



enhancing the  
**bogong high plains**  
visitor experience

signage and roadside  
precinct plan

August 2009

# contents

## Section 1:

### defining project components, themes and strategic considerations

1.1	MAJOR / MINOR VISITOR NODES	5
1.2	INTERPRETATION AND VISITOR NEEDS	9

## Section 2:

### branding, entry signage and built elements

2.1	BRAND DEFINITION	12
2.2	BRAND COMPONENTS	14
2.3	BOGONG MOTH MOTIF	15
2.4	ENTRY SIGNAGE	16
2.5	ENTRY SIGNAGE – PARK VENUES	20
2.6	PARK FURNITURE	24
2.7	LANDSCAPE CONTEXT	25
2.8	INFORMATION SHELTER	26

## section 3:

### major node landscape and signage components

3.1	ROCKY VALLEY PICNIC AREA	28
3.2	WALLACES HERITAGE TRAIL TRACKHEAD	40
3.3	TRAPYARD GAP PICNIC AREA	50

## section 4:

### minor node landscape and signage components

4.1	ROPER LOOKOUT CARPARK	56
4.2	FISHERMANS POINT	59
4.3	WATCHBED CREEK	62
4.4	COPE HUT CARPARK	65
4.5	MT COPE TRACKHEAD	67

## section 5:

### signage specifications and opinion of costs

69	© Parks Victoria 2009
----	-----------------------

Plan prepared by Charles Walsh Nature Tourism Services for Parks Victoria, August 2009.

#### NATURE TOURISM SERVICES PROJECT TEAM:

Ian Charles (consultant team project manager) David Beaver, Ian Brown (Epacris Environmental Consultants), Richard Delaney (Epacris Environmental Consultants)

#### TECHNICAL ASSISTANCE:

Bernie den Hertog (BDH Projects), Cale Brown

#### PARKS VICTORIA PROJECT TEAM:

Darin Lynch (project manager), Gill Anderson, Kevin Cosgriff, Ross Grant, Peter Jacobs.

## INTRODUCTION

The Bogong High Plains Road provides access from the township of Mt Beauty to Falls Creek Alpine Resort, the Bogong High Plains within the Alpine National Park and beyond to the Township of Omeo via the Omeo Highway.

A partnership between Parks Victoria, the Federal Government, Alpine & East Gippsland Shires, Fall Creek Resort Management and Falls Creek Ski Lift Company funded in 2008/09 the bitumen sealing of the 36km gravel section of the road from Falls Creek Alpine Resort to the Omeo Highway.

The sealing project is envisaged to increase visitation to the Bogong High Plains and subsequently to meet the projected demand, Parks Victoria has sealed and increased the size of selected car parks, and will install new facilities such as park furniture, signage and a toilet facility.

Combined with the Great Alpine Road over Mt Hotham, the sealing of this section of the Bogong High Plains Road will make this great alpine circuit one of the premier vehicle touring routes in the Australian Alps region. As such Parks Victoria wishes to ensure that visitors to the Bogong High Plains are provided with the opportunities to enjoy an experience that reflects that status.

The Victorian high country has a complex history and cultural heritage.

This derives from the long association of Aboriginal communities, who value the high country for its spiritual and cultural importance, and the more recent history of settlement, grazing, mining, hydro-electric power development, forestry, recreation, tourism, conservation and fire.

This complex history and heritage, combined with the natural beauty and ecological significance, and current recreational opportunities on the high plains will provide the key themes for interpretation, and drive the selection and placement of appropriate facilities. In March 2009, Parks Victoria engaged Charles Walsh Nature Tourism Services to:

- design Orientation signage that sets a ‘Sense of Expectation’ leading up from the townships of Mt Beauty and Omeo
- design unique Entry, Directional and Interpretive signage which provides a grand ‘Sense of Arrival’ to the Bogong High Plains at Rocky Valley Dam Visitor Site and Trapyard Gap Visitor Site.
- design Directional, Trailhead, Risk/Advisory and Interpretive signage for key locations
- design Information facilities, picnic facilities and a toilet facility at key sites
- project manage selection of best value production method for all signage – provide to Parks Victoria 3 or more quotations from suppliers for manufacture
- provide Conceptual Plans for each

designated visitor site which detail positioning of appropriate day visitor facilities.

The primary study area for the work incorporated the Bogong High Plains Road from the western end of Rocky Valley Dam through to Trapyard Gap – Alpine National Park.

In this area there were eight specific Visitor Nodes to consider: Rocky Valley Dam; Ropers Lookout Trailhead; Fishermans Point; Watchbed Creek; Wallace Hut; Cope Hut; Mt Cope and Trapyard Gap.

The Study Area also included key sites for signage along the Bogong High Plains Rd and Omeo Highway – broadly these were proposed as:

- Leaving Mt Beauty on the Bogong High Plains Rd
- At Falls Creek Alpine Resort on the Bogong High Plains Rd, and
- Leaving Omeo on the Omeo Highway.

In responding to this brief, Nature Tourism Services proposed to develop a specific ‘Signage Strategy’ throughout the project which, at the same time as documenting progress, would be used to guide future signage works in the greater area. This strategy hence addresses this issue.

The first section of the strategy defines the ‘brand’ and key themes/messages for both the totality of the road experience and the visitor

precincts. This derives from both consultation with key stakeholders and the consultants’ initial review process. This ‘brand’ will be applied to as many aspects of the project as appropriate and reflect the place the Bogong High Plains Road has in this unique physical and cultural landscape.

A key part of the strategy will be the attention given to a consistent ‘look and feel’ of all signs (regardless of size/location) in order to reinforce the overarching ‘brand’. Thus the next section of the strategy will define the format of each category and aim to present a suite of sign ‘templates’ that are obviously part of the Bogong High Plains Road experience (logos, colour palette, etc).

Drafting content for each sign is the next stage. This task is now greatly simplified as sign locations, key themes/messages, and templates have been defined and, in a sense, determine content as the template will require that the key themes/messages/images are developed to fit the available space.

This ‘template’ approach also facilitates concurrent development of content and fabrication specifications. This progression will lead to a complete ‘Bogong High Plains Road Signage Strategy’ as the project nears completion – a strategy that will live beyond the project and, hopefully, assist with future work.



## section 1: defining project components, themes and strategic considerations

### 1.1 MAJOR / MINOR VISITOR NODES

It is important that the project establish a simple model for the overall signage ensemble associated with the road at the outset of its operations. This is in keeping with the approach of building a signage strategy with a “whole of road” context as a key outcome of this project.

This section defines the key elements of this model.

#### MAJOR NODES

##### 1. GATEWAY SIGNAGE ON THE ROAD UP TAWONGA GAP

A major signage installation in reasonably close proximity to the junction of Tawonga Gap Road and The Great Alpine Road could have a double sided value of welcoming people travelling towards Mt Beauty to the Bogong High Plains Circuit. For those travelling from the Kiewa Valley it could welcome them to the Great Alpine Road. Resolution of this issue needs to be undertaken as part of the overall signage review of the Great Alpine Road currently being undertaken by Tourism Victoria and the GAR.

##### 2. THE LOOKOUT ON TAWONGA GAP

(N.B. not part of current project)

This venue with its established lookout platform and absence of orientation or interpretation signage has great potential to be turned into a major node along the high plains circuit.

Addressing this potential however lies outside the scope of the current project.

##### 3. MT BEAUTY VISITOR CENTRE

(N.B. not part of current project)

Discussions with Mt Beauty visitor centre should commence with a view to establish a major regional touring map and associated information about the high plains circuit in the centre. It may be possible to introduce such information as a major after hours / entry signage feature on the right of the walkway as people enter the centre from the main road.

##### 3a MAJOR WELCOME SIGN / PARK ENTRY SIGN

Some 1km beyond Mt Beauty there is a major signage node point along the road with a range of advisory information currently displayed. This node is in need of rationalisation and upgrading and Vicroads have a three year plan just commencing to deal with issues such as these. Incorporating a welcome to the Bogong Alpine Way message at this point needs to be done as part of the overall review process.

##### 4. FAINTER FALLS GATEWAY SIGNAGE

(N.B. not part of current project)

Beyond Mt Beauty the route quickly becomes a winding mountain road characterised by both a heightened concentration on the task of driving plus very short approach times before signage is passed. In such an environment major gateway signage structures can be very problematic. A

major opportunity for a gateway sign exists in the open cleared area at the junction of the Fainter Falls Track just beyond Bogong village.

This has good visual catchment plus an easy pull over option. Additional orientation information could profitably be installed in associated with the dominant gateway signage. This will have the additional benefit of featuring the site as a stop off point and increase uptake of the track to Fainter Falls. Additional negotiation and liaison with Vicroads is necessary to progress this option which lies outside the scope of the current project.

##### 5. ROCKY VALLEY DAM MAJOR NODE

The major viewing area, pull in bay overlooking Rocky Valley Dam is in effect the gateway to the High Plains proper for visitors travelling from the east. It also represents a major picnic area / toilet facility along the road. Signage in this site will have a major general orientation role to play as well as focussing on the overall landscape that people are seeing for the first time. Signage here also needs to encourage visitors to travel slowly across the high plains and to experience the full range of things on offer.

Part of this approach will recommend taking advantage of Falls Creek as an all season base from which to undertake such exploration.

##### 6. WALLACE HUT CARPARK

This site is the trackhead to the major natural visitor attraction on the high plains – Wallaces

Heritage Trail. The theme of the site is that of high country pathways – the overlapping tracks of the many different people who have crossed the high country. Themes include: indigenous use, grazing, hydro, recreation, mining and conservation. Facilities on site will include a toilet and picnic area / information ensemble.

##### 7. TRAPYARD GAP

This point at which the road is closed in winter makes it a major winter trackhead. For summer travel it is a gateway to the high plains for those travelling from the east. Accordingly it needs to help people travelling from Omeo anticipate the changes that will unfold as they move on past this point. They also need to be informed of the highlights to explore up on the high plains - in particular Wallaces Heritage Trail and Falls Creek.

##### 8. HIGH PLAINS ROAD JUNCTION

For travellers along the Omeo Highway this junction is a major point to reach. In particular the winding road along the section from Anglers Rest makes for tiring driving and arriving at this point is a major milestone in a trip from the east. This fact needs to be celebrated at the start of the Bogong High Plains Road. For those travelling from the north, the reverse side of the sign can indicate they've arrived at the Bogong Alpine Way. Resolution of this issue needs to be undertaken as part of the overall signage review of the Great Alpine Road currently being undertaken by Tourism Victoria and the GAR.



9. OMEO

A major gateway sign at the Omeo end / beginning of the circuit is an important feature. A site around the Omeo Valley Road / Omeo Highway intersection some 1km out of town is anticipated. This would have good visual catchment with a significant approach time for those entering the circuit from the south. For others coming down the road into Omeo it can welcome them to the Great Alpine Road.

Double sided signs such as this also have the added value of fully integrating the Bogong High Plains Circuit with the Great Alpine Road experience. Resolution of this issue needs to be undertaken as part of the overall signage review of the Great Alpine Road currently being undertaken by Tourism Victoria and the GAR.

MINOR NODES

Alongside the major node projects anticipated above, the current high plains signage and landscaping work will include signage and landscaping at a further five minor venues on the high plains:

- Roper Lookout Trackhead (just north from the dam wall)
- Fishermans Point (some 2km on from the dam wall)
- Watchbed Creek (trackhead leading to Mt Nelse)
- Cope Hut
- Mt Cope trackhead.

ADDITIONAL NOTES ON VISITOR NODES

Site	Role in visitor experience/facility	'theme'	Sign type
Leaving Omeo – Omeo Hwy	Gateway	Pathways – the route followed today across the Bogong High Plains is one that has been travelled for many centuries for many reasons. The journey opens a window of discovery into the cultural and natural heritage of the High Country (Alps).	Bogong Moth Anticipatory sign
Mitta Mitta River	Gateway: Intersection of Bogong High Plains Road and Omeo Hwy		Bogong Moth Anticipatory / Directional sign
Park Boundary	Alpine National Park sign		
Trapsand Gap	Major visitor node: Entry point; sealed car park, and day use facilities (no toilet)	General orientation <u>Travelling up the mountain</u> valley to tall forest to snow gum woodland to open plains (changing veg / forest) Landforms – linking geology to landforms / landuse	Bogong Moth Node sign Major – reflect presentation at Rocky Valley (smaller scale)
McNamara Hut Track-head	Track to McNamaras Hut		Trail head sign – timber (change to metal PV node)
Buckety Plain	Camping area (Faithfuls)		Trail head sign – timber (change to metal PV node)
Raspberry Hill	Camping area with disabled access		Trail head sign – timber (change to metal PV node)
Langford West	Camping area		Trail head sign – timber (change to metal PV node)
Mount Cope Track-head	Walk track head and sealed car park Realign start walking track (100m max)	<u>Across the top:</u> Aboriginal pathways Short family walk to mountain summit.	Bogong Moth Node sign
Cope Hut Track	New sealed car park on south-eastern side of road	<u>Across the top:</u> Link to Wallace Heritage Trail Overlapping cultural heritage pathways AAWT - long journey across Australian Alps Walhalla - Canberra	Bogong Moth Node sign (direct visitors to hut & Wallace Heritage Trail information plaque – Maisies overview) AAWT
Wallace Hut	Car park, track head and day use area – start of Wallace Heritage Trail Toilet (disabled) & tables	<u>Across the top</u> HCHI – Overlapping layers of heritage pathways Wallace Heritage Trail head Heritage trail project & audio/web interps.	Bogong Moth Node sign Trailhead/Major Info Shelter
Langford Gap	Car park and walking track head	Access to aqueduct – bike riding / AAWT	Trail head sign – timber (change to metal PV node)
Watchbed Creek	Track-head car park only (no day use facilities)	<u>Across the top:</u> Recreational pathways leading above the tree line Trail head for numerous overnight hikes / access AAWT / huts Walks, X-C skiing, safety, minimal impact	Bogong Moth Node sign Trailhead/Minor Info Shelter
Overview of Rehabilitation	Existing interpretive panel adjacent to lay-by only	Rehabilitation (recreate to fit in with overall style?)	
Heathy Spur	Walking track head only – to be phased out with rerouting of Heathy Spur track to Ropers Lookout trailhead.	Alpine veg / wildflowers / huts / views / access AAWT Nelse etc	Trail head sign – timber (change to metal PV node)
Fishermans Point	Sealed car park, day use including disabled access; boat ramp (unsealed) Picnic tables X 2 No toilet	<u>Rocky Valley</u>	Bogong Moth Node sign Combine AGL / Rocky Valley Dam safety & risk information

Ropers Lookout	Sealed car park and track head	<u>Rocky Valley</u> Wildflowers – snow gum woodlands / alpine heathlands / grasslands Walks, X-C skiing, safety, minimal impact	Bogong Moth Node sign Trail head / Major information shelter
Rocky Valley Dam entry	Gateway Two part park entry – higher level for sealed car park, lookout and day use joined by track to lower level small scale car park with sign to upper information. Bogong High Plains entry signage Toilet, picnic tables, lookout platform	General orientation – key nodes/themes 1. <u>Travelling up / down the mountain</u> Mt Beauty, Bogong Village, Fainter Falls Landforms, vegetation communities & relation to land use 2. <u>Rocky Valley</u> Falls Creek, Rocky valley Dam - Hydro & Resorts Ropers, Heathy Spur - Wildflowers 3. <u>Across the top</u> Bogong High Plains –Watchbed Creek -Landforms, Natural Heritage Wallace – Cope – Heritage Trail (cultural heritage pathways) Mt Cope <u>Travelling up / down the mountain</u> Raspberry Hill – Trapyard – Landforms, vegetation communities & relation to land use Walks, X-C skiing, bike riding, car touring, camping safety, minimal impact	Major
Falls Creek	Range of resort facilities		Potential for Indoor Major
Mt McKay (side trip)			
Pretty Valley (side trip)			
Fainter Falls	3 X interps panels		metal PV node
Bogong Village Power Station			Potential for Indoor Major
Clover Arboretum			metal PV node minor info shelter
Bogong View	Views Mt Bogong – pull over		minor info shelter
Mt Beauty	Anticipatory		Visitor Centre
Tawonga Gap Lookout	Gateway	General orientation – Kiewa Valley Landscapes / history	Bogong Moth Anticipatory / Directional sign
Tawonga Gap / Grea Alpine Road intersection	Gateway		Bogong Moth Anticipatory / Directional sign

#### NODE DESCRIPTION

Node	Physical Structure	Function
Major <u>outdoor</u> visitor node	<ul style="list-style-type: none"> <li>Gateway - Purpose-built structure</li> <li>Multi-panel information and interpretation of at least 1200 x 900mm</li> <li>May be artistic</li> </ul>	<ul style="list-style-type: none"> <li>To orient visitors to whole trail &amp; sections</li> <li>To help visitors find their way, and be orientated to the local area.</li> <li>To explain overall significance of trail and introduce interpretation themes</li> </ul>
Trail head or minor visitor node	<ul style="list-style-type: none"> <li>Major or minor alpine style information shelter</li> <li>Purpose built with panels of at least 600 x 800mm</li> </ul>	<ul style="list-style-type: none"> <li>Trail head (timber or metal)</li> <li>Track info: distance, time, grade, sketch map &amp; what to see</li> <li>Minor Node</li> <li>Information, directions orientation, motivation</li> <li>To explain a place or area, its context and its link to themes and sub-theme/s.</li> </ul>
	<ul style="list-style-type: none"> <li>Purpose built panel 600 x 400mm approx.</li> </ul>	<ul style="list-style-type: none"> <li>To explain a feature, its link to the pathways sub-themes</li> </ul>

## 1.2 INTERPRETATION AND VISITOR NEEDS

Successful interpretive outcomes flow from a strong strategic construct that underpins the structure and content of the interpretive solutions. A key means by which to achieve this is to begin by focussing on the likely visitors to the site and identifying the respective needs of these people as far as it is possible to do so.

This is because signage is a balance between two fundamental issues. On the one hand there is the information people need to know in order to have a safe and expansive visit to the site. On the other is the information we'd like them to know in order give them a sense of the inherent values and meaning of the place they are visiting. These two divides can be easily referred to in terms of orientation information for the "need to know" material and interpretation material dealing with the "want to know" material conveying the essence of the site.

The value of dealing with these two essential different types of information separately is that it helps build a structured strategic approach to the information delivery platform. It's no use trying to engage people in the subtle nuances of a landscape for example when what they really want to know is where the nearest toilet is. Effective delivery of orientation information is hence the bar that must first be cleared before the interpretation process can really cut in.

#### LIKELY VISITATION PATTERNS

This immediately puts the focus directly on the likely users of the site. What will they need to know about it to safely engage with it and explore it?

This question immediately highlights a number of critical issues. The first of these is the fact that four (possibly five) of the eight designated sites for facilities in the brief are located in close proximity to the Falls Creek resort, while Trapyard Gap is significant in that it marks the point at which the road is closed in winter and is a major take off point for cross country skiers. This means that while the newly sealed road will only be opened in its entirety on seasonal basis, the facilities being associated with it will have year round relevance and uptake. This point is borne out in the Falls Creek website where in promoting its cross country skiing options the opening paragraph includes the statement:

"Whether you are interested in a cruisy ski out to Wallaces Hut, .... or want to get fit for the Hoppet, we have the facilities for you."

This observation immediately highlights the need to provide information that will be relevant to both summer and winter use patterns and the need for key infrastructure (toilets, signs and possibly open sided shelters) to address the issue of all season usage.

#### THE NEEDS OF SUMMER VISITORS

Beyond this observation however, the key issue for the project is really to focus the needs of the summer season visitors using the road when it's open as a cross plateau journey from Mt Beauty to Omeo or vice versa.

In this context there will be two main user groups. The first will be those who are staying at the Falls Creek resort and who venture out onto the high plains as a day trip. These visitors are in many ways the ideal audience for the high plains ensemble of facilities as they have the potential to spend several days exploring the broader precinct in a number of different ways. These will presumably include in the future engaging in a guided walk / tour run by the resort to say the Wallaces Heritage Trail.

In this regard it is important to note that this is an ideal interpretive outcome for the precinct. No signage media can ever begin to compare with a guided tour in terms of delivering an overlapping palette of messages and themes that people can use to build their own storyline in relation to the high plains.

Another desirable feature of this visitation pattern is that it opens out the option of connecting with the landscape in different ways over a number of days as well as to experience the change of landscape moods that invariably come with an overnight stay in the high country.

Awareness of this issue then leads directly into a critical point facing the needs and opportunities of the other major user group – the through travellers engaging in a trip across the high plains.

The biggest issue facing orientation signage in regard to these users is to get them to slow down – not in terms of driving slower, but rather to stop more often and for longer along the way. For these people signage needs to be a speed bump that jolts them out of their "here to there" focus and concentrates them on the "here and now".

Accordingly an important response to this – especially for the gateway signage at both Trapyard Gap and Rocky Valley Dam is to highlight the fact that a range of year round facilities and overnight accommodation are available at Falls Creek. People need to be reminded of this option – especially as the summer operations of the resort are still in their infancy and may not be generally known about. From here they can be easily referred to the resort visitor centre or even to an after hours enquiry number.

#### THE SPECIFIC NEEDS OF USERS: CYCLISTS

Of all the likely users of the newly sealed roadway – car touring, motorbikes, guided tours and cyclists – it is the needs of cycling that most stands out as an issue to address as a separate strategic issue.

This is because existing road signage and construction methods are intrinsically geared to meet the needs of users in/on motorised vehicles that are capable of moving easily between service centres spaced along the road. Cyclists however have a range of special needs that must be addressed as an additional overlay on top of these conventional road facilities and signage if the cycling experience is to be both safe and engaging.

This immediately focuses attention on the issue of promoting a sense of the road as being a genuine shared use zone whereby walkers, cyclists, motorbikes, cars and coaches all need to consider other users. Emphasising respect for other users and sense of the road as a shared use zone would hence would become an important feature for signage to address.

The pivotal role anticipated for cycling along the road is already borne out in the Falls Creek website where in terms of their elite athlete program they note that an additional 35km of sealed road will soon be available for training purposes. For general bike touring their summer programs guide anticipates that the newly sealed road will:

“provide a stunning ride across the Bogong High Plains and down into the Omeo Valley. For the ultimate alpine ride experience this will complete a 228km sealed loop from Falls Creek to Mt Hotham and back via Omeo, Bright and Mt Beauty.”

It is very significant that this dramatic new cycle touring opportunity also sits at the end of the Murray to Mountains Railtrail, thereby directly complementing / extending this existing major cycling resource. In support of the significance placed on the cycling resources of the region, the current draft Alpine Region Tourism Board Strategic plan notes in its introductory page on the challenges facing the region that:

“one of the key products we shall promote for its national advantage and recognition is cycling. The Audax Alpine Classic has now been voted as second in the state among Victoria’s favourite 101 tourism experiences.”

Alongside the role of cyclists using the route as a touring experience in its own right, there will also be major uptake on the part of cyclists engaging in ride/walk options to access facilities. This is especially true of the venues around Falls Creek where cyclists can hire a bike in the village and use it to explore the high plains area. While this use may extend to actually cycling along the management trails open to cyclists, others will need to terminate their ride at the walking track trailhead. This means the provision of bike racks as part of the trackhead facilities is an important consideration.

Significantly in the case of the Wallaces Heirtage Trail also, these cycle rack facilities can act as a major visual encouragement for people

to leave their bikes at the carpark, in spite of the fact that they could ride down past Wallace Hut and along the aqueduct trail. Wallaces Heritage Trail is however a walking experience as it includes track sections closed to bikes. Accordingly if the overall integrity of the track experience is to be nurtured, ways of subtly encouraging people to leave their bikes behind at the trailhead need to be found.

#### THE SPECIFIC NEEDS OF USER GROUPS: MOTORISTS AND OTHERS

One of the biggest challenges in connecting with people in transit is getting them to stop and get out of their vehicles. In this instance, a sense of arrival and expectation is a major call to action in getting them to put the all important foot on the brakes and pull over. This has immediate issues in terms of advance signage giving them advance notice (e.g. “Wallaces Heritage Trail Carpark 2km). Similarly it suggests the need to strike a balance between the extent to which such nodes sit as visible elements in the landscape. Their visible presence needs to be such as for people to both easily see them and to clearly associate a major node / visitor opportunity with them.

This also however clearly needs to be balanced against an overall consideration of their visual impact on the “wide open spaces” of the high plains.

#### PROVIDING SHELTERED INFORMATION SETTINGS

The concept of providing shelter in association with the delivery of information products is one that can significantly enhance the delivery of information products to all users. All of the high plains venues for example are very exposed to the effects of cold, west - sou west winds that can turn even summer days into a struggle. In these conditions no one is likely to stand out in the open for long quietly taking in the delights of the information.

Hence the value of placing signage in association with the leeward side of a small shelter open to the north and east is an option to consider. The key point to note about examples such as these is that they highlight the sorts of options and issues that can arise when one approaches the planning of such areas directly from the needs of the likely user groups.



## section 2: branding, entry signage and built elements

## 2.1 BRAND DEFINITION

This signage and landscaping project represents the public interface of a project that is underpinned by the investment of large amounts of time and money on the part of many local stakeholders. These foundations represent the basis on which the signage project must firmly rest.

Accordingly the first thing this project must do is to understand and define the overall context within which its operations must proceed.

### OVERALL CONTEXT

As a major piece of new regional tourism infrastructure the branding for the upgraded Bogong High Plains Road will have two fundamental roles to fulfil. In the first instance it must establish an integrated product base and presentation for the experience that allow it to successfully establish its own distinct identity. Allied to this it must also position its brand so as to allow it to be easily incorporated into the overall needs and market presence of the regions it accesses.

In the first instance the road must function as the foreground, headline issue that draws upon the associated resources of surrounding regions (e.g. accommodation and recreation opportunities) to establish a brand presence. An example of foreground messaging about the road for example would be "Travel the .... [brand name here] and experience fine alpine

walks, scenery and touring adventures."

In the second instance the road must function as a secondary, background motif that local stakeholders can draw upon to better present their product. One example of this background approach could be where the road was presented within the overall context of the Alpine Shire's experiences as say: "The alpine valleys around Mt Beauty and Bright offer fine alpine walks, scenery and touring adventures. Tour the .... [brand name here] to explore these renowned places."

This need for the new road brand to function both as a headline issue in its own right and also as a foundation upon which other stakeholders can build their own enhanced product structures is an important one to consider at the outset of the branding process. It effectively means that the branding process for a product like this which must be slotted into an existing marketplace is far more constrained than say an overall regional shire marketing / branding exercise which would have the scope and longer term potential open to it to redefine existing paradigms.

Accordingly the branding process must needs proceed from an assessment of what the "givens" are in order to then determine the corridor down which the branding process can proceed in order to come up with a specific outcome.

### GREAT ALPINE ROAD CONNECTIONS

Currently the Bogong High Plains Road has two major branding considerations associated with it. The first of these is the fact that it is being promoted as the dominant part of the Alpine Discovery Loop – one of six such drives associated with the Great Alpine Road. This connection as an integral part of the Great Alpine Road ensemble of experiences is clearly an essential one to maintain given the dominant existing marketing position and product uptake of the GAR.

Additionally major stakeholders like Falls Creek are already marketing the upgraded touring opportunities of the sealed road as offering "the ultimate alpine ride experience. It will complete a 228km sealed loop from Falls Creek to Mt Hotham and back via Omeo, Bright and Mt Beauty."

From this it is immediately obvious that the road will be marketed as an integral part of the Great Alpine Road experience rather than as a stand alone product. Accordingly its status as a discovery loop is likely to remain a pivotal part of its branding.



Above: Key corporate stakeholders in the development of the Bogong High Plains Road brand.

Below: The Great Alpine Road logo



### BOGONG HIGH PLAINS - PROS AND CONS

Alongside this issue the other pivotal branding feature and strength lies in the name of "Bogong High Plains". This is one of the mountains' best known titles and as has a strong level of general recognition.

Additionally the name of the Bogong High Plains Road is established as the geographically recognised name for the road and as such is used on all current mapping product.

While the "Bogong High Plains" label clearly has some major advantages for the project to leverage off, there are both pluses and minuses to consider in relation to it.

Specifically this relates to the fact the "Bogong High Plains" describes a very specific geographic region within the overall ensemble of areas that the newly sealed road accesses. Using it as a sole brand hence runs the risk of devaluing the touring experience associated with the steep alpine valleys leading up from Bright and Mt Beauty and with the gentler more diffuse touring experience along the Mitta Valley region north of Omeo.

Overall the brand needs to present the high plains environment as the centrepiece of the touring experience wherein lies many of the major visitor attractions and experiences, while at the same time allowing the regions that frame the high plains to the west and the east to have their own value and identity in the equation.

In effect this requires the brand to address the issue of sub-brands that can comfortably nest within its overall presentation – much as the new discovery trail will nest as an integral element of the Great Alpine Road.

This approach links directly to that adopted for the nearby Mt Buffalo National Park where the essentially different visitor experiences available across the three different precincts are addressed via giving due recognition to the distinctive characteristics and recreational opportunities of each region.

This consideration suggests that the term "high plains" is best applied to a component part of the overall touring ensemble rather than be used as an overall label attaching to the whole route. Importantly however it does leave the way clear to pick up the crucial "Bogong" label as a pivotal part of the overall brand. This option becomes doubly important given the desirability of having an indigenous name in the brand title as an implicit way of grounding Aboriginal connections to country into the overall branding ensemble. Given that the name Bogong is today understood as being an indigenous word meaning "Big Fella" this label assumes added significance as a brand motif.

This in turn is aided by the fact that the annual summer Bogong moth feasts were a pivotal part of the lives of many different groups of Aboriginal people living around the mountains

prior to the widespread arrival of Europeans in the region in the 1850s.

As such both the name Bogong, and the bogong moth motif have a clear and present relevance to the overall branding of the newly sealed road.

### A DESCRIPTOR LABEL FOR THE ROUTE

These issues lead directly into the question of what label should be attached to the end of the brand name to define the experience. When one looks at what names are used elsewhere, labels like "drive", "road" and "way" tend to feature strongly (e.g. Great Ocean ROAD and Great Alpine ROAD, Great Tropical DRIVE and Greater Blue Mountains DRIVE and the Alpine WAY etc). Of these the two terms "road" and "drive" both have very strong connotations and specific links to car touring as the dominant use pattern. The term "way" however is somewhat less motor vehicle centric.

By way of comparison, New South Wales have defined "drives" as being sub-regional or regional routes that link tourist attractions and/or focal points on the route of tourist interest. In contrast a themed route is usually identified by a promotional name and the term "way".

To be recognised as a "way" the route must have a clearly identified theme. Eligible themes might include: Heritage; National Parks; World Heritage; Aboriginal. Furthermore it must have a clearly defined start and end point.

Hence based on a quick assessment of the three most commonly used terms used to describe touring routes – drive, road and way – the term "way" seems to have the greatest relevance to the context at hand.

## 2.2 BRAND COMPONENTS

This section presents an option for a new brand for the road grounded upon the strategic constructs outlined in Section 1.

This brand is based on the following name and byline

### **“Bogong Alpine Way ... a high plains journey”**

Within this brand three discrete regional components will be recognised as comprising the overall parkway experience:

- The **Alpine Valleys**, for the western fall of the route
- The **High Plains**, for the high country section between Falls Creek and Trapyard Gap and
- The **Mitta Valley** for the eastern fall of the route.

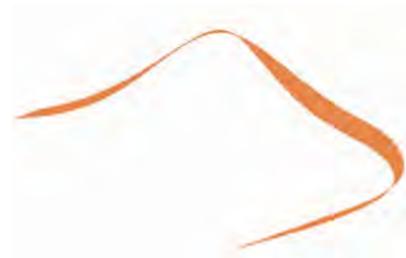
Six key messages will comprise the overall structure and composition of the product:

1. The Bogong Alpine Way is an integral part of the Great Alpine Road that is used by multiple different users in different ways over different seasons.
2. The Bogong Alpine Way is best appreciated as an multi day experience incorporating an overnight stay in Falls Creek.
3. The high country is a place of both ancient and modern overlapping pathways. The indigenous people of the alpine region welcome you to their Country.
4. The Alpine Valleys component of the route has its own unique set of landscapes and opportunities.
5. The High Plains component of the route has its own unique set of landscapes and opportunities.
6. The Mitta Valley component of the route has its own unique set of landscapes and opportunities.

To convey the name bogong and its association with the bogong moth thereby grounding the product in an indigenous context the following components are used.



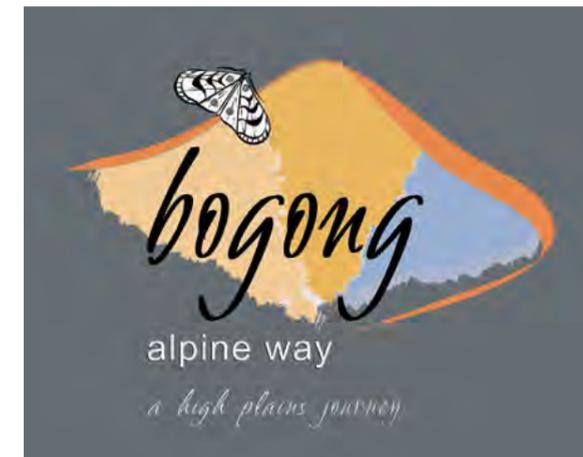
To imply the alpine, high country experience and the circuit nature of the route linking back to the Great Alpine Road the following motif is used.



To convey the three discrete components of the Bogong Alpine Way experience the following motif is used.



## THE BOGONG ALPINE WAY LOGO



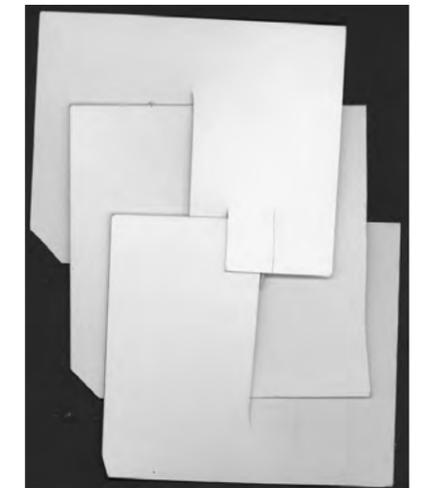
## 2.3 BOGONG MOTIF MOTIF

The importance of addressing the overall branding of the touring experience at the outset of developing an ensemble of signage and visitor facilities for the route is to ensure that these are grounded as an integral part of the overall delivery of the brand.

Accordingly the next step in the project process is to examine possible ways in which the “Bogong” motif could be used.

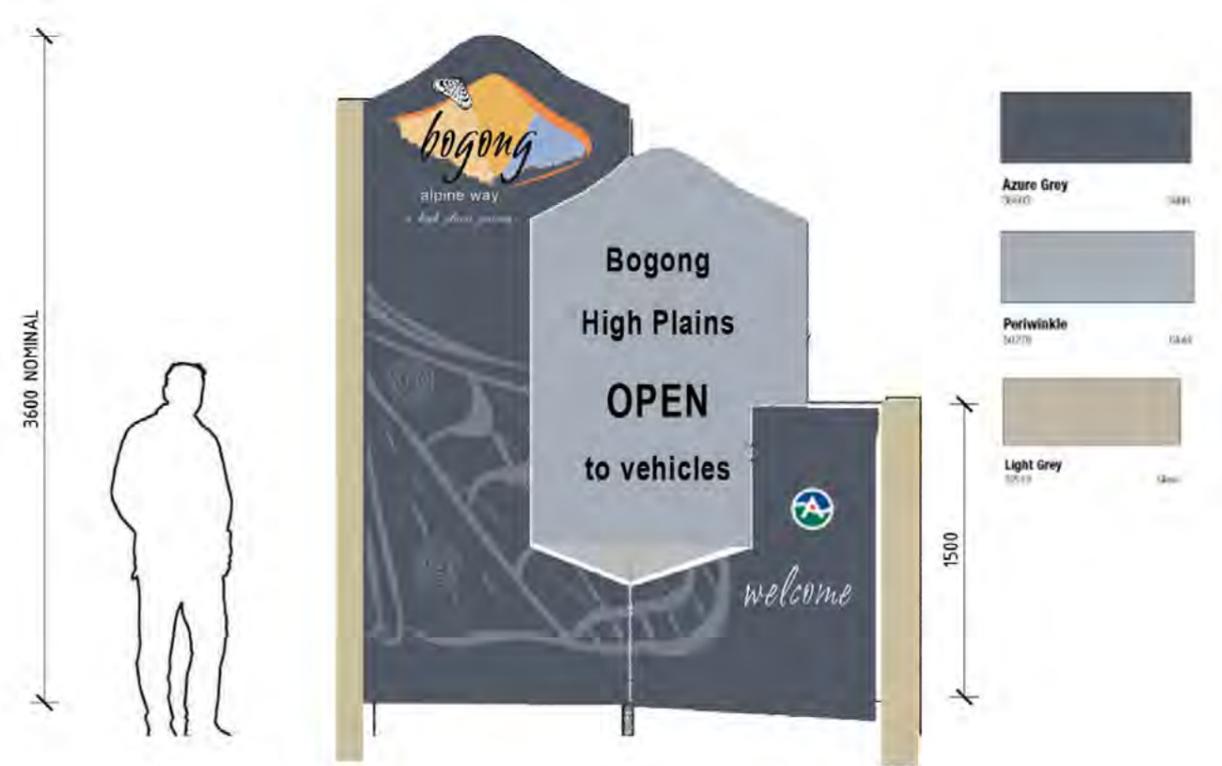
In looking for additional elements of the Bogong motif that could have design significance, one particular aspect that stands out is the habit of bogong moths to cluster together in dark shelters under rock overhangs where they form an overlapping carpet of wings.

Responding to this in the first instance involved experimenting with planes of cardboard to see how overlapping planes could intersect in a manner that might have relevance to a signage solution. The key issue here has not to directly mimic or reproduce the moth cluster or moth wing shapes as such, but rather to ground the creative process on a strong conceptual basis. A key shape to result from this initial model making exercise is shown opposite.

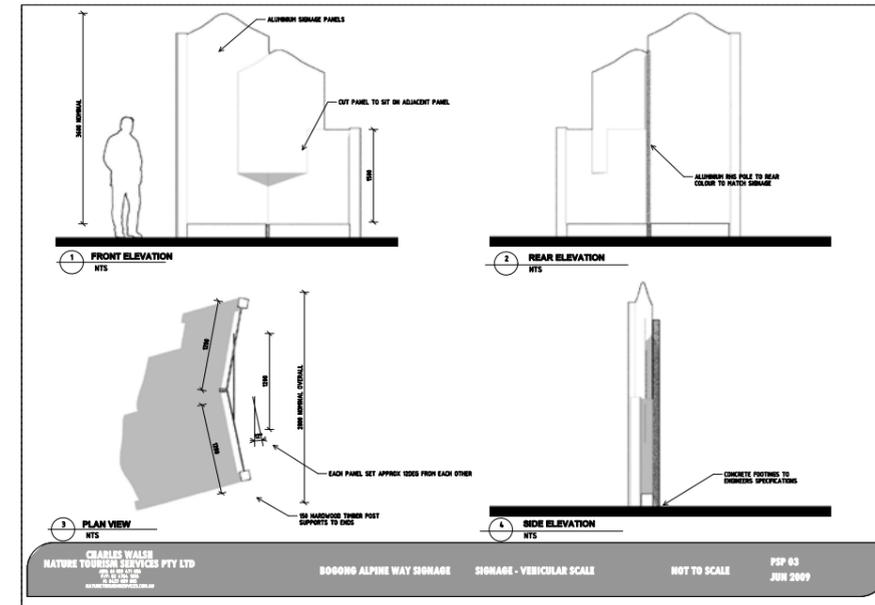
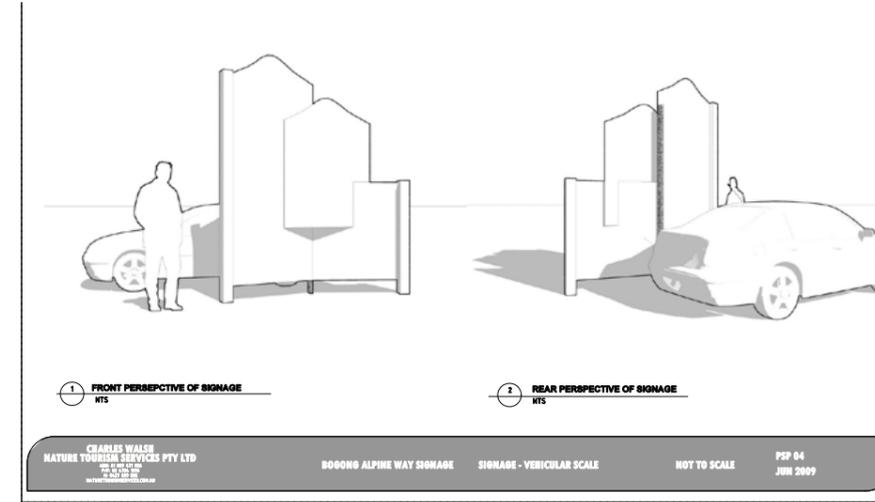


2.4 ENTRY SIGNAGE: drive by

Based on the concept of overlapping / intersecting planes, the following entry signage unit was developed. Two sizes of entry signage will be used. A larger version for drive by gateway signage along major roads where people will not stop near the sign and a smaller version for designating the entry to major visitor nodes along the route. The signs will be made of aluminium with timber main supports either end.



These sign units will not be able to be placed on the road verge as managed by Vicroads, but rather will need to be on Council, private or park lands. In this regard the signs are in the same category as that of township entry signs. The precise use and location of the signs will need to be the subject of additional consultation and approval within the context of the overall signage ensemble of the Great Alpine Road. Some indicative, preferred locations are shown here in order to display the preferred presentation of the signs.



Main entry sign at the entry to the junction of the Bogong High Plains Road and the Omeo Hwy.



2.4

ENTRY SIGNAGE - (cont'd)

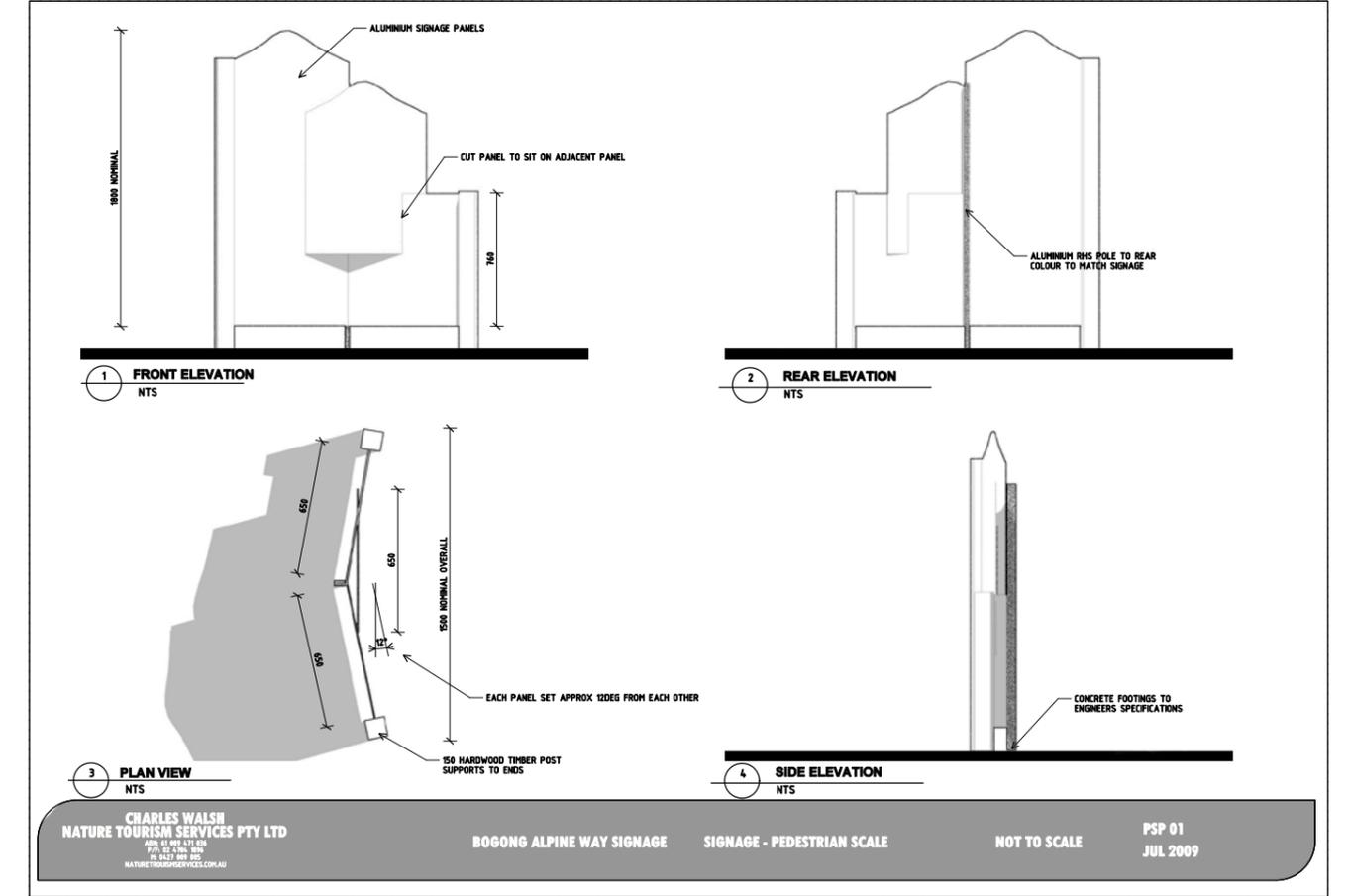
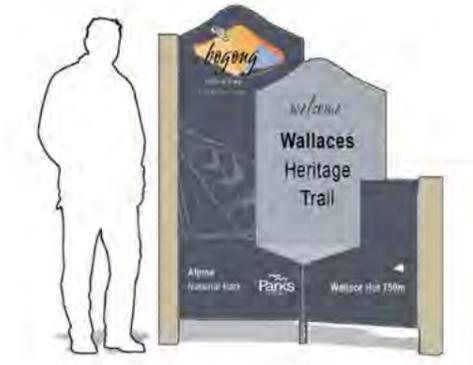
Main entry sign on the Tawonga Gap Road just on from its junction with the Great Alpine Road 2km east of Bright.



Main entry sign on the Omeo Hwy some 1km out from Omeo and opposite the existing sign welcoming people travelling in the opposite direction to Omeo.

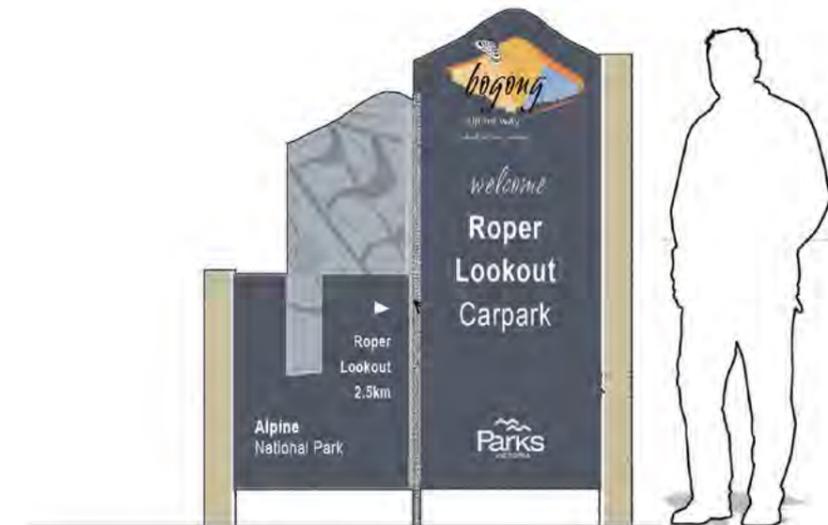
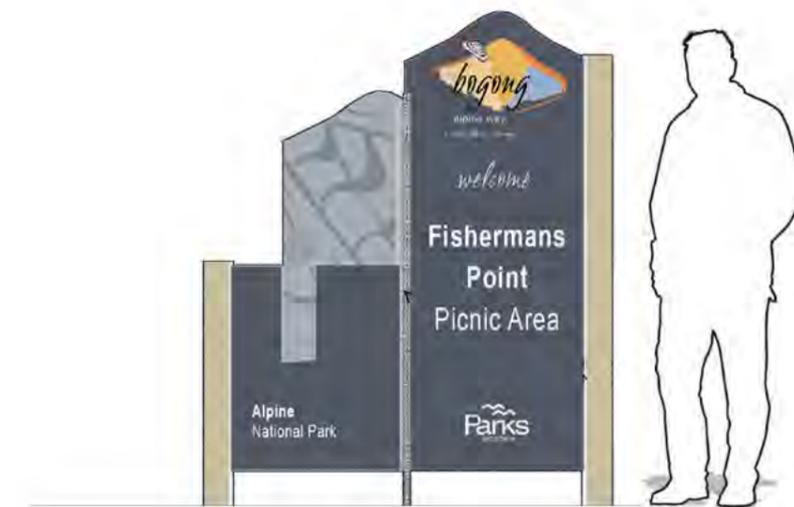
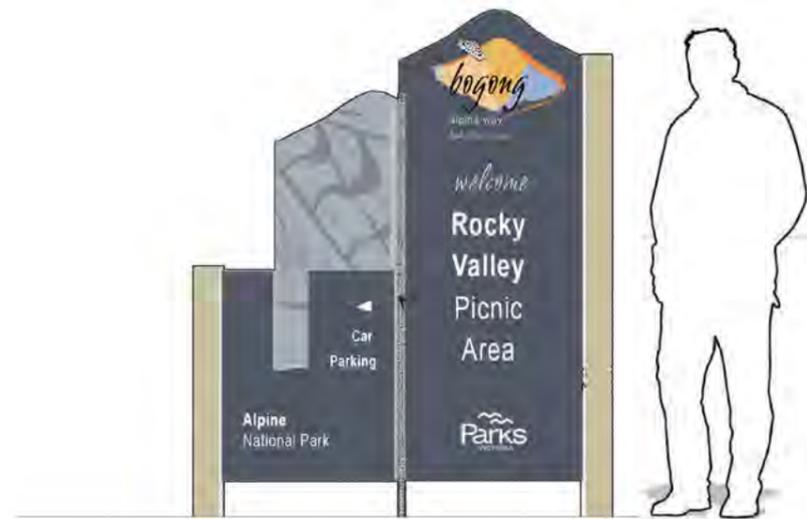
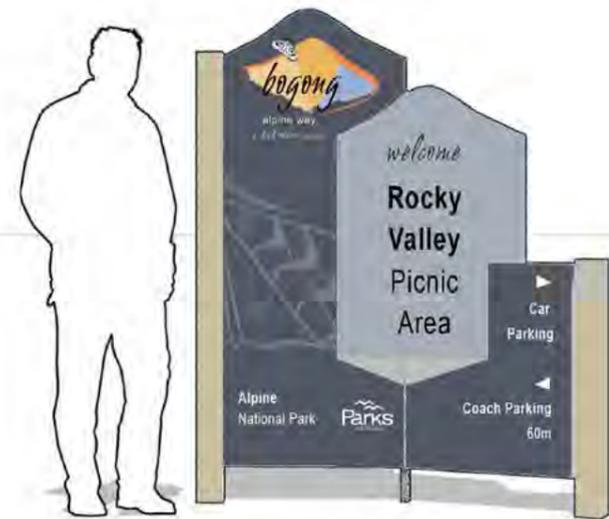


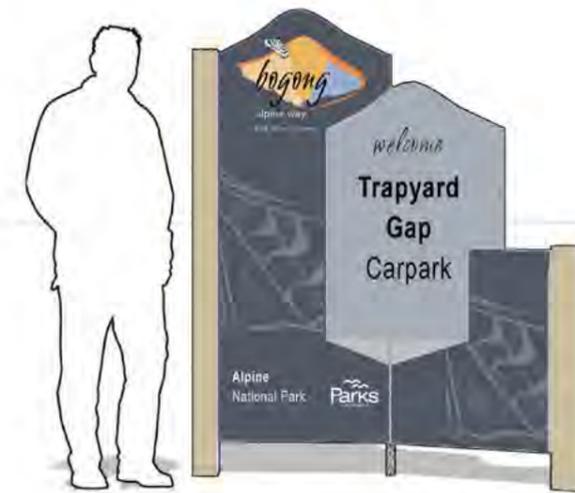
2.4 ENTRY SIGNAGE: park node entry



The construction of these signs will be powdercoated 5mm aluminium bolted / welded together with graphics provided by UV flat bed print to panel with clear powdercoat overprint for graffiti protection. Posts will be structural aluminium channel 127\*65mm. Wall thickness 6-9mm. Fixing in situ via welded base plates and starter bolts to concrete footings.

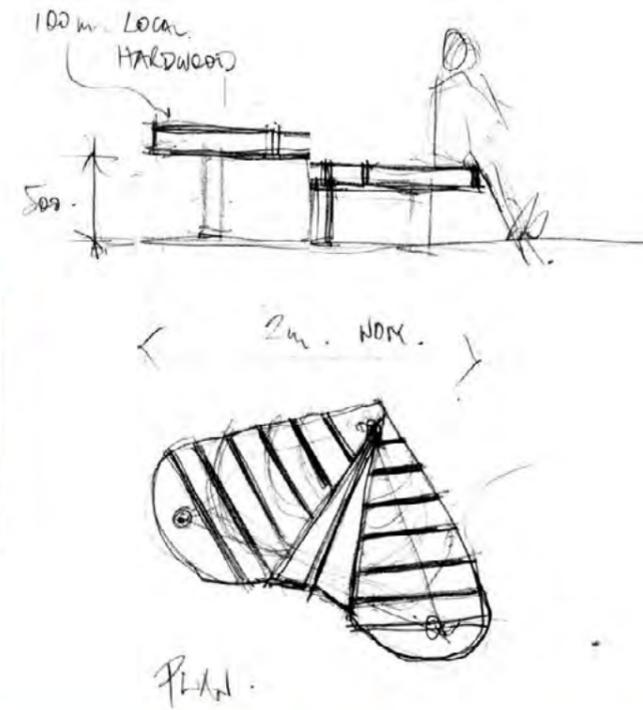
2.5 ENTRY SIGNAGE - PARK VENUES





## 2.6 PARK FURNITURE

The bogong moth motif can be utilised in the form of specific park furniture that will double as both seating and picnic benches. The concept of the furniture derives from recently installed seating in the new Wentworth Falls Picnic precinct in the Blue Mountains.



## 2.7 LANDSCAPE CONTEXT

The palette of built form and materials relevant for inclusion in the design solutions for the project are referenced from existing landscape elements.

Major motifs chosen to underpin the design responses in addition to the bogong motif already discussed are the rolling overlapping curves of the hillsides, the existing extensive use of face granite in the built environment of Falls Creek and environs and the materials and distinctive shapes found in historic huts like Wallace Hut.



Face granite finishes used in the toilet block at Rocky Valley picnic area



Rusted corrugated iron as seen on Wallace Hut chimney



The distinctive chimney shape that is strongly associated with historic huts

## 2.8 INFORMATION SHELTER

The major information shelter structure to be used has been designed to incorporate the major landscape reference motifs.

This includes the curved roof with overlapping arcs redolent of the high plains horizon thereby also helping the structure to sit neatly into exposed contexts.

The use of the rock plinth is a major reference to the built form of the huts plus the use of recycled old corrugated iron to face the opposite end of the display continues this theme.

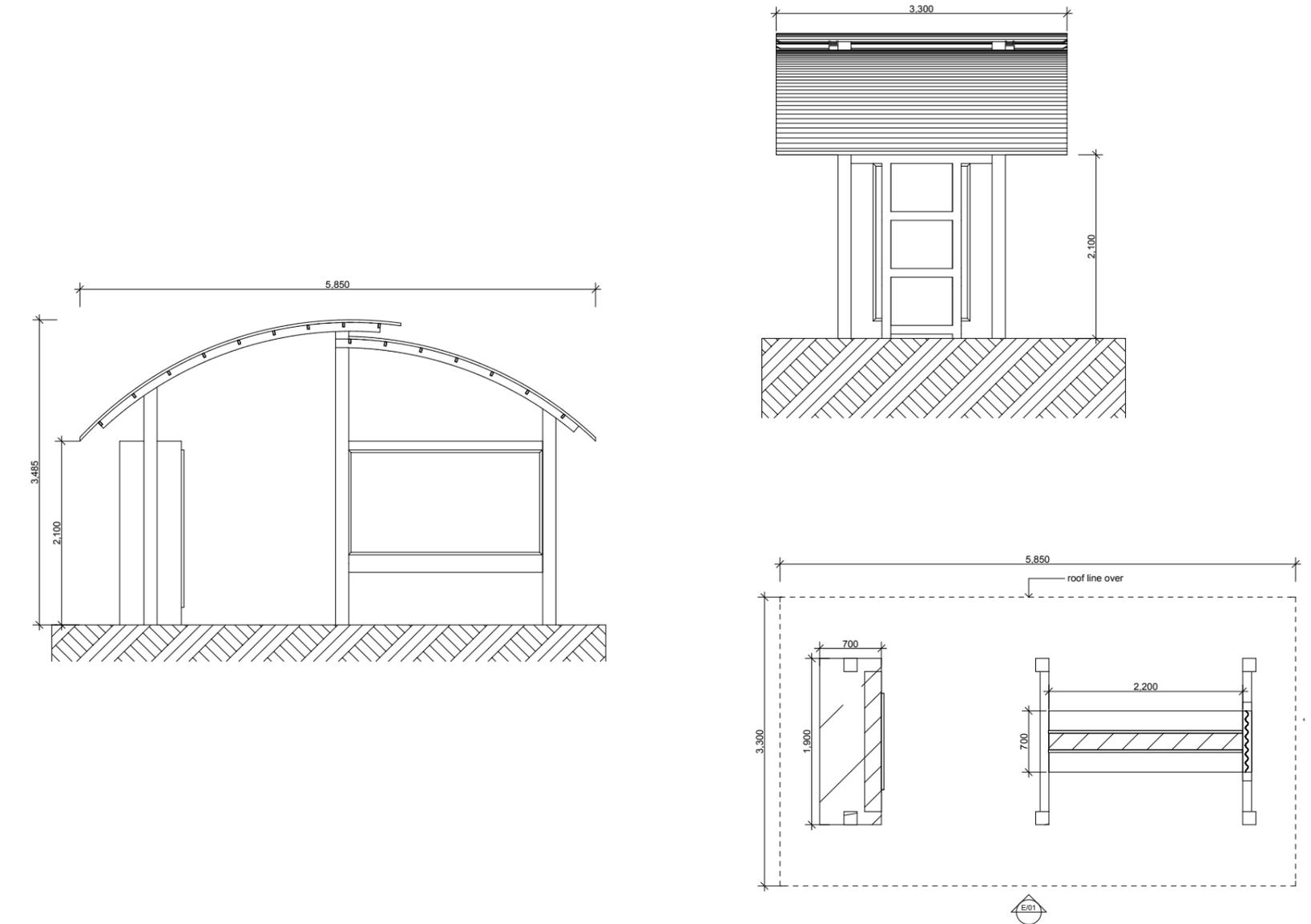
Using a granite face rock finish in the structure also gives it a strong organic quality to assist its integration into the landscape.

All structural elements in the display will be made from steel and finished with gal dip. No powdercoating will be used as the gal dip weathers nicely over time to a subtle finish. The roof panels will be prefabricated off site and will need to be designed so as to bolt onto the uprights in situ, thereby avoiding major transport costs / complications associated with moving a full assembled / welded unit onto the site.

An additional option for the display is to use only one half of the structure in situations where either space and / or cost is an issue.



## 2.8 INFORMATION SHELTER – DIMENSIONED DRAWINGS





## section 3: MAJOR NODE landscape and signage components

### 3.1 Rocky Valley Picnic Area

#### 3.1 ROCKY VALLEY PICNIC AREA

##### CONTEXT

The picnic area and visitor information facility to be established at Rocky Valley Dam is the major gateway facility to be established in association with the road upgrade. Located just 2.5km up the road from the centre of Falls Creek village the site frames the entry to the high plains precinct for people travelling up Mt Beauty and marks the entry to Falls Creek for people travelling up from the Mitta Valley.

The site occupies a very prominent level area overlooking the dam with a dramatic visual catchment for people approaching from the east across the high plains and the dam wall. The approach from Falls Creek is much less visually prominent in summer when the intersection appears fairly quickly around a corner. In winter the site is closed to vehicle traffic yet open to cross country skiers.

A sewered toilet block on site is open year round with heating supplied in winter. An additional major element on site is a generator shed associated with pumping water to the village. With its landmark position and large extent, the site has the potential to function as both a major lookout picnic area and as a quasi outdoor visitor centre presenting information relating to both the road experience overall as well as interpreting the immediate precinct.

Another important aspect of the site is the fact that it can connect with people who may otherwise have driven through Falls Creek without stopping to go into its visitor centre or engage in other ways with the village. This coupled with its position as the entry for people coming from the east make it an important venue for promoting the role of Falls Creek as the ideal overnight base from which to experience the high plains.

##### SCOPE OF WORKS

Landscape design plan to provide for:

- grand 'Sense of Arrival' into park
- delineation of appropriate car parking, that considers safe vehicle / pedestrian interaction
- incorporation of existing toilet facility
- revegetation of denuded and weedy areas
- Rocky Valley Dam observation area positioning
- movement of pedestrians between upper and lower car park areas
- positioning of information facility catering for winter / non-winter use
- positioning of appropriate day use facilities
- positioning of signage
- design of Information facility
- design of lookout
- design of Major Entry signage
- design of Node & Directional signage
- design of Interpretive panels with themes

focussing on the history, development and natural values of the high plains

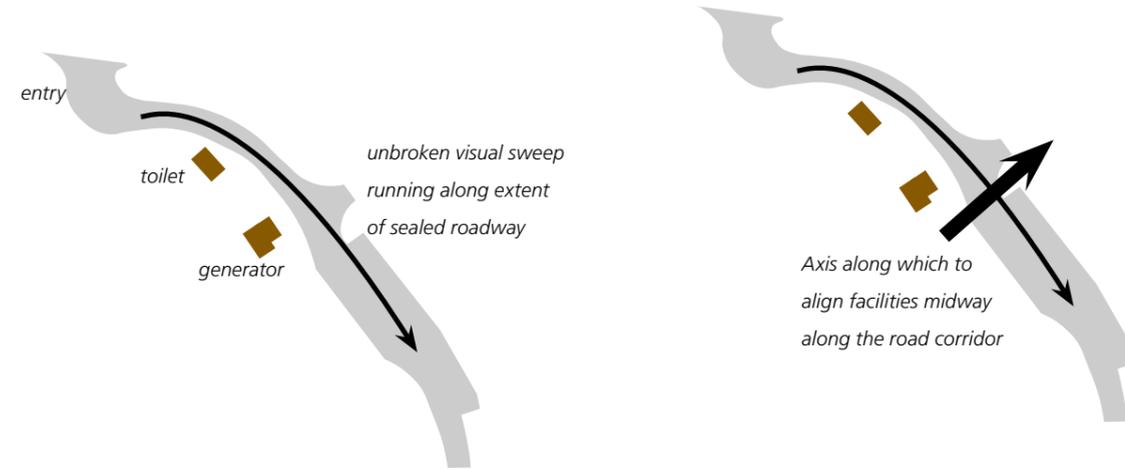
- design of appropriate risk/advisory signage - that captures existing park, road and Rocky Valley Dam risk & advisory information, to rationalize and standardize messaging.



**LANDSCAPING RESPONSES: CORRIDOR EFFECT**

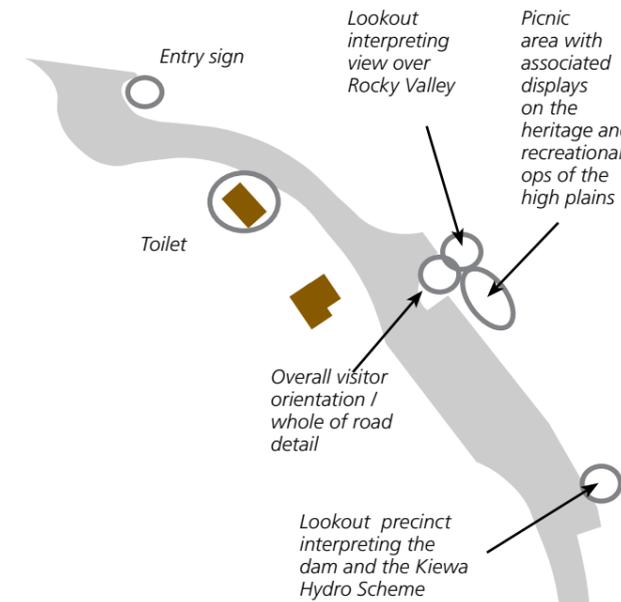
The landscape design challenges facing this site revolve around several key factors. The pivotal one is pervasive effect of the road corridor dominating the precinct.

Our response to this is to introduce an alternative axis for the facilities that cuts across at 90° to the main road corridor and which is sited mid way along its length. This avoids the problem of compounding the corridor effect by placing major facilities at the end of it.



**LANDSCAPING RESPONSES: MULTIPLE NODES**

In keeping with the concept of the site functioning as an outdoor visitor centre it is important to have dispersed information nodes within the site that allow a significant amount of information across multiple themes to be conveyed in association with other facilities like picnic areas and lookouts. The opposite schematic layout accounts for this.



**LANDSCAPING RESPONSES: VEHICLE ACCESS**

There are two key issues for vehicle access in and out of the site. The first is determining a desirable vehicle flow pattern for the precinct, the next is getting drivers to use this access pattern confidently and safely.

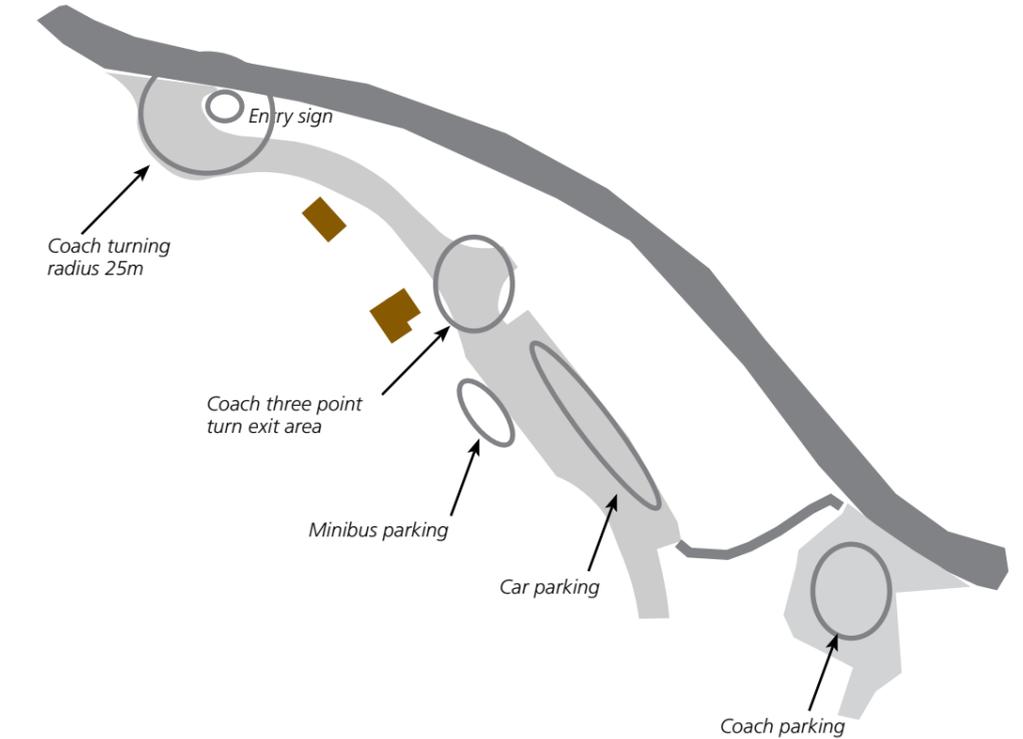
The major issue in relation to vehicle access to the precinct relates to coach access. Overall the main precinct of the node is not suited to coach use, being on the whole too narrow. The main response to this is to keep coaches out of this zone except in unusual circumstances. This means that while coaches must be able to get in and out of this space should they either need to, or inadvertently turn in here, this option will not be formally presented to them.

Rather they will be directed to a coach parking bay on the lower level site next to the dam wall. This space will be reserved specifically for buses. Here there is just sufficient room for several coaches to park and undertake three point turns clear of any egress onto the adjoining roadway.

Coach patrons will then access the site via the ramp leading up to the main precinct. This will not however be wheelchair accessible. Should elderly or disabled access be required, then coaches can drop off and pick up via the upper precinct.

Within the precinct minibus parking can be provided in the cutting currently in place sitting back into the hillside, while carparking can extend along the edge of the main visitor picnic area.

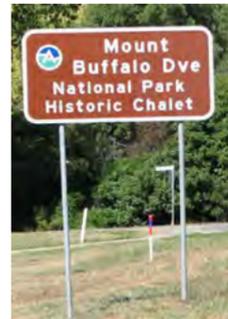
An important point to note in relation to the car parking requirements of this precinct is the fact that length of stay on site for most people is likely to be relatively short. Unlike for example the Wallaces Heritage Trail site, the venue is not a trackhead destination where cars may well be left for up to half a day, or longer. Here the maximum length of stay is likely to be an hour for people picnicking here and shorter for most visits. Based an anticipated high turnover rate, there is no provision made in the current concept plans for overflow parking.



**LANDSCAPING RESPONSES: PRECINCT ENTRY VISUAL CATCHMENT**

The site has a very good visual catchment for people travelling over the Rocky Valley Dam, but a very poor one for people approaching from Falls Creek where the entry appears some two hundred metres in front of them once they round a bend in the road. Accordingly anticipatory signage will play an important role in preparing drivers to respond to the approaching site entry precinct. It is proposed to locate two sets of anticipatory signage for approaches from both directions. The first is set approximately 1km back from the entry, the second 300m back.

This signage will need to accord with standard roadside tourism signage specifications as for example currently used along the Great Alpine Road.



View of the approach from Falls Creek



View of the approach from Rocky Valley Dam

Ensemble of 4 traffic orientation signs each 1200\*750mm to be installed in association with the venue.



Mock up of entry signage installation

**EXISTING MATERIALS AND SITE ELEMENTS**

The site has two established buildings in situ – the toilet block and generator shed. Of these the toilet block uses the granite block facade commonly incorporated into Falls Creek landscaping. It is hence appropriate to integrate further strategic use of this finish in the overall palette of material to be introduced into the new landscaping works. The toilet block access needs to be upgraded from both an aesthetic and functional perspective. This is shown in the attached photo. Disabled access to the left side cubicle can be provided via cutting a new wider doorway in the side wall.



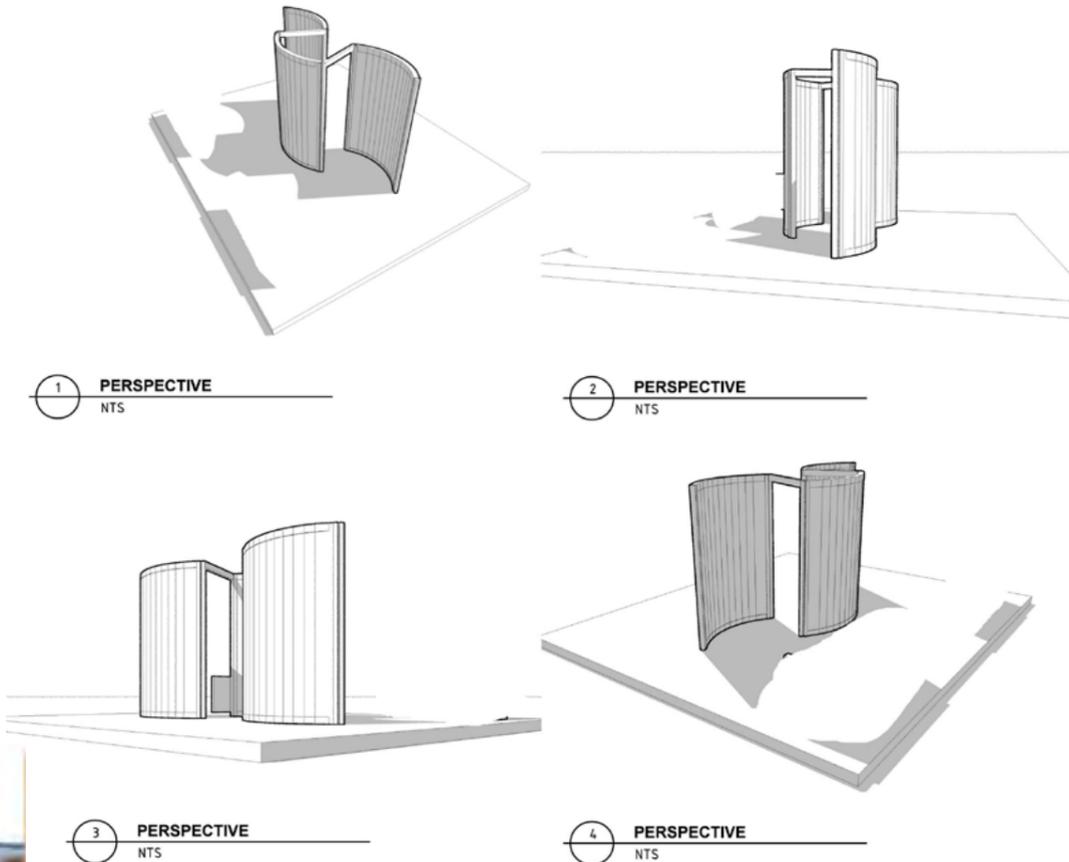
wheelchair accessible ramp



**CURVED DISPLAY UNIT**

The curved display unit proposed for inclusion in the central information node has previously been constructed for outdoor use at Clarendon in the Hawkesbury Valley.

Minor size modifications are proposed for the structure to be installed at Rocky Valley giving it a panel dimension of 2400mm\* 1400mm (inner arc) and 2400\* 1500mm (outer arc).



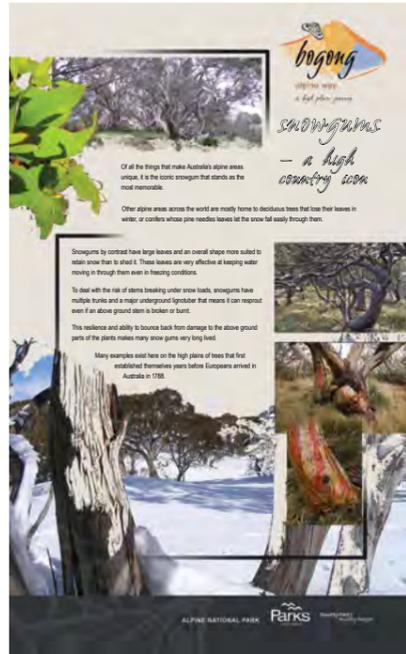
**CURVED DISPLAY UNIT**

The layouts for the six panels are shown here. The three panels facing people as they enter the precinct will cover the more general overview / welcome material relating to the Bogong Alpine Way. The rear three panels will deal with the three geographic regions of the route.



**PANELS PRESENTED UNDER COVER**

The four panels associated with the curved roof structure will be 1800\*1100mm.



**THREE INTERPRETIVE SIGNS**

Two interpretive signs, each 800\*550mm and one sign 1100\*550mm will be located around the outer edge of the picnic area looking out over the surrounding landscape. Two will be in the main visitor / picnic node. One (1100\*550mm) will be at the lookout bay overlooking to the track leading down to the coach parking area.



**EXISTING DAM CORE**

The existing core from the original drilling to build the dam hat is currently located on site will be retained.



section 3:  
MAJOR NODE  
landscape and signage  
components

3.2  
Wallaces Heritage Trail  
Trackhead

3.2 WALLACES HERITAGE TRAIL CARPARK

**CONTEXT**

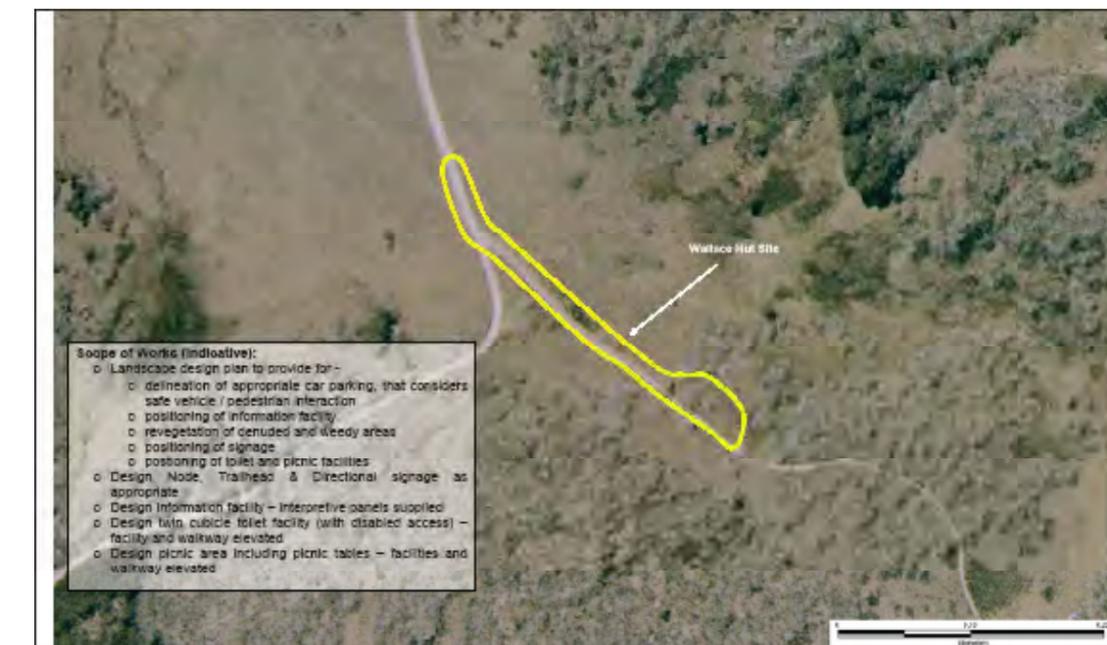
In addition to providing immediate access for walkers and cyclists to Wallace Hut some 500m away this site represents the trailhead of Wallaces Heritage Trail – the headline visitor experience associated with the route.

**SCOPE OF WORKS**

- Landscape design plan to provide for -
- delineation of appropriate car parking, that considers safe vehicle / pedestrian interaction
- positioning of Information facility
- revegetation of denuded and weedy areas
- positioning of signage
- positioning of toilet and picnic facilities
- Design Node, Trailhead & Directional signage as appropriate
- Design Information facility – interpretive panels supplied
- Design twin cubicle toilet facility (with disabled access) – facility and walkway elevated
- Design picnic area including picnic tables – facilities and walkway elevated



Above: Views up to the gate and back to the road from the carpark subsequent to the roadway sealing.



- Scope of Works (Indicative):
- Landscape design plan to provide for -
    - delineation of appropriate car parking, that considers safe vehicle / pedestrian interaction
    - positioning of information facility
    - revegetation of denuded and weedy areas
    - positioning of signage
    - positioning of toilet and picnic facilities
  - Design Node, Trailhead & Directional signage as appropriate
  - Design information facility – interpretive panels supplied
  - Design twin cubicle toilet facility (with disabled access) – facility and walkway elevated
  - Design picnic area including picnic tables – facilities and walkway elevated

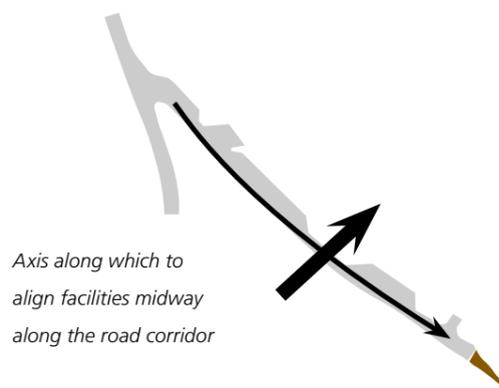
## WALLACES HERITAGE TRAIL ENTRY CONTEXT

This site has a range of functional and contextual issues to address in relation to any landscape design response. Foremost here is its role as the trailhead to the major visitor experience on the high plains and the overall need to create a sense of arrival in keeping with this function.

This sense of arrival is compromised by the 100 metre corridor carpark leading up to the gate which marks the natural point of entry to the trail. This configuration was dictated by environmental needs not to concentrate the parking experience by expanding out laterally into the surrounding vegetation. As such it is a given that must be worked with and this same consideration in terms of environmental constraints also applies to any further landscaping responses.

To create a sense of arrival at this site two responses are needed. Fundamentally these are the same conceptual responses that were applied for the Rocky Valley Dam facilities.

Firstly this requires an approach that cuts across the dominant corridor plane in designing landscape responses, not to mimic it by paralleling facilities along the corridor line. Secondly it needs a clear vertical element to be built in at some point as a means of concentrating the visual aesthetic in a wide open landscape marked especially in this area by low lying shrubs set against a backdrop of burnt snow gums that frame the approach to the entry gate.



## Position of picnic facilities

This concern over the pervasive influence of the dominant corridor line of the precinct has a major influence on how the location of amenities like the toilet block and picnic facilities are placed as well as focussing attention on the role of the entry gate in framing the overall walk experience.

Gateways like this for example typically mark the trailhead entry point separating the arrival precinct with its associated facilities from the walk proper. In this they provide a single gateway transition point that gives a concise beginning and end to the walk – an important part of the overall experience.

Hence if picnic facilities were to be placed beyond the gate, it would present a strong proposition for relocating the gate to the rear of the facilities. This however would significantly extend the present corridor effect.

Accordingly a key design proposition for the landscape response is to integrate picnic facilities and visitor orientation material into a single node in the carpark precinct prior to the gate. While it would also be desirable to integrate a toilet into this same pre gate precinct, aesthetic and practical reasons dictate this is not desirable. It is one thing to make a strong aesthetic design statement in an open landscape around a communal information node, quite another to place the spotlight on a toilet block. The discrete location of the facility in amongst the snow gums on the downslope just beyond the gate is hence a given of the landscape response.

## Role of an assembly point

In relation to the location of the single information / picnic node in the overall carpark entry precinct it is useful to note that in such an elongated precinct people who arrive as part of a group need a congregation point where they can assemble prior to commencing the walk. This also is an important part of the overall trip aesthetic whereby the group reforms and reorients from the transport process to commence the walk experience.

In view of the environmental sensitivity of the site, it is proposed that the inclusion of such a node be undertaken via raised decking on the downslope, northern side of the road. This decking provision will allow for the maintenance of vegetation beneath the deck. The use of cantilevered sections will also be undertaken to minimise the footings required and to keep any ground disturbance within the overall corridor envelope as defined by the outer edges of the carpark bays.

This notion of providing an assembly point in the precinct actually informs the concept of the picnic facilities to be provided. What is needed here is for a venue to be established slightly outside / apart from the dominant visitor flow patterns to provide a place of repose.

This same space with its open views and pleasant ambience can also serve as place to sit and have lunch, morning tea etc. In this context, seating and a situation apart from the main visitor flow are key criteria.

The inclusion of formal picnic tables as such is much less so. This is particularly true in an area that will be subject to overcrowding in key visitor periods. A picnic table comes with a silent territorial boundary that tends to claim not only that space for the people who occupy it but also the surrounding table precinct. In this way three or four separate small groups can easily “fill up” even a substantial picnic area.

Open plan seating by comparison is much less demanding in terms of personal space and as such an area using this response can cater for multiple use (i.e. gathering place / eating place) better than one that uses formal picnic tables.

## Bike racks as a management tool

A further point to note as an issue needing a landscaping response is one already referred to into this plan. Namely this is the issue of subtly encouraging people on push bikes not to take them onto the track down to Wallace Hut.

Given bikes are allowed to access this hut via either the management trail down from the carpark or the management trail leading up from the aqueduct trail it is not an option to prohibit them.

It is however very important for Wallaces Heritage Trail that it be unequivocally promoted as a walking track. The fact that you can legally cycle three quarters of it if you return from Cope Hut via the road rather than via the snowpole line will doubtless be worked out and followed by some. This option however undermines the overall integrity of the walk and it needs to be addressed in the walk planning and landscaping responses.

A key way to do this in the carpark precinct is to focus attention on the provision of bike racks as part of the gathering / information node. These make a very strong statement as to the fact that bikes are not meant to be taken any further. A licensing condition of any guided walks operating on tours to Wallace Hut or on any portion of the Wallaces Heritage Trail should also make clear that access must be by foot only.

## Carpark capacity

In view of the environmental sensitivity of the site, there is little if any scope to incorporate overflow parking capacity into the landscape plans.

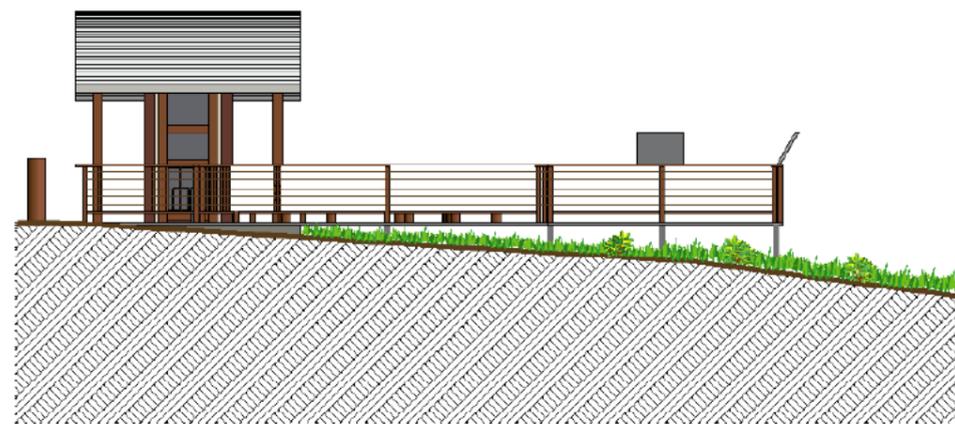
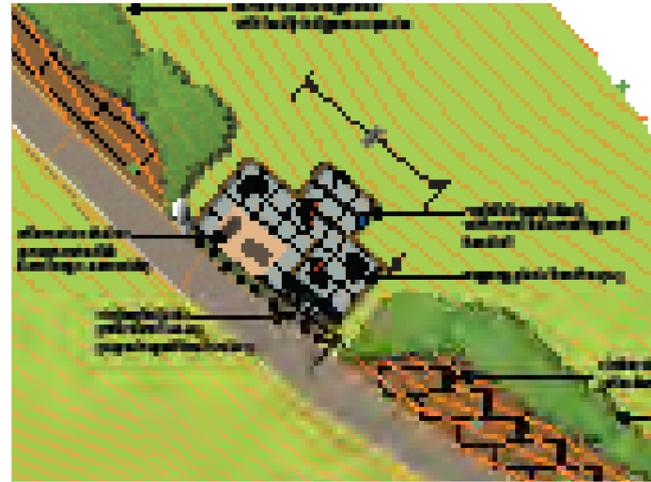
One way to address the longer term problem of providing sufficient capacity at this point is to strongly emphasise the role of the ride / walk option for people staying at Falls Creek versus the notion of them driving around the high plains to access the walk of their choice.

## Toilet location

The location of the toilet is proposed for the existing open area just beyond the current gate leading to Wallace Hut. The toilet is proposed to be accessed via a 5m walkway and to take advantage of the natural fall of the ground to establish at facility with a floor level approx 1m above ground level. Steel deck would continue along the entry verandah allowing for vegetation growth under the deck. The main body of the toilet block would comprise an enclosed structure capped by a suspended slab. The walls would be rock clad masonry. Excavation of approximately 1m would be required to embed the 2m high sub floor toilet structure in place.



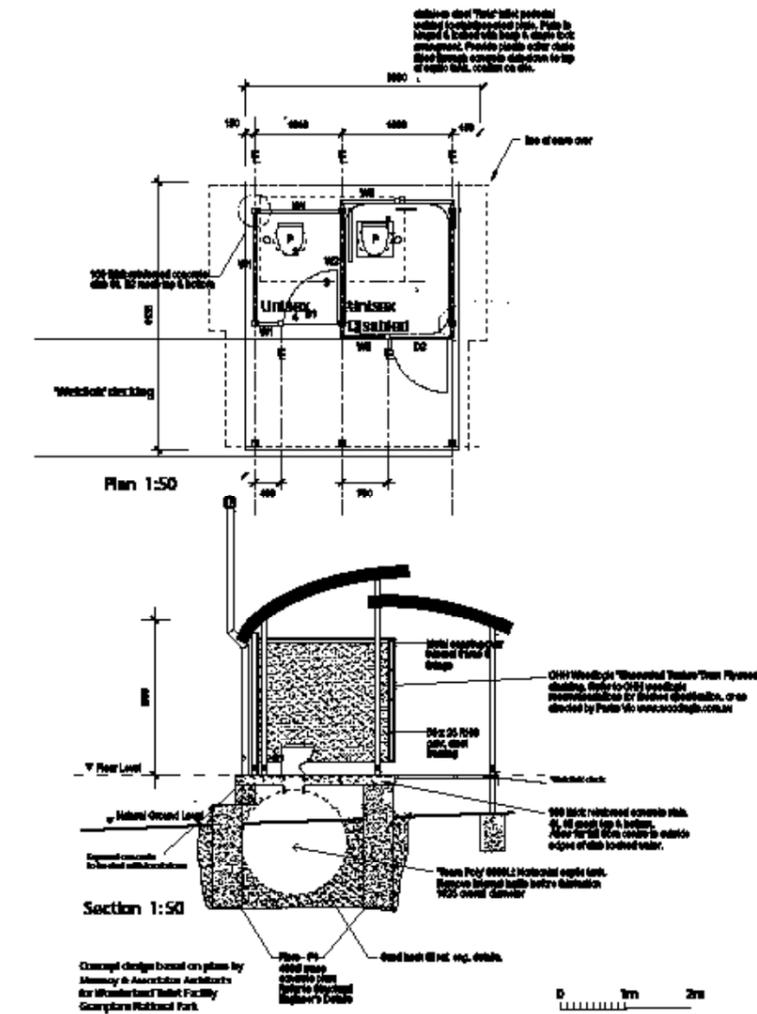
Wallaces information / picnic node



Wallaces toilet

The toilet at Wallaces Heritage Trail Trackhead will be accessed via a level 5m walkway leading off from the main entry path. The natural fall of the ground at this location will see the entry deck to the cubicles sitting some 800–1000mm above ground level.

This means that the sub ground component of the toilet system will require excavation in the order of 1m deep. The deck will continue along the verandah in order to allow vegetation growth under this element. Please note no water / watertank is to be provided on site.







## section 3: MAJOR NODE landscape and signage components

### 3.3 Trapyard Gap Picnic Area

#### 3.3 TRAPYARD GAP

##### CONTEXT

For people travelling up onto the high plains from the Mitta Valley, Trapyard Gap is a major node with a very significant gateway role to play and one which needs to strongly encourage visitors to pull over and engage with. For those travelling eastwards down into the Mitta Valley, the site is only a minor node and it is of less importance as to whether or not they choose to pull over and experience the site.

Trapyard Gap is also the point at which the road section up over the high plains is closed in winter and as such it has significant seasonal use as the “end of the road” carpark used by cross country skiers travelling to the high plains. This use in particular argues strongly for the inclusion of undercover picnic facilities on site so as to provide a sheltered gathering / final packing point people can use in bad weather. Currently there is an information bay located on site. This is proposed to be replaced with a bogong roof display unit under the new landscaping options.

##### Facilities

The site’s facilities will prominently seen when approaching from east heading up onto the high plains and this will assist with the uptake in use of the site by people travelling in this direction. The visual presence is much less pronounced travelling down the hill. This however is not

seen as a major problem, though location of the main entry sign can make sure the site is easily recognised from either direction.

As with all other major node venues along the road, a series of two anticipatory signs from either direction (i.e. a total of 4 per site) will be installed. These would say “Trapyard Gap picnic and information area 2km” and “Trapyard Gap picnic and information area 300m”. They will help make sure people get the chance to make a decision as to whether or not they wish to stop at the venue prior to actually encountering it.

This site is an important node for orientating people prior to their trip up onto the high plains and to encourage them to think about overnighing in Falls Creek if they haven’t already done so. The node also needs to encourage them to be sure to stop off at the Wallaces Heritage Trail en route.

##### Shelter

A highly desirable inclusion for the site is the addition of an undercover picnic area providing shelter from the rain. This is particularly useful for cyclists travelling along the road and using the venue as a lunch spot. It is also very valuable for people using the site as a winter trackhead. It means they can use the shelter to regroup and get organised after disembarking from their cars).

##### Utility benches

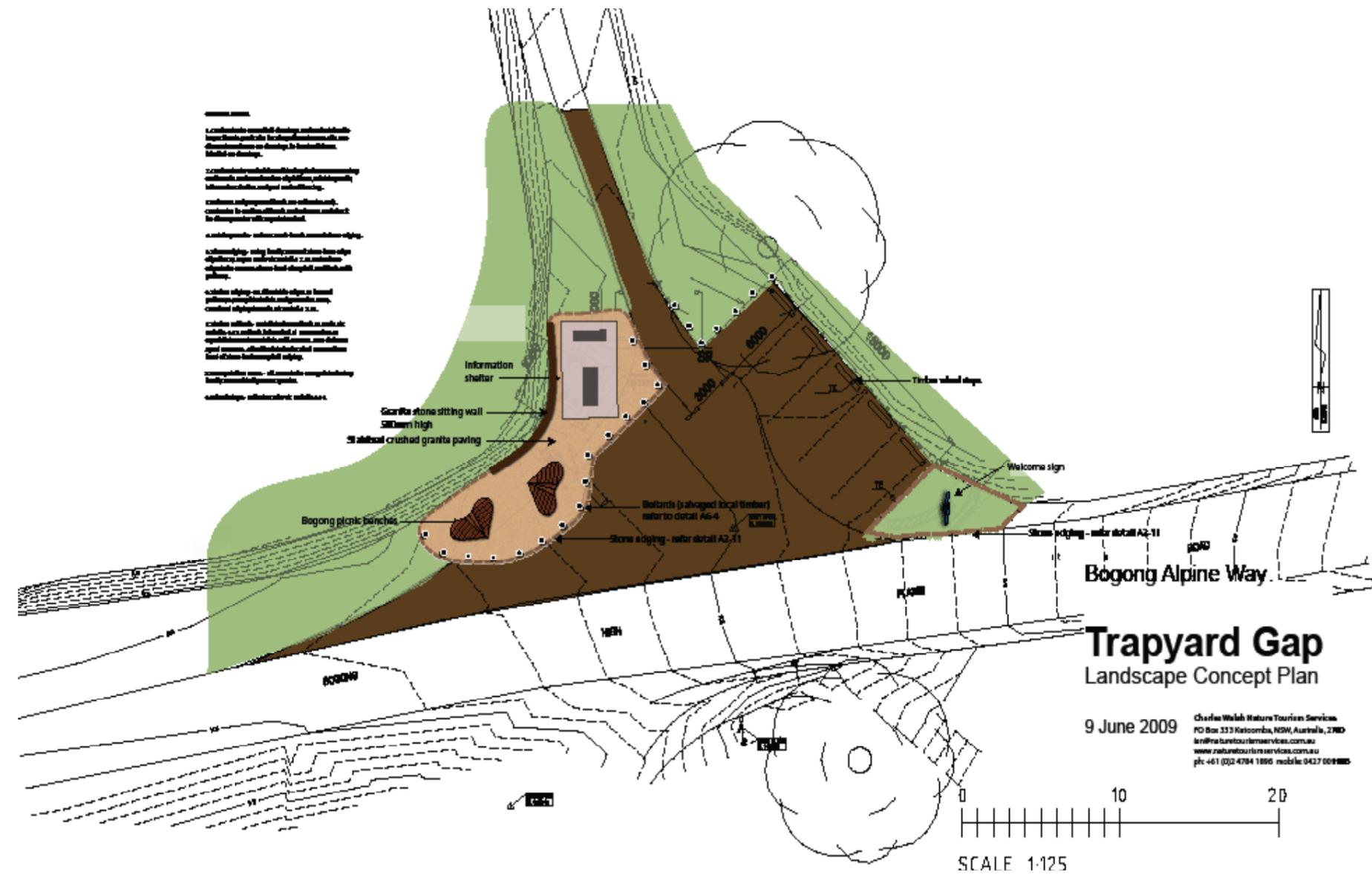
Instead of including an actual picnic table in the landscape ensemble, the idea for both here (and for Rocky Valley Dam) is to use timber plinths that can function as seats/ benches/ tables without taking control of the overall space in the way that an actual picnic table does.

##### Scope of works

- Landscape design plan to provide for -
- Grand ‘Sense of Arrival’ into park (reflective design/theme to Rocky Valley Site only on smaller scale)
- delineation of appropriate car parking, that considers safe vehicle / pedestrian interaction
- positioning of Information facility
- positioning of appropriate day use facilities

- positioning of signage
- Design of Information facility
- Design of Major Entry signage
- Design of Node and Directional signage as appropriate
- Design of Interpretive panels with themes focussing on the history, development and natural values of the high plains
- Consideration of, and advice to be give to Parks Victoria regarding the placement of a second ‘gateway entry’ sign that marks the entrance to the Bogong High Plains proper, at a suitable location beyond Trapyard Gap – subsequent design of signage as required



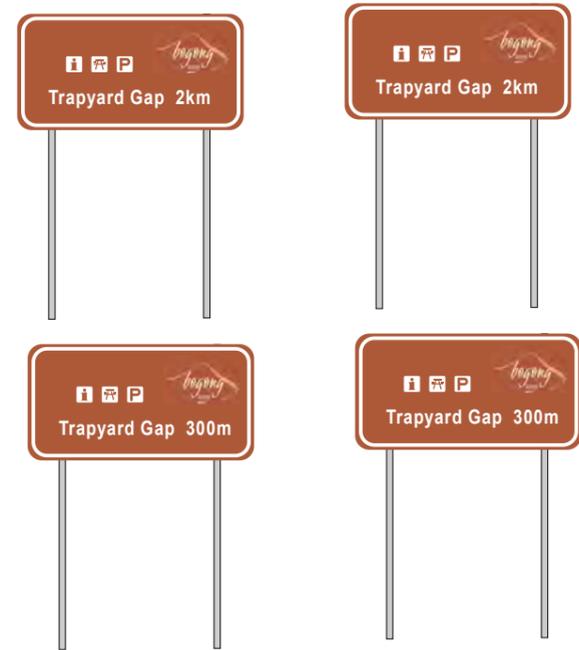


**Trapyard orientation signage**

One double sided gateway entry sign



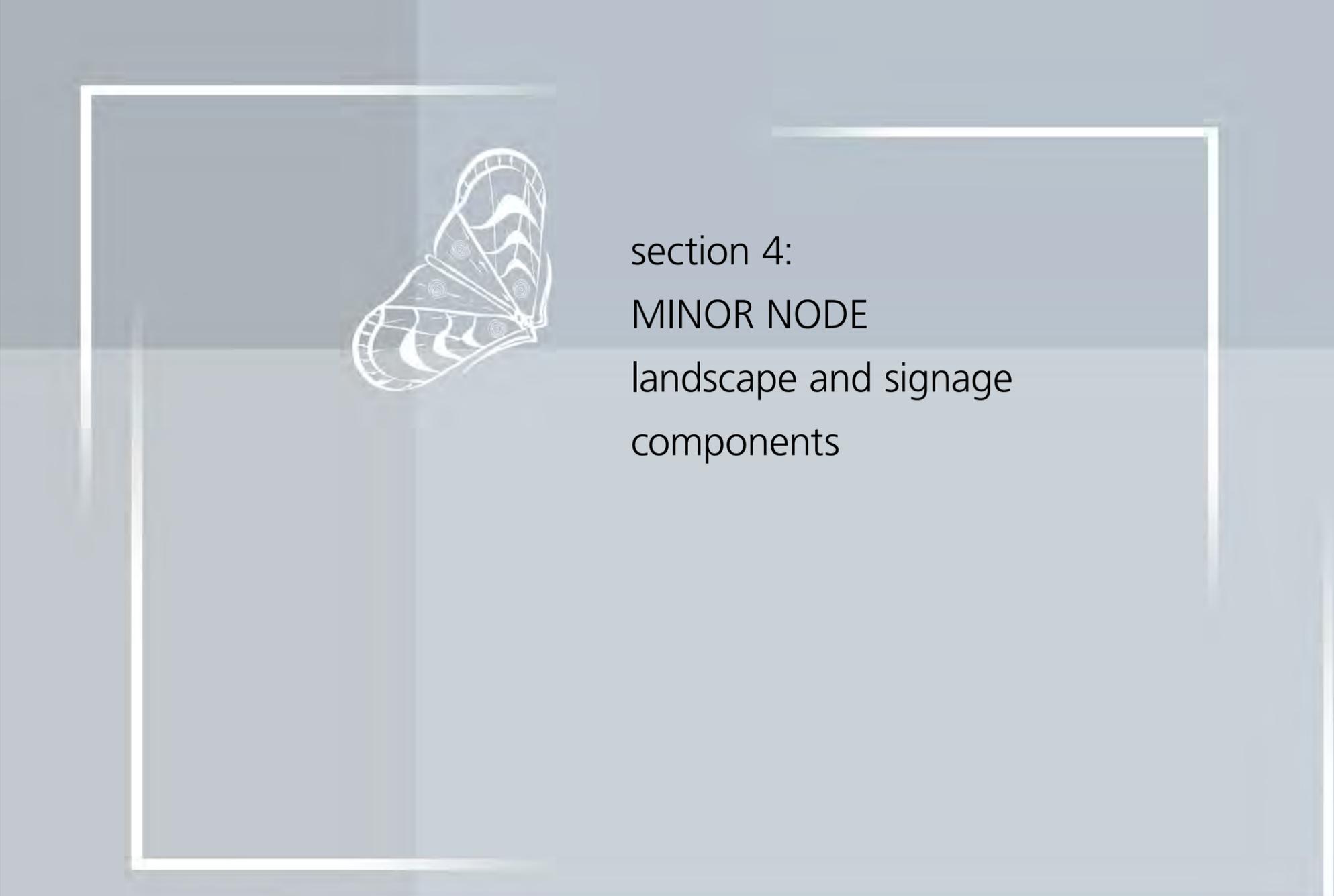
4 roadside signs 1200\*750mm



**INFORMATION CONTENT: 2 LARGE DISPLAY PANELS IN SHELTER EACH 2200\*1200mm**



Safety panel 1800\*1100mm



#### 4.1 ROPER LOOKOUT CARPARK

This trackhead for the Roper Lookout walk also functions as an important park entry portal. The existing display shelter on site will be replaced with the new model to present an even ensemble of display shelters across the high plains.

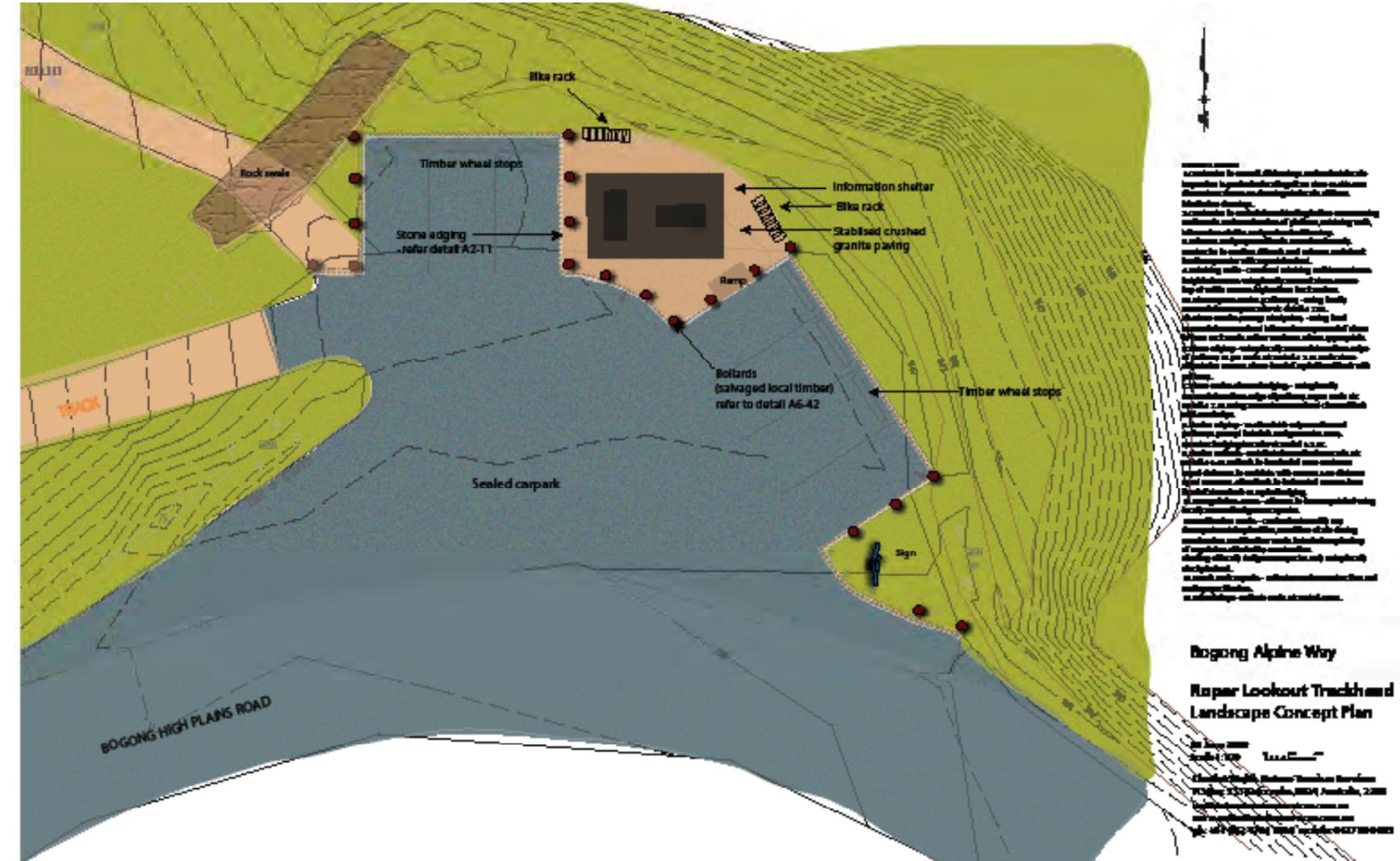
In addition the use of a new double sided display shelter at this location provides the chance to include additional information over and above that currently displayed on site.

Also important here is the inclusion of bike racks in order to support the ride/walk message and to make the point people need to leave their bike here.

##### Scope of Works (Indicative):

- Landscape design plan to delineate appropriate car parking & sign positioning
- Design 3 x Interpretive Panels – (to be installed in existing Information Facility)
- Design Node, Trailhead & Directional signage as appropriate
- Design appropriate risk/advisory sign - that captures existing park and Rocky Valley Dam risk & advisory information, to rationalize and standardize messaging

The existing information shelter at Roper Lookout Trackhead is to be replaced with the new information structure

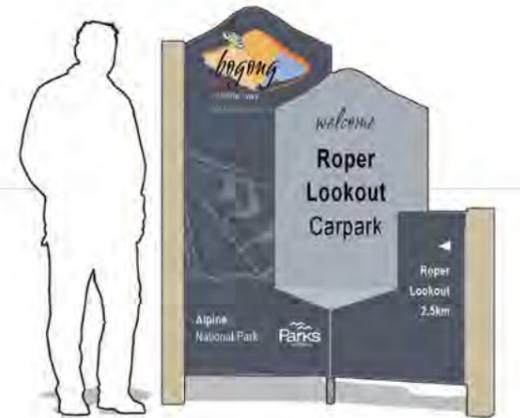


**INFORMATION CONTENT: 2 LARGE DISPLAY  
PANELS IN SHELTER EACH 2200\*1200mm**

Safety panel 1800\*1100mm



**INFORMATION CONTENT: 1 small entry sign**



**4.2 FISHERMANS POINT**

This site provides access to one of two boat launching ramps on the reservoir. It also serves as a de facto trackhead to the Heathy Spur walking track that leads off from the area some 150m along the road.

This site has the potential to be a very significant visitor facility on the lake edge. Such an upgrade however lies outside both the scope and budget of the current project. Accordingly the response of this plan is to simply tidy up the area's signage and facilities by way of a holding pattern pending a more comprehensive approach to the site.

Currently there are a series of picnic tables located on the small peninsula leading down to lake. It is recommended that these be consolidated into a smaller precinct adjacent to the road so as not to encourage dispersed access across an area with no properly formed tracks.

In terms of parking, the area actually has ample existing roadside verges well away from the main road corridor already in place. It is hence recommended to not formalise any parking on site at this stage. Such action would however be an integral part of a future all of precinct landscape upgrade.

An additional issue to be addressed on site is the fact that it is currently called Rocky Valley Picnic Area. This is potentially very confusing given the new Rocky Valley picnic and lookout area going in across the other side of the dam wall. The name of the site should hence be changed to Fishermans Point.

**Scope of Works (indicative):**

- Landscape design plan to delineate appropriate car parking & sign positioning
- Design Node, Trailhead & Directional signage as appropriate
- Design appropriate risk/advisory sign - that captures existing park and Rocky Valley Dam risk & advisory information, to rationalize and standardize messaging





The existing site identification and regulatory information at the site should be consolidated into a single entry sign located at the end of the sealed surface replacing the current sign there.



### Boating Safety Information: Rocky Valley Storage

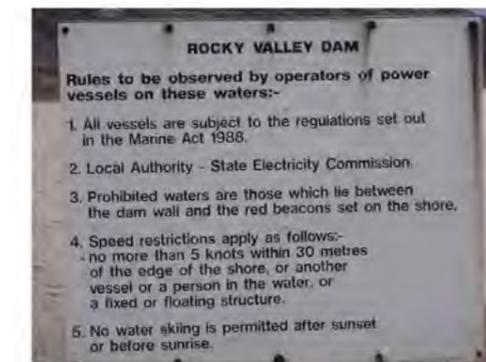
**RULES TO BE OBSERVED BY OPERATORS OF POWER VESSELS ON THESE WATERS**

- All vessels are subject to regulations set out in the Marine Act 1988
- Local Authority – Southern Hydro Ltd
- Prohibited waters are those that:
  - lie between the dam wall and the red beacons set on the shore
  - lie between the dam wall and the red buoys and within the line of buoys at the south west end around take off structure
- Speed restrictions of no more than 5 knots applies as follows:
  - within 30 metres of the edge of the shore or other vessels
  - within 30 metres of a person in the water or a fixed or floating structure
- No waterskiing is permitted after sunset or before sunrise.



Here at Fishermans Point you are standing on the shores of the major reservoir of the Kiewa Hydroelectric Scheme. The dam was constructed in the 1950s to gather rain and snow from the high plains in order to channel this through a series of underground power stations further down the valley.

This site also marks a valuable trackhead for the Heathy Spur Walking Track that links back from here to the Big River Firetrail. This popular loop walk provides spectacular views out over the dam and beyond. It is also renowned for the floral display available along the walk at the height of the summer alpine flower season.





**INFORMATION CONTENT: 2 LARGE DISPLAY PANELS IN SHELTER EACH 2200\*1200mm**



Safety panel 600\*1000mm



**4.4 COPE HUT CARPARK**

Ordinarily this site would constitute a significant trackhead requiring a fairly major response in terms of facilities and information. Given its inclusion as a pivotal location midway along the Wallaces Heritage Trail and the need to ensure people are not distracted to start the walk here rather than at the proper trackhead at Wallaces Hut carpark, a very low key response is required.

This relates to the provision of parking and landscape responses including the replacement of the existing gate for a more sensitive bollard approach.

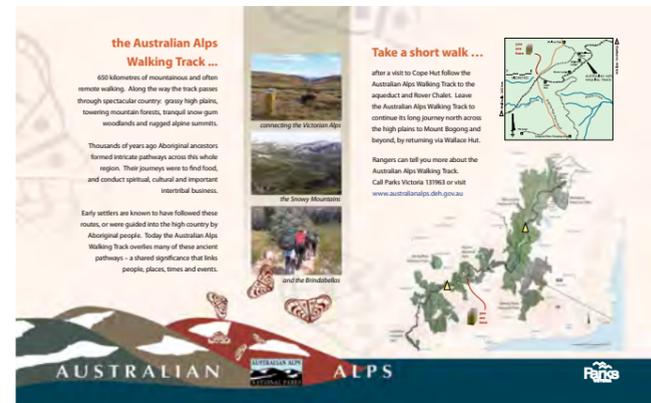
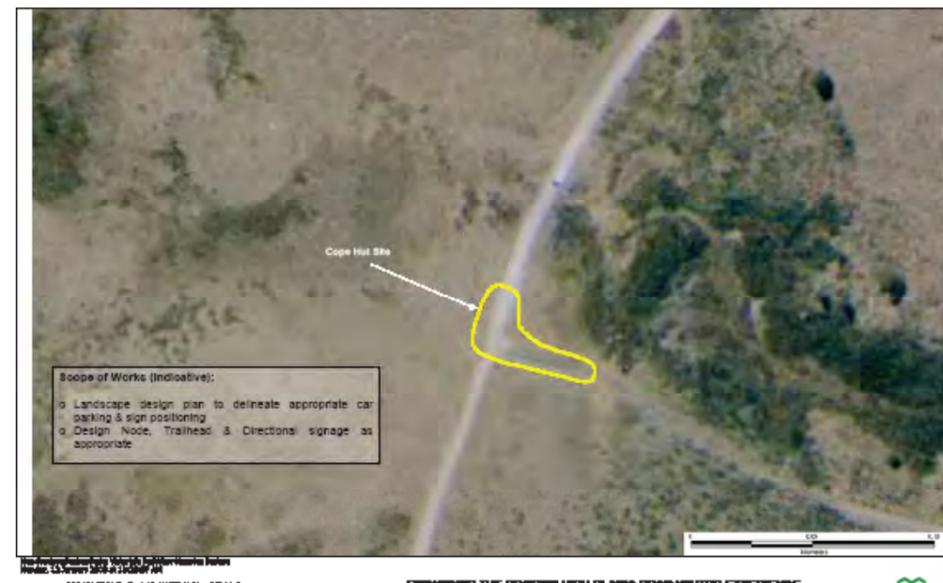
Given the inclusion of a standard interpretive sign on the Australian Alps walking track already on site here, other signage content is limited to the inclusion of some local commentary on the major roadside entry sign.

**Scope of Works (indicative):**

- Landscape design plan to delineate appropriate car parking & sign positioning
- Design Node, Trailhead & Directional signage as appropriate



A sign on the Australian Alps Walking Track already on site is one of a series of 11 such signs across the alps.



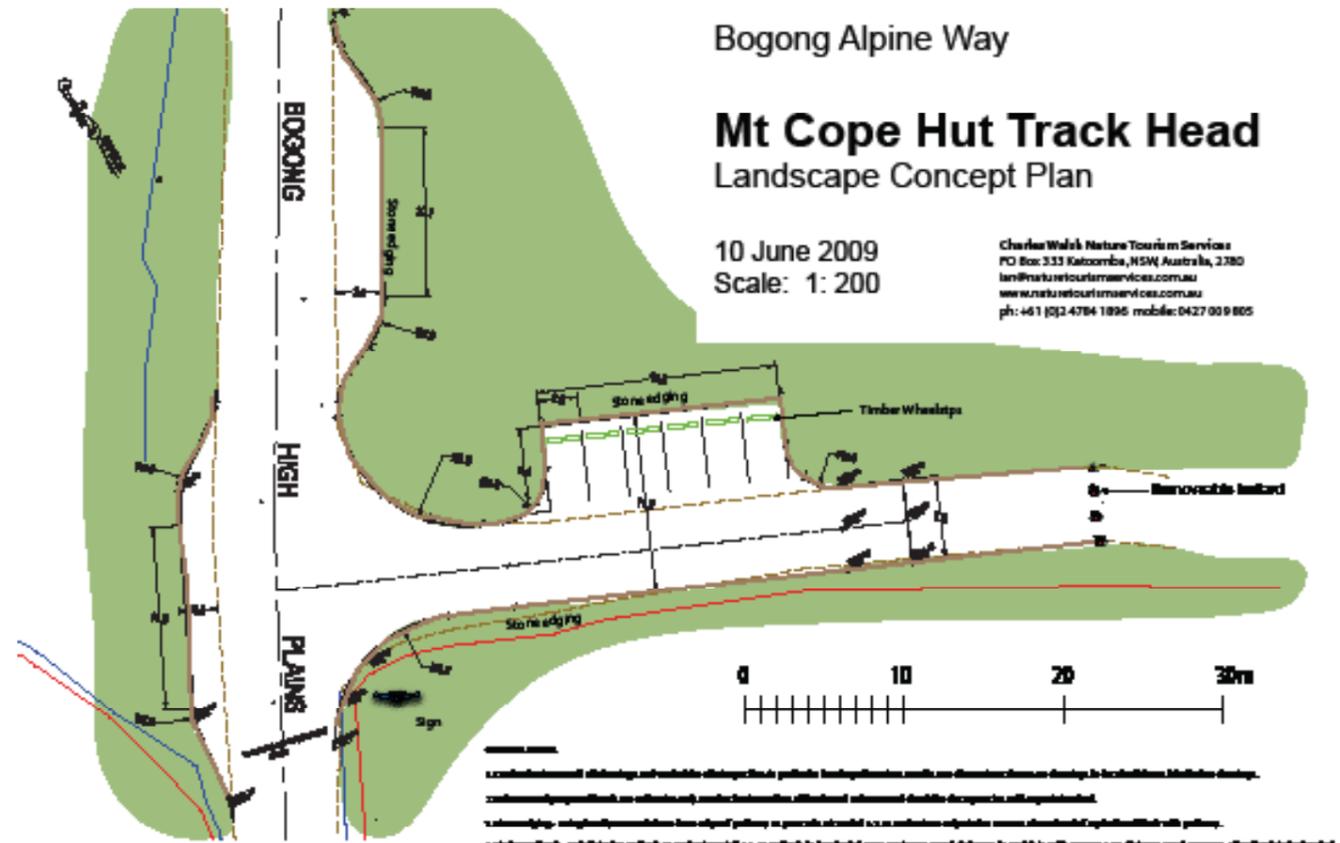


The historic Cope Hut stands at the crossroads of the Bogong High Plains. For cattle herders and now modern travellers, this is where two important routes meet – one across the high plains and another along the spine of the alps.

Today, these routes have become the Bogong High Plains Road, which links east and west across the tops, and the Australian Alps Walking Track, which traverses the high country from Walhalla nearly to Canberra. And they cross paths right here where you're standing.

Who was Cope?

The story goes that in 1851 a young Aboriginal man from the Mitta Mitta valley, by the name of Larnie, led Jim Brown and Jack Wells up to the Bogong High Plains. The two stockmen gave names to many of the peaks, including Mount Jim, Mount Jack and Mount Baldy. Baldy was later changed to Hotham, and Jack was renamed Mount Cope after a prominent judge. The name Cope Hut reflects the buildings location just to the north of this prominent high plains peak.



### Bogong Alpine Way Mt Cope Hut Track Head Landscape Concept Plan

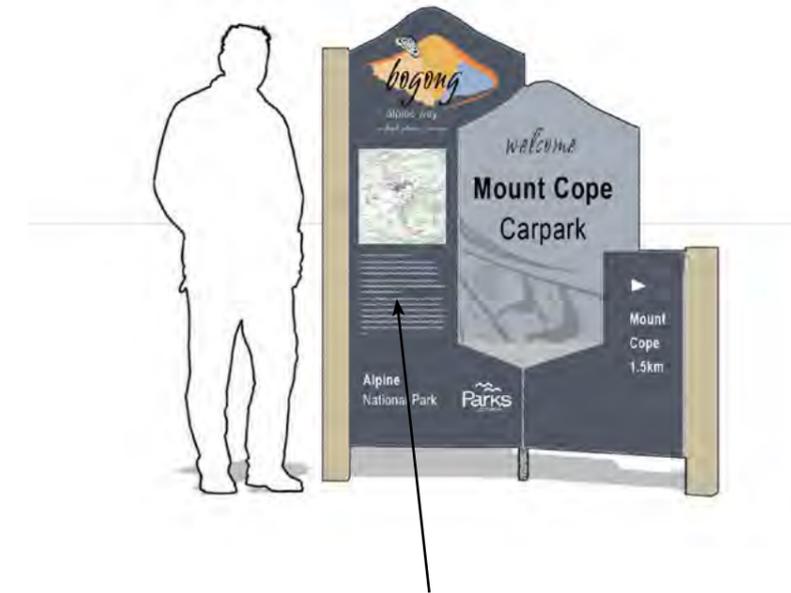
10 June 2009  
Scale: 1: 200  
Charles Walsh & Nature Tourism Services  
PO Box 333 Katoomba, NSW Australia, 2780  
lan@natu.netourismservices.com.au  
www.natu.netourismservices.com.au  
ph: +61 (0)2 4784 1896 mobile: 0427 009 885

#### 4.5 MT COPE TRACKHEAD

A feature of the landscaping response at this site is the recommendation to relocate the first 200m of the track so to have it start immediately adjacent to the carpark. Beyond this the main precinct location signage can be used to convey the important walking track details.

##### Scope of Works (indicative):

- Landscape design plan to delineate appropriate car parking & sign positioning
- Design Node, Directional & Trailhead signage as appropriate



Mount Cope Track: 3 km about 1.5 hours return

The rounded hillock of Mount Cope (1837 metres) stands as a guardian overlooking the southern Bogong High Plains. Wide-ranging views from the summit's rocky knoll are a rich reward for the relatively short and easy walk.

But don't start on this walk if the weather is deteriorating. The marked track climbs gradually up a grassy spur to the rock outcrops and twisted Snow Gums of the summit, and returns the same way.

From the top of Mount Cope, a magnificent panorama opens out along the Great Dividing Range. The bare hill-top of Mount Hotham (1868 metres) with its ski village stands out in the distant south-west, highlighting the next main knot of the Victorian Alps. To the north on a clear day, you'll be able to spot the distant, broad ridge of Mount Bogong rising over the brown tops of Nelse and Spion Kopje, and beyond the Big River valley. At 1986 metres, Bogong is the giant of the Victorian Alps.



Scope of Works (indicative):

- Landscape design plan to delineate appropriate car parking & sign positioning
- Design Node, Directional & Trailhead signage as appropriate

