4 Flowerdale Design Framework

The framework contemplates Flowerdale remaining a small rural settlement, given its distance from larger towns and the environmental constraints that apply to the locality, particularly at its southern end.

4.1 Create clear settlement boundaries

The physical containment of Flowerdale is required to ensure that the township's unique character is preserved and enhanced. This will be supported by containment of development within the existing urban zoned area via a settlement boundary.

Ad-hoc and inappropriate residential development has occurred within Flowerdale. The settlement boundary will define the size, shape and identity of Flowerdale and will help reduce potentially unsafe housing development within flood plain or high fire risk areas.

The settlement boundary is shown in Figure 4.

4.2 Transitions between urban and rural land uses

In conjunction with a settlement boundary, physical containment can be supported through the provision of buffers. They provide a transition between urban and rural land uses in Flowerdale. Within the region there are landscape buffers which are comprised of road side vegetation, farming and agricultural land and ecological buffers which have a primary role in providing habitat/bush conservation. Existing buffers need to be protected and enhanced by:

- implementing a settlement boundary,
- enhancement of roadside vegetation through additional planting with due regard to fire risk and re-vegetation programmes, and
- protection of the King Parrot environs through re-vegetation programmes and water quality improvements.

4.3 A unifying wayfinding strategy

The ability of visitors and residents to move freely, confidently and safely through the study area can be improved. To connect residents and visitors within the region, townships should be re-cast as gateways to the natural assets of the area. This can be achieved through improved signage and branding of the region.

Flowerdale is approached from three directions, south and east via the Yea-Whittlesea Road and from the west by the Broadford-Flowerdale Road. The entry from the south lacks clarity. The location of entry signage is not within the formally recognised settlement boundary. These entries can be improved to provide a clear sense of arrival by providing a branded locality sign and by introducing different streets trees with due regard to fire risk. Indicative locations for entry signage are identified in Figure 4.

Attractions within the region need to be accessible to visitors and residents. Information and identification signage should be located at appropriate positions to inform and direct visitors (Figure 4.)

4.4 Better-connected streets, paths and trails

Better connections for pedestrian and cyclists are needed within the region. Local roads within the area are currently shared between private vehicles, pedestrians and cyclists. This is common practice for regional townships and appropriate for the character of the locality. It does, however, compromise the safety and enjoyment of pedestrians and cyclists and discourages these forms of transport which are free, accessible and sustainable. Young children through to the elderly need to be able to move through the locality without relying on private vehicle journeys. To encourage walking and cycling within Flowerdale, a continuous link between Flowerdale and the Spring Creek Recreation Reserve has been completed.

4.5 New residential development complements the character of the region

The unifying physical attribute of the area is the rural and bushland setting. New residential development must enhance and protect this character.

Built form (its colour, look and style) contributes to character and identity of a location and place. The architectural style and expression throughout the region is can be inconsistent and overall has no unifying elements. Many of the new buildings and structures compete with the natural surroundings due to the size and scale, inappropriate siting and poor choice of finishes and colours. To maintain and safeguard the character of Flowerdale, development should:

- apply the highest available bushfire construction standards,
- use site sensitive and responsive design styles and palates,
- adopt subdued and restrained architectural styles,
- adopt muted hues, tones and textures which blend into the bushland setting, and
- incorporate vegetation (of suitable fire retardant species) with significant canopy cover into private gardens.

4.6 Streetscape Improvements in Flowerdale

The character of Flowerdale is one of its best attributes. The streetscape and structure of the 'main street' is a contributing element to this character and should be preserved. Streetscape improvements are however required at Flowerdale and could include:

- introduce more tree planning around the entrances to the 'main street'
- improve the clarity of parking
- upgrade the bus stop.

4.7 Future Commercial and Retail Development

No further commercial or retail growth is proposed for Flowerdale.
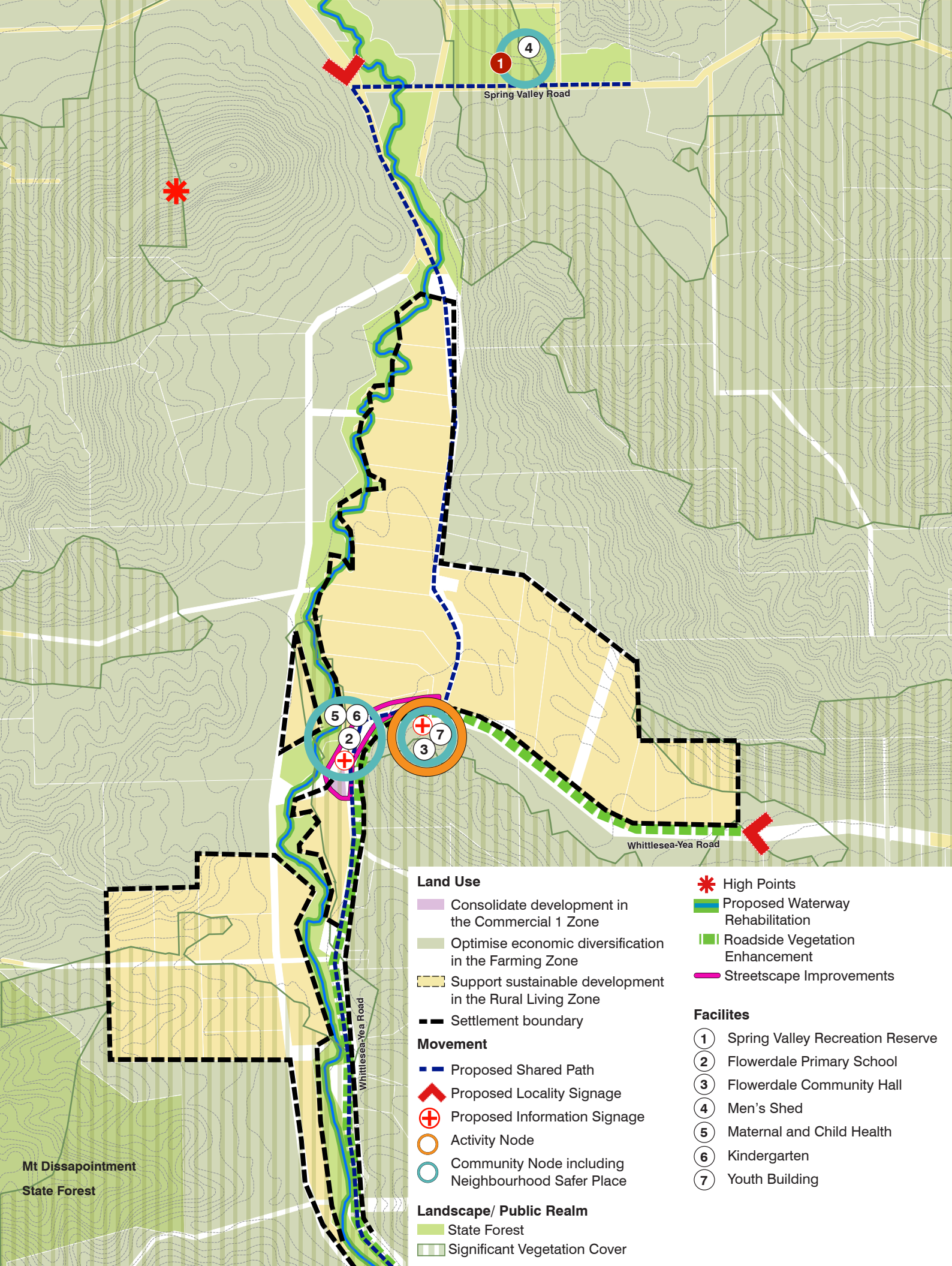
Land Use

- ▨ Consolidate development in the Commercial 1 Zone
- ▨ Optimise economic diversification in the Farming Zone
- ▨ Support sustainable development in the Rural Living Zone
- ▰ ▰ Settlement boundary

Movement

- ▬ ▬ Proposed Shared Path
- ◆ Proposed Locality Signage
- ✚ Proposed Information Signage
- ◯ Activity Node
- ◯ Community Node including Neighbourhood Safer Place

Landscape/ Public Realm

- ▨ State Forest
- ▨ Significant Vegetation Cover

High Points ✳

Proposed Waterway Rehabilitation ▬

Roadside Vegetation Enhancement ▨

Streetscape Improvements ▬

Facilites

1. Spring Valley Recreation Reserve
2. Flowerdale Primary School
3. Flowerdale Community Hall
4. Men's Shed
5. Maternal and Child Health
6. Kindergarten
7. Youth Building

Mt Dissapointment State Forest

Whittlesea-Yea Road

Spring Valley Road

Figure 4 Flowerdale Design Framework

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43