

SJB Urban



Wendouree Railway Station Precinct Master Plan

Prepared for
City of Ballarat

Issued
September 2019

Level 5, 18 Oliver Lane
Melbourne VIC 3000
Australia
T. 61 3 9699 6688
urban@sjb.com.au
sjb.com.au

We create amazing places

SJB is passionate about the possibilities of architecture, interiors, urban design and planning.

Let's collaborate.

Version: 09

Contact Details:

SJB Urban
Level 5, 18 Oliver Lane
Melbourne VIC 3000
Australia

T. 61 3 9699 6688
urban@sjb.com.au
sjb.com.au

SJB Urban Pty Ltd
ABN 65 310 854 308
ACN 123 754 361

The Wendouree Railway Station Master Plan has been co-funded by City of Ballarat and Department of Transport (DoT).



Contents



1	Executive Summary	4	5	Master Plan Overview	28
1.1	Overview	5		5.1 Master Plan Overview	29
1.2	Vision	5			
2	Community and Stakeholder Consultation	6	6	Wider Precinct Master Plan	30
2.1	Transport-Focused Co-Design Workshops	7	6.1	Master Plan	31
2.2	Workshop Outputs	7	6.2	Access and Movement	32
2.3	Community Consultation Round 01	9	6.3	Land Use	33
2.4	Community Consultation Round 02	10	6.4	Industrial Use	34
2.5	The Community Said...	11	7	Core Precinct Concept Plan	36
3	Design Approach	12	7.1	Concept Plan	37
3.1	Design Approach - Transit Oriented Development (TOD)	13	7.2	Access and Movement	38
3.2	Urban Design Principles	14	7.3	Land Use and Activities	39
4	Urban Context Analysis	16	7.4	Public Transport	40
4.1	Strategic Policy Context	17	7.5	Built Form	42
4.2	Strategic Context	18	7.6	Public Realm	44
4.3	Land Use and Activities	19	7.7	Design Guidance for Key Sites	46
4.4	Access and Public Transport	20	7.8	Section 1 (Concept Only)	48
4.5	Public Open Spaces and Bicycle Network	21	7.9	Section 2 (Concept Only)	49
4.6	Site Issues	22	7.10	Section 3 (Concept Only)	50
4.7	Public Transport Issues	23	7.11	Section 4 (Concept Only)	51
4.8	Built Form Issues	24	7.12	Precinct Development Stage 1	52
4.9	Public Realm Issues	25	7.13	Precinct Development Stage 2	53
4.10	Land Ownership	26	8	Implementation Plan	54
4.11	Wendouree Station Design Constraints	26	8.1	Overview	55
			8.2	Future Actions for Implementation of Master Plan	56

Executive Summary

1.1 Overview

Project Purpose

The purpose of the Wendouree Railway Station Precinct Master Plan (the Master Plan) is to develop a vision, principles, strategies, and a high-level concept, movement and land use plan for the future development of the Station Precinct.

The Master Plan seeks to:

- Facilitate and cater for rail patronage growth and the need to improve the public transport experience. This includes consideration of long-term rail infrastructure requirements such as provision of an additional platform and car parking south of the railway line.
- Identify opportunities for the development of vacant and underutilised railway land.
- Encourage appropriate land use mix and better utilisation of land within and around the precinct.
- Provide for the safe and efficient circulation and movement of pedestrians, cyclists, cars and buses.

Project Process

The development of the Master Plan has been informed by consultation with the community and key stakeholders focusing on identifying issues, challenges and opportunities for the precinct. The consultation process included a series of Co-Design Workshops and an informative Drop-in Session, allowing the design team to understand the community's aspirations and vision for the area.

Stakeholders Co-Design Workshop – Visioning (July 2017)

- Development of a shared vision for the future of the precinct, with a focus on transport and traffic matters.
- Participants: City of Ballarat, VicTrack, V/Line, VicRoads and Department of Transport (DoT)

Stakeholders Co-Design Workshop – Design Concept (August 2017)

- Discussion of issues, opportunities and preliminary design concepts for the precinct, with a focus on transport and traffic matters.
- Participants: City of Ballarat, VicTrack, V/Line, VicRoads and DoT

Community Consultation Drop-in Session and Online Survey (February | March 2018)

- Discussion of issues and opportunities and development of a shared vision for the future of the precinct.
- Drop-in Session: 88 participants
- Online Survey: 129 respondents

1.2 Vision

The Wendouree Railway Station Precinct will become a local gateway, transport hub, and engaging urban place for the Ballarat Region. The station itself will be revitalised as a high-quality facility offering an enjoyable and distinctive arrival point, integrated with local transport and part of a vibrant mixed-use hub.

The precinct will be configured for optimal access and ease of pedestrian and cycle movement into, within, and across the transport hub, seamlessly connecting key local destinations. New urban development and renewal will accommodate a broad range of uses and will be set amongst a sequence of well-designed public spaces. The new public spaces will provide places to spend time, meet friends, experience events or enjoy refreshments, reinforcing this precinct as a vibrant, active urban place. Car parking will be highly functional and creatively designed to make a positive contribution to the amenity of the precinct, with additional commuter and short-term parking to encourage public transport in the local area.

Community and Stakeholder Consultation

2

Community and Stakeholder Consultation

2.1 Transport-Focused Co-Design Workshops

The co-design workshops were a participatory process focused on transport and traffic matters, designed to rapidly test and critique the proposed design outcomes, through intensive collaboration and working.

Council and State Government representatives were invited to discuss local issues, constraints, opportunities and existing proposals allowing the design team to rapidly gain an overarching understanding of the study area and context.

Traffic and transport officers and engineers were engaged to provide knowledge on vehicular and pedestrian patterns and the current comprehensive multi-modal situation and context of the study area – issues, conflicts, volumes, proposed upgrades, gaps within the existing networks to cater for existing and future use and car parking.



Figure 01: Stakeholders' Workshops

2.2 Workshop Outputs

Theme 01: Transport

Issues:

- Poor pedestrian environment
- Lack of cyclist facilities and access routes
- Road access into the precinct is confusing
- Lack of connectivity to other nodes within the precinct
- Lack of bus services accessing the precinct
- Traffic is dominant
- Car parking and access is congested
- Car access and movements are confusing
- Poor interconnectivity between buses and trains
- Currently the station only services a fraction of what it will service in the future
- Gregory Street West will reopen soon

Opportunities:

- Make the Station Precinct an integrated transport hub
- Coordinate facilities for future events – run special train/bus services ('event bundling')
- VicTrack land available for redevelopment
- Enhance pedestrian access into the station building and environs
- Enhance train service frequency for commuters between Wendouree and Ballarat
- Improve physical and visual connections to the surrounding area
- Enhance the coordination of train and bus services
- Locate buses on Gillies Street North
- Provide end of trip facilities for cyclists
- Provide for upgraded connections from train to bus
- Integrate cycle routes with the Station Precinct including the Skipton Rail Trail

- Connect Wendouree to Ballarat via cycle routes
- Future-proof the station environment – protect land for longer platforms
- Accommodate for future patronage growth with 250m length platforms
- Weather protection within car parking areas
- Multi-use car park areas – commuters during the day and an events car park at night
- No need to accommodate any train stabling at Wendouree

Priorities:

1. **Integrated transport hub/transport functionality**
2. **Integrated active public transport network**
3. **Pedestrian connections**
4. **Station visibility**

Community and Stakeholder Consultation

<p>Theme 02: Buildings and Activities</p> <p>Issues:</p> <ul style="list-style-type: none"> Lack of station functionality for any other use other than transport The station buildings have no relationship or profile to the surrounding precinct The current condition of the station building is poor, and function is compromised due to poor design The railway corridor acts as a barrier between existing uses The precinct currently 'looks' industrial The Station Precinct lacks amenity for passengers and operators The design of the station building is poor, and hidden from its surrounds The precinct is currently not a destination Service requirements for new uses may be costly Lack of food and beverage services Current land use zones limit potential diversification of land use and urban renewal Current land uses provide poor connection to surrounding precinct features and attractions, such as the lake Complex arrangement of land ownership Existing uses in and around the station generate little to no activity The wider precinct is dominated by a retail shopping centre and big box retail outlets <p>Opportunities:</p> <ul style="list-style-type: none"> Overall, improve and enhance the mix of land uses Rapid population growth coupled with the Ballarat Link Road will change the character of the precinct, transforming from an 'outer area' to a central one Deliver new uses within the precinct – education, civic, public use, family friendly etc 	<ul style="list-style-type: none"> Deliver medium-density development such as residential or aged care Zoning should encourage new development typologies Improve station buildings and environs for passengers and operators Give the station an identity and address 'Open' up and reconnect the station area to the wider precinct Move the station closer, or improve access to, Gillies Street North Potential for a new station building south of the tracks Create new and continuous frontages to main roads and on Gregory Street West Create more of a destination precinct Potential for new public space to allow for gatherings or pop-up events Relocation of public authorities to the Ballarat 'Gov-Hub' could free up prime developable land next to the station More successful adaptation of existing built form stock, such as the Bluestone Apartments on Gillies Street North Engage large land holders to demonstrate how they can benefit from, and contribute to, the precinct <p>Priorities:</p> <ol style="list-style-type: none"> Identify which parcels of land may be suitable for development opportunities Design with a long-term plan in mind, with short-term strategies Create a destination and sense of arrival at Wendouree – a gateway to Wendouree Design for the intensification of activities and human-scale development
---	--

<p>Theme 03: Public Realm</p> <p>Issues:</p> <ul style="list-style-type: none"> The Station Precinct has a distinct sense of isolation The station environment and surroundings are not welcoming points of arrival for train users Large road expanses result in an unfriendly and exposed pedestrian environment Poor pedestrian legibility, access, visibility to and from the station into the wider precinct There are no public realm spaces for people 'to be' Poor protection from the elements for people Poor pedestrian connectivity within the Station Precinct and beyond Poor signage and wayfinding for pedestrians within the Station Precinct and beyond Poor pedestrian infrastructure – lack of footpaths, lighting, furniture and landscaping All surrounding land uses 'turn their backs' on the station Lack of safety – safe points of crossing for pedestrians over main roads into the precinct Lack of lighting throughout the precinct <p>Opportunities:</p> <ul style="list-style-type: none"> Provide access which is multi-modal, moving away from car dominance Ensure pedestrian permeability of future development scenarios Reconnect the station into the wider precinct Provide for pedestrian access over the railway corridor – overpass New public spaces and landscaping Create incidental spaces – public and civic spaces for the community to connect Provide a forecourt to the station More passive surveillance 	<ul style="list-style-type: none"> Introduce local public art Integrate and embrace connections and wayfinding to local features including the North Gardens, Ballarat Botanical Gardens and Lake Wendouree Integrated and coherent wayfinding / signage strategy for the Station Precinct and surrounds Integrated and coherent public realm infrastructure strategy – pavements, furniture, lighting etc New green neighbourhood and recreational spaces Enhance views and visibility to and from the station Provide pedestrian and cyclist connections throughout the precinct Pedestrian priority for pedestrians throughout the precinct Investigate if the Flax Mill Swamp Wildlife Reserve land can be utilised for outdoor recreation Potential to reconfigure the Gillies Street North and Howitt Street intersection for pedestrians Provide central medians within roadways for beautification – trees, planting, etc Look to achieve Ballarat's urban canopy cover targets of 40% <p>Priorities:</p> <ol style="list-style-type: none"> Enhance pedestrian connections, and create pedestrian priority spaces Provide new, activated public spaces Create an attractive and safe public realm 'Greening' of the precinct
--	--

Community and Stakeholder Consultation

2.3 Community Consultation Round 01

Community consultation has been a critical component of the development of the Master Plan, providing the project team with an understanding of the community and stakeholders opinions and aspirations for precinct.

As part of the first round of engagement, the design team engaged landowners and the community to introduce the project and gain an understanding of existing issues and opportunities in and around the precinct and to understand their vision for its future.

The outputs from landowners and the community helped develop a shared vision for the precinct and assisted in the development of a series of urban design principles that underpin the Master Plan.

Approximately 90 people attended the drop-in session to find out more about the project and provide their view and 129 people responded to the online Survey.



Figure 02: Community Drop-in Session

<p>What works well in the precinct</p> <ul style="list-style-type: none"> Convenience of station Proximity for local residents Proximity to Lake Wendouree and Ballarat Botanical Gardens <p>Issues of the precinct</p> <p>Roads and Traffic</p> <ul style="list-style-type: none"> Lack of car parking spaces Car parking access (bottle neck) One way traffic exiting station Peak hour chaos Inefficient kiss and ride (lack of adherence to 5 min parking) Intersections to Gillies Street North (Gregory Street West, station exit) are confusing and dangerous Left-only turn from station to Gilles Street North being ignored Conflict between trucks and other transport modes on Gregory Street West Lack of adherence to speed restrictions (pedestrian safety) Potential future restriction on trucks around the precinct may impact local businesses Extended signal operation at level crossing <p>Public transport</p> <ul style="list-style-type: none"> Local bus services are underutilised (routes need review) Unreliable bus and train timetables (lack of cohesion between modes) Lack of bus stop cover Lack of bicycle infrastructure within and around the station Commuters moving away from Ballarat Station overcrowd Wendouree Station 	<p>Public realm</p> <ul style="list-style-type: none"> Car-dominant urban environment Lack of pedestrian road crossings Infrastructure issues for people with mobility constraints Lack of "things to do" (cafe/retail) Poor connectivity to surrounding green spaces Lack of trees Station is perceived as unsafe Poor lighting Lack of protected spaces Lack of cycling racks and lock-up Poor signage and wayfinding <p>Station infrastructure</p> <ul style="list-style-type: none"> Insufficient waiting room and protected spaces within station Access constraints to station building for people with mobility issues Overcrowded kiss and ride Lack of overpass/underpass across railway line Poor restroom facilities <p>Suggestions for the precinct</p> <ul style="list-style-type: none"> Increased car parking and car parking improvements New car parking south of the station Enhanced station infrastructure (shelter, seating, toilets, etc) Pedestrian crossings across Gilles Street North Access to car parking from Gregory Street West Better traffic management (access and egress to station) Gilles Street North intersections improvements Food and drink premises within station Improve connections to green spaces 	<ul style="list-style-type: none"> Bus access and bus stop improvements, and increased interchange capacity Cycling infrastructure Improved signage and wayfinding Level crossing removal Bus timetable frequency improvements Pedestrian overpass Staffed station Noise barriers No future restriction on truck traffic for local businesses <p>Opportunities for the future of the precinct</p> <ul style="list-style-type: none"> Encourage pedestrian friendly development with adequate road crossings Promote a cycling and walking friendly environment with adequate infrastructure Encourage a safe, comfortable and welcoming environment for people Improve car parking and kiss and ride efficiency Provide car parking on the south of the station (Gregory Street West) Improve interface between cars and road connections (exit from station, Gillies St, Gregory St) Improve connections to surrounding retail uses Create connections to existing natural landmarks (Flax Mill Swamp Wildlife Reserve and Ballarat Botanical Gardens) Provide green spaces for residents to interact with and enjoy Increase tree planting Upgrade station building with the addition of food and drink premises and better protection from the elements
--	---	---

2.4 Community Consultation Round 02

As part of the second round of engagement, the project team asked the community to provide feedback on the Draft Wendouree Railway Station Precinct Master Plan. The intention was to determine what aspects of the Draft Master Plan the community supported/did not support and to gather suggestions on how to improve the Master Plan before the final document was development.

The engagement process was undertaken in two parts – a drop-in session, where the community had the opportunity to find out more about the project and provide their feedback; and an online and hard copy survey. A total of 116 responses were submitted to Council and 65 people attended the drop-in session.

Respondents were asked if they support or don't support four major proposals of the Draft Master Plan, and to provide suggestions for them.

- **Proposal 1:** The Draft Master Plan seeks to improve integration of the railway station with the surrounding precinct by introducing a new pedestrian plaza and bus interchange linking Gregory Street West to the station
- **Proposal 2:** The Draft Master Plan seeks to improve public transport connectivity and considers how potential future bus interchanges can connect with the north and south of the station
- **Proposal 3:** The Draft Master Plan proposes two additional locations for car parking and a new drop-off location on Gregory Street West.
- **Proposal 4:** The Draft Master Plan proposes new retail, commercial and community offerings within the precinct for commuters and residents.

The four key proposals in the Draft Master Plan presented strong community support. Figures 3 to 6 show that 94% of respondents support the proposed new pedestrian plaza and bus interchange; 99% support how bus interchanges can connect with the north and south of the station; 94% support the locations for car parking and a new drop-off location on Gregory Street West; and 89% support new retail, commercial and community offerings within the precinct for commuters and residents.

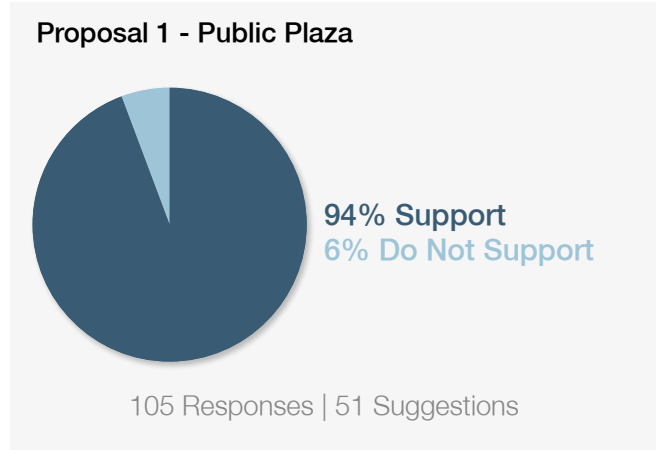


Figure 03: Proposal 1 - Results

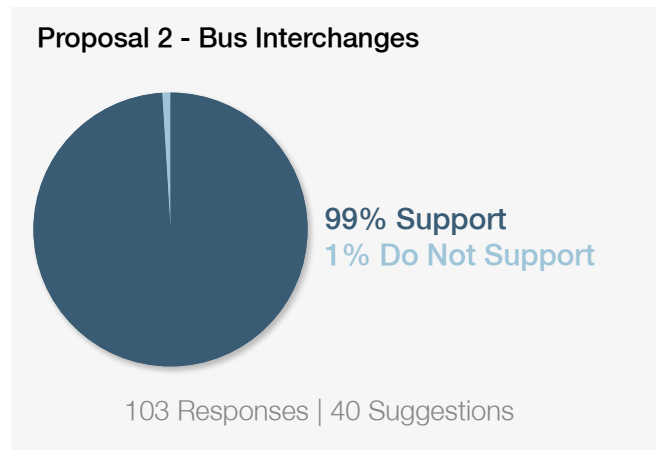


Figure 04: Proposal 2 - Results

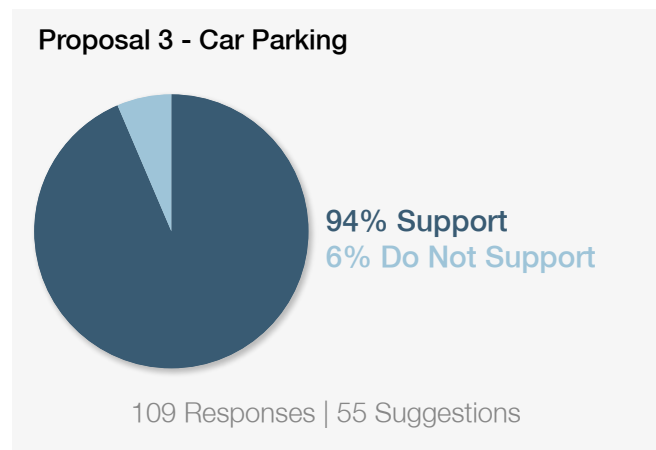


Figure 05: Proposal 3 - Results

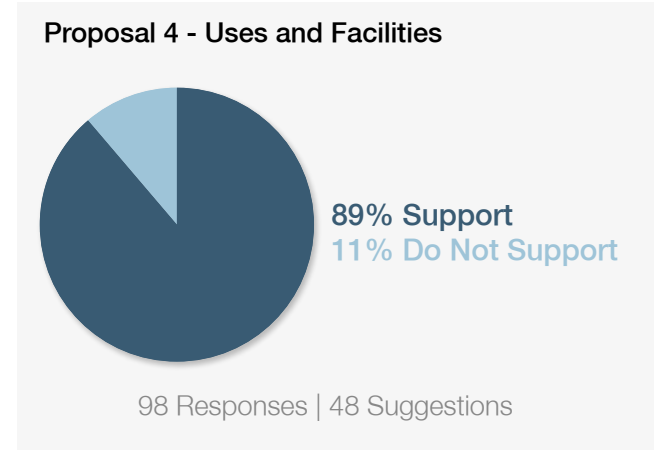


Figure 06: Proposal 4 - Results

Respondents were asked to provide suggestions for each of the four overarching proposals. Additionally, they were asked if there were any topics or issues that they would like to see included in the Master Plan. A breadth of ideas, opportunities and concerns were raised and the key topics that emerged from those who left comments are summarised as follows:

Access and movement

- Support for new station plaza
- Need to improve bicycle infrastructure
- Support for Gregory Street West reopening
- Support for south side car parking
- Need to address traffic congestion
- Need to address pedestrian safety and connections
- Support for drop-off location
- Request for additional car parking

Public transport

- Support for bus interchange location

Public spaces

- Need to provide weather protection and shelter
- More trees and open spaces
- Need to incorporate sustainability measures

Planning and land use

- Provision of retail and commercial uses
- Overall support of Draft Master Plan
- Support for residential uses
- Concerns with amenity impacts
- Need to provide a community hub
- Draft Master Plan implementation

Facilities and safety

- DDA compliant access
- Safety and security consideration
- Need to improve wayfinding strategy

Key topics raised outside of the scope of the project:

- Request for level crossing removal
- Need to improve bus service
- Need to improve public transport connections
- Existing station building conditions
- Additional public toilets

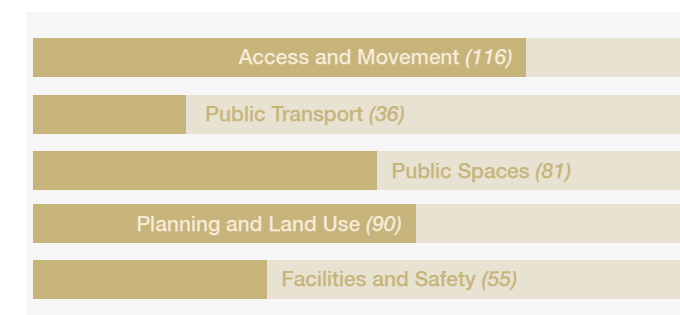


Figure 07: Respondent's Suggestions by Themes

2.5 The Community Said...

What do you imagine for the future of the precinct?

"Larger and improved station forecourts will support increased activity and surveillance in the precinct and shelter from the elements will be prioritised to accommodate year-round access."

"Better access to Learmonth Road. Second platform and car parking on Gregory Street West."

"The existing exit onto Gillies Street North needs to be changed. Plan and design accesses so that drivers can not enter or exit the wrong way."

"Easy connections north and south of the line, green spaces, convenience retail and food. Wind and rain protection, somewhere warm to wait, access to power outlets and toilets. Plenty of seating."

"I think it's essential that there be more emphasis on getting to the train station by other ways than just driving."

"A commuter hub needs to have facilities and services for commuters to be truly effective. I mean residential and supporting services, not only multi-level car parks."

"I would like a shopping centre with restaurants close to the platform with much more parking that is undercover."

"More buses and improved connections between buses and trains. More facilities/amenities at (or very near) Wendouree Railway Station e.g. Coffee!"

"Divide the buses and cars to make it safer for everyone, it is tight enough to move around in there without dodging cars as well."

Design Approach

3.1 Design Approach - Transit Oriented Development (TOD)

The Wendouree Station Precinct's regeneration will utilise best practice urban design techniques to deliver good urban design outcomes. These will include urban renewal strategies, transport-oriented actions and pedestrian-focused public realm improvements. These techniques will contribute to strengthening and developing greater community activity and engagement with the precinct, ensuring its longevity and sustainability.

Responding to the community's and stakeholder's aspirations and vision for the site, Transit-Oriented Development (TOD) is the recommended design approach for the future development of the precinct. TOD is a type of urban development that maximises the amount of residential, business and leisure space within walking distance of public transport. In so doing, TOD aims to increase the number of people using public transport, and by reducing automobile dependence, promote sustainable urban growth (Calthorpe, 1993).

A TOD typically includes a central transit stop, such as Wendouree Station, surrounded by medium or high-density mixed-use areas, with lower-density areas spreading out from this centre. A TOD is also typically designed to be more walkable than other built-up areas, through using smaller block sizes and reducing the land area dedicated to automobiles. The TOD Institute (2018) explored the benefits of this type of design, which include:

- Higher quality of life with better places to live, work, and play
- Greater mobility with ease of moving around
- Increased number of people utilising public transport
- Reduced traffic congestion, car accidents and injuries
- Reduced household spending on transportation
- Healthier lifestyle with more walking
- Higher, more stable property values
- Increased foot traffic and customers for area businesses
- Greatly reduced dependence on energy, reduced pollution and environmental damage
- Reduced incentive to sprawl, increased incentive for compact development
- Less expensive than building roads and sprawl
- Enhanced ability to maintain economic competitiveness

Conventional Layout:

- Station segregated from surroundings, discouraging quality residential and retail development
- Access primarily by car or bus
- Dangerous and unpleasant for pedestrians and bicycles
- Increases vehicular traffic, noise pollution and delays all around the station

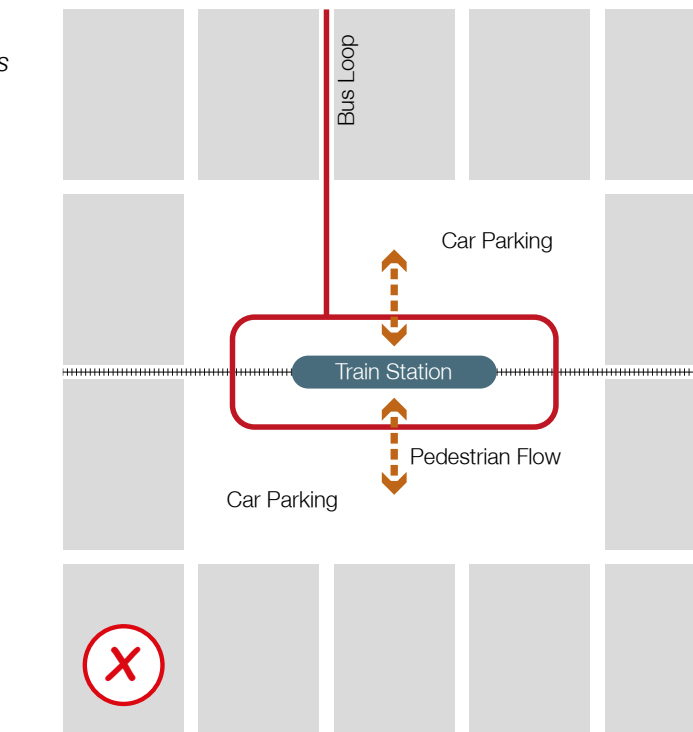


Figure 08: Conventional Station Layout

TOD Layout:

- Station integrated with the surroundings, encouraging high-quality residential and retail development
- Safe, pleasant, lively environment encourages walking and hanging out
- Safe for bicycles, easy access with multiple bike parking
- Reduces vehicular traffic to and around the station, as well as car dependence

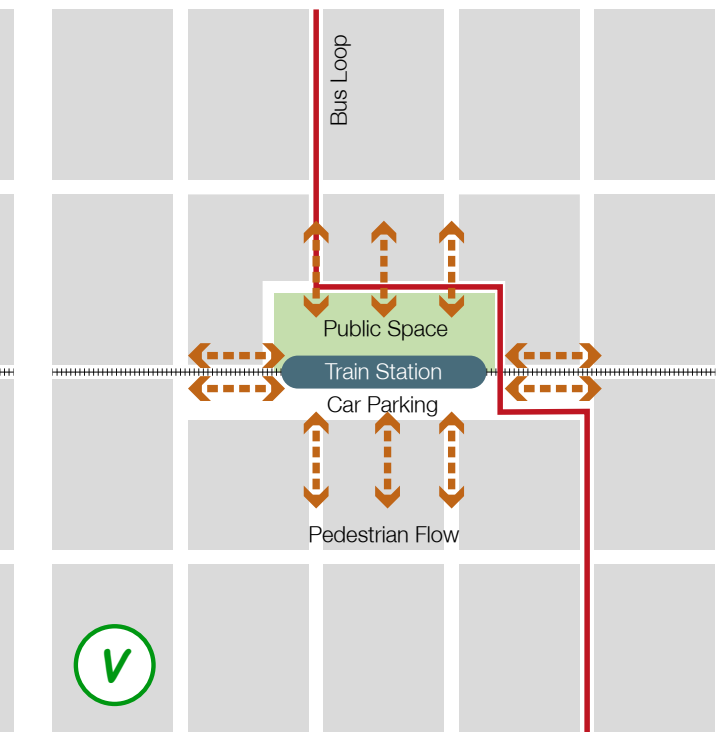
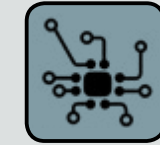


Figure 09: TOD Layout

Key

- Car Parking
- ↔ Pedestrian Flow
- Bus Movement
- ||||| Railway Line
- Train Station
- Public Space

3.2 Urban Design Principles



Principle 01
Create an Integrated Transport Hub

Objective 1.1
Ensure the safe and convenient movement of people interchanging between different modes of transport.

Objective 1.2
Create a clear, efficient and legible network of systems that functions and services Wendouree in an integrated and effective way; and an environment that supports and encourages the predominant use of public transport.

Objective 1.3
Ensure development within the precinct recognises and supports the Station's primary purpose as an intermodal transit hub for Wendouree and the broader Ballarat region.



Principle 02
Stimulate Economic Activity and Growth

Objective 2.1
Promote urban renewal to achieve higher density and mixed-use development in the precinct.

Objective 2.2
Support economic sustainability – established through a new workforce, business incubation and innovation, housing diversity and an improved environment linking to key civic and cultural destinations.

Objective 2.3
Retain existing employment where feasible, reinforcing a productive and industrious urban environment that is embraced and distinctive from other areas of Ballarat. Existing uses should be well-integrated with a range of new uses.

Objective 2.4
Identify parcels of land appropriate, available and/or ready for future development opportunities.



Principle 03
Activity Centre | Main Street | Town Centre Experience

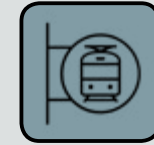
Objective 3.1
Encourage the development of an activity centre within the precinct which is highly accessible, mixed-use and a diverse focal point and social meeting place for the communities it serves.

Objective 3.2
Broaden the range of uses and activities within the precinct to include a wider range of retail, office, entertainment, residential and community services, and which are open over longer hours into the evening and on weekends, commensurate with the needs of the surrounding community.

Objective 3.3
Support increased residential densities within and around the precinct.

Objective 3.4
Create a destination and sense of arrival – a gateway to Wendouree.

Objective 3.5
Improve the appearance and function of public spaces and streetscapes, including shelter, infrastructure, lighting, safety, crossovers and footpath widths.



Principle 04
Achieve a Visually Prominent Station

Objective 4.1
Establish the visual prominence of the Station and give the Station a visible presence from its surroundings.

Objective 4.2
Enhance visual links to the Station.

Objective 4.3
Provide open spaces such as forecourts to the Station, allowing long-distance views and increased legibility.



Principle 05
Improve Integration and Connections

Objective 5.1
Where possible, create new entries and points of access to the Station.

Objective 5.2
Create new and enhance existing streetscapes, pedestrian links and cycle routes to enhance access and activation within the precinct.

Objective 5.3
Use wayfinding to facilitate movement between the precinct and key destinations within the Centre.

Objective 5.4
Ensure safe and easy access for public transport users, by encouraging safe and efficient traffic flow and minimising potential conflicts between vehicles and pedestrians within the precinct.



Principle 06
Develop a Locally Distinctive and Positive Identity

Objective 6.1
Design a Station Precinct that has a distinct and clear presence, and contributes positively to the wider area.

Objective 6.2
Establish continuity in the streetscape, public spaces and use of materials throughout the precinct.

Objective 6.3
Develop a greening strategy and develop a cohesive landscape of trees and plants that provide shade and amenity.

Objective 6.4
Utilise the pre-contact and post-contact history of the area where appropriate to reinforce a unique sense of place.



Principle 07
Enable Flexible Implementation

Objective 7.1
Establish continuity in the public realm across all stages of development.

Objective 7.2
Plan for the precinct to evolve and redevelop over time, providing a degree of flexibility to adapt to changed market circumstances in the future.

Objective 7.3
Allow for flexibility in the Master Plan's staging to accommodate the implementation of proposals over time as land and/or funding becomes available.



Principle 08
Encourage Environmental Sustainability

Objective 8.1
Integrate best practice sustainable design principles into all stages of design and development.

Objective 8.2
Enhance biodiversity across the precinct and achieve a minimum 40% tree canopy coverage in line with Council's commitment to create an urban forest.

Objective 8.3
Achieve resource and materials efficiency, through innovation in design and construction and support for adaption and re-use of existing buildings where feasible.

Urban Context Analysis

4.1 Strategic Policy Context

The Wendouree Station Precinct is covered by 14 different planning zones, including:

- General Residential Zone 1 (GRZ1)
- Mixed Use Zone (MUZ)
- Commercial 1 Zone (C1Z)
- Commercial 2 Zone (C2Z)
- Industrial 1 Zone (IN1Z)
- Industrial 3 Zone (IN3Z)
- Public Use Zone 1 (PUZ1 - Service and Utility)
- Public Use Zone 4 (PUZ4 - Transport)
- Public Use Zone 6 (PUZ6 - Local Government)
- Public Use Zone 7 (PUZ7 - Other Public Use)
- Public Conservation and Resource Zone (PCRZ)
- Public Park and Recreation Zone
- Special Use Zone 2 (SUZ2 - Emergency Services)
- Road Zone 1 (RDZ1)

Planning overlays relevant to the Precinct include:

- Vegetation Protection Overlay 1 (VPO1)
- Environmental Significance Overlay 2 (ESO2)
- Development Plan Overlays 1 and 2 (DPO1 and DPO2)
- Heritage Overlay 156 (HO156 - Former Redemptorist Monastery)

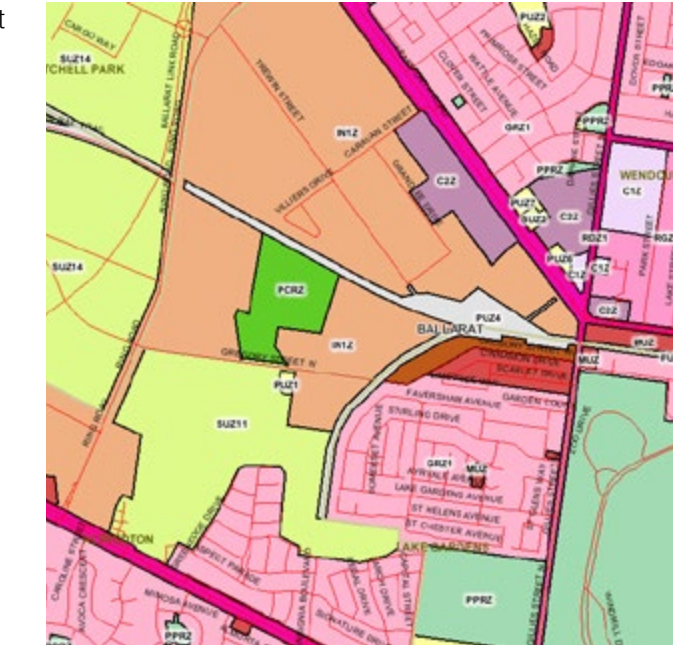


Figure 10: Zones (Source: LandVic, 2018)



Figure 11: Overlays (Source: LandVic, 2018)

A variety of strategic documents are relevant for the Precinct. These are examined in more detail within the appendix. They include:

- Ballarat Open Space Strategy (2008), which assesses the open space network on a strategic level, to guide decisions about the future development and management of the City's open space network.
- Ballarat Activity Centres Strategy, which provides clear and transparent policy recommendations to facilitate the short (2011-2016), medium (2017-2021) and longer term (2022-2030) planning of Ballarat's centres so that they meet the needs of a range of stakeholders. Wendouree is noted as a Major Activity Centre, second only to the Principle Activity Centre of Ballarat.
- Today Tomorrow Together: The Ballarat Strategy (2015), a visioning document which seeks to guide the future growth of the city by answering questions like 'which areas will grow and which will not' and guide infrastructure and service delivery to make sure it is coordinated with growth.
- Our Living City: A Discussion Paper about Greening Ballarat as an Urban Forest (2017), which considers community aspirations and best practice thinking on the urban forest, and seeks to create an urban forest which continues to contribute to Ballarat's sense of identity, historic character, and charm.
- Ballarat West Employment Zone (BWEZ) Master Plan (2012), which seeks to provide a robust and comprehensive framework for the development of the upcoming BWEZ, to the west of the Station Precinct, for employment generating uses.
- Ballarat Cycling Action Plan 2017-2025 (2017), which establishes a Ballarat Bicycle network that focusses upon linking destinations and providing continuous and safe cycling routes.
- Ballarat Safer Cycling Connections (2017), which seeks to improve safety for cyclists and pedestrians, and connect missing links in the existing cycling network through the CBD, Sturt Street and Wendouree Rail Corridor.
- Central Highlands Regional Growth Plan (2014), which provides a regional approach to land use planning in the municipalities of Ararat, Ballarat, Golden Plains, Hepburn, Moorabool and Pyrenees and identifies opportunities to encourage and accommodate growth and manage change over the next 30 years.
- Regional Network Development Plan (2016), which guides the short, medium, and long term priorities needed to modernise the transport network with more track, more trains, better facilities and more services.

Urban Context Analysis

4.2 Strategic Context

Located approximately 4.8km from the Ballarat Central Business District, the Wendouree Station Precinct is a key component of the Wendouree Activity Centre. Wendouree Station was reopened in its current position in 2009 and has a single platform on the north side of the railway line. The station is served by V/Line services from Southern Cross to Wendouree and Wendouree to Ararat. There are currently 200 sealed commuter car parking spaces, with an additional 200 sealed spaces to be completed in 2018.

The precinct is located adjacent to the Ballarat West Employment Zone (BWEZ). The BWEZ is a 623-hectare precinct that has been identified as an ideal area to plan for large scale businesses and industrial uses. It is expected to create up to 9000 jobs and inject \$5 billion into the Ballarat economy per annum. The BWEZ is envisioned to become regional Victoria's premier business innovation precinct, created to provide competitive advantages for a full spectrum of industries and enterprises.

Within the BWEZ Master Plan 2012 the Wendouree Major Activity Centre is noted as a principle location for retail, services and employment. It is also marked as a further growth area for future employment uses as part of the Ballarat West Growth Strategy. The potential realignment of Blind Creek Road will enable direct access to Wendouree Station and Gillies Street from the BWEZ. The proximity of the BWEZ to the Station Precinct will provide opportunities for employment, transportation, housing, business innovation and connectivity across both precincts.

Current Projects Within the Precinct

Several projects underway are already shaping the future of the Station Precinct. These include:

- Wendouree Station works including track duplication, construction of a second southern platform, pedestrian overpass, stairs, lifts and ramps, to be completed by the end of 2019 – Rail Projects Victoria (RPV)
- Wendouree Station car park extension – Complete – VicTrack
- Gregory Street West reopening – City of Ballarat.

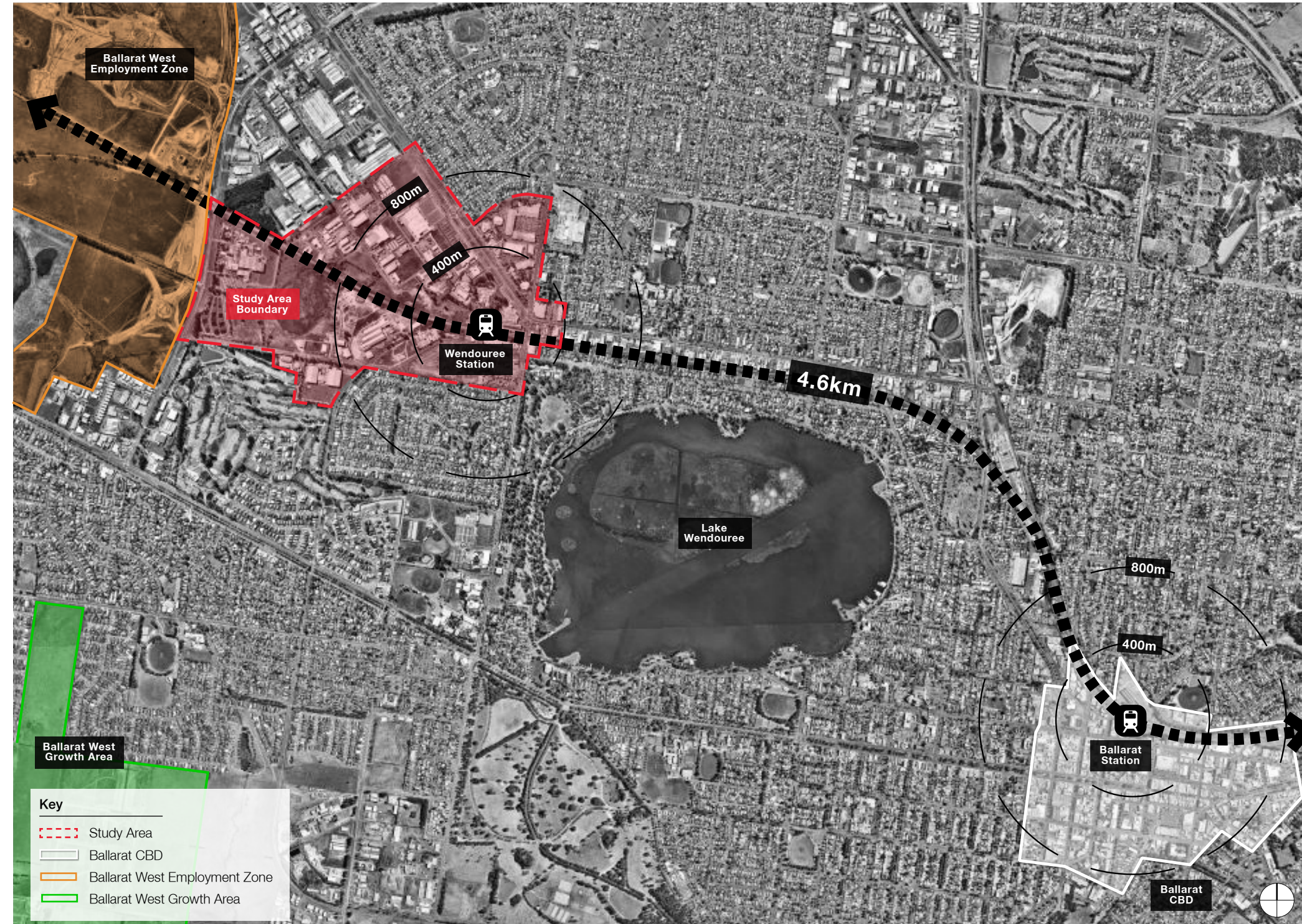


Figure 12: Strategic Context Map

Urban Context Analysis

4.3 Land Use and Activities

The land immediately surrounding the station consists primarily of 'big box' retail and industrial uses. The Precinct is surrounded by large residential areas further to the north, east and south. Low rise and medium-density residential use is currently being developed across Gregory Street West, south of the Precinct. Within this context, the Precinct has the potential to become a Transit-Oriented Development offering a vibrant destination with retail and commercial uses.

Wendouree is recognised as a Major Activity Centre in the Ballarat Planning Scheme. The Activity Centre is almost exclusively comprised of the Stockland Wendouree Shopping Centre and a bulky goods retail area approximately 400 metres from the station.

Industrial land uses cover most of the west and north-west parts of the Precinct. These areas are characterised by single-use buildings, large land parcels, large built form and dominant road infrastructure. Although the areas present good vehicle access to Learnmonth and Ring Roads, pedestrian connectivity and permeability within and around them are generally poor and unsafe. Currently, the industrial areas lack in pedestrian amenities such as footpaths, lighting, tree canopy coverage and direct access to public transport, which in turn encourage people mostly to drive, rather than walking or cycling around the Precinct.

The Wendouree Station currently has no active street interface, has poor visibility from the surrounding neighbourhood, and acts as a car-based, single-use destination for commuters rather than an integrated transport option. The Master Plan seeks to better leverage the railway station to benefit the community as a whole.



Figure 13: Land Uses and Activities Map

Urban Context Analysis

4.4 Access and Public Transport

The only existing vehicle access point to the Station is from Learmonth Road. An additional exit point is provided adjacent to the tracks on Gillies Street North. Both access and egress points are problematic, presenting bottle-necks that cause traffic issues during peak-hours. A network of bus routes connects the precinct to the broader community with an interchange facility within the precinct. The interchange currently provides poor quality amenities for passengers and the two-bus interchange capacity will need to increase to support anticipated growth. The width and configuration of Learmonth Road creates a barrier for pedestrians to access the station. Therefore, pedestrian access occurs primarily at the Gillies Street North entry point.

Reopening of Gregory Street West

Gregory Street West is a sealed carriageway east of the Ring Road and west of Gillies Street, however it has been truncated by the Ballarat saleyard rail reserve creating two separate no-through roads. Once reopened the street will function as a strategic east-west transport route and road corridor. Additionally, the newly joined Gregory Street West will provide the potential for a new access to Wendouree Railway Station. This could create a direct access for passengers from the Ballarat West Growth Areas and reduce pressure at the intersection of Gregory and Gillies Streets, as well as the existing entry points to the station.

Public Transport Requirements

The Regional Network Development Plan (RNDP) 2016 guides the short, medium and long-term priorities to modernise the rail network. The Master Plan considers and facilitates the implementation of the RNDP aims, including:

- Deliver a better public transport network across regional Victoria
- Improve the experience of public transport passengers
- Support the growing regional tourism industry
- Give communities across Victoria a say in planning for future public transport services

The RNDP specifically addresses the need for better station facilities and the need for all transport agencies and levels of government to work together to deliver an integrated public transport system.



Figure 14: Access and Public Transport Map

Urban Context Analysis

4.5 Public Open Spaces and Bicycle Network

The Precinct's current role as an industrial and bulky goods precinct has resulted in a lack of useable public open space. Within the broader Precinct is the Flax Mill Swamp Wildlife Reserve, a significant ecological reserve managed by Parks Victoria, which presents opportunities to become an environmental and passive recreational space for the Wendouree community.

Immediately adjacent to the Precinct in the south east is Lake Wendouree and North Gardens, which provide great environmental, recreational, physical activities and visual amenities to residents and visitors. Due to lack of pedestrian crossings and traffic volumes on Gilles Street North, access to these spaces from the Precinct is poor.

Within close proximity to the south is the Ballarat Aquatic and Lifestyle Centre (BALC), hockey fields and Ballarat Golf Club, which provide opportunities for formal sports and activities for the surrounding community.

While some bicycle infrastructure is in place, the network is extremely disjointed and hard to navigate, with poor connections across main roads and between destination points. A shared path runs along Gregory Street and Gregory Street West, connecting the communities south to the station and the BALC to the Ballarat CBD.



Figure 15: Public Open Spaces Map

4.6 Site Issues

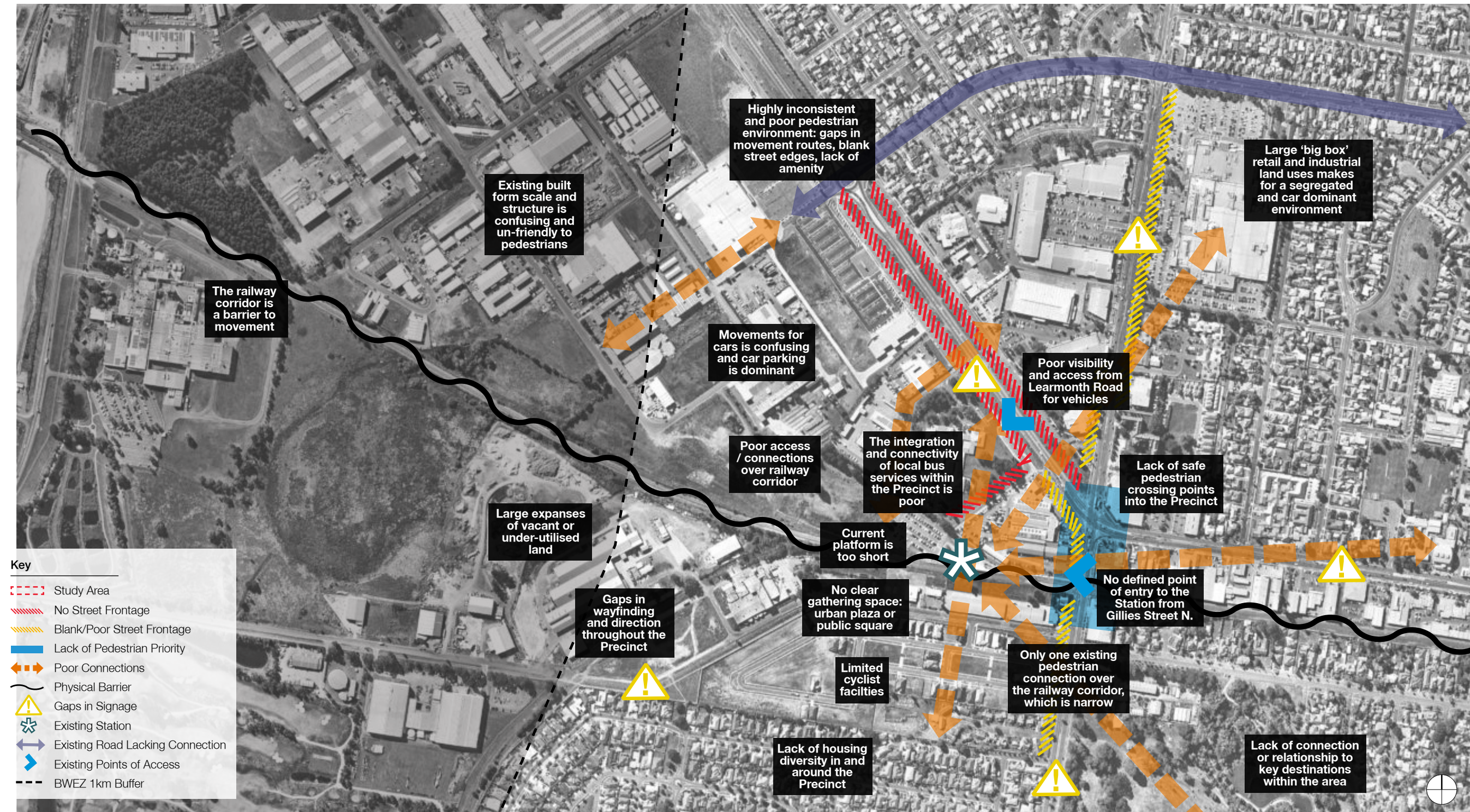


Figure 16: Site Issues Map

4.7 Public Transport Issues



Urban Context Analysis

4.8 Built Form Issues



The railway corridor acts as a barrier between uses in the precinct.



Large expanses of underutilised, vacant land.



Approved developments are car-oriented.



New developments are exacerbating the poor urban environment.



The precinct lacks amenity for pedestrians, passengers and visitors.



Dominant 'big box' land uses provide limited urban structure.

Urban Context Analysis

4.9 Public Realm Issues



The station has a sense of isolation.



The station environment is not welcoming for pedestrians.



Surrounding buildings 'turn their backs' on the station.



Lack of safe crossing points for pedestrians.



There are no public realm spaces for people 'to be'.



Poor pedestrian infrastructure – lack of pavements, lighting, etc.

4.10 Land Ownership

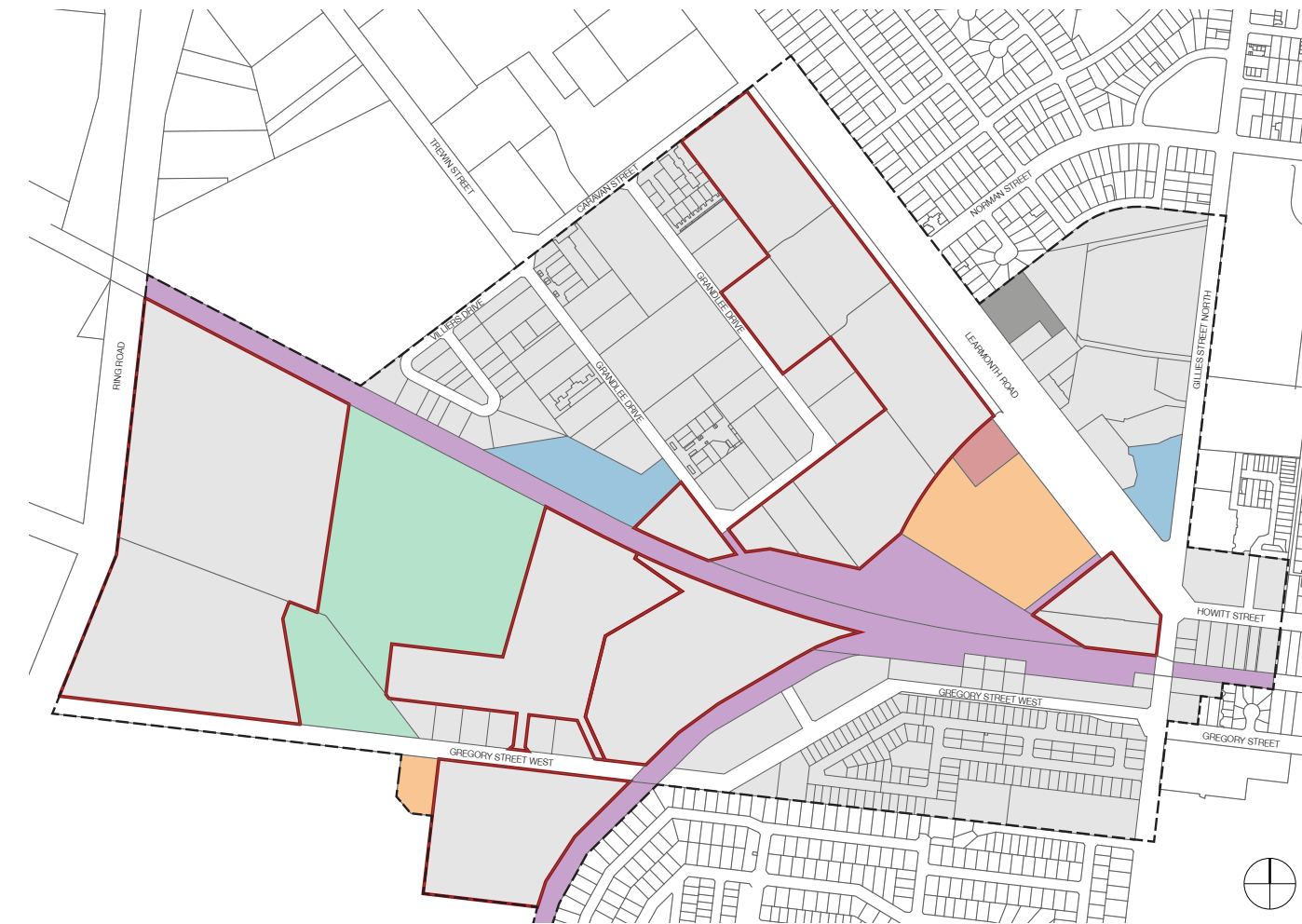


Figure 17: Land Ownership Map

Key

- Study Area
- VicTrack
- City of Ballarat
- VicRoads
- Central Highlands Water Authority
- Country Fire Authority
- DELWP
- Private Landholder
- Major Single Private Ownership

4.11 Wendouree Station Design Constraints

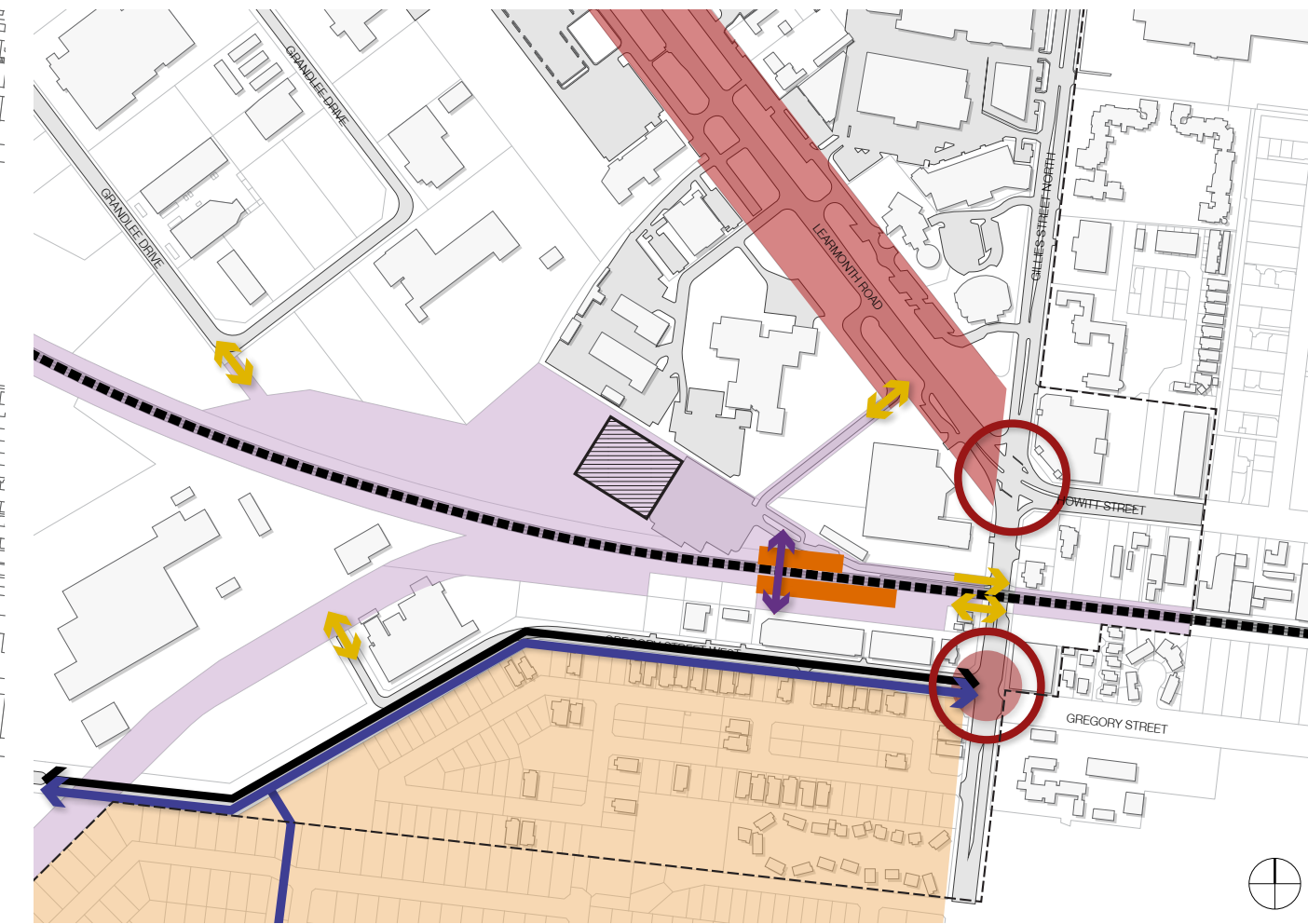


Figure 18: Design Constraints Diagram

Key

- Width of Learmonth Road
- Rail Corridor
- Railway Station Site is Landlocked
- Limited Opportunities for Access
- Poor Intersection
- Existing and Future Platforms
- Future Pedestrian Overpass
- New Car Park
- Gregory Street West Reopening
- Future Signalled Intersection (Gregory St/Gilles St N)
- Immediate Residential Stock to the South
- Existing Shared Path

This page has been left blank

Master Plan Overview

5.1 Master Plan Overview

The Master Plan responds to the complex site conditions, functional requirements and implementation considerations. It is not a 'singular' or fixed plan, but a multi-faceted and flexible one that can adapt to changing circumstances in terms of transport patronage, funding outcomes and property market conditions. The Master Plan is a high-level concept only, and provides direction for future planning, detailed design and funding submissions.

The Master Plan consists of two precincts – the Wider Precinct and the Core Precinct.

The Wider Precinct Master Plan provides high-level recommendations for the sustainable development of the area.

The Core Precinct Master Plan provides more specific access and movement, public realm, land use and built form recommendations for the area immediately around the Wendouree Railway Station.

Early public realm works are expected to attract investment, forming a 'catalyst' for further redevelopment and revitalisation of the Core Precinct over time.

Medium and longer-term development opportunities have been identified to capitalise on the initial public realm investments. Delivery of these opportunities will be influenced by economic, market, and land use planning conditions, availability of land, and future commercial and residential development demand.

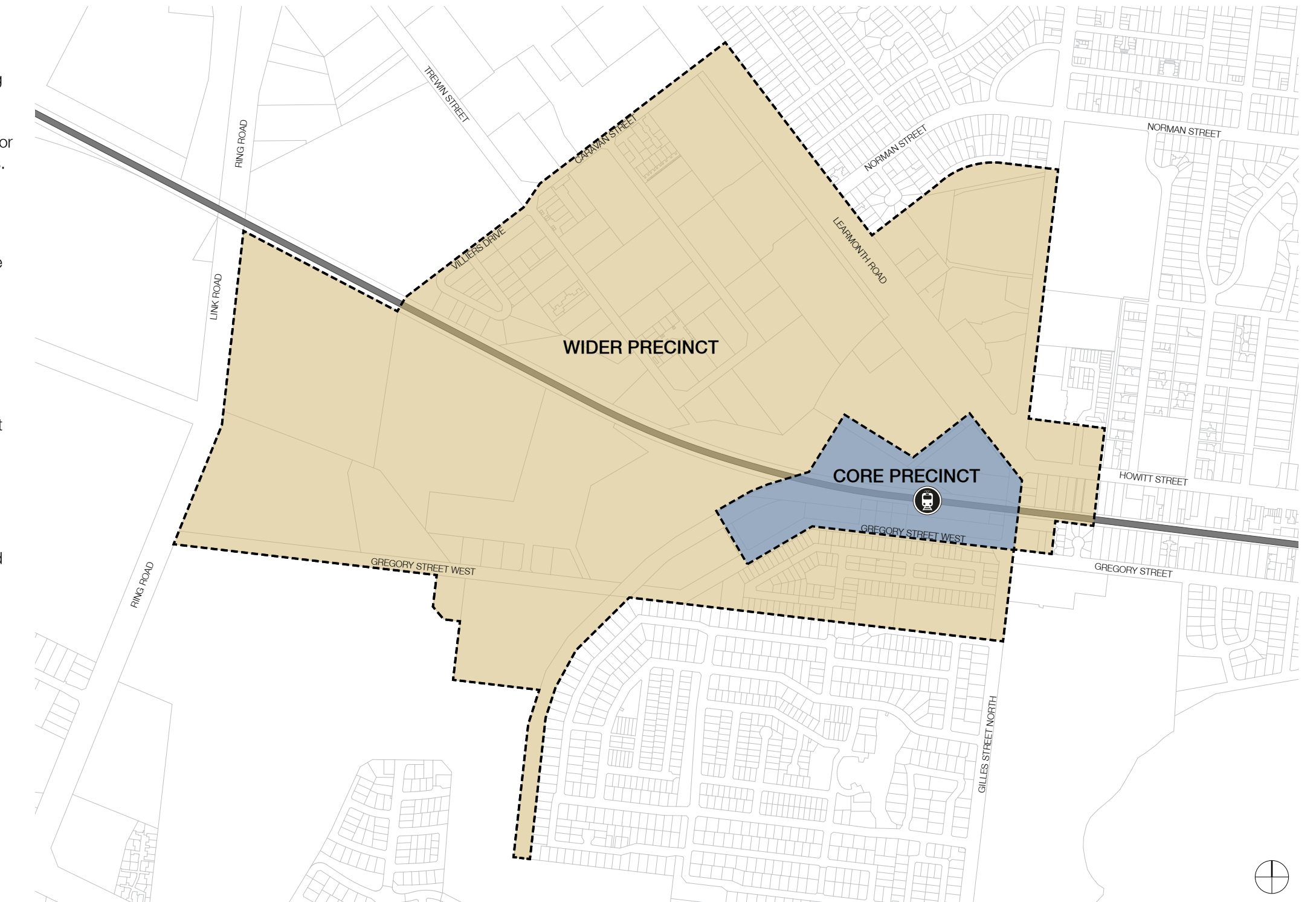




Figure 19: Master Plan Precincts Map


Wider Precinct Master Plan


6.1 Master Plan


The focus of the Wider Precinct Master Plan is to plan for sustainable development and promote integration with the Core Precinct, with a variety of community benefits. The Wider Precinct will capitalise upon existing transport infrastructure to provide a range of activities and amenities, which will support and enhance the role of the Wendouree Activity Centre.


- 


Principle 01
Create an Integrated Transport Hub
- 


Principle 02
Stimulate Economic Activity and Growth
- 

Principle 03
Activity Centre | Main Street | Town Centre Experience
- 

Principle 04
Achieve a Visually Prominent Station
- 

Principle 05
Improve Integration and Connections
- 

Principle 06
Develop a Locally Distinctive and Positive Identity
- 

Principle 07
Enable Flexible Implementation
- 

Principle 08
Encourage Environmental Sustainability

- Key**
-  Study Area
 -  Ballarat West Employment Zone (BWEZ)
 -  BWEZ 1km Buffer Area
 -  Retain Existing Industrial Use
 -  Residential
 -  Commercial | Retail
 -  Community
 -  Mixed Use
 -  Land Used for Public Transport
 -  Conservation Area
 -  Existing Primary Road
 -  Existing Secondary Road
 -  Potential Future Connection
 -  Existing Cycling Network
 -  Potential Future Cycling Connection
 -  Potential Pedestrian and Bicycle Link
 -  Signalised Intersection/Crossing

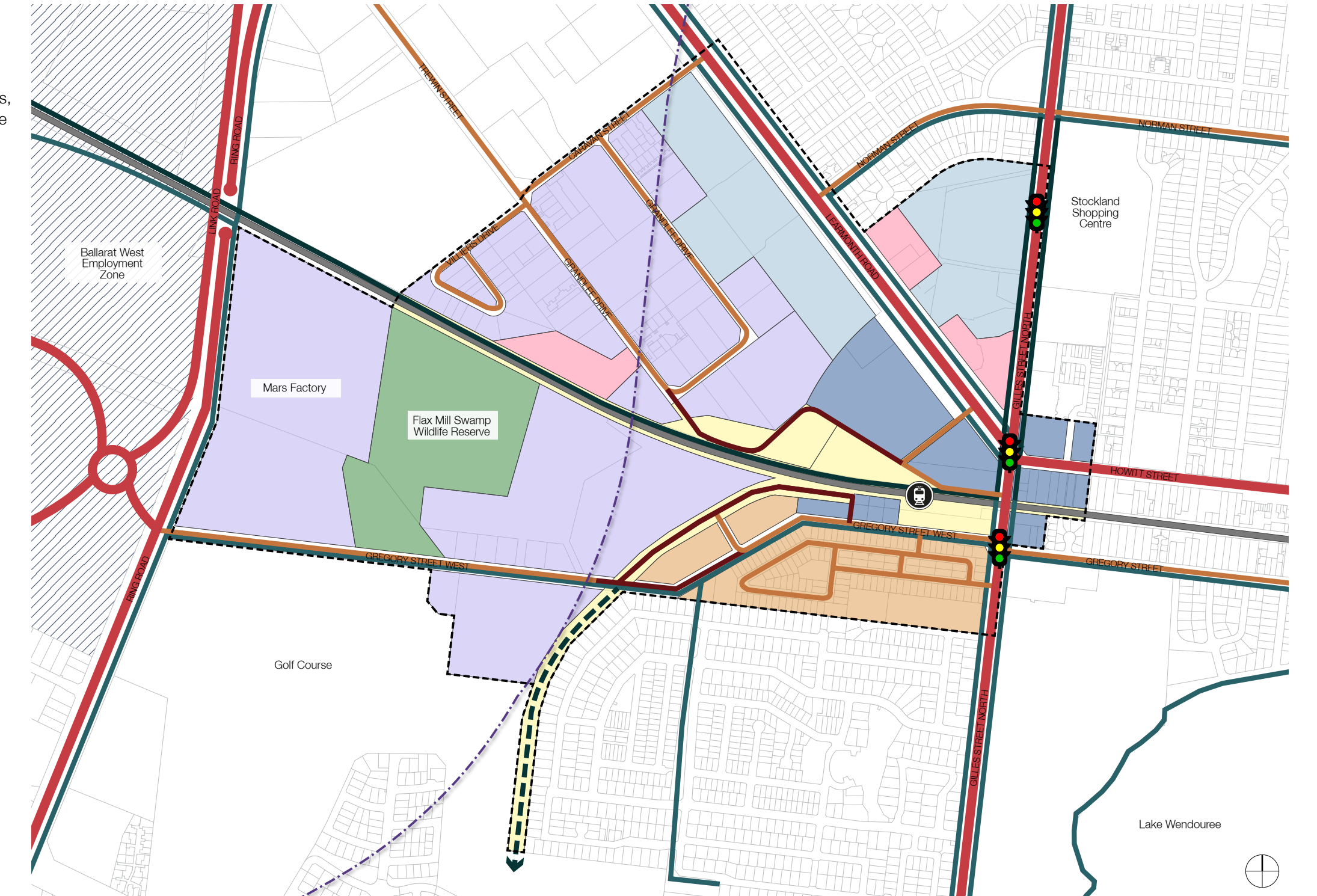







Figure 20: Wider Precinct Master Plan

6.2 Access and Movement

-  **Principle 01**
Create an Integrated Transport Hub
-  **Principle 02**
Stimulate Economic Activity and Growth
-  **Principle 03**
Activity Centre | Main Street | Town Centre Experience
-  **Principle 04**
Achieve a Visually Prominent Station
-  **Principle 05**
Improve Integration and Connections
-  **Principle 07**
Enable Flexible Implementation

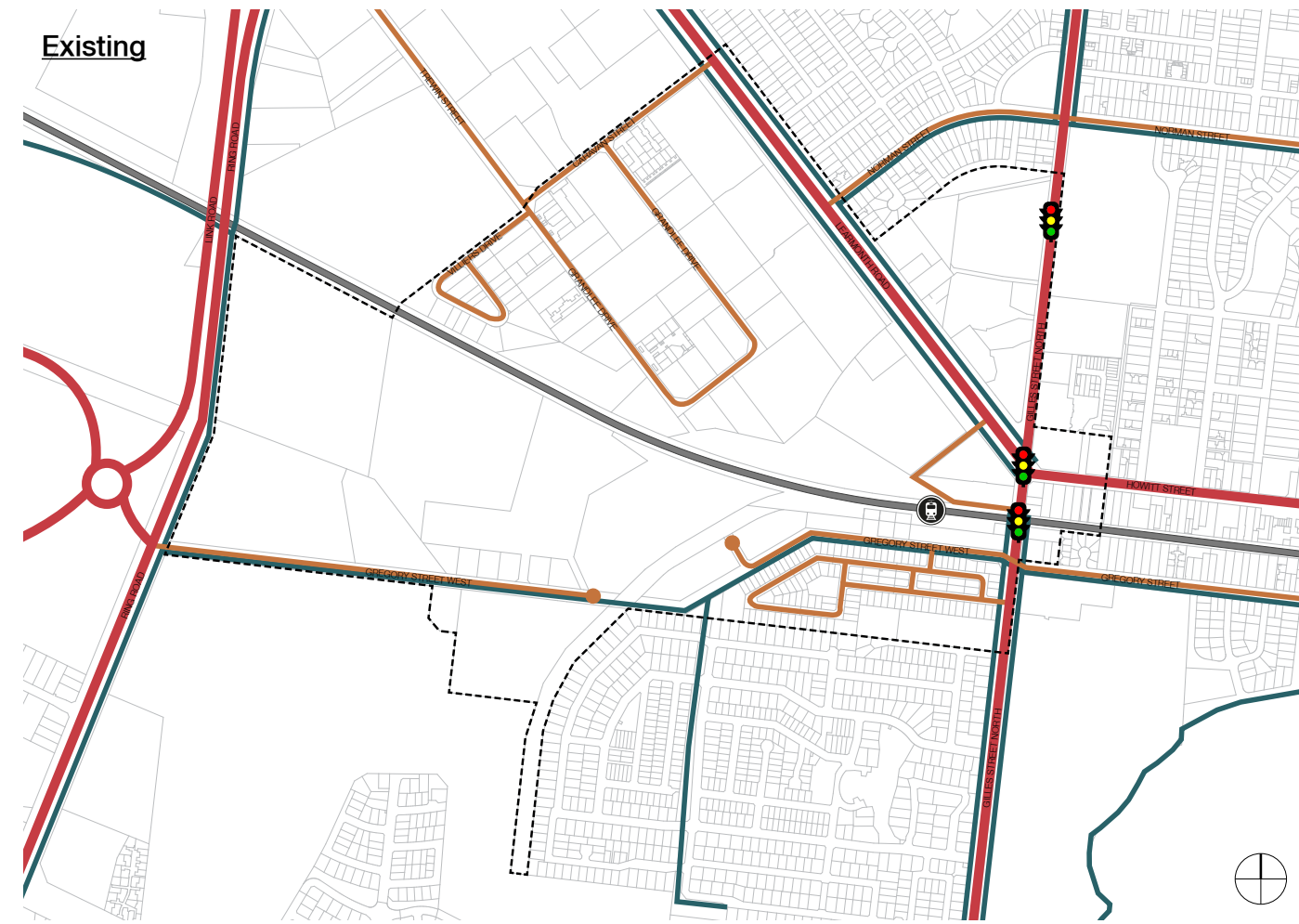










Figure 21: Existing Access and Movement Network Diagram

- Key**
-  Study Area
 -  Existing Primary Road
 -  Existing Secondary Road
 -  Potential Future Connection
 -  Existing Cycling Network
 -  Potential Future Cycling Connection
 -  Potential Pedestrian and Bicycle Link
 -  Signalised Intersection/Crossing

The access and movement strategy consists of an enhanced road network for improved pedestrian, cyclist and vehicular movement. The introduction of new roads, footpaths and dedicated movement corridors for pedestrians and cyclists means safer access within and around the precinct. New road links may be required to increase permeability, create development sites and link the wider community.

The current lack of permeability and poor links to neighbouring areas isolate the precinct from its surrounding context. The reopening of Gregory Street West will create new opportunities for access to the precinct, especially for pedestrians and cyclists. Gregory Street West will become a

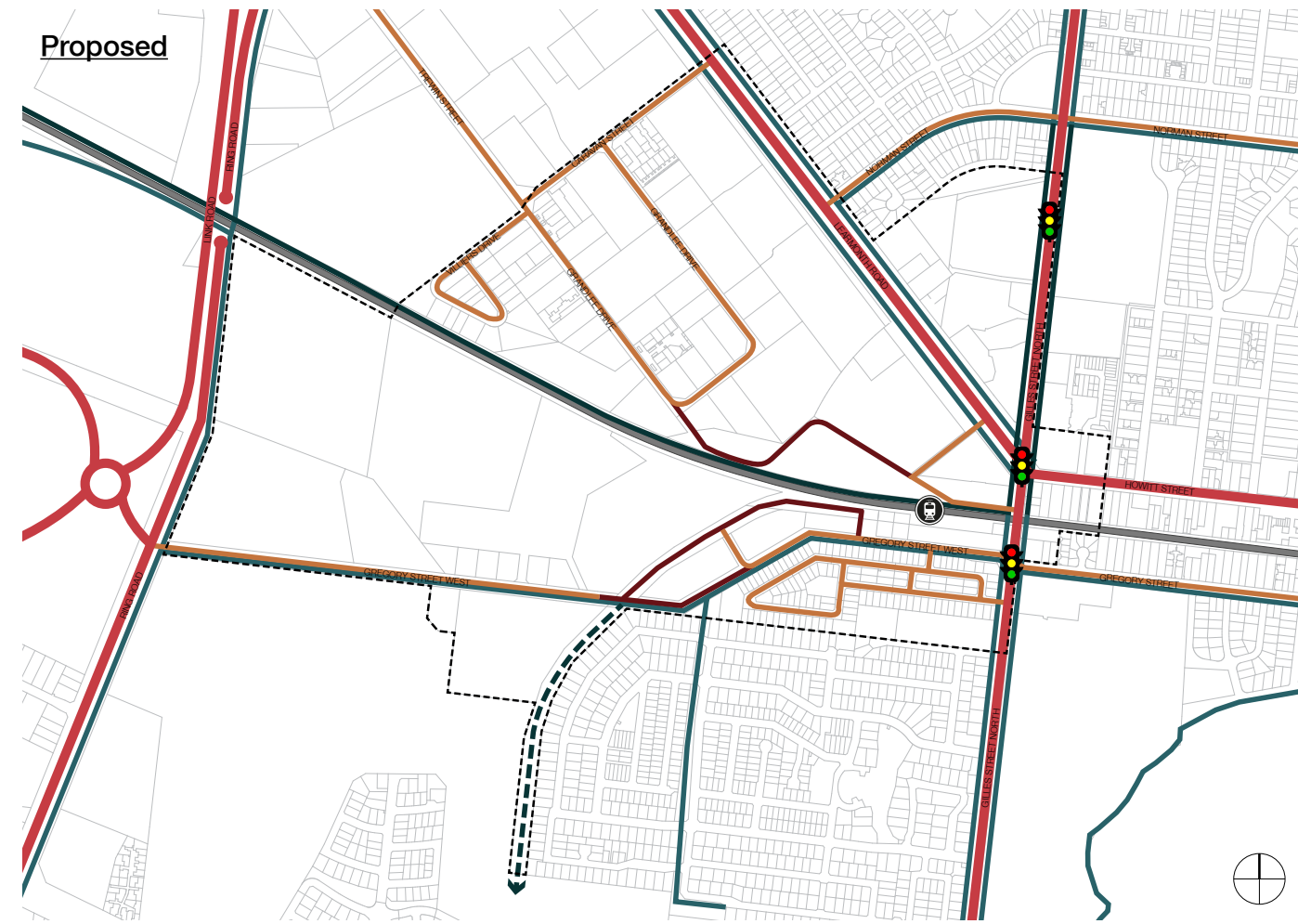


Figure 22: Proposed Access and Movement Network Diagram

major east-west thoroughfare for vehicles, pedestrians and cyclists. It will take traffic from the Ring Road and Gillies Street North and provide improved access to the station.


There is potential for an improved road network to provide higher permeability with smaller blocks around the station. This will encourage public transport ridership, walking and cycling and will allow for development of higher density within the precinct.

There is potential for the former saleyard railway reserve to become a bicycle and pedestrian link from the station to the south. A proposed shared path along the north side of the rail corridor has the potential to increase pedestrian

and bicycle connectivity between the train station and industrial uses to the west.

The level crossing at Gillies Street should be removed to facilitate improved connections for all modes of transport. The Master Plan has been configured to facilitate a future level crossing removal, which would be subject to detailed design and need to respond to surrounding land uses and transport access requirements.

6.3 Land Use

-  **Principle 01**
Create an Integrated Transport Hub
-  **Principle 02**
Stimulate Economic Activity and Growth
-  **Principle 03**
Activity Centre | Main Street | Town Centre Experience
-  **Principle 06**
Develop a Locally Distinctive and Positive Identity
-  **Principle 07**
Enable Flexible Implementation
-  **Principle 08**
Encourage Environmental Sustainability

The land use strategy has two overarching objectives:

- To ensure that existing employment generating uses, such as industrial and commercial continue to provide the community with local employment opportunities.
- To introduce new uses around public transport amenities, which will provide diverse destinations and activities, and allow the sustainable growth of the Wendouree community.

Apart from dedicated transport use at Wendouree Station, the land immediately around will accommodate mixed-use developments, which will contribute to the vibrancy and activation of the precinct, providing shopping, entertainment and living opportunities at the station doorstep.

Responding to existing fine-grain residential character and to create a transition between the Core Precinct and industrial uses to the west, part of the land along Gregory Street West and Grandlee Drive will change from industrial use to uses of less urban and environmental impact such as residential, mixed-use or commercial. New dwellings near the station will encourage walking and cycling, reducing car dependency and providing critical mass to support retail activities. While commercial and industrial activities will continue to provide local jobs for current and future residents.

Commercial and community uses, including health and learning centres, library and community hall, north of Learmonth Road will bridge the physical barrier caused by the width of Learmonth Road, providing a new destination for the community. The interface with Gillies Street North will respond to the bulky goods-character of the area.

Within the public use zones, a network of new and improved green open spaces will permeate the precinct, providing amenity, recreation opportunities and environmental quality for residents and visitors. Flax Mill Swamp Wildlife Reserve is envisioned to become an accessible park for passive recreation, which will require further investigation and engagement with stakeholders and government agencies. Learmonth Road has the potential to become a green landscaped boulevard, reinforcing local pride and identity.

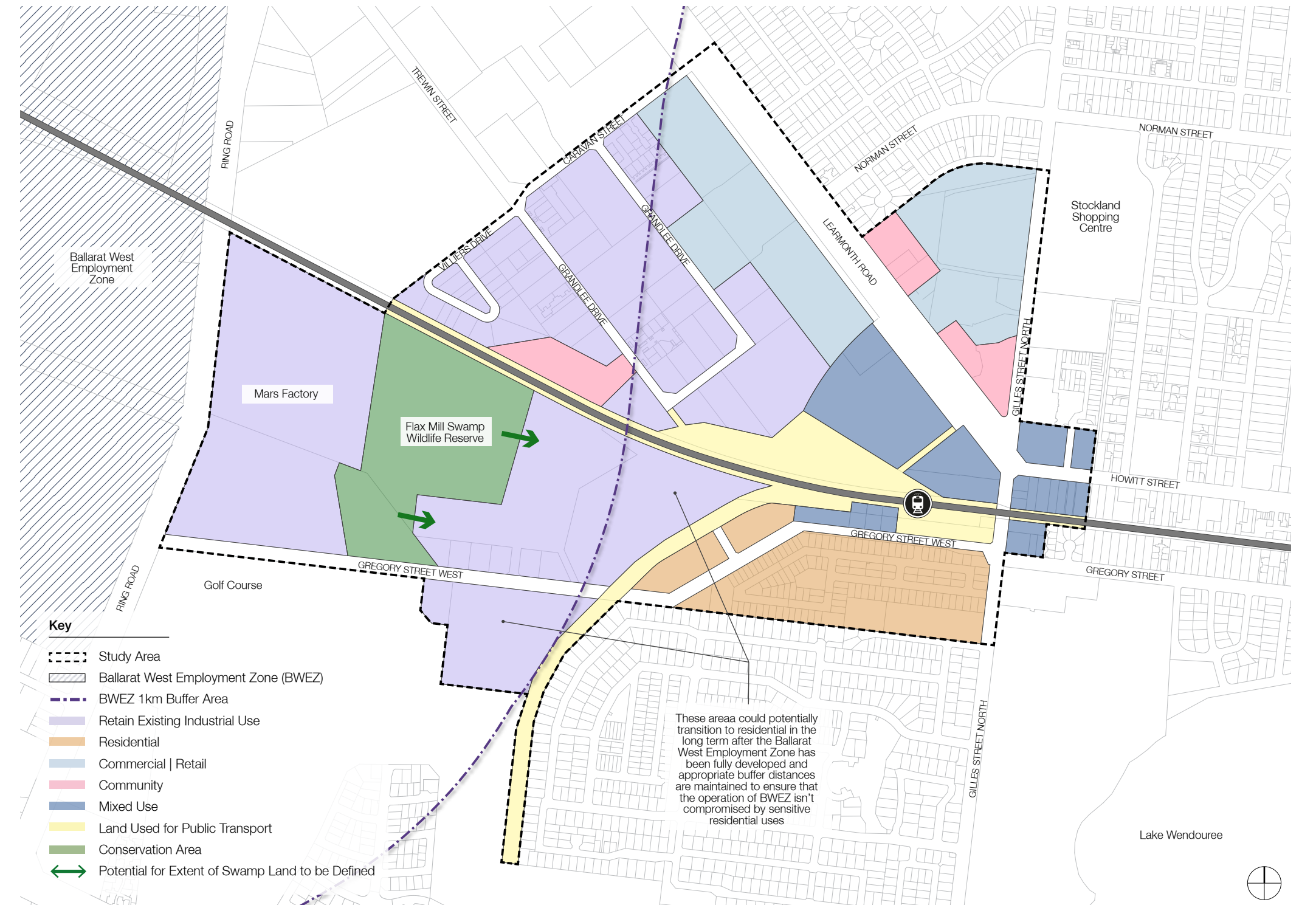


Figure 23: Land use Diagram

6.4 Industrial Use

Industrial areas are significant employment locations for Ballarat. While some sites will transition away from their current industrial uses over time, the majority of the precinct will continue to function in an industrial capacity.

There is a need to improve connections both within and between the industrial areas, as well as to surrounding public transport and activity centres to improve access to employment. While vehicle access to the precinct is generally established, access by active modes of transport is poor. To improve access for workers and visitors, infrastructure to enable access by active transport, such as a network of shared paths and footpaths and other pedestrian infrastructure, should be progressively constructed. The design of this infrastructure needs to be balanced with the need for continued heavy vehicle access where required, while ensuring the safety and experience of vulnerable users is not compromised.

The industrial streetscapes and public realm should be enhanced with the addition of trees, improved signage and wayfinding, and street furniture in key locations. Opportunities for water sensitive urban design should be explored, including improving inflows to Flax Mill Wildlife Reserve which has been eroded via encroachment of development into environmentally sensitive areas. Improved building design and orientation will support passive surveillance of open spaces and the public realm.

- Key**
- Study Area
 - Ballarat West Employment Zone (BWEZ)
 - BWEZ 1km Buffer Area
 - Retain Existing Industrial Use
 - Conservation Area
 - Existing Primary Road
 - Existing Secondary Road
 - Potential Future Connection
 - Existing Cycling Network
 - Potential Future Cycling Connection
 - Potential Pedestrian and Bicycle Link
 - Signalised Intersection/Crossing

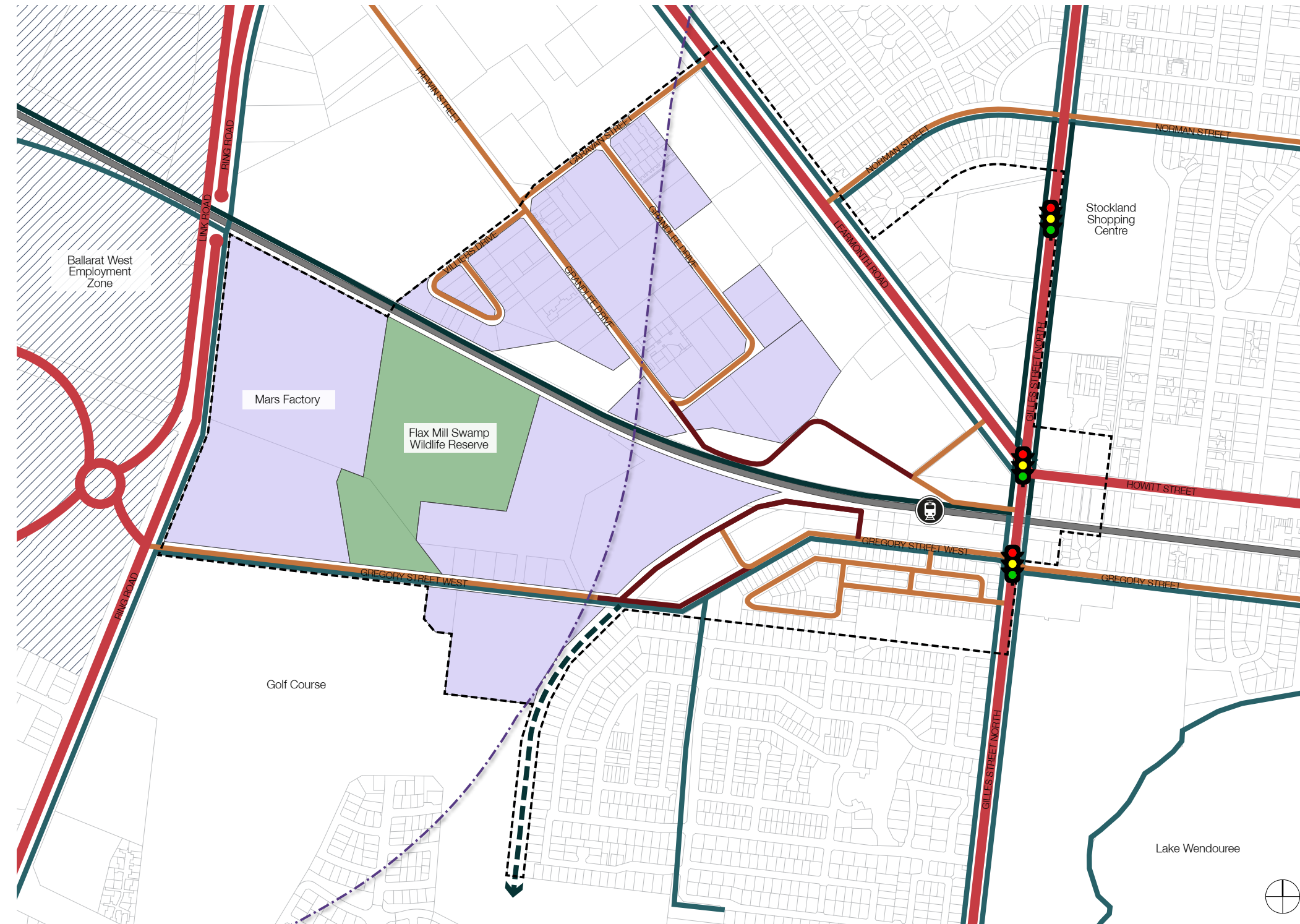


Figure 24: Industrial Use Plan

At approximately 40 metres tall, the 'Walsh Estate' water tower is a notable landmark and clearly visible from surrounding streets. The water tower is an important reminder of the early industrial use of the area.



Figure 25: Existing Condition of Industrial Areas

Core Precinct Concept Plan

7

Core Precinct Concept Plan


7.1 Concept Plan


The Core precinct is the focal point of the Wendouree Station Precinct Master Plan. With consideration of a variety of public transport requirements and a focus upon improving public spaces, the concept plan seeks to completely reinvent the Wendouree Station Precinct.


The precinct is envisioned to be integral to the Wendouree Activity Centre and a gateway to the Ballarat West Employment Zone. The new configuration of the station will allow greater integration between buses and trains and will provide new opportunities for active public spaces within the area.


The new station will provide a vibrant interface with Gregory Street West, offering an operating train platform, car parking, landscaped open spaces, cafes, retail opportunities, and easy access to the North Gardens and Lake Wendouree.


Increased commuter car parking will cater for population growth, providing safe and convenient access to the station.


- 


Principle 01
Create an Integrated Transport Hub
- 


Principle 02
Stimulate Economic Activity and Growth
- 

Principle 03
Activity Centre | Main Street | Town Centre Experience
- 

Principle 04
Achieve a Visually Prominent Station
- 

Principle 05
Improve Integration and Connections
- 

Principle 06
Develop a Locally Distinctive and Positive Identity
- 

Principle 07
Enable Flexible Implementation
- 

Principle 08
Encourage Environmental Sustainability

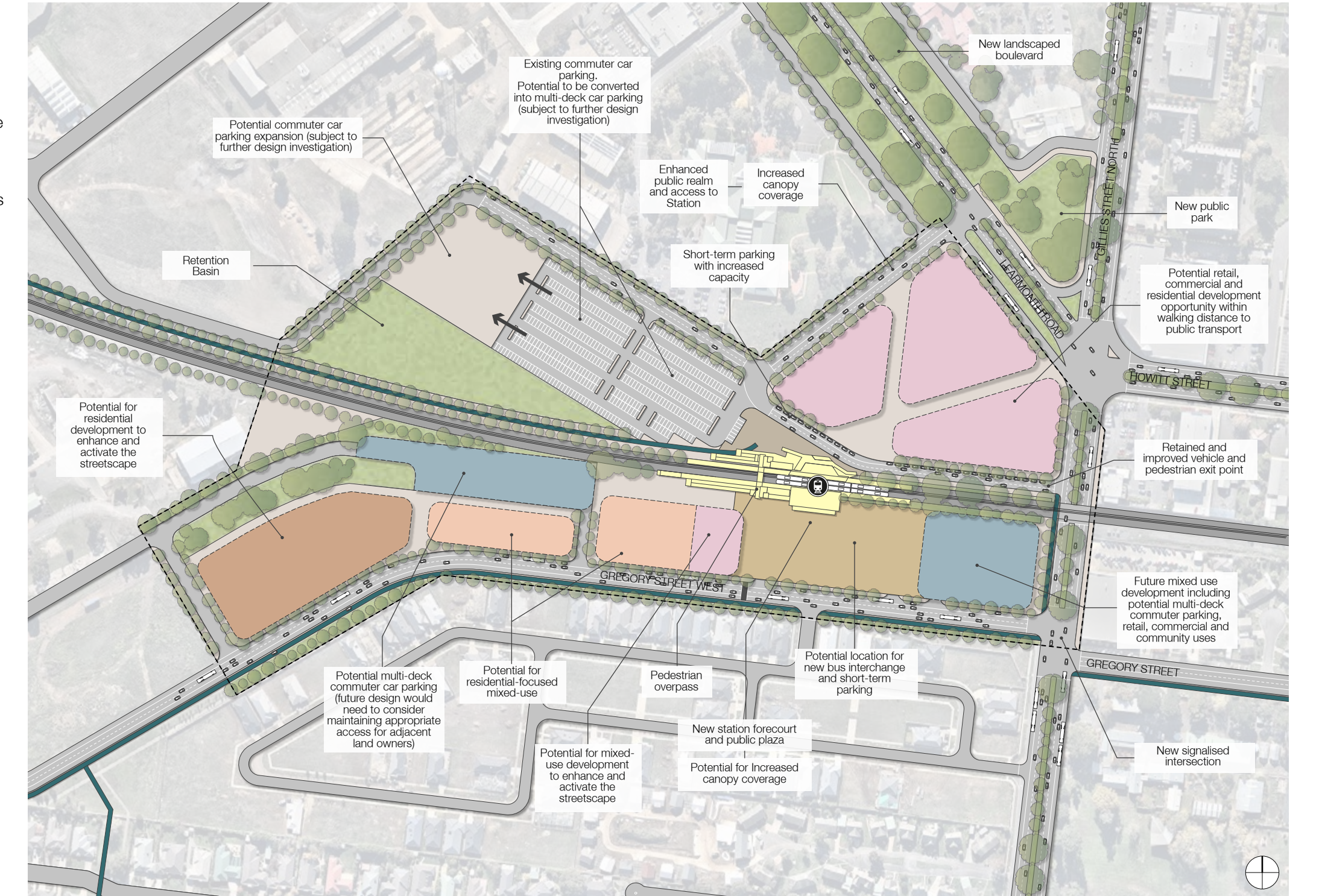












Figure 26: Core Precinct Concept Plan

Key

-  Core Precinct Boundary
-  Station Forecourt
-  Station Forecourt + Bus Interchange
-  Potential Multi-deck Car Park
-  Potential General Mixed-use
-  Potential Residential-focussed Mixed-use
-  Potential Residential
-  Open Space | Recreation
-  Railway Station
-  Shared Path (Bicycles + Pedestrians)

7.4 Public Transport

The upgraded Wendouree Station will provide safe, convenient and integrated transport options which will encourage public transport use, reduce car dependency and cater for population and patronage growth. It is noted that current RPV works include the construction of a second southern platform, pedestrian overpass, stairs, lifts and ramps.

Initiatives:

- A new platform and station building south of the rail corridor will increase the station capacity and provide new access to the station through Gregory Street West.
- A new pedestrian overpass will allow safe pedestrian movement across the rail corridor, integrating both sides of the precinct
- Station forecourts will cater for increased ridership, provide spaces for commuters to disperse and give street presence to the station
- The bus interchange will be consolidated at the Gregory Street West interface, allowing for safer and more efficient traffic, pedestrian and cyclist flows. The interchange may potentially accommodate four buses with public open spaces and retail activities
- Dedicated bus zones within the station forecourt will help increase safety and efficiency of the bus operation
- Increased capacity of short-term parking near the station forecourts will allow convenient drop-offs and quick access to the station, especially for people with mobility constraints.

 **Principle 01** Create an Integrated Transport Hub
 **Principle 03** Activity Centre | Main Street | Town Centre Experience
 **Principle 04** Achieve a Visually Prominent Station
 **Principle 05** Improve Integration and Connections
 **Principle 08** Encourage Environmental Sustainability

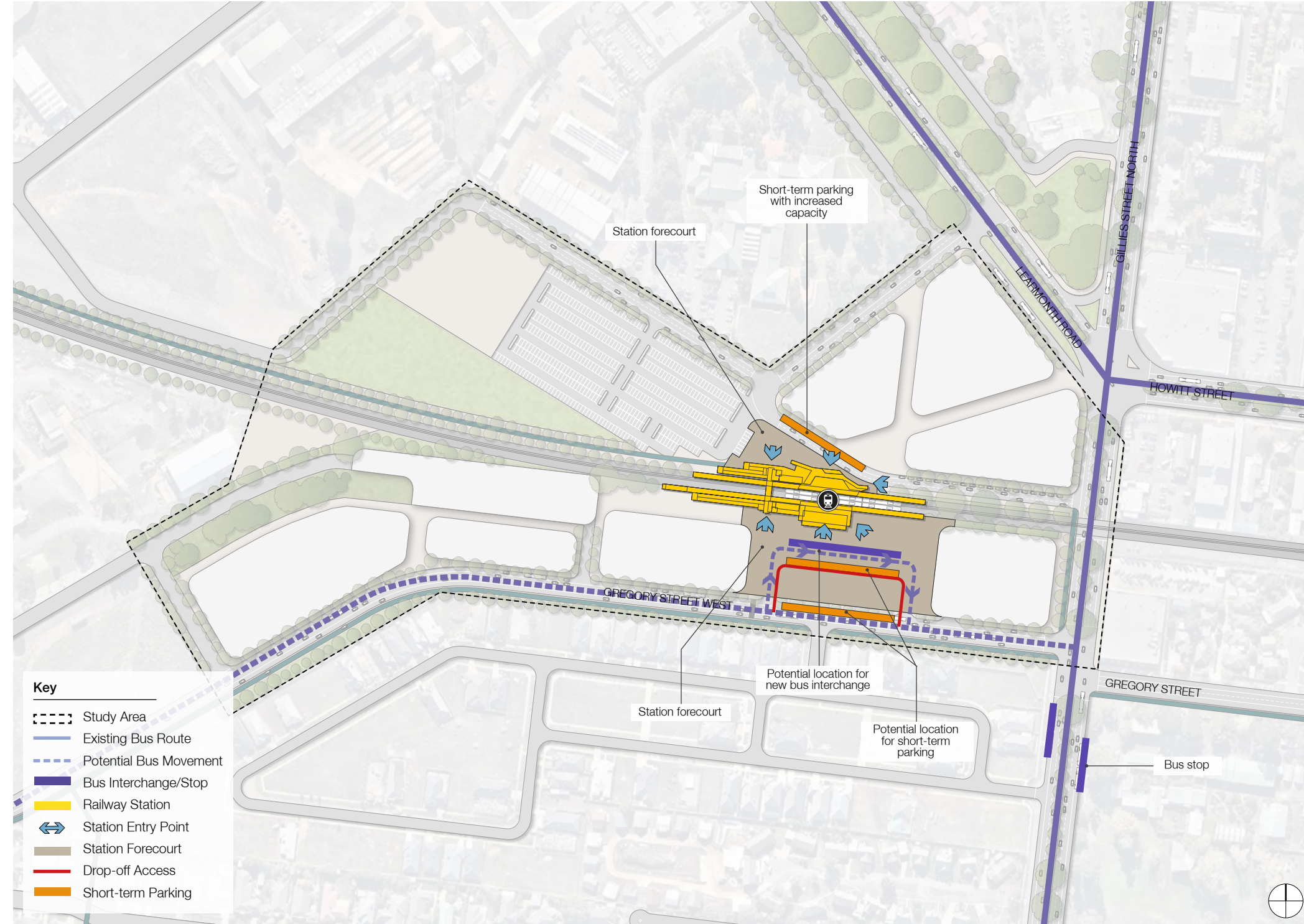


Figure 29: Public Transport Concept Plan

International Public Transport Precedents



Figure 30: Walkable bus interchange - Rhode Island - USA



Figure 31: Pedestrian-friendly railway station - Helsingborg - Sweden



Figure 32: Bus interchange - Vancouver - Canada



Figure 33: Sheltered pedestrian space - Stoke-on-Trent Station - UK



Figure 34: Cafe and retail offering at bus station waiting area - Barneveld Noord - Netherlands

7.5 Built Form

The Wendouree Station Precinct will become a vibrant urban destination, providing jobs, entertainment and housing opportunities for a diverse, growing community. The precinct will attract a new range of residents, which will require a built form response that can accommodate their needs. Built form design aims to capture the views across Lake Wendouree and towards the central city, Mount Warrenheip and Mount Buninyong.

Initiatives:

- Built form of up to four storeys on the intersection of Gregory Street West and Gillies Street North and up to three storeys along Gregory Street West will respond to existing low-scale residential character.
- Appropriate built form scale and height will allow for community and services growth within the precinct
- Given the large width of Learmonth Road and Howitt Street and associated low risk of amenity impact, these roads have the potential to accommodate higher built form to meet state and local policies which encourage higher density development to be in proximity to public transport.
- Built form height will vary throughout the precinct
- A transition in building heights from the north to the south will respond to surrounding character and protect the amenity of existing residential areas
- Appropriate upper level setbacks will ensure protection of public open spaces and residential amenity
- New built form will frame streets and public spaces, providing a sense of enclosure and increased passive surveillance
- Where possible, built form will provide active interfaces to streets and public open spaces, contributing to a lively and vibrant precinct
- Built form heights and setbacks will ensure that public spaces, including the pedestrian plaza south of the station, enjoy direct sun light access all year round.

📈 **Principle 02** Stimulate Economic Activity and Growth
🏢 **Principle 03** Activity Centre | Main Street | Town Centre Experience
🌿 **Principle 07** Enable Flexible Implementation
♻️ **Principle 08** Encourage Environmental Sustainability

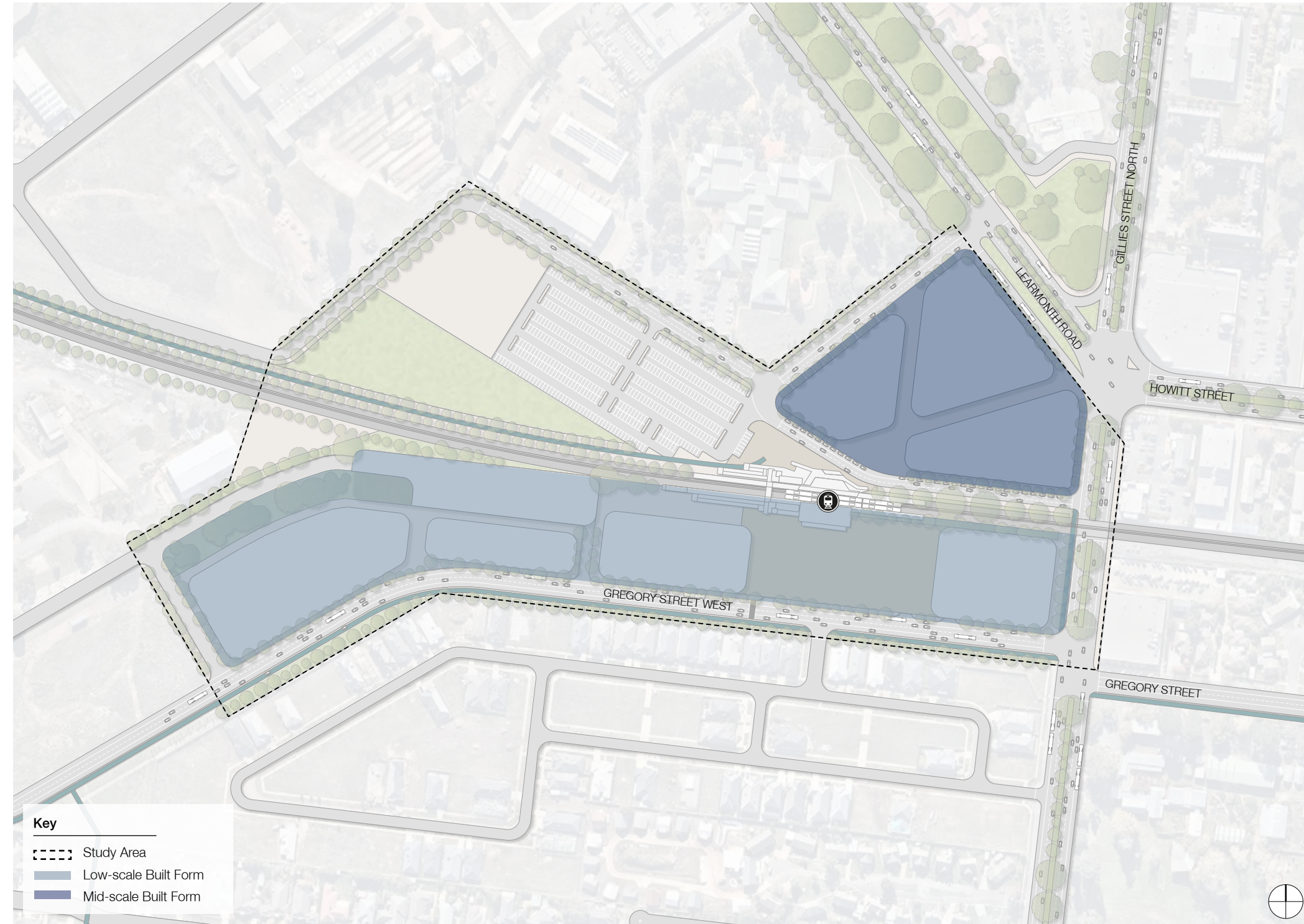


Figure 35: Built Form Concept Plan

Built Form Precedents



Figure 36: Medium-density housing - Cranbourne VIC



Figure 37: Mxed-use - The Ponds NSW



Figure 38: Medium-density housing - Box Hill VIC



Figure 39: Medium-density mixed-use - Arizona US

7.6 Public Realm



The upgraded Wendouree Station will become a vibrant destination and exciting gateway into the city. The proposed pedestrian-oriented environment will provide an urban hub for the community to engage and connect.

Initiatives:

- Expansive footpaths and pedestrian-dedicated areas will encourage walking and provide better access to the precinct, including access from Gregory Street West.
- A network of public spaces will provide activation, recreation opportunities, visual amenity and access to the station and surrounding residential and commercial developments
- New built form will present active street interfaces at strategic locations, ensuring vibrant and safe streets which offer entertainment and shopping opportunities
- Larger and improved station forecourts will support increased activity and surveillance in the precinct and shelter from the elements will be prioritised to accommodate year-round access.
- New public spaces will enhance connections to surrounding land uses including Lake Wendouree and the North Gardens
- Upgrades to public spaces around the station will present opportunities for the integration of cycling infrastructure
- All new pedestrian connections and public spaces into and within the precinct will be constructed with paved routes, lighting, signage, furniture, weather protection and landscaping (subject to further detailed design)
- Learmonth Road may become a landscaped boulevards, providing a gateway experience into the precinct and towards the Ballarat CBD
- View lines into the precinct will ensure clear legibility, providing street presence for the station. Private land north of the station presents opportunities to provide direct view lines to the station from key access points
- The existing retention basin should be enhanced with additional tree planting to improve the environmental values of the site.

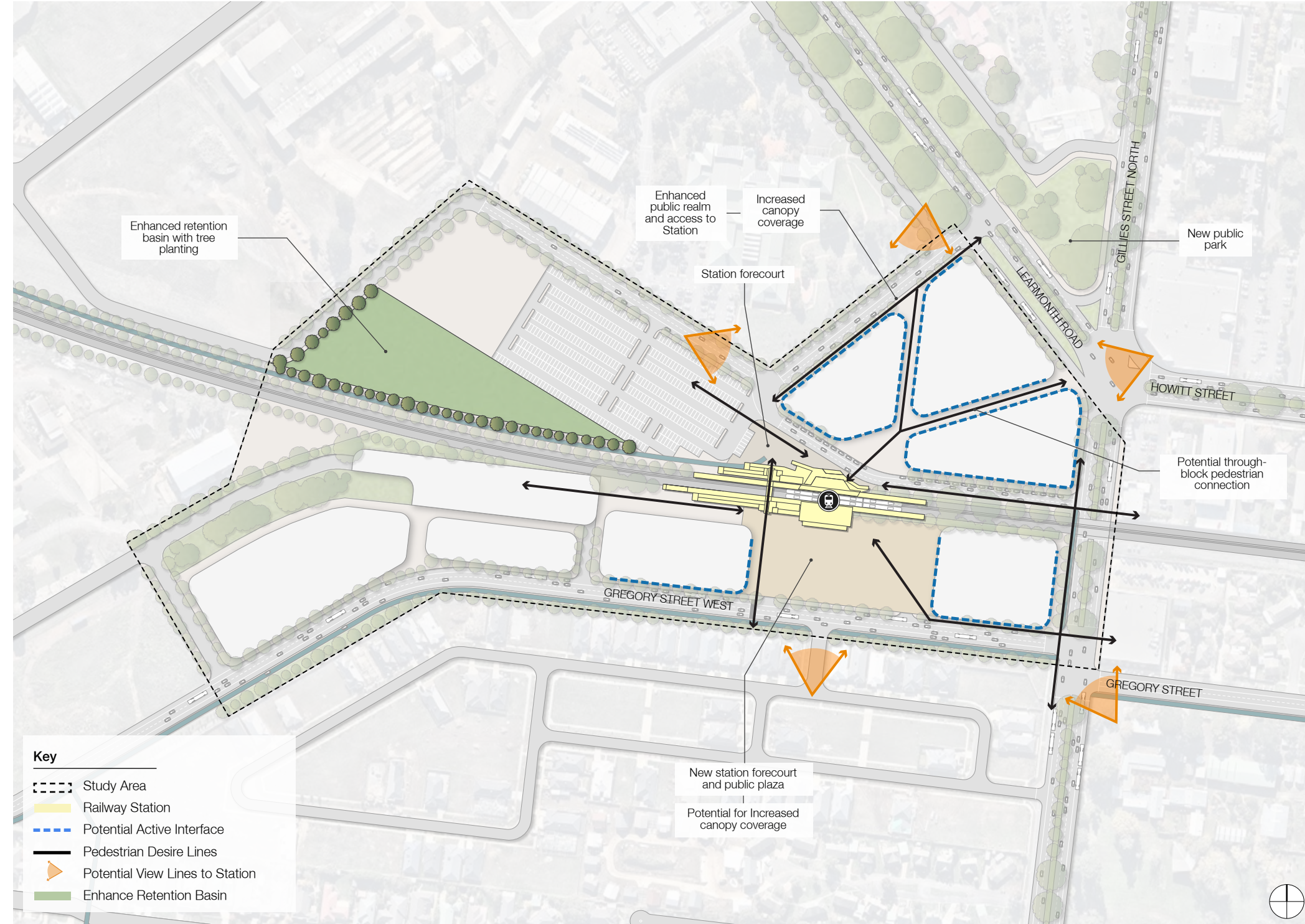


Figure 40: Public Realm Diagram

Public Realm Precedents



Figure 41: Upgraded railway station public realm - Midland Railway Square - Ashfield WA



Figure 42: Upgraded and activated public space - Garema Place - Canberra ACT



Figure 43: Active shared zone (pedestrian priority) - Maitland NSW



Figure 44: Upgraded streetscape - Lonsdale Street - Dandenong VIC

7.7 Design Guidance for Key Sites

209-211 Gillies Street North

Located at the northern interface of the station, this land parcel will play a key role in establishing the urban environment of the precinct. To ensure future development outcomes contribute to achieving the objectives of the Master Plan, the following design guidance should be considered:

- Mixed-use developments should complement the functions and activities of the precinct. The integration of uses with the station will help to create an urban destination with shops, cafes, housing and employment opportunities
- Built form should be set back from internal roads to provide space for enhanced pedestrian infrastructure, including footpaths and tree planting. Setbacks should be greater at the southern interface to allow for parallel kerbside parking to the station
- Built form should allow for direct through-block pedestrian connections to the station from key entry points and signalised intersections. These connections should provide direct view lines to the station, improving the overall wayfinding and legibility of the precinct
- Built form should present active interfaces along pedestrian routes, ensuring vibrant and safe streets and pedestrian spaces which offer entertainment and shopping opportunities.

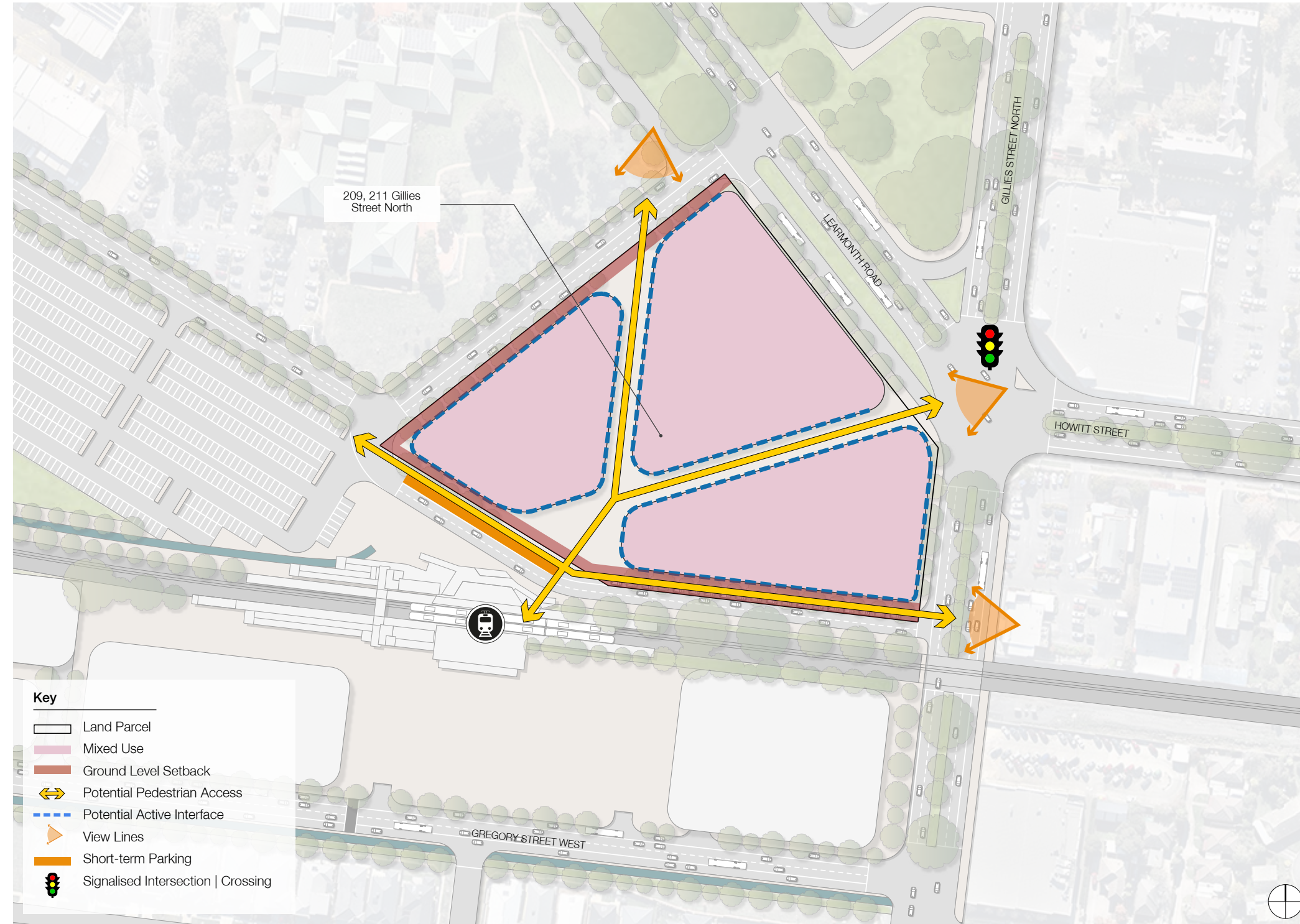


Figure 45: Northern Interface Design Guidance

201 and 201A Gillies Street North
12, 14 and 16 Gregory Street West

These land parcels compose the southern interface of the station. Where 201 and 201A Gillies Street North hold the potential for public acquisition in realisation of the Master Plan objectives, the parcels located at 12, 14 and 16 Gregory Street West will likely remain private. Similar to the northern interface, future development should consider the following design guidance:

- Mixed-use developments should complement the functions and activities of the precinct. The integration of uses with the station will help to create an urban destination with shops, cafes, housing and employment opportunities
- Built form, including potential commuter car parking, should present active interfaces to streetscapes and the station forecourt, ensuring vibrant and safe streets and pedestrian spaces which offer entertainment and shopping opportunities
- Built form should be set back from property boundaries (as shown in Figure 46) to provide space for enhanced pedestrian and cycling infrastructure, including shared paths, pedestrian connections, arrival spaces and tree planting
- Built form at 12, 14 and 16 Gregory Street West should allow for widened direct through-block pedestrian connections to the station from car parking proposed to the southwest. This connection should provide a direct view line to the station, improving the overall wayfinding and legibility of the precinct
- Building height and upper level setbacks at 12 Gregory Street West should ensure that the pedestrian plaza south of the station enjoy direct sun light access all year round, including in winter.
- Considering the future signalised Gregory Street West/ Gillies Street North intersection, a second central pedestrian crossing over Gregory Street West should be provided in alignment with the pedestrian overpass over the railway

- The location of bus interchanges and short-term parking within the station forecourt should provide convenient access to the station with minimal conflict between pedestrian, buses and cyclists.
- Alternative parallel kerbside short-term parking should be provided at the Gregory Street West interface to provide a variety of parking options.

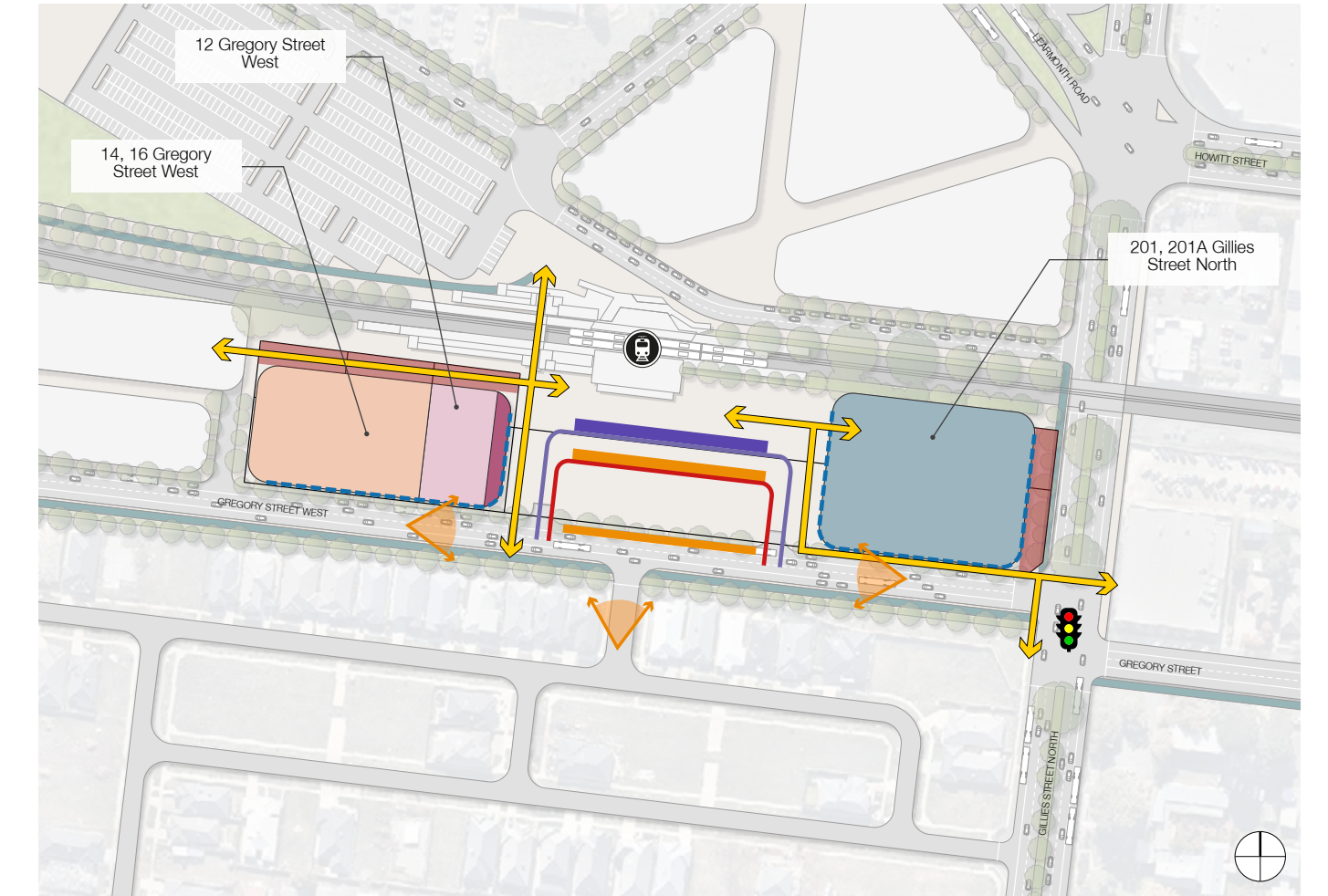


Figure 46: Southern Interface Design Guidance

7.8 Section 1 (Concept Only)

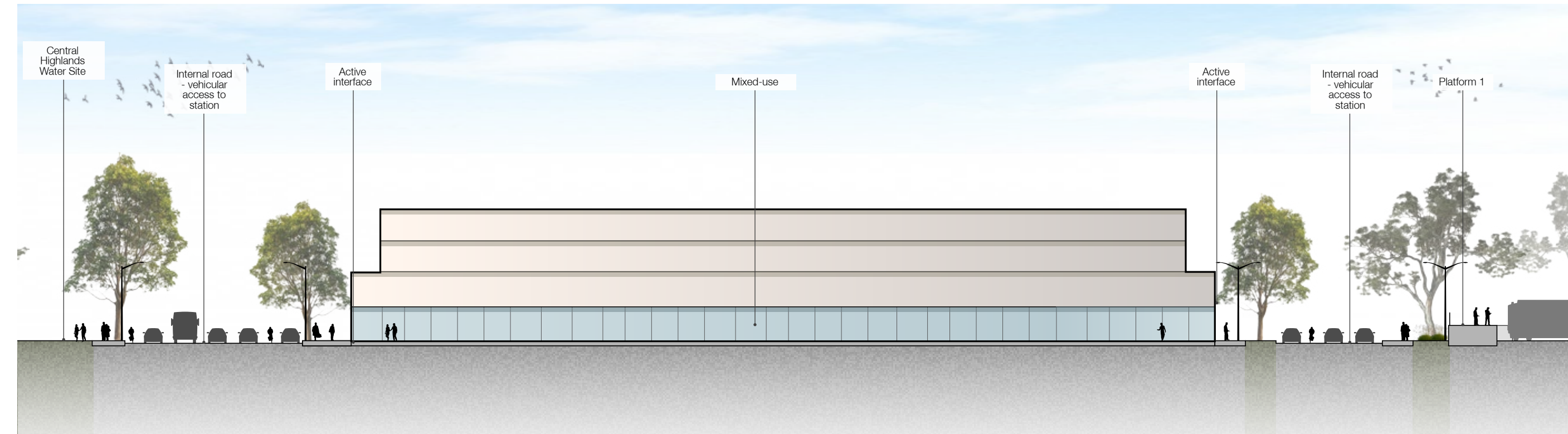


Figure 47: Section 1



Figure 48: Location of Section 1

7.9 Section 2 (Concept Only)

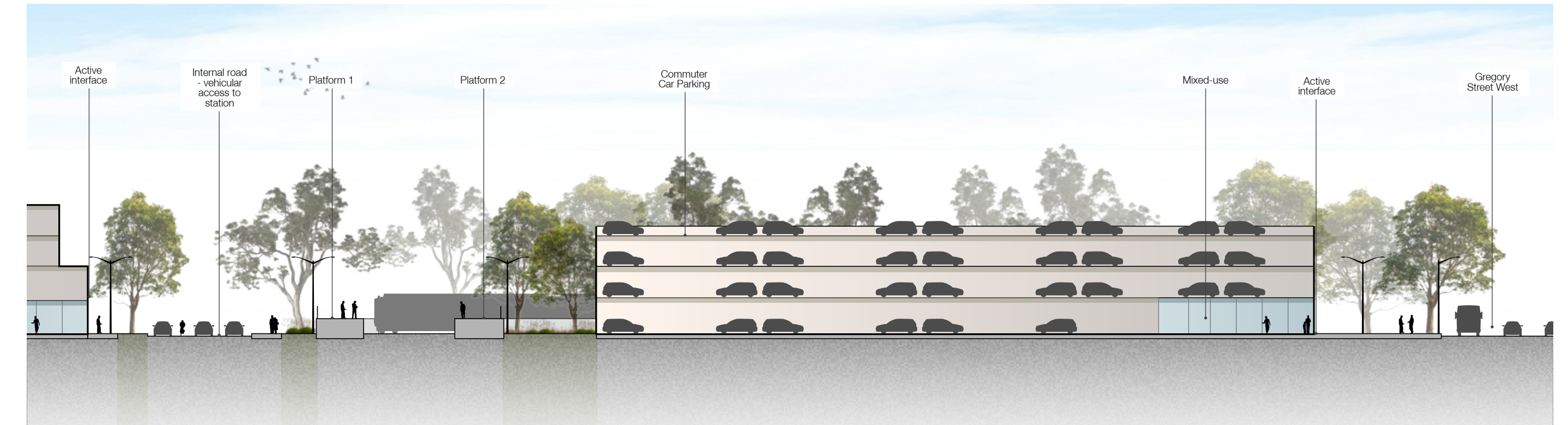


Figure 49: Section 2



Figure 50: Location of Section 2

7.10 Section 3 (Concept Only)

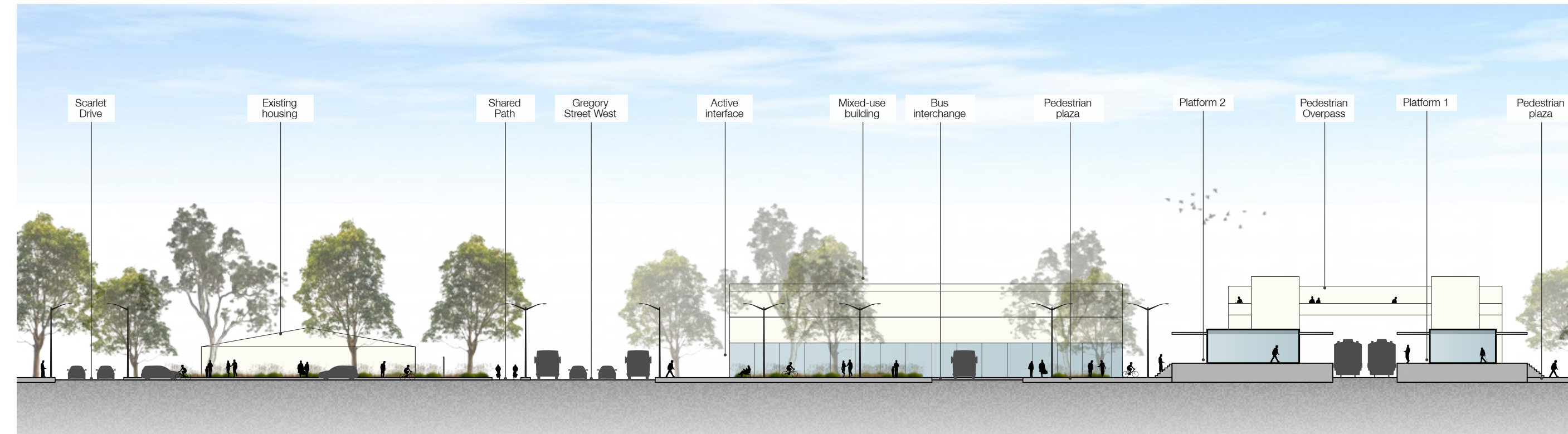


Figure 51: Section 3



Figure 52: Location of Section 3

7.11 Section 4 (Concept Only)

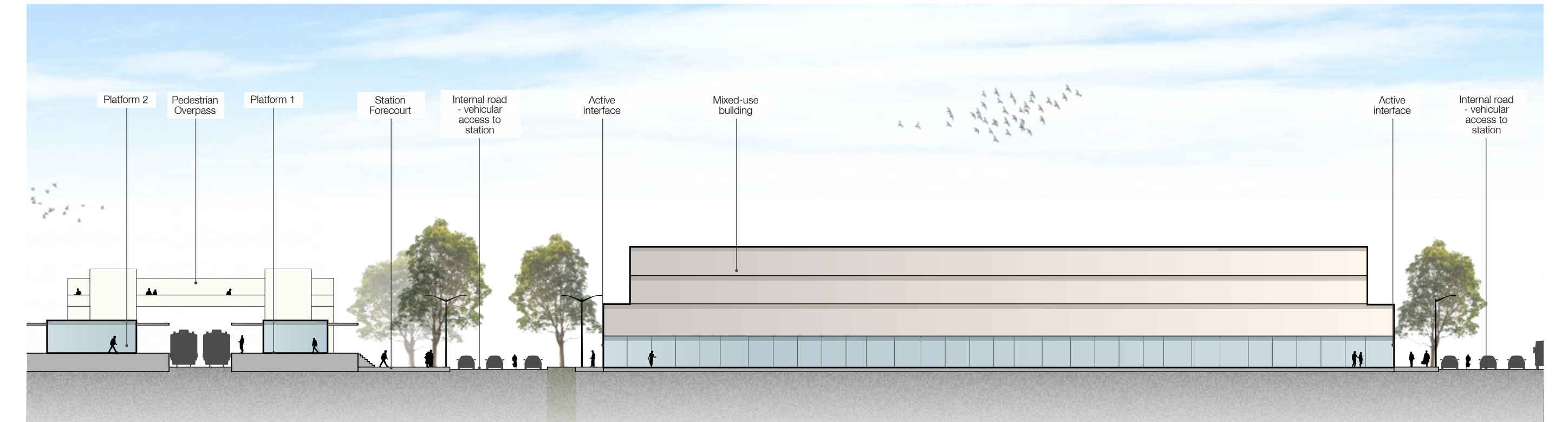


Figure 53: Section 4



Figure 54: Location of Section 4

Core Precinct Concept Plan

7.12 Precinct Development Stage 1

Stage 1 of the precinct redevelopment provides connections to the new station building on the southern side of the tracks allowing greater access to the station facilities including a pedestrian overpass ensuring people do not have to walk to Gillies Street to cross the tracks.

The land directly in front of the southern station will be designed as a public forecourt catering for passengers arriving and leaving on the train and creating a clear and visible station entry. To the east of the forecourt, connecting it with Gillies Street North and the bus stops is a public plaza providing opportunities for increased public open space, tree planting and landscaping.

To the west of the station is new at-grade commuter parking allowing increased ease of access for those arriving at the station from the south. The car parking has the potential to turn into a multi-deck car park in the future, subject to further design investigation.

On the northern side of the station, the existing bus interchange will be upgraded and increased commuter car parking provided. The streetscape of the entry road and Learmonth Road are proposed to have additional tree planting, increasing the canopy coverage of the area in line with Councils goal of 40% tree canopy coverage as well as providing a clear and pleasant entry statement for the station.

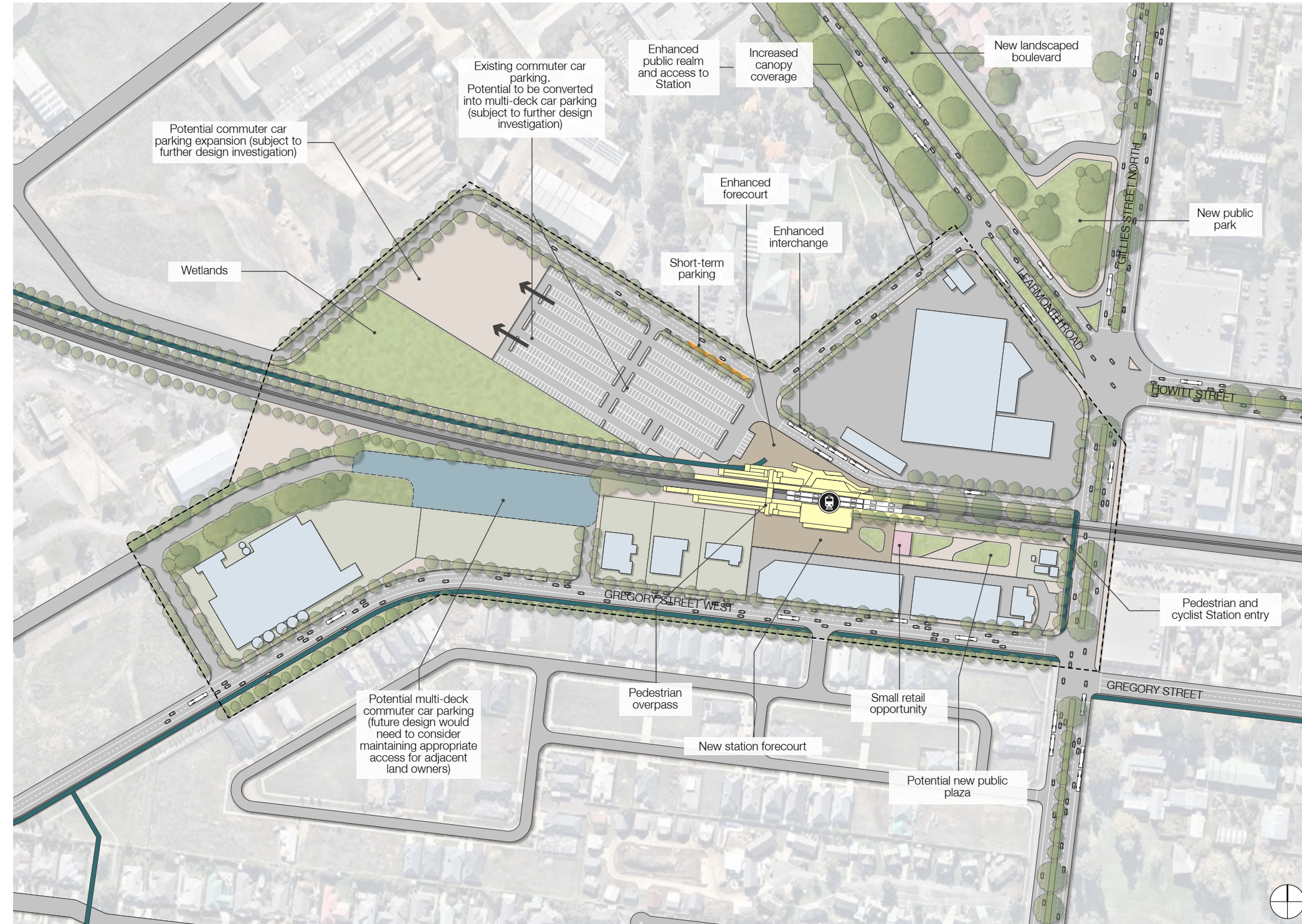


Figure 55: Core Precinct Concept Plan - Stage 1

Key

- Core Precinct Boundary
- Station Forecourt
- Potential Multi-Deck Car Park
- Small Retail Opportunity
- Open Space | Recreation
- Railway Station
- Shared Path (Bicycles + Pedestrians)

Core Precinct Concept Plan

7.13 Precinct Development Stage 2

Stage 2 of the precinct redevelopment on the southern side proposes a multi-deck car park at the corner of Gillies Street North and Gregory Street West. The car park will be wrapped with tenancies at the ground floor reducing the visual impact of car parking on the new public space and station entry.

The station forecourt will be expanded to provide direct access from Gregory Street West to the station. Primarily a pedestrian and cyclist only space, the forecourt will contain 'bus and taxi only' one-way roads to provide safe and easy access for commuters. The layout of roads will ensure pedestrians exiting the station will have an uninterrupted path to the footpath minimising conflict between vehicles and people.

There is potential for the surrounding lots to provide a mix of uses appropriate to their prime location near the station and bus interchange, including indoor recreation facilities, retail, community and residential uses.

To the north of the station, re-configured short-term parking with increased capacity is proposed in collaboration with a retail and commercial opportunity.



Figure 56: Core Precinct Concept Plan - Stage 2

Key

- Core Precinct Boundary
- Station Forecourt
- Station Forecourt + Bus Interchange
- Potential Multi-Deck Car Park
- Potential General Mixed-use
- Potential Residential-focused Mixed-use
- Potential Residential
- Open Space | Recreation
- Railway Station
- Shared Path (Bicycles + Pedestrians)

Implementation Plan

8

Implementation Plan

8.1 Overview

The draft Master Plan has been developed to stimulate thinking and ideas from the community and stakeholders. It sets in place a vision to guide the long-term development of the Wendouree Railway Station Precinct as it seeks to accommodate the projected growth for the area. There is a great deal of work involved in bringing these ideas to reality. Some of these are outlined in this chapter and will be further explored in the final Master Plan.

The successful implementation of the Master Plan will require a series of planning and policy initiatives, which have been categorised and organised per Figure 57. Early initiatives and public realm works are expected to establish the conditions to attract investment, forming a catalyst for further redevelopment and revitalisation of the precinct over time.

Medium and longer-term development opportunities will capitalise on the initial initiatives. Delivery of these opportunities will be influenced by economic, market and land use conditions, availability of land, and future commercial and residential development demand.

Initiative	Action	Type of Action	Responsibility	Stakeholder	Timeframe	
Highlights an initiative which contributes to achieving the Master Plan vision	Describes how and where an initiative will be delivered	Advocacy: actions that need active support and promotion	Nominates the authority responsible for delivering the initiative	Nominates stakeholders that are key in delivering the initiative	Short: initiative to be delivered within 3 years	
		Policy Review: actions that require statutory support through policy review or amendments to the Planning Scheme			PTV - Public Transport Victoria	Medium: initiative to be delivered within 4 to 7 years
		Analysis: actions that require a more detailed investigation process before it can be delivered			DoT - Department of Transport	Long: initiative to be delivered within 8+ years
					RRV - Regional Roads Victoria	
		Works: actions regarding building and works				

Figure 57: Implementation Plan Structure

Implementation Plan

8.2 Future Actions for Implementation of Master Plan

Initiative	Action	Type of Action	Responsibility	Stakeholders	Timeframe	
Placemaking and Management (PM)						
PM1	Promote Wendouree Station as a transit-oriented/sustainable precinct	Identify and communicate the precinct's opportunities to the local community and the development sector, ensuring branding and marketing message is underpinned by strong promotion of improved public transport and sustainable development	Advocacy	City of Ballarat	-	Short
PM2	Review Wendouree Major Activity Centre Boundary	Review the <i>Ballarat Activity Centres Strategy (2012)</i> to incorporate the Wendouree Station Core Precinct into the Wendouree Major Activity Centre	Policy Review	City of Ballarat	-	Short
Access and Movement (AM)						
AM1	Establish a street hierarchy	Establish a clear hierarchy of streets through detailed design and careful management of traffic movement within the precinct as part of the Ballarat Integrated Transport Plan	Analysis Works	City of Ballarat	RRV	Short
AM2	Pedestrian permeability	Investigate opportunities to deliver improved pedestrian connections and staged construction of improved pedestrian and cycle infrastructure	Advocacy Works	City of Ballarat	VicTrack	Short/Medium
AM3	Re-opening of Gregory Street West	Undertake the re-opening of Gregory Street West	Works	City of Ballarat	RRV	Underway
AM4	Traffic modelling	Prepare traffic analysis report to assess traffic demand associated with future development	Analysis	City of Ballarat	RRV	Short
AM5	Bicycle network upgrades	Building on the work undertaken in this Master Plan, <i>Ballarat Cycling Action Plan (2017)</i> and <i>Ballarat Safer Cycling Connection (2017)</i> documents, conduct a detailed, site-specific appreciation of existing bicycle use and provision, and develop a strategy to improve access and ease of use for cyclists in the precinct	Analysis Works	City of Ballarat	RRV DoT	Short
AM6	Wider Precinct road network	Advocate for direct connections between the Wendouree Railway Station to the industrial area. Investigate establishing a pedestrian or shared use path as the initial connection priority with a potential road connection in the longer term	Advocacy Works	City of Ballarat	RRV DoT VicTrack	Short

Implementation Plan

Initiative	Action	Type of Action	Responsibility	Stakeholders	Timeframe	
Land Use and Activities (LA)						
LA1	Identify potential land for rezoning	Identify land parcels that have potential to be rezoned to uses that will contribute to achieving the vision for the precinct, and conduct associated rezoning process	Analysis Policy Review	City of Ballarat	VicTrack Landowners	Short
LA2	Encourage mixed-use	Review Planning Scheme land use zones to encourage mixed-use development within the Core Precinct, especially near the train station	Advocacy Policy Review	City of Ballarat	VicTrack Landowners	Short
LA3	Economic and market analysis	Undertake a further economic and market analysis to inform strategies concerning the location and intensity of particular uses and activities, especially within the Core Precinct	Analysis	City of Ballarat	-	Short
LA4	Audit industrial land	Ensure an Environmental Audit Overlay is applied to any industrial land that is rezoned to allow for sensitive uses	Policy Review	City of Ballarat	-	Short
LA6	Community centre	Investigate opportunities for improvements on existing council-owned community centre at the intersection of Learmonth Road and Gillies Street North	Analysis	City of Ballarat	-	Medium
LA7	Industrial land review	Review of industrial land between Flax Mill Swamp and the Core Precinct for potential to accommodate residential land use	Analysis	City of Ballarat	Landowners	Long
LA8	Flax Mill Swamp Wildlife Reserve	Create a master plan for the Flax Mill Swamp to enhance and protect flora and fauna, increase amenity and include ways to potentially increase water inflows to the reserve	Analysis Policy	DELWP	Parks Victoria City of Ballarat	Medium
Public Transport (PT)						
PT1	Public transport requirements	Engage with public transport agencies and operators to determine public transport requirements and availability of VicTrack-owned land for potential use for public realm improvements	Analysis	City of Ballarat	VicTrack V/Line DoT PTV	Short
PT2	Bus operation	Ensure the needs of city buses and coaches are aligned and integrated with the Master Plan initiatives, especially regarding potential new bus routes and interchanges	Analysis	PTV	VicTrack V/Line CDC- Victoria DoT	Short
PT3	Bus stops and associated infrastructure	Complete an operational review and detailed design of bus stops in consultation with key stakeholders, including weather protection, lighting, furniture and signage	Analysis Advocacy	PTV	VicTrack V/Line CDC- Victoria DoT	Short
PT4	Wendouree Station works	Deliver track duplication, construction of a second southern platform, pedestrian overpass, stairs, lifts and ramps	Works	Rail Projects Victoria	VicTrack V/Line CDC- Victoria DoT PTV City of Ballarat	Short (underway)
PT5	Level crossing removal	Engage with public transport agencies to advocate for a level crossing removal at Gillies Street North	Advocacy	City of Ballarat	RRV DoT VicTrack	Short

Implementation Plan

Initiative	Action	Type of Action	Responsibility	Stakeholders	Timeframe	
Built Form (BF)						
BF1	Built form guidelines	Undertake built form testing and prepare built form guidelines for the precinct	Policy Review	City of Ballarat	-	Short
BF2	Precinct legibility and wayfinding	Adopt built form guidelines to deliver a cohesive and compact precinct. Explore opportunities for buildings, landscape and civic spaces to improve the legibility and wayfinding of the precinct	Advocacy Policy Review	City of Ballarat	-	Short
BF3	Strengthen the urban fabric	Ensure the Planning Scheme requires careful consideration and management of proposals for land subdivision and amalgamation to promote walkability outcomes within the precinct	Policy Review	City of Ballarat	-	Short
		Remove voids in the urban fabric by encouraging subdivision of large land parcels for medium-density development with active frontages within the Core Precinct	Advocacy	City of Ballarat	Landowners	Medium
BF4	Fine-grain urban fabric	Encourage the delivery of a fine-grain pedestrian network through the introduction of laneways and arcades within new development in the Core Precinct	Advocacy	City of Ballarat	Landowners	Medium
BF5	Built form scale	Prepare design guidelines to ensure the Planning Scheme allows built form that can accommodate increased density, while creating a 'village character' and providing a pedestrian scale to streetscapes	Policy Review	City of Ballarat	-	Short
BF6	Sustainable design	Set minimum standards and design requirements for sustainable development such as a minimum Green Star Ratings	Advocacy Policy Review	City of Ballarat	-	Short

Implementation Plan

Initiative	Action	Type of Action	Responsibility	Stakeholders	Timeframe	
Public Realm (PR)						
PR1	Gateways	Engage with public transport agencies and operators to ensure the design approach adopted at the train station and bus interchange creates a sense of arrival for commuters and visitors	Advocacy	City of Ballarat	VicTrack V/Line DoT PTV	Short
PR2	Streetscapes	Prepare detailed streetscape design guidelines including paving, lighting, signage, furniture, weather protection, etc	Policy Review	City of Ballarat	-	Short
PR3	Views	Incorporate into the Planning Scheme provisions to create and protect key view lines into the precinct, especially towards the train station	Policy Review	City of Ballarat	-	Short
PR4	Station forecourts	Prepare detailed design of station forecourts as key places of public realm to provide a new civic heart for the precinct	Analysis Policy Review	City of Ballarat	VicTrack DoT	Short
PR5	Learmonth Road landscaped boulevard	Explore the opportunity for Learmonth Road to become a major landscaped boulevard aligned with the 'VicRoads Tree Planting Policy' and prepare associated detailed design	Advocacy Policy Review	Regional Roads Victoria	City of Ballarat	Long

This page has been left blank

SJB Urban

sjb.com.au

We create spaces people love.
SJB is passionate about the
possibilities of architecture,
interiors, urban design
and planning.
Let's collaborate.

Level 5, 18 Oliver Lane
Melbourne VIC 3000
Australia
T. 61 3 9699 6688
urban@sjb.com.au
sjb.com.au