

SIGNAGE AUDIT

NORTH & SOUTH ENTRY POINTS

AT NAGAMBIE



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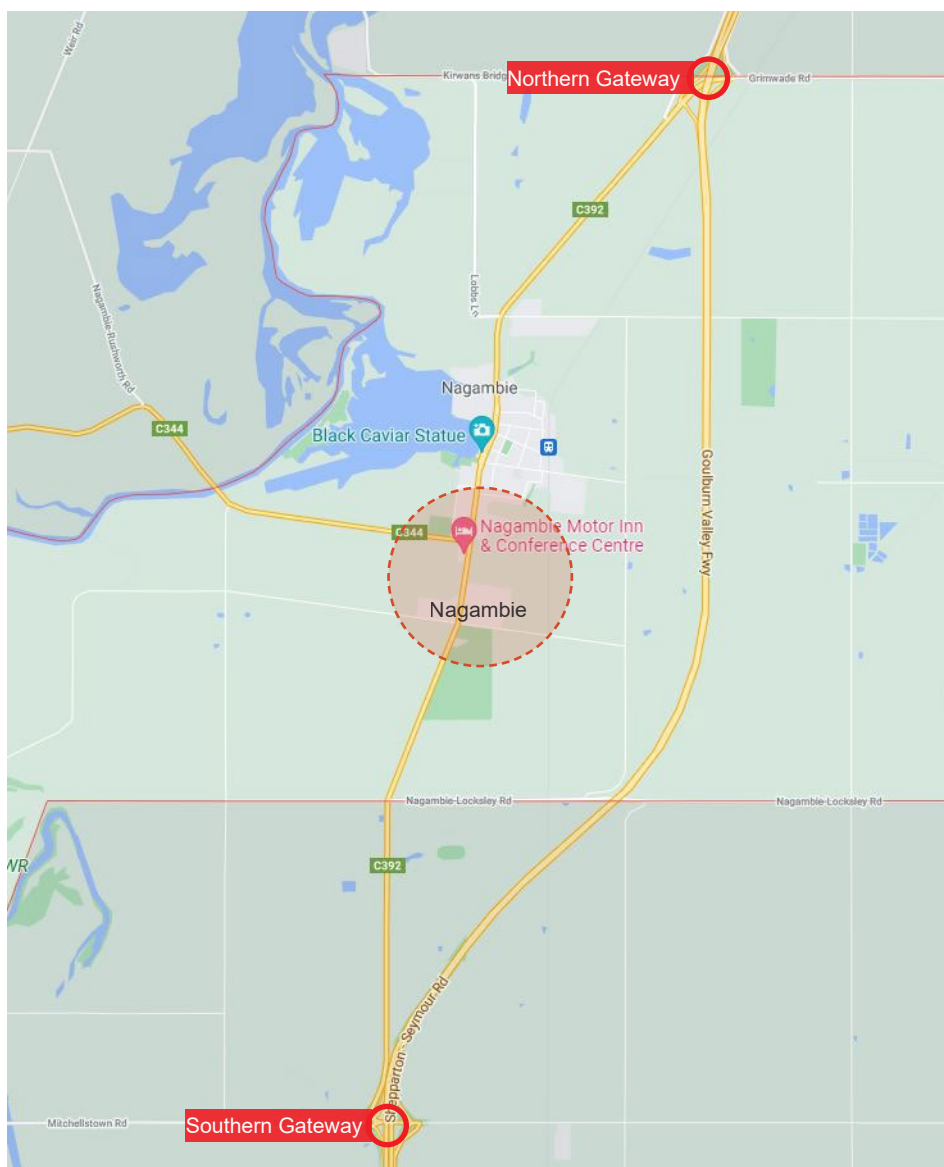
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Background

Strathbogie Shire has been working across business units and with the local community to develop a functional, environmentally sustainable and integrated long term strategy to the growth of Nagambie. The signage audit and recommendation report aims to deliver public domain improvements, facilitating high vehicle and pedestrian gateways to the north and south of the town.

The Strategy

The Public Domain Strategy aims to strengthen the identity of the gateways to Nagambie through well located, high quality directional and welcoming signage.

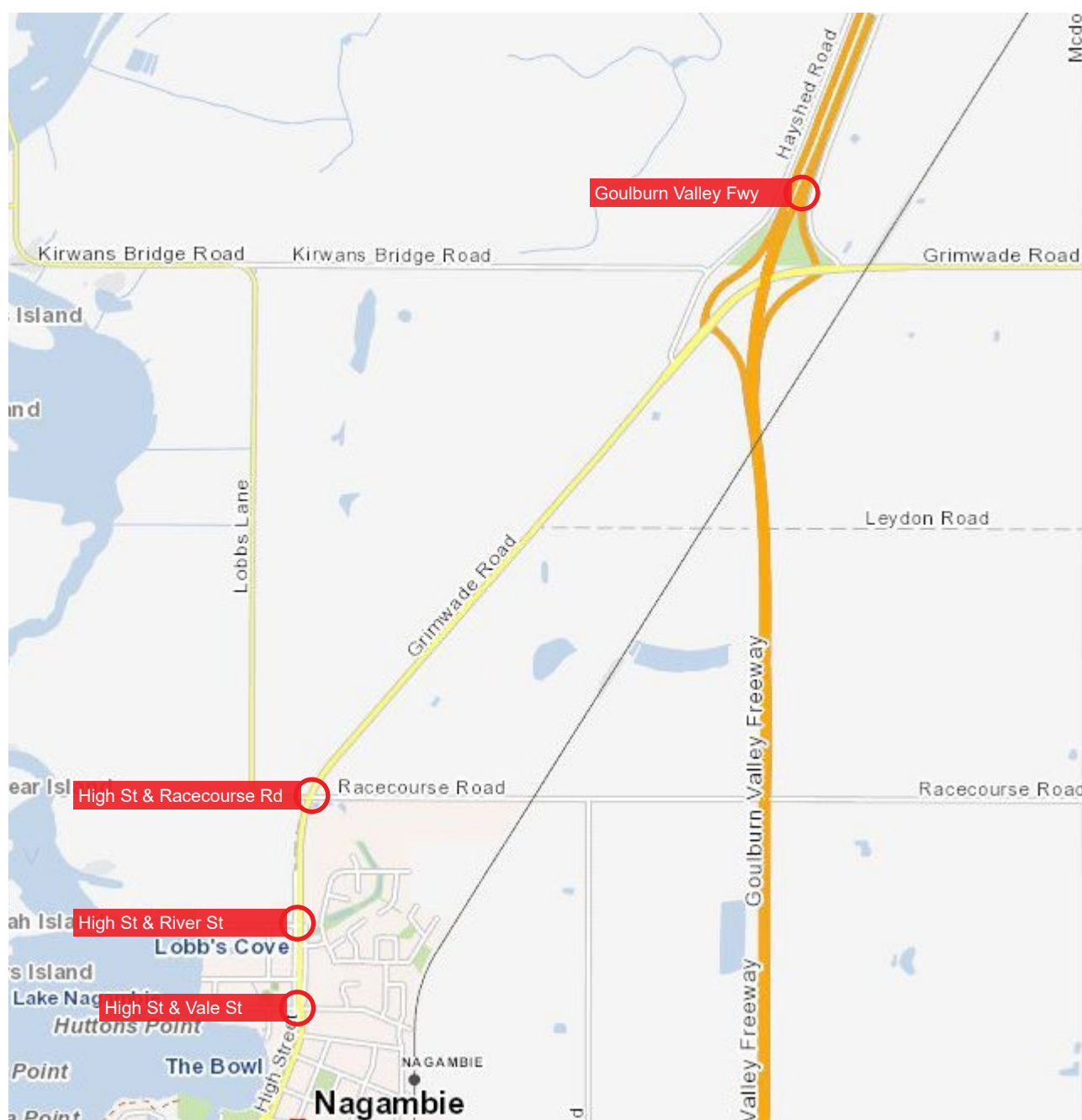


Overall gateway plan for Nagambie

The Audit - Northern Entry

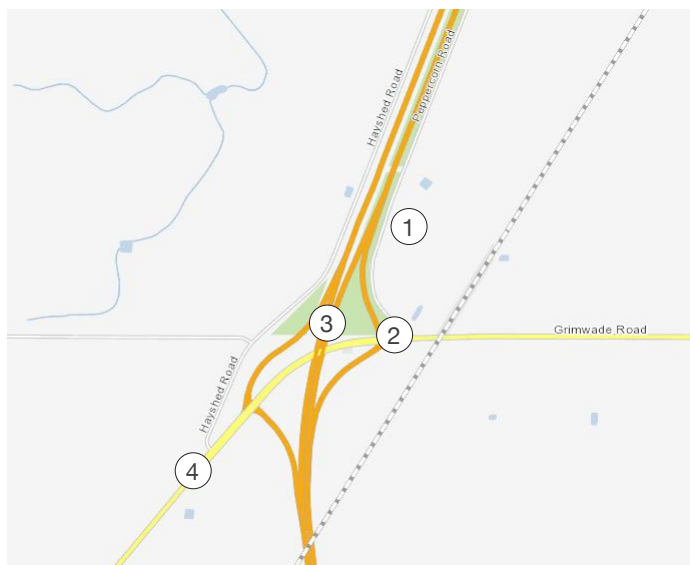
1.0 The Northern Entry signage audit will review four (4) key entry experiences starting from:

- Goulburn Valley Fwy Southbound Exit
- High Street & Racecourse Road Intersection
- High Street & River Street
- High Street & Vale Street



The Audit - Northern Entry

2.0 Goulburn Valley FWY Southbound Exit



2.1 Findings

Travelling south bound on the Goulburn Valley FWY, standard signage is displayed showing services and facilities, to assist travelers on their journeys. Further signage is shown that references wineries, Nagambie lakes and the Black Caviar statue.

Prior to the Nagambie exit there is a strong view of the overpass, with open grass batters either side.

The grassed batters currently lack visual interest. Travelling southbound on Grimwade Road (beyond the overpass) there are median strips filled with soil, providing an opportunity for softscape treatments.

RECOMMENDATIONS

Northern Gateway

Bypass town signage to display visual imagery of Nagambie's tourism or Cultural heritage i.e. Black Caviar.

Native amenity planting to be considered on the northern batters of the overpass, to provide visual interest to people travelling south.

Additional native planting to be considered within the median strips of Grimwade Road.



1. Southbound exit on Goulburn Valley HWY



2. Overpass to Nagambie



3. Southbound underpass on Goulburn Valley HWY



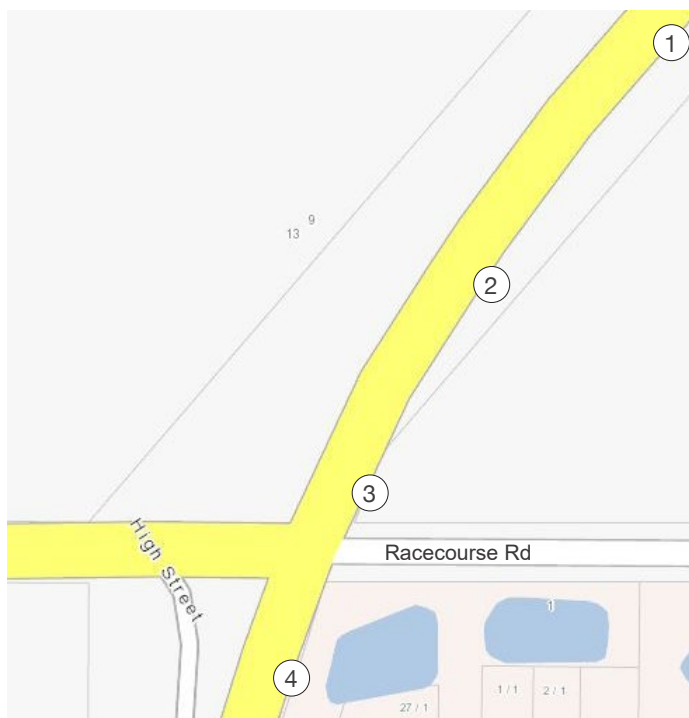
4. Southbound on Grimwade Road, to Nagambie



Indicative native planting to overpass batters.

The Audit - Northern Entry

3.0 High Street & Racecourse Road Intersection



3.1 Findings

Travelling southbound towards Racecourse Road 60km signage is displayed, with a reference to Nagambie shown below the sign.

Landscape maintenance regimes occur to grass verges beyond the signage, creating a sense of arrival to the town.

Directional signage displayed prior to Racecourse Road, in an open grass area.

'Welcome to Nagambie' signage is displayed after the Racecourse Road intersection, next to additional 60km signage.



1. Northern side of Racecourse Road



2. Northern side of Racecourse Road



3. Racecourse Road intersection



4. Southern side of Racecourse Road

RECOMMENDATIONS

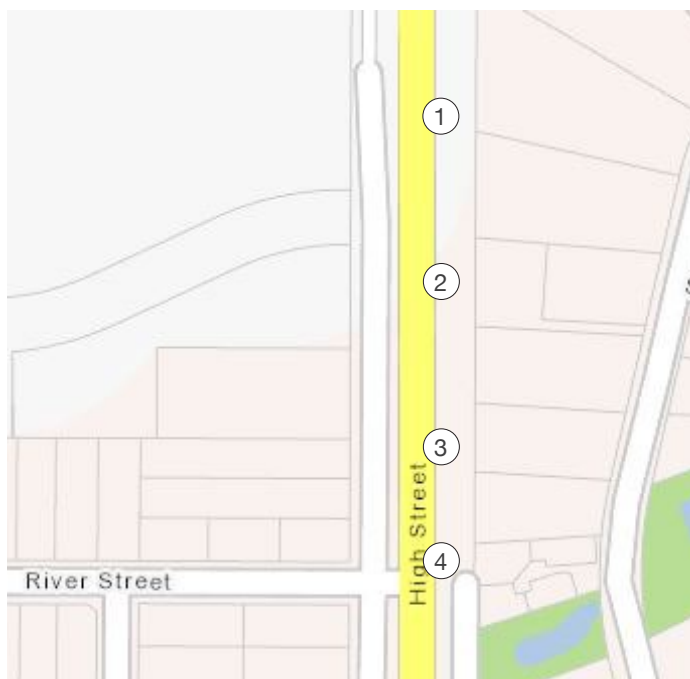
Northern Gateway

Welcome signage to remain in current location.

Continue with standard maintenance regimes.

The Audit - Northern Entry

4.0 High Street & River Street



4.1 Findings

Traveling southbound along High Street, mature gum trees (*Eucalyptus* sp.) line the street, creating a strong visual experience.

Tourism signage displayed on the left hand side, identifying the 'Nagambie Lakes Region' and information regarding community markets.

RECOMMENDATIONS

Northern Gateway

Tourism signage to remain in current location.

Adopt additional maintenance regimes to ensure mature gum trees are form pruned and deadwooded as required. Continue with standard maintenance regimes.



1. Southbound on High Street



2. Southbound on High Street



3. Southbound on High Street



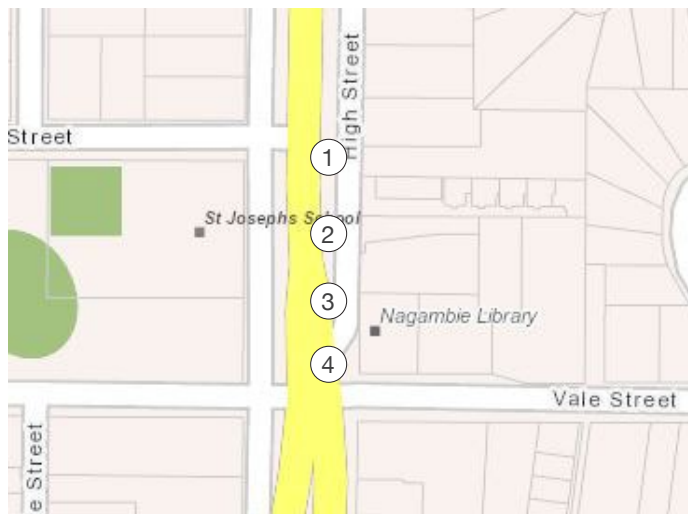
4. Southbound on High Street, at River Street intersection.



Remove epicormic growth and form prune mature trees as required.

The Audit - Northern Entry

5.0 High Street & Vale Street



5.1 Findings

Travelling southbound on High Street, a school pedestrian crossing is present just beyond Church Street intersection. A mature pine tree is located on the left hand side of the road, blocking site lines.

On approach to Vale Street intersection, open verge areas provide a lack of visual amenity with no sense of arrival. The left-hand side of the verge is made up of loose gravel, this area is used for vehicle short cuts and as an informal school drop off location. The right-hand side of the road includes an open grass drainage area.

The heritage building on the corner of Vale and High Street provides visual interest and gives an insight into the character of the rural township and a feeling of arrival to the town center.

RECOMMENDATIONS

Northern Gateway

Remove old pine tree in front of school pedestrian crossing.

Provide a boulevard type entry with consistent street trees either side of High Street from the school pedestrian crossing to Vale Street Intersection. Loose gravel verge area to be removed and replaced with grass and street trees (maintaining 1.8m clear trunk for site lines).



1. Southbound on High Street
(School Crossing)



2. Southbound on High Street
(Gravel shortcuts within road reserve)



3. Southbound on High Street. Opportunity
for tree lines boulevard either side of road.

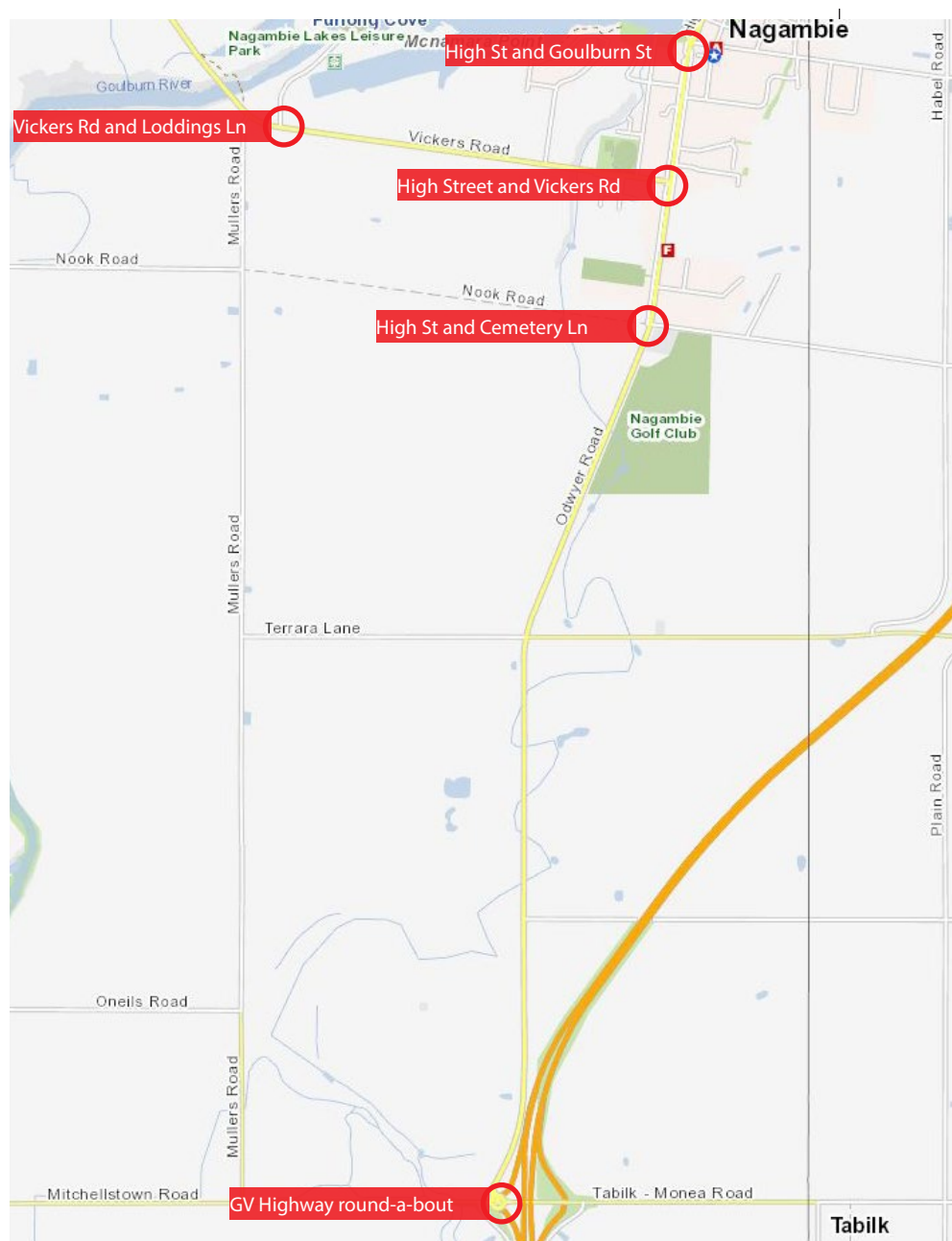


4. Southbound on High Street, at Vale Street
intersection.

The Audit - Southern Entry

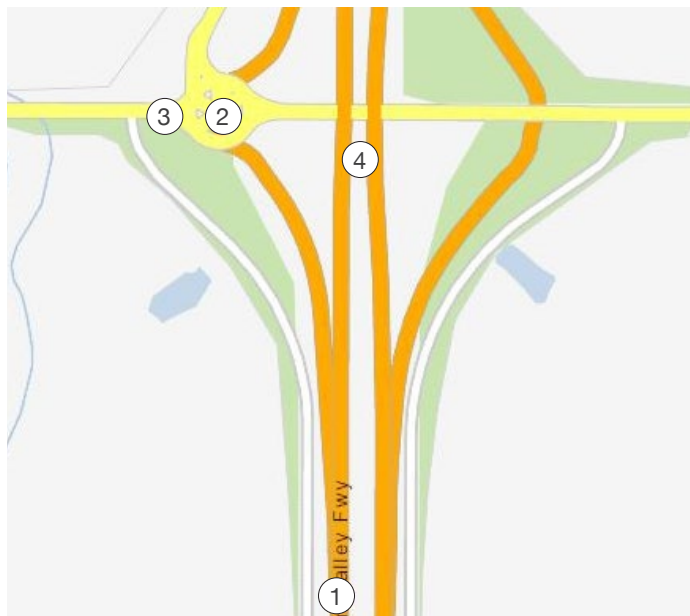
1.0 The Southern Entry signage audit will review five (5) key entry experiences starting from:

- GV Highway diamond interchange round-a-bout at Mitchellstown Road.
- High Street and Cemetery Ln
- High Street and Vickers Road (Regatta Turnoff)
- High Street and Goulburn Street
- Vickers Rd & Loddings Lane intersection



The Audit - Southern Entry

6.0 GV Highway diamond interchange round-a-bout at Mitchellstown Road.



6.1 Findings

Travelling north bound on the Goulburn Valley FWY, standard signage is displayed showing services and facilities, to assist travelers on their journeys. Further encouragement to explore the town could be provided, incorporating visual graphics on the signage i.e. heritage buildings, lake, Black Caviar.

The existing round-a-bout is a large open area covering approx. 70 diameter. The area is covered in gravel, with a corten steel sculpture (Wine glass shape) located in the middle for visual interest. Additional landscaping is necessary to enhance to entry experience to Nagambie and surrounding towns.

Large grassed batters either side of the Goulburn Valley FWY provide additional opportunity to create memorable moments for travelers.

RECOMMENDATIONS

Northern Gateway

Bypass town signage to display visual imagery of Nagambie's tourism or cultural heritage.

Native amenity planting to be considered to the batters of the overpass and to the round-a-bout, enhancing arrival experience.



1. Northbound on Goulburn Valley Fwy



2. Sculpture to interchange round-a-bout



3. Odwyer Rd exit, with directional signage.



4. Northbound on Goulburn Valley Fwy (Underpass)

The Audit - Southern Entry

7.0 High Street and Cemetery Ln



7.1 Findings

Travelling north along Odwyer Street, a mature corridor of roadside gum trees (*Eucalyptus* sp.) create an enjoyable experience within the rural setting.

The tree lined corridor finishes in front of the adjoining cemetery, with wide open grass verges and views into the cemetery.

Speed signs (60km) are displayed either side of the road prior to Cemetery Ln intersection. A welcome sign is also located on the left-hand side of the road, partially blocked by branches.

A sign displaying Nagambie Lakes Region is shown beyond the intersection, with a continuation of mature gum trees lining the street.

RECOMMENDATIONS

Northern Gateway

Welcome signage to remain in current location.

Opportunity to install a tree lined avenue to eastern side of drainage swale, to enhance arrival experience for travellers and create a natural privacy screen to the local cemetery. Further, informal plantings may also occur through grassed drainage swale to assist with visual amenity.



1. Northbound on High Street, towards Cemetery Ln intersection.



2. Northbound on High Street, towards Cemetery Ln intersection. Welcome sign on the left, obstructed by branch.



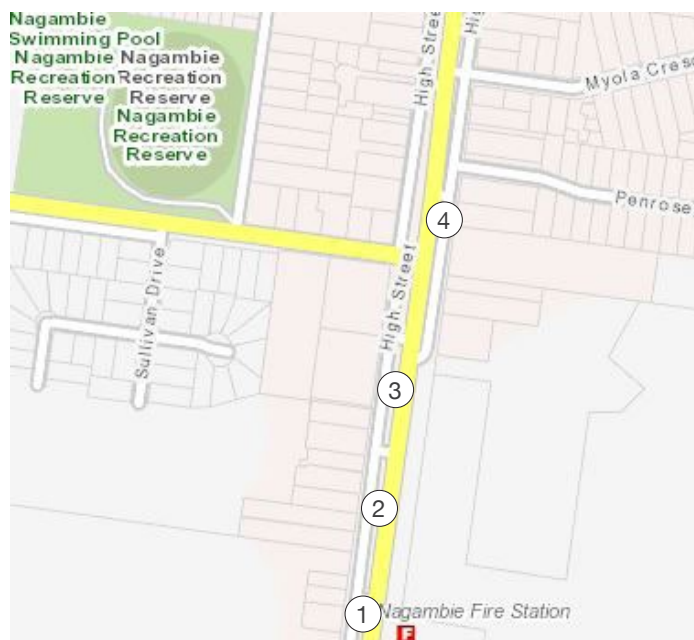
3. Open views to the cemetery



4. Signage indicating Nagambie Lakes Region.

The Audit - Southern Entry

8.0 High Street and Vickers Road (Regatta Turnoff)



1. Northbound on High Street, towards Victoria St intersection. Directional signage to nearby towns.



2. Open drainage swale along High Street, towards Vickers Road intersection.



3. Vickers Road intersection..

8.1 Findings

On approach to Vickers Road intersection there is directional signage to nearby towns and the Regatta Centre.

A local petrol station is located at the intersection with Vickers Road, with an open grass swale to the other side of the road. There is no specific signage or wayfinding elements at the intersection that relates to the Regatta Centre.

RECOMMENDATIONS

Northern Gateway

Opportunity to revitalise drainage swale with water sensitive urban design planting.

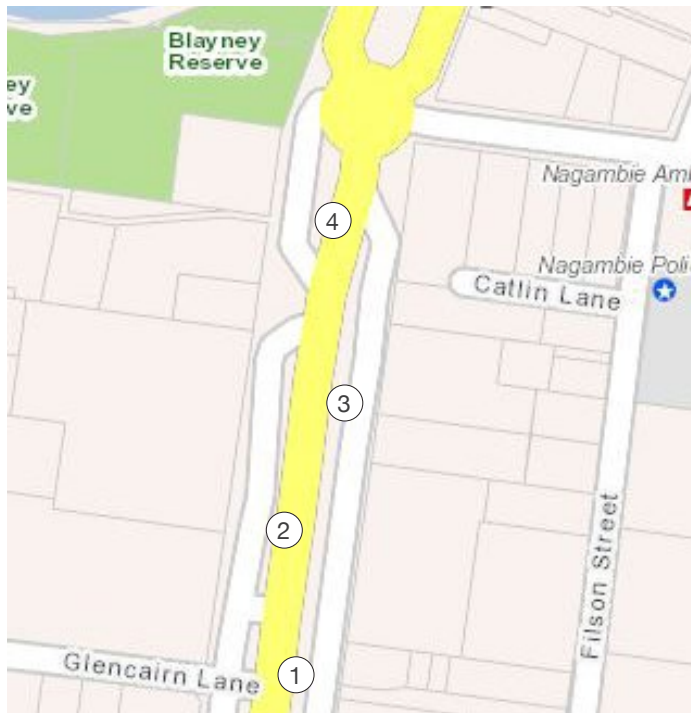
It is recommended that a Sculptural landmark to be positioned at Vickers Road Intersection to enhance wayfinding to Regatta Centre whilst enhancing the cultural experience closer to town.



Indicative sculptural used as wayfinding element, proposed at Vickers Rd intersection to indicate Regatta turnoff.

The Audit - Southern Entry

9.0 High Street and Goulburn Street



9.1 Findings

Amenity planting to the central median of High Street provides a sense of arrival. Plant failure is evident with sparse gaps. Plants that are performing well include Phormium sp. and Callistemon sp.

Informal gravel road connections create vehicle shortcuts between grass and mature tree areas on the right-hand side of the road.

A strong view line to the town water tank provides a sense of arrival. Flag posts and a low signage wall located in the central median enhances the feeling of arrival to the town centre.

RECOMMENDATIONS

Northern Gateway

Continue to infill median strips with plant species that are performing well in the conditions, to enhance arrival experience.

Re-turf existing gravel short cuts within road reserve.



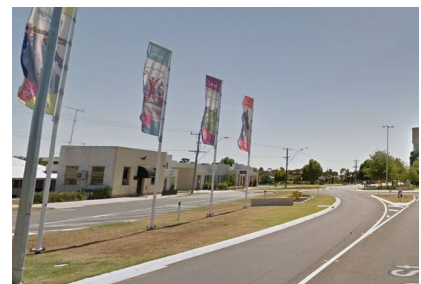
1. Northbound on High Street, near Glencairn Ln. Nagambie Rowing Club sign on the right.



2. Northbound on High Street, beyond Glencairn Ln. Planting to median strip.



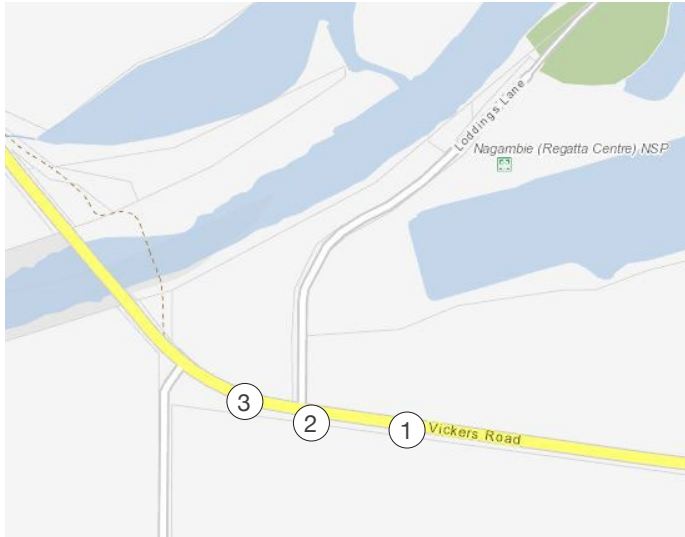
3. Northbound on High Street, gravel shortcuts through the vegre areas.



4. Northbound on High Street. Flag posts and a low entry sign in a beige coloured concrete with aluminium lettering.

The Audit - Southern Entry

10.0 Vickers Road & Loddings Lane intersection



10.1 Findings

Vickers Lane is bounded by agricultural farmland, providing long open views as you travel west.

On Approach to Loddings Lane, cars travel at 80km per hour, making it difficult to see small signage for the Lodding Lane turnoff.

At the Loddings Lane turnoff there are old white timber farm gates and signage to indicate Nagambie Lakes Leisure Park.

RECOMMENDATIONS

Northern Gateway

Sculptural landmark to be positioned on Vickers Road, at Loddings Lane intersection, to enhance legibility to Regatta Centre. White farm gates to be refurbished and increased in height.



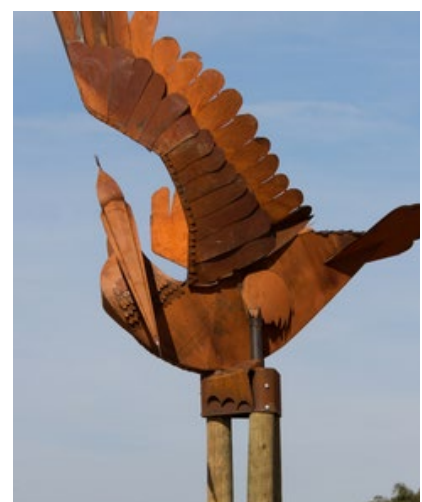
1. Westbound on Vickers Rd, small signage shown to indicate Regatta turnoff.



2. Vickers Rd and Loddings Ln intersection.



3. Loddings Ln entry sigange.



Indicative sculptural landmark, wayfinding element.

3.

Appendices

Appendix A - Literature Review

Documents Listed In Brief	Year	Relevant content
Nagambie Growth Management Strategy.	2008	The Strategy provides the overall framework within which future actions can be undertaken to address and resolve growth-driven issues and challenges. It also takes into account all strategies and recommendations included in the other separate projects. The Strategy then brings all of this together in one comprehensive plan for the future of Nagambie.
Nagambie Growth Management Strategy. Main Street Masterplan	2008	<p>Review of High Street commercial centre, generally bounded by Young and Vale Street in the north, Filson Street in the east, Glencairn Lane in the south and Blayney Lane in the west.</p> <p>Vision: Nagambie will grow as both an agricultural service centre, and as a visitor / lifestyle / retirement centre. This is to be done in a way that:</p> <ul style="list-style-type: none"> - Maximises the economic benefits of a lakeside location to the town and the Shire. - Strengthens character of the town in its lakeside and rural setting. - Protects and enhances the environmental values of the lake and other natural features. <p>Improves the social, economic and environmental sustainability of the town.</p> <p>Existing Signage: There is a lack of coordinated directional and gateway signage throughout Nagambie.</p> <p>Strategy: Provide well located, high quality directional and welcoming signage for residents and tourists. Ensure that business signage does not overwhelm the visual landscape of High Street.</p>
Nagambie Growth Management Strategy. Nagambie Style Guides	2008	<p>Developing a 'Nagambie Style':</p> <p>In Nagambie's case, the 'palette' of colours and textures might more appropriately be taken from the town's landscape setting. The key colours that can be found in the local landscape are associated with native trees and grasses, and include olive green and varying shades of beige and brown. Locally appropriate 'natural' materials might include timber and sheeting products, perhaps with metal or stone details.</p>
Nagambie Growth Management Strategy. Lake Access & Activities Framework.	2008	Aim: To obtain the best social, economic and environmental outcomes for the users of the Lake and Nagambie community, a rationalisation of the public access points is suggested.
Nagambie Growth Management Strategy. Background Report	2008	Providing strategic direction for land use and development in the Shire.
Nagambie existing conditions. Ricardo Energy Environment & Planning	2020	The Nagambie existing conditions report provides an analysis of current conditions and trends in Nagambie. It outlines the towns regional and local context, the applicable planning framework, existing planning controls and policy and legislative changes that have occurred since the finalisation of the NGMS in 2008 and other planning considerations.
Bypass Towns Signage Trail. Evaluation Report. Roads and Maritime Services.	2018	<p>In November 2017 it was identified that there was an opportunity to develop a range of signage initiatives</p> <p>and improvements to encourage drivers to visit towns bypassed by highway upgrades.</p>



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