

DRAFT
Horsham CAD
Revitalisation
STREETSCAPE PLAN

FEBRUARY 2022



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)

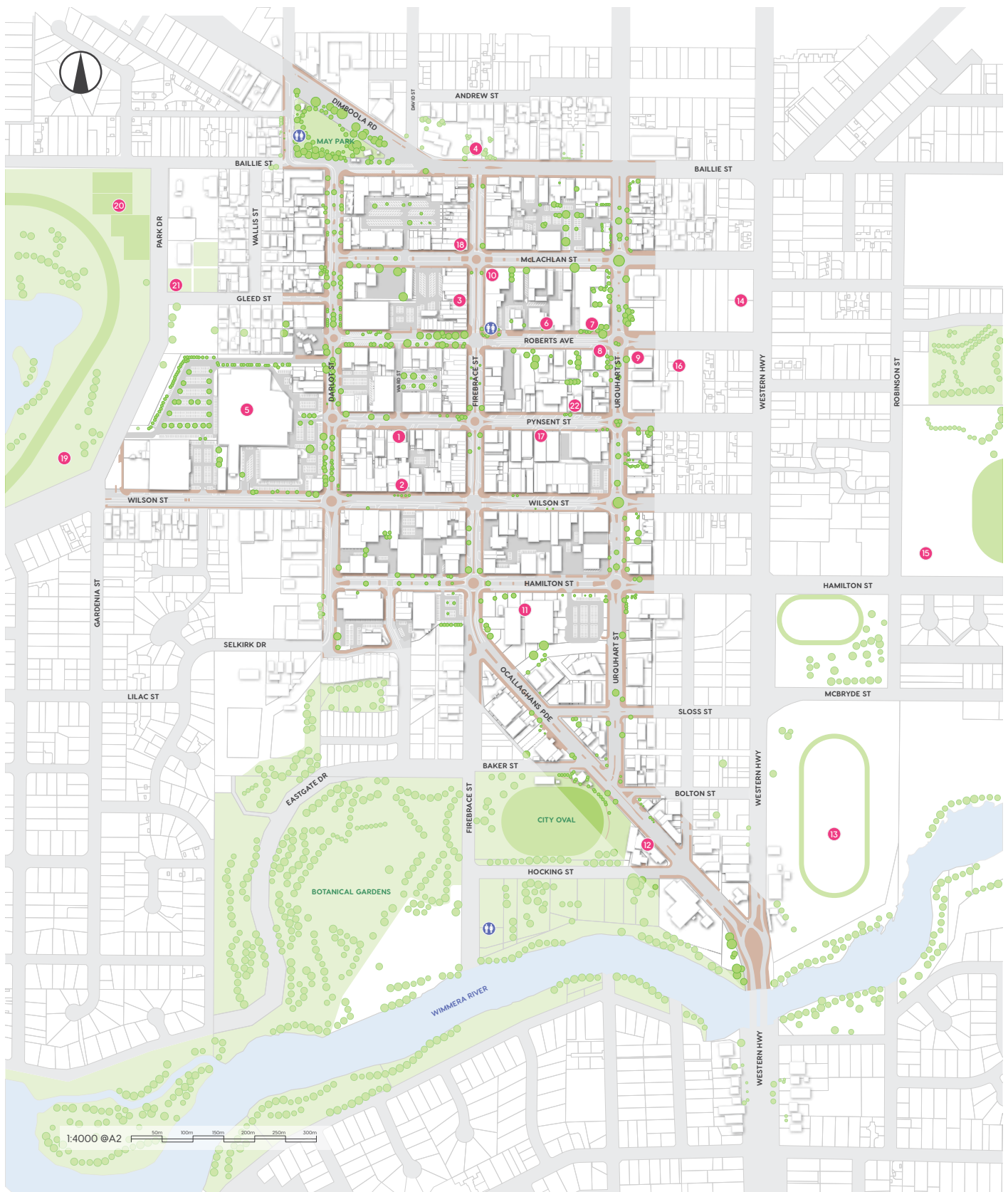
Project Approach

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 |
| 2. Horsham Regional Art Gallery | 10. Horsham Post Office |
| 3. Bradbury Lane Mural | 11. Horsham Aquatic Centre |
| 4. Anglican Parish of Horsham | 12. Horsham Mens Shed |
| 5. Horsham Plaza | 13. Horsham Greyhound Racing Complex |
| 6. Police Station & Magistrates' Court | 14. Michael & John's Primary School |
| 7. Horsham Rural City Council | 15. St Brigid's College |
| 8. Wesley Performing Arts Centre | 16. Horsham Community Childcare Centre |

- | |
|---------------------|
| 17. Horsham Theatre |
| 18. T&G Building |
| 19. Skate Park |
| 20. Tennis Courts |
| 21. Bowls Club |
| 22. The Old Station |

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:

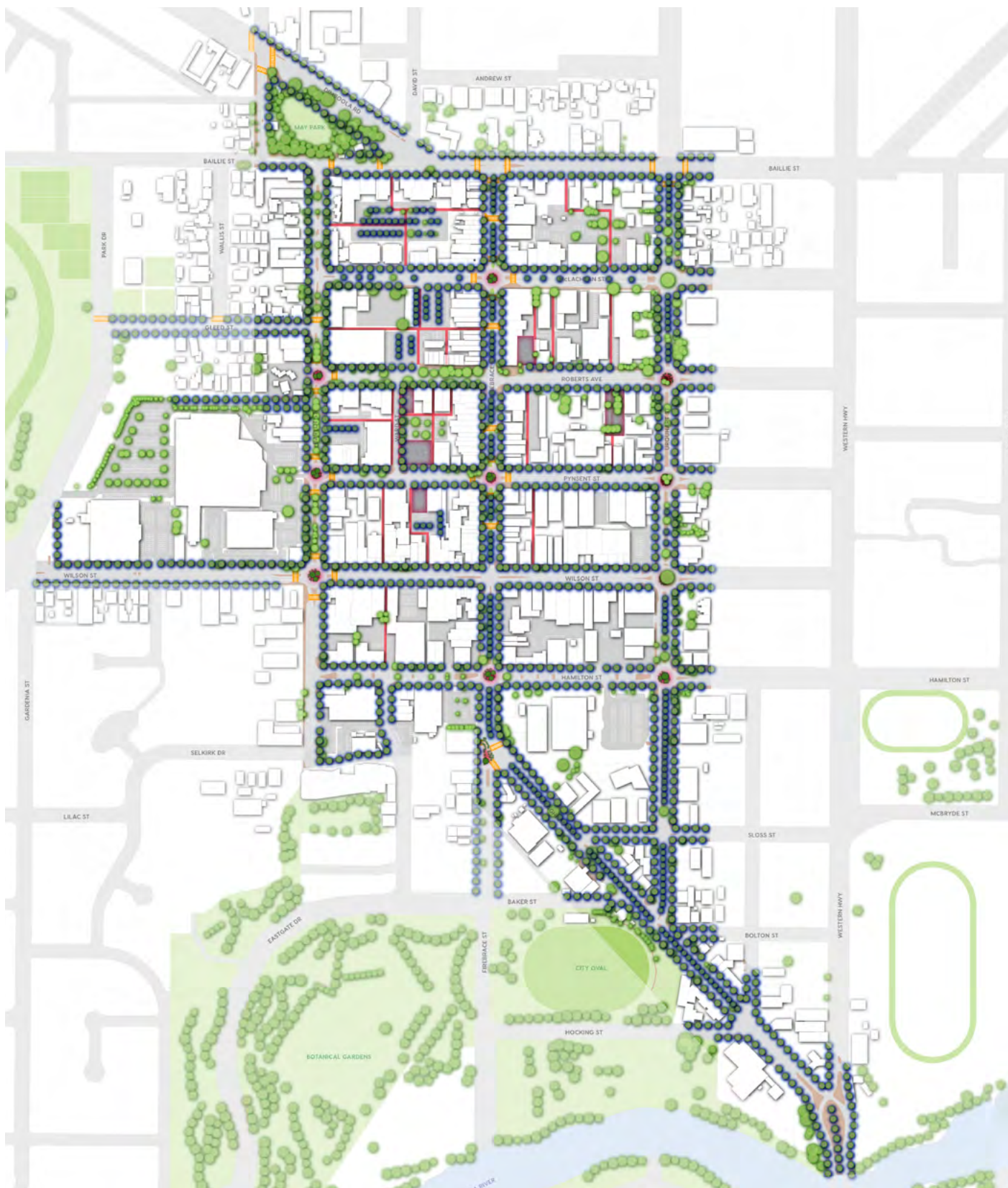
1. **Develop the off-street laneway network into a series of comfortable and interesting places that also provide a safe and convenient pedestrian network throughout the CAD.**
2. **Make Firebrace Street the 'postcard' street and the premier place for dining, meeting and greeting in Horsham.**
3. **Strengthen 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 carpark 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.

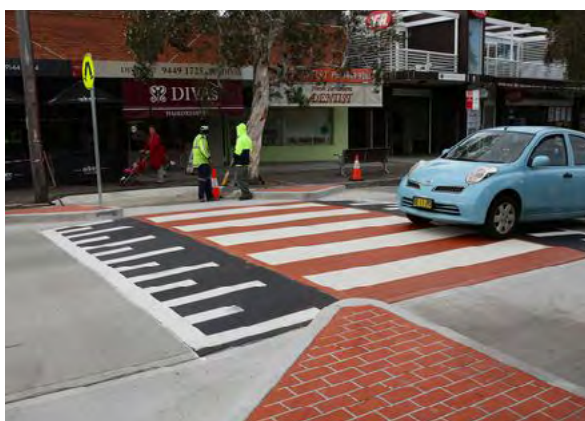
Wellbeing Encouraging people to park once and walk between destinations is good for health and wellbeing.

Opportunities

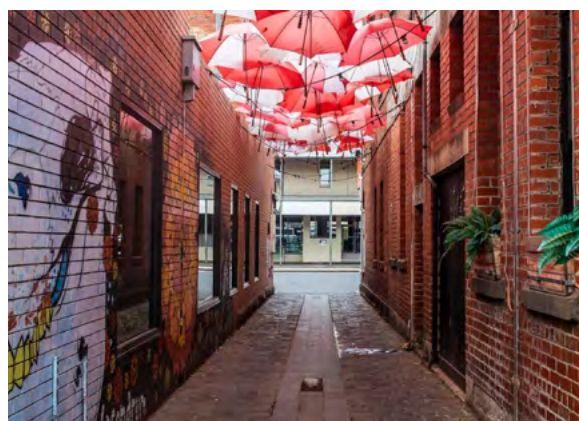
The existing partial off-street laneway network in Horsham's CAD is already well used by locals, and appears to be a source of local pride. It is possible to further connect the laneways of Horsham to create a complete and viable off-street pedestrian network that better connects parking to retail and 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 carpark 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.



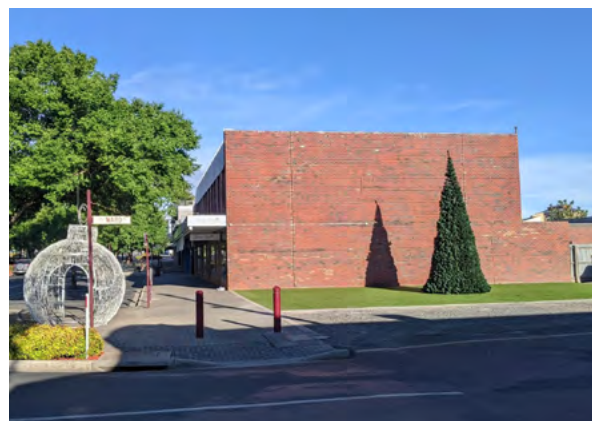
Temporary use of carparks for events



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.



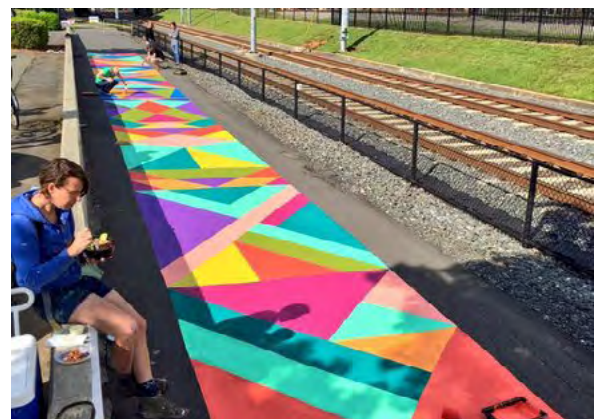
Public lighting doesn't have to be expensive



Art can transform an urban laneway



Temporary materials identify a pedestrian thoroughfare



Temporary materials can be bright and cost-effective.

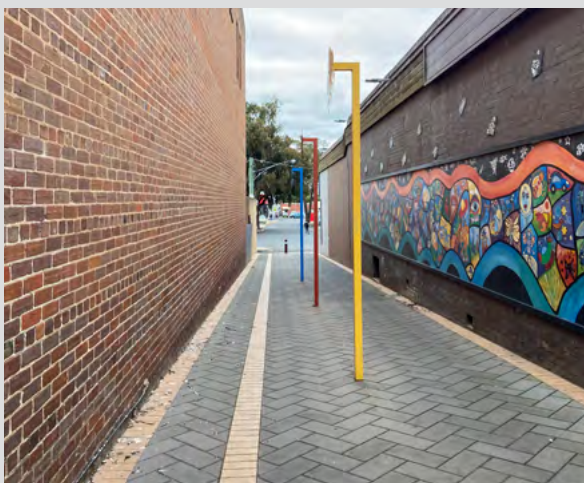
Project 1

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

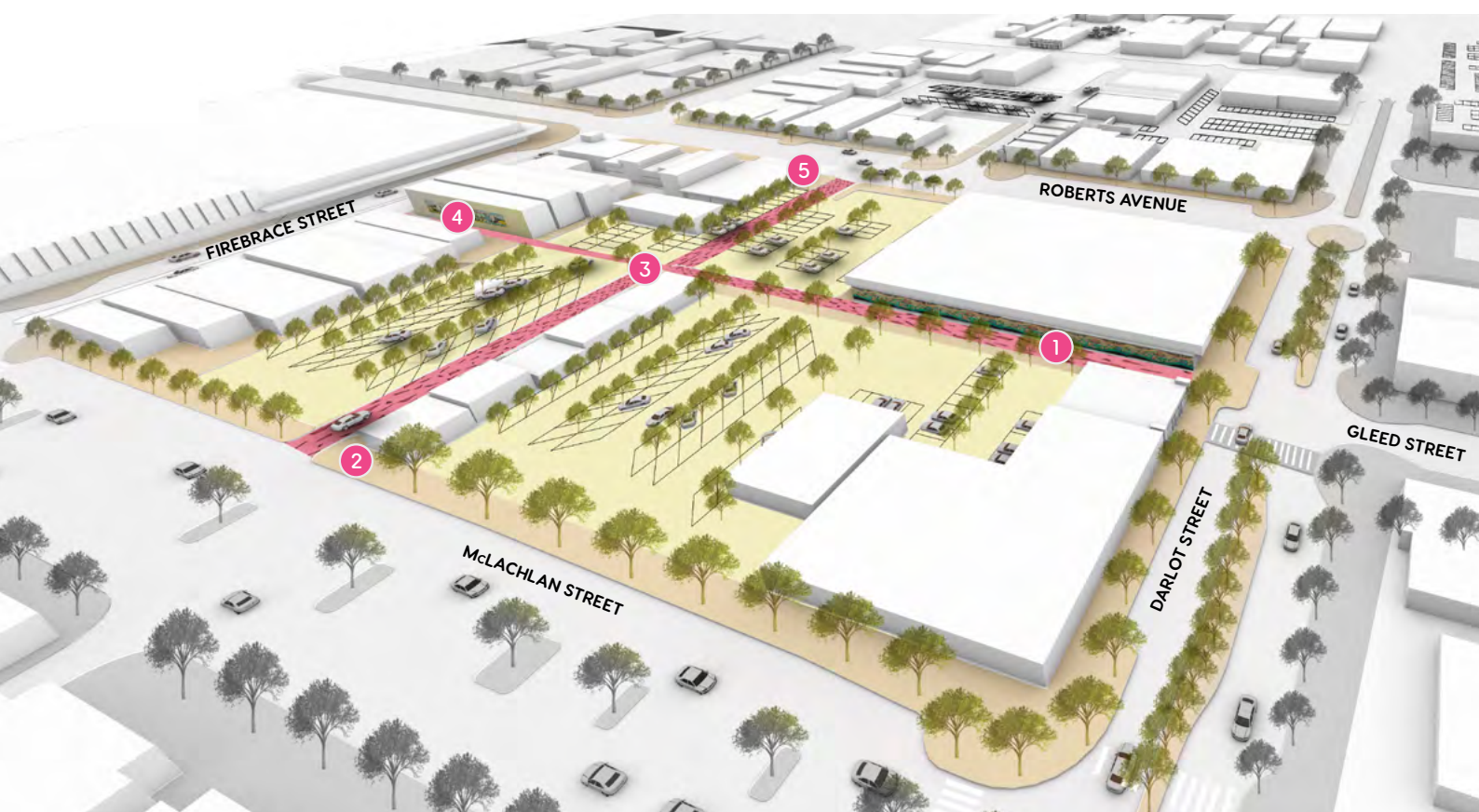


Figure 4 - 'Horsham Walk' trial block (View South)

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 carpark 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 Gleed 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

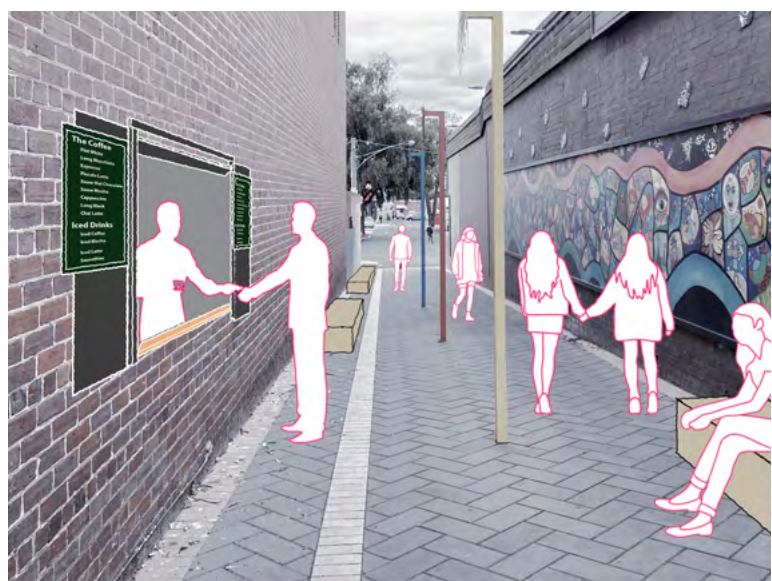


Figure 6 - A coffee window added to an existing building opening out onto a public laneway becomes a placemaking opportunity

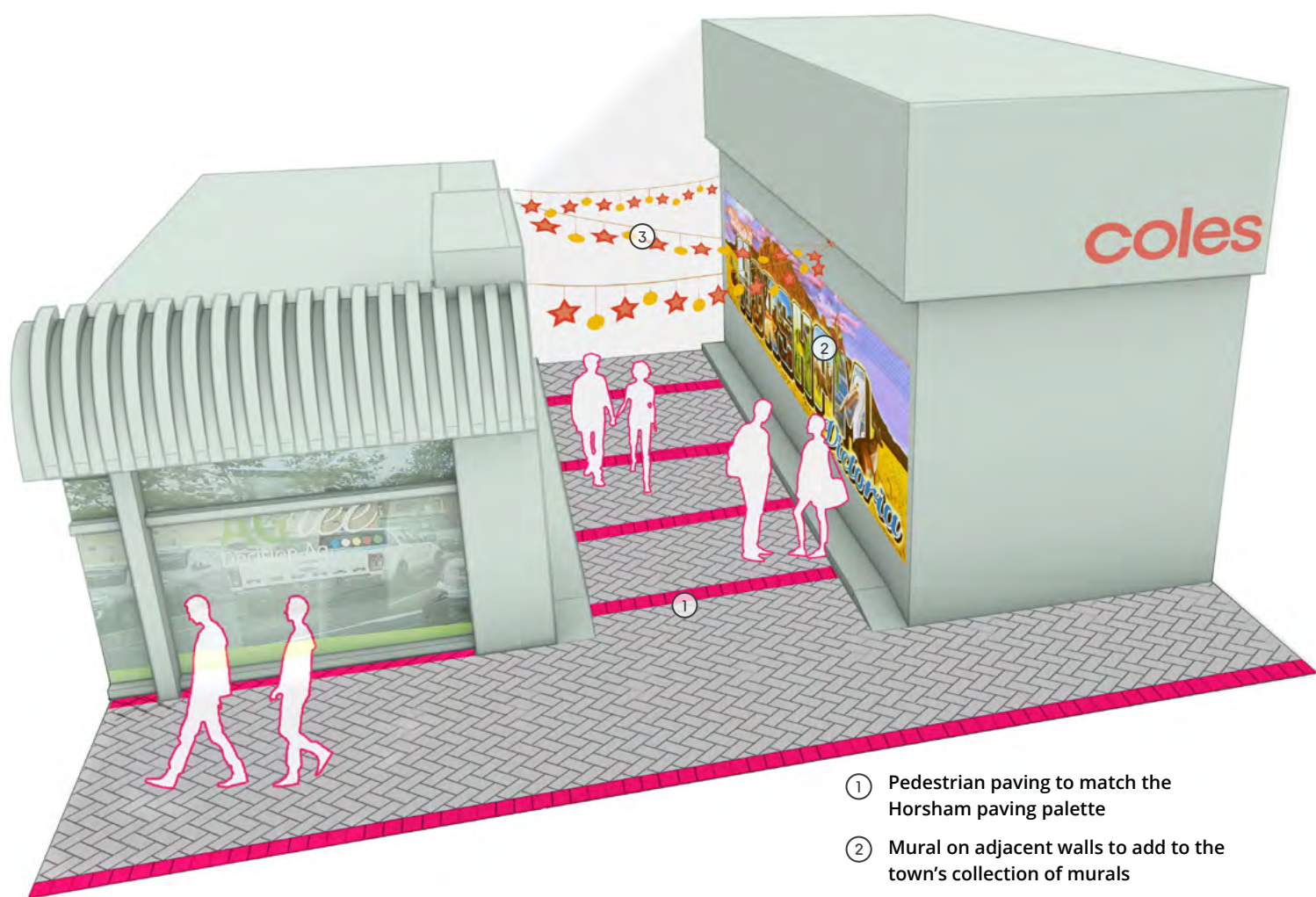


Figure 7 - Improved laneway adjacent to Coles

- 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

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.

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

Scenario A

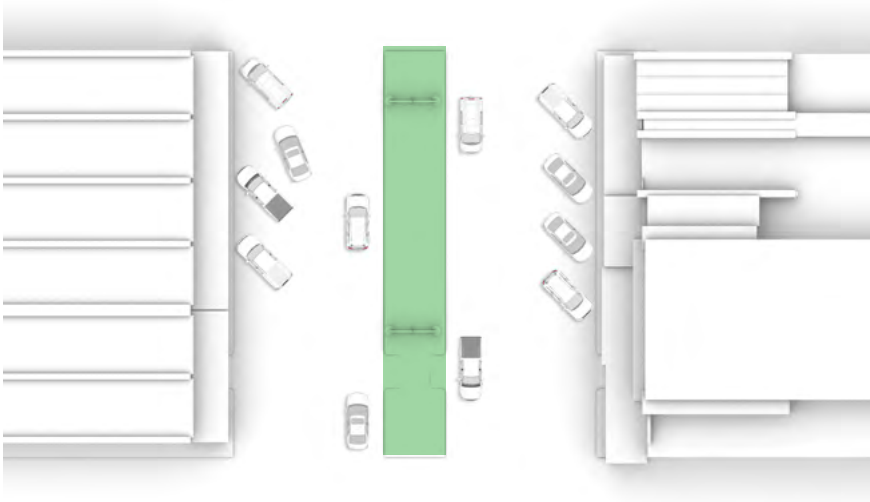


Figure 9 - Scenario A Plan - A widened planted median in Firebrace Street

Scenario B

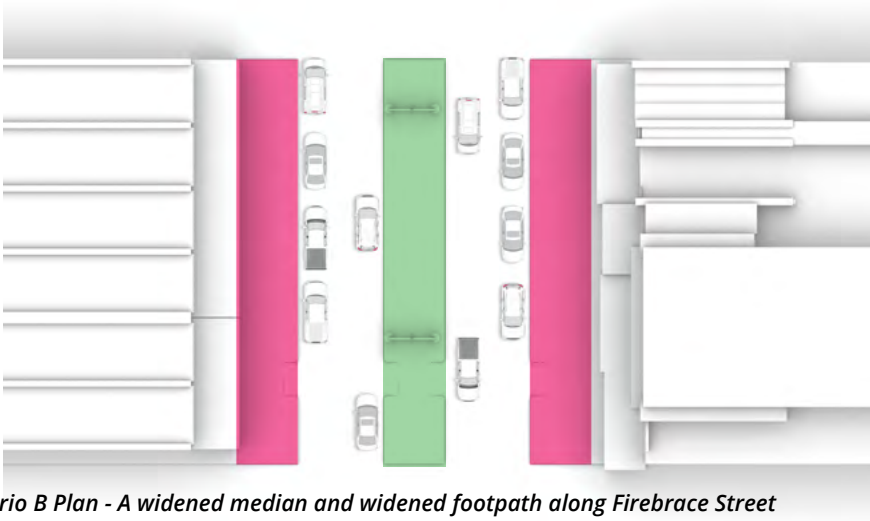


Figure 10 - Scenario B Plan - A widened median and widened footpath along Firebrace Street

Scenario C

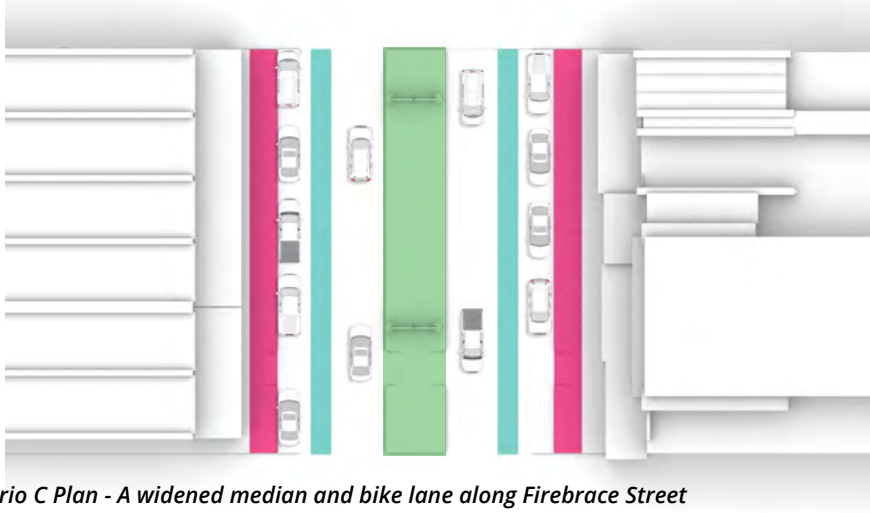


Figure 11 - Scenario C Plan - A widened median and bike lane along Firebrace Street

Scenario A



Figure 12 - Scenario A - A widened plantd 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

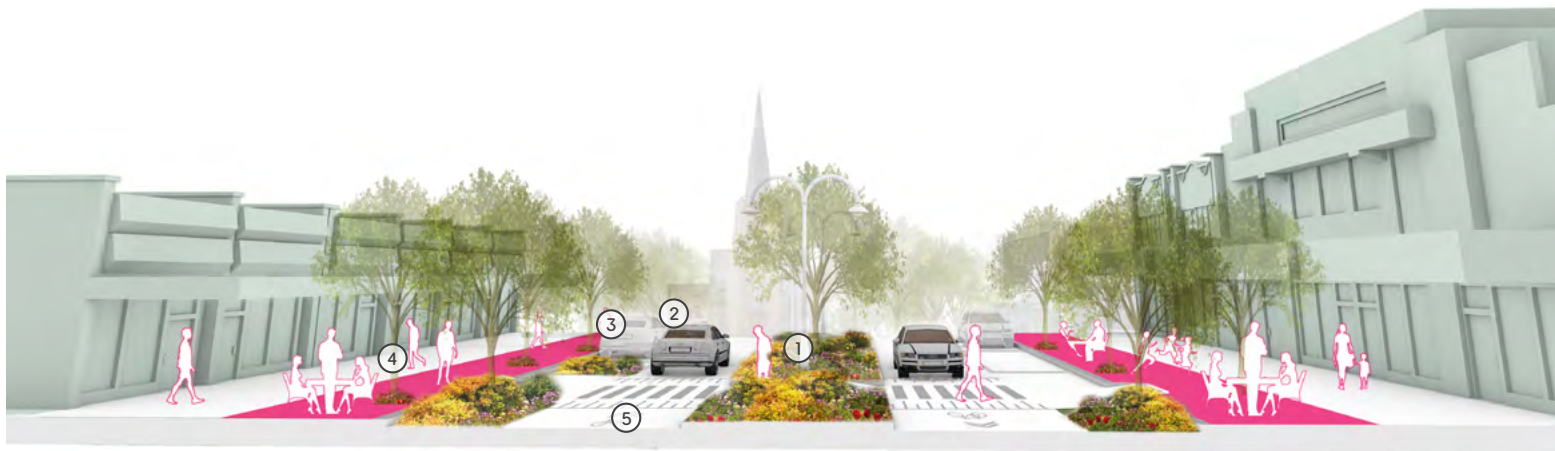


Figure 14 - Scenario B - A widened median and widened footpath along Firebrace Street

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 offers a widened median and a separate bike lane by changing angled parking to parallel parking. Footpath will widen to include an amenity zone which will accommodate street furniture, bike parking and planting. 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

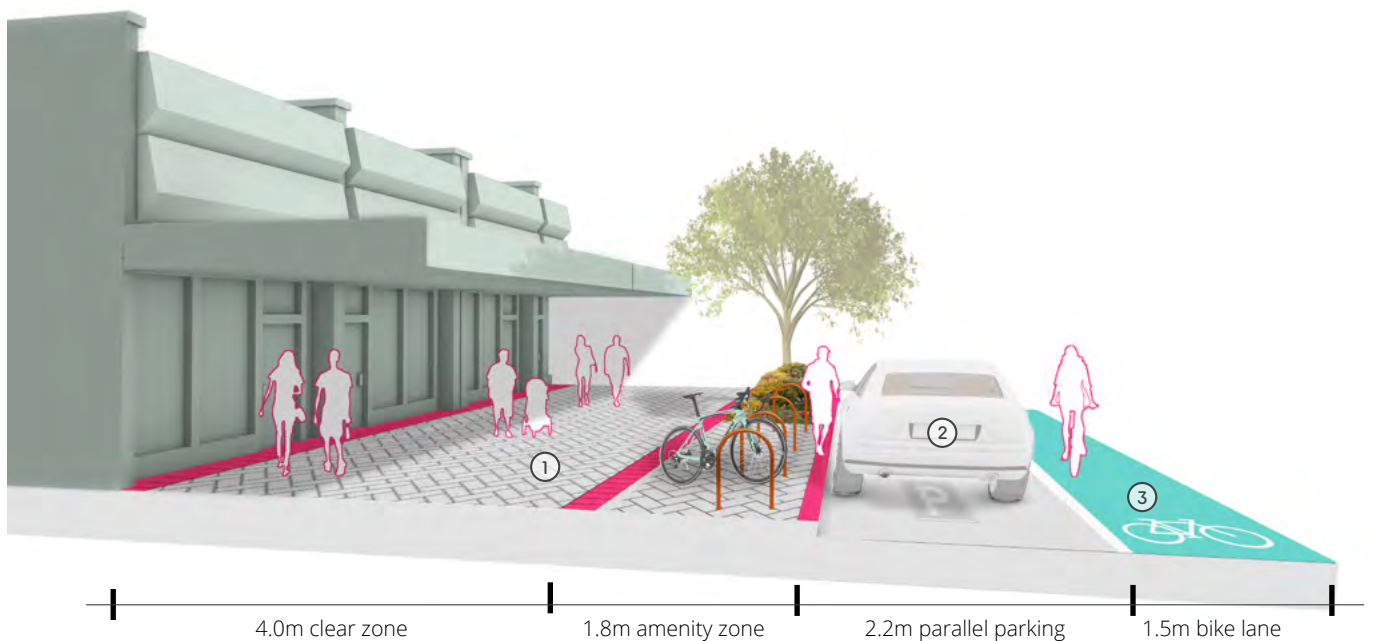


Figure 17 - Scenario A Firebrace Street Footpath Detail

A 5.8 metre wide footpath (compared to existing 4 metre footpath) offers more room for planting, street trees, access, dining, bike parking, and seating.

- 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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TOP CUT MEATS

GLASGOW
HOUSE

DAVEY.

DAVEY.

AND CO

WOODY'S
TOP CUT MEATS

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Cafe RED Cherry

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ORDER NOW FOR
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Cafe RED Cherry



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

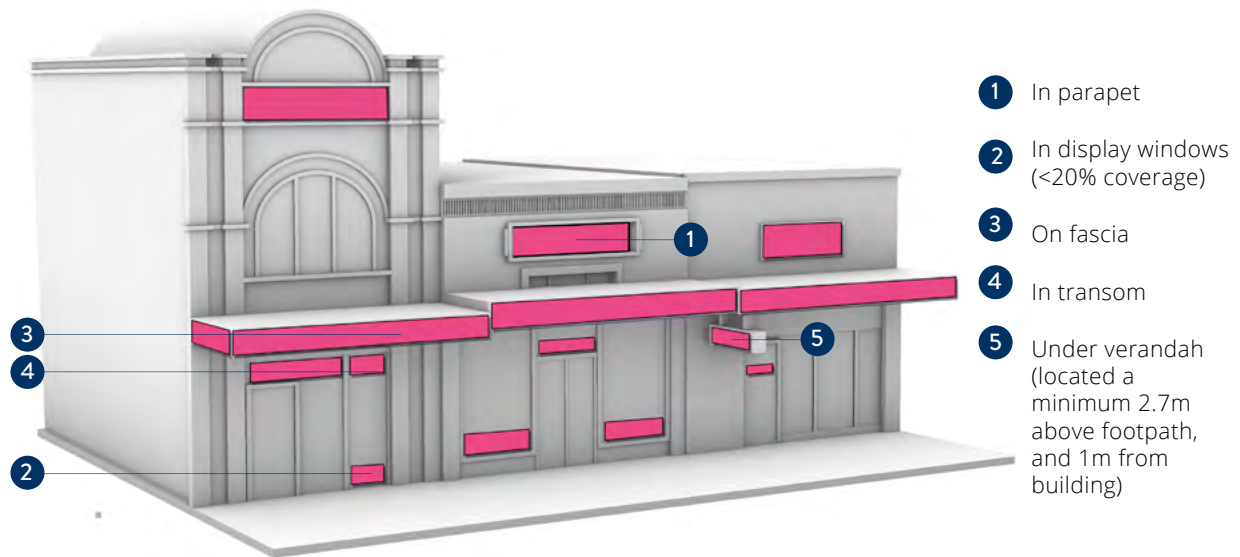


Figure 18 - Appropriately located signs

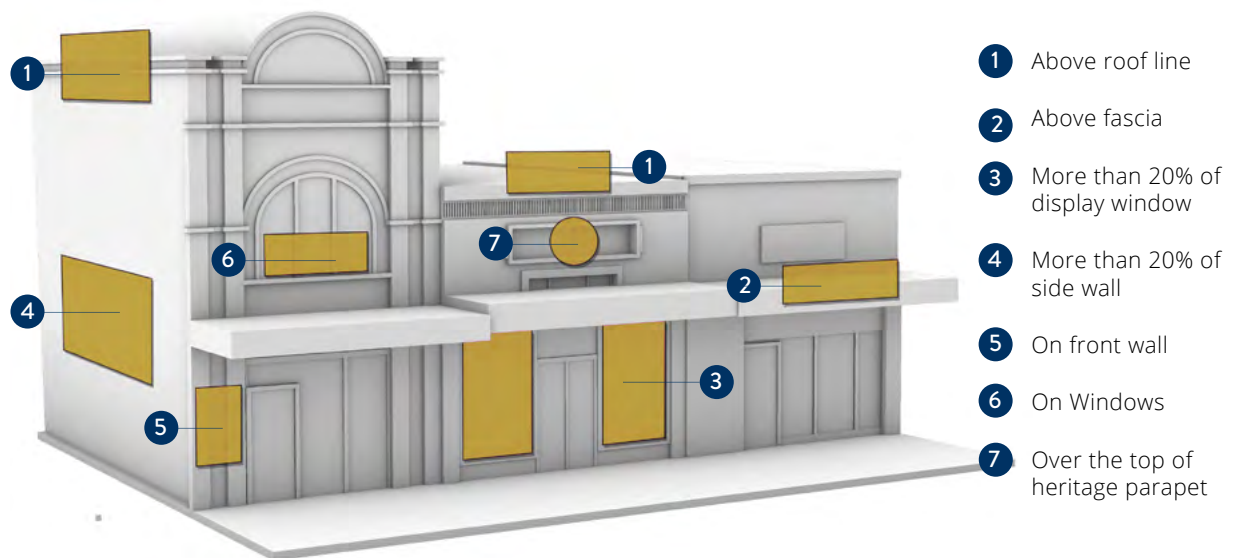


Figure 19 - Inappropriately located signs

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

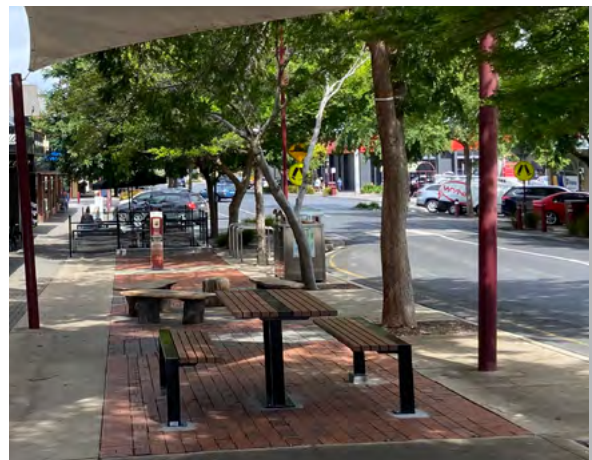


A large public space in Regional Victoria

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.



A pop up Town Square



Activated laneway with pop-up cafe

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 which will likely need to be developed.



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



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.

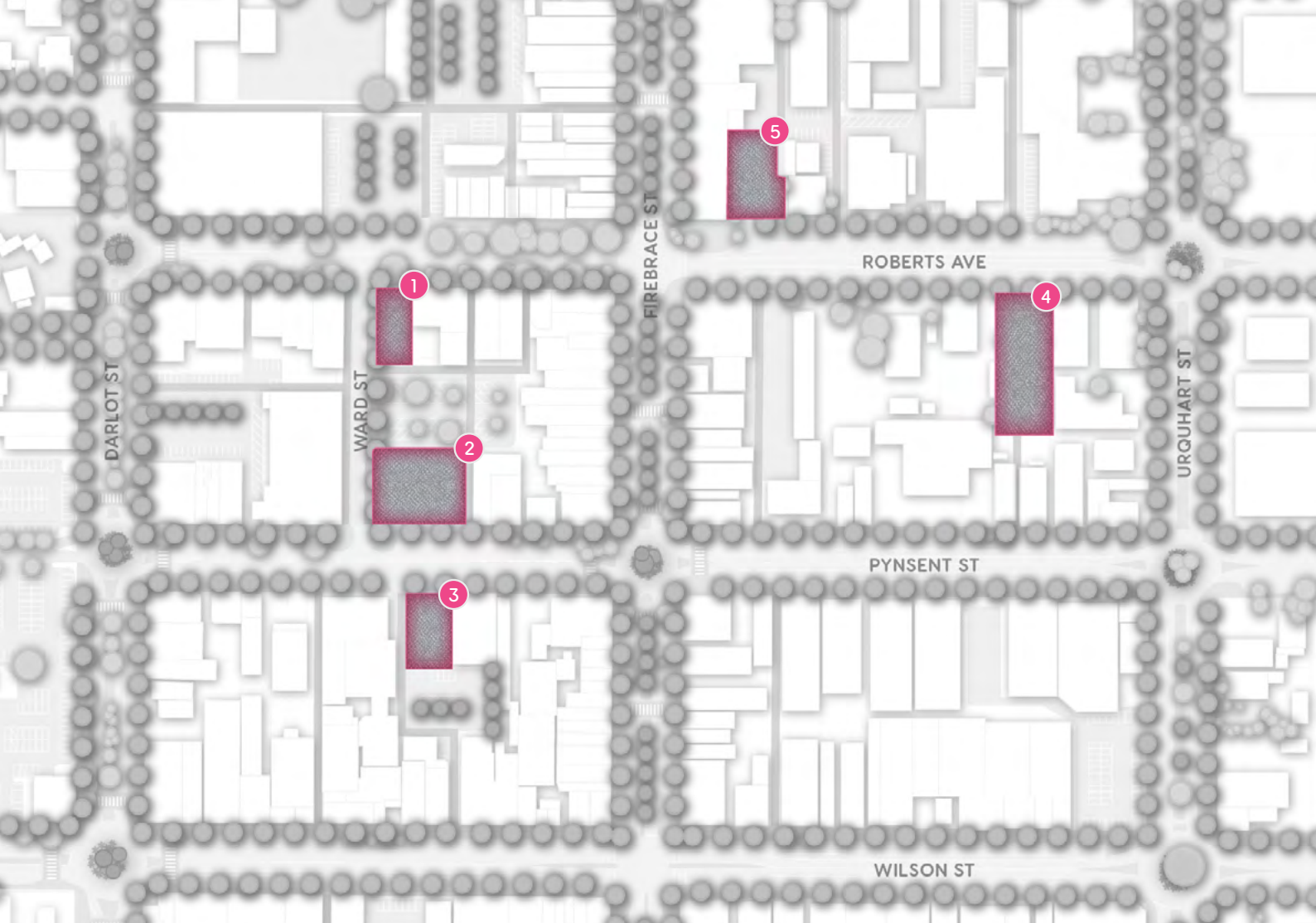


Figure 20 - Town Square Potential Locations

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 500m² 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.

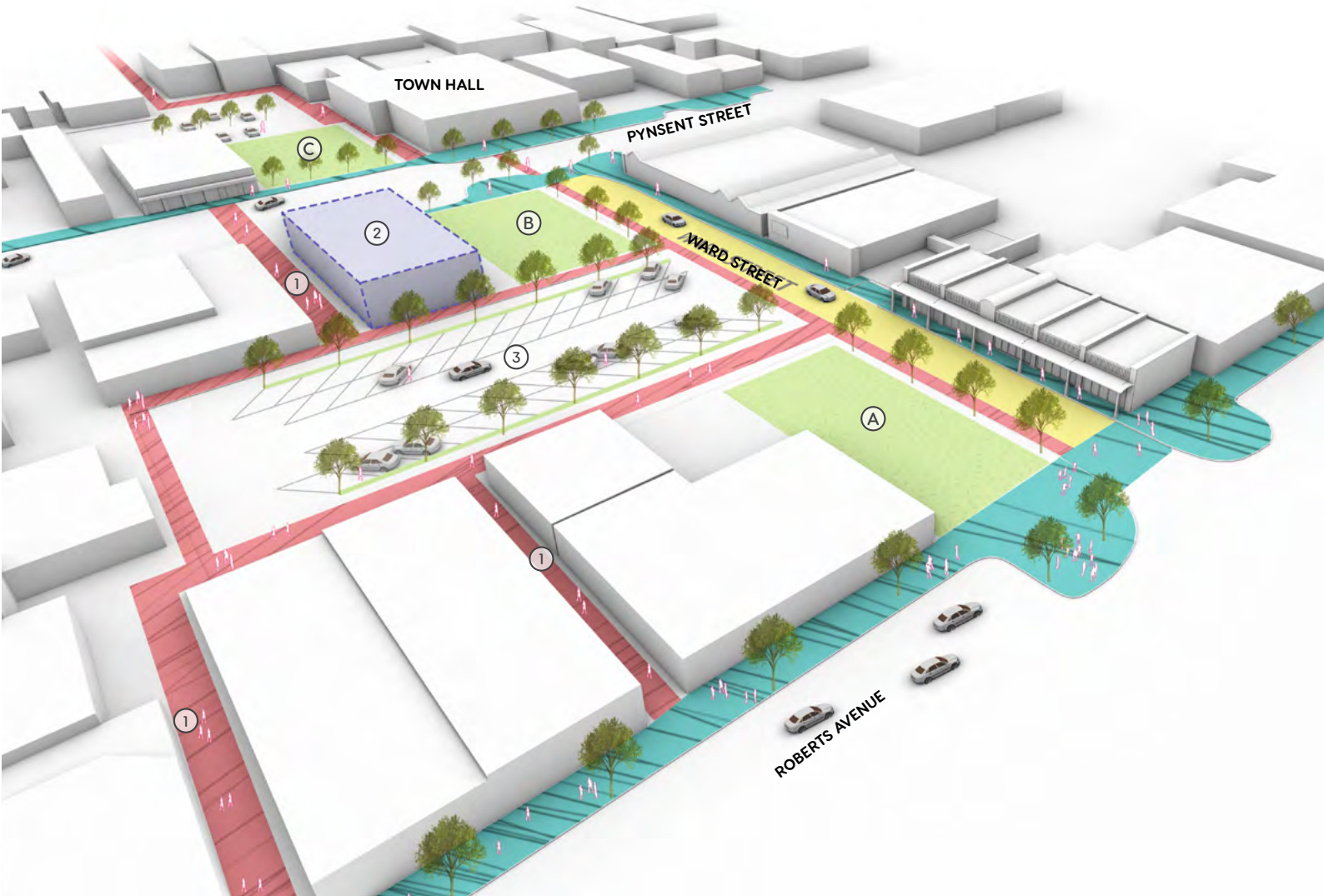


Figure 21 - Three Potential Town Square Locations (view south)

- Ⓐ 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



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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.

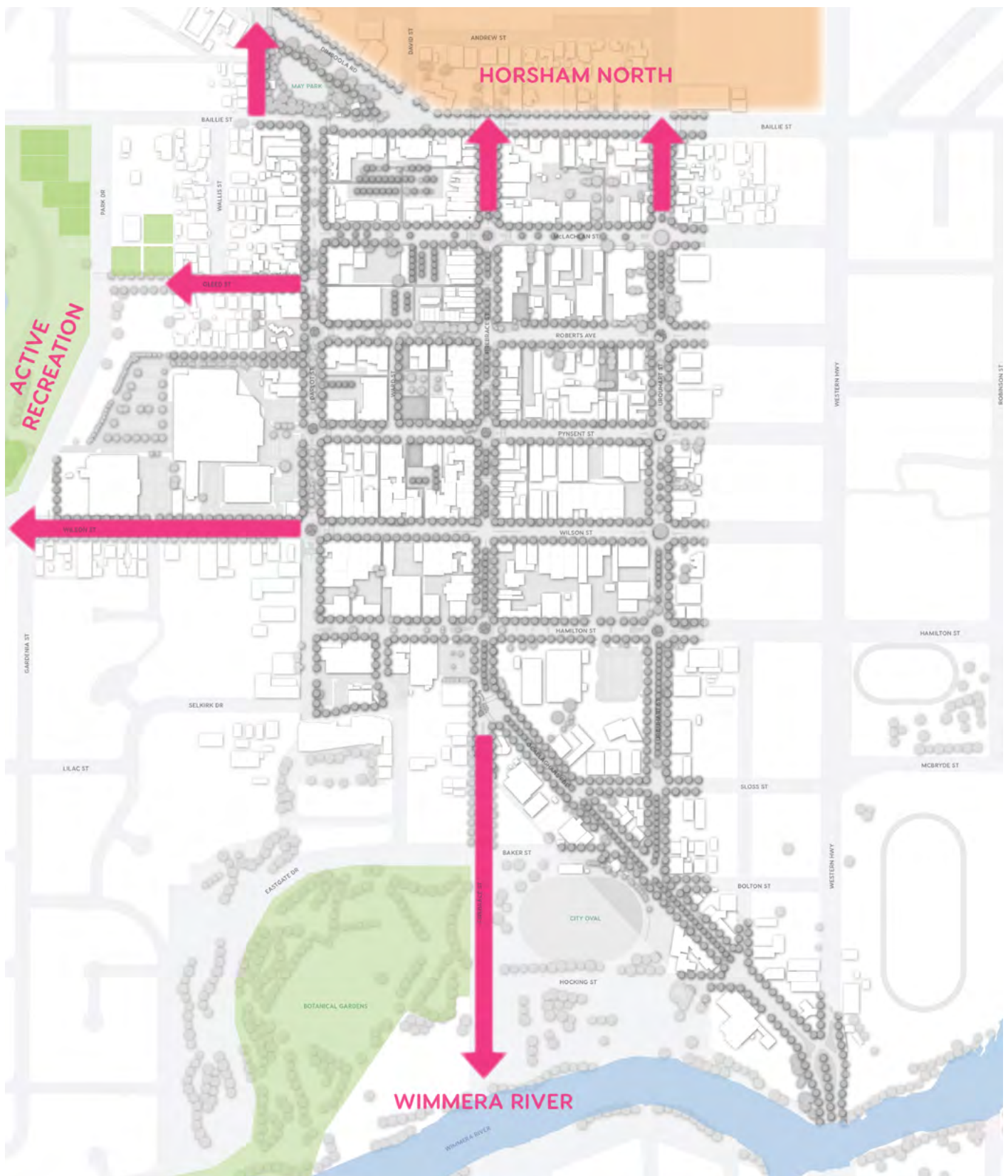


Figure 24 - Connections beyond the CAD



Figure 25 - Add a wombat crossing on Darlot Street to Gleed Street to better connect to both the laneway network and the recreational facilities on the western edge of the CAD.

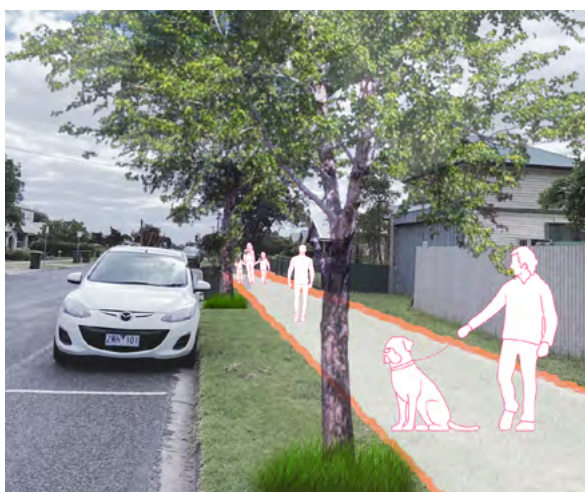


Figure 26 - Add missing footpaths and street trees on Gleed Street to better connect the recreational facilities on the western edge of the CAD.

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 Gleed 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.

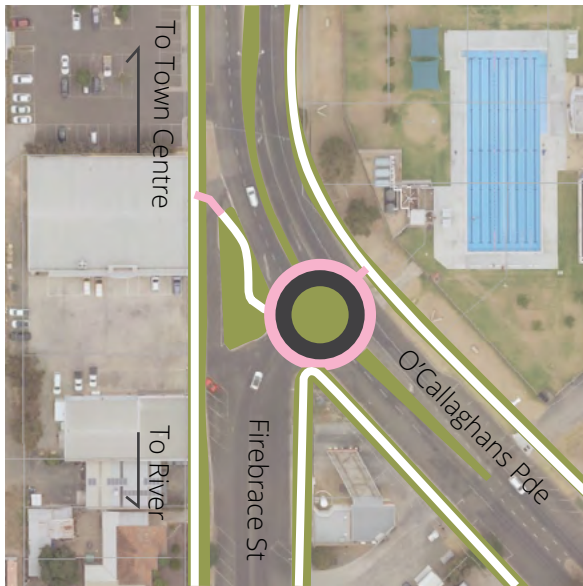


Figure 27 - Scenario 1 - Possible roundabout and wombat crossings at the O'Callaghans Parade and Firebrace Street junction to strengthen connections to the river and make a safer pedestrian crossing.



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 Gleed Street. Safety improvements to the Wilson Street and Darlot Street roundabout are also under consideration.

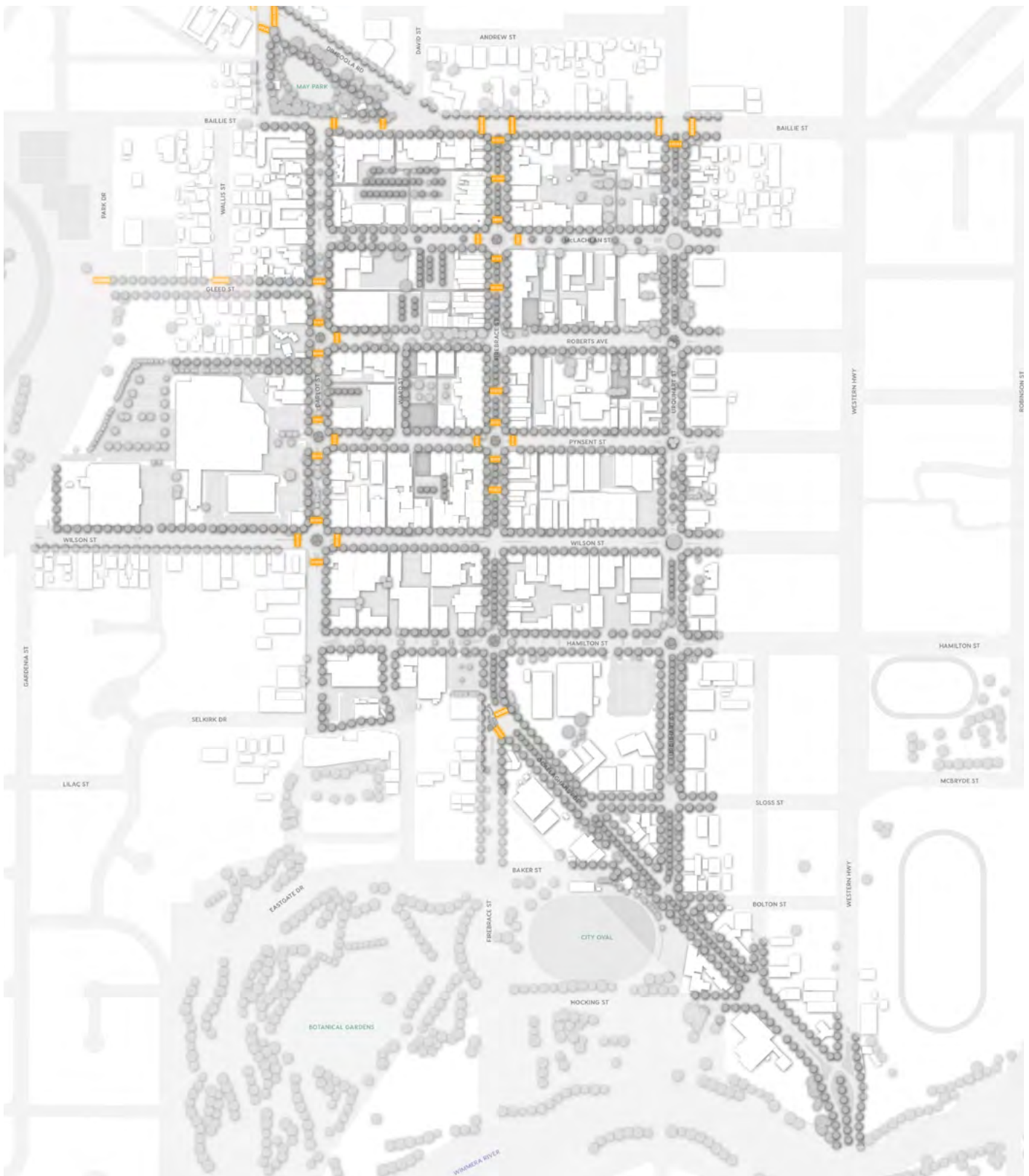


Figure 30 - Safer pedestrian crossings in the CAD

 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



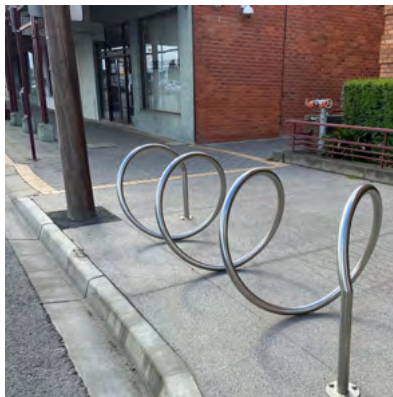
Corten steel gives an unusual look



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 car parks 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, car parks, 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.



Stormwater management area in kerb out-stands at an intersection

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 car parks. 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.



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.

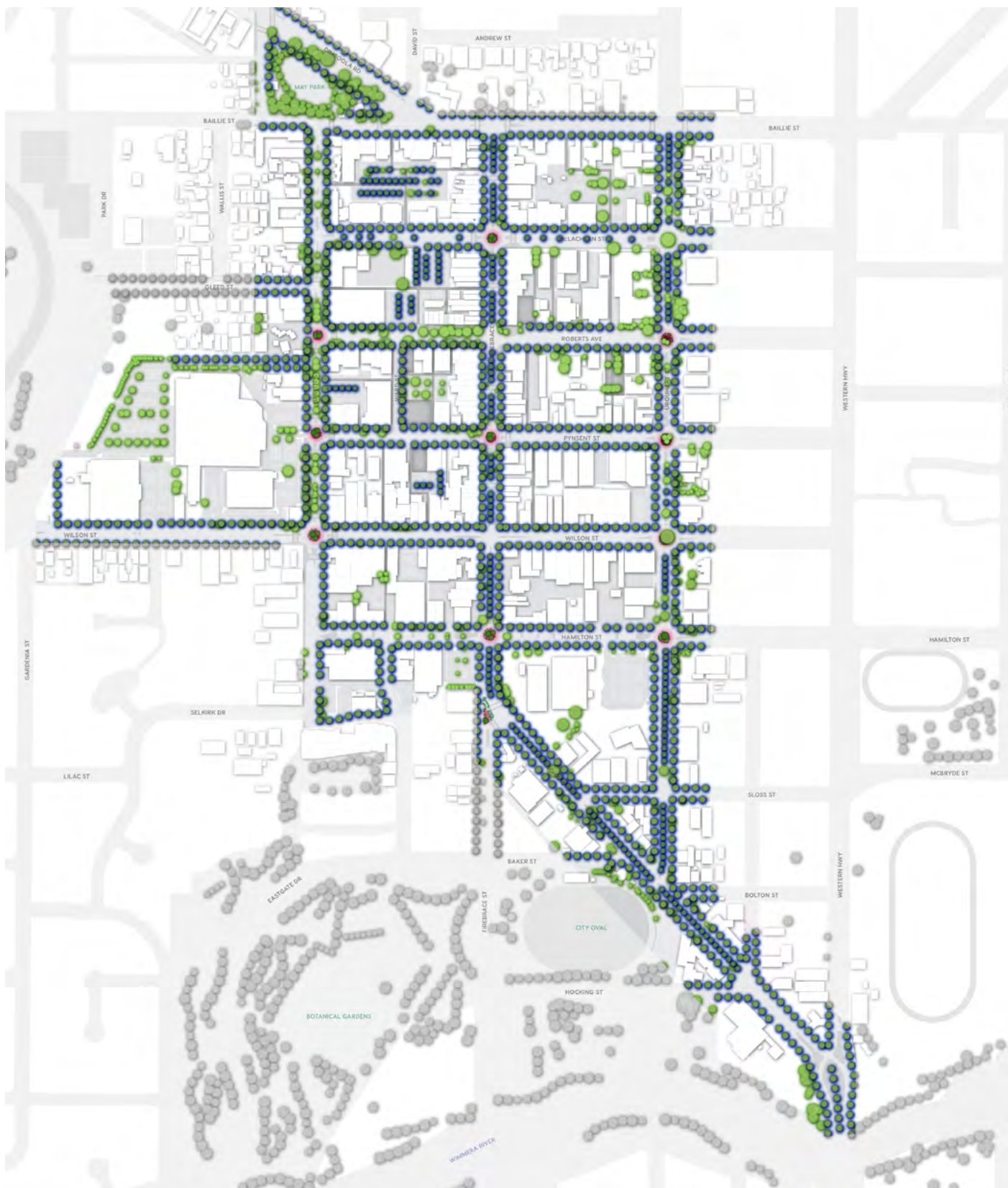


Figure 33 - A Street Tree Plan for Horsham

- 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.

