

# AGENDA

MEETING OF THE  
**HORSHAM RURAL CITY COUNCIL**

To be held on  
**14 February 2022**  
At 5.15pm

**This meeting will be held online and livestreamed  
on the Horsham Rural City Council website**

[www.hrcc.vic.gov.au](http://www.hrcc.vic.gov.au)



**Horsham Rural City**  
Council urban rural balance

**COUNCILLORS are respectfully requested to attend the Council Meeting of the Horsham Rural City Council to be held at 5.15pm on 14 February 2022 to be held online and livestreamed at [www.hrcc.vic.gov.au](http://www.hrcc.vic.gov.au)**

## **Order of Business**

### **PRESENT**

### **ALSO IN ATTENDANCE**

#### **1. PRAYER**

Almighty God, we pledge ourselves to work in harmony for, the social, cultural and economic well-being of our Rural City. Help us to be wise in our deliberations and fair in our actions, so that prosperity and happiness shall be the lot of our people. AMEN

#### **2. ACKNOWLEDGEMENT OF COUNTRY STATEMENT**

The Horsham Rural City Council acknowledges the five Traditional Owner groups of this land; the Wotjobaluk, Wergaia, Jupagulk, Jaadwa and Jadawadjali people. We recognise the important and ongoing place that all Indigenous people hold in our community.

We pay our respects to the Elders, both past and present, and commit to working together in the spirit of mutual understanding and respect for the benefit of the broader community and future generations.

#### **3. OPENING AND WELCOME**

Welcome to Councillors, staff, members of the public and the media. The Council meeting will be recorded to maintain an audio archive, which will be available on the Horsham Rural City Council website as soon as possible.

Please note that this meeting is being streamed live on the internet.

This meeting is being held online and Councillors are attending via electronic means. As this meeting is being held online, there will be no-one present in the public gallery. The meeting will be conducted in accordance with Council's Governance Rules and Local Law No 1 Governance (2016), noting that, as indicated, in some parts of the agenda, procedures have been slightly modified to ensure the meeting remains compliant but can run effectively in the online environment.

Disclosure of conflicts of interest and rules relating to conflicts of interest remain. Councillors will be removed from the proceedings where required using the available technology.

Voting in relation to motions for decision will be taken by show of hands. If a division is requested, the Mayor will call for a show of hands by those Councillors voting for the motion, and then those Councillors opposed to the motion.

Where Council experiences technical difficulties and there is a disconnection in Council's livestreaming of the meeting, the meeting will be adjourned. If the livestream connection is working within 30 minutes, the meeting will recommence. If the livestream is not available for a period of longer than 30 minutes, the meeting will be postponed to another time and date.

Councillors participating in this meeting by electronic means will be taken to be present and part of the quorum for the meeting, provided that they can hear proceedings, they can see and be seen by other members in attendance, and they are able to speak and be heard by those in attendance. The audio-visual link with each Councillor will be monitored and any disconnection immediately identified for both quorum and participation purposes. If the disconnection is longer than five minutes, the Councillor will be identified as absent from the meeting and will not be counted for quorum purposes. This absence will be reflected in the minutes. If the number of Councillors connected to the livestream falls below the minimum required for the quorum, the meeting will be suspended. If the quorum is not achieved within 30 minutes of the suspension, the meeting will be posted to another time and date.

#### **4. APOLOGIES**

#### **5. CONFLICTS OF INTEREST**

##### **Declarations of Interest**

A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken.

##### Members of Staff

Under Section 130 of the *Local Government Act 2020*, officers or people engaged under contract to the Council providing a report or advice to Council must disclose any conflicts of interests in the matter, including the type of interest.

**6. OFFICERS REPORTS ..... 5**

6.1 MICROSURFACING SEALING CONTRACT 22-013 .....5

6.2 HORSHAM CENTRAL ACTIVITY DISTRICT REVITALISATION: DRAFT STREETScape PLAN .....8

**7. CONFIDENTIAL MATTERS ..... 14**

7.1 MICROSURFACING SEALING CONTRACT 22-013 .....14

*Defined as confidential information in accordance with Local Government Act 2020 - Section 3(1)(g) - Private Commercial Information*

**CLOSE**



SUNIL BHALLA  
Chief Executive Officer

## 6. OFFICERS REPORTS

### 6.1 MICROSURFACING SEALING CONTRACT 22-013

<b>Author's Name:</b>	Dianna Blake	<b>Director:</b>	John Martin
<b>Author's Title:</b>	Coordinator Project Office	<b>Directorate:</b>	Infrastructure
<b>Department:</b>	Engineering Services	<b>File Number:</b>	F02/A05

#### Officer Conflict of Interest

Officer disclosure in accordance with *Local Government Act 2020* – Section 130:

Yes  No

**Reason:** Nil

#### Status

Defined as confidential information in accordance with *Local Government Act 2020* – Section 3(1):

Yes  No

**Reason:**

#### Appendix

Nil (*Appendix provided in confidential report on this subject*)

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#### Purpose

To award contract 22-013 Microsurfacing Sealing (Sprayed Bituminous Surfacing).

#### Summary

- Microsurfacing sealing is a road pavement preservation treatment that extends the life of existing roads.
- Officers have identified 40 road sections across Horsham Rural City that are suitable for microsurfacing sealing treatment.
- This is part of an overarching strategy to improve the cost-effectiveness of Council's road renewal program, driven by better quality data on road conditions.
- Public tenders were called for supply of microsurfacing sealing, as this is outside the scope of Council's existing supply contracts.
- The price of the preferred tender is indicative given that final pricing will be based on actual quantities of material used, and some sections may require several coats/additional thickness to achieve the required pavement profile.
- This treatment program will be implemented in many locations across the municipality over the next five years, with a similar number of locations anticipated to be treated each year (around 40-50), so the contract is offered as a one-year contract with two, two-year options.
- This road surface remediation program is to be funded from the 2021-22 budget allocation

#### Recommendation

That Council award contract 22-013 Microsurfacing Sealing (Sprayed Bituminous Surfacing) to Downer EDI Works Pty Ltd at their tendered price of \$1,307 ex GST per cubic metre (anticipated first year spend \$313,104.92 ex GST).

## REPORT

### Background

Microsurfacing is a commonly used technique for road renewal for many other road authorities, but has only recently been utilised at Horsham Rural City Council. This technique involves the application of varying thickness bituminous surfacing to roads that are showing mild levels of roughness, and increases their lives, without involving major reconstruction. It therefore provides a cost-effective means of increasing asset lives.

Laser-collected roughness data has been analysed to identify sections of roads requiring treatment. These sites have then been ground-truthed to verify the need for and appropriateness of this treatment

The first year of the contract includes a specified list of sites for treatment. Subsequent years will be based on the rates established under the contract.

The work under the contract includes but is not limited to:

- Implementation and maintenance of a quality system
- Traffic control
- Preparation of stockpile sites
- Design of seals
- Protection of existing utility asset roadway covers such as manhole and valve lids, etc.
- Sprayed bituminous surfacing (including supply of all materials)
- Recovery/spotting of line-marking and painted pavement markings, protection of existing raised pavement markers and placement of temporary reflective pavement markers
- Cleaning of stockpile sites.

### Discussion

A detailed tender evaluation is provided in the appendix to the confidential report on this subject. Key aspects of the report include:

- Two companies responded to the request for tenders.
- Each company submitted a conforming tender and one submitted an additional non-conforming tender.
- Tenders were assessed on the basis of best value to Council, and conformance with the required specifications rather than the cheapest price.

The submission from Downer EDI Works Pty Ltd was assessed as the best value to Council due to its conformance with the tender specification and pricing.

### Options to Consider

Council may choose to progress directly to reconstruction of these roads, but this is a significantly more expensive option.

### Sustainability Implications

Nil

### Community Engagement

Not Applicable

**Innovation and Continuous Improvement**

Microsurfacing sealing has not been used in Horsham Rural City before for pavement remediation. It is expected to deliver significant savings in our road renewal program by extending the lives of roads, delaying the need for a full reconstruction.

**Collaboration**

Not Applicable

**Financial Implications**

The recommended tender is priced at \$313,104.92 ex GST, which is within the available 2021-22 budget for this work. The budget estimate for the tender was \$512,940. As indicated earlier, the actual cost may vary slightly from the tendered price, as it is based on the actual quantity of material used.

**Regional, State and National Plans and Policies**

Not Applicable

**Council Plans, Strategies and Policies**

2021-2025 Council Plan

Theme 4 - Accessibility

Achievement 4 – Sealed road satisfaction – excluding arterial roads

**Risk Implications**

While not being used previously in this municipality, the use of microsurfacing is well established in other areas. Normal construction risks apply, which will be managed through Council's Project Office.

**Conclusion**

The tender evaluation process has assessed that the preferred contractor is Downer EDI Works Pty Ltd, at their tendered price of \$1,307 ex GST per cubic metre.

## 6.2 HORSHAM CENTRAL ACTIVITY DISTRICT REVITALISATION: DRAFT STREETScape PLAN

<b>Author's Name:</b>	Evan Burman	<b>Director:</b>	Kevin O'Brien
<b>Author's Title:</b>	Strategic Planner/Urban Design Lead	<b>Directorate:</b>	Communities and Place
<b>Department:</b>	Investment, Attraction and Growth	<b>File Number:</b>	F06/A23/000001

### Officer Conflict of Interest

Officer disclosure in accordance with *Local Government Act 2020* – Section 130:

Yes  No

**Reason:** Nil

### Status

Defined as confidential information in accordance with *Local Government Act 2020* – Section 3(1):

Yes  No

**Reason:** Nil

### Appendix

CAD Revitalisation: Draft Streetscape Plan (**Appendix 6.2A**)

### Purpose

To receive and note the Horsham Central Activity District (CAD) Streetscape Plan and place it on public exhibition for community consultation.

### Summary

- The Horsham CAD Streetscape Plan has been developed after two stages of community consultation so far.
- The previous stage of the project identified the issues and opportunities (through the Urban Design Analysis) for a range of public realm projects and streetscape within the CAD, which the community have had an opportunity to comment on.
- The response has been generally positive and a range of feedback has been received.
- The next stage of the project will invite feedback on the proposals put forward in the Draft Streetscape Plan which will then be reviewed by Council officers and reported back to Council.

### Recommendation

That Council:

1. Receive and note the Draft Horsham Central Activity District (CAD) Streetscape Plan.
2. Place the Draft Horsham Central Activity District (CAD) Streetscape Plan on public exhibition and invite community feedback.



## REPORT

### Background

The Horsham CAD Revitalisation project (the Project) sits under the broader scope of The City to River Project and is also based on the CBD Revitalisation Strategy (2017) which provided recommendations for infrastructure and public realm upgrades with the CAD (or CBD).

The Project commenced in September 2021 and has progressed from the *Urban Design Analysis* stage into the development of the *Draft Streetscape Plan* for community engagement.

### Discussion

As set out in the Draft Streetscape Plan, the broad improvement strategies are as follows:

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.
2. Make Firebrace Street the 'postcard' street and the premier place for dining, meeting and greeting in Horsham.
3. Strengthen character and identity by promoting and restoring heritage features and telling the stories of the town and the area.
4. Create more outdoor places for meeting, gathering and socialising in Horsham's Town Centre.
5. Improve physical and visual connections between the Town Centre and broader Horsham.
6. Improve the streetscapes of Horsham's Town Centre with more shade, lighting, furnishings, paving and planting.
7. Green the Town Centre and better utilise the streets and public spaces to create a cooler, more climate-ready urban environment

These strategies are then further developed into a series of proposed projects that will form part of the more detailed implementation plan:

### Proposed Project List

- Project 1 – Create the 'Horsham Walk'.
- Project 2 – Reconfigure Firebrace Street.
- Project 3 – Undertake facade improvements to heritage buildings.
- Project 4 – Develop Advertising Signage Controls.
- Project 5 – Build a Town Square in Horsham's Town Centre.
- Project 6 – Build a pedestrian-friendly environment on Ward Street to support the Town Square and connectivity between Roberts Street and the Town Hall.
- Project 7 – Create better connections to locations beyond the Town Centre such as the skate park, bowl club, tennis courts and river.
- Project 8 – Create a safer pedestrian experience within the Town Centre.
- Project 9 – Improve Wilson Street.
- Project 10 – Create a streetscape design palette manual and begin to implement.
- Project 11 – Revive the Horsham Shade project and start the #1000 trees for Horsham campaign.

### **Options to Consider**

At this stage of the project, Council is seeking community feedback on the Draft Streetscape Plan and the feedback will be reviewed to ensure that the best outcomes for the Horsham town centre are being investigated and identified.

A report that comprehensively discusses the outcomes of the community engagement will be presented to Council following this stage of community engagement, and options will be presented to Council at that time, based on the community feedback.

### **Sustainability Implications**

The project aims to revitalise the CAD through a series of interventions, one of which is increasing tree canopy cover through the re-configuration of some streets, increasing public and green spaces and the planting of (1000) trees across the CAD in order to increase canopy cover from 9.9% to 15% cover by 2031, in accordance with the Draft Greening Greater Horsham Strategy.

### **Community Engagement**

The community has already provided valuable feedback on the project through two stages of engagement, one that occurred in September and then further engagement in November, which involved both online (via the Have Your Say web page) and in-person engagement involving Council officers and members of the consultant team (UrbanFold).

The on-street engagement was very useful and provided a range of feedback in addition to the online engagement which was also very informative, demonstrating that the community is well engaged and there are a range of views on how the Horsham town centre could be improved.

The range of views are summarised as follows:

- Some members of the community have a negative perception of the current town centre, whereas others like the current town centre with its landscaping
- Many streets are difficult to cross because they are either busy or there are other obstacles (not accessible for all users)
- There was generally strong support for increased greenery and tree planting (with reference to pop-up park on Roberts Ave.)
- The pop-up park in Roberts Ave. is very popular and well received by the community – many would like to see it made permanent
- Outdoor dining has become popular and necessary due to Covid-19 (accommodating increased dining areas is supported by some members of the community)
- Plenty of parking close to shops (convenient).

In terms of improving the town centre, the community provided the following feedback:

- Parking, lighting, greenery, shade and seating could all be improved
- More trees should be planted
- Improved public realm with better priority for walking and cycling
- Improved pedestrian crossings throughout the town centre
- Improved landscaping, noting that many people like the current landscaping
- Generally improve the appearance of the town centre
- Improve walkability within the town centre

- The provision of open space in a central area
- Activation of the laneways and more outdoor dining
- Opposition to parking meters (remove parking meters)
- Opposition to parallel parking, noting that some people commented on the over-supply of parking and want to see safety improved and the removal of angled parking was supported by some
- Footpaths and paving
- Improving pedestrian safety at a number of intersections.

The next stage of community engagement will commence from 21 February and conclude 25 March.

This will include engagement with residents from surrounding LGAs who access services/carry out business in Horsham.

### **Innovation and Continuous Improvement**

The Draft Streetscape Plan proposes changes to the Horsham town centre (CAD) which are innovative and would improve the streetscape and public realm for current and future users, improving amenity and accessibility for all users. This project forms the first step in Council's efforts to continue to improve Horsham to make the town and municipality more attractive and liveable for the community and visitors.

### **Collaboration**

During the development of the Draft Streetscape Plan, there has been collaboration with Department of Transport to ensure that the current funding opportunity and the design of upgraded roundabouts, integrates well with any other proposed streetscape changes, particularly along Firebrace Street.

### **Financial Implications**

The delivery of projects within the Draft Streetscape Plan will rely on future planning and budget allocation, particularly larger projects such as the re-configuration of Firebrace Street. State government funding streams (such as the current Regional Roads Victoria funding for the upgrade of roundabouts) will continue to be important for the future improvement of Horsham.

### **Regional, State and National Plans and Policies**

Not applicable

### **Council Plans, Strategies and Policies**

#### **2021-2025 Council Plan**

Theme 2 - Liveability

Strategies

1. A resilient, inclusive and socially connected community
2. A destination to live, work, explore and invest
3. A region with a defined identity
4. Diverse and connected open spaces
5. Quality opportunities and facilities that meet the health and wellbeing needs and interests of all ages, abilities and backgrounds
  - Create engaging spaces and places for social connection and wellbeing to build community resilience
  - Promote the municipality as a destination highlighting Horsham as a base in Western Victoria, halfway between Melbourne and Adelaide

## Horsham Urban Transport Plan

### Theme 1 - Streets for People

#### 1.6 Increase street activation

- 1.6.1 Consider the trial installation of “parklets” as a quick win, to provide seating or outdoor dining areas by removing isolated on-street parking spaces (to be considered in the context of the City to River Project)
- 1.6.3 Increase footpath widths to accommodate areas of landscaping, outdoor dining, sheltered seating areas and ad hoc events

#### 1.7 Roundabout safety

- 1.7.1 Work with Regional Roads Victoria to trial a consistent roundabout treatment in Horsham to reduce speeds and improve safety for pedestrians and cyclists including:
  - Enlarge vehicle mountable annulus and install mountable corner radii at the roundabouts located in the CAD to reduce vehicle speeds
  - Install set back pedestrian crossings on each arm of the roundabouts located in the CAD to prioritise pedestrians over vehicles

#### 1.8 Reduce vehicle speeds in the CAD and urban areas

- 1.8.1 Reduce the visual and actual width of streets by widening footpaths, installing medians, narrowing traffic lanes, widening bicycle lanes and street tree planting

## City to River Masterplan 2020

### CAD Revitalisation

#### 1: Implement the recommendations of the CAD Revitalisation Strategy

- This includes improving streetscapes, prioritising pedestrian/cycling transport and connectivity and better integrating the CAD and the riverfront precinct with clear visual connections and landscaping.

#### 2: Develop a series of meeting places in the CAD

- Establish a series of meeting places in the CAD, which link with other CAD anchors including the Town Hall, May Park and the Riverfront.

## Horsham Economic Development Strategy 2017-2021

### Theme 3: A Vibrant Central Activity District

- Strategy 8: Continue to develop Horsham’s Central Activities District (CAD) into a vibrant hub of retail, commercial, entertainment, hospitality, cultural and community activity.

## Risk Implications

There is some risk that community reaction could prevent some of the proposed changes occurring and that future users of the Horsham town centre are left with a legacy of inaction.

The Horsham town centre has enormous potential and the CAD Revitalisation Streetscape Plan would deliver some significant changes that can continue to be built upon as the town develops and attracts new businesses and residents.

## Conclusion

The Draft Streetscape Plan is the culmination of work to date, including a comprehensive urban design analysis and several stages (including previous years) of community engagement that have informed the development of the Draft Streetscape Plan.

The next stage of community engagement will assist and inform Council officers and the consultants in terms of the community's reaction to the proposals. The feedback will be reviewed and used to finalise the Streetscape Plan which will include an implementation plan for the projects, which will then be reported back to Council recommending its adoption.



TAKEAWAY  
& DELIVERY  
7 NIGHTS  
FROM 5PM

hermans

**DRAFT**  
Horsham CAD  
Revitalisation  
STREETSCAPE PLAN

08 FEBRUARY 2021



**Horsham Rural City**  
Council urban rural balance



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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

## 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)

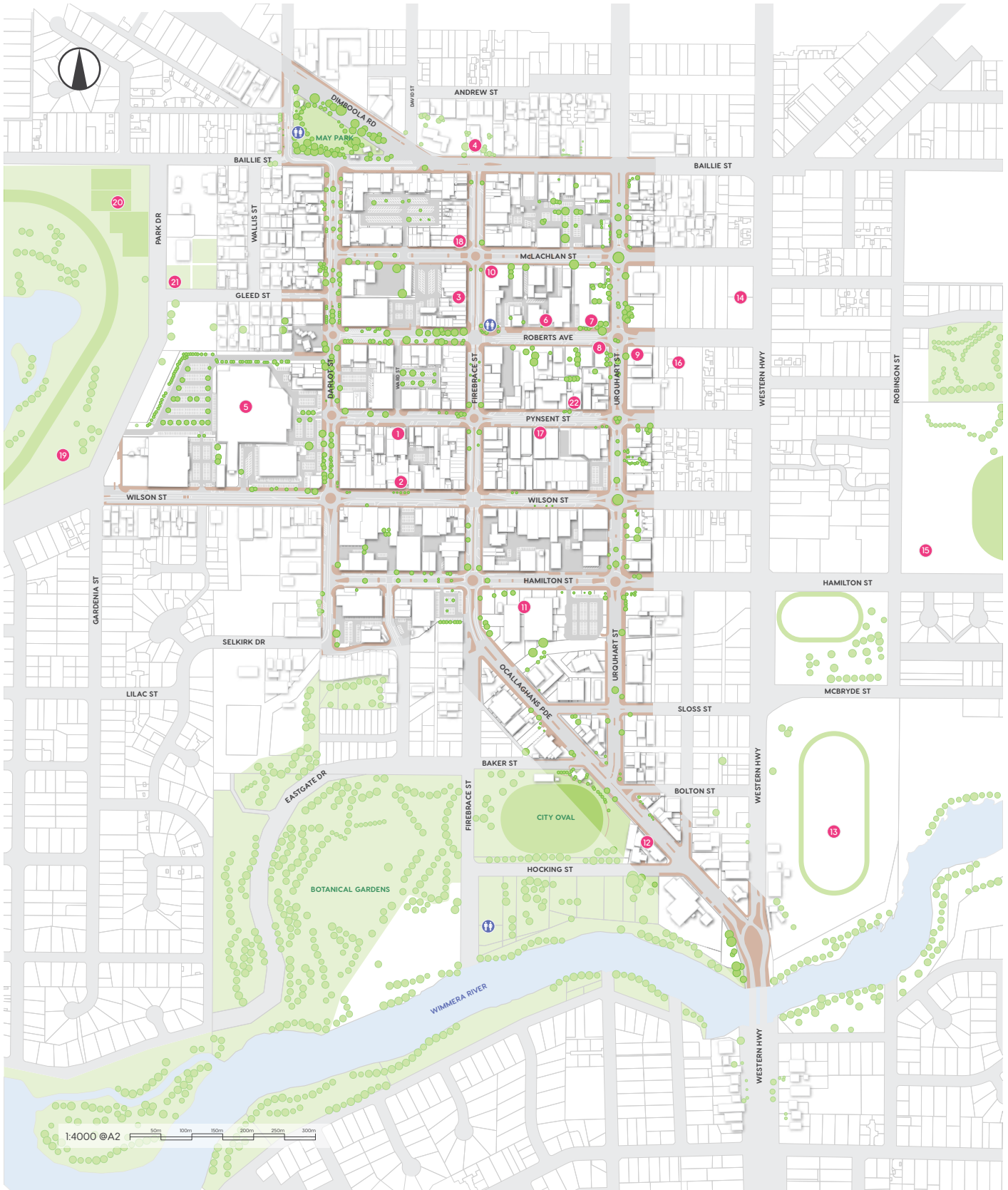
## Project Approach

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.



- |   |  |                     |
|---|--|---------------------|
| 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. Bowls 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 |                     |

Figure 1 - Study Area Central Activities District (CAD)

## 2 | STRATEGIES, OPPORTUNITIES AND PROJECTS

Seven broad improvement strategies have been identified to 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 goal now is to get a level of agreement and sign off from Council and the community to be able to take the next step of beginning to prioritise, cost, and plan for implementation.

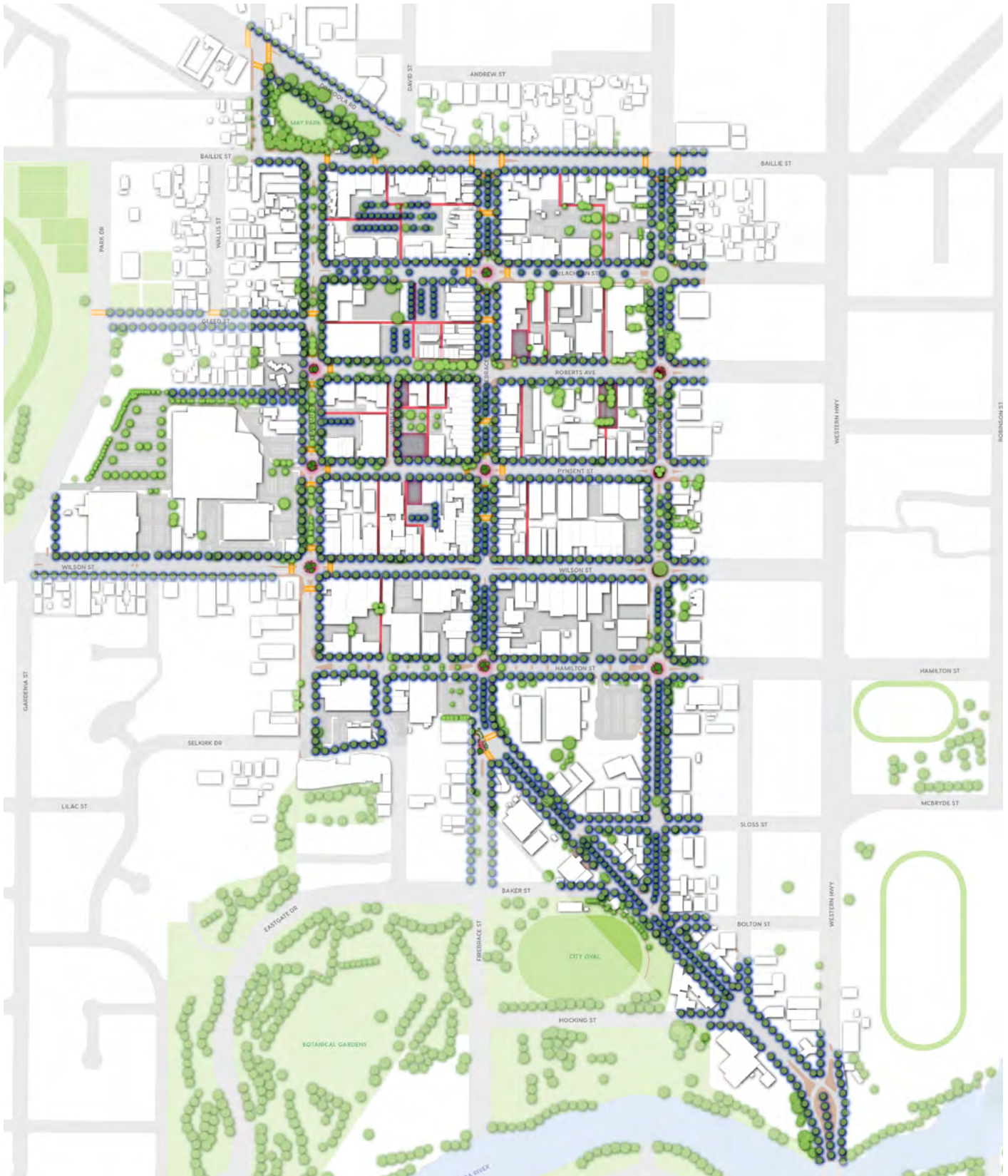
The broad improvement strategies described in more detail on the following pages are:

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.**
2. **Make Firebrace Street the 'postcard' street and the premier place for dining, meeting and greeting in Horsham.**
3. **Strengthen character and identity by promoting and restoring heritage features and telling the stories of the town and the area.**
4. **Create more outdoor places for meeting, gathering and socialising in Horsham's Town Centre.**
5. **Improve physical and visual connections between the Town Centre and broader Horsham.**
6. **Improve the streetscapes of Horsham's Town Centre with more shade, lighting, furnishings, paving and planting.**
7. **Green the Town Centre and better utilise the streets and public spaces to create a cooler, more climate-ready urban environment**

After each strategy a series of broad opportunities are outlined including steps to implementation and quick wins, followed by details of one or two specific and implementable projects.

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






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

Figure 2 - The Masterplan

## 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 through the CAD.

### 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.

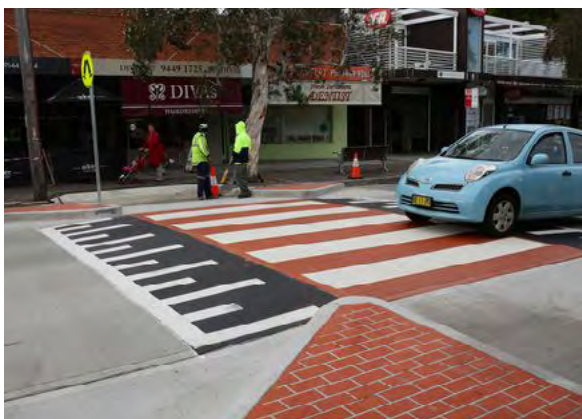
**Wellbeing** Encouraging people to park once and walk between destinations is good for health and wellbeing.

# Opportunities

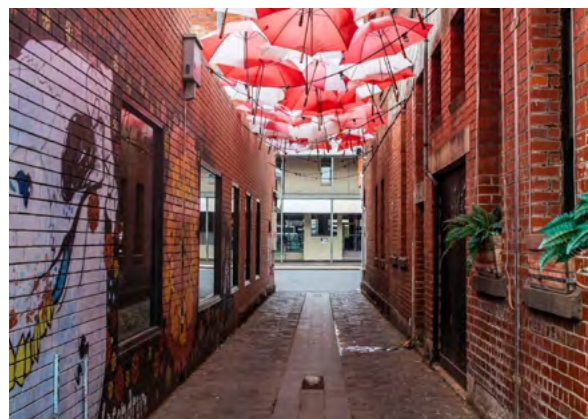
The existing partial off-street laneway network in Horsham's CAD is already well used by locals, and appears to be a source of local pride. It is possible to further connect the laneways of Horsham to create a complete and viable off-street pedestrian network that better connects parking to retail and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

## 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 to match the Horsham streetscape palette. 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, directional 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. For instance, to accommodate buskers there must be a nearby power source.
7. Consider the CCTV network when undertaking physical changes to streetscapes and infrastructure upgrades.



*Mid-block 'wombat' crossings provide safe passage across streets*



*Art can transform an urban laneway*

8. There are a number of Council-owned carpark sites throughout the CAD. In the long-term, consider the redevelopment potential of some of the Council-owned carpark sites located throughout the CAD, while balancing parking needs, as many carparks form part of the laneway network. A redeveloped parcel which also taps into the off-street laneway network provides significant opportunity.

**Actions to support the physical improvements**

1. 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.

2. 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.

3. 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.



*Temporary use of carparks for events*



*Successful example of a pop-up park in Horsham*



*Temporary use of carparks for events*



*Christmas in Ward Street shows the power of pop-up places and temporary materials*

### Path to Implementation

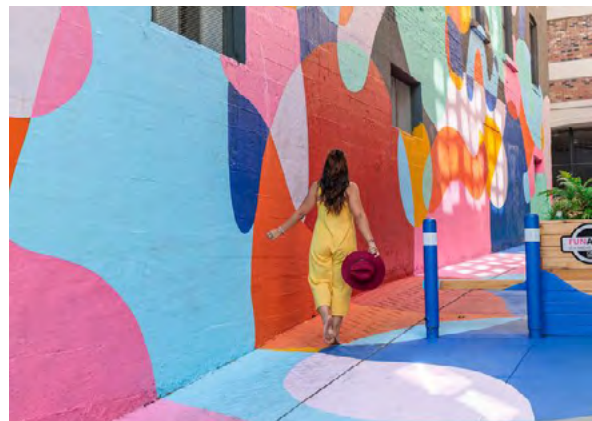
- Commence with one block (discussed in Project 1). Capitalise on existing improved laneways such as the one next to the Farmhouse Cafe. Safely connect this pedestrian laneway across to Coles.
- Understand ownership patterns. Many of the internal carpark in Horsham are publicly owned, which makes improvements less complicated. For those privately owned parcels - begin the conversation with landowners about pedestrian and placemaking improvements.
- Coordinate with Council's Business Development and Tourism Team, Creative Horsham and Regional Arts Victoria 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.

### Quick Wins

- Investigate temporary re-purposing of internal carpark for markets and events. Horsham has already set a precedent for temporary re-purposing of space with the Roberts Avenue pop-up park and the Roberts Avenue/Ward Street Christmas tree. There is already momentum to continue temporarily re-purposing space for public events.
- Support upcoming and future activation trials using temporary materials such as the pop-up park on Roberts Avenue and the parklets. Next, undertake a temporary improvement on one block. Trials are a very effective way of determining the public level of support for an initiative without significant budget allocation.



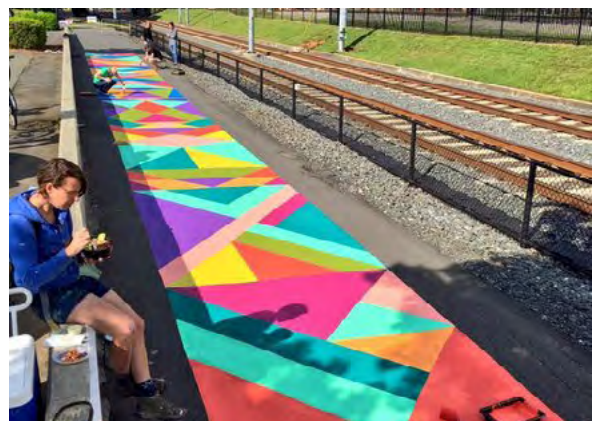
*Public lighting doesn't have to be expensive*



*Art can transform an urban laneway*



*Temporary materials identify a pedestrian thoroughfare*



*Temporary materials can be bright and cost-effective.*



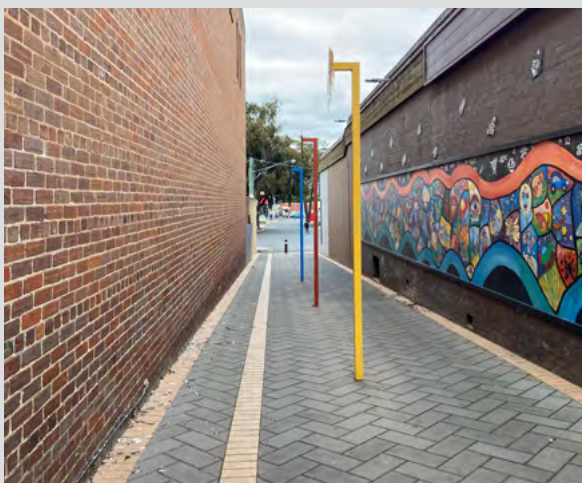
## Project 1

# Create the 'Horsham Walk'.

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 CAD blocks. Figure 3 identifies potential locations of laneways (in both public and private ownership) that are candidates for improvements. Also identified are a series of mid-block crossings that would further connect the laneways across the CAD's streets.

Project 1 focuses on 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.



*Partially improved pedestrian laneway off Firebrace Street*



*Existing laneway off Darlot Street*

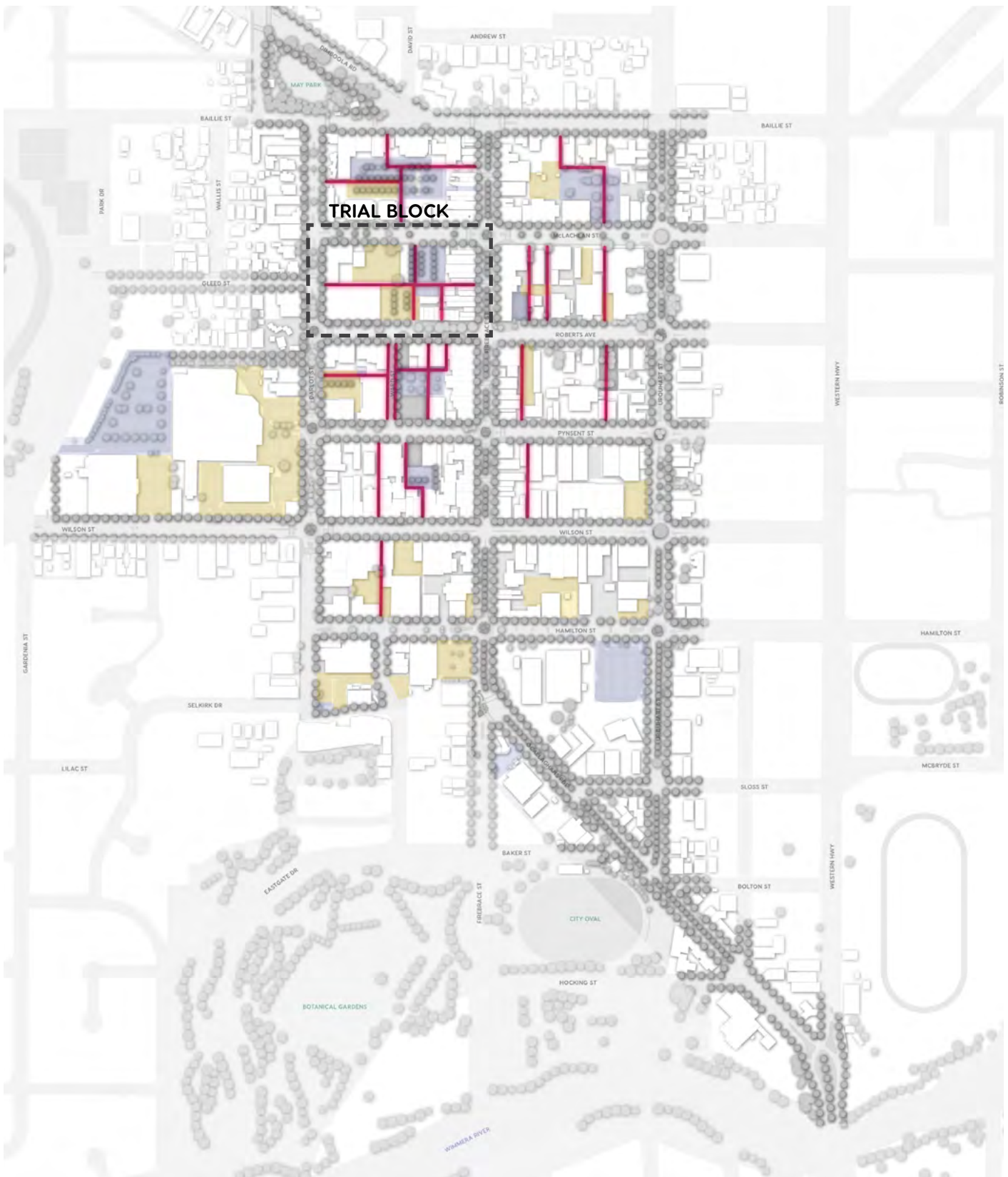


Figure 3 - Create the 'Horsham Walk'

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

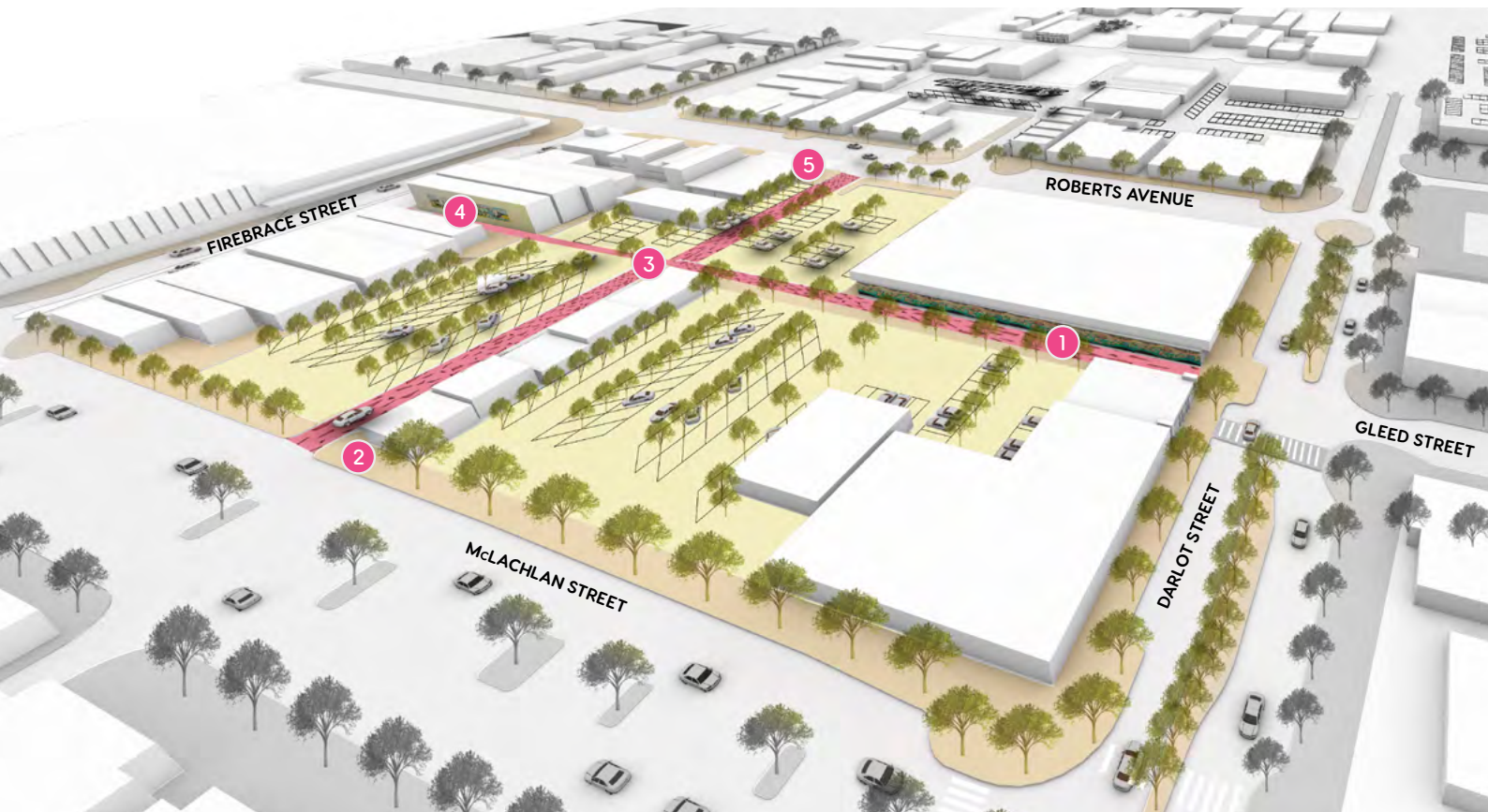


Figure 4 - 'Horsham Walk' trial block (View South)

### 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 4. 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 7.
- 2 Incorporation of recycled materials and consideration of lighter colours to reduce the Urban Heat Island effect in Summer.
- 3 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 5.
- 4 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 6.
- 5 Incorporation of shade and landscaping, where appropriate, to improve pedestrian comfort and amenity.

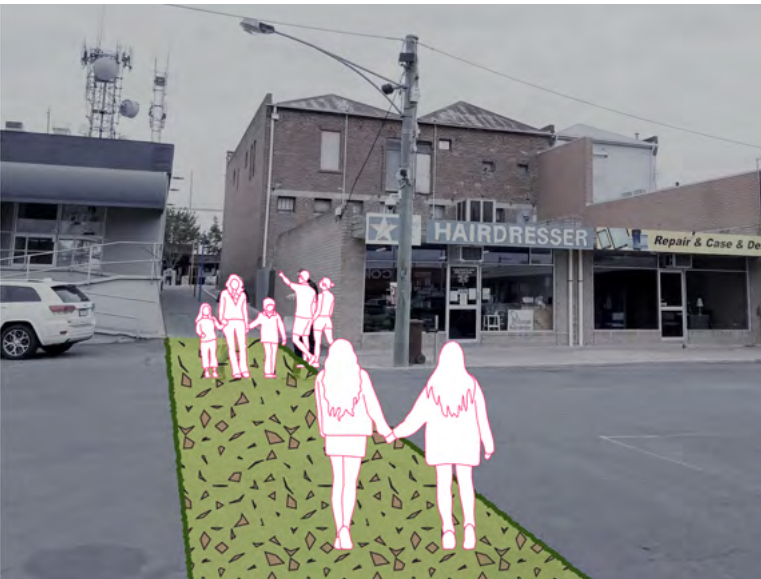


Figure 5 - Demarcated walkways across carparks

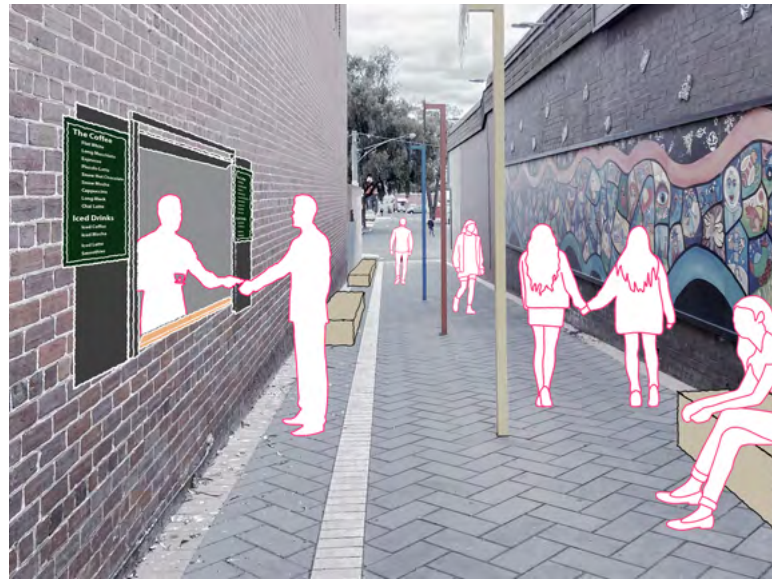


Figure 6 - A coffee window added to an existing building opening out onto a public laneway becomes a placemaking opportunity

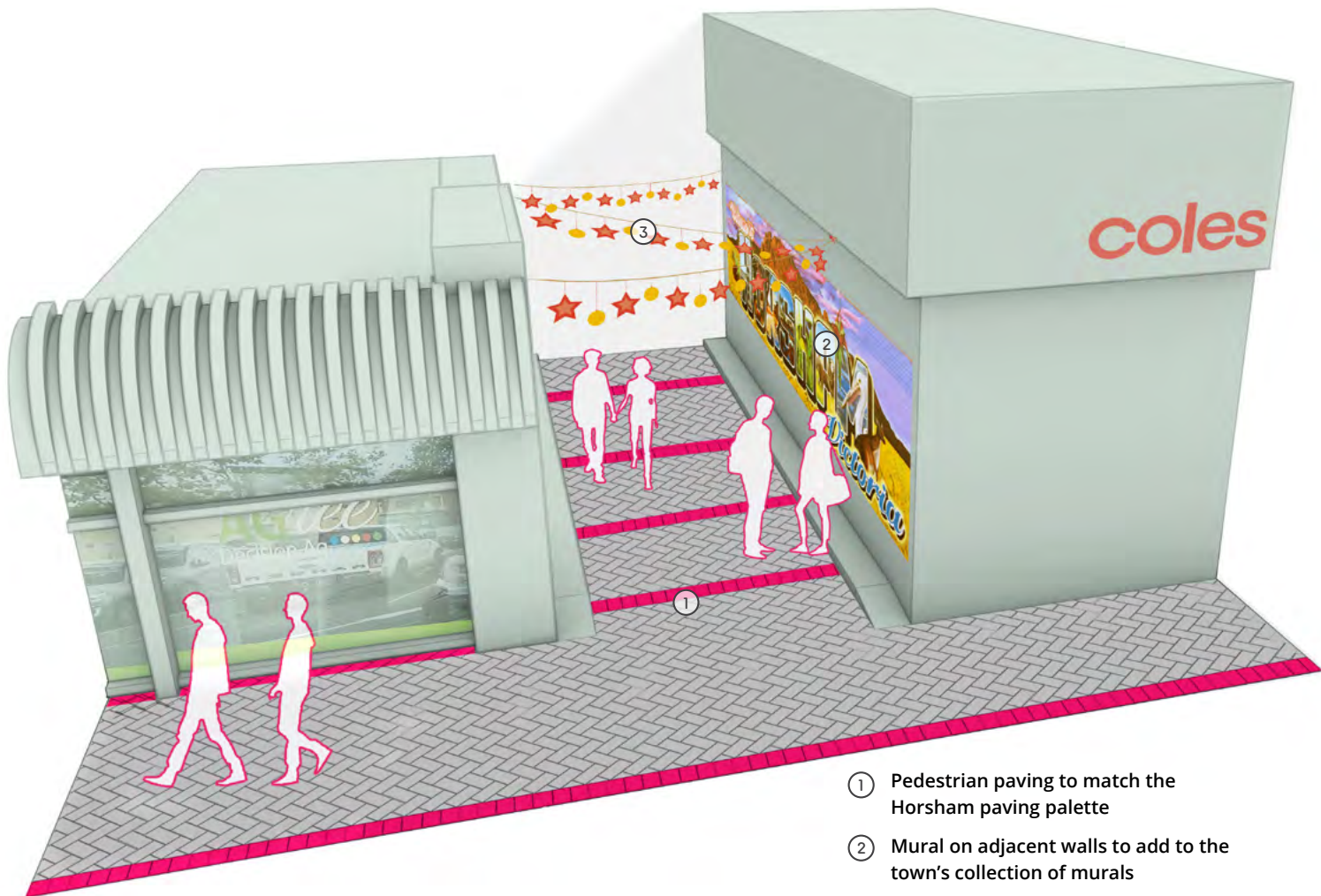


Figure 7 - Improved laneway adjacent to Coles

- 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

## Improvement Strategy #2

# Make Firebrace Street the 'postcard' street and the premier place for dining, meeting and greeting in Horsham.

### Why is this important?

**Economic** Facade refreshes and improvements to public space will make Firebrace Street more desirable and attractive, also encouraging 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 Firebrace Street, with more space for shade, will provide the venue that makes people want to stop, socialise and explore.

**Environmental** A continuous shade tree canopy on Firebrace Street in the median and on footpaths will drastically improve the micro-climate on hot summer days, providing more comfortable streets for walking and shopping.

**Safety** Wombat crossings at intersections and mid-block crossings between will make this a safe street for pedestrians to zig-zag between shops and up and down the street.

**Wellbeing** After a challenging two years during the Covid-19 pandemic, sitting with friends in great outdoor public places is what many of us are yearning for.

# Opportunities

Firebrace Street is the bustling heart of Horsham - home to a significant portion of retail and food and beverage offerings in the Town Centre. The street boasts a continuous and reasonably consistent built facade, including many heritage buildings. Whilst the intersections provide space for well-kept gardens, the footpaths along Firebrace Street are fairly narrow and tree canopy is largely missing. The opportunity exists to expand the public realm without compromising traffic flow and parking.

## Physical Improvements

1. Widen the median from approximately 1.5 metres to 4 metres to allow space for a grand boulevard of trees down the middle of Firebrace Street. A central canopy of trees would completely transform Firebrace Street whilst providing framed views to the Church at the top of the street.
2. Seek opportunities to widen the footpaths in order to create more places for outdoor dining, more places to meet friends, and more places for shop owners to show their wares. Widening footpaths could occur along the length of Firebrace Street, although it could also occur in pockets. The following pages will explore opportunities for both including consideration of the trade-offs.
3. The growth of the trees along Firebrace Street are stunted and they are unlikely to grow into large healthy canopy trees. This is likely due to compacted root zones and poor drainage. Ensure an appropriate environment for healthy tree growth including a generous root zone in uncompacted soil with good drainage and a watering program.
4. Currently bikes are accommodated in a quasi-bike lane in the reversing space behind the angled parking. Improve accommodation of bikes through better and safer connections and improved end-of-trip amenities. In this instance, a shared bike/car zone in a slow street may actually be safer for cyclists than the current arrangement of bikes being located immediately behind reversing vehicles.



*Firebrace Street is lacking tree canopy. A narrow median cannot support trees in its current configuration.*



*Trees on Firebrace Street are under-performing due to soil and root compaction and poor drainage.*

5. Investigate new pedestrian-scaled lighting that will help shape a Firebrace Street character. The location of lights should also be considered. The central median may be more suited to canopy trees, while pedestrian-scaled lights may be better utilised to light footpaths (in addition to the roadway). Or it could be a combination of both.
6. Further strengthen the furnishings and paving palette in Firebrace Street. See Improvement Strategy #6.
7. Incorporate DDA (Disability Discrimination Act) compliant mid-block crossings along Firebrace Street to create better pedestrian movement across the street – it's good for pedestrians and good for business! With these mid-block crossings there is also the opportunity to create placemaking opportunities in kerb out-stands which might include places for seating, shade, gathering and dining.

8. Further refine the planting palette suitable for the Horsham climate.

**Actions to support the physical improvements**

1. Coordinate with Creative Horsham and Regional Arts Victoria 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.
2. 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 used.



*Expanded footpaths give way to more places for people*



*New pedestrian-scaled lights*



*Adequate space around tree root zones also include area for understorey planting*



*Widened footpaths make way for trees, landscape and seating*

**Path to Implementation**

1. Regional Roads Victoria are providing a funding grant to Council to improve pedestrian safety in Horsham’s Town Centre. A number of roundabouts will be improved throughout the CAD with wombat crossings. Subsequently, a future grant might also fund mid-block crossings along the main retail area of Firebrace Street.
2. Key to the success of Firebrace Street 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.

**Quick Wins**

The first tranche of the Regional Roads Victoria funded safety improvement projects will be delivered in 2022. An additional two tranches of safety improvement works will follow.

In the short-term, give the existing street trees on Firebrace Street a better chance of flourishing. Sacrifice a small number of parking spaces along Firebrace Street where the trees are located and replace with large areas of soil, planted areas, good drainage and no soil and root compaction.



*Grand boulevard of trees*



*Widening footpaths for dining*



*Adding a row of median trees can free up the footpaths for pedestrian activity and feature trees*



*Mid block crossing with planting*



## Project 2

# Reconfigure Firebrace Street.

Firebrace Street is already the bustling heart of Horsham. (Figure 8) With a series of small or large streetscape improvements, Firebrace Street will 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 shows that locals, day-trippers and visitors often park once and walk from place to place within the Town Centre. Giving them more to do and more places to go will encourage them to stay longer.

Project 2 aims to create more opportunities along Firebrace Street without compromising parking and access to businesses. This project focuses on three possible scenarios that would reconfigure Firebrace Street to better accommodate pedestrians, bikes and tree canopy, whilst not significantly impacting traffic or parking. The laneway improvements project (The Horsham Walk) also plays a role in the Firebrace Street improvements by making more carparks more accessible and more connected to Firebrace Street.

The following pages identify three scenarios for consideration for the short- and long-term future of Horsham's Town Centre.

Consultation would suggest that the community wants to see a bustling main street during the day and evenings, and on weekdays and weekends. The goal of the Streetscape Plan is provide the infrastructure to allow that to happen. Businesses need more people, more often, for longer, and that is the goal of this Plan.

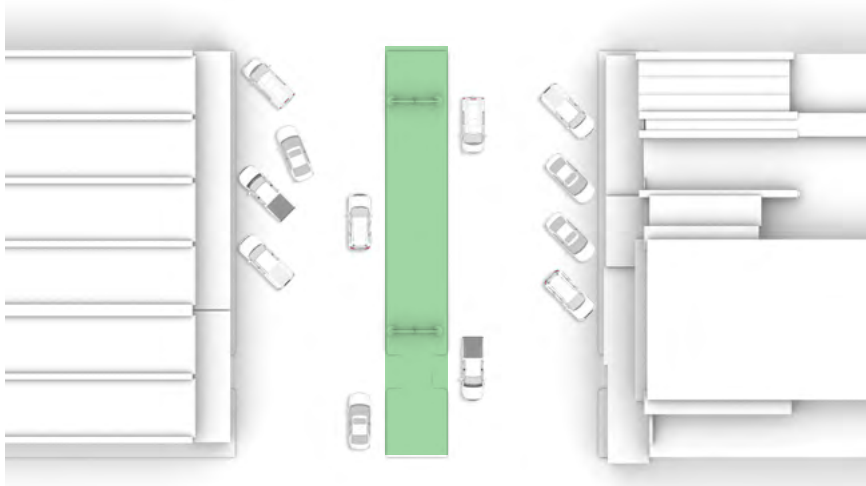


Figure 8 - A re-envisioned Firebrace Street

- Potential Town Square locations
- Proposed street trees
- Existing Trees
- Improved roundabout planting
- Laneways
- Foot paths
- Pedestrian crossing points

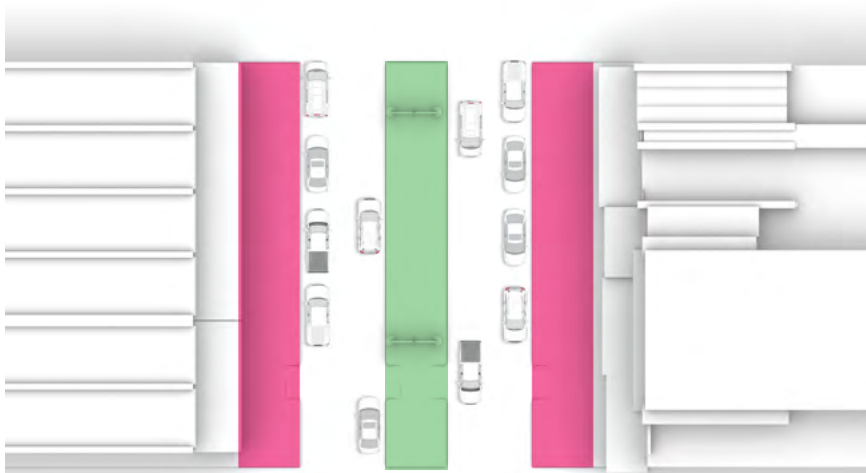
Council’s Municipal Parking Strategy will inform changes to parking infrastructure and should be timed to coincide with broader streetscape changes proposed by this plan. However, any future changes that modify the streetscape will be guided by the Municipal Parking Strategy (and Parking Plan) in terms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

**Scenario A**



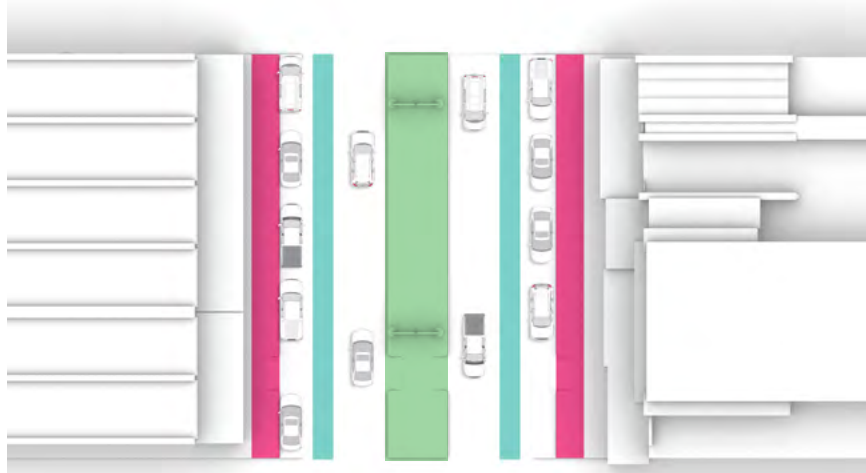
*Figure 9 - Scenario A Plan - A widened planted median in Firebrace Street*

**Scenario B**



*Figure 10 - Scenario B Plan - A widened median and widened footpath along Firebrace Street*

**Scenario C**



*Figure 11 - Scenario C Plan - A widened median and bike lane along Firebrace Street*

# Scenario A



Figure 12 - Scenario A - A widened planted median in Firebrace Street

This scenario widens the median without making any changes to parking or traffic flow. Bikes would be accommodated in the slow street as 'sharrows'. Footpath widths remain the same as does angled parking. A mid-block crossing offers pedestrian safety and placemaking opportunities. See Figure 13 for detail.

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



Figure 13 - Scenario A Firebrace Street Footpath Detail

- ① Angled parking remains
- ② Remove occasional parking space to better accommodate trees and understorey planting
- ③ Footpaths remain same width (4m)

# Scenario B



**Figure 14 - Scenario B - A widened median and widened footpath along Firebrace Street**

This scenario widens the median and the footpath by changing angled parking to parallel parking. Bikes would be accommodated in the slow street as 'sharrows'. A mid-block crossing offers pedestrian safety and placemaking opportunities. See Figure 15 for detail.

- ① Widened median for planting and street trees (4m)
- ② Narrowed drive lane. Bike lane becomes an on street 'sharrow'.
- ③ Parallel parking replaces angled parking
- ④ Footpaths widen out to 7.3m to allow for significantly more activity such as dining, planting, tree planting, seating, bike amenities
- ⑤ Mid-block crossing and surrounding opportunities placemaking and trees



**Figure 15 - Scenario B Firebrace Street Footpath Detail**

A 7.3 metre wide footpath (compared to existing 4 metre footpath) offers significantly more room for planting, street trees, movement and thoroughfare, dining, bike parking, shop wares displays and seating.

- ① Parallel parking replaces angled parking
- ② Footpaths widen out to 7.3m to allow for significantly more activity such as dining, planting, tree planting, seating, bike amenities

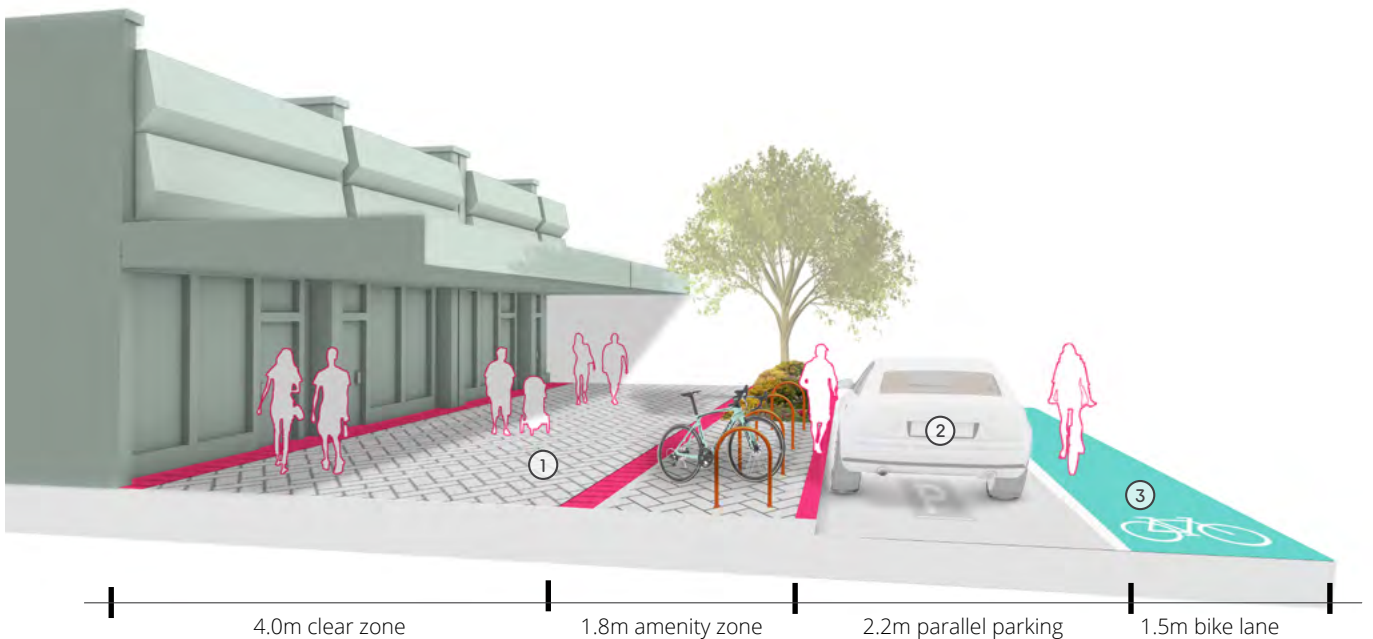
# Scenario C



**Figure 16 - Scenario C - A widened median and bike lane in Firebrace Street**

This scenario widens the median without making any changes to parking or traffic flow. Bikes would be accommodated in the slow street as ‘sharrows’. Footpath widths remain the same as does angled parking. A mid-block crossing offers pedestrian safety and placemaking opportunities. See Figure 17 for detail.

- ① Widened median for planting and street trees (4m)
- ② Narrowed drive lane.
- ③ Separate bike lane
- ④ Parallel parking replaces angled parking
- ⑤ Footpaths widen out to 5.8m to allow for more activity such as dining, planting, tree planting, seating, bike amenities
- ⑥ Mid-block crossing and surrounding opportunities placemaking and trees



**Figure 17 - Scenario A Firebrace Street Footpath Detail**

- ① Footpaths widen out to 5.8m to allow for more activity such as dining, planting, tree planting, seating, bike amenities
- ② Parallel parking replaces angled parking
- ③ Separate bike lane

## 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.

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

## 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.

### 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.
2. Additionally, reinstate original features such as verandah posts and fretwork, 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.
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.
4. Incorporate and tell the stories of Horsham in the public realm and streetscape - both the indigenous history and post-settlement history through public art, wayfinding, historical markers, and QR code trails.



*Bull & Mouth Hotel with verandah*



*Bull & Mouth as it exists without verandah*



*Aboriginal Cultural Heritage at Children's Hub*



*Freshly painted Wimmera Shire Offices*



**Actions to support the physical improvements**

1. Commit to a cultural consultant early on in a project to ensure that indigenous stories can be integrated in a meaningful and respectful way.
2. Coordinate with Creative Horsham to ensure consistency, combine ideas for initiatives and a chance to pool resources and budgets.
3. Investigate reduction of visual intrusion such as ultimate removal of power lines in key locations through the CAD.

**Path to Implementation**

- 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

- 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.
- 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.
- Prepare guidelines for the restoration of heritage shop fronts.

**Quick Wins**

- Council to 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.



*Interpretive heritage signage or heritage trail*



*Heritage interpretation along the Wimmera River*



*The Exchange Hotel is part of a noteworthy commercial heritage precinct*



*The Horsham Theatre provides significant opportunity for restoration*



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## Project 3

# 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 looked after 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 and fretwork, 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.



*Freshly painted Wimmera Office Building on Firebrace Street*



*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 4

# Develop Advertising Signage Controls.

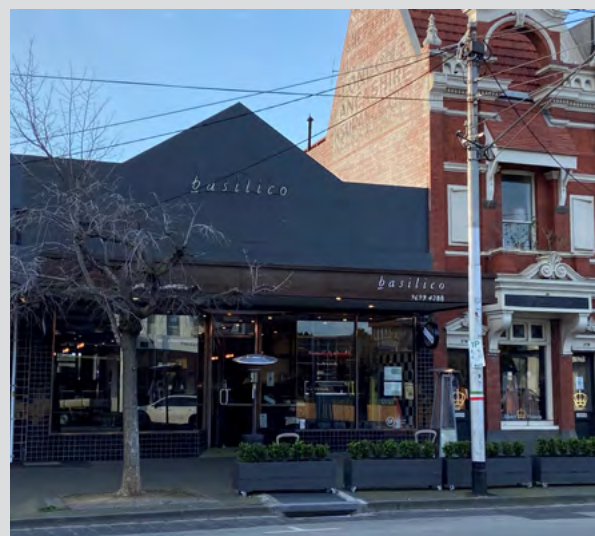
Advertising signage has a major impact on the quality of Town's environment. Poor advertising signage outcomes can severely detract from the heritage environment and the visual quality of a Town Centre.

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 18 and 19 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*

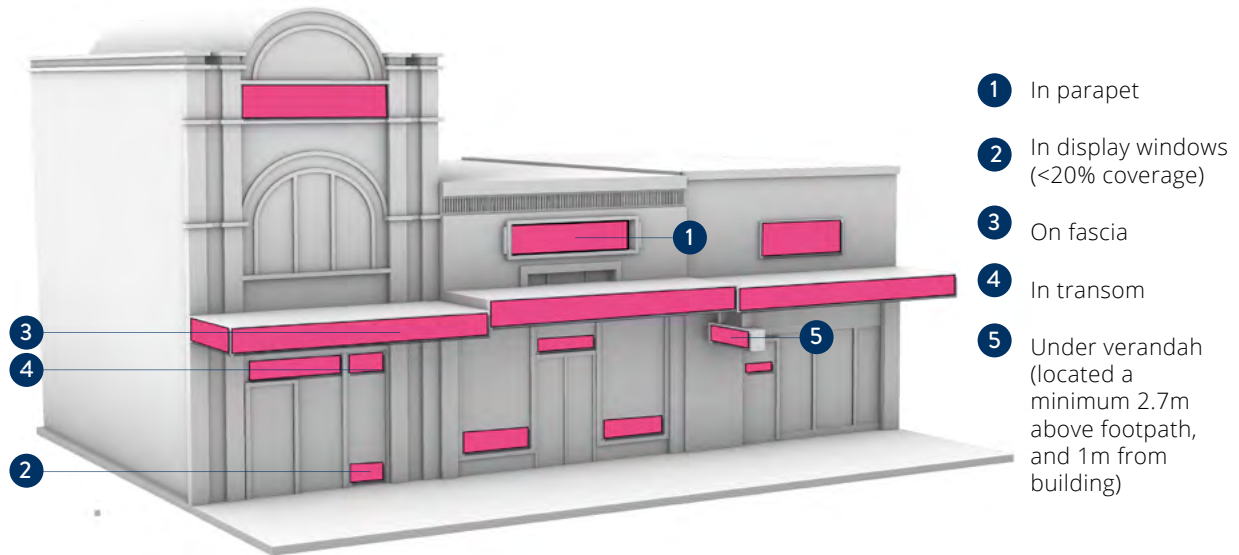


Figure 18 - Appropriately located signs

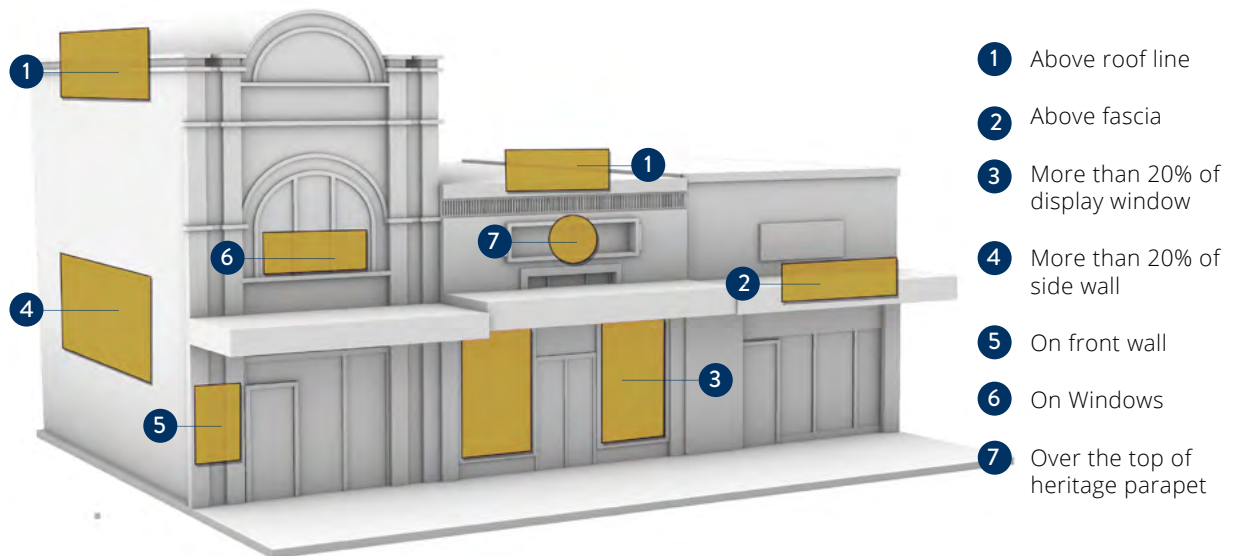


Figure 19 - Inappropriately located signs

## 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.

# 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.

## Physical Improvements

1. Seek opportunities for small gathering spaces with minor amenities such as shade, seating and wayfinding signage on footpaths and in laneways.
2. Make permanent the pop-up park on Roberts Ave given the overwhelmingly positive response and the 12 month trial period. Give 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. An Outdoor (Footpath) Trading Policy will likely need to be developed.
4. Increase the provision of green spaces and landscaped areas within the CAD.



*Make the pop-up park on Roberts Avenue permanent*



*A laneway designed for people*



*A shared street with flush kerbs demarcating space*



*A large public space in Regional Victoria*



5. Create a large Town Square suitable for un-programmed events such as eating lunch or catching up with a friend, and programmed events such as markets or outdoor movies. The Town Square could also have permanent features such as a Town Centre kids playground. There are a number of opportunity sites which are discussed in the following pages. Identifying possible locations for this Town Square is outlined in the subsequent pages.
6. Improve or update outdoor areas in front of and around key buildings throughout the CAD.
7. Create a shared street or pedestrian friendly street on Ward Street. Ward Street is located between Roberts Ave and Pynsent Street, and is an ideally suited to better and more safely connect pedestrians from Roberts Avenue to the Town Hall. Currently there is no safe pedestrian access across the block.
8. Upgrade May Park to better use and promote the large green and historical place in Horsham's Town Centre.



*May Park is the largest green space in Central Horsham*



*This small informal gathering space is a good addition to the Roberts Ave streetscape.*



*A shared street with flush kerbs demarcating space*



*A regional White Night for Horsham*

### Actions to support the physical improvements

1. 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.
2. 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.

### Path to Implementation

- The placement of a Town Square is a complex task, but one where the ultimate result could transform the Town Centre. Understand ownership and potential of potential Town Square parcels identified in subsequent pages.
- Determine if there may also be opportunity and appetite for additional development around a future Town Square.

### Quick Wins

- 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 will likely need to be developed.



*A pop up Town Square*



*A high quality public space in Kerang (photo: Hansen)*



*Activated laneway with pop-up cafe*



*Public lighting can activate the street*

## Project 5

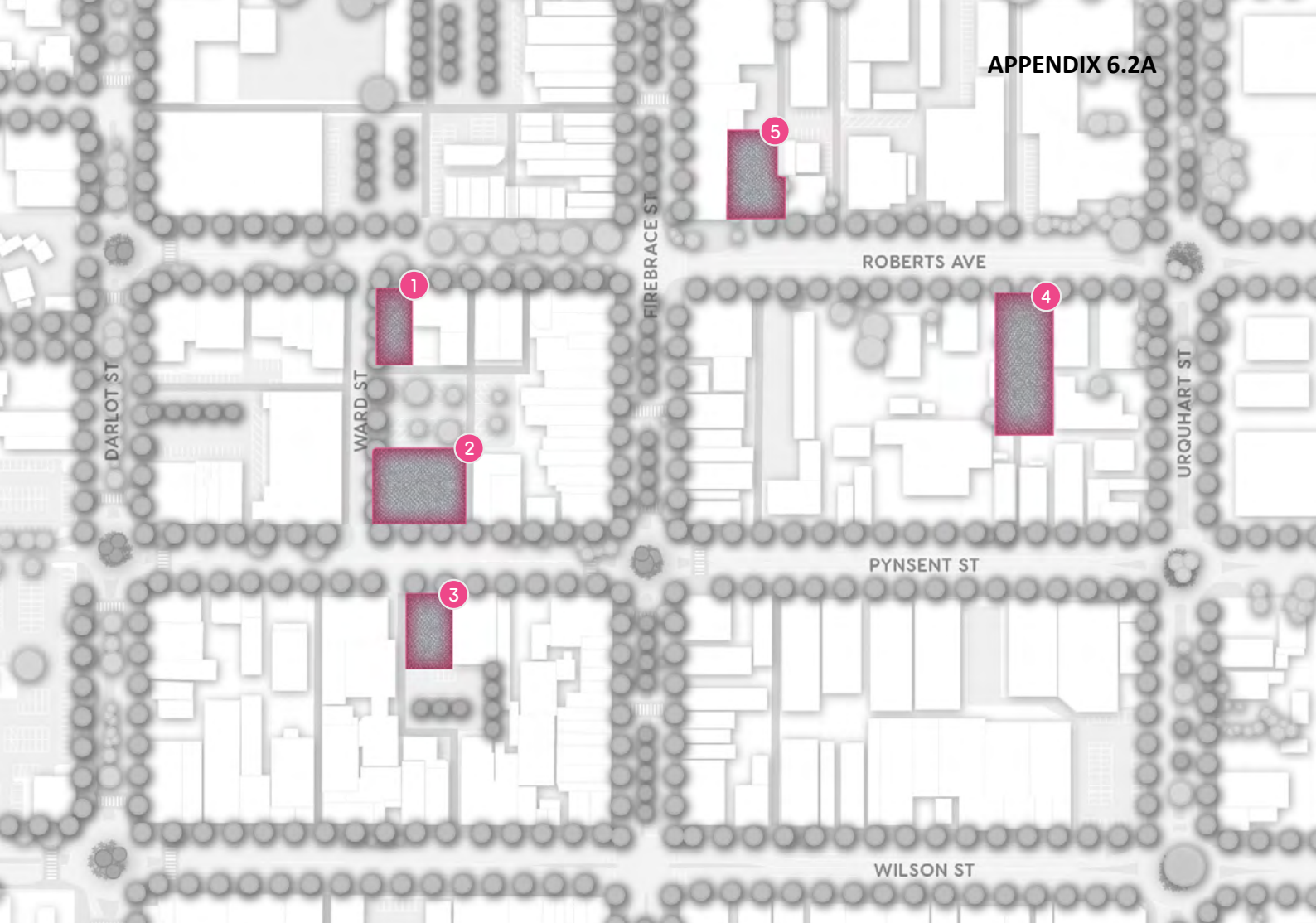
# Build a Town Square in Horsham's Town Centre.

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 space in the Town Centre.

A 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 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 car parks and key destinations would be a major feature of this proposal.

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



**Figure 20 - Town Square Potential Locations**

Five sites have been identified as possible candidates for a Town Square in Figure 20.

- 1 The vacant parcel on the corner of Roberts Ave and Ward Street (approximately 500m<sup>2</sup> and privately owned). It is well located in the heart of the Town Centre and adjacent to Ward Street. See Fig. 21.
- 2 The newsagent parcels on Pynsent Street opposite the Town Hall which is also privately owned, and is 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. 21.
- 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. 21.
- 4 This option includes the Council owned parcels between Roberts Ave and Pynsent Street - the site of the former kindergarten.

It is not located in the heart of the Town Centre and may be too removed to be an effective central public space, however, these sites provide opportunities for a mid-block connection and potentially a small park.

- 5 This option is located behind the Wimmera Shire Offices in the publicly owned carpark, although while the parcel is publicly owned and fronts the Old Police Station, it is bound by the backs of the Wimmera Shire Office building which is not an ideal frontage for a Town Square. If not considered suitable for a Town Square, Council could consider options to improve the car park as a public space that serves the surrounding government buildings and private businesses as well as people using the V-Line bus stop. Any future re-design of this space should also consider removal or re-location of the public toilets on Roberts Avenue, which are poorly located and detract from the streetscape.

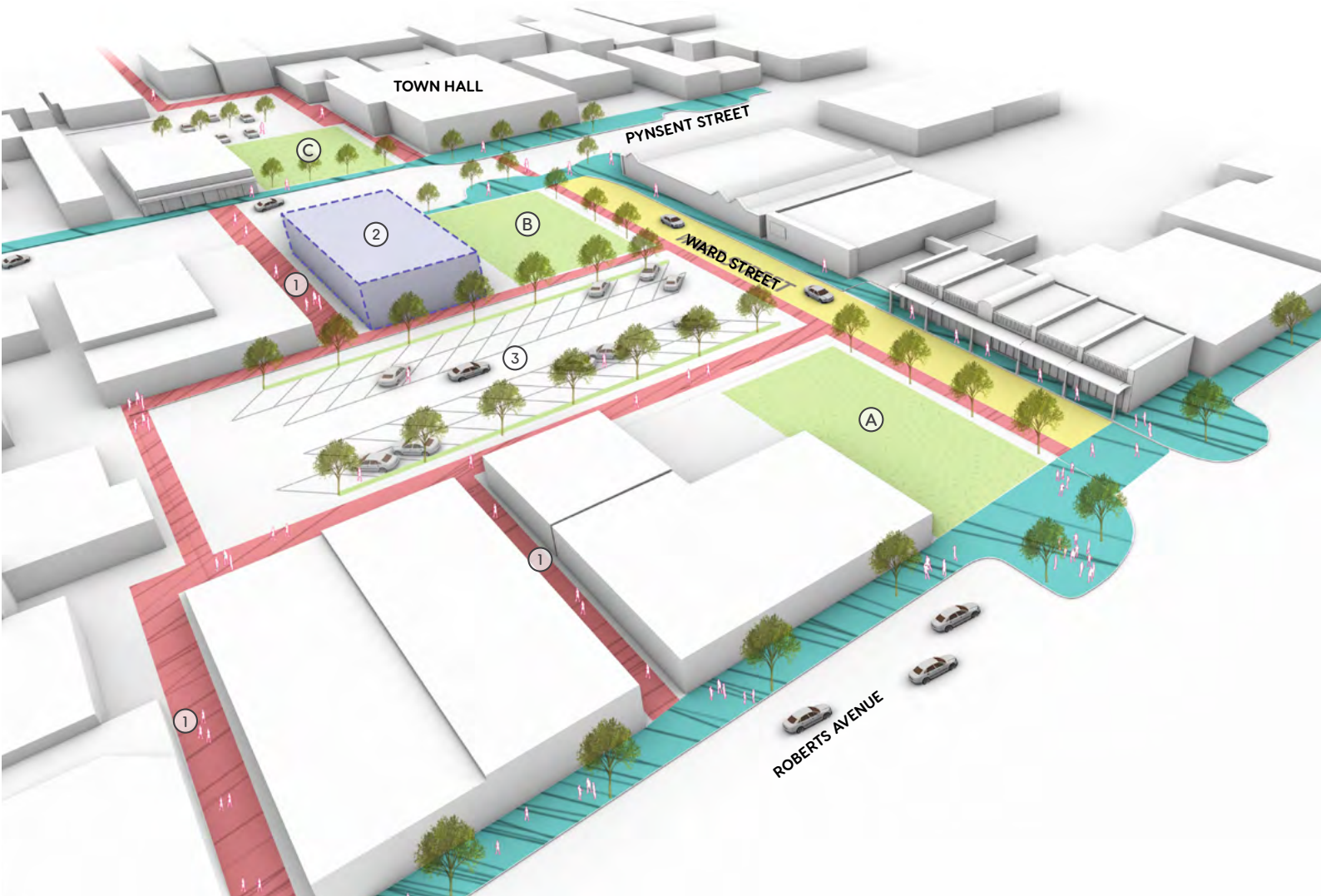


Figure 21 - Three Potential Town Square Locations (view south)

- Ⓐ Vacant parcel on Ward St/Roberts Ave
- Ⓑ Parcel opposite Town Hall on Pynsent St
- Ⓒ Parcel adjacent to Town Hall on Pynsent St
- ① Key pedestrian routes through off-street laneway network
- ② Development Opportunity
- ③ Existing Carpark

A new Town Squares 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 a forecourt to the Town Hall,
- Tie into the network of laneways through Horsham,
- Be used for casual use (somewhere to eat a sandwich, wait to meet a friend),
- Be used 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, 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.

The beauty of a Town Square is that it provides an outdoor space that doesn't require visitors to spend money to be able to use it.

It would provide a destination for both locals taking a break during their daily errands, in addition to visitors stopping through 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.



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



*Windsor Plaza (photo credit Aspect)*



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



*Langtree Mall, Mildura*

## Project 6

# 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.

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

- ① Designated footpath on both sites of Ward Street
- ② Pedestrian scaled lights
- ③ New planted areas
- ④ New street trees
- ⑤ High-quality paving on street



Figure 23 - Permanent streetscape improvements along Ward Street could transform the street in the longer-term



## Improvement Strategy #5

# Improve physical and visual connections 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.

## Opportunities

Although the focus of the Streetscape project is the CAD, there are a number of key destinations just beyond the boundaries of the CAD including the Wimmera River, the Skate Park, Bowls Club, Tennis Courts, Race Course. Being able to easily access these destinations is key to success. In addition, O'Callaghans Parade as the major arrival to town from the south provides opportunity to create a grander arrival experience.

### Physical Improvements

1. Prioritise connections to the river from the CAD to ensure safe pedestrian and cyclist connections. This includes improving pedestrian safety at the Firebrace Street and O'Callaghans Parade intersection which is a major junction in the City to River visitor experience. (See proposals in Project 7)
2. Improve connections between destinations just beyond the CAD to the CAD, such as the skate park, racecourse, tennis courts, and the bowls club. As an example, making safer and more appealing connections along Gleed Street to the bowls club would make the western edge of the Town Centre (which is also rich with recreational amenities) more accessible. Improvements might include adding missing footpaths, additional wombat crossings on Darlot Street and bike infrastructure such as bike loops.
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. Increase the canopy and tree planting along O'Callaghans Parade median and in the nature strips on either side to extend the grand boulevard of trees along Firebrace Street. Investigate the possibility to extend the existing median to make it more continuous for a more consistent tree canopy.
5. Reference and continue the new planting works at the Western Highway junction through onto and along O'Callaghans Parade.
6. Include bicycle lanes along O'Callaghans Parade in both directions.



*Mid-block crossings along O'Callaghans Parade will make it a much safer and pedestrian friendly street*



*Wayfinding signage can be bright and fun*

7. Provide safe and marked pedestrian crossings at strategic locations across O'Callaghans Parade.
8. Create better connections across Baillie Street to Horsham North (by adding more central pedestrian refuges) and pedestrian amenity along the street (by adding more street trees and shade).
9. 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.
10. Provide wayfinding signage at May Park to the Town Centre and other key destinations (including the Silo Art project) to encourage passers-by to stop for a while.
11. Investigate if the drainage line south of Hamilton Street can also be utilised as an off street open space connector.

**Actions to support the physical improvements**

1. Develop a brand for identity and wayfinding signage.
2. Integrate proposals from the upcoming Council Bike Plan Strategy.

**Path to Implementation**

- 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.

**Quick Wins**

- Develop advertising signage guidelines to ensure that advertising signage along O'Callaghans Parade is appropriate and consistent, and that doesn't detract from the streetscape.
- Work with VicRoads/RRV to improve the pedestrian crossing to Wawunna Road, connecting with the artwork on the silos in Horsham North.
- Plant more trees in the nature strips along O'Callaghans Parade.



*O'Callaghans Parade could become a grand boulevard*



*Sculptural lights can create a grand entrance*



SOCIETY

T & G

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Latus Jewellers

Latus Jewellers

TOYOTA

## Project 7

# Create better connections to locations just beyond the Town Centre such as the skate park, bowl club, tennis courts and river.

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. Improvements could include adding missing footpaths, additional wombat crossings on Darlot Street and bike infrastructure such as bike loops at the recreational amenities.

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

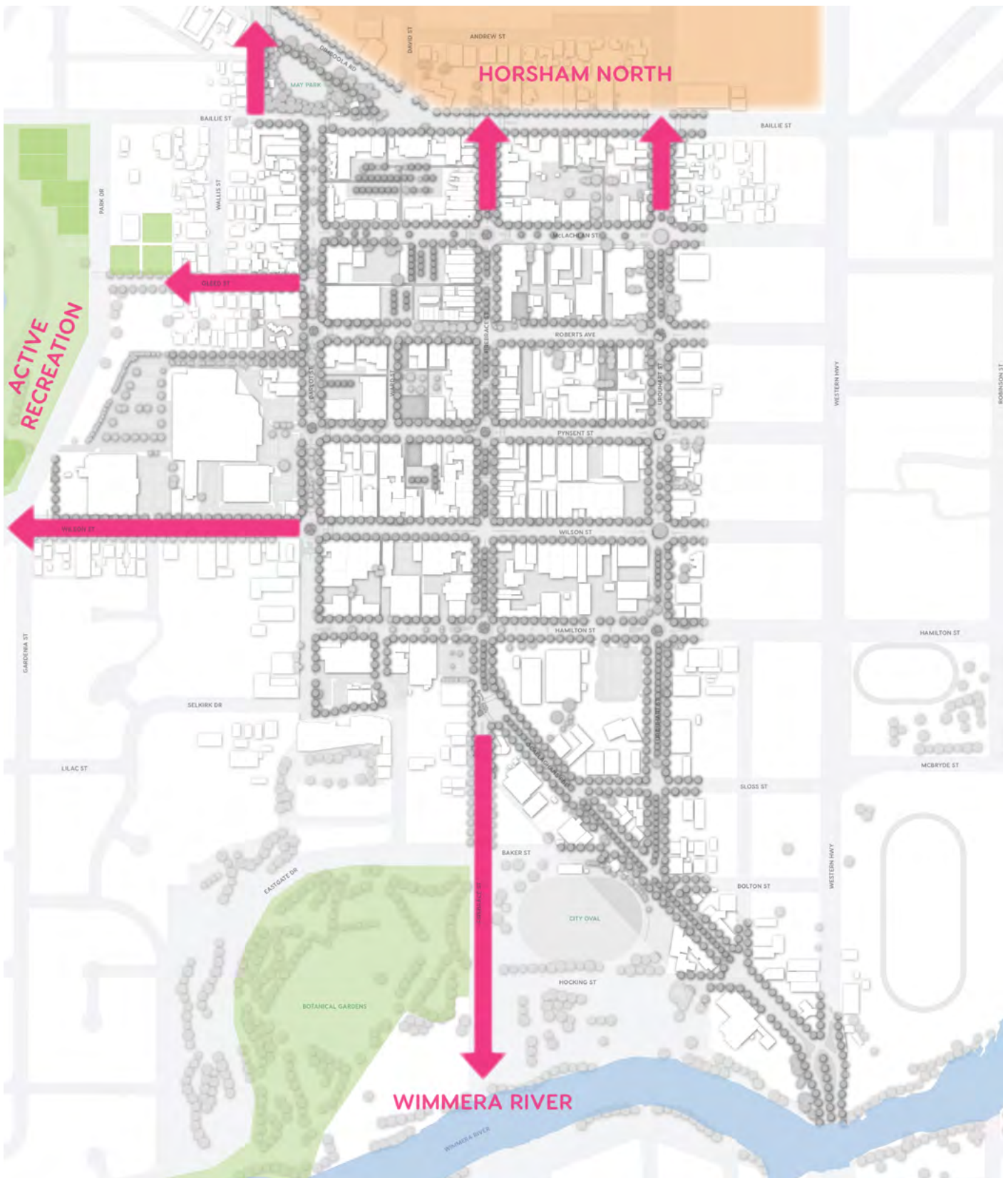
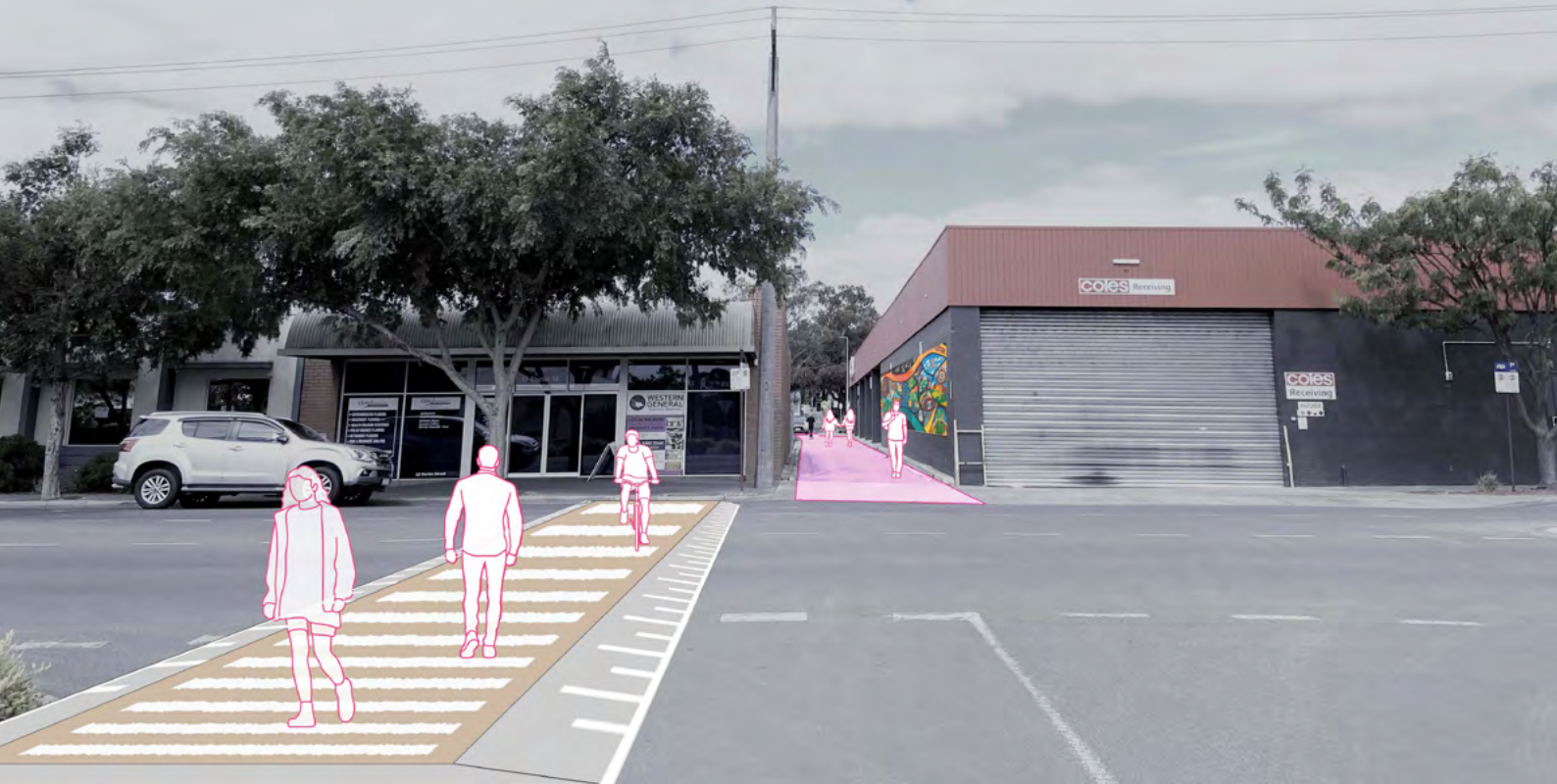
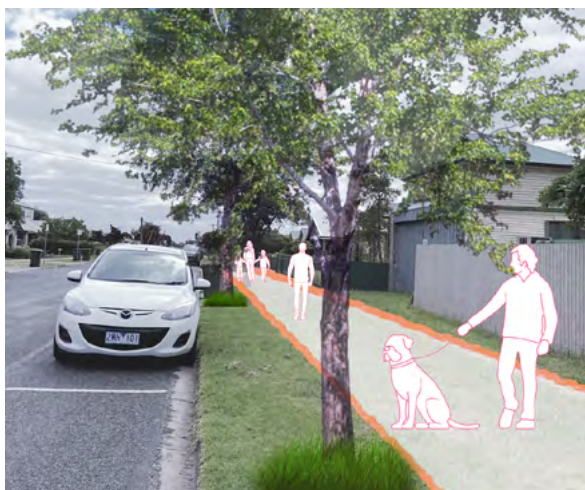


Figure 24 - Connections beyond the CAD



**Figure 25 - Add a wombat crossing 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 26 - 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 25 and 26 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, two potential scenarios (Figures 27 and 28) depict 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 27 - Scenario 1 - Possible roundabout and wombat crossings at the O'Callaghans Parade and Firebrace Street junction to strengthen connections to the river and make a safer pedestrian crossing.**



**Figure 28 - Scenario 2 - Possible mid block wombat crossings at the O'Callaghans Parade and Firebrace Street junction to strengthen connections to the river and make a safer pedestrian crossing.**



**Figure 29 - Improved pedestrian crossings and additional planting and street trees at the O'Callaghans Parade and Firebrace Street junction.**



## Project 8

# Create a safer pedestrian experience within the Town Centre.

In partnership with Regional Roads Victoria, Horsham Rural City Council will be building a series of pedestrian improvements throughout the Town Centre as part of a road safety initiative.

The first stage will include adding raised pedestrian crossings (wombat crossings) at each of the four legs of four key intersections at Roberts Ave & Darlot Street, Firebrace Street & McLachlan Street, Pynsent Street & Darlot Street and Firebrace Street & Pynsent Street. These improvements will considerably improve the pedestrian experience and safety within the Town Centre.

A second stage of works is currently being planned. Being considered are four raised mid-block crossings on 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. Another mid-block crossing is suggested for Darlot Street at Glead Street. Safety improvements to the Wilson Street and Darlot Street roundabout are also under consideration.

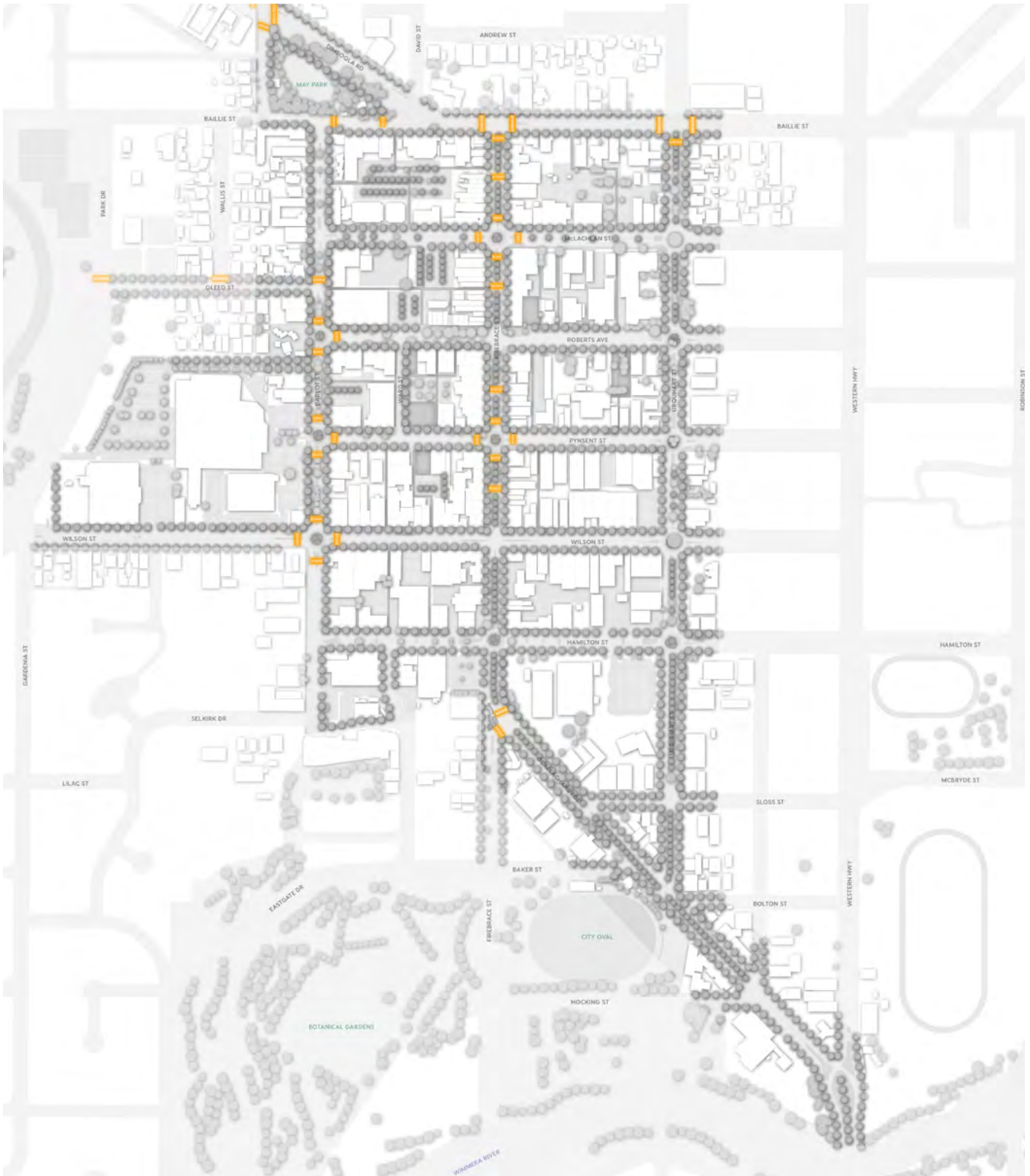


Figure 30 - Safer pedestrian crossings in the CAD

 Pedestrian crossing points



A wombat crossing



One of the Firebrace Street intersections that will be improved

## Improvement Strategy #6

Improve the streetscapes of Horsham's Town Centre with more shade, lighting, 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.

# Opportunities

Making paving more consistent and DDA compliant throughout the CAD, updating aging furniture and lights, 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 ensure that it is not a capital-intensive initiative.

## Physical Improvements

1. Identify priority streets for improvements (in addition to Firebrace Street). Wilson Street (home to many historic buildings but lacking any streetscape amenity) and Urquhart Street (home to some significant Eucalyptus trees some in poor condition) should be prioritised.
2. Build a consistent median along Urquhart Street to better accommodate the street's many significant Eucalyptus trees.
3. Create canopy and streetscape amenity along Wilson Street by adding trees in specific parking spaces, and including street furnishings. (See Project 9)
4. Realise healthier trees throughout Horsham's CAD. Healthy trees need bigger tree pits with uncompromised root zones and good drainage. Commit to a regular watering regime.
5. 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.
6. Incorporate the stories of Horsham - both the indigenous history and post-settlement history into the streetscape, and wayfinding/markers.
7. 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. The lighter colour surface materials also reduce urban heat island effect.
8. 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.
9. 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.



*The Eucalyptus of Urquhart Street should be accommodated in bigger medians*



*The street lights of Firebrace Street could be augmented with smaller pedestrian-scaled lights on the footpaths.*

10. 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.
11. Ensure that all projects consider the location of current and future CCTV infrastructure.
12. Incorporate irrigation systems into any streetscape upgrades.
13. 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 one of the suggested public space options, such as Ward Street or a new public space behind the Wimmera Shire Building. The toilets are an important asset that serve shoppers, workers, and people using the V-Line bus stop.



*Grade changes across the CAD make DDA compliance challenging in some areas.*



*Tired street furniture should be updated and modernised. Additionally awkward grade changes should be assessed as part of a DDA and universal access study.*



*Street furnishings are tired and require updating and modernising.*



*Street trees need bigger tree pits with uncompromised root zones, good drainage and a regular watering regime.*

### Actions to support the physical improvements

1. Coordinate with Creative Horsham program, and allow for funding to appoint a cultural consultant at appropriate times.
2. Coordinate with and implement the strategies put forward in the Street Tree Strategy to vastly improve the street tree canopy throughout the Town Centre.
3. Coordinate with Creative Horsham program before undertaking any streetscape improvement works.

### Paths to Implementation

- Allow appropriate funding to appoint a cultural consultant at before an improvement project is scoped and framed.

### Quick Wins

- Undertake a DDA Universal Access audit of the CAD.
- Develop a Streetscape Approved Palette to be able to implement change quickly.



*Seating incorporated into planting areas along wide footpaths*



*Shade structures incorporated into footpath treatments*



*Wide footpaths and generous planting areas in Main Street environment*



*Catenary lights create a festive atmosphere*

## Project 9

# Improve 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.

Changes in recent years mean that the VicRoads approach to street design also now emphasises amenity and place, so it is therefore possible to propose some changes to Wilson Street. 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.



*Wilson Street as it currently exists (View east)*



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



Figure 31 - Wilson Street with planting, street trees in kerb out-stands and expanded areas for seating.



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.



## Project 10

# 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 and only as necessary.

Figure 32 depicts a range of potential furnishings for further discussion.



*Classic backless benches*



*Timber & Concrete combination*



*Timber & metal combination*



*Bin enclosures are practical*



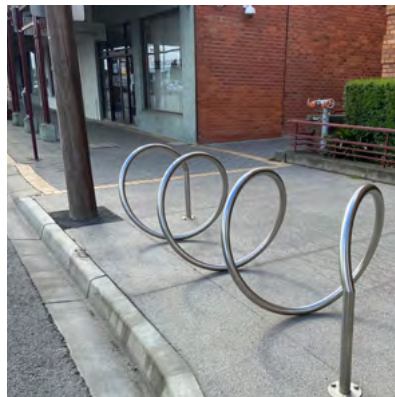
*Corten steel gives an unusual look*



*Furniture can be bright*



*Simple bike loops work!*



*Existing Horsham bike loops*



*Sandstone acts as seat and bollard*



*Pedestrian scaled lights transform urban environments*



*In-ground uplighting can create an interesting night-time scene*



*Catenary lighting may be highly appropriate for laneway activation*

*Figure 32 - A Preliminary Palette for Discussion*

## 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.

# 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.

## 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. 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.
4. 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.

5. Plan for future reseals of the streets to be lighter colour to reduce the heat generated from road surfaces.

## Actions to support the physical improvements

1. 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.

## A Path to Implementation

- 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.

## Quick Wins

- Commit to and implement a '1000 Trees for Horsham' Campaign.
- Reinstate the Avenue of Honour on Roberts Avenue, given that many of the historic trees have been removed.



*Stormwater management area in kerb out-stands at an intersection*



*Some footpaths are wide enough for a double row of trees*

## Project 11

# Revive the Horsham Shade project and start the #1000 trees for Horsham campaign.

The street tree canopy in Horsham is sporadic, except in a couple of key streets including Roberts Avenue and Darlot Street. 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.

And, 1000 trees don't need to be planted all at once. They can be planted as budgets allow over a period of years. There is no reason that every street in Horsham shouldn't look like Roberts Avenue.

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

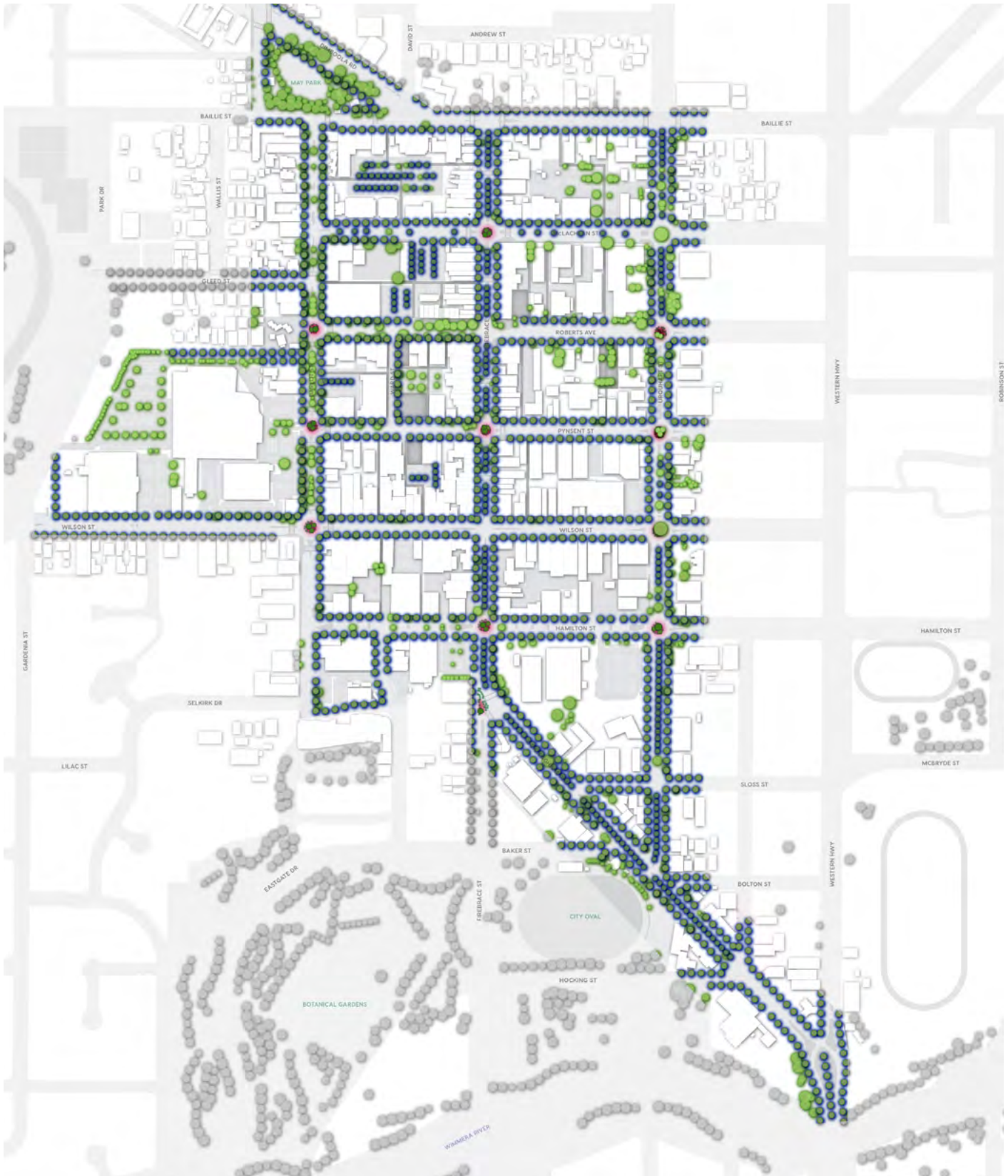


Figure 33 - A Street Tree Plan for Horsham

- Proposed street trees
- Existing Trees
- Improved roundabout planting

### 3 | BEYOND THE STREETScape

The Council's focus currently is public realm and streetscape, although there are a number of additional components that could add to overall revitalisation efforts. Though not the focus of this study, future revitalisation efforts could include other areas of focus including:

- Development opportunities,
- Improvements to infrastructure and services,
- Heritage restoration,
- Built form control,
- Retail strategy, and
- Housing strategy.

In addition to the recommendations for streetscape and public realm outlined in this document, the Urban Design Analysis made the following recommendations.

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 locate 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.
- Apply additional heritage controls to a larger area of the Town Centre. Some of Horsham's most historic buildings along Firebrace Street

# 4 | SUMMARY OF STRATEGIES AND PROJECTS

Below is a summary of the seven broad improvement strategies for the Horsham Streetscape Project. Following is a list of the twelve specific proposed projects outlined in the document. The next step is to tailor each project and develop a set of high-level costs that can assist Council in prioritisation.

## Improvement Strategies

### 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

Make Firebrace Street the 'postcard' street and the premier place for dining, meeting and greeting in Horsham.

### 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 physical and visual connections between the Town Centre and broader Horsham.

### Improvement Strategy #6

Improve the streetscapes of Horsham's Town Centre with more shade, lighting, 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.

## Proposed Project List

### Project 1

Create the 'Horsham Walk'.

### Project 2

Reconfigure Firebrace Street.

### Project 3

Undertake facade improvements to heritage buildings.

### Project 4

Develop Advertising Signage Controls.

### Project 5

Build a Town Square in Horsham's Town Centre.

### Project 6

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

### Project 7

Create better connections to locations beyond the Town Centre such as the skate park, bowl club, tennis courts and river.

### Project 8

Create a safer pedestrian experience within the Town Centre.

### Project 9

Improve Wilson Street.

### Project 10

Create a streetscape design palette manual and begin to implement.

### Project 11

Revive the Horsham Shade project and start the #1000 trees for Horsham campaign.



