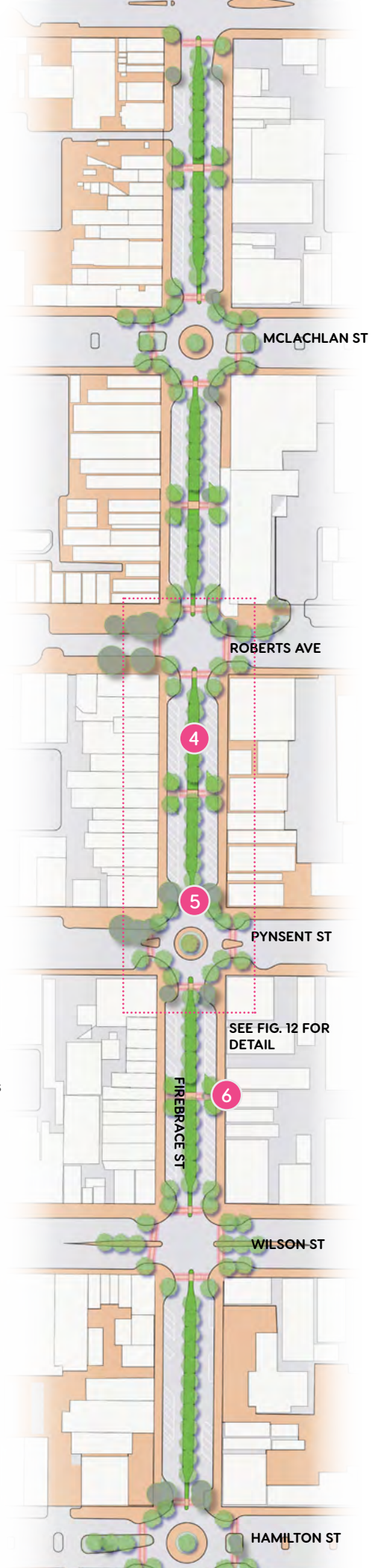


Figure 10 - A re-envisioned Firebrace Street

Project #2 Improve Firebrace Street with more shade, more crossings and more public realm.

Existing

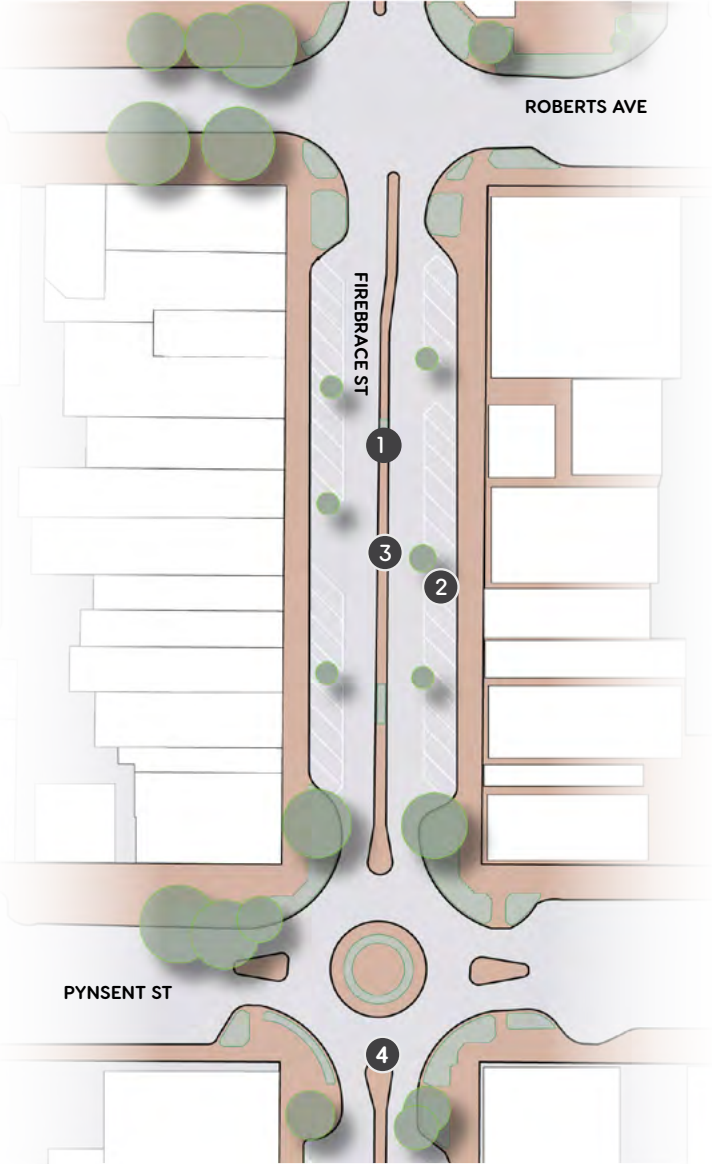


Figure 11 - Existing conditions - typical block on Firebrace Street between Roberts Avenue and Pynsent Street

Proposed

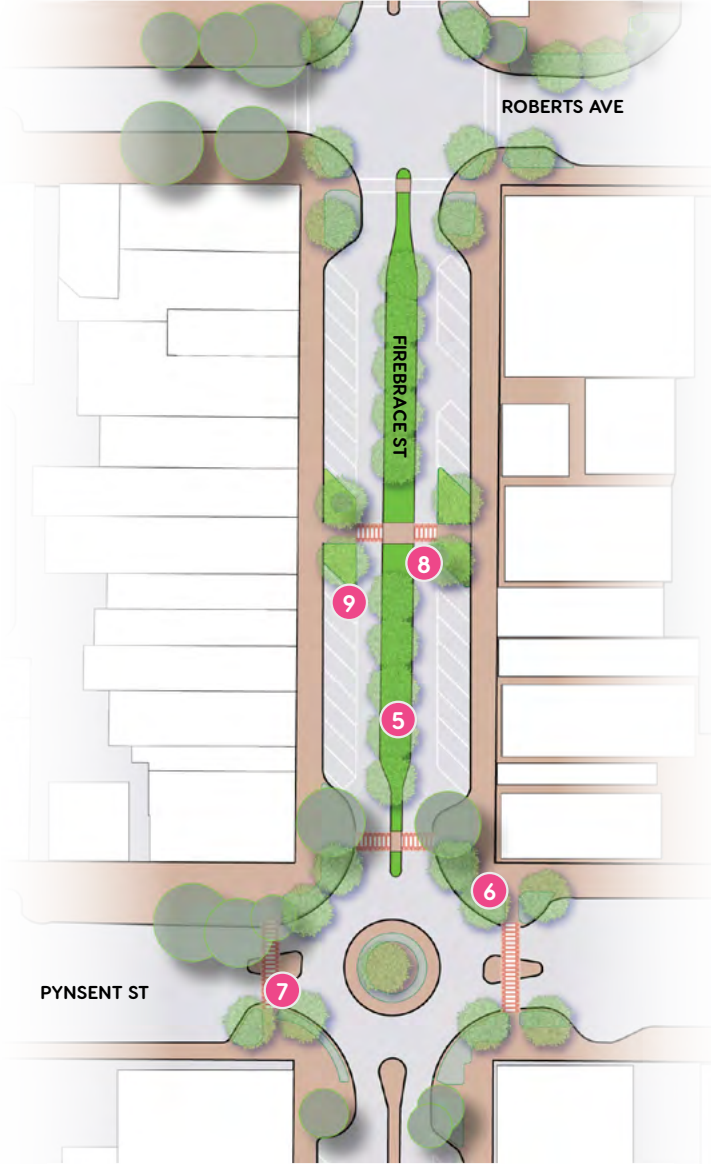


Figure 12 - Proposed upgrades - typical block on Firebrace Street between Roberts Avenue and Pynsent Street

- 1 Narrow median without planting or trees
- 2 Underperforming trees in undersized tree pits with compacted roots from adjacent parking
- 3 No mid-block crossings
- 4 Some missing marked crossings at intersections

- 5 Plant new small street trees in a widened central median to create a consistent canopy along Firebrace Street
- 6 Ensure consistent tree planting at all street corners
- 7 Formalise pedestrian crossings at all intersections with either raised wombats crossings or a painted treatment
- 8 Add new mid-block crossings on major retail blocks of Firebrace Street.
- 9 Create small areas of public realm at new mid-block crossing points with amenities such as seating and bins.



Figure 13 - A widened planted median in Firebrace Street will provide consistent canopy without impacting on existing angled parking

The Firebrace Street proposals widen the median without making any changes to angled parking or traffic flow. Footpath widths remain as they are currently, but mid-block crossings offer pedestrian safety and opportunities for placemaking such as bins and seating. See Figure 13.

- 1 Widened median for planting and street trees (4m)
- 2 3.5m drive lane.
- 3 Angled parking retained
- 4 Footpaths remain same width (4m)
- 5 Mid-block crossing and surrounding opportunities placemaking and trees

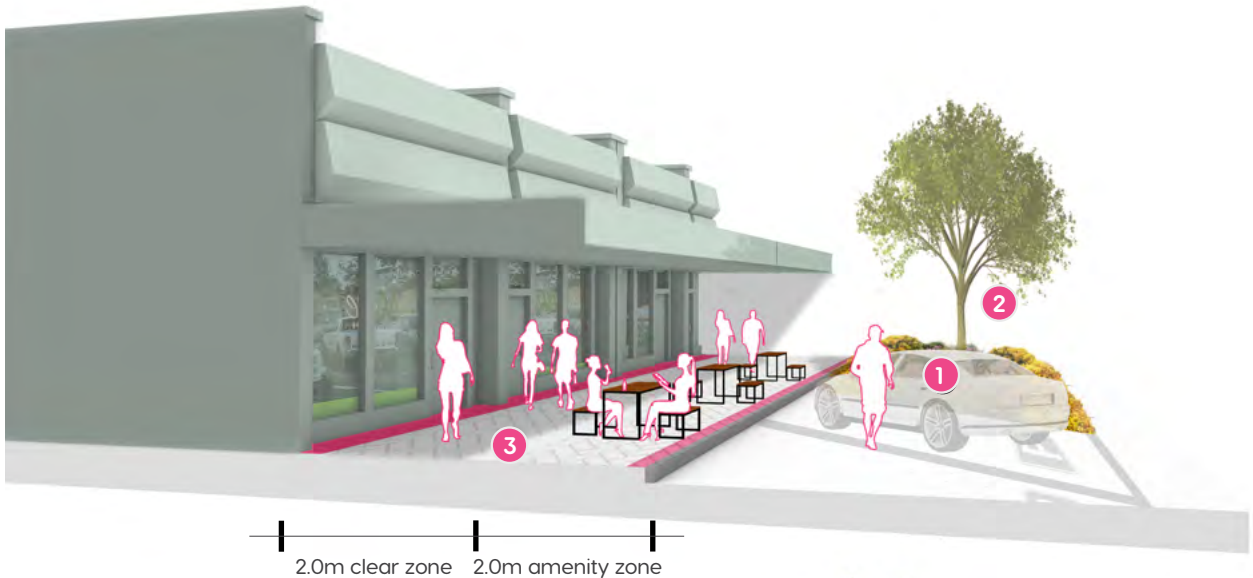


Figure 14 - Firebrace Street Footpath Detail

- 1 Angled parking remains
- 2 Remove occasional parking space to accommodate mid-block crossings
- 3 Footpaths remain same width (4m)

Project #3

Create more places for people on Wilson Street.

Wilson Street is home to several heritage buildings including the Bull and Mouth Hotel, the Royal Hotel and the Horsham Regional Art Gallery, and yet its streetscape and public realm is one of the least improved in the CAD. This is largely due to it being a State-managed road, as opposed to a Council-managed road. The current VicRoads approach to street design emphasises amenity and place, so it is now possible to propose streetscape improvements to Wilson Street, as well as pedestrian crossings to enhance accessibility and activation of the Town Hall, an important cultural asset in Horsham.

Additional street tree planting and placemaking would completely change the character of the street. Street trees could be located intermittently in parking spaces without affecting traffic flow. A continuous street tree canopy and additional street furnishings and planting would transform this street and provide a beautiful setting for the heritage context.

Figure 15 depicts improved streetscape amenity along Wilson Street while Figures 16 and 17 show a proposed plan and section respectively.



The Horsham Regional Art Gallery triggered some minor streetscape improvements including kerb out-stands, street trees and bike racks. It suggests how the entire street could be improved, and now requires safer crossing of Wilson street to better activate it.



The Bull and Mouth is one of the heritage buildings on Wilson Street. Currently there is no streetscape amenity on this part of the street.



Figure 15 - Wilson Street with planting, street trees in kerb out-stands and expanded areas for seating.

- 1 Plant new street trees intermittently in parking spaces along the street to create a consistent canopy. Plant understorey below.
- 2 Pedestrian Refuge Island - subject to VicRoads design and approval.
- 3 Formalise pedestrian crossing with either raised wombats crossings, signalisation or painted crossings.

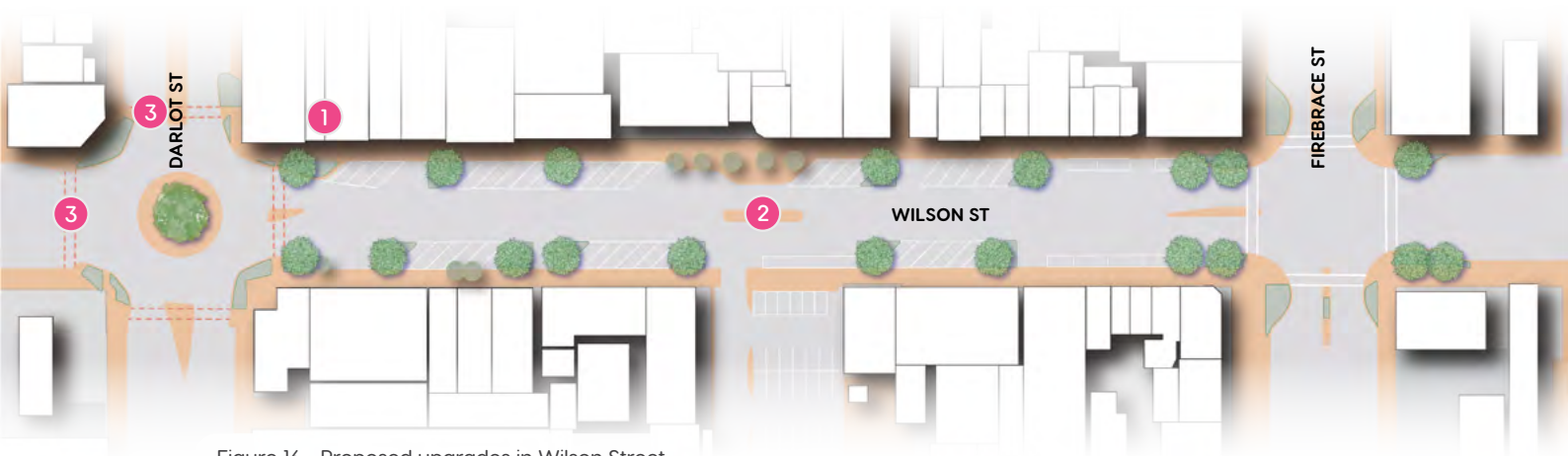


Figure 16 - Proposed upgrades in Wilson Street

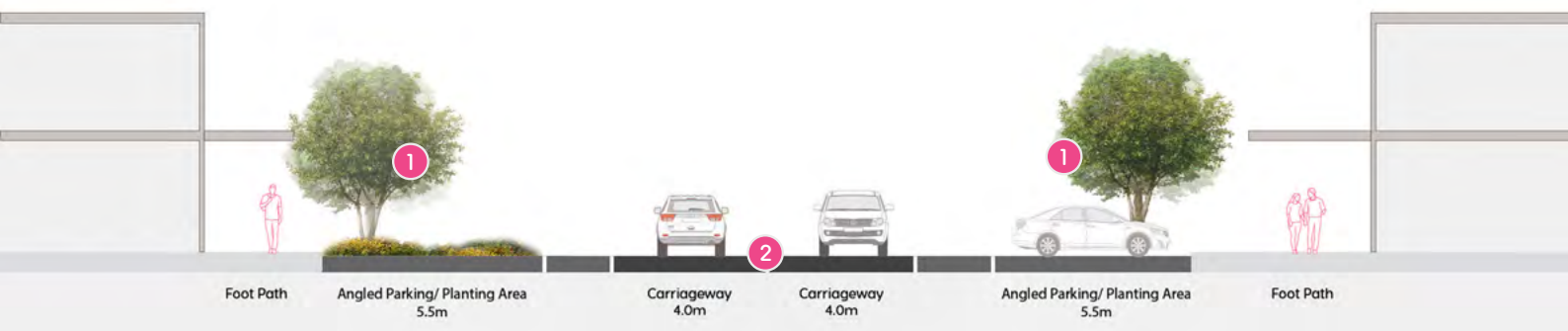


Figure 17 - Proposed upgrades in Wilson Street - Typical Section

Project #4

Make O'Callaghans Parade an attractive and fitting arrival corridor into Horsham's Town Centre.

O'Callaghans Parade is the main entrance to town from the south, leading directly on to Firebrace Street and the heart of the CAD. The current street environment is often dominated by retail and commercial uses, and is lacking in amenity befitting the primary approach into town.

Project #4 aims to create a 'sense of arrival' down O'Callaghans Parade without compromising traffic flow, parking or access to businesses. Increasing canopy cover will create a boulevard of trees that will draw visitors and locals alike into the town centre.

Bike lanes could also be accommodated in the excess right of way width, drawing cyclists into the network of cycling-friendly streets in the CAD. Pedestrian safety could be enhanced by providing crossing points at key locations to be determined by further investigation of pedestrian desire lines. Figures 18 and 19 show proposed typical improvements in plan and section respectively.



O'Callaghans Parade as it currently exists (View south-east)



Commercial uses dominate the streetscape on O'Callaghans Parade.

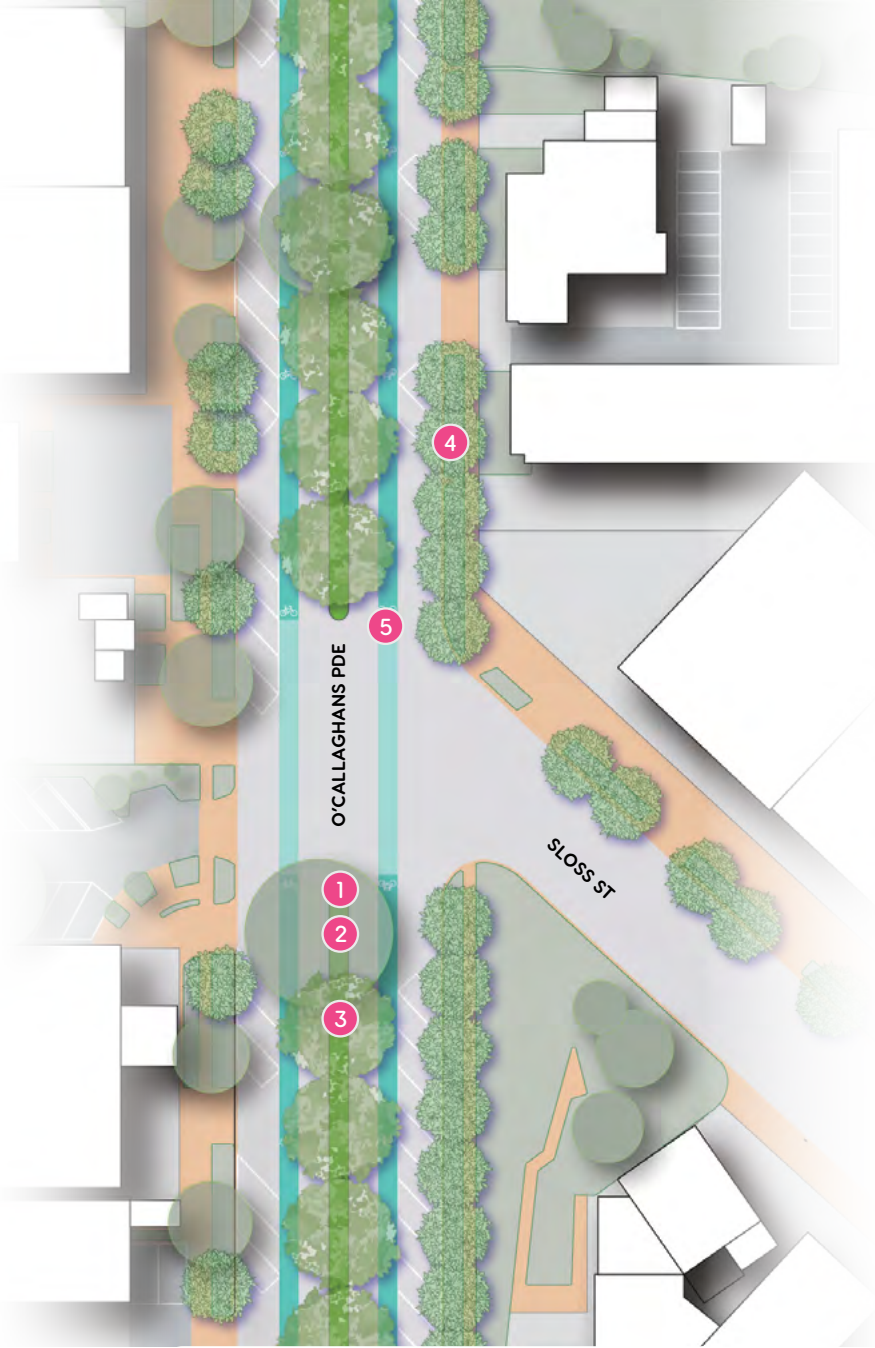


Figure 18 - Proposed upgrades in O'Callaghans Parade



A consistent canopy of trees both in the median and on the street edges provides both shade and amenity.



O'Callaghans Parade could become a grand boulevard

- 1 Utilise excess right of way width to widen median (potentially to 2m)
- 2 Plant median with drought tolerant low-growing shrubs and grasses
- 3 Plant new Large Eucalyptus trees in the central median to create a consistent canopy
- 4 Plant new small street trees along the footpath to create a consistent canopy. Choose species to complement existing
- 5 Formalise bike lanes with a painted surface treatment

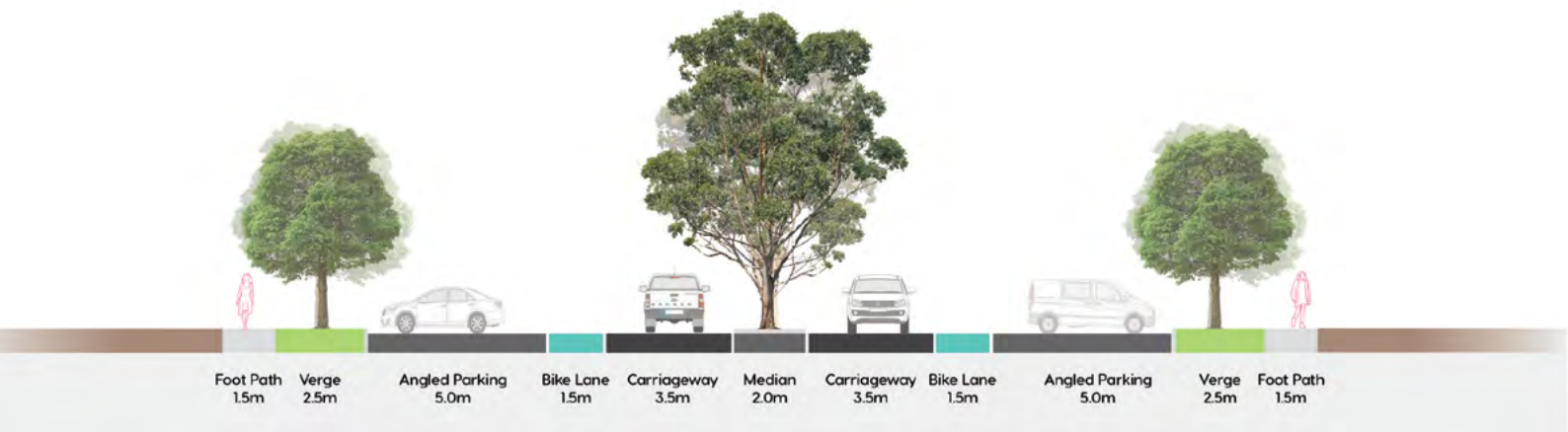


Figure 19 - Proposed upgrades in O'Callaghans Parade - Typical Section

Project #5

Emphasise trees and bikes on Urquhart Street.

Urquhart Street has an entirely different character to the rest of the Horsham CAD. The existing mature eucalyptus trees make it a very attractive street within the CAD, however an inconsistent and undersized median strip and missing footpath tree planting mean that minor streetscape improvements could make a big difference.

Improvements to Urquhart Street could include a widened and consistent median planted with canopy trees, in addition to increased tree planting along the footpaths. The existing parallel parking and wide roadway mean bike lanes in either direction could easily be accommodated, without compromising parking availability or traffic flow.

Safer and more defined pedestrian crossing points could be included at all intersections, as well as a mid-block crossing in front of the civic block. The high job density there makes it an important location to provide streets that are comfortable, safe and attractive for workers to commute by bike or on foot.

Figures 20 and 21 show proposed improvements in plan and section respectively.



Urquhart Street as it currently exists (View South).



Urquhart Street as it currently exists (View North).
Inconsistent median and limited streetscape amenity.

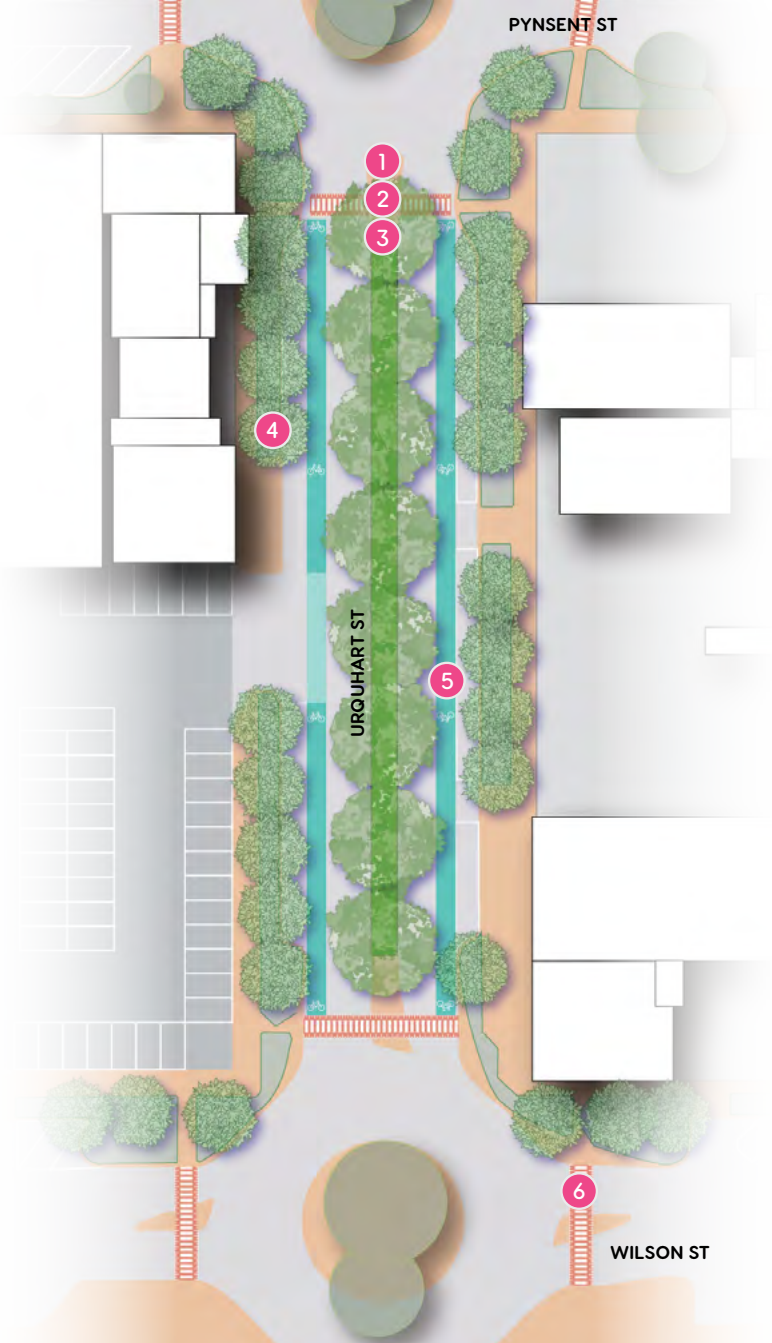


Figure 20 - Proposed upgrades in Urquhart Street



A consistent canopy of trees both in the median and on the street edges provides both shade and amenity.

- 1 Utilise excess right of way width to widen median
- 2 Plant median with drought tolerant low-growing shrubs and grasses
- 3 Plant additional new Eucalyptus trees in the central median to create a consistent canopy
- 4 Plant new small street trees along the footpath to create a consistent canopy. Choose species to complement existing
- 5 Formalise bike lanes with a painted surface treatment
- 6 Formalise pedestrian crossing at all intersections with either raised wombats crossings or a painted treatment

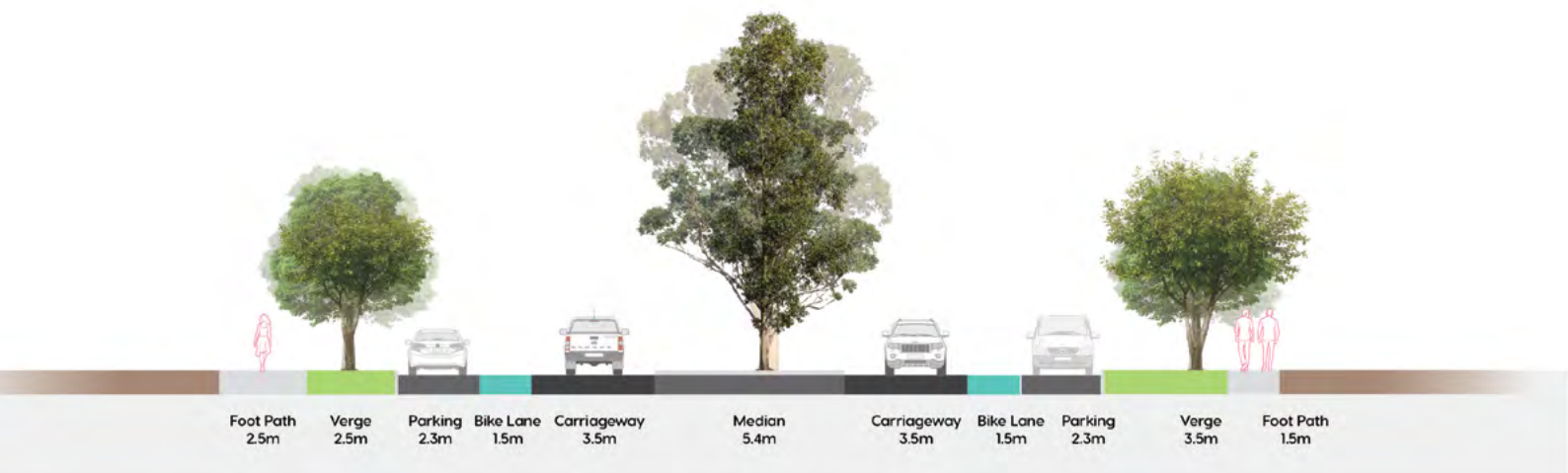


Figure 21 - Proposed upgrades in Urquhart Street - Typical Section

Project #6

Emphasise pedestrian safety on Darlot Street.

With wide tree-planted medians and thriving planting, Darlot Street is one of the most attractive streets in the Town Centre. Parallel parking is well-utilised, resulting in a more generous footpath on both sides of the street.

Unlike Firebrace Street, trees have been accommodated in substantial garden beds and the result is a lush, consistent canopy that contributes positively to the pedestrian environment.

Minor upgrades to Darlot Street could include improvements to pedestrian safety by implementing pedestrian crossings at all intersections, as well as adding a mid-block crossing at Gleed Street in order to connect better with the skate park and the bowls club.

The existing parallel parking and wide roadway mean bike lanes with buffers in either direction could easily be accommodated, without compromising parking availability or traffic flow.

Figures 22 and 23 show proposed improvements in plan and section respectively.



Darlot Street (View South). Wide planted medians with thriving street trees contribute to making Darlot one of the most attractive streets in the Horsham CAD.



Amenities like seating and bins, bike parking and thriving trees and planting make Darlot Street a pleasant pedestrian environment. There are opportunities to upgrade the existing streetscape furnishings.

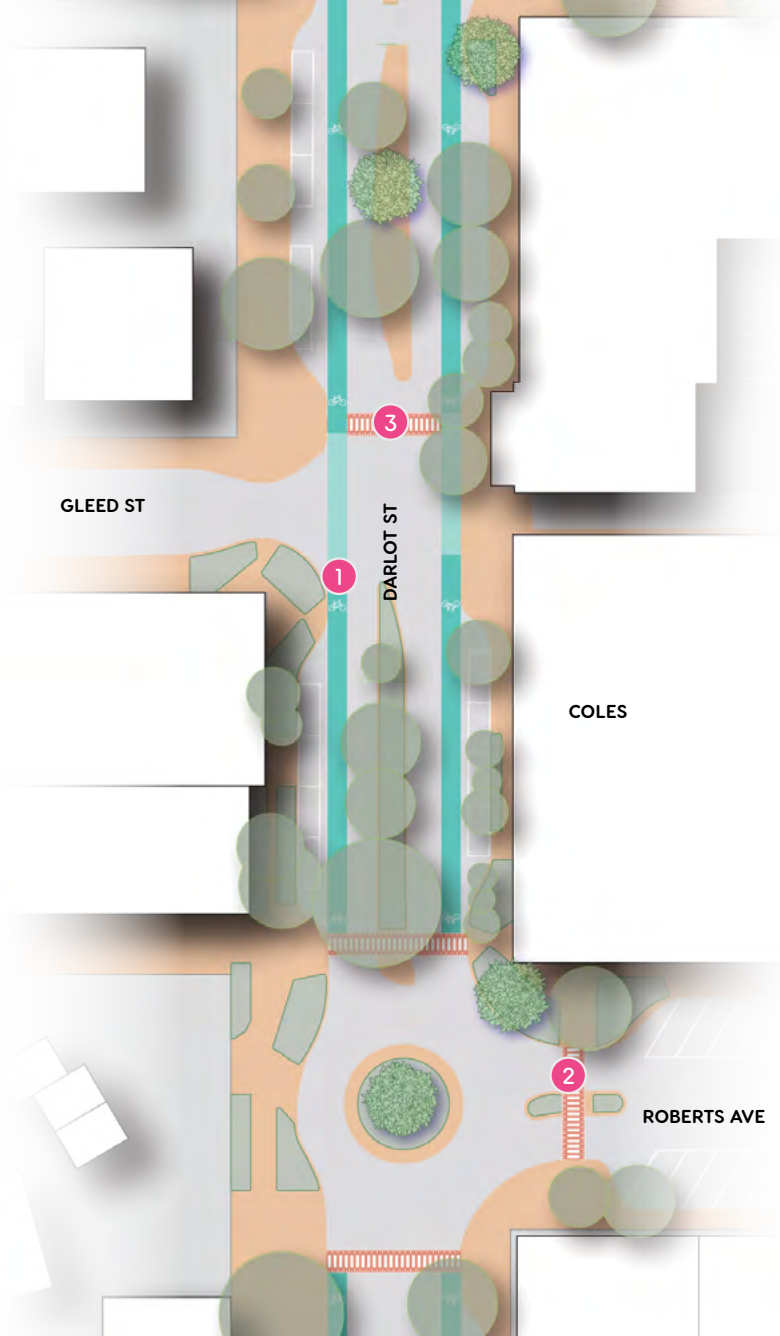


Figure 22 - Proposed upgrades in Darlot Street



Addition of bike lane between parallel parking and carriageway still leaves plenty of room for vehicles to manoeuvre



Mid block crossing with planting increases safety for those crossing at Gleed Street, and adds amenity to the street

- 1 Formalise bike lanes with a painted surface treatment
- 2 Formalise pedestrian crossing at all intersections with either raised wombats crossings or a painted treatment
- 3 Add mid-block crossing to better connect CAD to Gleed Street and beyond.



Figure 23 - Proposed upgrades in Darlot Street - Typical Section

Project #7

Engage with property owners to undertake facade improvements to heritage buildings.

The commercial heritage streetscape in Horsham provides an excellent opportunity for celebrating and promoting heritage and the town's history. The commercial streetscapes in Horsham are highly visible to the community and visitors to the region.

An intact and well maintained heritage area is an excellent draw for tourism and attracting new business, shoppers and visitors.

Facade improvements and restoration could include:

- Reinstating original features such as verandah posts, recessed shop entries, window display cases, mosaic tiled or terrazzo entryways, leadlight windows, suspended signs under verandahs and render details,
- Painting (where appropriate) consistent with the building's style and period,
- Removal of metal sheet cladding over original parapets to reveal original detailing,
- Removal of paint and restoration of parapets, and
- Not painting originally unpainted surfaces sandblasting.

Implementing the recommendations of the Heritage Study (2014) will ensure buildings and areas with heritage value are formally recognised and protected.



Freshly painted Mechanics Institute on Pynsent Street is an excellent example of appropriate heritage improvements



There is opportunity to remove metal sheet cladding where original parapets exist behind to reveal original detailing



There are a number of beautiful parapets throughout the town that are candidates for restoration

Project #8

Develop Advertising Signage Controls.

Advertising signage has a major impact on the quality of the town's environment. Poor advertising signage outcomes can severely detract from the heritage environment and the visual quality of a Town Centre.

Advertising signage needs to be consistent, reduce visual clutter and should be designed so as not to detract from the heritage architecture or grain of the streetscapes with inappropriately located and overly large signage.

Simple and clear guidance can be given to business owners to help them determine the appropriateness of their signage. Figures 24 and 25 depict appropriately located advertising signage and inappropriately located signs.



Good example of signage in a heritage context



Good example of signage in a heritage context

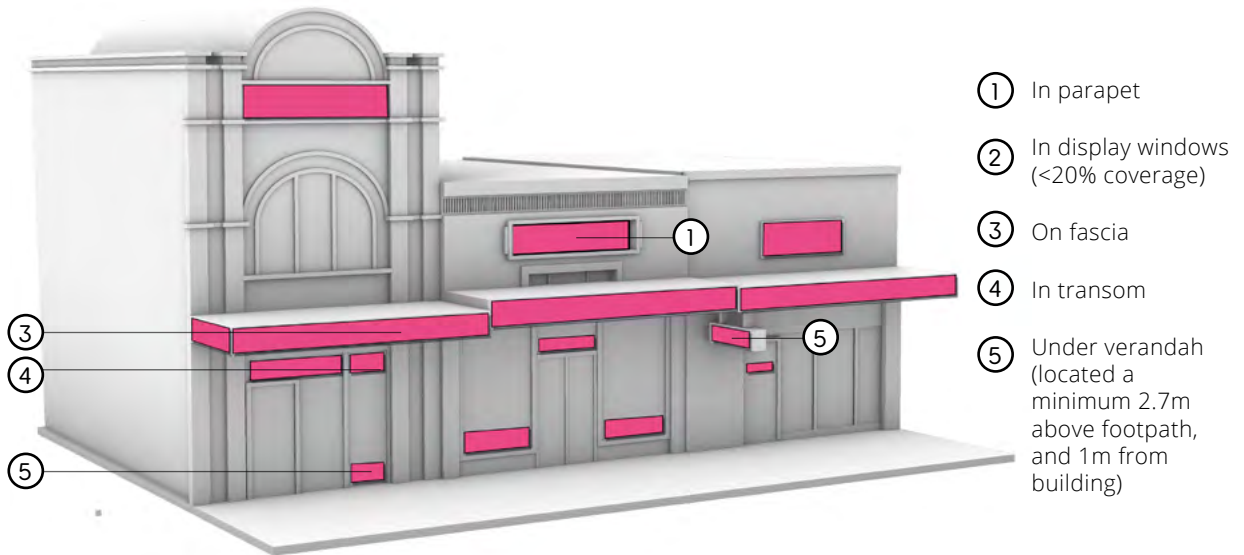


Figure 24 - Appropriately located signs

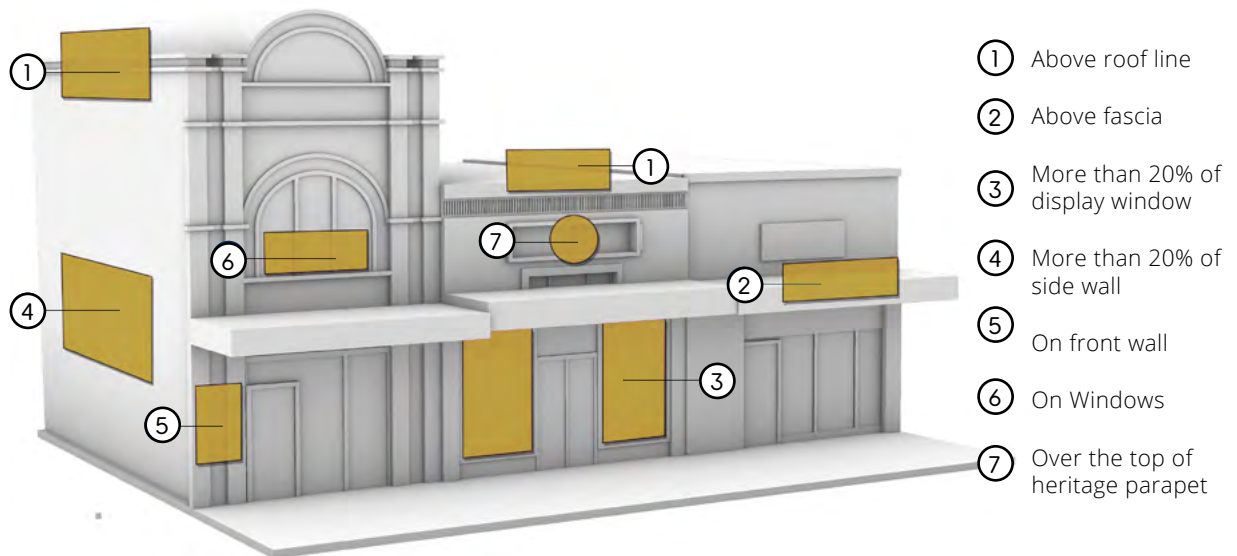


Figure 25 - Inappropriately located signs

Project #9

Build a Town Square in Horsham's Town Centre.

While Horsham has beautiful streets and some charming small gathering spaces such as the pop up park on Roberts Avenue, and the large and historical May Park on the northern edge of the CAD, there is no large outdoor, central public open space in the Town Centre.

A new public space or Town Square would provide a single large outdoor area in the heart of the CAD that could be used for both casual and formal use. It would be a truly public and community focused space that doesn't require a visitor to spend money to be able to use it. It could provide a destination for both locals and visitors stopping through Horsham's Town Centre. More people brings more activity, and more activity brings more income!

The opportunity for the Town Square to connect to the laneway network, major carparks and key destinations would be a major feature of this space.

The Town Square would provide a focal point in the Town Centre, and another reason to walk through the CAD. Other examples across Victoria would suggest that a Town Square would ultimately become a source of great civic pride.



A town square should provide active edges and activity day and night



A town square can be an oasis in the middle of the Town Centre like this one in Maryborough, QLD

A new Town Square would provide the opportunity to create a truly public and outdoor focal point in Horsham.

A central public space or Town Square would:

- Provide a central gathering space,
- Provide an appropriate forecourt to the Town Hall,
- Tie into the network of laneways through Horsham,
- Be for casual use (somewhere to eat a sandwich, wait to meet a friend),
- Be for formal use (Christmas tree lighting, school performances, ANZAC Day events and Town Hall events).

A Town Square could include an expanse of grass, seating, a bandstand, a shelter, shade trees, or a memorial. It could also host a number of seasonal or temporary events such as art or light shows, festivals, and concerts.

There several excellent examples of contemporary town squares and public spaces across Australia and specifically in regional areas. In Maitland, NSW a new public space along the river has completely transformed the town. Locally, interesting public spaces in Mildura and Kerang have also reinvigorated their towns.

It would provide a destination for both locals taking a break during their daily errands, and visitors stopping in Horsham’s Town Centre on their way through the Town. This all brings more activity, and more income. It would provide a focal point in the Town Centre, and another reason to walk through the CAD, and ultimately it would become a source of civic pride.

This project will require a feasibility study followed by a masterplanning exercise in order to successfully guide the future design direction and determine the role of the town square. Consultation should take place before detail design to ensure the Town Square meets local needs.



Maitland Levee building and public space has transformed a rivers edge and a town (photo credit McGregor Coxall)



A place to linger and socialise in the middle of town (Maryborough, QLD)



Adornment to public space in Prahran with overhead lighting (photo credit Rush Wright)



Langtree Mall, Mildura



Figure 26 - OPTION 1 Potential Town Square Location on Roberts Ave (View West)

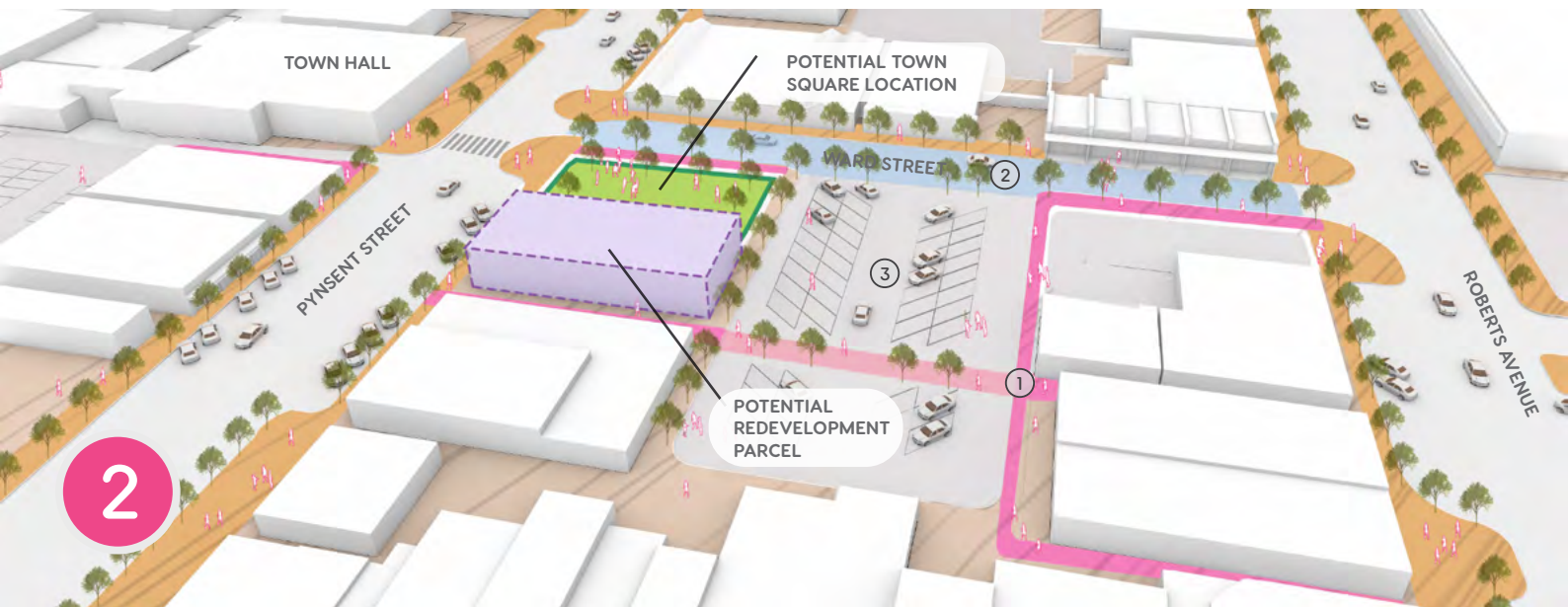


Figure 27 - OPTION 2 Potential Town Square Location opposite Town Hall on Pynsent Street (View West)



Figure 28 - OPTION 3 Potential Town Square Location adjacent to Town Hall on Pynsent Street (View West)

Project #9 Build a Town Square in Horsham’s Town Centre.

Three sites have been identified as possible candidates for a Town Square in Figure 29. All three sites are privately owned and would require significant liaison and coordination with interested landowners to further advance this idea.

- 1 The vacant parcel on the corner of Roberts Ave and Ward Street (approximately 500m² and privately owned). It is well located in the heart of the Town Centre and adjacent to Ward Street. See Fig. 26.
- 2 The newsagent parcels on Pynsent Street opposite the Town Hall is also privately owned, and large enough to offer opportunity for both a Town Square and development potential. It is well located to provide access from the Town Hall carpark to the Town Hall. See Fig 27.
- 3 The parcels immediately to the east of the Town Hall on Pynsent Street. These parcels would offer excellent access and proximity to the Town Hall and many opportunities for co-use. See Fig. 28.

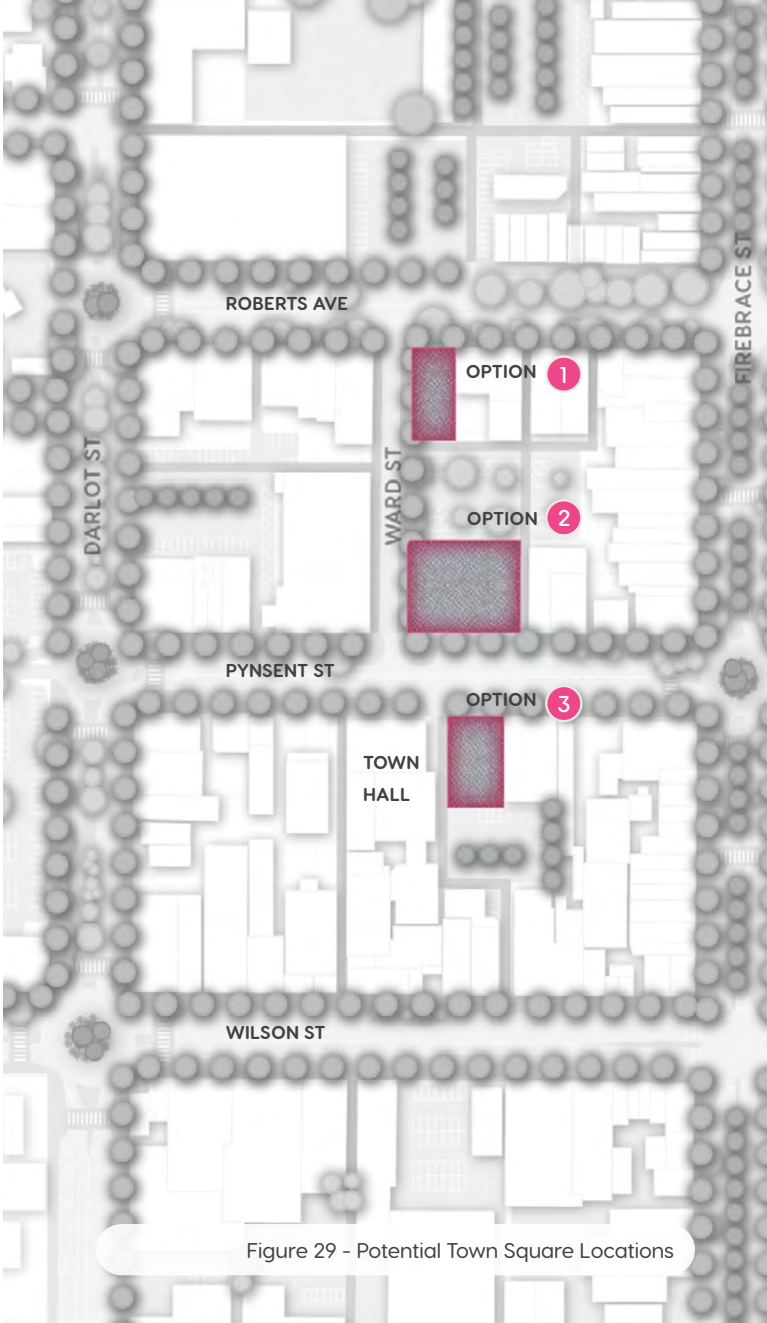
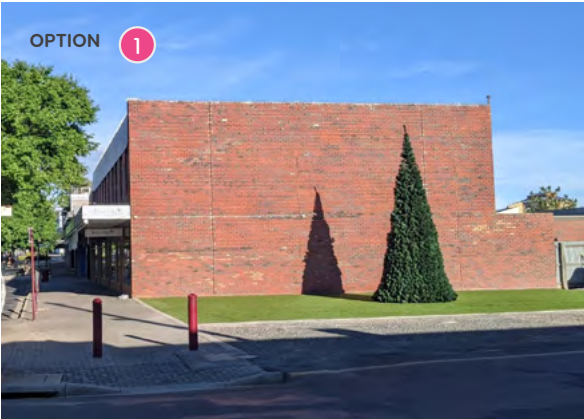
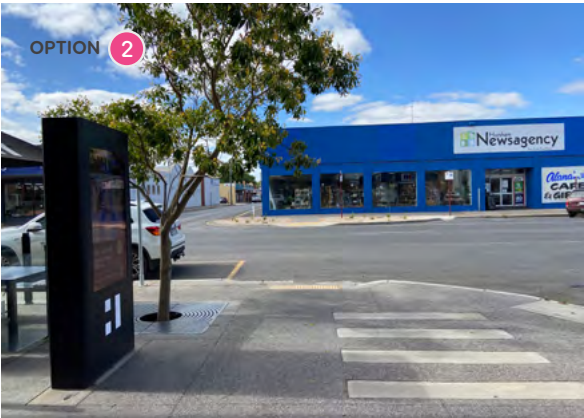


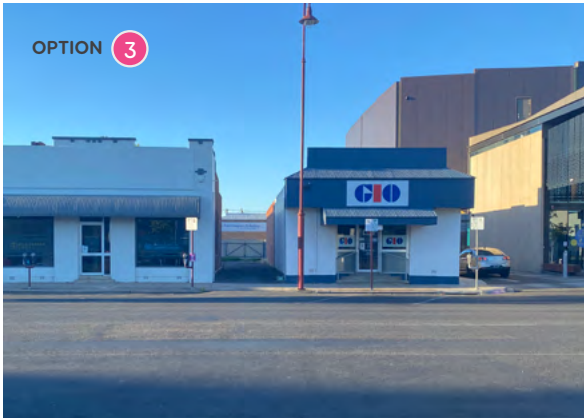
Figure 29 - Potential Town Square Locations



The vacant parcel at the corner of Roberts Avenue and Ward Street has been used for activations in the past



The newsagency site opposite the Town Hall would open up an important connection between the Ward Street shared space, the car park, and the Town Hall



The site adjacent to the Town Hall could be used to co-host events with the Town Hall

Project #10

Build a pedestrian-friendly environment on Ward Street to support the Town Square and connectivity between Roberts Avenue and the Town Hall.

To augment a Town Square in the Roberts Avenue/Pynsent Street precinct, an opportunity exists to create a pedestrian-friendly street or shared street on Ward Street. Ward Street is orientated north-south across the Roberts Ave/Pynsent Street block at the Town Hall.

There are a range of possibilities to re-imagine Ward Street as a street that is safer and more inviting to pedestrians, in addition to being more functional, greener and more visually appealing. The possibilities range from a full shared street (where cars, pedestrians and cyclists all share one space without kerbs) to a shared surface (a street without kerbs but where modes are demarcated) or just a high-quality street designed for pedestrian safety and high visual amenity.

There is also the opportunity to make short-term or pop-up improvements with temporary materials to trial the improvements before making permanent changes to the street. Figures 30 and 31 show these potential improvements.

- ① Narrow the street to include a clearly marked pedestrian walkway that runs from Roberts Ave alongside the carpark and through to Pynsent Street



Existing Ward Street



Figure 30 - Temporary or pop-up improvements could be considered along Ward Street in the short-term

- ② Designated footpath on both sites of Ward Street
- ③ Pedestrian scaled lights
- ④ New planted areas
- ⑤ New street trees
- ⑥ High-quality paving on street



Figure 31 - Permanent streetscape improvements along Ward Street could transform the street in the longer-term

Project #11

Build a Children's Park in the Town Centre.

The site of the former Kindergarten on Roberts Avenue is an ideal location for a local park near the centre of town that caters to parents with young children. Public consultation revealed a desire for a space near the Town Centre that was safe, enclosed, and specifically tailored towards children.

This parcel of land could easily be developed into an area with natural play features. Established trees provide shade, and utilising the existing infrastructure would allow the development of a play space with minimal cost and intervention.

This site provides an opportunity to tie in with the 'Horsham Walk' project and provide a mid-block connection between Roberts Ave and Pynsent Street. Being a council-owned parcel, this could be a priority project to bring more accessible green space into the centre of town.

Public toilets and parenting facilities need to be considered as part of a Children's Park, as there is a significant need for these in the community. Figure 32 shows the proposed location and Figure 33 shows what the space could look like.

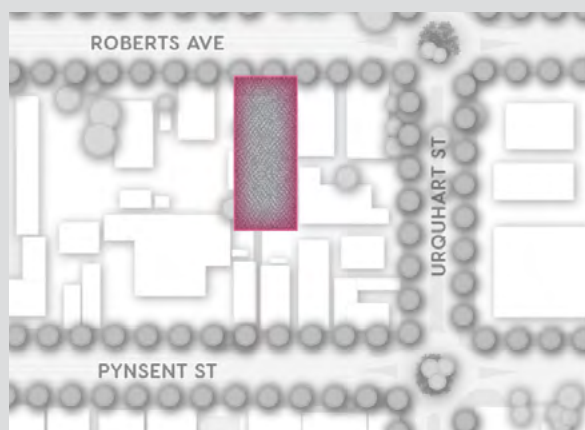


Figure 32 - Location for new Children's Park on the site of the old kindergarten



Natural play spaces promote active play, encouraging climbing, jumping and exploring



- 1 Established trees provide shade which could be augmented with additional tree planting.
- 2 A less structured natural play environment could be accommodated to foster creative thinking and problem-solving as children are encouraged to utilize the space in a way that is fun and comfortable for them.
- 3 Demolition of the existing building would offer a seamless link with the Station and increase north-south connectivity to Pynsent Street.

- 4 Fit-for-purpose parenting facilities should be provided in place of the existing building. These should be scoped separately to ensure they meet current best practice design standards, and the needs of parents within the CAD. An interim solution should be found until the new facilities are built.
- 5 Park would be fenced to make it child-safe.

Note: This project will require concept development and consultation conducted by the Youth and Early Years Team prior to detailed design to ensure it meets community needs.



Natural playgrounds encourage children learn about the environment and to adopt environmentally-friendly habits early on.



Natural play helps develop crucial social skills, such as communication, collaboration, and conflict resolution

Project #12

Reimagine May Park as a more inclusive space.

Community consultation with Horsham's Youth Council revealed the need for more public spaces designed to accommodate young adults. So many public spaces are designed for either children or adults, but very few actively seek to engage the ages in between. May Park is already a favourite 'hang-out' spot for Horsham's youth, but more could be done to make it safer and more appealing to that demographic. Some key interventions could include:

- Social seating aimed at groups of young people that could be either built-in and permanent, or temporary and moveable,
- Shelter from heat and rain,
- Better lighting both in the park and on the approaching streets and corners,
- Power for phone charging stations and music and free Wi-Fi,
- More things to do: basketball hoop, ping pong tables, mini climbing wall, handball, play equipment and games designed for older children/young adults such as giant jenga, mini stage, art wall,
- Opportunity to accommodate regular food trucks visits, and
- Safe passage to and from the park for pedestrians and cyclists.

Figure 34 shows how May Park could better accommodate teenagers.



Circular seating encourages conversation



Big swings for chatting



Figure 34 - May Park could be developed as a safe and enjoyable space for Horsham's youth.

1 Social and temporary seating is aimed at groups of young people. Semi-circular seating with built-in charging facilities currently used at the Station are very successful.

2 Play equipment for big people!

3 An art wall could be part of a park for young adults



Good lighting is crucial for safety after dark, not only in the park but in the surrounding streets as well



Outdoor charging stations for devices and free WiFi were important priorities for the Horsham Youth Council

Project #13

Create better, safer connections within the Town Centre and beyond.

Providing safe passage for pedestrians and cyclists within and beyond the Town Centre is central to providing a liveable Town Centre. While Council is currently preparing a separate bicycle strategy, this document will address pedestrian connectivity.

In partnership with Regional Roads Victoria, Horsham Rural City Council will build a series of pedestrian improvements throughout the Town Centre as part of a road safety initiative. Early stages may include new safe pedestrian crossings at key intersections along Firebrace and Darlot Streets. These improvements will considerably improve the pedestrian experience and safety within the Town Centre.

Also being considered are mid-block crossings along the four Town Centre blocks of Firebrace Street, another on Pynsent Street opposite the Town Hall and Ward Street, and two along Baillie Street next to May Park. Safety improvements to the Wilson Street and Darlot Street roundabout are also under consideration.

To better connect the recreational amenities on the western edge of the Town Centre (including the bowls club, tennis courts, skate park, and scout hall) there is an opportunity to make a safer and more appealing connection along Gleed Street.

Additionally, the potential scenario outlined on the following page depicts a safer, more attractive intersection at O'Callaghans Parade and Firebrace Street junction, that will ultimately make a stronger connection to the Wimmera River.

Figure 35 identifies locations for potential improvements.

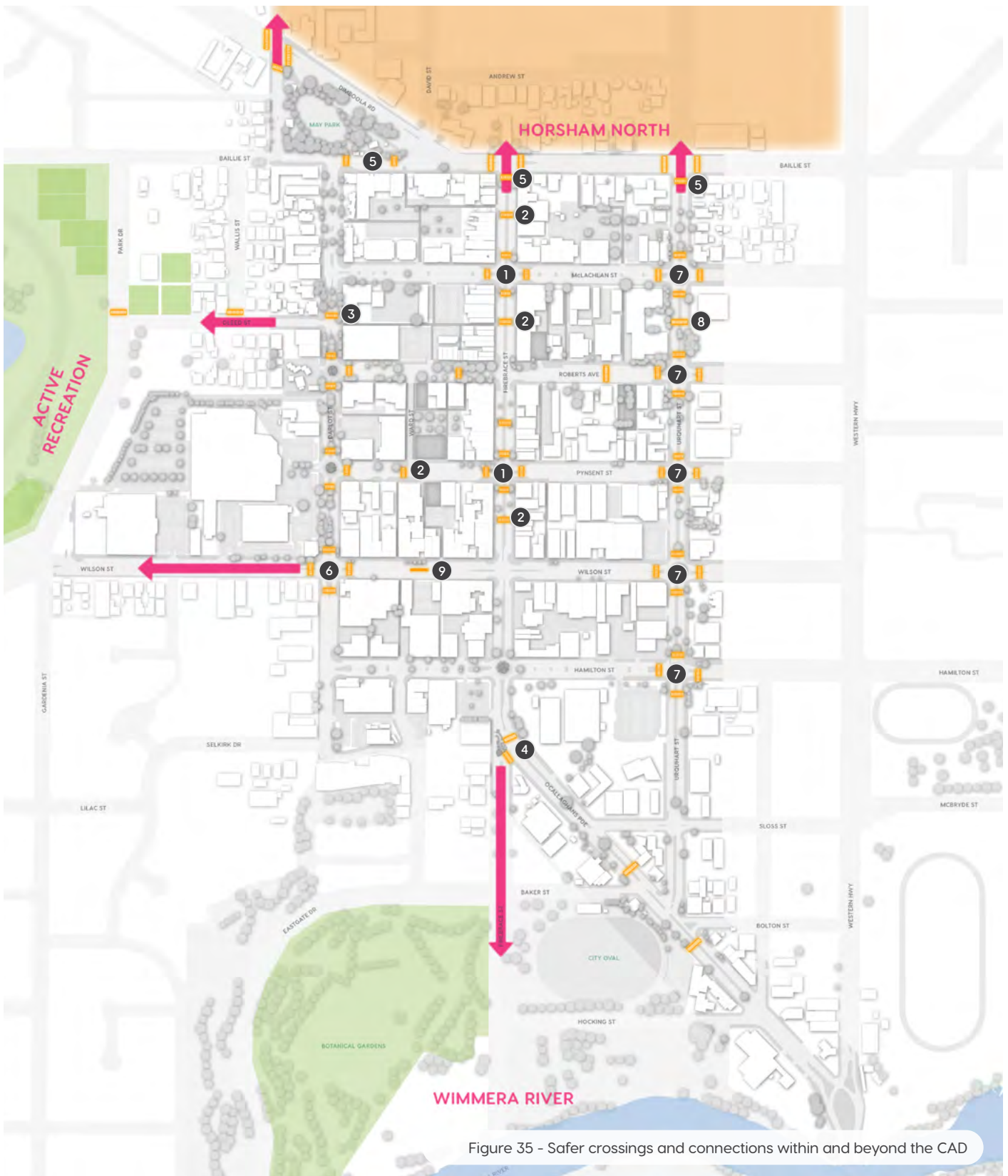


Figure 35 - Safer crossings and connections within and beyond the CAD

- 1 New and improved safe pedestrian crossings on Firebrace Street
- 2 Proposed mid-block crossings along Firebrace Street and Pynsent Street
- 3 Proposed Darlot Street pedestrian crossing at Glead Street
- 4 Safety improvements to O'Callaghans Parade and Firebrace Street intersection
- 5 New and improved safe pedestrian crossing on Bailie Street
- 6 Consideration of safety improvements to Wilson Street/Darlot Street intersection
- 7 New and improved safe pedestrian crossings on Urquhart Street
- 8 Proposed mid-block crossing in front of civic block on Urquhart Street
- 9 Island refuge on Wilson Street in front of the Town Hall

Note: These crossing locations are indicative and need more investigation as part of detailed design.

Project #13 Create better, safer connections within the Town Centre and beyond.

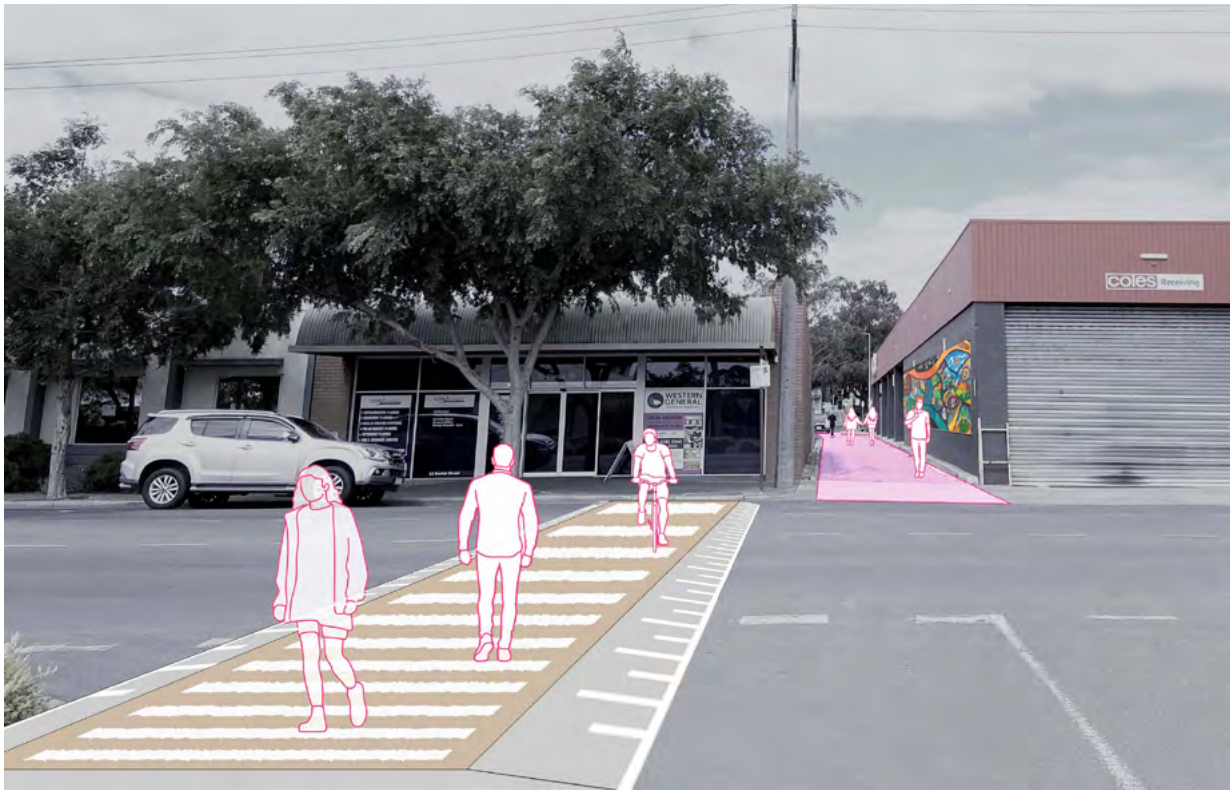


Figure 36 - Add a crossing point on Darlot Street to Glead Street to better connect to both the laneway network and the recreational facilities on the western edge of the CAD.

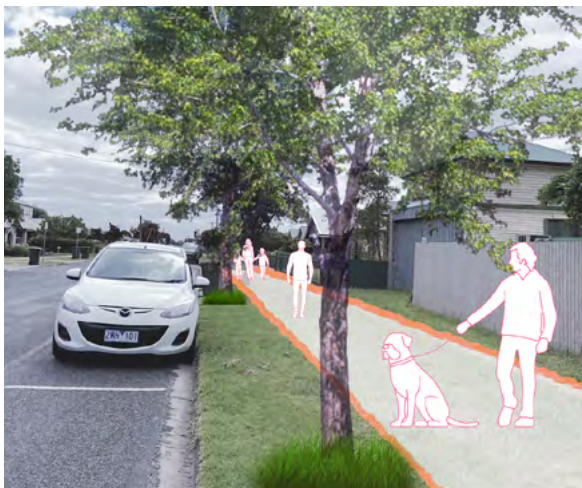


Figure 37 - Add missing footpaths and street trees on Glead Street to better connect the recreational facilities on the western edge of the CAD.

There is an opportunity to better connect the many recreational amenities on the western edge of the CAD to the Town Centre. These opportunities could be focused on Glead Street which directly connects the CAD to the western edge of the Town Centre. At present, it doesn't have footpaths on both sides of the street or safe crossings on Darlot Street. Figures 36 and 37 show improved streetscape amenity and safe crossings.

There is also a chance to create a wombat crossing on Darlot Street to connect to the town's significant laneway network and to provide direct access to the western edge of town.

Additionally, there is a need for a safer, more attractive intersection at O'Callaghans Parade and Firebrace Street junction, that will ultimately make a stronger connection to the Wimmera River. See Figure 38.



A raised wombat crossing designed to provide safe passage for pedestrians.



One of the Firebrace Street intersections to be improved with demarcated crossings.



Figure 38 - Improved pedestrian crossings and additional planting and street trees at the O'Callaghans Parade and Firebrace Street junction to better connect the Town Centre with O'Callaghans Parade and the River.

Project #14

Create a streetscape design palette manual and begin to implement incrementally.

The existing CAD streetscape furnishings require modernising and updating to create a cohesive palette of contemporary furnishings. An updated palette will create improved amenity, both visually and functionally. It will also strengthen and modernise the Horsham brand.

Key to the success of a new furnishings palette is to ensure that the components are attractive, affordable and available.

Updating the town's furnishings palette does not have to be a costly undertaking. Once a new palette is agreed to, furnishings can be bought and updated periodically as necessary and as budgets allow.

This design palette addresses:

- Paving
- Seating
- Rubbish bins
- Bike loops
- Bollards
- Drinking fountains

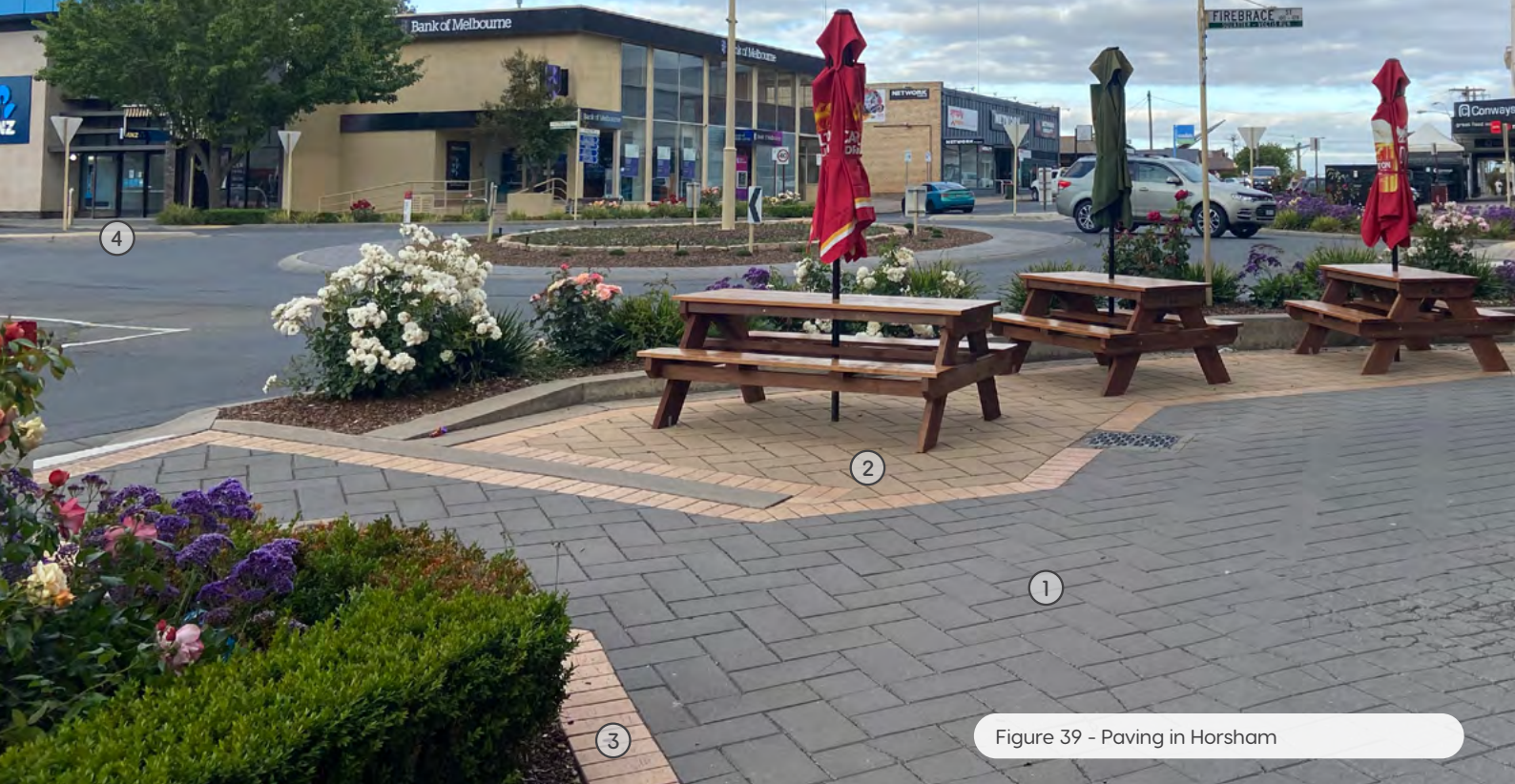


Figure 39 - Paving in Horsham

Proposed Paving Palette



Concrete Paver Charcoal Herringbone
 Supplier: UrbanPave or equivalent
 Use: Main Footpath Surface



Concrete Paver Oatmeal Herringbone
 Supplier: UrbanPave or equivalent
 Use: Seating / breakout areas



Warm Stone / Biscuit Blend Soldier Course
 Supplier: UrbanPave or equivalent
 Use: Edging for footpaths



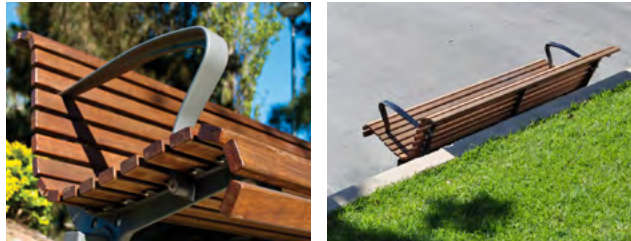
Broom-finished Grey concrete
 Use: Secondary footpaths off main streets

Project #14 Create a streetscape design palette manual and begin to implement incrementally.

Seating

These images illustrate the general look and feel of the street furniture palette. Current benches are manufactured by a local fabricator, and this relationship should be retained where possible.

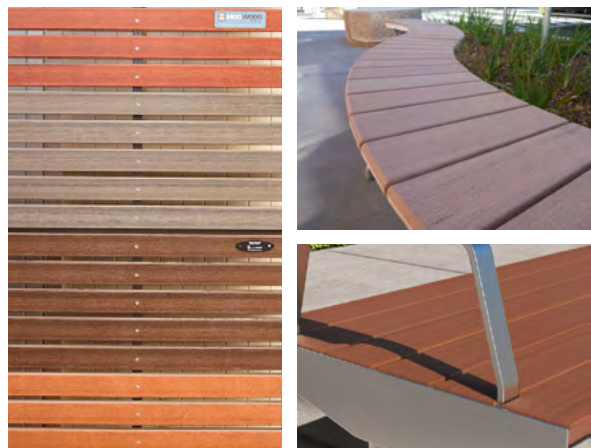
Note that timber is not a suitable material to use due to the harsh climate, and recycled plastic composite 'ModWood' is the preferred material for the construction of bench seating.



Classic Plaza Furniture Range
Supplier: Street Furniture Australia



Existing Bench in Horsham



ModWood recycled plastic slats

These images illustrate the general look and feel of the street furniture palette, and list potential suppliers. Equivalent products and suppliers may be selected as required, and more detail will be provided in the Streetscape Style Guide.

Note that timber is not a suitable material to use due to the harsh climate, and recycled plastic composite 'ModWood' is the preferred material for street furniture. Metal fixtures should be fabricated from stainless steel to reduce rust and staining.

Rubbish bins



Escola Bin Enclosure
Finish: Textura Russet
Supplier: Street Furniture Australia

Bollards



Shore Timber Bollard
Colour: Jarrah
Supplier: Outdoor Structures Australia

Bike loops



Circular Bike Rack
Finish: Stainless Steel
Supplier: Bronson Safety

Drinking fountains



Eco Drinking Fountain
Finish: Sable CorTen
Supplier: Grilllex

Project #15

Support the Greening Greater Horsham Strategy. Plant more trees!

The street tree canopy in the Central Activities District is sporadic, except in a couple of key streets including Roberts Avenue and Darlot Street, where there is mature canopy. There is every reason to aspire to creating a more consistent canopy throughout the rest of the Town Centre on footpaths, medians, carparks and public spaces.

The value of street trees is significant. They transform the aesthetics of a street, provide shade, reduce urban heat island effect, and in the broader context they also offset our carbon emissions. The Streetscape Plan supports the Council commitment to increase tree canopy cover over the public areas of the Central Activity District from 9.9% to 25%.

Tree planting doesn't have to happen all at once. The canopy can be incrementally increased over a period of years as budgets allow. The goal should be that every street in Horsham should have as much canopy as Roberts Avenue.

Figure 40 depicts the opportunity to significantly expand the tree canopy across the CAD by planting new trees in footpaths and by replacing existing under-performing trees with new healthy trees.

It could also be an opportunity to reinstate the Avenue of Honour at Roberts Avenue, given that many of the historic trees have been removed.

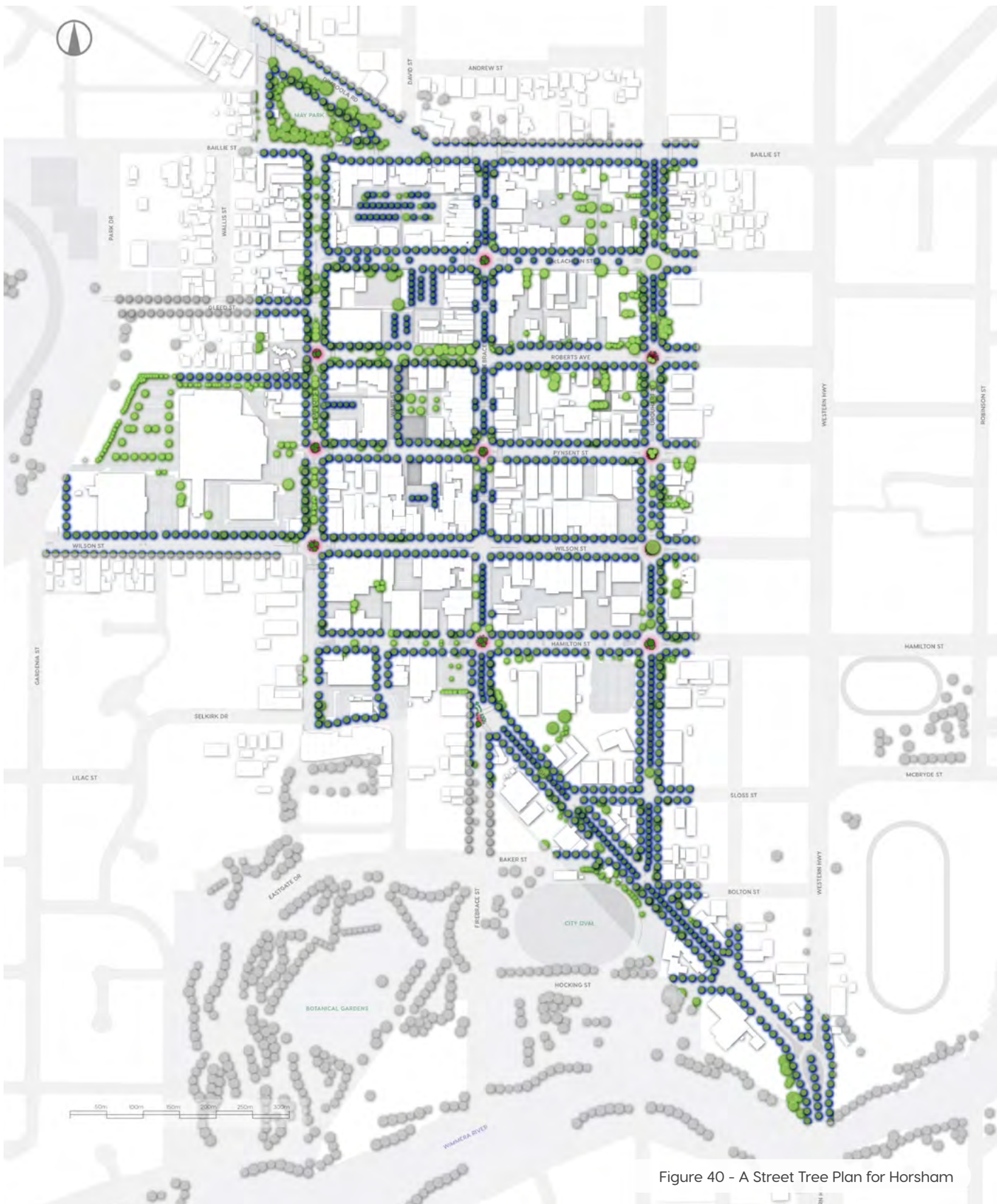


Figure 40 - A Street Tree Plan for Horsham

- Proposed street trees
- Existing Trees
- Improved roundabout planting

Project #15 Support the Greening Greater Horsham Strategy. Plant more trees!

Lessons learned on Firebrace Street

The street trees in Firebrace Street are an example of where the site conditions have not allowed the trees to flourish. Compacted root zones due to adjacent parking, poor drainage, and lack of water mean that the growth of these trees has been severely compromised. They do not provide shade, and due to their size they don't provide aesthetic benefits either. Replacing the Firebrace Street trees with trees in large garden areas with non-compacted root zones, good drainage and access to water will ultimately create a significantly better canopy for the street.

The following recommendations will ensure that Horsham's street trees are given the opportunity to grow well.

Planting new street trees

1. Plant street trees in areas where their roots will not all be compacted by parked cars, preferably in well sized tree pits or in garden areas.
2. Improve the root growing conditions by allowing passive infiltration of stormwater, mulching, and access to adequate soil volumes, where possible.
3. Allow garden space around the tree trunk to let the soil breathe. Allow for permeable surfaces around the tree.
4. Plant understorey shrubs and groundcovers

around tree to provide a physical barrier to protect the tree.

5. Locate tree away from overhead and below ground services in accordance with easement and other infrastructure requirements.
6. Place trees to shade footpaths from sun and wind while allowing for solar access to adjacent buildings – residences and businesses.
7. Select appropriate species for the available space to allow for sufficient clearances for pedestrians and cyclists and to keep sight lines clear from driveways and roadways.
8. Select street tree species to complement and match the existing streetscape character.

Maintaining street trees

1. Ensure all new street trees are part of a formal establishment program including watering and pruning.
2. Maintain a regular supply of mulch to retain water, protect soil and help alleviate water evaporation.
3. Water important street trees (e.g., those along Firebrace Street) as part of Council's regular irrigation program.
4. Protect trees from detergents, oil paints, cement and too much animal waste.
5. Protect tree trunk from damage.



Struggling tree in Firebrace. Soil and roots are compacted from asphalt and carparking.



Thriving street trees in a garden bed with adequate soil and root space

Street Trees for Horsham

Suggested species list is based on what grows well in Horsham, and what will further enhance the character and biodiversity of the CAD streetscapes.

Suggested Large Trees

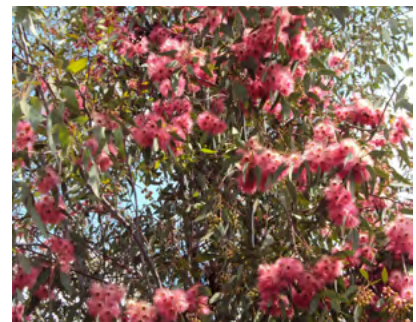


Angophora costata
Smooth-barked Apple



Corymbia citriodora 'Scentuous'
Dwarf Lemon Scented Gum

Corymbia maculata
Dwarf Spotted Gum



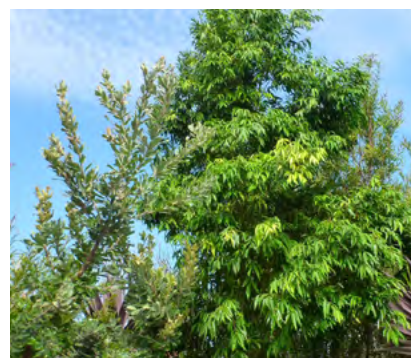
Eucalyptus sideroxylon
Red Ironbark

Suggested Small Trees



Ulmus glabra lutescens
Golden Elm

Callistemon 'Kings Park Special'
Bottlebrush



Waterhousea floribunda
Weeping Lilly Pilly

Zelkova serrata
Japanese Zelkova



Lagerstroemia indica
Crepe Myrtle



4

Implementation & Staging



4 | IMPLEMENTATION AND STAGING

Each of the 15 projects outlined in the Streetscape Plan would significantly improve the amenity and attractiveness of Horsham as a town.

No one project has a higher priority than others, as each project operates as a stand-alone and as part of a network of improvements designed to make Horsham a better place to live, work and visit.

Some projects would have higher impact were they to be developed concurrently with others. For example:



Project Staging Implementation Suggestions

Project #1

Create the 'Horsham Walk' from Horsham's existing laneway network.

Begin by implementing the Trial Block identified in Figure 4. Work with the building owner to install a coffee window, lighting and seating in Bradbury Lane, and implement a vibrant and recognisable surface treatment indicating pedestrian priority through the carpark and the Roberts Avenue Arcade.

Continue to implement the Priority Blocks, continuing the vibrant surface treatment, lighting and furniture where appropriate. Invest in increased activation like public art and events.

As funding allows, continue to implement surface treatment throughout the rest of the identified laneways. There may be instances where private land through existing carparks is identified as a key pedestrian route. In these cases, negotiation with landowners would need to occur.

Develop a communications strategy that includes community consultation and information for key stakeholders (i.e. Horsham Youth Council, local businesses, local artists) to ensure opportunities to engage, influence and participate.

Leads:

- Strategic Projects
- Project Office
- Community Relations + Advocacy

Support:

- Engineering
- Creative Services + Events
- Investment + Business Development
- Community Relations + Advocacy
- Recreation + Open Space Planning
- Strategic Planning + Heritage
- Youth + Early Years

Project #2

Improve Firebrace Street with more shade, more crossings and more public realm.

To minimise disruptions to businesses, upgrades to Firebrace Street could be implemented one block at a time. The block between Pynsent Street and Roberts Avenue should be the priority, followed by the block between Roberts Avenue and McLachlan Street.

Key to the success of the projects will be the support of the traders. Create a working group to further consider the options and understand the trade-offs and opportunities. Continue community consultation to ascertain concerns and/or identify further improvements to help finalise a detail design. Consider a range of consultation events such as 'meet the contractor' drop in session to give community members an opportunity to learn more about the design and how works will be managed.

Leads:

- Strategic Projects
- Community Relations + Advocacy
- Project Office
- Parks + Gardens

Support:

- Engineering
- Investment + Business Development
- Recreation + Open Space Planning
- Civil Works
- Creative Services + Events
- Strategic Planning + Heritage
- Community Inclusion

Project #3

Create more places for people on Wilson Street.

Prioritise tree planting, understory planting and additional street furnishings along Wilson Street between Darlot Street and Firebrace Street, as this is the section with the majority of the important heritage buildings.

Consultation and final approval of detailed design and construction from road authority, Regional Roads Victoria, to be sought.

Leads:

- Strategic Projects
- Community Relations + Advocacy
- Project Office
- Parks + Gardens

Support:

- Engineering
- Investment + Business Development
- Recreation + Open Space Planning
- Civil Works
- Creative Services + Events
- Strategic Planning + Heritage

Project #4

Make O'Callaghans Parade an attractive and fitting arrival corridor into Horsham's Town Centre.

Prioritise street tree planting and median widening, to deliver a 'sense of arrival' when coming to Horsham.

Bike lanes should all be implemented at the same time, to achieve a consistent network across the CAD. Further design required to enable pedestrians to choose places where it is safer and convenient to cross the road.

Leads:

- Strategic Projects
- Community Relations + Advocacy
- Project Office
- Parks + Gardens

Support:

- Engineering
- Recreation + Open Space Planning
- Civil Works
- Creative Services + Events
- Strategic Planning + Heritage

Project #5

Emphasise trees and bikes on Urquhart Street.

Prioritise crossing points at Roberts Avenue roundabout in order to increase safety for those accessing the Senior Citizen's Centre and the Community Childcare Centre, and a more formalised crossing at the Civic block. Street tree planting and median widening could be prioritised following this.

Bike lanes should all be implemented at the same time, to achieve a consistent network across the CAD.

Leads:

- Strategic Projects
- Community Relations + Advocacy
- Project Office
- Parks + Gardens

Support:

- Engineering
- Recreation + Open Space Planning
- Civil Works
- Creative Services + Events
- Strategic Planning + Heritage

Project #6

Emphasise pedestrian safety on Darlot Street.

Prioritise pedestrian crossing points, especially at Wilson Street, where community feedback indicated an urgent need.

Bike lanes should all be implemented at the same time, to achieve a consistent network across the CAD.

Leads:

- Strategic Projects
- Community Relations + Advocacy
- Project Office

Support:

- Engineering
- Recreation + Open Space Planning
- Civil Works
- Parks + Gardens

Project #7

Engage with property owners to undertake facade improvements to heritage buildings.

Owners and occupiers of heritage buildings will need information and guidance to achieve better conservation outcomes. Prioritisation towards engaging a heritage adviser to provide support to owners/occupiers with colour schemes, design advice and information on a building's history.

Investigate membership to the Victorian Heritage Restoration Fund administered by the National Trust and develop a heritage guidebook to build a better public understanding of architectural styles, heritage characteristics as well as how to maintain, repair and upgrade heritage buildings in a manner that is appropriate to a building's the character and age.

Lead:

- Strategic Planning + Heritage

Support:

- Investment + Business Development

Project #8

Develop Advertising Signage Controls.

Horsham Council could develop advertising signage controls to protect the visual amenity and heritage environment of the Town Centre. Guidance should be simple and clear, to help business owners determine the appropriateness of their signage.

Lead:

- Strategic Planning + Heritage

Support:

- Investment + Business Development

Project #9

Build a Town Square in Horsham's Town Centre.

While the Streetscape Plan identifies a number of possible sites for a Town Square, there is now a need to select a preferred site and engage in negotiations with relevant landowners. The Town Square project would be a transformational for Horsham, and would be a central point for gathering and connecting to the laneway network. The benefit that this would bring to both residents and visitors cements this as a pivotal project for the Town Centre.

This project will require a feasibility study followed by a masterplanning exercise in order to successfully guide the future design direction and determine the role of the town square. Consultation should take place before detail design to ensure the Town Square meets local needs.

Leads:

- Investment + Business Development
- Recreation + Open Space Planning
- Community Relations + Advocacy
- Strategic Projects
- Project Office

Support:

- Strategic Planning + Heritage
- Creative Services + Events
- Engineering
- Civil Works
- Parks + Gardens
- Youth + Early Years
- Community Inclusion

Project #10

Build a pedestrian-friendly environment on Ward Street to support the Town Square and connectivity between Roberts Avenue and the Town Hall.

Trial the Ward Street Shared Space by implementing temporary interventions such as planter boxes, temporary bollards, and painted surface treatments to narrow the street and provide a designated pedestrian walkway. If the trial is successful, plan to make permanent improvements to the street.

Leads:

- Strategic Projects
- Project Office
- Parks + Gardens
- Community Relations + Advocacy

Support:

- Engineering
- Recreation + Open Space Planning
- Civil Works

Project #11

Build a Children's Park in the Town Centre, on the site of the former Kindergarten.

Redevelop the former Kindergarten into a Children's Park featuring natural play elements.

Public Toilets and Parents Rooms should be developed to tie into this space, and demolition of the existing building is recommended to enable this as well as establish a seamless connection to the Horsham Walk.

This project will require concept development and consultation prior to detailed design to ensure it meets community needs.

Leads:

- Youth + Early Years
- Community Relations + Advocacy
- Strategic Projects
- Project Office

Support:

- Recreation + Open Space Planning
- Community Inclusion

Project #12

Reimagine May Park as a more inclusive space.

Prioritise implementing moveable, temporary furniture and activations such as art walls, play equipment for teenagers, and more comfortable seating that is easy for groups to reconfigure.

In the longer term, develop a lighting strategy to make the park safer at night, ideally incorporating solar-powered charging stations. Explore possible locations for a mini-stage with power.

Leads:

- Youth + Early Years
- Community Relations + Advocacy
- Strategic Projects
- Project Office

Support:

- Recreation + Open Space Planning
- Community Inclusion

Project #13

Create better, safer connections within the Town Centre and beyond.

As budget becomes available for pedestrian crossings, deliver crossing improvements across the Town Centre. Prioritise unsafe intersections and those in high-traffic areas, such as the Darlot Street / Wilson Street intersection, and the mid-block crossing on Pynsent Street to the Town Hall.

Leads:

- Strategic Projects
- Project Office
- Community Relations + Advocacy

Support:

- Engineering
- Civil Works

Project #14

Create a streetscape design palette manual and begin to implement incrementally.

Incrementally implement changes to the streetscape palette. As street furnishings or paving need to be replaced, do so with items from the manual. This will gradually ensure consistency across the Town Centre, and increase sustainability by only replacing furnishings that are at the end of their lives.

Lead:

- Strategic Projects
- Civil Works

Support:

- Project Team
- Parks + Gardens

Project #15

Support the Greening Greater Horsham Strategy. Plant more trees!

As budget becomes available for planting, gradually deliver increased canopy planting across the Town Centre. Ensure adequate space for properly engineered tree pits, to ensure new trees have the best chance of survival.

Leads:

- Parks + Gardens
- Capital Works

Support:

- Engineering
- Recreation + Open Space Planning

Cost Estimate

A high-level Cost Estimate has been completed to support Council planning and budgeting efforts.

Beyond the Streetscape

Although these projects focus on urban design interventions, there are other Council led projects that could contribute to overall revitalisation efforts. These projects relate to:

- Development opportunities,
- Improvements to infrastructure and services,
- Heritage protection,
- Built form controls,
- Retail strategy,
- Housing strategy,
- Developer contributions, and
- Events.

Land Use and Planning Scheme Actions

In addition to the recommendations for the streetscape and public realm outlined in this document, the following land use and planning scheme actions should be considered:

- Investigate demand for higher density development within the Town Centre to begin to combat housing shortage and lack of housing diversity. The majority of land within the CAD area is Commercial 1 Zone which gives opportunity for a broad mix of future commercial activity, and residential land use.

The current planning scheme (as outlined in 11.03-1L) encourages:

- Redevelopment on McLachlan Street between Darlot Street and Firebrace Street as the preferred location for economic activity including an additional anchor store.
- A greater intensity of development supporting mixed-use with accommodation above the ground floor.
- Commercial development to be located in existing commercial areas as opposed to developing on the outskirts of town.
- Redevelopment of under-utilised sites throughout the CAD, including supporting consolidation of smaller sites.

- While Council has been focussed on its growth areas (north, south, east and west of the CAD), it is worth noting that the CAD provides significant infill development potential which would provide the additional economic benefits of further activating and consolidating Horsham's Town Centre.
- Implement the Horsham Heritage Study by introducing new local planning policy on heritage and applying heritage controls to identified places and precincts. Some of Horsham's most historic buildings within the CAD are not part of the current DDO5 area which therefore leaves them at risk of demolition or unsympathetic modifications.
- Consider a Design Development Overlay (DDO) and local planning policy to direct future built form as well as to protect and enhance prevailing character. More specifically this would address activation of laneways, laneways on private land, preserving view lines, locations for taller buildings, gaps in the streetscape, interface treatments and design responses to existing heritage places on adjacent sites. This will need to be strategically justified through a Built Form Analysis.
- Revise the Horsham CAD Policy and develop a more detailed map that illustrates Council's desired direction for private sector funding and/or delivery as part of development of land or development contributions. This might include laneways, gateway site, town square and locations where pedestrian crossings are sought.
- Investigate options for developers to make contributions. This might take the form of a strategy or Development Contributions Plan.
- Prepare and implement advertising signage guidelines and local planning policy into the planning scheme to ensure signage makes a positive contribution to the public realm and the quality of the streetscape and the building they are visually associated with.
- Determine how the continuity of materials and planting palettes can be implemented into the planning scheme to ensure a consistent approach in achieving high quality design outcomes. This might be through the development of policy guidelines.

Additional Supporting Projects

Additional actions and projects for Council to undertake that will support the Streetscape Plan:

- Assess traffic movement within the CAD to better understand circulation and movement issues.
- An Outdoor (Footpath) Trading Policy will likely need to be developed.
- Commit to programming efforts and initiatives when planning physical improvements to the public realm. The provision of a physical space must go hand-in-hand with programming efforts to ensure that the spaces are well-used.
- Ensure that the outdoor spaces can support events with outdoor event requirements such as power, shelter, lighting, wifi, outdoor heating etc.
- Work with traders and community to incentivise and promote seasonal events such as markets, Christmas events, and Laneway Arts events.
- Consider the CCTV network when undertaking physical changes to streetscapes and infrastructure upgrades.
- In the long-term, consider the redevelopment potential of some of the Council-owned carpark sites located throughout the CAD, while balancing parking needs.
- Identify and protect important view corridors through town including along Firebrace Street to T&G Building and St John the Divine Church on Baillie Street at the top of Firebrace Street.
- Develop a wayfinding strategy for Horsham, and provide wayfinding signage throughout the Town Centre to other key destinations (including the Silo Art project) to encourage passers-by to stop for a while.
- Undertake a DDA Universal Access audit of the CAD.



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