

PART VIII

CIVIC ART AND AMENITIES



The Public Library, Art Gallery, and Museum.

THE LOCATION OF PROMINENT BUILDINGS.

The suitable location and grouping of prominent buildings are features of city planning which have received practically no consideration in this metropolis in the past. Every city must have a city hall, various administrative head-quarters, law courts, post offices, churches, &c. Buildings should, wherever possible, be in conformity with their surroundings, and the location should be appropriate. The Houses of Parliament and the law courts should be located in spacious grounds, and the administrative offices pertaining to them should be adjacent. The city hall and its administrative block should be centrally situated in a spacious city square.



The Houses of Parliament.



The Treasury Building (State Government Offices).

The beneficial effect obtained from artistic treatment of important community centres cannot be lightly regarded. The edifices dedicated to a city's ceremonies, its art, and its administrative activities, if given proper setting, are definite expressions of community pride. It should be the aim of all city fathers to ensure that the city expresses itself worthily by the architecture and surroundings of its public buildings. There is constant change proceeding in the metropolis so far as the community buildings are concerned, and during recent years many public and semi-public buildings have been remodelled or new ones erected. As the city grows, the need for increased and new accommodation in public buildings will manifest itself. The Melbourne Town Hall, various Government offices, the Arbitration Court, and the National Gallery are examples where considerable sums of money have been expended recently. In some instances these buildings are worthy of more spacious and more suitable settings. If some plan for the correct location of such buildings were in existence, and the site of every new community building was seriously considered as part of such plan, the desired grouping would be obtained in the course of time.

Existing Conditions in this Metropolis.

In a metropolis which has developed so rapidly, it is only to be expected that many of the public buildings should be widely scattered, and some of them wrongly or unattractively located. Melbourne and its suburbs have many very fine public buildings and monuments, but in some instances they are not seen to advantage. Insufficient thought has been given to this important matter, as is shown by the rebuilding of the Melbourne Town Hall on its present inadequate and unsuitable site at the corner of Collins and Swanston streets after the disastrous fire a few years ago. Not only was there an opportunity to locate the new hall on one of several suitable and spacious sites elsewhere, but the Council has found it necessary since the reconstruction to acquire expensive buildings adjacent to the old site for administrative and other purposes. On the other hand, foresight and good judgment have been shown in the location of the National War Memorial.

The administrative buildings in the central area are situated in all parts of the city, the municipal offices being conjoined with the Town Hall, and the State Government Offices in Spring-street, Russell-street, Queen-street, Lonsdale-street, the Railway Buildings, the Exhibition Buildings, &c. The Commonwealth Government also has offices in various parts of the city, whilst other semi-Government Departments are housed in almost every street. The law courts are located in two separate groups. The Mint is in West Melbourne, and the Note Printing establishment is in Fitzroy.

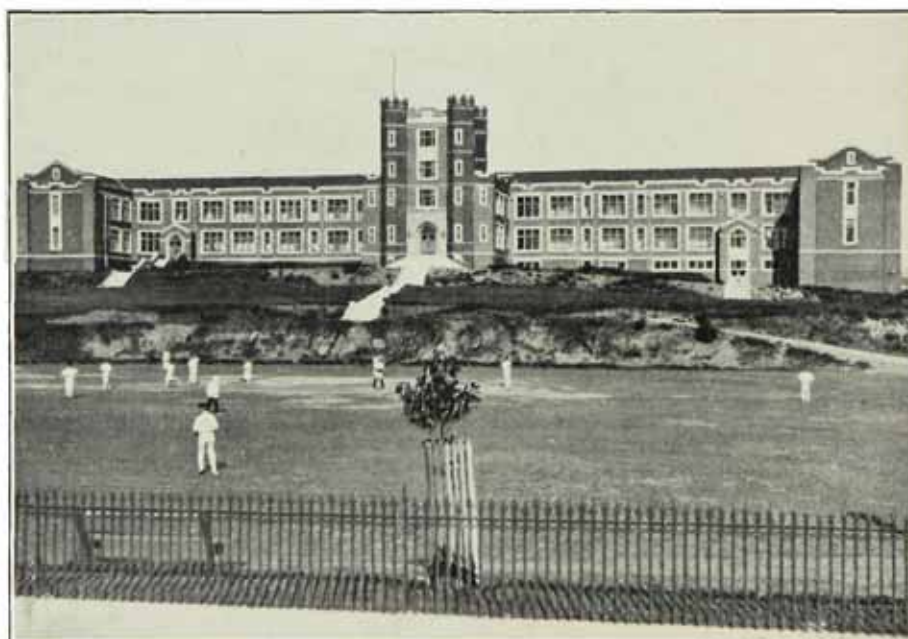
Relationship to Town-planning Schemes.

In its planning of various areas, and in proposals for improvements and remodellings, the Commission has always incorporated sites for prominent buildings with vistas along the roads leading to them. Illustrations of these may be seen in the Fisherman's Bend Road scheme—see First Report and plan, Sheet No. 1, the business centres adjacent to the Darling to Glen Waverley Railway—see the special report and plans, Sheets Nos. 10 and 14, the Maidstone Replanning Scheme—see plan, page 252, and the many gyratory traffic centres planned throughout the metropolitan area. In addition, however, many opportunities for this type of development will present themselves when other important traffic junctions are improved. At these places, if all corners are treated in the manner shown in a variety of instances in the Commission's recommendations, well-located sites become available for prominent buildings, memorials, &c. The design of junctions should be such as to permit the erection of buildings of suitable architecture with the advantage of a commanding aspect. Such intersections as the St. Kilda Junction, Elsternwick Junction, Camberwell Junction, and Victoria and Elizabeth streets in the City, are places where treatment on the lines suggested would be most effective.

The Commission has given special consideration to several places in the central area where such improvements would be most valuable, and would, in two instances, materially assist the traffic flow by a re-arrangement of the street system which forms part of the general roads scheme. These proposals are dealt with more fully in the following pages.

IMPROVEMENTS IN EASTERN HILL AREA—SUGGESTED "PARLIAMENT SQUARE."

In Spring-street, Melbourne, which is the eastern boundary of the City proper, are located the Houses of Parliament, the Treasury Buildings in which are housed the Executive Council and other Ministerial Departments, the large Hotel Windsor, the Princess Theatre, and other buildings which would be suitable for incorporation in a scheme of architectural treatment for this part of the City.



Melbourne Boys' High School—South Yarra.

The eastern approaches to Collins and Bourke streets form very unsatisfactory intersections at Spring-street, and in view of the fact that there is a large amount of open space on the eastern side of Spring-street through which these approach roads pass, the opportunity has been taken of propounding a scheme of remodelling for the whole area. The old High School, at the corner of Victoria-parade, is being superseded by modern new buildings on other sites, the new high school for boys having been completed at South Yarra.

The black hatchings on the plan on opposite page indicate the existing Houses of Parliament, St. Patrick's Cathedral and St. Peter's Church in Gisborne-street, the Metropolitan Fire Brigade also in Gisborne-street, the Governmental administrative offices in the area north of the Treasury Gardens, all of which, in conjunction with the buildings in Spring-street, and the site of the old and superseded High School, form a substantial nucleus for a scheme of grouping for prominent buildings in this elevated situation.

It will be seen that by re-locating the streets in this area and combining the several reserves, a considerable area admirably suited for the formation of a "Parliament Square" would be available.



Melbourne Town Hall and Administrative Buildings.



The Law Courts at Lonsdale and William Streets.

The suggested treatment is shown on the plan on previous page. Evelyn-street and Carpentaria-place have been abolished, McArthur-street has been diverted, and the western end of Albert-street has been abandoned. A new scheme of roadways has been planned to harmonize with the park treatment and to supply greatly improved access to the east-west city streets. In order to facilitate traffic movements at the intersections of Lonsdale and Bourke streets with Spring-street, the corners have been rounded and a small central feature inserted. The sites of a few existing houses and other buildings of an inferior type fronting Victoria-parade have been included as a part of the scheme, but no substantial resumptions are involved excepting for the rounding of the corners referred to.



Aerial view showing Houses of Parliament, Government Offices, St. Patrick's Cathedral, and St. Peter's Church, the Fitzroy and Treasury Gardens, with East Melbourne in the background.

It is suggested that the principal building which might be erected in this setting should be in line with Lonsdale-street as shown on the plan, so that the vista along this street would be terminated by a building of suitable architecture, surrounded by open space so that it may be viewed from all angles. Between the suggested building and Parliament House, a square capable of accommodating a considerable assemblage can be formed. The completion of the northern wing of Parliament House would materially improve the scheme.

The sites, shown in white, would be available for other public buildings, while the whole of the western or Spring-street frontage could be utilized in due time for other prominent buildings of approved architecture.

The street arrangement is designed to overcome the unsatisfactory layout in this area and to abolish dangerous intersections. Traffic on the streets in the vicinity and through the area could be more easily controlled, and larger volumes accommodated with less congestion.

The suggested treatment would effectively link the Carlton Gardens with the Treasury and Fitzroy Gardens, the continuity of garden treatment being broken only by buildings of architectural importance.

The Commission is of the opinion that this scheme, if adopted, would greatly enhance the beauty of the City, would lend dignity to buildings and institutions erected in it, would improve the whole neighbourhood, and provide much safer and more satisfactory road facilities than now exist in this area. The aerial view published on page 269, shows the present conditions on the greater part of the area included in the proposed remodelling. It clearly illustrates how the gardens and parks could be made to form beautiful surroundings for buildings of suitable architectural character.

HAYMARKET JUNCTION.

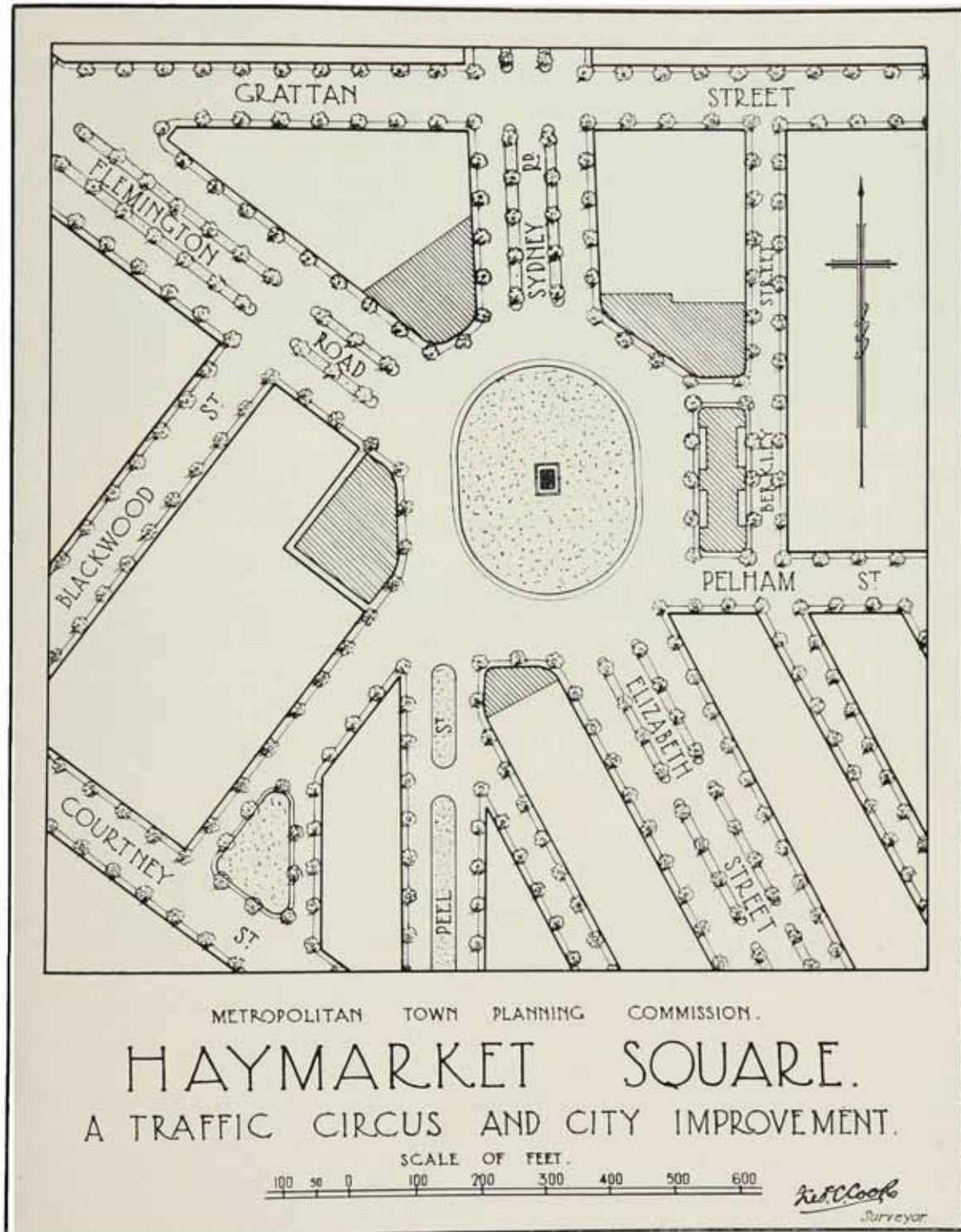
The Haymarket Junction is located on the northern boundary of the City proper where the Flemington and Sydney roads converge and discharge their traffic into the central business area via Elizabeth-street, Peel-street, and other less important thoroughfares. The Haymarket Junction is the most important northern entrance to the City. On page 32 the Commission gave details of the traffic census at this point, which showed that, except for St. Kilda-road, it was the busiest point outside the boundaries of the central business area. On page 32 a small diagram shows the converging streets and their respective widths, and on the same page a chart indicates the traffic volumes of the various streets.

This junction is located at one of the highest points in the central area, and invites treatment which will be in consonance with its importance as a busy traffic centre and its commanding location. The Commission has given much consideration to this junction and various schemes for its improvement, especially as a traffic distributing centre, have been studied. It is believed that the principal cause of the difficulty experienced at this junction is the existence of too much space, which leaves the choice of many inadequately defined routes to vehicular traffic. This is brought about because converging upon the junction area are three roads each 198 feet wide, one of 132 feet in width, and two streets 99 feet wide. The traffic flow chart shows that the traffic, which is fairly heavy, is approximately evenly distributed over the four main roads.

The Commission is of the opinion that this junction lends itself to a rotary regulation of traffic. So that this rotary regulation shall be of equal advantage to all of the major traffic routes, slight additional resumptions have been planned to overcome the existing unsymmetrical layout. The treatment suggested is shown on the sketch inset and it provides for a large island feature, the centre of which is axial to all the approach roads. The size of this island would be about 350 feet by 465 feet, whilst the extreme dimensions of the whole area would be 530 feet by 465 feet. This treatment would automatically regulate traffic in the same way as for all other gyratory centres recommended in this Report.

The comparatively large area of the island should obviate any considerable difficulty in the necessary rearrangement of the tram lines for which a minimum curve radius of 145 feet could be obtained. It is estimated that the cost of the property to be resumed would be £72,000, and that the resale value of frontages to this new "square" would yield £87,500.

The high and important location of this junction make it extremely suitable for the erection of prominent buildings on the sites shown hatched on the plan below.



The scheme recommended for the treatment of the Haymarket Junction.

SQUARE AT PRINCE'S BRIDGE.

As distinct from the more extensive proposal of covering the railway yards at Jolimont, which is dealt with later (see page 285), various proposals for a city square at Prince's Bridge have been submitted during recent years. Some prominence was given to this idea by the proposal of the Victorian Railways Commissioners to erect a tourist bureau over the Prince's Bridge Railway Station at the south-eastern corner of the intersection of Flinders and Swanston streets. That scheme, which had the approval of the Melbourne City Council, was to build over a section of the railway yards east of Prince's Bridge between Flinders-street and Batman-avenue so that the Department could erect a building with its western alignment 33 feet east of Prince's

Bridge. The Department claimed that the 46 feet proposed to be used for the bureau, in addition to the 33 feet referred to, was the maximum distance easterly it could go without serious alterations to the railway tracks and structures.

As soon as the scheme was made known, press publicity for a larger amount of open space than 33 feet was initiated and supported by various organizations. As a result, proposals for setting back the building line alternative distances of 60, 80, 100, 120, and 230 feet, were investigated by the Railway Department. Finally, after a conference, a special expert committee was appointed to report the whole proposition. The Committee consisted of the Metropolitan Engineer of the Railway Department, the Surveyor to this Commission, the City Engineer and Deputy Town Clerk of the City of Melbourne. An exhaustive report was made by this Committee and issued on 30th August, 1928, in which the following summary of conclusions was given :—

- (1) The provision of a City Square is desirable.
- (2) The proposed location bounded by Swanston-street, Flinders-street and Batman-avenue is unsuitable for a City Square.
- (3) The set back of 33 feet from the present eastern building line of Swanston-street, as proposed by the Railways Department and endorsed by the Melbourne City Council is satisfactory.
- (4) Buildings should be erected on the altered alignment, of a permanent character, architecturally in keeping with the surroundings.
- (5) Provision should be made when the time arrives for similar treatment to be given to the western building line.

The estimated cost of the 33 feet set-back which was recommended is £124,800, whilst the cost of a 60 feet set-back would be £337,000, and the 230 feet scheme would require £513,000 for structural expenditure alone. A square in this position could only be made attractive at still greater expenditure and having regard to these figures and the fact that the square would be of insufficient area to be of any utility value, the Commission considers that the proposal cannot be commended from a city planning point of view. The expenditure of such a sum of money as that proposed would substantially assist in providing a city square where it would be of much greater service.

The view published on page 215 shows the site adjacent to Prince's Bridge and Flinders-street where it was urged that this square should be built over the railway yards. The neighbourhood is the busiest traffic centre in the metropolis, and on that account would be entirely unsuitable as a place of assembly on important occasions, as has been suggested. A set-back of 33 feet could be utilized to distinct advantage, however, because it would allow continuous safety zones to be erected alongside the tramway tracks between Flinders-street and Batman-avenue, on the lines recommended by the expert committee, and would provide 165 feet of space between buildings for a length of 350 feet.

The desire to preserve an open space opposite St. Paul's Cathedral was one of the chief reasons for the advocacy of the more extensive set-backs. The heavy costs involved for such a consideration should be sufficient to warrant the rejection of the scheme. Some years ago the Commission urged upon the Railways Commissioners the desirability of preventing any buildings being erected over the railway yards opposite the Cathedral, of such height as to impair the view of the facade from the St. Kilda-road approach. The Railway Department's reply stated that the wishes of the Commission would be kept in mind when any future railway construction works were undertaken.

It is considered that the comparatively low buildings, as suggested in the expert committee's report, would preserve the view of St. Paul's Cathedral, whilst the set-back recommended would improve the vicinity of the Cathedral. It is unfortunate that this building has insufficient grounds about it to allow of a more aesthetic setting.

THE NATIONAL WAR MEMORIAL.

The National War Memorial of Victoria, to be known as "The Shrine of Remembrance," is in course of erection in the Government Domain on the Grange site off St. Kilda-road. The site selected is probably the most suitable one that could be found. It is sufficiently close to the city, yet it is surrounded by gardens away from the noise and activity of the central area. The

monument will rise to a height of 150 feet above the level of St. Kilda-road, and will thus be visible from the greater part of the metropolitan area and for a considerable distance down the Port Phillip Bay. It will be the largest war memorial in the Commonwealth of Australia and one of the largest in the world. It is to be completed in 1932.



National War Memorial of Victoria.

TREATMENT OF RIVER YARRA BANKS BETWEEN QUEEN'S AND SPENCER-STREET BRIDGES.

Since the closing of the wharfs between Queen's Bridge and the new Batman (Spencer-street) Bridge, consequent upon the construction of the latter, the question of the treatment of this part of the Yarra and its banks has arisen. Under the *Spencer-street Bridge Act 1927* these disused wharfs became vested in the Crown.

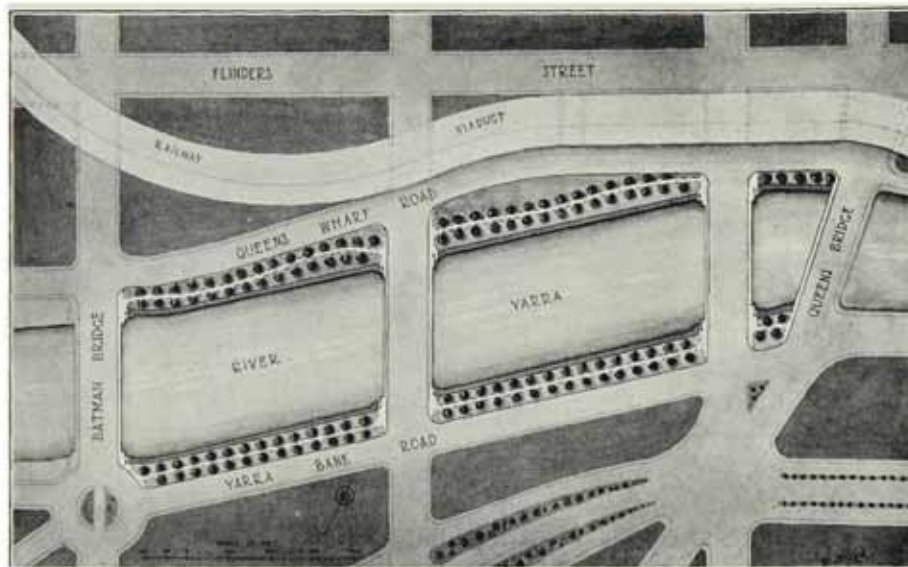
The Commission was invited by the Hon. the Minister of Public Works in September, 1929, to express its opinion on a scheme of treatment for the area proposed on the 4th September, 1929, by the Chief Engineer of his Department. In the main the Commission supported his Report. It is considered that the final scheme of treatment for this area should make provision for—

- (a) Filling in of the old "swinging basin."
- (b) Supplying such land as is necessary to permit the Railway Department to widen the railway viaduct.
- (c) The reservation of roads between Batman and Queen's Bridges, 99 feet wide, adjacent to existing property lines by absorbing the present roadways.
- (d) Reserving 99 feet in alinement with King-street and William-street for future extensions of those streets to proposed bridges over the Yarra opposite those streets.
- (e) The protection of the banks and the preservation of an alinement of the River to coincide with the width of the River beyond this area.
- (f) The planting, and laying out for gardens, of the balance of the area between the roads referred to and the river banks.

Suggestions were made by the South Melbourne Council that an 80 feet road be constructed on the south bank, and the balance of the area be used for business purposes, but the Commission agreed with the Engineer of the Public Works Department that such use was most inadvisable.

After further negotiations, the Department has decided to invite tenders for leasing the wharfs as they stand, for periods up to 10 years, under certain conditions. The Commission urged upon the Hon. the Minister the inadvisability of granting leases on this area, and it not only regrets the contrary decision, but protests against such a long term as ten years being given serious consideration. It is hoped that a definite scheme for the future on the lines of this Report will be adopted and adhered to. A scheme on the lines shown on next page will encourage a higher type of development in this area, especially on the south bank of the River. There are no reserves of any kind within a reasonable distance of this shipping, industrial and commercial area, and some form of beautification such as tree-planting and lawns would add considerably to the amenities in the neighbourhood.

Under no circumstances should the banks of this River be alienated from public control. It is recommended that the *Metropolitan Drainage and Rivers Act 1923* should be amended to provide for control by the Melbourne and Metropolitan Board of Works of the Yarra River to be extended westerly to the new Spencer-street (Batman) Bridge.



Scheme of Treatment of Area between Queen's and Spencer-street (Batman) Bridges.

ARCHITECTURAL CONTROL.

The illustrations in this Report are sufficient to show that from an architectural point of view Melbourne possesses many worthy buildings. In almost every street some of the buildings, no matter what their character, are pleasing to the eye, thus indicating that many citizens have a community conscience, which should be encouraged.

The architectural profession has tremendous influence in city adornment. During recent years the Royal Victorian Institute of Architects has done much to inculcate higher standards amongst the profession, and to educate public opinion. The Institute awards an annual medallion for the building judged by competent assessors as the most worthy addition to the City's architecture during the year. It has also been very active in the formation of an all-Australian architectural organization. This closer union of leading men of a profession which can do so much to enhance a city's amenities must have the happiest results.

Architectural control is also gradually being practised in other ways. In some areas, as a means of raising the standard of housing, and consequently the value of the land, the subdividers have stipulated that any buildings erected must conform to certain prescribed standards. Although the betterment of architecture may not always be the motive, a benefit is nevertheless conferred.

In other countries control is exercised in a variety of ways. There is a Fine Arts Commission in Washington, a City Art Commission in New York, an Art Jury in Philadelphia, and a Community Arts Association and a Board of Review in Santa Barbara. Throughout Germany the control generally takes the form of State police power to prevent anything in the nature of disfigurement. All Swedish towns must have a building board empowered to approve the architecture of proposed new or remodelled buildings, &c. Control is maintained by the cantons in Switzerland.

The Commission suggests that architectural control of all building development might be obtained by the appointment of an advisory Board of experts upon which the Royal Victorian Institute of Architects and the municipalities concerned should be represented. Such a Board could consider and recommend appropriate regulations for governing various forms of buildings and the type of architecture to be adopted in certain localities. It is certainly most desirable that a committee of experts should be appointed to approve of all public monuments and statuary.

THE PRESERVATION OF AMENITIES.

There has been a commendable improvement during the last decade in the public attitude towards civic beauty, comfort, and convenience. The city planning movement has no doubt contributed greatly towards this achievement. The inspiration derived from high standards of architecture, from monuments and statuary, ornamental gardens, pleasing vistas, objects of historical interest and natural beauty have also aided in creating civic pride. With a view to fostering this rising interest in the general improvement of the city's amenities the following recommendations are submitted, in addition to the major recommendations made elsewhere in this Report.

STREET BEAUTIFICATION.

To ensure that street architecture shall attain a high standard, necessitates careful thought in the layout of the streets themselves. The majority of the road cross sections as laid down by the diagram on page 61, include provision for plantations and trees. In the parkway schemes, ample provision is made for tree-lined thoroughfares and for plantation strips. In the great



A tree-lined residential street in East St. Kilda.



Footpath plantation strips maintained by residents in South Camberwell.

majority of residential streets, it should be possible for municipalities to plant trees, and to leave strips for lawns and shrubs between the footpaths and the kerb. Many municipalities have met with much success in encouraging householders to plant and maintain lawn strips in those streets where strips of sufficient width have been provided. This treatment has considerably enhanced the attractiveness and property values of residential streets.

Unfortunately, there are always a few people in those streets, mostly tenants as distinct from owners, who neglect the strip in front of their houses, but it is hoped that the constant fostering of this civic spirit will, in time, reduce the number to a minimum.

In the planting of trees or shrubs, care should be taken in their selection in order that underground and overhead services will not be interfered with, whilst other considerations such as road and footpath construction, tidiness, and the suitability of the trees or shrubs for the particular district, must not be overlooked.



A tree-lined residential street in Camberwell.

PREVENTION OF UNSIGHTLY STREET FIXTURES.

It happens too frequently that a street of desirable homes or other well-planned buildings which had been suitably laid out, tree planted, &c., has been spoiled in appearance by ugly poles, bad lighting, the erection of a hoarding or other incongruity. The municipalities should exercise strict control over such matters, and where they are not possessed of adequate powers, these should be given. Where the placing of wires underground is not economical, or their location in special easements at the rear of the properties is not practicable, it is desirable that the poles to which they are attached should be few in number and of neat design. Every effort should be made to limit the numbers of poles by a combination of service wherever practicable. The sign posts giving the names of the streets should be of uniform design, neat, suitably located, and kept in good repair.

All these things, though comparatively trivial when embodied in a report containing so many major recommendations, assist materially in the creation of the proper civic spirit in the community.

CANTILEVER OR SUSPENDED VERANDAHS.

The type of shop verandah supported by posts from the pavements is obsolete and is now rarely erected. The common practice, especially in the principal business area, is either to have no verandahs or to provide those of the cantilever type. Verandahs of any kind on shopping streets are difficult to reconcile satisfactorily with the architectural features of buildings, but they are necessary to prevent the rays of the sun from affecting certain kinds of wares or perishable goods displayed in shop windows. They also supply pedestrians with shade in the summer and protection from wet weather. Accepting the shop verandah as a necessity in many types of buildings, the Commission considers that every precaution should be taken in its design to avoid street disfigurement.

Cantilever verandahs do not obstruct footpaths, and are more amenable to ornate treatment. They should be of uniform height as far as practicable, and efforts should be directed towards greater harmony in their design. The display of advertising matter on verandahs should be strictly regulated.

Although municipalities have power to confine the erection of verandahs to the cantilever type, they have no power to enforce the abolition of the old verandahs, of which there are still large numbers. The result is that many shopping streets in the city and suburbs contain verandahs of all shapes, sizes, and heights, and the spectacle presented is far from satisfactory.

The Local Government Amending Bills of 1925, 1926, and 1927, none of which became law, each contained a clause designed to give municipalities powers for the abolition of old types of verandahs. The 1928 Bill omitted this, and the Commission made representations to the Government to have the clause reinstated. That Bill was only partly debated when the Government was defeated.

If the clause referred to is included in the Bill and passed, municipalities would have power to prohibit by by-law any verandahs other than those supported by cantilever brackets or projecting supports. They would also be able to decree that after the lapse of ten years any of the old types of verandahs then remaining could be removed without the payment of compensation.

The clause is regarded by the Commission as a very good one, and it is hoped that it will be given the force of law at the earliest opportunity.



Bourke-street, Melbourne—Old verandahs obstructing the vista of Parliament House.

TOWERS ON HIGH BUILDINGS.

The question of the advisability of permitting towers and spires on high buildings in the city's central business area has recently been a subject of much discussion. This is due to the fact that in two instances where buildings have been erected to the height limit of 132 feet, towers have been erected above them. The by-laws of the Melbourne City Council prohibit the occupation of that part of a building erected above the height limit of 132 feet. By claiming that towers on buildings are architectural features, their erection above the 132 feet limit has been carried out. Because much objection has been raised, the Melbourne City Council has passed a further by-law requiring builders to obtain its consent before ornamental towers, turrets, spires, or domes are erected on buildings. The by-law also requires that no accommodation whatsoever shall at any time be provided in any such superstructure, and that no advertisement, sign, or lettering shall at any time be placed thereon.

The Commission supports the new by-law, which is regarded as fair and reasonable, and should be sufficient to prevent any future abuse.

SPENCER-STREET RAILWAY STATION.

There is no building in the City more drab than the Spencer-street Railway Station, at which nearly all interstate and country passengers, and many city and suburban ones, enter and leave the capital. It is recognized that lack of funds has prevented the authorization of expenditure upon the new station building which has been planned. Nevertheless, it is hoped that as soon as the opportunity is presented every care will be taken to ensure that a building will be erected worthy of the Capital and of the importance of the Station.

HOARDINGS, SIGNS, ETC.

The municipalities have wide powers under the Local Government Act for the control of hoardings, including sky signs, and certain regulation has also been vested in the Country Roads Board. Section 198 of the *Local Government Act 1915* provides that a council may by by-law regulate or restrain the erection of hoardings (which is defined as "structure used for the exhibition of advertisements and includes sky-signs"), and require their removal where the hoardings abut on or are within 10 feet of any thoroughfare. The Council may by by-law control the exhibition of advertisements where they affect injuriously the amenities of a public park, or pleasure

promenade, or disfigure the natural beauty of a landscape. With the consent of the Governor in Council, a municipality, or the Minister of Public Works, may by order prohibit the erection of hoardings in any specified part of any municipal district. These powers, together with those given to the Country Roads Board, should be adequate for their purpose.

Unfortunately, these excellent powers have not been utilized by municipalities as they might have been. One of the principal objections to hoardings and signs is that even advertisements with artistic merit are sometimes erected in a position where it is not in the interests of safety. Hoardings in the vicinity of roads tend to distract the attention of drivers, immediately introducing a risk of accident. It is, therefore, advisable that strict control be exercised by all authorities concerned in the erection of hoardings, both as to their type and location.



St. Kilda Junction, showing objectionable signs, advertisements, &c.

From a zoning point of view it is desirable that hoardings should be prohibited in all residential areas. They could be permitted in business and industrial districts on vacant land, without offence, providing they are of an approved type. Sky-signs, especially at night, are a menace in the majority of cases, as they distract the attention of drivers and pedestrians, and they should only be permitted after careful investigation.



Unsightly hoardings in Malvern.

The Scapa Society, for the prevention of disfigurement in town and country, which has operated in the United Kingdom since 1893, has achieved great success. It secured the passage of the Advertisements Regulation Acts of 1907 and 1925, the provisions of which, and the by-laws thereunder, are designed to prevent abuses in spectacular outdoor advertising. In some other countries very strong action has been taken in the control of hoardings, but there are few powers wider in their scope than those already possessed in Victoria: all that is required is the effective enforcement of these powers.

Flashing beacons have been erected at dangerous bends, &c., by those desiring to advertise. Whilst the beacon is a form of advertisement which serves a good purpose, care should be taken to ensure that the value of these warning signs is not subordinated to their value as advertisements. They should be authorized only in places where warning is necessary.