

Description

The Bacchus Marsh Gateway Project will improve 5 gateways into Bacchus Marsh:

- Main Street East/ Avenue of Honour, entry point from Melbourne and Melton
- Main Street West, entry point from Ballarat and Ballan
- Gisborne Road, entry point from Gisborne
- Griffith Street/Balliang Road, entry point from Balliang
- Geelong-Bacchus Marsh Road/Grant Street, entry point from Geelong.

This project includes detailed planning and design outcomes for each of the 5 gateways.

Objectives

The strategy includes:

- Sustainable land use development.
- Traffic management and access.
- Landscape and heritage elements.
- Economic development and tourism opportunities.

Outcomes

- Planning scheme tools.
- Detailed engineering designs and budget estimates for the Avenue of Honour.
- Identification of actions needed to conserve and enhance landscape and heritage character.
- Identification of suitable locations/actions needed to secure economic and tourism development potential.

Benefits

- Clarification for future planning and development of land along major access roads.
- Safer road access to Bacchus Marsh.
- Enhancement of farm gate sales outlets selling local agricultural produce.
- Potential for economic and tourism development
- Improved public transport and access for cyclists and pedestrians.
- Conservation and enhancement of landscape and heritage assets.
- Improvement in physical character and visual amenity.
- Sustainable program for the management of gateway landscapes.



Bacchus Marsh Avenue of Honour



Main street, Bacchus Marsh



Bacchus Marsh main street. Strategy prepared by THA Landscape Architects for Moorabool Shire Council