

Avenue planting of Pin Oak, Dutch Elm and Scarlet Oak, Great Alpine Road (western gateway), Bright Statement of Significance

Heritage Place:	Avenue planting of Pin Oak, Dutch Elm and Scarlet Oak, Great Alpine Road (western gateway), Bright	PS ref no:	HO215
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What is significant?

The avenue planting of 48 mature Pin Oak (*Quercus palustris*), Dutch Elm (*Ulmus x hollandica*) and Scarlet Oak (*Quercus coccinea*) trees planted c.1963-66 on Great Alpine Road at the western entrance to the township of Bright is significant.

Elements that contribute to the significance of the place are:

- 25 x Pin Oaks (*Quercus palustris*), 18 x Dutch Elms (*Ulmus x hollandica*), 2 x Scarlet Oaks (*Quercus coccinea*)
- the regular spacing between each tree and the spacing between the two rows
- the planting pattern of one Dutch Elm then two Pin Oaks, repeated
- the grassed verges
- the land between the road edge and the adjoining property boundaries on each side of the avenue, and
- the setting comprising a country road surrounded by farmland against a backdrop of evergreen forested hills.

How is it significant?

The avenue planting of mature Pin Oak (*Quercus palustris*), Dutch Elm (*Ulmus x hollandica*) and Scarlet Oak (*Quercus coccinea*) along Great Alpine Road (western gateway), Bright is of local historical, representative and social significance to the township of Bright and the wider Alpine Shire

Why is it significant?

The avenue planting of mature Pin Oak (*Quercus palustris*), Dutch Elm (*Ulmus x hollandica*) and Scarlet Oak (*Quercus coccinea*) planted in c1963-66 along the Great Alpine Road (western gateway), Bright, by the Bright Shire Council, is historically significant for the evidence it provides of an important phase in the early postwar history of the town which saw aspirations for a more attractive entry point into the town and concerted attempts to reinvigorate the tourism appeal of Bright. These efforts echoed important phases of earlier activity to beautify and promote Bright as a tourist destination which occurred in the 1880s, the early twentieth century, and in the 1920s and 1930s. (Criterion A)

The avenue planting of mature Pin Oak (*Quercus palustris*), Dutch Elm (*Ulmus x hollandica*) and Scarlet Oak (*Quercus coccinea*) along the Great Alpine Road (western gateway) is aesthetically significant as a designed planting at the entry into the town from the west, which utilises contrasting autumnal foliage colours of the Pin Oak and Scarlet Oak (reds) and Dutch Elm (golds) to dramatic effect. It is a unique planting pattern in the Bright township, while the avenue form, selection of species with showy autumn colours, and purpose reflect broader aims for planting street trees associated with beautification and tourism. With the Delany Avenue planting of alternating Cedars and Pin Oak / Scarlet Oak at the Delany Avenue/Great Alpine Road (eastern gateway), the avenue of mature Pin Oak, Dutch Elm and Scarlet Oak at the western entrance to the town is significant as evidence of a conscious effort by the town (and the former Bright Shire Council) to define an entrance to the town and dramatic arrival experience. The avenue planting contributes to the overall aesthetic qualities of the Bright township's cultural landscape, which have long been highly regarded, derived from the many and varied deciduous and evergreen trees planted as street trees and throughout the town and valley since the 1880s, and set against a backdrop of farmland and the surrounding evergreen hills. (Criterion E)

The street trees on the Great Alpine Road West are part of a larger, important and early collection of street trees in Bright that have social significance both to residents and long-term visitors to Bright. Great popular affection is held for these trees, especially for their striking autumnal displays, which has been evident and constant since the early twentieth century, and especially from the 1930s, and has been the main drawcard for the annual Bright Autumn Festival (held since 1963) and the long-established tradition among many Victorians of holidaying in Bright during Easter. (Criterion G)

Primary source

Great Alpine Road (western gateway,) Bright Landscape and Heritage Detailed Assessment Methodology Report

This document is an incorporated document in the Alpine Planning Scheme pursuant to section 6(2)(j) of the *Planning and Environment Act 1987*