ELMORE STRUCTURE PLAN

Draft Urban Design Framework

CITY OF GREATER BENDIGO



Acknowledgement of Traditional Owners

Elmore is on Dja Dja Wurrung Country.

We acknowledge and extend our appreciation to the Dja Dja Wurrung People, the Traditional Owners of the land.

We pay our respects to leaders and Elders past, present and future for they hold the memories, the traditions, the culture and the hopes of all Dja Dja Wurrung Peoples.

We express our gratitude in the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.

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PART ONE: Introduction

Elmore is an attractive village town, distinctive in character and an important part of the Greater Bendigo hinterland. With a charming riverside location, historic buildings and well-maintained residential properties, the town boasts a range of amenity for both locals and visitors.

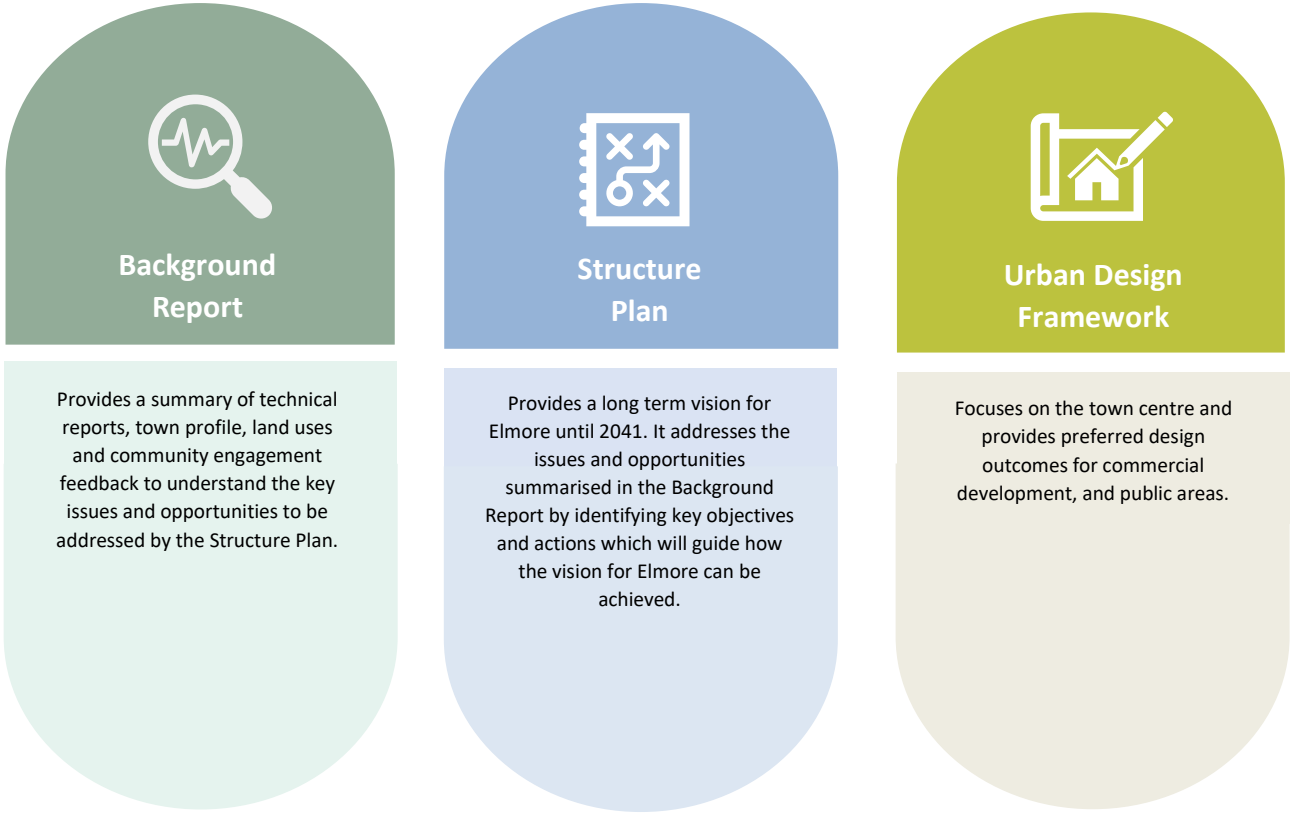
These aspects present growth and economic opportunities for change over the coming decades. As our society adapts to new ways of using public spaces and interacting with retail environments, considered changes to the town centre through the guidance of the Urban Design Framework will be required. This will be essential to continue Elmore's strong liveability and economic assets while respecting the past and building towards the towns vibrant future.

1.1 The Plan

This Urban Design Framework (UDF) has been prepared by the City of Greater Bendigo (the City) to shape the development of the Elmore town centre. The UDF is the third part in a series of documents which seeks to provide long term planning and vision for Elmore.

The development of an Urban Design Framework is an action of the *Commercial Land and Activity Strategy 2015*. The UDF builds upon previous work and strategies undertaken by the City, including the *Integrated Transport and Land Use Strategy 2018, Greater Bendigo Public Space Plan 2019* and *Greening Greater Bendigo* 2020.

By building on past initiatives the UDF provides a strategic foundation for shaping a vibrant and sustainable Elmore town centre.



1.2 Purpose

The Elmore Urban Design Framework aims to guide built form, movement and public space design in the Elmore town centre. Key goals are to:

- Support good quality streets, public spaces and infrastructure which meet the needs of the local community and visitor economy.
- Encourage good built form outcomes on private land which contribute positively to the Elmore town centre.
- Enhance connection and interface to the Campaspe River Reserve.
- Further support Elmore as a key rural activity centre.
- Recognise Dja Dja Wurrung people's ongoing connection to Elmore, and support DJAARA to undertake a cultural revitalisation project.

How will it be used?

The Elmore Urban Design Framework will be used:

- In the assessment of planning permit applications.
- To guide local planning policy, zones and overlays in the Greater Bendigo Planning Scheme.
- To provide design guidance for private commercial development.
- To support and plan for investment in public infrastructure.
- To provide support and advocacy for external grants and funding



○ ***Public Realm*** *– refers to public space areas. This includes streets, footpaths and road reserves. Works within public spaces are generally undertaken and funded by the City of Greater Bendigo or other Government authorities.*

● ***Private Realm*** *– refers to private land. It includes building facades, building presentation and extensions. Development on private land can include the construction of new buildings either through redevelopment of an existing site or a new building on a vacant allotment.*

1.3 UDF Boundary

The Urban Design Framework (UDF) area has been selected as it contains Elmore's main activity centre for retail, shopping and business. The majority of this area spans along Railway Place, between Margaret Street and Clarke Street.

The boundary extends from Railway Place to the Campaspe River reserve. Cardwell Street is identified as a focus point of the UDF as it provides an important link between the train station and the river.

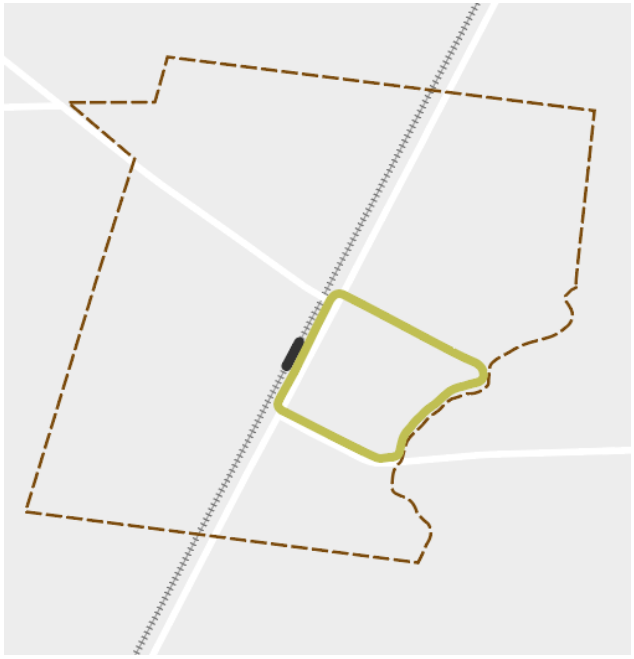


Image: *Showing Urban Design Framework study area within the Elmore Structure Plan Boundary*



Image: *Aerial showing Urban Design Framework study area boundary*

1.4 Planning Policy

A range of State Government practice notes and policy has informed the Elmore Urban Design Framework:

Clause 15.01 Built Environment of the Greater Bendigo Planning Scheme contains a range of strategies and objectives which aim to create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity.

Urban Design Guidelines for Victoria is a policy document referred to in Clause 15.01. The State Guidelines form an overarching guide for urban design in all towns and places in Victoria.

Planning Practice Note 17: Urban Design Frameworks has informed the content and structure of the Elmore Urban Design Framework.

1.5 Strategic Documents

The Elmore Urban Design Framework has been informed by the following strategic documents:

- Greater Bendigo Public Space Plan 2018
- Greening Greater Bendigo 2020
- Commercial Land and Activity Centre Strategy 2015
- Integrated Transport and Land Use Strategy 2015
- Walk, Cycle Greater Bendigo 2019
- Dhelkunya Dja Dja Wurrung Country Plan 2014 -2034
- Greater Bendigo Public Art Plan 2023-2028

1.6 Participants

The Urban Design Framework has been developed through active engagement and input from the Elmore community and the Elmore Structure Plan Community Reference Group.

Consultation with internal Council departments and external government authorities has also informed technical infrastructure and servicing requirements.

For a more comprehensive overview of community consultation, please refer to the Elmore Background Report and Elmore Structure Plan.

PART TWO: Place Analysis

This section provides an overview of features that are important to the urban form and character of Elmore's town centre. These elements provide the foundations for the Urban Design Framework.

2.1 Elmore Context

Elmore is a small rural town located within the mid-northern portion of Victoria on Dja Dja Wurrung Country. The town is approximately 45 minutes' drive north-east of the Bendigo city centre, and just over 2 hours drive from Melbourne. The two closest neighbouring towns are Rochester to the north and Goornong to the south.

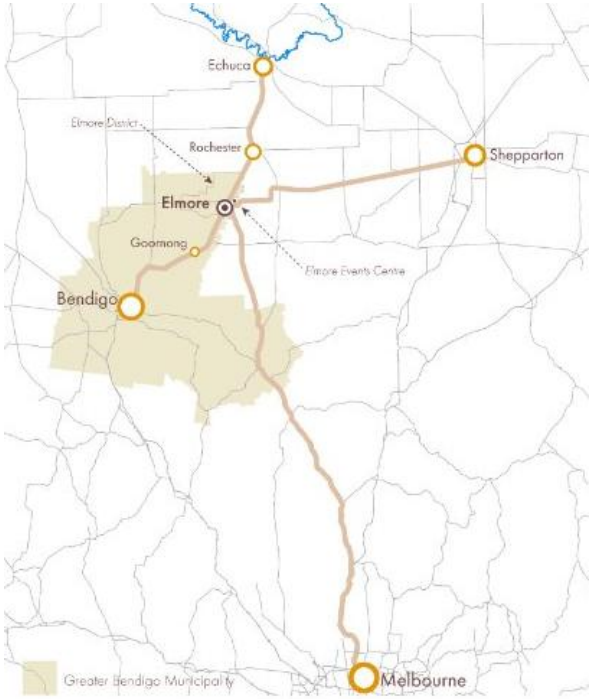
Elmore Population - 847 people

Families - 216

Median Age – 52

Projected population by 2041 – 1250 people

Data Source: *Australian Bureau of Statistics 2021 (geographical area - Elmore Town SA1)*













2.2 Urban Structure



A connected street grid

The rectilinear grid of streets sets the foundational urban structure of Elmore and forms a frame for the location of buildings.

There are limited vacant lots (with the exception of 102 Railway Place). Some lots have a fully built-out footprint however some existing buildings with substantial undeveloped land. Properties with frontages to both Railway Place and Michie Street may have greater potential for additional rear infill development.



Entranceways

Elmore is located at the junction of three major roadways owned and managed by the Department of Transport and Planning. These include Northern Highway, Midland Highway and Elmore – Raywood Road.

The Northern Highway (Railway Place) is one of the most significant streets in the town. It is not only the location for the main town centre commercial strip, but also the main public setting that most passing travellers experience and identify with Elmore.

There is opportunity to establish a well-defined town centre that enhances community identity and sense of arrival.



Wide streets

Many of Elmore's streets are wide, with large road reserves and are designed for the movement and parking of cars - not people. Cardwell Street for example has a 20 metre wide asphalt road formation (not including the footpath).

Elmore's wide streets provide opportunities to claim back space for pedestrians and bike riders through a range of treatments while maintaining the road function for cars.



Riverside amenity

The Campaspe River is culturally and spiritually important to Dja Dja Wurrung people. Djaara have an ongoing connection to Country including waterways which are the source of many creation stories. The significance of the Campaspe River to Dja Dja Wurrung people is shared in a series of signage along river reserve.

The Campaspe River is also valued by local residents and visitors. The river reserve is fenced from the urban interface with key pedestrian access points. It includes a 1 kilometre meandering walking/cycling unsealed shared path. Big river redgums and other native vegetation provide a calm natural environment for recreational activities.



Low rise / fine grain urban form

Commercial buildings are predominantly one to two storeys in height.

Signage placement is rationalised to one to two business identification signs per commercial building. The signs generally complement the size and style of the building. Most signs are mounted to the facia (at the front of the verandah), below verandah or above the verandah on the building. Some are also in the form of window decals which still allow for views into shops.



Setbacks

Commercial buildings fronting Railway Place have a zero front wall setback (this means building are built to the front street boundary).

Commercial buildings fronting Cardwell Street also have sections of zero setback. Some varying setbacks are also seen in Cardwell Street however these are mostly residential buildings.



Weather protection

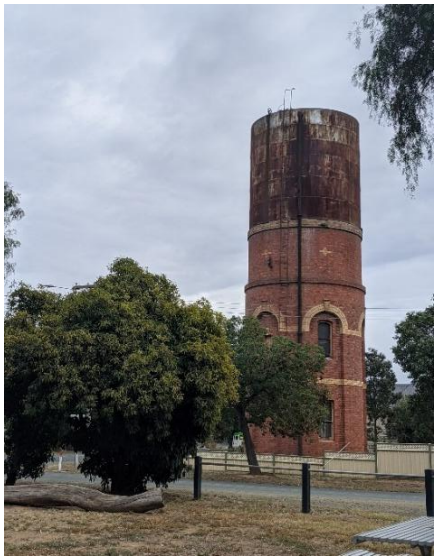
Verandahs extending over the footpaths are a common feature of commercial buildings facing Railway Place and Cardwell Street however, they are not consistent along the entire streets. The southern end of Railway Place is fragmented with spread out buildings and limited verandahs.



Active window frontages

Shops along Railway Place and Cardwell Street have significant window glazing (typically 70% or more of the shopfront). Many buildings retain their original frontages and window design. This promotes a welcoming retail setting and a good interface between buildings and the streetscape.

Some of the commercial buildings have been converted to residential uses at ground level and windows have been blocked out. This has impacted on the consistency of active frontages. Given the existing frontages there is opportunity to convert ground levels to commercial uses and provide other forms of active frontages should the right circumstances arise.



Built heritage

The Heritage Overlay currently protects three state significant sites. These include the Elmore Train Station, Former Water Tower and Memorial Town Hall / Athenaeum Hall.

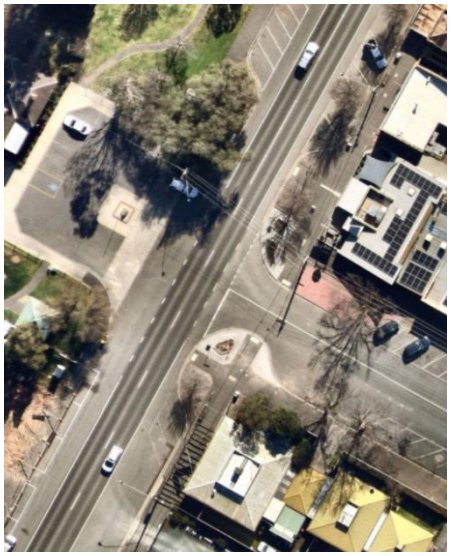
The draft Former Shire of Huntly Heritage Study Stage 2 has identified a range of additional places with potential heritage significance. Many of these commercial buildings are located on Railway Place and Cardwell Street. Some residential buildings are also identified in Hervey and Jeffrey Street.



Cultural heritage

The Dja Dja Wurrung People have lived on Elmore's traditional lands and cared for Country over many thousands of years. Their relationship with land and water carries deep physical, social, environmental, and spiritual significance.

Today, Dja Dja Wurrung's connection to Country is much greater than what is visible to the eye. A range of Aboriginal Cultural Heritage sites are located along the Campaspe River Reserve and wider Elmore area.



Car parking

There are a number of line-marked parallel and angle on street car parks available along Railway Place, Clarke Street, Hervey Street and Cardwell Street.

Some off street car spaces are available in front of the Elmore Train Station and Elmore Miniature Railway attraction. Numerous un-marked car park spaces are available on most of the secondary streets.

Long vehicle parking is designated to the southern end of Railway Place near the Apex Park Playground.



Rural amenity

Elmore's rural character is influenced by the natural landforms of Djandak and the agricultural history of the area. The design of the Campaspe Run Discover Centre also enhances the rural character within the centre of town. View lines and interface to productive agricultural land should be protected and considered in any improvements.

2.4 Spaces and Places

The Elmore town centre comprises approximately 4,730 square metres of occupied commercial floorspace.

Most commercial uses are located on Railway Place and Cardwell Street including a post office, IGA supermarket, chemist, specialty retail shops, two pubs, and other hospitality options.

Additionally, the Apex Park Playground, Campaspe Run, Elmore War Memorial, public toilets and Elmore Miniature Railway attraction are all situated within the town centre, contributing to the area's day trip tourism offering and distinctive rural character.

One of Elmore's primary schools is also located within the UDF boundaries.



ELMORE SPACES AND PLACES

0 100 200m

- Elmore Railway Station
- (1) Progress Park
- (2) Railway Village Green
- (3) Miniture Railway Attraction
- (4) Apex Park Playspace
- (5) Commercial Uses
- (6) Elmore Community Hub
- (7) Michie Street Playspace
- (8) Elmore Athenaeum Hall / Memorial Hall
- (9) Campaspe River Reserve
- (10) Primary School
- Victorian Heritage landmarks

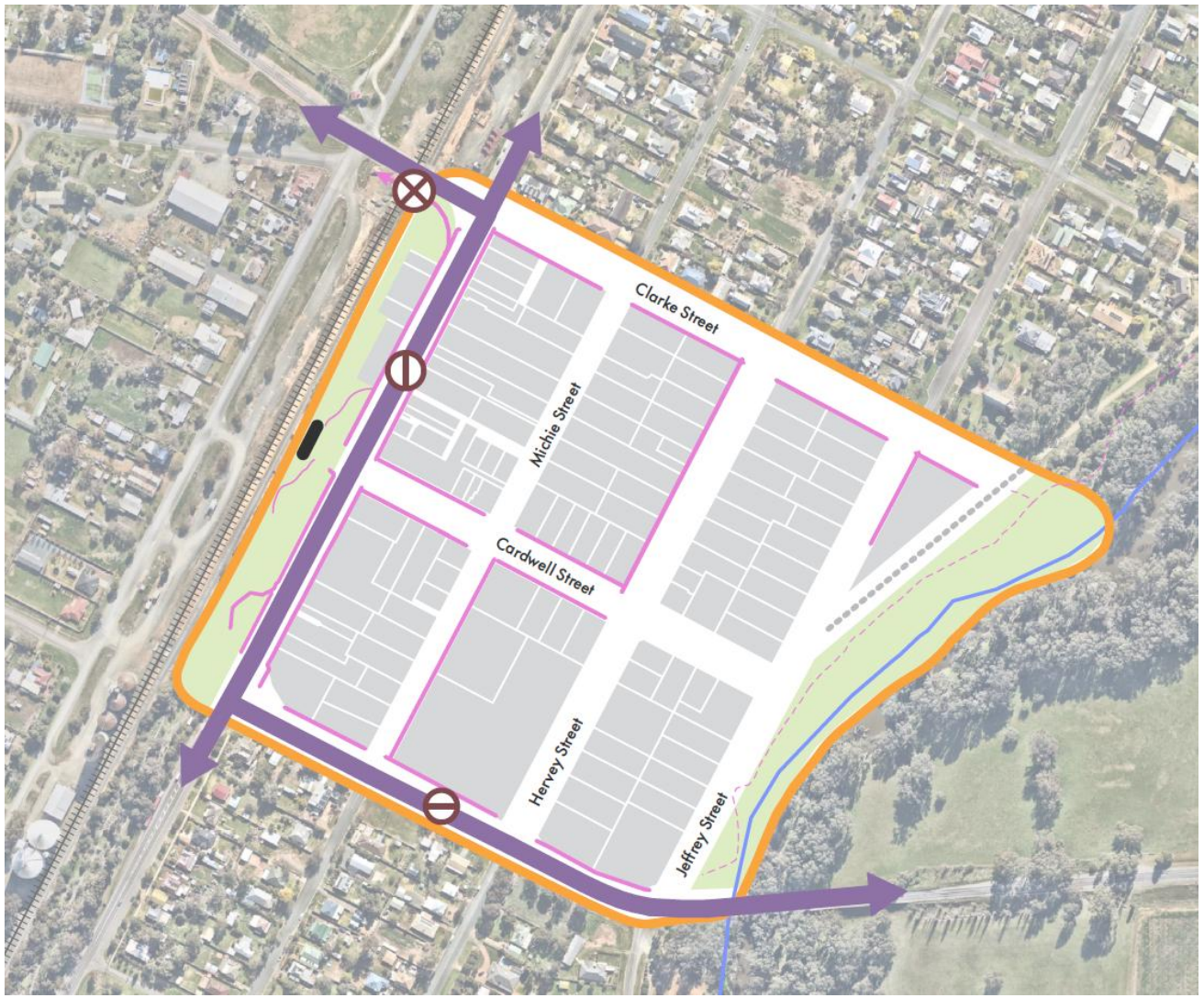
2.5 Movement Network

Elmore is a compact town with most everyday needs and services located within 10 minute walking distance for many residents. However, typical to many small towns, the main street has formed around a busy highway junction.

The Northern Highway (Railway Place) is not only the town centre, but also the main retail setting that most passing travellers and freight vehicles experience and identify with Elmore. The combination of different functions creates challenges for all modes of travel.

The current movement infrastructure network is shown in the feature map. The walking and cycling infrastructure is fragmented in sections and is not as connected as it could be. The main roads are important to freight movement and vehicles however provide challenges for pedestrians and cyclists when crossing the Urban Design Framework boundaries.

**The Department of Transport and Planning 'Movement and Place Framework' has been applied to each of Elmore's streets and used for the movement prioritisation further in this document.*



ELMORE EXISTING MOVEMENT NETWORK

0 100 200m

- Existing sealed footpath
- Existing unsealed shared path
- Main freight road
- Local road
- Unsealed road
- Elmore Railway Station
- Public land
- Signalised pedestrian crossing
- School crossing
- Pedestrian railway crossing

2.6 Activity Centre Trends

Elmore's commercial landscape is evolving due to changes in land use, retail trends, and consumer preferences. The rise of online shopping, accelerated by the COVID-19 pandemic, along with increased residential uses at ground level, has altered the consistency of active shop frontages. Although these shifts have affected the town's vibrancy, they also present opportunities for public spaces and businesses to adapt to a changing commercial environment.

For example, demand for experience-driven retail remains strong. Café culture, outdoor dining, and event spaces contribute to lively activity centres. Markets and locally sourced products also activate spaces and strengthen connections between businesses and the community.

Looking to the future, Elmore benefits from high walkability, however better connections between key locations and public spaces will refine its urban experience. A well-defined town centre, with targeted design improvements and landscape enhancements, will create a more people-focused environment while reinforcing its commercial and cultural significance.

Investing in thoughtful urban planning and enhancing the relationship between the town and the Campaspe River, alongside celebrating Dja Dja Wurrung cultural storytelling, will further enhance the town's sense of place and identity. Meanwhile, balancing commercial and residential development, improving the public realm, and prioritising pedestrian-friendly spaces will support long-term growth, retail spending and enhance tourism appeal.



Image: Thread, basket and supplies in front of the quilting shop in Cardwell Street, Elmore.

PART THREE: Urban Design Guidelines

This section highlights the most important elements of urban design that are to be employed, individually and collectively, as driving forces for shaping the future of the Elmore Activity Centre.

The design and structure of the Urban Design Framework is guided by the following urban design principles:

- Land Use
- Built Form
- Public realm and Open Space
- Movement and Access
- Sustainability and Environment

Vision

Elmore will be a thriving, compact and connected town, which offers a range of commercial, retail, employment and recreation options, supported by a mix of housing choices in close proximity to quality public spaces.





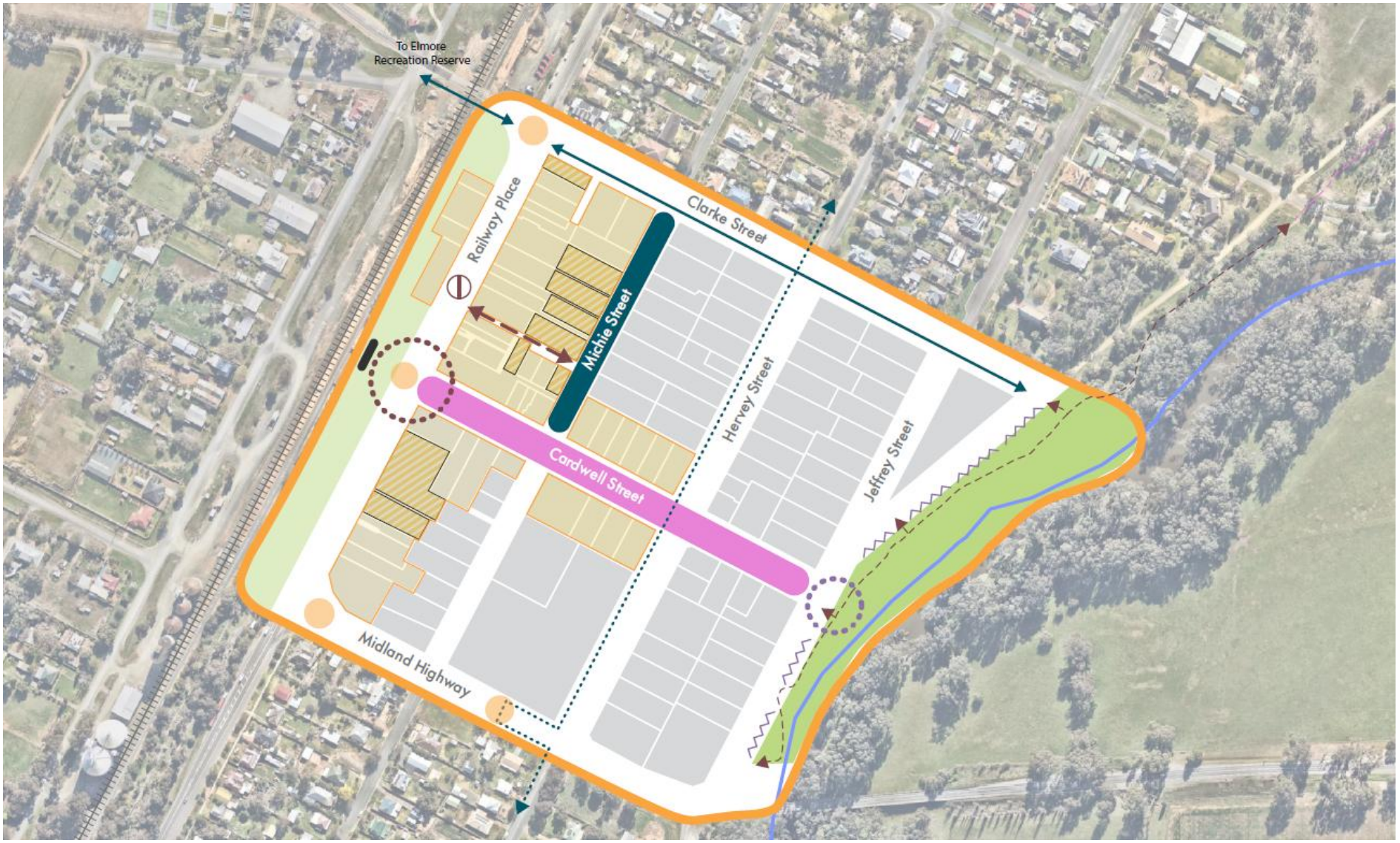








Image clockwise from top left: Molly and Max Coffee Van, example metal artwork, Railway Place signalised pedestrian crossing and Elmore IGA Supermarket, Elmore Bakery, former water tower at the Elmore Railway Station forecourt and accessible toilets and train station. .



ELMORE URBAN DESIGN FRAMEWORK PLAN

- Town Centre enhancement
- Cardwell priority pedestrian and retail area
- Michie Street shared zone
- Priority pedestrian laneway
- Priority on road shared path
- Priority on road separated cycling connection
- Campaspe River entrance (DJAARA partnership)
- Campaspe River Reserve interface
- River Campaspe Reserve
- Proposed Commercial Zone / Development Design Overlay
- Potential infill development opportunity
- Potential State Government crossing upgrade
- Elmore Railway Station
- Existing signalised pedestrian crossing
- Existing unsealed shared path

0 100 200m

Public Realm

3.1 Public Design Objectives

While the Urban Design Framework area covers a wide area, improvements will focus on key streets and targeted enhancements. These have been strategically identified to create maximum benefit for the town.

This includes enhancing the existing commercial streets of Railway Place and Cardwell Street, improving cycle connections along Clarke Street and providing direction for pedestrian links along Michie Street and Michie Street laneway.

Streetscape Objectives:

- To upgrade infrastructure and public realm improvements that contribute to the Elmore town centre being an active and vibrant centre with a 'rural village feel'.
- To promote Elmore as a tourist destination and support changes that make spaces for people to gather, spend time and encourage new businesses.
- To enhance the town centre and improve the identification of the township along the Northern Highway and Midland Highway.
- To enhance safe walking and cycling opportunities across the town centre.

**The expensive nature of public space works means they may require external funding and would likely need to occur over several years*



Image: GB Magazine feature picture of Molly and Max coffee van and outdoor seating in Cardwell Street, Elmore.

3.2 Movement and Access

Improvements to the town centre movement network, particularly priority active transport routes and increased walking and cycling infrastructure, will better connect people to key destinations and increase road safety.

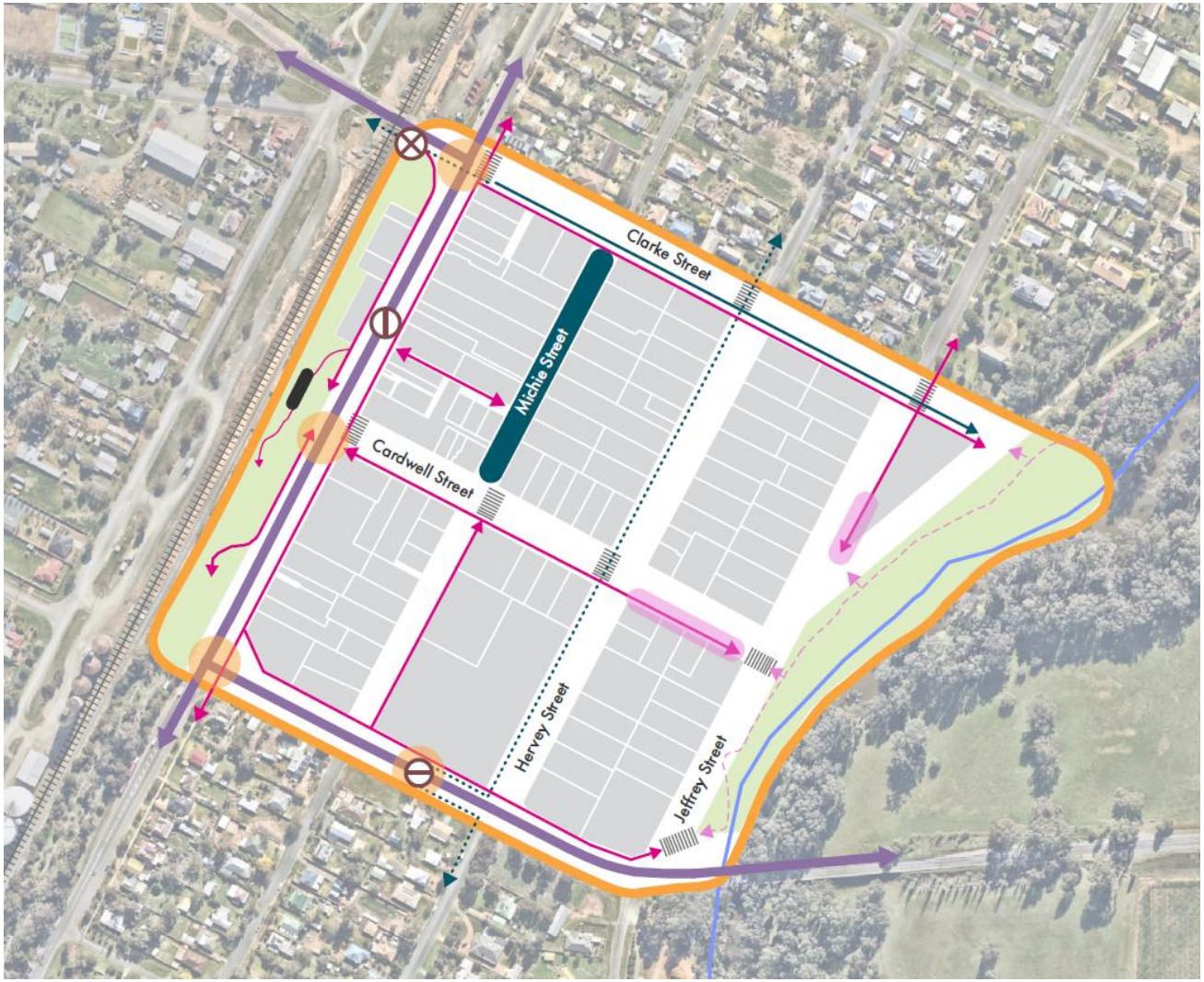
Many streets in Elmore, are multi-dimensional. They are options for moving people and goods and also places for living, working and public life.

Not all streets can be popular destinations. Similarly, not all streets can prioritise vehicle movements. Finding the right balance between movement and place in Elmore's town centre is therefore fundamental to integrated transport planning of the town. Elmore roads need to be suitable for active transport users as well as cars. This promotes health and wellbeing and provides people with a choice on how they move around their town.

Certain streets have been identified as priority streets for walking and cycling while others have been prioritised for commercial activities or gathering places. Priority connections for walking and cycling will improve road safety and provide streets which cater for different modes of transport.

Action 1: Advocate and work with the Department of Transport and Planning to upgrade State Government pedestrian crossings identified in the Elmore Urban Design Framework Plan.

Action 2: Investigate options for reducing speed on the main roads when entering the mapped Urban Design Framework boundary.



PROPOSED PRIORITY MOVEMENT

0 100 200m

- Priority pedestrian connection
- Priority unsealed shared path
- Priority on road shared path
- Priority on road separated bike lane
- Michie Street shared zone
- Priority freight road
- New priority footpath
- Elmore Railway Station
- Public land
- Existing signalised pedestrian crossing
- Existing school crossing
- Exisitng pedestrian railway crossing
- Potential State Government crossing upgrade
- Potential Local Government crossing treatment

3.3 Network Environment

Streets in the town centre will be comfortable and sustainable to support pedestrians and cyclists of all ages and abilities.

One of the biggest differences the town can make is to create an environment where walking and cycling is the easiest and most inviting way to get around. The existing street grid already allows for a high level of walkability around the town. Therefore, any changes should focus on improving the existing network by identifying and filling missing footpath links, cycle connections and improving main road pedestrian crossings.

There is an opportunity to be creative and use existing assets and infrastructure in achieving minimal cost but maximum benefit improvements. Improvements which claim back space for pedestrians and cyclists while maintaining the road function for cars will be key for Elmore.

In addition to missing footpath links, small infrastructure including seats, wayfinding and drinking fountains at 800m intervals along trails and walking circuits will also improve streetscape environments. Water Sensitive Urban Design improvements in selected areas could improve streetscape permeability while treating stormwater sediment however also have the added benefit of improving tree cover and streetscape amenity. Additional street tree plantings and canopy cover from trees will also improve the cooling spaces and streetscape comfortability for walking.

Action 3: Coordinate with Engineering and Parks and Open Space to identify locations on Cardwell and Clarke Street for increased landscaping in existing garden beds and road reserves, including some water sensitive urban design to support tree growth and tree canopy cover.

Universal Design

Universal Design for public places ensures that spaces are usable and welcoming to the widest range of people, regardless of age, ability, or other factors. It goes beyond basic accessibility to create environments that are intuitive, flexible, and easy for everyone to use. This approach considers physical, sensory, and cognitive needs, as well as cultural and other factors. Any improvements to the public realm must consider all abilities and aim for equity in any future public works design.









Image (from top clockwise): Example of raingarden from Melbourne Water, example of raingarden in Bendigo, example of raingarden from Rye, Victoria and Bendigo seating example.

Focus Projects

3.4 Town Centre

The train station forecourt and the entrance to Cardwell Street will be improved with targeted landscape treatments, wayfinding signage, potential artwork and clear visual markers to identify it as the main 'heart' of the town. Improved safe crossings for pedestrians will also be implemented.

Strategies:

- To create a sense of arrival in the town centre and identify the heart of the town at the Railway Place / Cardwell Street intersection.

- To install paving treatments, landscaping and or sculptural treatments at existing walkway and garden bed locations to indicate arrival to the town centre and entry to Cardwell Street commercial space.

- The existing structure of the intersection will be utilised as a basis for:

    - Increased landscaping within existing Cardwell Street curbside garden beds.
    - Implementation of landscaping treatment around Railway Station Forecourt memorial plaque.
    - Construction of a raised zebra pedestrian crossing across Cardwell Street entrance.
    - Potential new traffic island to improve pedestrian safety crossing between Train Station Forecourt and Cardwell Street (in





Image: Existing Elmore Train Station Forecourt

Action 4: Seek funding to prepare a detailed streetscape design of the Elmore town centre at the train station forecourt and entrance to Cardwell Street.

Action 5: Coordinate with the Engineering Department to seek funding and deliver the Elmore Town Centre public realm works shown in the detailed streetscape design.

Action 6: Advocate to the Department of Transport and Planning to design and deliver pedestrian island crossing between the Elmore Train Station and Cardwell Street.

3.5 Cardwell Street

Cardwell Street will grow to provide a complementary boutique commercial setting. Targeted public space improvements within the existing street structure to encourage outdoor dining, landscaping, wayfinding, water sensitive urban design treatments and increased tree canopy coverage will improve user experience. The improvements will likely create a transitional space for community events, informal gathering and social interaction without requiring a full redesign.

Strategies

- To strengthen the connection between the train station and the Campaspe River Reserve.
- To enhance site lines to built landmarks such as the Former Water tower and train station.
- To prioritise pedestrian movements along Cardwell Street through improvements at road crossings.
- To enhance the streetscape environment through utilising the existing street structure and garden beds as locations for key landscaping and water sensitive urban design treatments.
- To increase overall street tree canopy cover, in line with Greening Greater Bendigo, with tree species that reduce urban heat.
- To integrate street design in both trial and permanent basis to supports street trading and general public use of these areas outside of business hours.
- To investigate opportunities to trial temporary street based trading and activation through suitable outdoor dining areas and parklets. (include in body text instead)
- To increase small infrastructure to encourage walking and cycling options (example seating and lighting preferably at 800m intervals).



Action 7: Seek funding to prepare a detailed streetscape design for Cardwell Street.

Action 8: Coordinate with the Engineering Department to seek funding and deliver the Cardwell Street public realm works shown in the detailed streetscape design.

Action 9: Investigate opportunities to incorporate street art in Cardwell Street detailed streetscape design in line with the City's Public Art Plan.

3.6 River Frontage

The Campaspe River Reserve will support and enhance river reserve biodiversity and amenity. Initiatives such re-vegetating, improving river reserve access points and interface with the urban streetscape will help integrate and celebrate the river. Dja Dja Wurrung led cultural revitalisation including joint naming of heritage places, truth telling installations and or interpretation of places will raise awareness and value of the landscape to Dja Dja Wurrung people.

Strategies:

- To enhance connection, access and interface to the Campaspe River Reserve through access points in the existing fence, wayfinding, native species landscaping and feature sculpture.
- To support DJAARA to undertake cultural revitalisation projects.
- To increase river health and impacts of storm water through water sensitive urban design treatments (example small end of pipe wetland)
- To increase amenities along the river reserve.



Action 10: Advocate for Dja Dja Wurrung Clans Aboriginal Corporation (DJAARA) and external stakeholders to undertake cultural revitalisation project to improve river reserve access, river interface, water sensitive urban design and connection within Cardwell Street.

Action 11: Advocate for the Department of Energy, Environment and Climate Action (DEECA) to increase Campaspe River shared path amenities such as seating, bins and drink fountains.



Image left: *Existing Campaspe River interface at Cardwell Street and Jeffrey Street intersection (shown on map in dotted circle)*

Waterway Section above: *City of Greater Bendigo- Waterway Management: Repairing form and holding water to drive ecological function 2025*

3.7 Michie Street

Michie Street will perform an important but multifunction purpose by providing access to residential properties, access to the Atheneum Hall, and Michie Street Playspace. It will also provide rear access and deliveries to commercial businesses fronting Railway Place and the adjoining pedestrian laneway.

Strategies:

- To encourage Michie Street as a service access street for a mix of residential, commercial and civic uses.
- To encourage a low speed shared modal street environment for walking, cycling, vehicles and on street parking (through one way traffic or modal filters such as permanent planter boxes)
- To encourage development of potential small lot housing or townhouse housing fronting Michie Street serviced by shared laneway.
- To encourage some rear parking suitable to service Railway Place businesses and future residential properties.
- To encourage passive surveillance and interface with Michie Street play space, Atheneum Hall and Michie Street.



Action 12: Investigate opportunities to improve stormwater drainage infrastructure in Michie Street and adjoining pedestrian laneway which could support future private development.

Action 13: Coordinate with the Engineering Department to investigate options for a trial shared zone treatment to Michie street to slow vehicle traffic increase pedestrian priority.

Action 14: Coordinate with Active and Healthy Communities to implement trial shared zone treatment to Michie street to slow vehicle traffic increase pedestrian priority.

3.8 Michie Laneway

The existing laneway will be publicly accessible and enhanced as a key pedestrian link in the town through surface, drainage and lighting improvements. There is an opportunity for public artwork within the laneway, including on privately-owned buildings, in line with the *City's Public Art Plan* and the *Community Guide to Place Interpretation and Naming*.

Open laneways provide additional mid-block pedestrian movement across the town centre. This link connects Michie Street to Railway Place and has potential to add to the diversity of the local economy and bring life to commercial streets.

Strategies

- To enhance pedestrian useability of the laneway.
- To allow for imaginative design of the laneway.
- To encourage adjoining properties and new development to address the laneway and consider interface with laneway with active frontages.
- To maintain use of the laneway for rear vehicle access and deliveries to benefiting properties.
- To ensure any public art obtains relevant town planning or works in road reserves permits.
- To ensure any public art follows the processes outlined in City's Public Art Plan and the Community Guide to Place Interpretation and Naming.

Action 15: Upgrade surface, drainage and lighting for laneway to improve safety and useability.





Image: *Existing pedestrian laneway with commercial buildings looking east from Railway Place.*

3.9 Clarke and Hervey Street

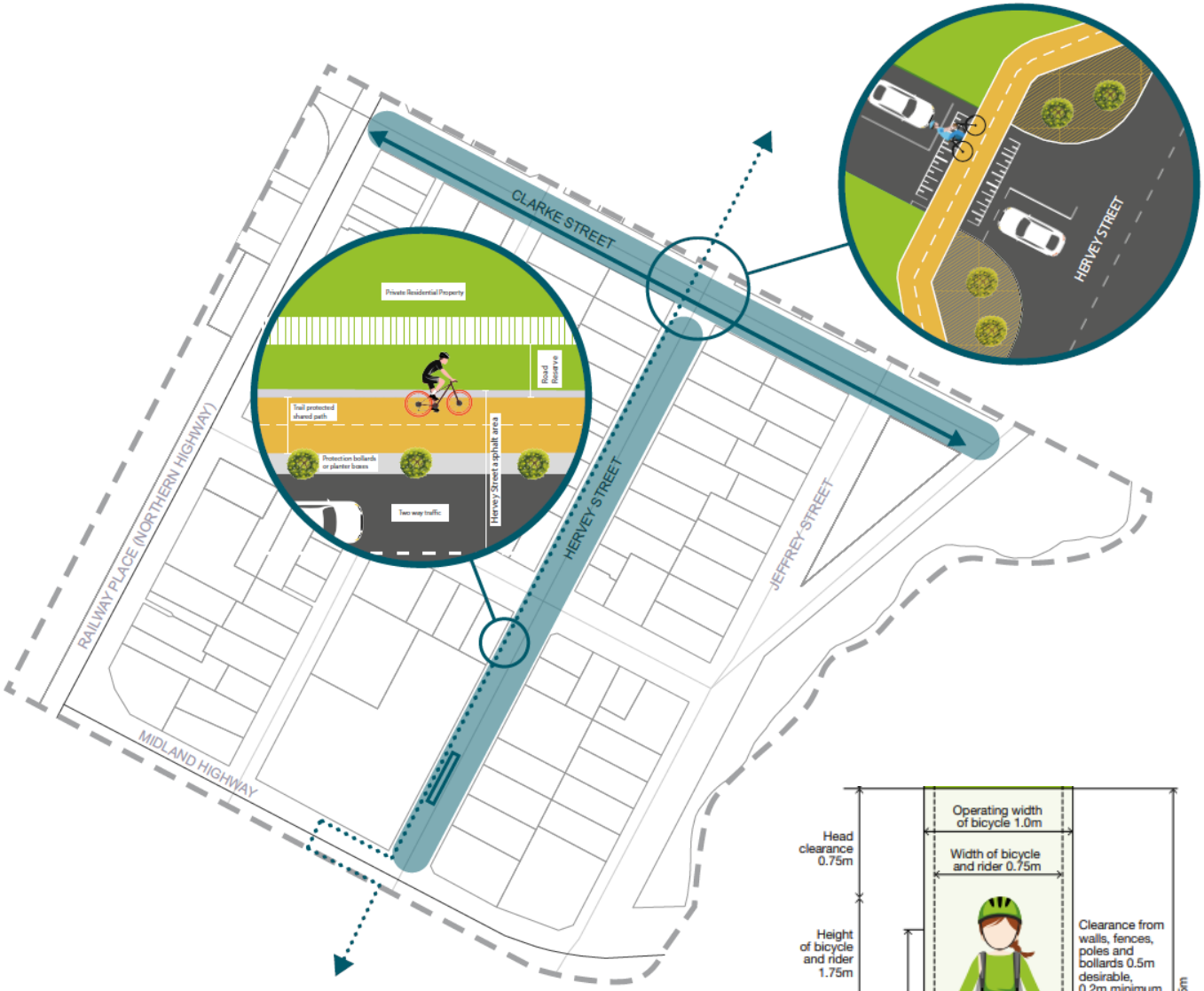
Elmore has an opportunity to trial a 'safe active street concept' and increase walking and bike rider safety. Clarke Street is a key east – west link between the Elmore Recreation Reserve to the River reserve, while Hervey Street (20 metres wide) is a preferred north – south access link for the town. The wide roads provide opportunity to trial a protected shared path and cycle lane on the existing asphalt road while still allowing vehicles and parking. Future small infrastructure such as bike hoops and seating (preferably at 800m intervals) would also encourage active travel on these streets.

Action 16: Coordinate with the Engineering Department to investigate a trial on road protected cycle connection on Clarke Street between the Campaspe River Reserve and Elmore Recreation Reserve.

Action 17: Coordinate with Active and Healthy Communities to deliver a trial on road protected cycle connection on Clarke Street between the Campaspe River Reserve and Elmore Recreation Reserve.

Action 18: Coordinate with the Engineering Department to investigate a trial on road protected shared path connection on Hervey Street.

Action 19: Coordinate with the Active and Healthy Communities to deliver a trial on road protected shared path connection on Hervey Street.



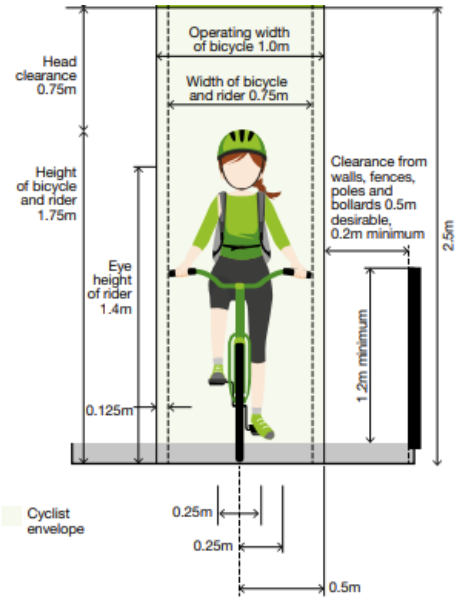


Image: *Showing 'operating envelope for bike riders' from Department of Transport: Planning and Designing for Bike Riding in Western Australia 2021*

Private Realm

3.9 Private Design Objectives

There is capacity for infill development across the Elmore town centre including larger lots along Railway Place and those with secondary frontages to Michie Street. Several properties along Railway Place and Cardwell Street have a substantial built site coverage which limits redevelopment potential.

Given the current built form, Railway Place and Michie Street present the best opportunities for redevelopment. Therefore, the application of a Design and Development Overlay will be the best planning tool to guide future design and development outcomes for these streets.

Elmore town centre character

The key objectives of the Elmore Urban Design Framework are:

- To ensure development in Elmore contributes to an active and vibrant activity centre with a 'village feel'.
- To encourage high quality design that is responsive to the historic rural character of Elmore and reinforces locally distinctive features including the fine-grained building frontages, low scale built form and other characteristics of the area.
- To increase safe and welcoming streets through provision of weather protection for footpaths and active building frontages to streets walkways and parks.
- To encourage Michie Street as a service access street which supports a mix of residential, commercial and public uses including the development of small lot housing or townhouse housing fronting Michie Street.
- To support design, height and setbacks of commercial buildings which respect Elmore's rural character and protect the amenity of adjacent residential areas.

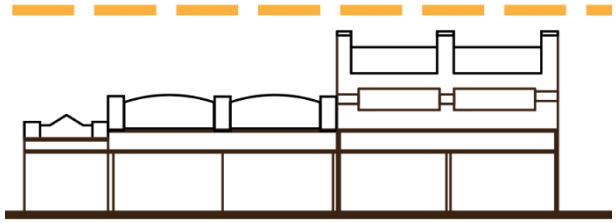
Action 20: Implement the Design and Development Overlay through a planning scheme amendment on commercial sections of Railway Place, Michie Street and Cardwell Street.

*The Design and Development Overlay is a planning tool used to implement actions of the Urban Design Framework which provide built form guidelines for private development. The DDO will provides a framework for Council Planning Officers when assessing planning applications.



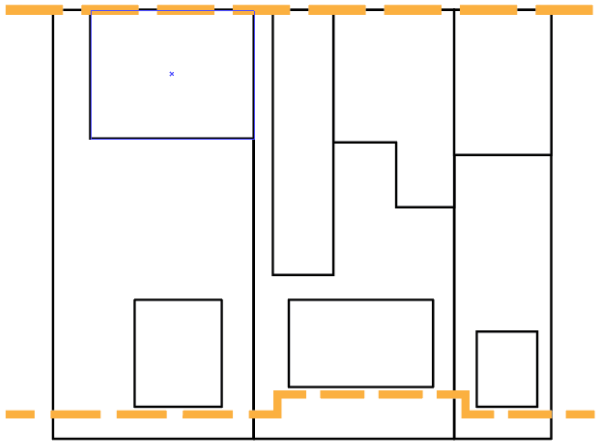
Proposed Design and Development Overlay

0 100 200m



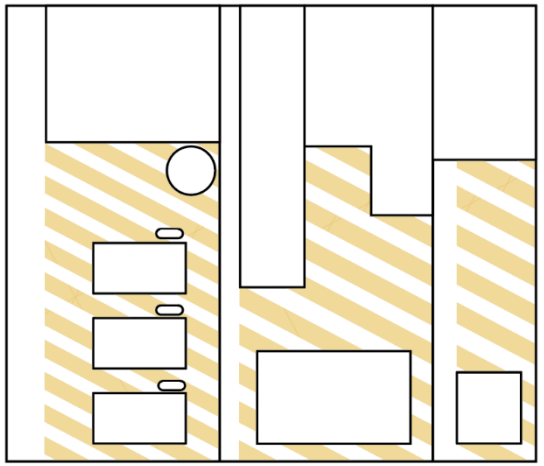
Building Height

- Retain the existing 1-2 storey building height.
- Allow new buildings up to two storey scale (9 metres) to top of hip or gable roof.
- Buildings should be scaled appropriately to create an effective transition to buildings on adjoining sites.
- Building facades should be composed with an appropriate rhythm and proportion that responds to the character of the surrounding area.
- Commercial buildings should be suitably capped with a pitched roof form or feature parapet street wall with pitched roof form behind with all plant and rooftop equipment concealed from the surrounding street views.



Setbacks

- New buildings which front Railway Place and Cardwell Street must achieve zero front wall setback.
- New buildings on Michie Street must provide contextual front and side setbacks to encourage passive surveillance and interface with Michie Street play space, Atheneum Hall and residences.
- Car parking suitable to service Railway Place businesses and Michie Street residential development must be setback behind buildings



Site Cover

- Site coverage on Michie Street, Cardwell Street and Railway Place should allow suitable permeable surface to help mitigate stormwater.
- Onsite water tanks should be used when suitable site permeability cannot be achieved.



Interfaces and Interaction

Active frontages should be achieved through:

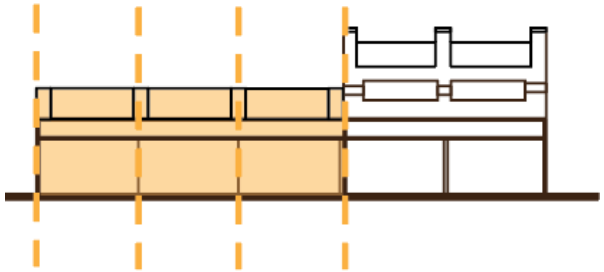
- Avoiding blank walls to street frontages
- Providing 70 per cent active frontage to each street (not just through glazing but through treatments such as informal ledges which can be used as seating and openable alfresco dining)
- Interactive interface with pedestrian laneways where possible
- Providing human scale weather protection, such as verandahs, awnings or canopies
- Ensuring the presentation of buildings on key corners to the north and south assist in marking the main entrance to the town centre and reinforce Railway Place as the main commercial spine
- Providing low height permeable fencing and landscaping at street frontages.
- Including suitable setbacks and design response to manage potential overlooking, overshadowing and building bulk between new commercial development and sensitive residential interface.



Design Quality

Design quality should be achieved through:

- Respecting existing heritage built form and character of the streetscape.
- Providing articulated facades and suitable window size, shape and scale in order to provide visual interest and differentiate multiple tenancies.
- Providing transition or separation between the existing built form and the new development.
- Avoiding the largescale use of corporate colours which could dominate the streetscape
- Use of high quality, tactile and visually interesting materials and finishes
- Corner sites should present to both frontages and be designed with distinctive architecture suitable for the context.



Facades

Building facades should:

- Reflect the historic, fine-grained lot pattern and traditional building proportions and established façade rhythm (this is particularly important for development spanning a wide lot, or more than one lot).
- Incorporate articulated built form and/or architectural detailing to break up the façade
- In areas designated for a zero front setback, avoid creating space between building facades that is visible from the street, unless this is integral to an appropriate design response (e.g. to create a through-block link or to create separation from a heritage place)
- Incorporate contemporary interpretation of well-established architectural features, without imitating heritage styles



Pedestrian and vehicle access

Access should be achieved through:

- Pedestrian entries into buildings which promote safety for building users and clearly visible, well lit and directly face the street or adjoining public space.
- Entrances which provide adequate weather protection.
- Vehicle access points separate from pedestrian access points where appropriate
- Onsite parking for vehicles should be located to have a minimal visual impact on the streetscape and at the rear of buildings if achievable.
- Minimising the number of vehicle crossovers and where possible provide access from laneways or secondary street frontages.
- Encourage mid block pedestrian links through properties with two frontages.
- Any future multi-dwelling proposals for Michie Street should be serviced by an internal laneway / driveway to reduce crossovers.



Signage

In addition to the requirements at Clause 52.05, signs should:

- Be of a size and height that is complementary to the built form of the building and surrounding landscape
- Be located within parapet silhouettes and architectural features so as not to visually dominate the building.
- Be limited in number and incorporate limited detail other than is necessary to identify the building name and key tenants.
- Be consolidated in mixed use and commercial developments to avoid the visual clutter of signage and displays.
- Be used for business identification purposes rather than product advertising and should not dominate or detract from the visual amenity, rural character or identity of the town.



Heritage Buildings

- Sites with a significant heritage place must reference and adapt distinctive architectural features through contemporary expression, without imitating heritage styles including:
  - The rhythm and proportions of façade elements
  - Colour, texture and materials
- Incorporate contemporary interpretation of well-established architectural features, without imitating heritage styles
- Building and works to a heritage building or development in a heritage precinct must comply with the City of *Greater Bendigo Commercial Heritage Design Guidelines.*

PART FOUR:
Implementation

4.1 Action Summary

Focus Area / Project	Action	Responsibility	Timeframe
Movement and Access	1. Advocate and work with the Department of Transport and Planning to upgrade State Government pedestrian crossings identified in the Elmore Urban Design Framework Plan.	Engineering Department	Mid Term 3 – 5 years
	2. Investigate options for reducing speed on the main roads when entering the mapped Urban Design Framework boundary.	Engineering Department	Short Term 1 -2 years
Network Sustainability	3. Coordinate with Engineering and Parks and Open Space with upcoming projects to identify locations on Cardwell and Clarke Street for increased landscaping in existing garden beds and road reserves, including some water sensitive urban design to support tree growth and tree canopy cover.	Climate Change and Environment	Long term 10 – 15 Years
Town Centre	4. Seek funding to prepare a detailed streetscape design of the Elmore town centre at the train station forecourt and entrance to Cardwell Street.	Parks and Open Space	Short Term 1 -2 years
	5. Coordinate with the Engineering Department to seek funding and deliver the Elmore Town Centre public realm works shown in the detailed streetscape design.	Parks and Open Space	Mid Term 3 – 5 years
	6. Advocate to the Department of Transport and Planning to design and deliver pedestrian island crossing between the Elmore Train Station and Cardwell Street.	Engineering Department	Short Term 1 -2 years
Cardwell Street	7. Seek funding to prepare a detailed streetscape design for Cardwell Street.	Public Space Design	Short Term 1 -2 years
	8. Coordinate with the Engineering Department to seek funding and deliver the Cardwell Street public realm works shown in the detailed streetscape design.	Parks and Open Space	Long term 10 – 15 Years
	9. Investigate opportunities to incorporate street art in Cardwell Street detailed streetscape design in line with the City's Public Art Plan and Place Interpretation and Naming Policy.	Public Space Design	Short Term 1 -2 years
River Frontage	10. Advocate for Dja Dja Wurrung Clans Aboriginal Corporation (DJAARA) and Department of Energy, Environment and Climate Action (DEECA) to undertake cultural revitalisation project to improve river reserve access, river interface, water sensitive urban design and connection within Cardwell Street.	Parks and Open Space	Mid Term 3 – 5 years
	11. Advocate for the Department of Energy, Environment and Climate Action (DEECA) to increase Campaspe River shared path amenities such as seating, bins and drink fountains.	Active and Healthy Communities	Short Term 1 -2 years

Focus Area / Project	Action	Responsibility	Timeframe
Michie Street	12. Investigate opportunities to improve stormwater drainage infrastructure in Michie Street and adjoining pedestrian laneway which could support future private development.	Engineering Department	Short Term 1 -2 years
	13. Coordinate with the Engineering Department to investigate options for a trial shared zone treatment to Michie street to slow vehicle traffic increase pedestrian priority.	Active and Healthy Communities	Short Term 1 -2 years
	14. Coordinate with Active and Healthy Communities to implement trial shared zone treatment to Michie street to slow vehicle traffic increase pedestrian priority.	Engineering Department	Short Term 3 – 5 years
Michie Laneway	15. Upgrade surface, drainage and lighting for laneway to improve safety and useability.	Engineering Department	Mid Term 3 – 5 years
Clarke and Hervey Street	16. Coordinate with the Engineering Department to investigate a trial on road protected cycle connection on Clarke Street between the Campaspe River Reserve and Elmore Recreation Reserve.	Active and Healthy Communities	Short Term 1 -2 years
	17. Coordinate with Active and Healthy Communities to deliver a trial on road protected cycle connection on Clarke Street between the Campaspe River Reserve and Elmore Recreation Reserve.	Engineering Department	Mid Term 3 – 5 years
	18. Coordinate with the Engineering Department to investigate a trial on road protected shared path connection on Hervey Street.	Active and Healthy Communities	Short Term 1 -2 years
	19. Coordinate with the Active and Healthy Communities to deliver a trial on road protected shared path connection on Hervey Street.	Engineering Department	Mid Term 3 – 5 years
Private Realm	20. Implement the Design and Development Overlay through a planning scheme amendment on commercial sections of Railway Place, Michie Street and Cardwell Street.	Strategic Planning	Short Term 1 -2 years

Glossary

Assets - Buildings, roads, other infrastructure (like drains), equipment, resources and vehicles owned by Council.

Council - Your elected Councillors, nine Councillors in total.

City of Greater Bendigo (the City) - The staff who deliver the services of the Council.

Municipality - The area within the boundaries of the Local Government Area of Greater Bendigo.

Traditional Owners - Are the original custodians of land and waters with unique roles in caring for Country and a deep spiritual connection to it. The term “Traditional Owner Group” is defined in section 3 of the Traditional Owner Settlement Act 2010 (Vic). In Greater Bendigo, the two Traditional Owner organisations are DJAARA (Dja Dja Wurrung Clans Aboriginal Corporation) and Taungurung Land and Waters Council.