

BACCHUS MARSH ACTIVITY CENTRE STRUCTURE PLAN

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ESSENTIAL ECONOMICS

NOVEMBER 2011

BACCHUS MARSH

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Executive Summary

EXECUTIVE SUMMARY

The projected population growth of Bacchus Marsh provides a significant opportunity to promote the development of an attractive, consolidated and regionally competitive commercial Activity Centre whilst retaining its distinctive and valued character. The Structure Plan has been prepared to outline a cohesive vision for the centre of activity of Bacchus Marsh that will assist the town to achieve that goal.

The following key principles have been identified in partnership with Council as the basis for fulfilling the vision for the Bacchus Marsh Central Activity Centre. The key principles guiding the preparation of the Structure Plan aim to:

- Guide the future of Bacchus Marsh town centre that supports economic development and improves liveability and social amenity;
- Consider community aspirations, the market, available Shire resources and relevant state planning strategies;
- Outline preferred locations for development within the Central Area;
- Retain and enhance the cultural and heritage identity of Bacchus Marsh;
- Improve access and mobility for all;
- Create high quality public environment; and
- Facilitate public transport and traffic permeability in and around Bacchus Marsh.

In order to deliver the key principles the following objectives have been identified based on a series of core themes:

Land Use and Urban Structure:

- To consolidate a mix of land use activities within the Bacchus Marsh Central Activity Centre;
- To provide a variety of housing in and around the Activity Centre to accommodate some of the future population growth in a managed and sustainable manner;
- To accommodate the existing and future needs of the Bacchus Marsh community through the provision of appropriate and accessible community and civic services;
- To ensure that new development is of an appropriate scale and form that has regard to the prevailing built form character and structure of Bacchus Marsh and creates highly active and vibrant streets;
- Where appropriate, conserve the sites of identified architectural and cultural significance;
- To improve access and mobility for all, through enhancing and integrating new development with the existing grid-based street network; and
- To create a more sustainable Bacchus Marsh.

Economic Development:

- To reinforce the commercial hub role of Main Street through the intensification of a mix of retail, commercial and leisure related land uses within a walkable environment;
- Continue to encourage the Activity Centre as the focus for employment and commercial development; and
- To strengthen Grant Street as the secondary activity core of the Activity Centre and the secondary location for complimentary commercial land uses.

Executive Summary

Transport and Movement:

- To promote safe walking and cycling access to and through the Activity Centre;
- To promote efficient traffic movement and minimise potential conflicts;
- To facilitate better connections to public transport within the Activity Centre; and
- To maximise the efficiency of existing vehicular access and car parking facilities to supplement sustainable transport to and through the centre.

Open Space and Natural Environment:

- To create a network of safe, interesting and pleasant spaces throughout the Activity Centre and the surrounding neighbourhood.



1.0 Introduction and Context

1.0 INTRODUCTION

This report is the Bacchus Marsh Activity Centre Structure Plan. Prepared by David Lock Associates, Essential Economics and GTA Consultants it was finalised in November 2011 for Moorabool Shire Council.

The chapter identifies the background and purpose of the Structure Plan and describes the context and existing conditions of the study area.

1.1 STRUCTURE PLAN BACKGROUND

The projected population growth of Bacchus Marsh provides a significant opportunity to promote the development of an attractive, consolidated and regionally competitive commercial Activity Centre whilst retaining its distinctive and valued character. The Structure Plan has been prepared to outline a cohesive vision for the centre of activity of Bacchus Marsh that will assist the town to achieve that goal.

1.2 STRUCTURE PLAN PURPOSE

The purpose of the Structure Plan is to reflect the needs and aspirations of the community and reinforce Bacchus Marsh as a preferred location for activity with a suitable mix of commercial, retail, community and recreational activities to meet needs locally, reduce the town's escape expenditure and increase local employment opportunities.

1.3 STRUCTURE PLAN PROCESS

The Structure Plan for the Bacchus Marsh Activity Centre is the product of an inclusive and considered process that has progressed through a series of key stages. The tasks involved in each stage include:

- ***Stage One – Issues Identification and Visioning***

Stage one involved a detailed investigation into the existing condition and context of the Activity Centre. This involved a review of the relevant baseline information as well as undertaking a detailed site survey and infrastructure audit.

This stage included key stakeholders and community engagement exercises to obtain a greater level of understanding as to how people view, work and live in the Bacchus Marsh area and what their hopes and concerns were.

The findings of this stage were documented in the ***Context and Issues Paper*** which formed the basis for future stages of the preparation of the Structure Plan.

- ***Stage Two – Directions and Options for Land Use Development***

Stage Two utilised the key recommendations of the ***Context and Issues Paper*** to identify the land use and design aspirations for each of the identified precincts to the north and south of the Werribee River.

1.0 Introduction and Context

These aspirations in turn informed the development of the Structure Plan Concepts which included a further stage of stakeholder and community engagement. This early incorporation of community involvement enabled the team to obtain in principle agreement of the core Structure Plan Concepts. These were documented in a **Structure Plan Concepts Brochure** (Refer to Volume 2 Background Reports).

- **Stage Three – Draft Structure Plan**

The **Structure Plan Concepts** have been refined and expanded upon within this Draft Structure Plan document.

This **Draft Structure Plan** will then be placed on public exhibition to enable further opportunities for the local community to comment.

- **Stage Four – Final Structure Plan**

Working collaboratively with Council, responses received as part of the public exhibition stage will be summarised and addressed with any appropriate changes to the Structure Plan being made.

The Context and Issues Paper and Structure Plan Concepts documents are attached as Appendices to this Structure Plan. The collaborative nature of the project and the detailed background work has enabled robust decisions regarding land use and structure to be determined in a transparent and defensible manner.

1.4 STRUCTURE PLAN CONTEXT

Bacchus Marsh is situated some 50km to the north west of Melbourne along the main road and rail corridor connecting Melbourne and the regional centre of Ballarat. The strategic location of Bacchus Marsh within the Melbourne – Ballarat corridor has been a key influence on its growth and development. The strategic location is identified in Figure One – Regional Context.

Bacchus Marsh is the main administrative centre for the Moorabool Shire region. As of 2011, it is estimated that the population of the township is 16,500 persons (Moorabool Shire Council). The population of the Moorabool Shire as a whole is estimated at 29,500 persons. Bacchus Marsh has a valued and pronounced country town feel. It is set amongst highly productive agricultural land in an attractive and often dramatic rural setting which contributes significantly to its character and identity.

Bacchus Marsh has captured most of the residential growth that has occurred within the Moorabool Shire over the past twenty years. Projected population growth will provide for higher order retailing and service facilities to be provided within Bacchus Marsh as well as increased opportunities for consolidated residential development. However, the town is physically and environmentally constrained in its options and capacity to support and accommodate future urban development.

The town is rich in terms of environmental assets, historical buildings and landscapes of natural and cultural heritage significance.

1.0 Introduction and Context

Bacchus Marsh is within commuter proximity to metropolitan Melbourne, Ballarat and Geelong. A significant portion of the town's population commutes to work outside of Moorabool Shire, many of whom do so by car which is reflected in the number of vehicles per household. As shown in the Census 2006 data 65.4% of households had two or more vehicles compared to 58.2% in regional Victoria. The relatively high levels of out commuting also contribute towards trade leakage.

The Structure Plan is founded upon two studies that identify the need and scope for development within Bacchus Marsh: Growing Moorabool: Economic Development Strategy and Action Plan and the Bacchus Marsh Residential Growth Strategy.

The study area, as outlined in Figure Two – Study Area, is defined by Bennett Street to the north, Grant Street to the west, the railway line and Parwan Road to the south and Fiske Street to the east.

1.5 BACCHUS MARSH EXISTING CONDITIONS

Understanding the context for the Activity Centre is crucial in establishing a robust and effective Structure Plan.

The Context and Issues Paper provides a comprehensive assessment of the existing conditions of the Bacchus Marsh Central Activity Centre. The existing conditions analysis, outlined in Figure Three, outlines the existing positive and negative aspects of the Activity Centre as of today. The study area can be geographically sub-divided into two broad precincts;

- **Bennett Street to the River** – incorporating Main Street, this area is the main mixed-use commercial, retail and civic precinct for Bacchus Marsh. The core activity is focused around Main Street and Grant Street.

This precinct is characterised by a distinct country town atmosphere that is defined by the 1-2 storey building heights, the significant tree planting including the Avenue of Honour and the presence of a number of heritage and architecturally significant buildings.

A distinctive feature of this precinct is the undeveloped farmland immediately to the south of Main Street which provides a striking contrast to the town centre uses and extends southwards towards the station.

Grant Street is the primary north south connector with a strategic role as a primary arterial route connecting the town to Geelong. The street also forms the primary link from the Railway Station to Main Street. Whilst the primary commercial activity is focused around Main Street land uses on Grant Street provide a series of secondary retail, commercial and subsidiary health activities as well as a number of important civic buildings including the hospital and the theatre. The variety of uses is supported by the Planning Scheme's Mixed Use (MUZ) zoning of the eastern side of the Street between Waddell Street and the River.

The residential subdivision pattern ranges from a more regular street network with average block sizes of 535m² to a more irregular pattern with large blocks of averaging 2,130m².

1.0 Introduction and Context

- **South of River to Railway Station** - Within Bacchus Marsh there are two main, but disparate, nodes of activity. The principal node focused around Main Street and a secondary node around the Railway Station.

This southern precinct consists of a number of land use components including residential, industrial, education, transport and public open space. Within the precinct there are a number of issues relating to connectivity particularly relating to active transport.

1.6 KEY ISSUES

For a detailed analysis of the key issues please refer to the Context and Issues Paper. The key issues can be summarised as:

- The Structure Plan should seek to retain and enhance the town's ability to meet residents needs;
- Any proposed new development or redevelopment within the Structure Plan should maintain and enhance the existing country town character;
- Bacchus Marsh should make more use of the town's assets such as the Werribee River, the Avenue of Honour and the architectural and heritage assets;
- In order to reduce the reliance on the private car, to reduce potential traffic conflicts and to link the two focal points of the Activity Centre there is a need to enhance north/south connectivity; and
- Bringing all of these local issues together the Structure Plan should also address wider issues of sustainability.

1.7 COUNTRY TOWN CHARACTER

The 'country town character' of Bacchus Marsh is highly valued by the local community, in particular the features that distinguish Bacchus Marsh from the more suburban character of other peri urban settlements. Landscape character and built form are key contributors to this character.

The significant features of Main Street's character include buildings predominantly one to two storeys in height with verandahs along shop frontages

Civic buildings are setback from the street and/or are distinctive by virtue of scale or design, whereas commercial buildings are built to the front boundary. Newer buildings are interspersed with heritage buildings and framed by established trees. Signage is mixed in style and size.

1.0 Introduction and Context

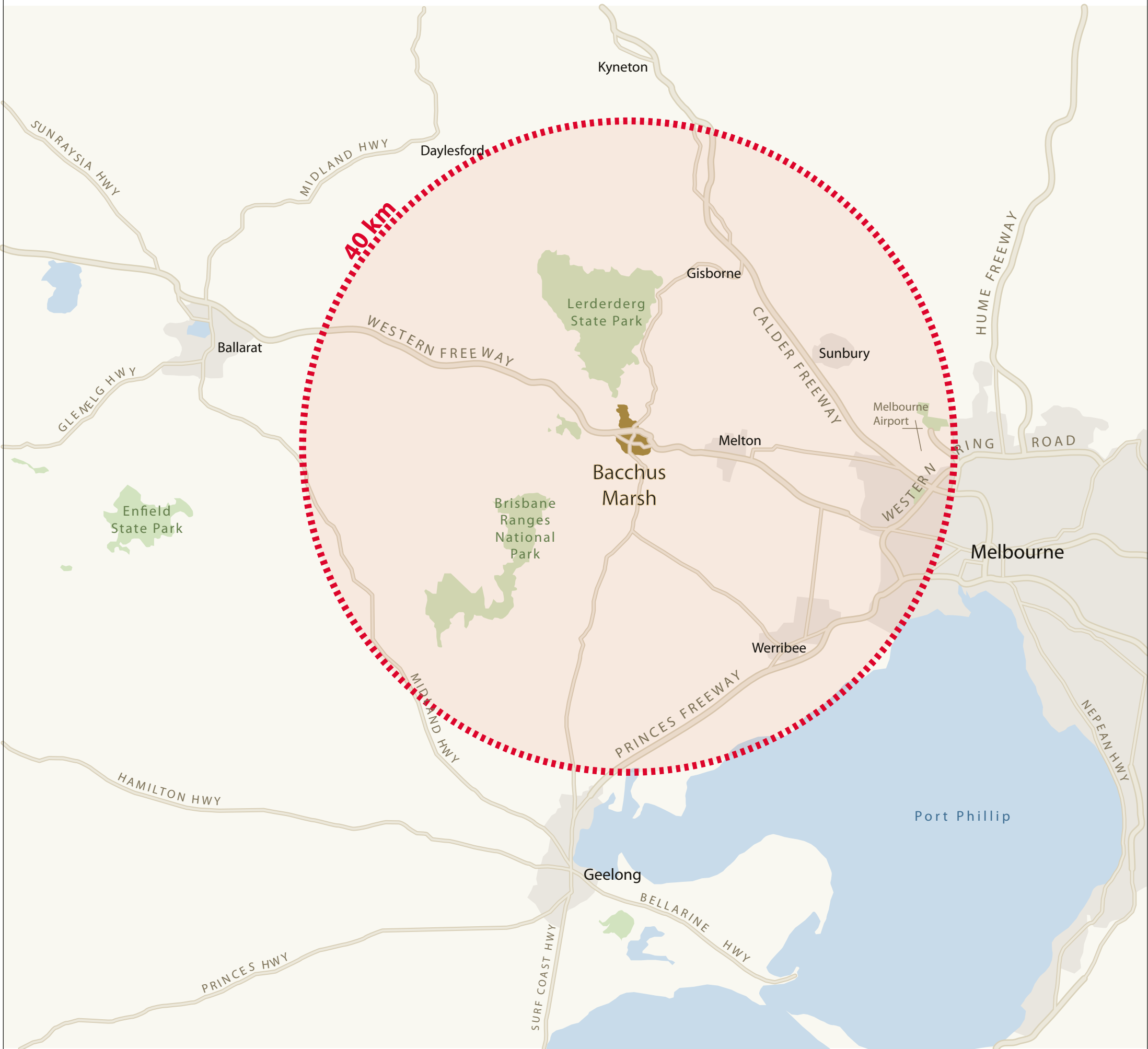
In terms of built form, key features of the Bacchus Marsh country town character are;

- A prevailing pattern of low front fences;
- Verandahs fronting primary frontage;
- Relatively narrow crossovers;
- Significant, landscaped front and side setbacks within the established built up area; and
- Garages recessive (i.e. do not dominate house frontages).

Other characteristics that contribute to this country town character in existing buildings include comparatively narrow frontages to buildings, predominantly vertical emphasis of windows, use of eaves and use of render, brick or weatherboard as building materials.

In addition to the built form characteristics of the township, Bacchus Marsh is also defined by its strong rural and agricultural landscape. Vegetation is a key contributor to the overall character of Bacchus Marsh. Trees and vegetation found within reserves, streets and gardens and the resulting green skyline make a significant contribution to the town's identity.



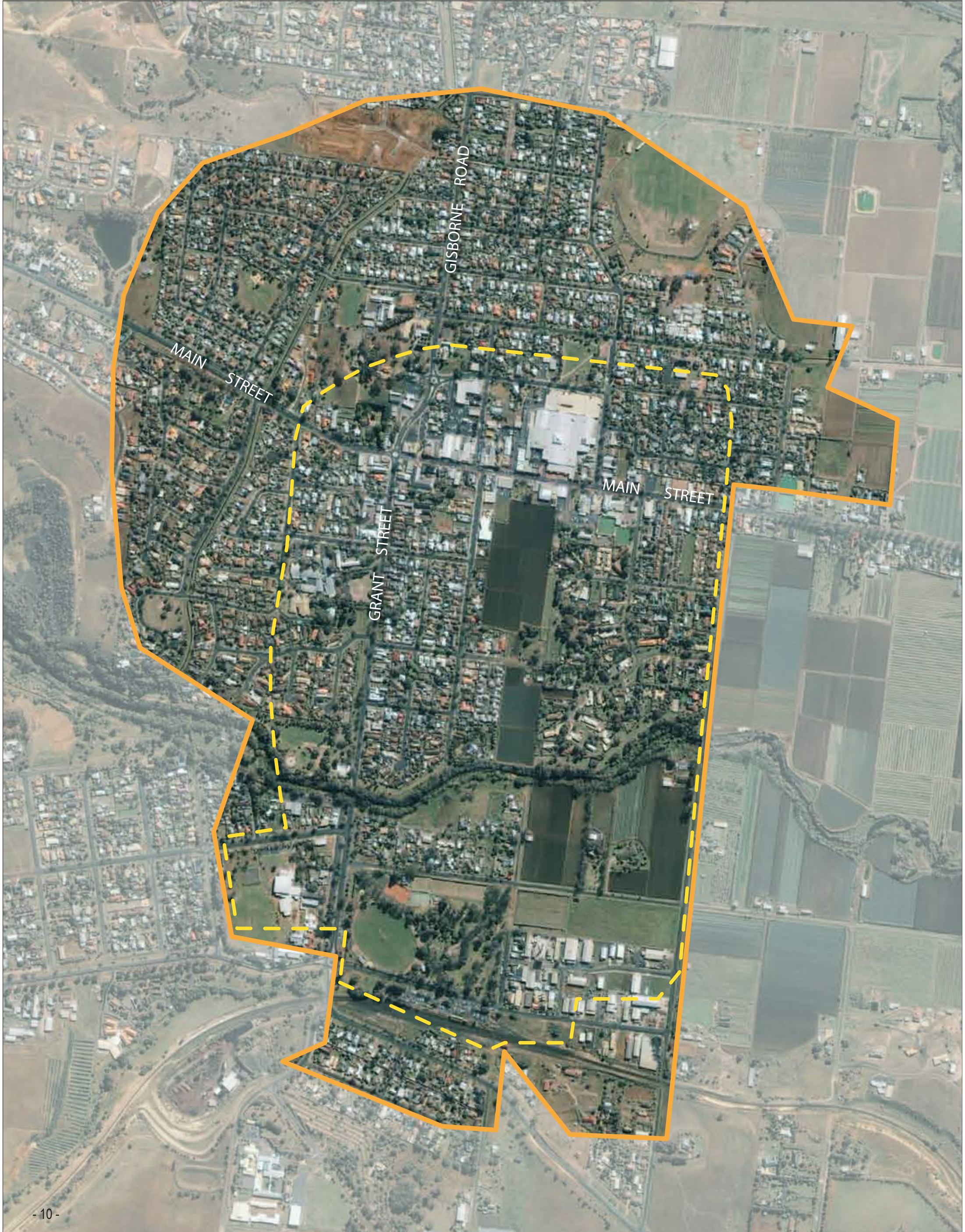


1 Bacchus Marsh
Regional Context Plan

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DRAWING 1





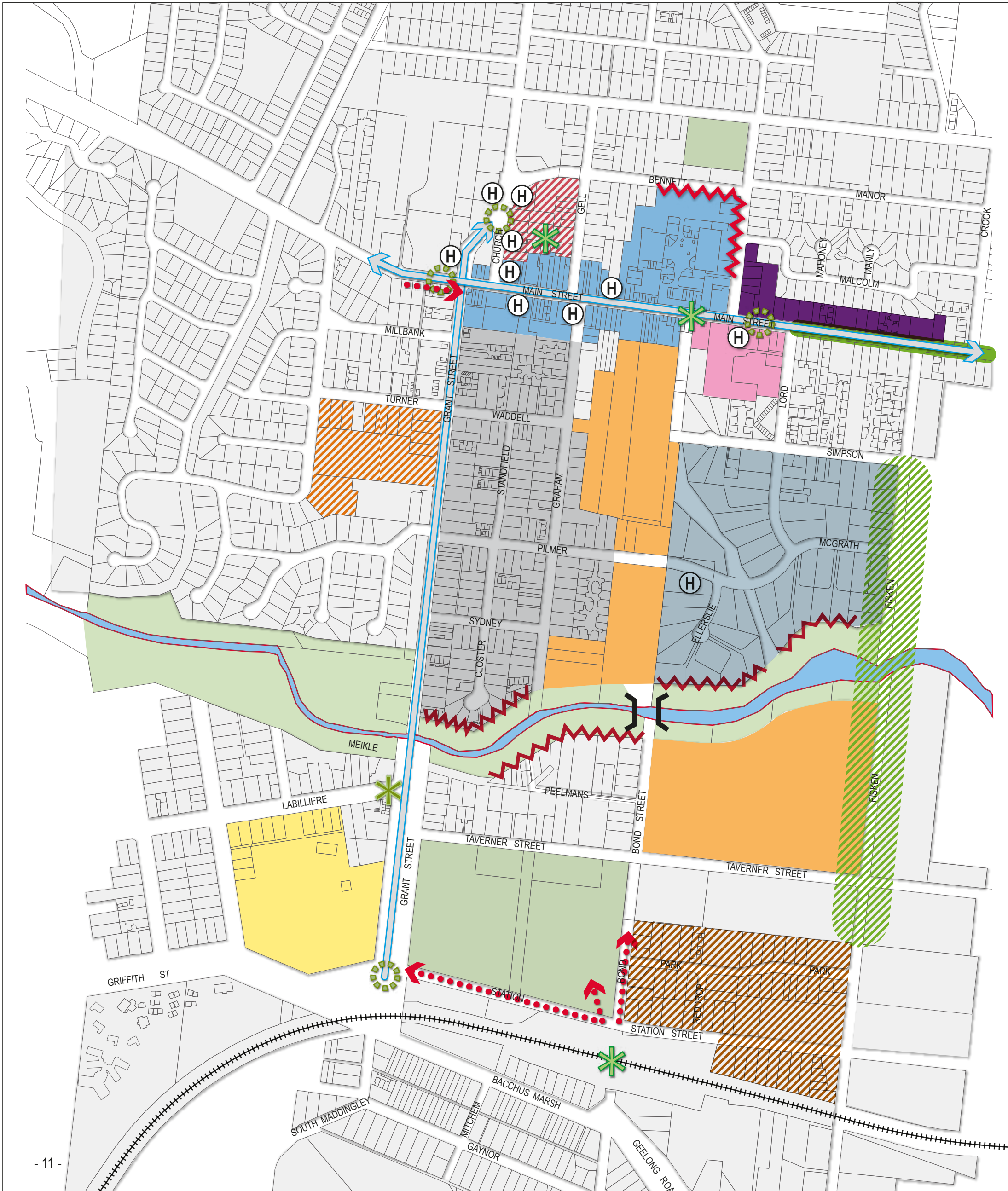
- - - Structure Plan - core area for work
- Shoulder Area directly effected by the study area (indicative only)

2 Bacchus Marsh Study Area

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FIGURE 2





- NEGATIVES:**
- POOR PEDESTRIAN AMENITY AREA
 - POOR BUILDING INTERFACE
 - POOR INTERFACE WITH RIVER
 - POOR QUALITY RIVER ENVIRONMENT
 - POOR PEDESTRIAN CONNECTIVITY
- POSITIVES:**
- BUILDING OF HERITAGE SIGNIFICANCE
 - AVENUE OF HONOUR TREE PLANTING
 - PUBLIC URBAN SPACE
 - NEIGHBOURHOOD RETAIL NODE

- STRUCTURAL ISSUES:**
- KEY CONNECTOR ROADS
 - FORMAL GRID BASED STREET LAYOUT
 - INFORMAL STREET LAYOUT
 - URBAN/RURAL EDGE
 - RAILWAY LINE
- LAND USES:**
- COMMERCIAL HUB
 - HOSPITAL - IMPORTANT REGIONAL FACILITY
 - IMPORTANT COMMUNITY FACILITY
 - AGRICULTURAL LAND
 - EXISTING INDUSTRIAL PRECINCT
 - CIVIC PRECINCT
 - LOW INTENSITY COMMERCIAL USES



3 Bacchus Marsh Existing Conditions

2.0 Vision

2.0 VISION

This Chapter outlines the Vision for the Bacchus Marsh Central Activity Centre. The Vision is derived from the aims and aspirations of Council and the local community.

The Chapter also sets out the key objectives of the Structure Plan as established by Council.

2.1 KEY PRINCIPLES

The following key principles have been identified in partnership with Council as the basis for fulfilling the vision for the Bacchus Marsh Central Activity Centre. The key principles guiding the preparation of the Structure Plan aim to:

- Guide the future of Bacchus Marsh town centre that supports economic development and improves liveability and social amenity;
- Consider community aspirations, the market, available Shire resources and relevant state planning strategies;
- Outline preferred locations for development within the Central Area;
- Retain and enhance the cultural and heritage identity of Bacchus Marsh;
- Improve access and mobility for all;
- Create high quality public environment; and
- Facilitate public transport and traffic permeability in and around Bacchus Marsh

2.2 VISION

A vision as to how the Bacchus Marsh Central Activity Centre should be seen in 20 years time has been developed through the Structure Plan process and is articulated in Figure Four. The vision explains how the Activity Centre design can meet a wide range of identified objectives and contribute to reinforcing a strong neighbourhood sense of place. This vision concisely reflects the aims and aspirations of the Council and the local community and can be used as a basis to guide decisions and policy formulation for the Centre:

Bacchus Marsh retains its position as Moorabool Shire's largest and most vibrant Activity Centre. It will continue to be the focus for economic development as well as residential growth.

Within Main Street Bacchus Marsh's range of shops and facilities are supported by those who live and work in the centre, ensuring the on-going vitality of the centre. Development will provide locals with greater local employment and retail options ensuring people do not have to travel further afield to meet their needs. Main Street will remain the focus for commercial development within the town through the expansion of existing and provision of new facilities. Opportunities for 'shop-top' living will also help bring vibrancy and life to the commercial core.

Bacchus Marsh will become a highly sustainable centre accommodating new development – both private and public – incorporating the highest standards of environmentally sustainable design to better equip the community to meet the challenges of water shortage, high energy use and high production of waste.

2.0 Vision

New development in Bacchus Marsh, focused within the Activity Centre area, will provide a range of housing types, including smaller lots, to accommodate an increasingly diverse community. The clustering of medical services within the Medical Services and Hospital Precinct creates numerous benefits due to the proximity to Main Street and the railway station.

The public spaces of Bacchus Marsh will be enhanced with more public seating, shade, shelter and spaces for people to meet and relax. The 'Greenway' will provide a new, direct, high amenity pedestrian and cycle connection between the railway station and Main Street. The 'Greenway' will become the spine to which new environmentally sound development can focus. New public spaces and community gardens will enhance the pedestrian experience.

Public transport facilities within the town will be enhanced. Pedestrian and cycle amenity will be enhanced to provide active, safe and convenient connections to the major attractions and facilities in the town.

The country town character and ambience inspires local pride and loyalty and will be retained and enhanced so it can continue to contribute to the centre's vitality ensure it becomes an even better place to shop, eat, relax, work and live.

2.3 OBJECTIVES

In order to deliver the key principles and strategic vision outlined above the following objectives have been identified:

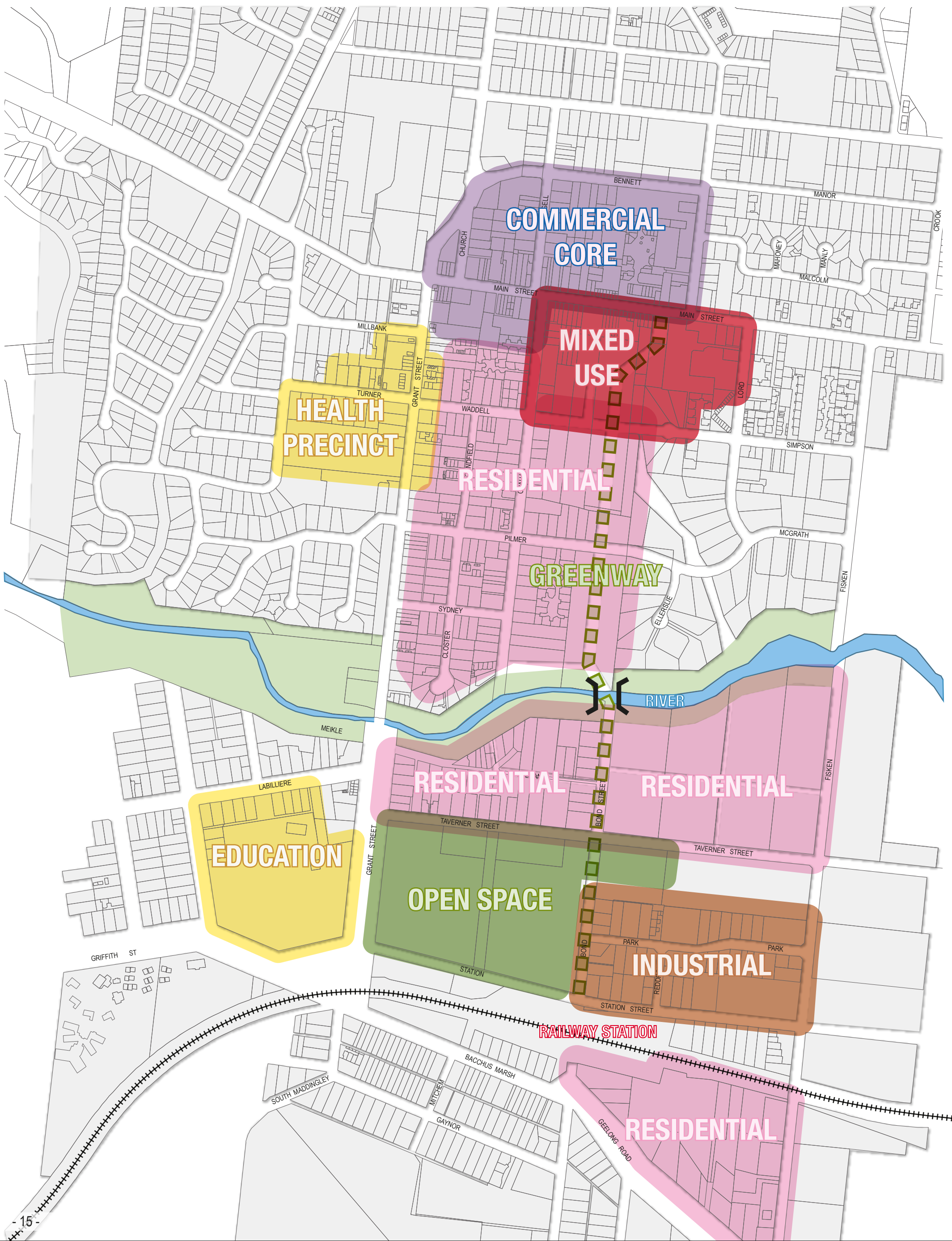
- To consolidate a mix of land use activities within the Bacchus Marsh Central Activity Centre;
- To provide a variety of housing in and around the Activity Centre to accommodate some of the future population growth in a managed and sustainable manner;
- To accommodate the existing and future needs of the Bacchus Marsh community through the provision of appropriate and accessible community and civic services;
- To ensure that new development is of an appropriate scale and form that has regard to the prevailing built form character and structure of Bacchus Marsh and creates highly active and vibrant streets;
- Where appropriate, conserve the sites of identified architectural and cultural significance;
- To improve access and mobility for all, through enhancing and integrating new development with the existing grid-based street network;
- To create a more sustainable Bacchus Marsh;
- To reinforce the commercial hub role of Main Street through the intensification of a mix of retail, commercial and leisure related land uses within a walkable environment;
- Continue to encourage the Activity Centre as the focus for employment and commercial development;
- To strengthen Grant Street as the secondary activity core of the Activity Centre and the secondary location for complimentary commercial land uses;
- To promote safe walking and cycling access to and through the Activity Centre;
- To promote efficient traffic movement and minimise potential conflicts;
- To facilitate better connections to public transport within the Activity Centre;
- To maximise the efficiency of existing vehicular access and car parking facilities to supplement sustainable transport to and through the centre; and

2.0 Vision

- To create a network of safe, interesting and pleasant spaces throughout the Activity Centre and the surrounding neighbourhood.

These objectives are outlined in more detail in the following section.





4 Bacchus Marsh
Strategic Vision Plan



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FIGURE 4



3.0 The Strategic Framework

3.0 THE STRATEGIC FRAMEWORK

This Chapter outlines the strategic framework that has been developed in order to facilitate and manage change within the Activity Centre.

The Chapter outlines the issues, objectives and strategies relating to the four core themes of the Strategic Framework for the Activity Centre.

3.1 CORE THEMES

The Strategic Framework has been derived through background analysis, community consultation and concept formulation. The Framework is also founded upon a sound strategic planning policy context in relation to Structure Planning, including:

- Melbourne 2030;
- Melbourne @ 5 Million;
- Precinct Structure Planning Guidelines (GAA, October 2009);
- Activity Centre Design Guidelines (DSE January 2005);
- Structure Planning for Activity Centres Practice Note (2003);
- Guidelines for Higher Density Residential Development;
- Urban Design Charter for Victoria;
- Moorabool Shire Planning Scheme; and
- Bacchus Marsh Framework Plan (2009).

The process and local planning policy context for the preparation of the Framework is outlined in the Context and Issues Paper that accompanies the Structure Plan.

The Strategic Framework brings together the four key themes including:

- Land Use and Urban Structure;
- Economic Development;
- Transport and Movement; and
- Public Space and Natural Environment.

In addition to the four core themes Urban Design and Built Form Guidelines form the final element of the Strategic Framework.

The following sections of this chapter outline the key issues, objectives and strategies for each of the core themes. A number of strategies relate to numerous objectives but for conciseness have been placed with the most relevant.

3.0 The Strategic Framework

3.2 LAND USE AND URBAN STRUCTURE

Key Issues and Context

The management of future urban growth is a key strategic planning issue within Moorabool Shire. The Municipal Strategic Statement (MSS) highlights the need for Bacchus Marsh to accommodate an increase in population within the Bacchus Marsh SLA by 12,500 by 2031. This has to be done in a sustainable manner that capitalises on existing infrastructure and minimises short and long term land use conflicts. The MSS also dictates that whilst accommodating increasing population it is also pertinent to maintain and enhance the country town character of Bacchus Marsh.

The key elements of Land Use and Urban Structure are illustrated in Figure Five – Land Use Components.

Objectives

Objective LU1 – To consolidate a mix of land use activities within the Bacchus Marsh Central Activity Centre.

Strategy LU1.1 – promote a mix of activities throughout the centre in line with Figure Five - Land Use Components and including the following elements:

- Locate additional commercial/retail development to the west of the existing Village Shopping Centre on land bounded by Bennett Street to the north and Gell Street to the west;
- Locate commercial / residential mixed use development to the immediate south of Main Street on the existing agricultural land;
- Locate a mix of community, civic and retail activities within a new Civic Precinct at the eastern end of Main Street;
- Encourage the consolidation of health and medical services in and around the existing hospital at Grant Street;
- Encourage the development of strategic redevelopment sites as identified in Figure Five - Land Use Components; and
- Locate residential development in locations as identified in Figure Five - Land Use Components.

Strategy LU1.2 – Promote higher density residential development throughout the Activity Centre including opportunities for 'shop-top' living.

Objective LU2 – To provide a variety of housing in and around the Activity Centre to accommodate some of the future population growth in a managed and sustainable manner.

Strategy LU2.1 – Further consider the development of existing agricultural land to the south of Main Street for a variety of dwelling types including sensitively designed medium density housing.

Strategy LU2.2 – Further consider the development of existing agricultural land to the south of the Werribee River for a variety of dwelling types sensitively designed to respond to the site context.

3.0 The Strategic Framework

Objective LU3 – To accommodate the existing and future needs of the Bacchus Marsh community through the provision of appropriate and accessible community and civic services.

Strategy LU3.1 – Further consider the redevelopment of the civic precinct to a high quality mixed-use development incorporating community, retail and commercial uses.

Strategy LU3.2 – Further consider the consolidation of community facilities at the Quamby Community Centre at Bennett Street.

Objective LU4 – To ensure that new development is of an appropriate scale and form that has regard to the prevailing built form character and structure of Bacchus Marsh and creates highly active and vibrant streets (See Section 3.6).

Strategy LU4.1 – Enable an appropriate increased building height within Main Street.

Strategy LU4.2 – Prepare guidelines that ensure the net effect of new development respects the town character in relation to building height, design elements and landscape (see section 3.6).

Strategy LU4.3 – For all development (residential and commercial) on land that directly interfaces land zoned Residential 1 or Residential 2, the setback and height to boundaries should meet the provisions of ResCode.

Objective LU5 – Where appropriate, conserve the sites of identified architectural and cultural significance.

Strategy LU5.1 – Reinforce the gateways, as identified in Figure Eight - Open Space and Natural Environment, through the use of built form and landscape to emphasise the prominence of the location. Such techniques may include:

- Increased height in architectural elements of buildings;
- Installation of landmark treatments; or
- Distinctive landscape treatments.

Objective LU6 – To improve access and mobility for all, through enhancing and integrating new development with the existing grid-based street network.

Strategy LU6.1 – Where possible, reinforce east west connections through the Activity Centre including the extension of Waddell Street. Design guidelines will be established to ensure building orientation towards Gell Street and Bennett Street.

Strategy LU6.2 – Prioritise pedestrian and cycle movement throughout the Activity Centre with new/improved safe, convenient and logical links to key destinations.

Strategy LU6.3 – Identify an alignment for the north/south Greenway and require adjacent development to present front doors and windows towards the link.

Strategy LU6.4 – Ensure accessibility to adequate car parking whilst balancing the provision of new facilities with the need to reduce the reliance of residents on the private car.

3.0 The Strategic Framework

Objective LU7 – To create a more sustainable Bacchus Marsh.

Strategy LU7.1 – Require new development to incorporate high standards of energy efficient design, water sensitive urban design, sustainable transportation, waste reduction and protection of biodiversity.

Strategy LU7.2 – Design new buildings and public spaces that utilise passive solar energy; reduce the need for mechanical heating and cooling requirements; and provide maximum natural ventilation.

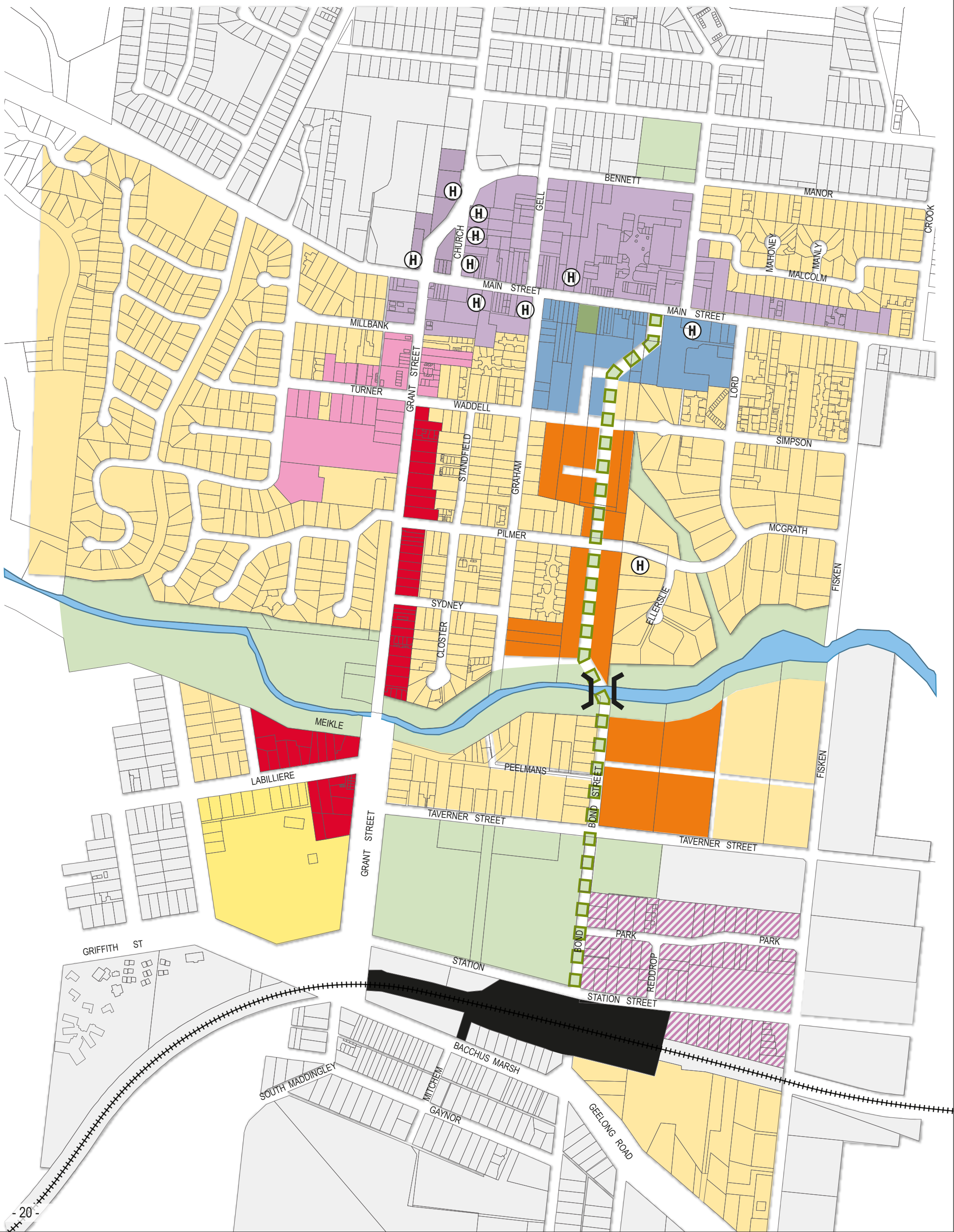
Strategy LU7.3 – Require that new buildings and public spaces are designed to minimise water use.

Strategy LU7.4 – Identify and pursue opportunities to recycle and reuse water in the public realm including Maddingley Park and the Greenway.

Strategy LU7.5 – Encourage the local sourcing of building materials from local suppliers.

Strategy LU7.6 – Redevelop the Civic Precinct site to showcase high standards of environmentally sustainable design.

Strategy LU7.7 – Require new buildings to minimise land take (e.g. through the encouragement of appropriately and sensitively designed medium density development).



- COMMERCIAL
- MIXED USE
- CONVENTIONAL RESIDENTIAL
- MEDIUM DENSITY RESIDENTIAL
- MEDICAL
- MIXED USE

- OPEN SPACE
- EMPLOYMENT
- H HERITAGE BUILDING
- RAILWAY STATION

5 Bacchus Marsh Land Use Components

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FIGURE 5



3.0 The Strategic Framework

3.3 ECONOMIC DEVELOPMENT

Key Issues and Context

As part of the issues identification and analysis a retail and commercial assessment was undertaken to inform the preparation of this Structure Plan. This assessment provided a detailed analysis of the existing and future role and function of the Activity Centre. Whilst being the regional centre for employment, shopping, tourism, industry, business and cultural services, there remains a high proportion of outward escape expenditure and a heavy reliance on employment outside of the Shire. Informed by recommendations contained within the Growing Moorabool Economic Development Strategy, the Retail and Commercial Assessment outlined the key issues to be addressed within the Structure Plan, including:

- Support the ongoing growth and development of the retail and commercial sector within the town to reduce outward escape expenditure;
- Improve the level of integration within the town centre;
- Promote opportunities for medium density residential development within, or immediately adjacent to Main Street; and
- Develop and consolidate community and social infrastructure within Main Street.

The key elements of the Economic Development theme are illustrated in Figure Six – Economic Development.

Objectives

Objective ED1 – To reinforce the commercial hub role of Main Street through intensification of a mix of retail, commercial and leisure related land uses within a walkable environment.

Strategy ED1.1 – To allow for the expansion of retail facilities, in line with identified demand for 13,000m² of additional retail floorspace in the town centre by 2031, in locations identified in Figure Six – Economic Development.

Strategy ED1.2 – Promote the redevelopment and refurbishment of redundant tenancies and buildings, including the potential for short term tenancies.

Strategy ED1.3 – Support the role of the Village Shopping Precinct as the preferred location for a range of major anchor tenants including the promoting the redevelopment and long-term expansion to accommodate additional development. Any development will be subject to design guidelines to ensure integration with the balance of Main Street.

Strategy ED1.4 – Encourage a built form and development pattern of up to 7.5 metres along Main Street subject to the achievement of design objectives and built form guidelines.

Strategy ED1.5 – Encourage the redevelopment of the Civic Precinct to a high quality mixed-use development incorporating community, retail and commercial uses.

3.0 The Strategic Framework

Objective ED2 – Continue to encourage the Activity Centre as the focus for employment and commercial development.

Strategy ED2.1 – To continue the development of a range of business and commercial uses unsuited for location within the core activity precinct, due to their size and requirements, at Main Street east, as identified in Figure Six – Economic Development. Such uses include service stations, automotive repairs and rural supplies.

Strategy ED2.2 – Allow for the continued operation of the Station Street Industrial precinct.

Objective ED3 – To strengthen Grant Street as the secondary activity core of the Activity Centre and the secondary location for complimentary commercial land uses.

Strategy ED3.1 – Encourage the consolidation of commercial land uses in Grant Street North proximate to Main Street, avoiding unnecessary fragmentation of uses better located in Main Street.

Strategy ED3.2 – Encourage a transition from higher intensity development at Grant Street North (of the River) to a lower intensity of uses at Grant Street South (of the River).

Strategy ED3.3 – Encourage the ongoing development of medical and health services in the proximity to the Bacchus Marsh Hospital through the designation of a specialist precinct (See Figure Six – Economic Development).

Strategy ED3.4 – Support the continued operation of the existing retail provision at the intersection of Grant Street and Labilliere Street.

Strategy ED3.5 – Encourage a relatively dense built form along Grant Street including the investigation of opportunities for shop-top living within the existing Business 1 Zoned land.

Objective ED4 – To strengthen the role of the tourism industry within the Activity Centre and the region as a whole.

Strategy ED4.1 – Facilitate the relocation of a tourist information centre within the Civic Precinct Redevelopment.

Strategy ED4.2 – Implement the recommendations contained within the Investment Attraction Strategy to broaden the range of tourist retail and short term accommodation within the Activity Centre.

Strategy ED4.3 – Improve walking and cycle links from the Activity Centre to Werribee Gorge

3.0 The Strategic Framework

3.4 TRANSPORT AND MOVEMENT

Key Issues and Context

An existing conditions assessment into traffic and movement was undertaken to inform the preparation of the Structure Plan. The study identified Main Street (east/west) and Grant Street (north/south) as the two principal routes through the town. The reliance on the two main roads means that there is a large volume of heavy vehicles travelling through the Activity Centre, with obvious impacts on peak time traffic congestion at a number of key intersections along Grant Street.

A separate Parking Strategy has been prepared as part of the Structure Plan.

Pedestrian facilities are provided throughout the Activity Centre linking the key destinations. However, the quality of these facilities varies throughout the subject area. Main Street has a reasonable level of pedestrian amenity. However, the level of pedestrian amenity along Grant Street varies along the route. Pedestrian amenity along Grant Street is further compromised by the level of traffic using the road. The quality of pedestrian facilities along Bennett, Station and Bond Streets is also relatively low. The Context and Issues analysis has identified the need to improve pedestrian amenity and, in particular, improve connectivity between the railway station and Main Street.

The key elements of Traffic and Movement are illustrated in Figure Seven – Transport and Movement.

Objectives

Objective TM1 – To promote safe walking and cycling access to and through the Activity Centre

Strategy TM1.1 – Promote the development of a new high quality, high amenity pedestrian and cycle link, the 'Greenway' between the railway station and Main Street.

Strategy TM1.2 – Encourage streetscape improvements to Main Street that enhances the street as a pedestrian and cycle friendly environment. This can include installation of missing trees, traffic calming measures, signage and installation of consistent footpath treatments.

Strategy TM1.3 – Encourage streetscape improvements to Grant Street including improved pedestrian crossing facilities at key locations, as identified in Figure Seven – Transport and Movement, along the Street and the installation of consistent footpath treatments.

Strategy TM1.4 – Propose new pedestrian footpaths linking the railway station with Grant Street.

Strategy TM1.5 – Encourage new cycle compounds/cages at key local destinations such as the Railway Station, Civic Precinct and the School.

Objective TM2 – To promote efficient traffic movement.

Strategy TM2.1 – Reinforce the traditional grid urban structure through the investigation of new east west routes connecting Grant Street to Woolpack Road as identified in Figure Seven – Transport and Movement.

3.0 The Strategic Framework

Strategy TM2.2 – Advocate the potential for a direct connection to Woolpack Road and to the Western Highway.

Strategy TM2.3 – Pursue the extension of Halletts Way to connect to Griffith Street.

Strategy TM2.4 – Investigate Heavy Vehicle routes to promote a bypassing of the Town Centre.

Objective TM3 – To facilitate better connections to public transport in the Activity Centre

Strategy TM3.1 – Develop the area around the Main Street Civic Precinct and the railway station as nodes of transport connection.

Objective TM4 – To maximize the efficiency of existing vehicular access and car parking facilities to supplement sustainable transport to and through the centre.

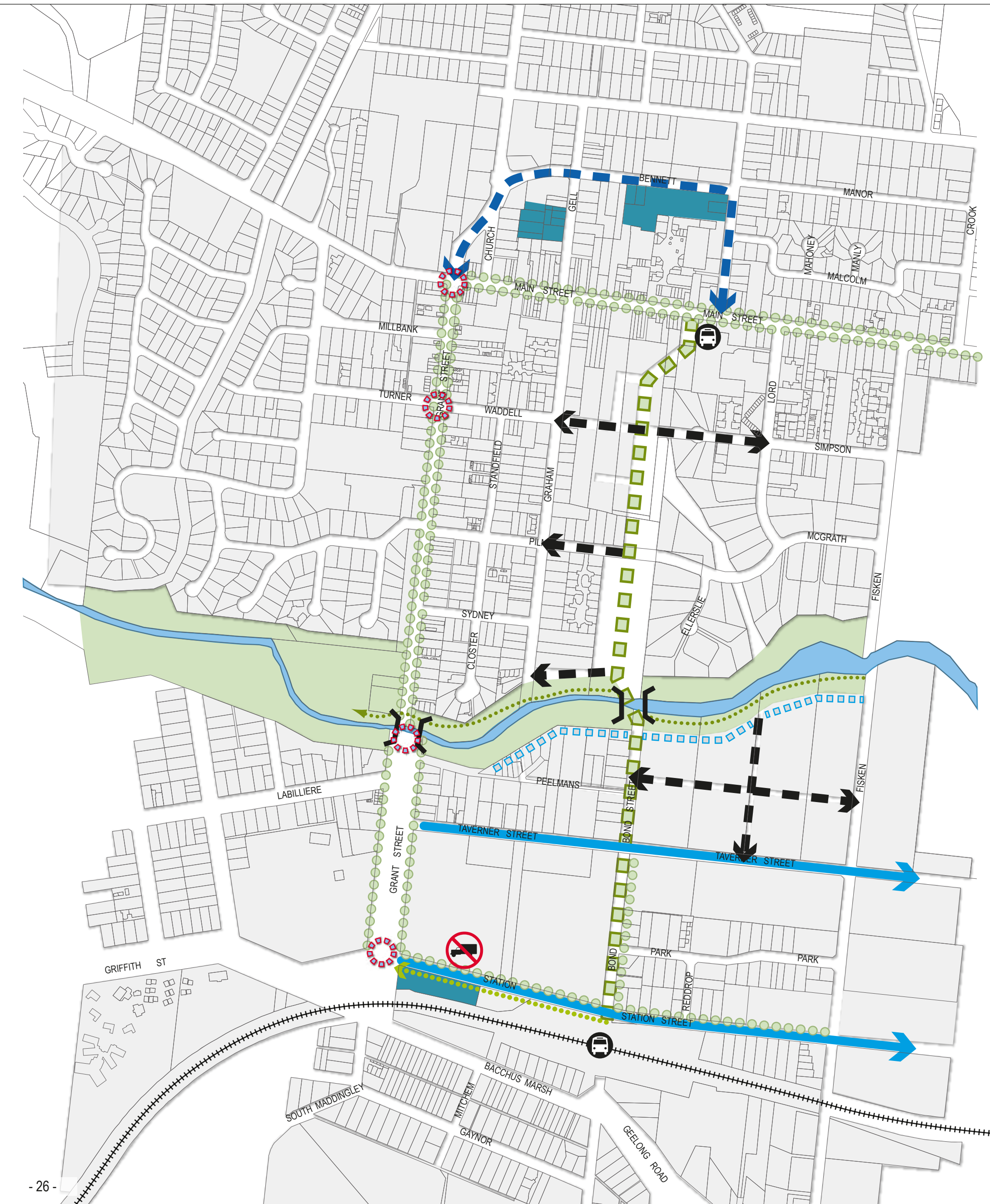
Strategy TM4.1 – Ensure overall parking within the Town Centre continues to provide sufficient parking to meet changing parking demands.







Strategy TM4.2 – Develop a signage strategy providing guidance to key parking areas in particular currently under utilised parking facilities around the town centre periphery.






Strategy TM4.3 – Investigate the opportunity to provide dedicated staff / long term parking areas for the Town Centre.

Strategy TM4.4 – Develop Young Street and Bennett Street as a ring road around the Town Centre to further promote peripheral parking areas and reduce traffic volumes along Main Street to enhance pedestrian amenity.

Strategy TM4.5 – Ensure parking supply at the Bacchus Marsh Station continues to meet user demands via regular monitoring.



-  REINFORCE TRADITIONAL GRID URBAN PATTERN
-  PROMOTE THE CIVIC HUB AND RAILWAY STATION AS PUBLIC TRANSPORT NODES
-  NEW PEDESTRIAN LINKAGES
-  CREATE HEAVY VEHICLES ROUTES TO LIMIT HEAVY VEHICLE TRAFFIC IN ACTIVITY CENTRE
-  IMPROVE PEDESTRIAN CROSSING FACILITIES
-  STREETScape IMPROVEMENTS TO IMPROVE PEDESTRIAN AMENITY

-  ENSURE EXISTING PARKING SUPPLY CONTINUES TO SUPPORT DEMAND
-  PROMOTE BENNETT STREET AS VEHICLE BYPASS OF MAIN STREET
-  GREENWAY
-  POTENTIAL FUTURE CONNECTION TO WOOLPACK ROAD
-  CONCEPTUAL LOCAL ACCESS ROAD



7 Bacchus Marsh Transport and Movement

3.0 The Strategic Framework

3.5 OPEN SPACE AND NATURAL ENVIRONMENT

Key Issues and Context

Planning and design can play a key role in embedding high quality open spaces within the fabric of the town and allowing the community to enjoy healthy spaces and places. Well-designed spaces and parks can encourage active living, including walking, cycling and the enjoyment of physical recreation. The creation of 'healthy spaces' can contribute significantly to sustainable outcomes by:

- Encouraging active transport – walking, cycling and public transport rather than car dependency; and
- Encouraging social inclusiveness and safe communities where residents feel part of their local community.

Bacchus Marsh is blessed with a number of open space and natural environment assets. These include the Avenue of Honour, Maddingley Park, Rotary Park, the Werribee River and Peppertree Park. These assets contribute significantly to the prevailing country town character of Bacchus Marsh. The value placed on these spaces and the environment by the community is extremely high.

The Context and Issues analysis highlighted that the latent potential of some of the open space and natural environment, particularly Werribee River, could be better utilised. The key elements of open space and natural environment are outlined in Figure Eight – Open Space and Natural Environment.

Objectives

Objective NE1 – Create a network of safe, interesting and pleasant spaces throughout the Activity Centre and the surrounding neighbourhood.

Strategy NE1.1 – Co-ordinate landscaping, furniture and signage design along Main Street, Grant Street and the 'Greenway' promoting legible connections between the railway station and Main Street.

Strategy NE1.2 – Improve pedestrian amenity along Main Street and Grant Street through the provision of high quality footpaths, street furniture, infill landscaping and where possible cycle lanes.

Strategy NE1.3 – Improve the quality and legibility of the physical and visual connections through and to the main local parks such as Maddingley Park, Peppertree Park and Rotary Park.

Strategy NE1.4 – Encourage environmental improvements to the River including continuing the development of a comprehensive footpath network along the banks of the River.

Strategy NE1.5 – Orientate new development adjacent to the River to address the River increasing opportunities for passive surveillance.

Strategy NE1.6 – Ensure new development enjoys a high level of amenity including, planting of a significant component of canopy trees, generous nature strips and installation of sustainable urban drainage systems (SUDs). These will ensure that street landscaping has the best chance of surviving in the long term.



- SEMI-PUBLIC OPEN SPACE
- PUBLIC OPEN SPACE
- IMPROVE VISUAL INTERACTION BETWEEN SPACE AND STREETS
- GREENWAY
- NEW PEDESTRIAN FOOTPATHS
- APPROPRIATE TREATMENT OF URBAN / RURAL EDGE
- STREETScape PLANTING
- IMPROVE VISUAL CONNECTIVITY BETWEEN THE PARKS AND OTHER PUBLIC REALMS
- IMPROVE GATEWAYS TO ACTIVITY CENTRE THROUGH POTENTIAL LANDSCAPE TREATMENT

8

Bacchus Marsh Open Space & Natural Environment

DECEMBER 2011

FIGURE 8



3.0 The Strategic Framework

3.6 BUILT FORM AND URBAN DESIGN GUIDELINES

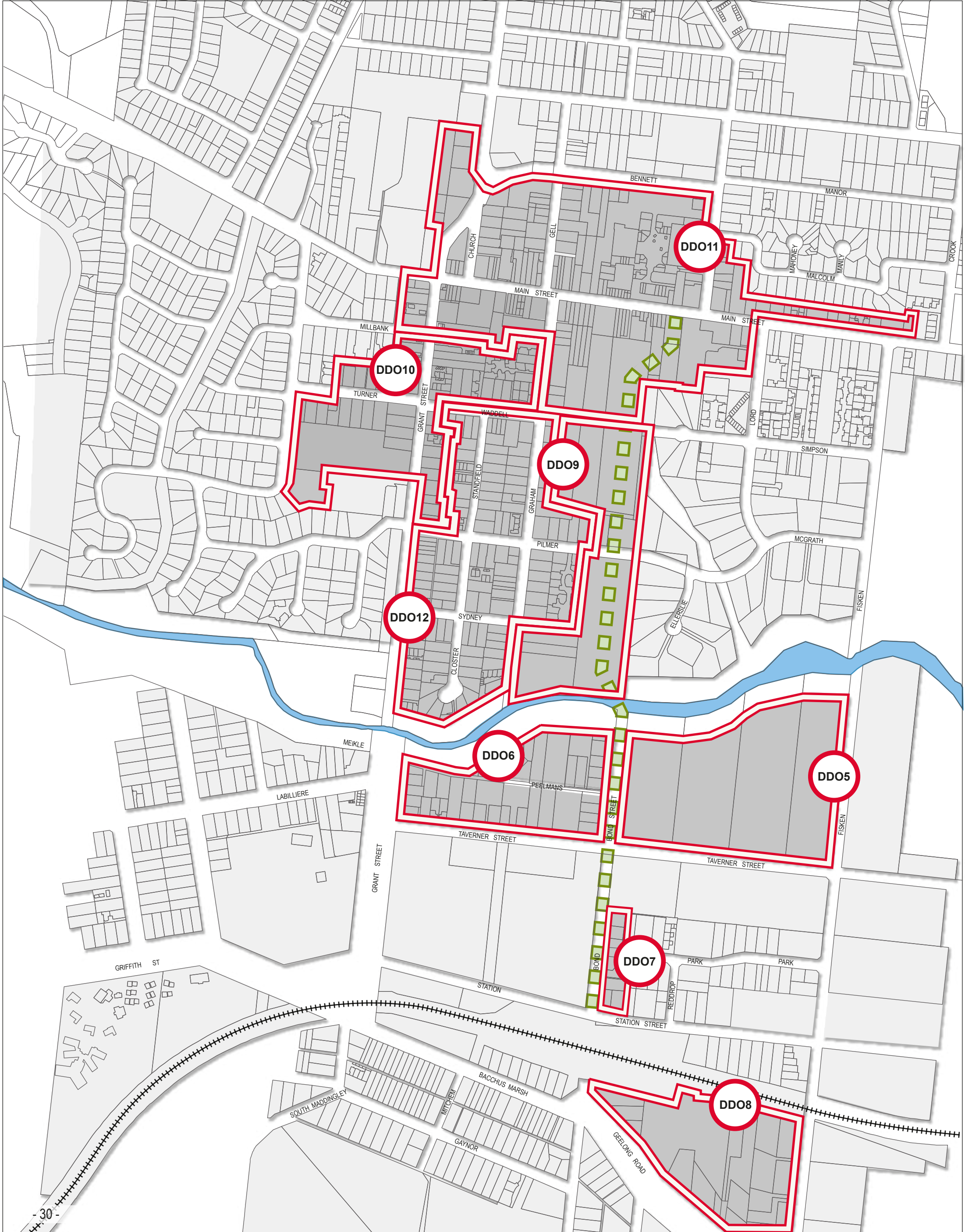
Key Issues and Context

Activity Centres should be the natural focus for the local communities that they service. The concentration of local services within an easily accessible and walkable precinct is essential in promoting a more sustainable way of living. In the same instance, they are also essential components in defining the area's local identity. Therefore, built form and urban design outcomes need to be clearly managed to ensure the right balance is struck between promoting more compact and walkable urban environments whilst respecting the prevailing character of the town.

The Activity Centre Structure Plan has identified a number of key sub-precincts within the Activity Centre that should be the subject of specific built form and design guidelines. These guidelines provide direction on desired outcomes. These areas are identified in Figure Nine – Design Guidelines Locator Map. Design and Development Overlays have been prepared for the individual precincts for inclusion within the Moorabool Planning Scheme.

For each location a preferred character, design objectives and requirements has been outlined.





- DDO5 : RESIDENTIAL DEVELOPMENT ON LAND SOUTH OF THE RIVER
- DDO6 : POTENTIAL RESIDENTIAL CONSOLIDATION AREA A
- DDO7 : INDUSTRIAL/GREENWAY INTERFACE
- DDO8 : POTENTIAL RESIDENTIAL CONSOLIDATION AREA B
- DDO9 : THE GREENWAY
- DDO10 : BACCHUS MARSH HOSPITAL AND MEDICAL SERVICES PRECINCT
- DDO11 : MAIN STREET PRECINCT
- DDO12 : RESIDENTIAL LAND BOUNDED BY WADDELL STREET, GRANT STREET, THE RIVER AND THE GREENWAY

9 Bacchus Marsh
**Design Guidelines
 Locator Map**



DECEMBER 2011

DRAWING 9



3.0 The Strategic Framework

RESIDENTIAL DEVELOPMENT ON LAND SOUTH OF THE RIVER (DD05)

Preferred Character

A new mixed residential neighbourhood that responds to the characteristics and context of the site.

Design Objectives

To encourage residential development that is in accordance with the Moorabool Shire Planning Scheme and Residential Development Strategy.

To encourage the development which provides for and maintains a country town character.

To ensure new residential development is oriented towards the River to promote opportunities for natural surveillance of the riverside footpaths.

To ensure residential development abutting Fisken Street is appropriately setback so as to screen development from horticultural activities.

To encourage medium density properties oriented towards the Greenway.

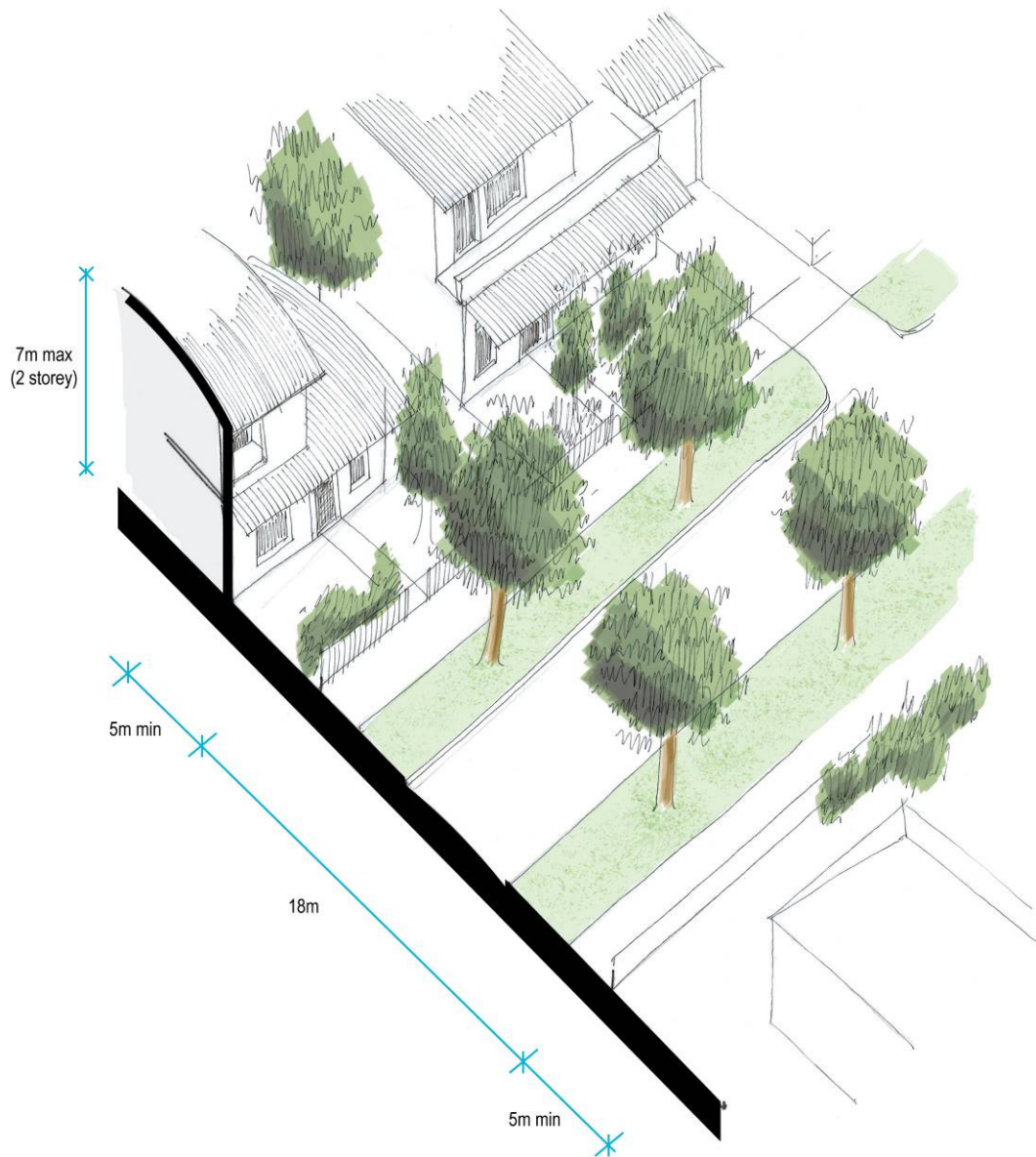
To create a permeable and legible internal street network that promotes non-vehicular based transport including the potential for a local road connection immediately south of the Werribee River.

Requirements

Building frontages should be oriented towards Taverner and Fisken Streets, the River and the Greenway.

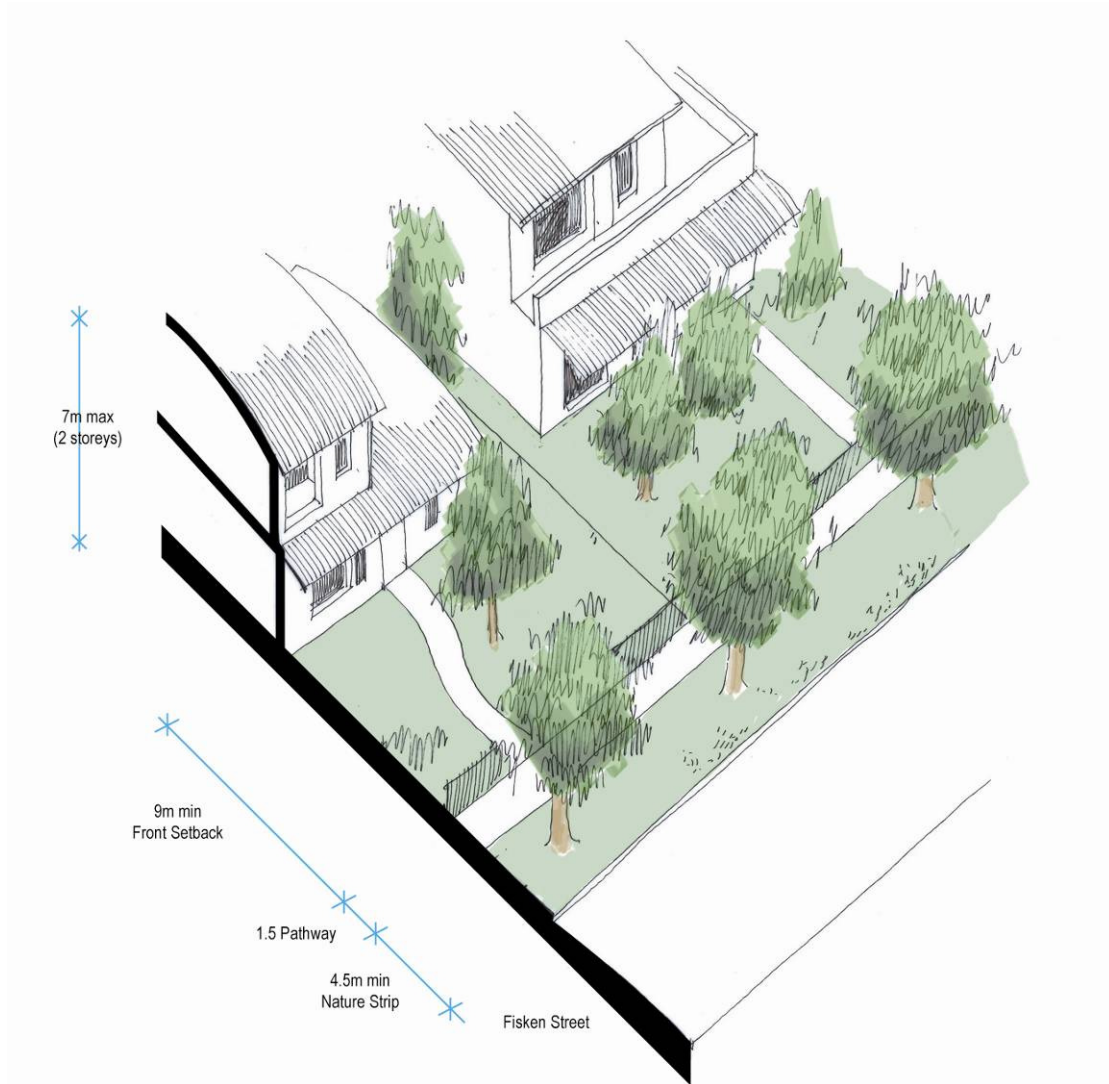
Buildings should be setback so as to promote a continuous building line along Taverner Street. Front setbacks along Fisken Street should reflect the average setback of properties located along Fisken Street.

3.0 The Strategic Framework



Residential Development on land south of the River

3.0 The Strategic Framework



Residential interface with Fisken Street

3.0 The Strategic Framework

POTENTIAL RESIDENTIAL CONSOLIDATION AREA A (DDO6)

Preferred Character

A consolidated mixed residential neighbourhood development that responds to the context and characteristics of the site.

Design Objectives

To encourage the development of a built form character that responds to the existing site characteristics including creating appropriate interfaces with the Greenway to the east and the River to the north.

To encourage new development which provides for and maintains a country town character.

To ensure new residential development is oriented towards the River and the Greenway to promote opportunities for passive surveillance of the riverside footpaths.

To ensure residential development abutting Taverner Street is appropriately setback to allow for canopy tree planting to maintain the country town character.

To encourage a transition in building heights from west to east across the site.

To ensure the architectural features of new dwellings respond to the prevailing country town character.

To encourage the subdivision of lots for medium density properties oriented towards the Greenway.

To create a permeable and legible internal street network that promotes non-vehicular based transport including the potential for a local road connection immediately south of the Werribee River.

Requirements

A range of buildings heights from 7 metres (or 2 storeys) along Grant and Fiskin Streets to 9m (2.5 storeys) along the Greenway.

A front setback of approximately 5-7m or of sufficient size to allow for canopy tree planting.

3.0 The Strategic Framework

INDUSTRIAL / GREENWAY INTERFACE (DDO7)

Preferred Character

New industrial development that fronts the Greenway providing an appropriate landscape setting for the interface between development and the Greenway.

Design Objectives

To ensure development is oriented towards the Greenway and Maddingley Park promoting natural surveillance of the Greenway.

To encourage new development which provides for and maintains an appropriate setting for the Greenway.

To ensure development abutting the Greenway is appropriately setback so as to allow for canopy tree planting to support/maintain the country town character.

To provide a high amenity pedestrian link connecting the railway station with Main Street.

To form an appropriate spine for industrial development.

Requirements

A maximum building height of approximately 9m adjacent to the Greenway.

A front setback of approximately 5 metres.

Vehicular access to be provided from the rear in order to minimise potential conflict with pedestrians along the Greenway.

Full details of the type, colour and finish of all cladding materials.

3.0 The Strategic Framework

POTENTIAL RESIDENTIAL CONSOLIDATION AREA B (DDO8)

Preferred Character

A consolidated residential neighbourhood that responds to the context and characteristics of the site including opportunities for medium density development close to the train station.

Design Objectives

To encourage the development of a built form character that responds to the existing site characteristics including the proximity of the site to the railway station.

To encourage new development which provides for and maintains a country town character.

To ensure new residential development is oriented towards Bacchus Marsh/Geelong Road and Fiskin Street opportunities for passive surveillance of footpaths.

To ensure residential development abutting both streets is appropriately setback to allow for canopy tree planting to maintain the country town character.

To ensure the architectural features of new dwellings respond to the prevailing country town character.

To encourage the subdivision of lots into smaller lots based upon transit oriented development principles.

Requirements

A range of buildings heights from 7 metres (or 2 storeys) to 9m (2.5 storeys) along Bacchus Marsh/Geelong Road and Fiskin Street.

A front setback of approximately 5-7m or of sufficient size to allow for canopy tree planting.

3.0 The Strategic Framework

THE GREENWAY (DDO9)

Preferred Character

A new green corridor linking Main Street to the railway station fronted by new, high-quality medium density residential development.

Design Objectives

To ensure development enjoys good visual access to the Greenway and provides the Greenway with good natural surveillance.

To encourage new development which provides for and maintains a country town character.

To provide a high amenity pedestrian link connecting the railway station with Main Street.

To form a new spine to residential development.

Requirements

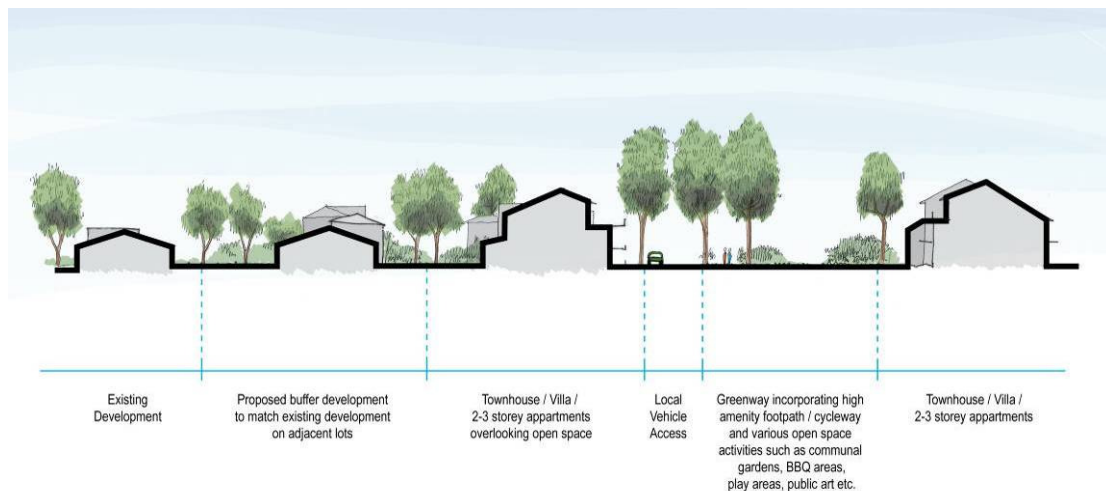
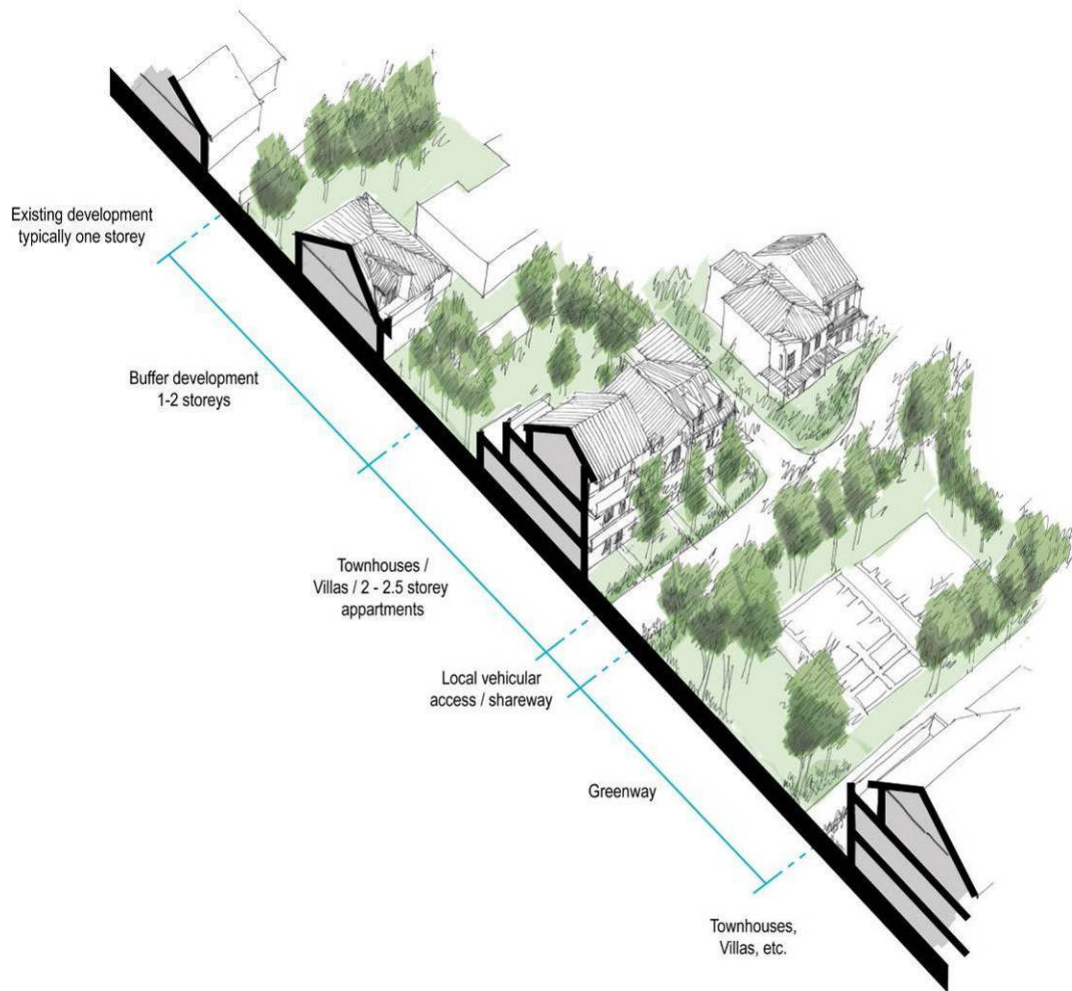
A maximum building height of approximately 9m (or 2.5 storeys) adjacent to the Greenway.

Consideration of residential development on abutting lots.

A front setback of approximately 5 metres.

Vehicular access to be provided via the shareway running adjacent to the Greenway or from the rear or side.

3.0 The Strategic Framework



The Greenway

3.0 The Strategic Framework

BACCHUS MARSH HOSPITAL AND MEDICAL SERVICES PRECINCT (DDO10)

Preferred Character

A built form that is consistent with, and complements the scale of the existing built form character of the hospital and medical centres.

High quality new development of a contemporary architectural character.

Design Objectives

To maintain and enhance the distinct mixed character of the precinct.

To encourage the development of a built form character for the area that does not adversely impact the amenity of adjacent residential properties.

To ensure an appropriate public – private interface where development relates positively to adjacent streets and public spaces and protects the amenity of the streets.

To ensure that the design of car parking facilities and access areas is safe, practical and attractive.

Requirements

Buildings should present an overall height to the street of not more than 7 metres. A permit may be granted to vary the discretionary requirements subject to the proposal achieving the Preferred Character and Design Objectives for the particular area, and any local planning policy requirements, to the satisfaction of the responsible authority.

The front and side street facades of new buildings should be well articulated.

On corner sites, buildings must address both street frontages with either openings or street level windows.

To encourage development that respects the existing neighbourhood character and provides reasonable standards of amenity for existing properties new buildings within the precinct should accord with the design standards as established in Clause 54 of the Moorabool Shire Planning Scheme.

The design of new buildings should promote visual interaction between ground floor activity and pedestrians on the street.

The visual intrusion of car parking facilities should be minimised through methods such as siting car parking to the side or rear of properties or in a basement.

A nature strip surfaced either in vegetation or permeable hard surface.

3.0 The Strategic Framework

MAIN STREET PRECINCT (DDO11)

Preferred Character

A new built form character that incorporates a higher built form reflecting the role of Main Street as the commercial and retail hub of Bacchus Marsh.

An inviting and pedestrian friendly public realm with street-level activity, permeable street network and a high degree of pedestrian amenity.

High quality new development of a contemporary architectural character.

Design Objectives

To encourage the development of a new built form character that reflects the importance of Main Street as the main commercial hub for Bacchus Marsh whilst respecting the prevailing “country town” character.

To create a level of visual consistency in the precinct with the standard street wall height the equivalent of 7.5 metres.

To ensure new development is sensitively incorporated into areas of architectural/cultural significance.

To improve pedestrian access to and within the Main Street Precinct by sustainable transport modes, by:

- Improving crossing facilities at the Grant Street/Main Street roundabout;
- Improving pedestrian permeability between Main Street and Bennett Street; and
- Providing adequate access and parking for bicycles.

To enhance the pedestrian experience and street activity through the design of building frontages and the public realm. This is of particular relevance along Bennett Street and Gell Street.

To encourage landscaping and general public realm improvements along Main Street, Bennett Street, Gell Street and Church Street.

To ensure vehicle traffic does not compromise a good walking and cycling environment.

Minimise the visual intrusion of car parking facilities through methods such as siting car parking to the side or rear of properties or in a basement.

3.0 The Strategic Framework

MAIN STREET PRECINCT (DDO11)

Requirements

Buildings should present an overall height to the street of not more than 7.5 metres (excluding roof forms)*. A permit may be granted to vary the discretionary requirements subject to the proposal

Achieving the Preferred Character and Design Objectives for the particular area, and any local planning policy requirements, to the satisfaction of the responsible authority.

Any storey(s) above 7.5 metres must adopt a setback from the building frontage such that it is not visible from standing eye level (1.7m above ground level) on the footpath directly opposite the site.

New development must have an active street frontage, particularly fronting Bennett Street and Gell Street. Within the Business 1 zone at least 50% of the ground floor façade should have transparent elements.

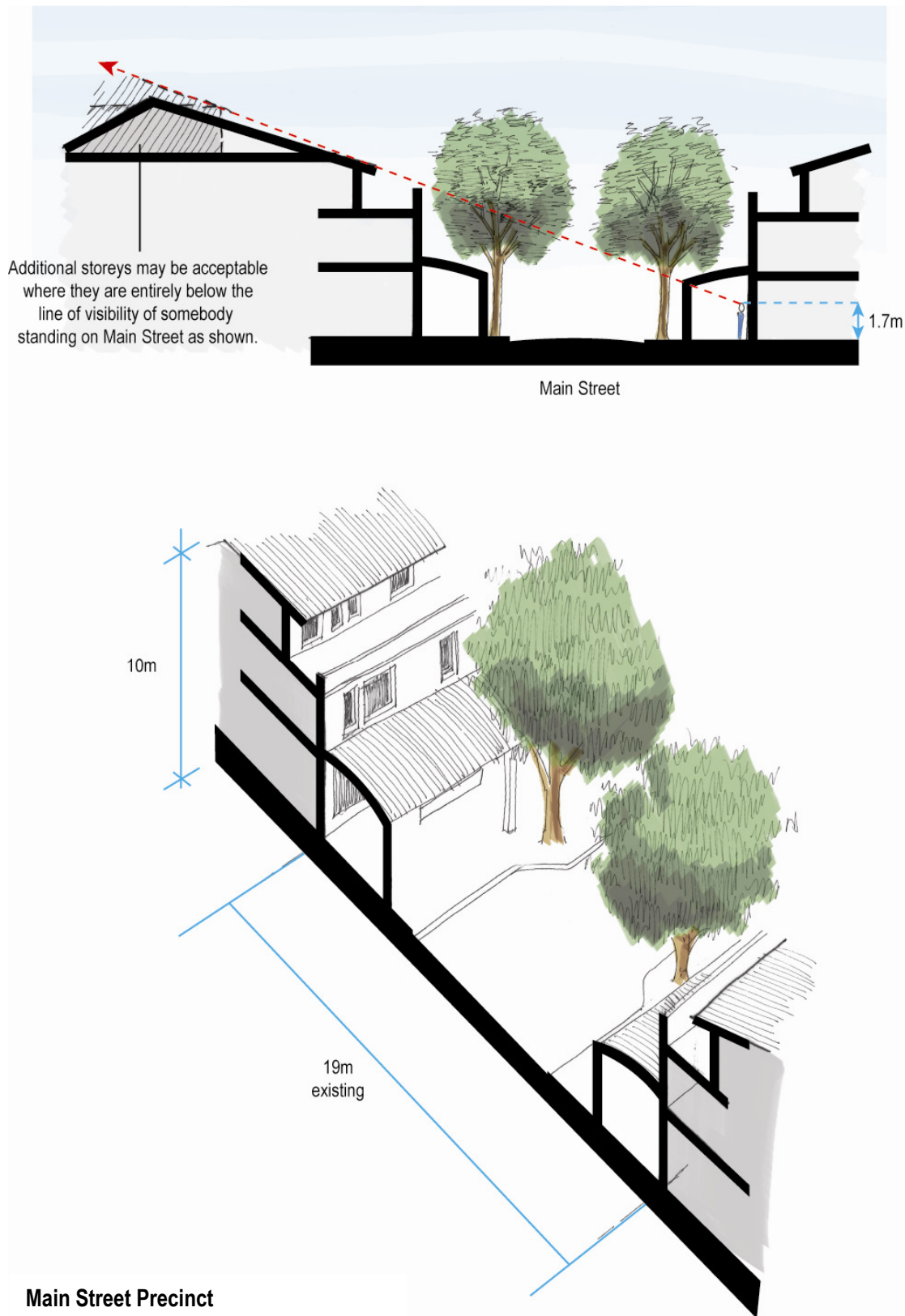
Encourage a diverse mixture of compatible uses both horizontally (different uses at ground floor and above) and vertically (different uses next to one another).

A framework of verandahs should extend to the front boundary of Main Street to define the street façade and reflect the existing character of Main Street.

Building design must mitigate overlooking, overshadowing, noise and other potential amenity impacts in line with Activity Centre Guidelines (DSE 2004).

* Maximum building heights have been derived assuming a 4.0m floor to ceiling height for the ground floor and 3.0m ceiling height for upper levels. Other ceiling heights may be used however the maximum building heights identified in the Structure Plan area to be adhered to.

3.0 The Strategic Framework



3.0 The Strategic Framework

RESIDENTIAL LAND BETWEEN WADELL STREET AND RIVER WERRIBEE EAST OF GRANT STREET AND WEST OF GREENWAY (DDO12)

Preferred Character

A consolidated mixed residential neighbourhood that responds to the context and characteristics of the site.

Design Objectives

To encourage the development of a built form character that responds to the existing site characteristics including creating appropriate interfaces with Grant Street to the west and the River to the south.

To encourage new development that provides for and maintains a country town character.

To ensure new residential development, where applicable, is oriented towards the River to promote opportunities for natural surveillance of the riverside footpaths.

To ensure residential development abutting Streets is appropriately setback to allow for canopy tree planting to maintain the country town character.

To ensure the architectural features of new dwellings respond to the prevailing country town character.

Requirements

Building frontages should be oriented towards the street.

A preferred building height of 7 metres (or 2 storeys). A permit may be granted to vary the discretionary requirements subject to the proposal achieving the Preferred Character and Design Objectives for the particular area, and any local planning policy requirements, to the satisfaction of the responsible authority.

Front setbacks should respect the average setback of properties abutting the subject site and of sufficient size to allow for canopy tree planting.

3.0 The Strategic Framework

3.7 THE STRATEGIC FRAMEWORK








































Figure Ten - The Strategic Framework Plan - illustrates a composite of the core themes outlined previously in this plan. Whilst it is not intended to provide detailed directions, the Framework Plan is intended to provide a broad illustration of the preferred changes that should occur throughout the Activity Centre.

3.8 LOCAL AREA PRECINCT PLANS

The planning and development objectives and strategies contained within the Strategic Framework refer to the Activity Centre in its entirety. However, for a greater of detail regarding the nature and form of development envisaged the Activity Centre has been split into two local area precincts as identified in Figure Eleven – Local Area Precincts.

The River has been used as the defining element in establishing a northern precinct from Bennett Street to the River and a southern precinct from the River to the railway station. The details for the precincts are outlined in Figure Twelve – Precinct North and Figure Thirteen – Precinct South.

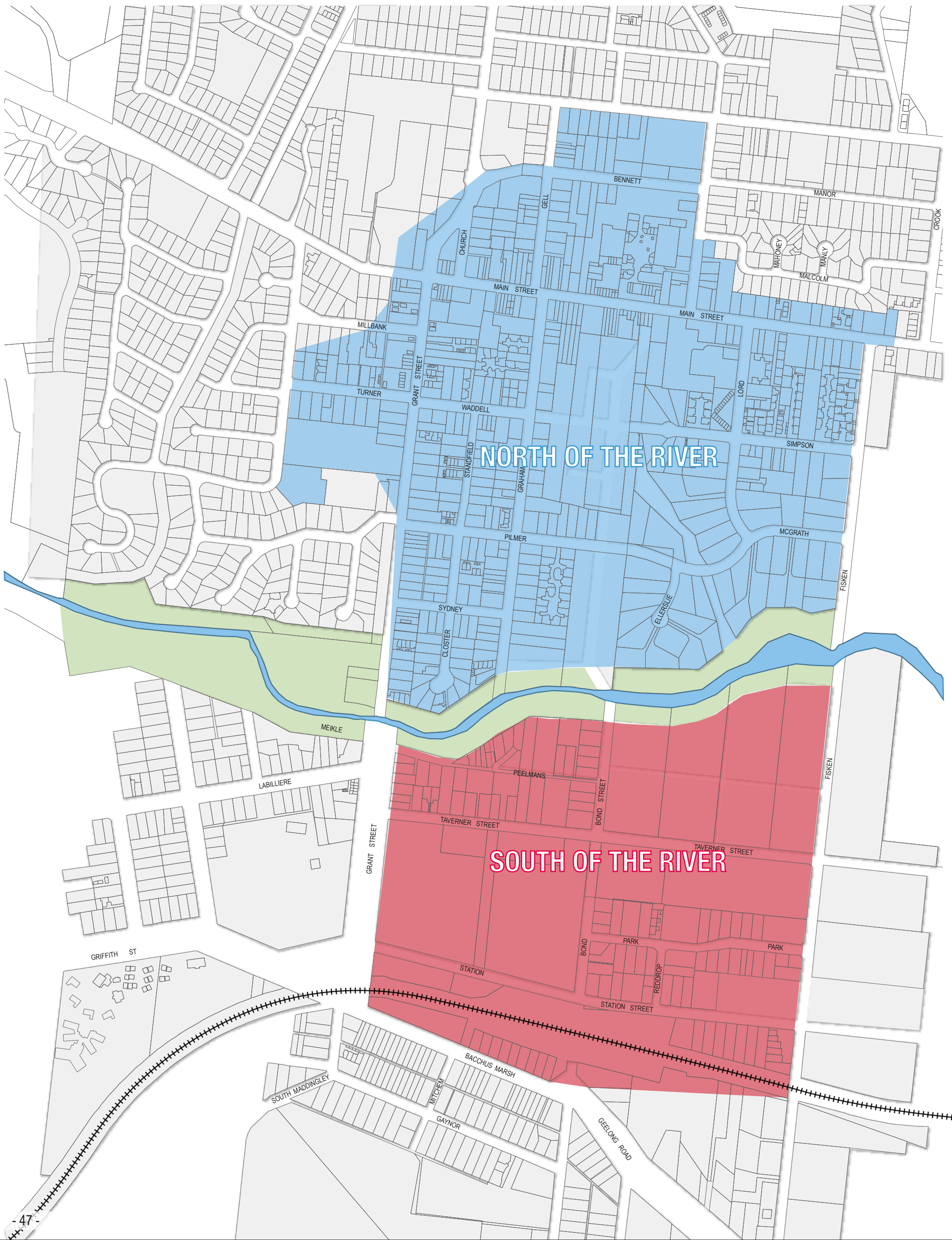
The key Objectives and Strategies for these areas have been defined in Sections 3.2 to 3.6 above.

-  GATEWAY FEATURE
-  HUB
-  HUB SUBJECT TO DESIGN GUIDELINES TO ENSURE COMMUNITY BUILDINGS ARE VISUALLY EMPHASIZED, ADDRESS OPEN SPACE AND CONTRIBUTE TO THE IDENTITY AND AMENITY OF THE TOWN
-  MIXED USE DEVELOPMENT
-  INTERFACE CONSIDERATION TO MINIMISE INTRUSION ON ADJOINING DEVELOPMENT
-  IMPROVED PEDESTRIAN CROSSING AND TRAFFIC CALMING MEASURES
-  SCREENING LANDSCAPING
-  EXISTING OPEN SPACE SUBJECT TO LANDSCAPE ENHANCEMENTS
-  EXISTING OPEN SPACE
-  STREET LANDSCAPE TYPE 1 (MAIN STREET) - INSTALL MISSING TREES, TRAFFIC CALMING, UPLIGHT TREES AT NIGHT, INSTALL CONSISTENT FOOTPATH TREATMENTS
-  STREET LANDSCAPE TYPE 2 (GRANT STREET) - INSTALL MISSING TREES, IMPROVE PEDESTRIAN AMENITY
-  STREET LANDSCAPE TYPE 3 (BOND STREET) - STREETSCAPE PLANTING
-  DIRECTION FOR COMMERCIAL EXPANSION AT VILLAGE CENTRE
-  COMMERCIAL DEVELOPMENT SUBJECT TO GUIDELINES RELATING TO INTERFACE TREATMENT OF ADJOINING STREETS
-  AREA SUBJECT TO GUIDELINES TO ENCOURAGE CONSOLIDATION
-  OPPORTUNITIES FOR MEDIUM DENSITY HOUSING
-  OPPORTUNITIES FOR STANDARD DENSITY HOUSING
-  CONCEPTUAL LOCAL ROAD ACCESS LAYOUT
-  PROPOSED GENERAL ALIGNMENT OF NEW FOOTPATHS
-  PROPOSED OPEN SPACE
-  PROPOSED GREENWAY - HIGH AMENITY PED AND CYCLE LINK OVERLOOKED BY THE FRONTS OF HOUSING AND INCORPORATING PLAY AREAS, COMMUNITY GARDENS, ETC
-  POTENTIAL FUTURE ACCESS TO WOOLPACK ROAD
-  ORIENTATION OF FRONTAGES
-  AREA SUBJECT TO GUIDELINES TO ENSURE APPROPRIATE FRONTAGES TO SENSITIVE INTERFACES:
A: FRONTAGE BETWEEN RESIDENTIAL AND HIGHER ORDER ROAD
B: FRONTAGE BETWEEN RESIDENTIAL AND RIVER/OPEN SPACE
-  SIGNAGE FEATURE INCORPORATING MAPS/DIRECTIONAL INFORMATION IN SCULPTURAL STREETSCAPE FEATURE
-  FUTURE PEDESTRIAN LINK ACROSS RAILWAY LINE
-  PROPOSED PEDESTRIAN BRIDGE ACROSS RIVER
-  QUAMBY COMMUNITY CENTRE (POTENTIAL REDEVELOPMENT SITE FOR COMMUNITY/CIVIC PURPOSES)
-  POTENTIAL DEVELOPMENT SITES
-  CONSOLIDATE HEALTH FACILITIES WITHIN HOSPITAL PRECINCT (INC. POTENTIAL EXPANSION OF HOSPITAL)
-  AREA TO BE RETAINED FOR INDUSTRIAL USES
-  IMPROVEMENTS TO PARK/GRANT STREET INTERFACE
-  PROMOTE DEVELOPMENT REFURBISHMENT INCLUDING OPPORTUNITIES FOR SHOP TOP LIVING AND/OR COMMERCIAL DEVELOPMENT
-  SITE FOR PROPOSED NURSING HOME
-  SUPPORT EXISTING RETAIL NODE
-  CONSOLIDATE EXISTING COMMUNITY ASSET
-  RAILWAY STATION & PUBLIC TRANSPORT HUB
-  HERITAGE PROPERTY TO BE RETAINED
-  LOW INTENSITY COMMERCIAL LAND USES



10 Bacchus Marsh
Strategic Framework Plan



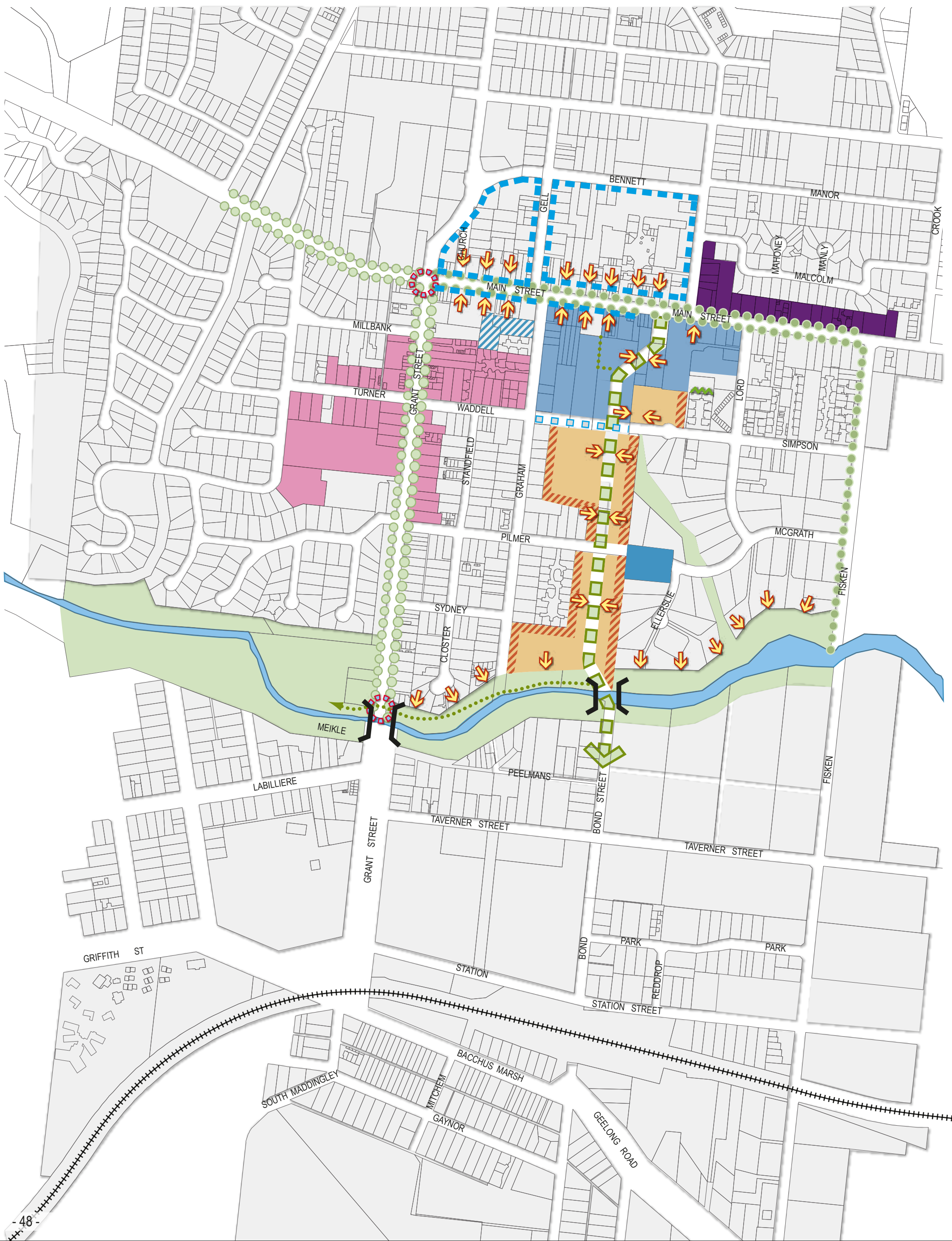


11 Bacchus Marsh
Local Area Precincts

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FIGURE 11





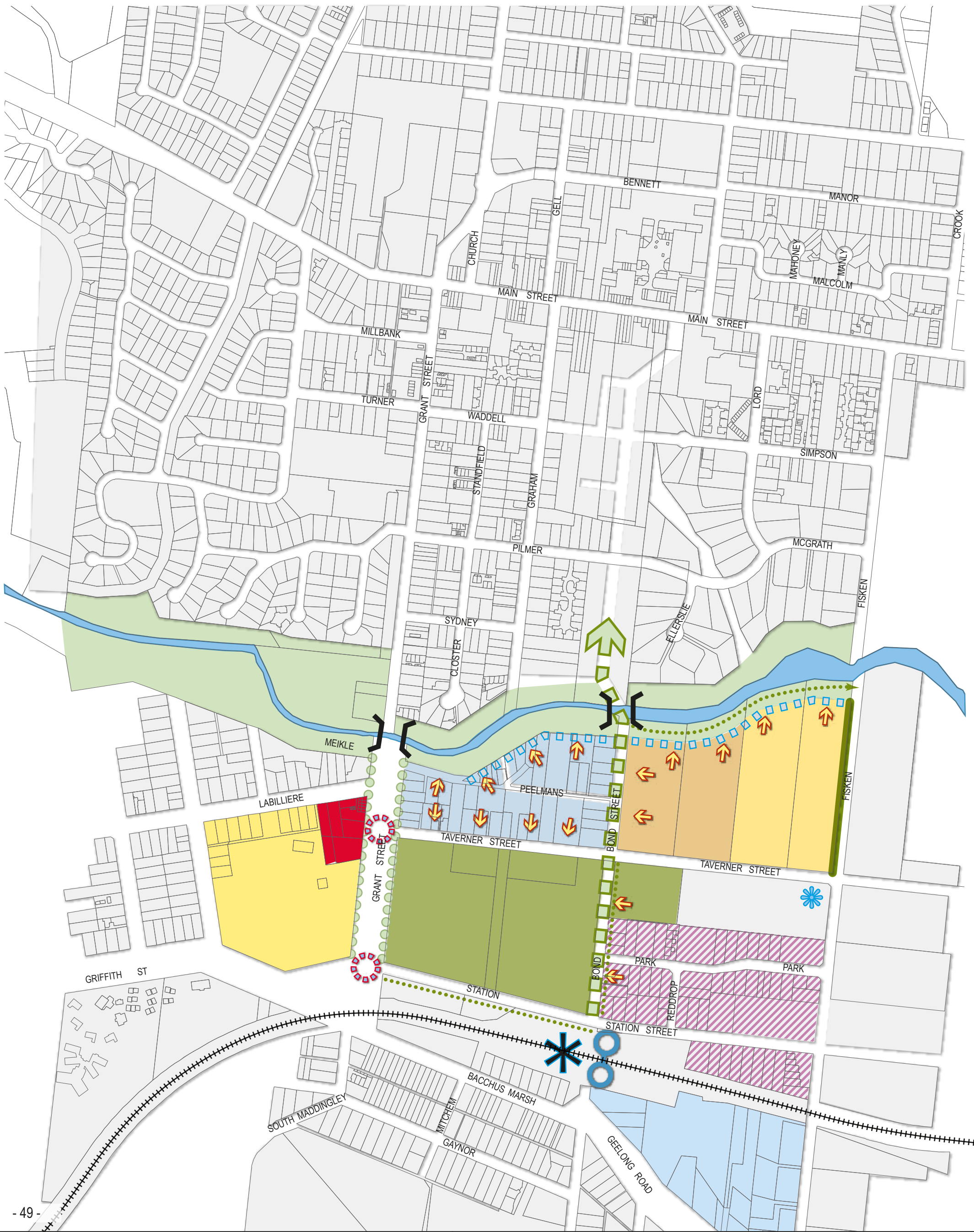
- IMPROVE PEDESTRIAN AMENITY & CROSSING FACILITIES
- SECONDARY PROMOTION OF ACTIVE FRONTAGES TO STREET
- BUILDING FRONTAGE ORIENTATION
- STRATEGIC DEVELOPMENT SITE
- MIXED USE DEVELOPMENT
- HOSPITAL & MEDICAL SERVICES PRECINCT
- STREETScape IMPROVEMENTS
- APPROPRIATE TREATMENT OF INTERFACE TO EXISTING RESIDENTIAL
- NEW DEVELOPMENT INCORPORATING ELEMENTS OF APPROPRIATELY DESIGNED MEDIUM DENSITY HOUSING
- GREENWAY
- HERITAGE PROPERTY
- LANDSCAPE TO FORM APPROPRIATE URBAN/RURAL EDGE
- NEW PEDESTRIAN LINKAGES
- LOW INTENSITY COMMERCIAL LAND USES

12 Bacchus Marsh Precinct North

DECEMBER 2011

FIGURE 12





- 49 -

-  STREETScape AND CAR PARKING IMPROVEMENTS ALONG GRANT STREET
-  MAINTAIN AND SUPPORT LOCAL NEIGHBOURHOOD RETAIL HUB
-  IMPROVEMENTS TO PEDESTRIAN CROSSING FACILITIES
-  GREENWAY
-  ENCOURAGE NEW RESIDENTIAL DEVELOPMENT WITH APPROPRIATELY DESIGNED MEDIUM DENSITY LOTS ADJACENT TO THE GREENWAY
-  LANDSCAPE TO PROVIDE APPROPRIATE URBAN / RURAL EDGE
-  ORIENTATION OF BUILDING FRONTS
-  RETAIN EXISTING EMPLOYMENT AREA AND INCORPORATE A SERIES OF STREETScape IMPROVEMENTS
-  INVESTIGATE OPPORTUNITIES FOR PEDESTRIAN CROSSING OF RAILWAY
-  FACILITATE LONGER TERM CONSOLIDATION OF LOTS
-  IMPROVE PEDESTRIAN AMENITY AT RAILWAY STATION
-  INTERGRATE OPEN SPACE WITH SURROUNDING AREA BOTH VISUALLY AND PHYSICALLY
-  NEW PEDESTRIAN LINKAGES
-  CONCEPTUAL LOCAL ROAD ACCESS LAYOUT
-  SITE FOR PROPOSED NURSING HOME

13 Bacchus Marsh Precinct South



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FIGURE 13



4.0 Key Spaces

4.0 KEY SPACES

This section details key spaces within the Structure Plan that have particular influence for the future vision of Bacchus Marsh.

This section of the Structure Plan outlines the planning and design vision for areas identified as having a particular influence over the future development of the Bacchus Marsh Central Activity Centre. These areas have been identified as having potential where significant change or intervention by Council and other key stakeholders will facilitate the delivery of the vision for Bacchus Marsh.

Following on from the identified vision for these key spaces a series of strategies have been identified that will enable appropriate development to occur.

Each Key Space should be read in conjunction with the broader Strategic Framework outlined in Section 3.0.

4.2 THE RAILWAY STATION

Vision

The vision for the railway station is to provide the appropriate setting for passengers to enjoy a much improved environment where pedestrian amenity is prioritized over the car, and interchange between public transport facilities is safe, attractive and easy. Such an improved facility will encourage the use of sustainable methods of travel to and from the station.

Strategies

Strategy RS1 - Improve the overall pedestrian amenity of the area through the construction of safe, well lit and logical pedestrian routes linking the station with key destinations such as the Secondary School, Maddingley Park and Main Street via the Greenway. These include the construction of a new formally paved footpath and the installation of improved street lighting along Station Street.

Strategy RS2 – Create a clear line of sight between Station Street and the front entrance of the station.

Strategy RS3 - Provide wayfinding signage to help locate key facilities within the Activity Centre and broader Bacchus Marsh area.

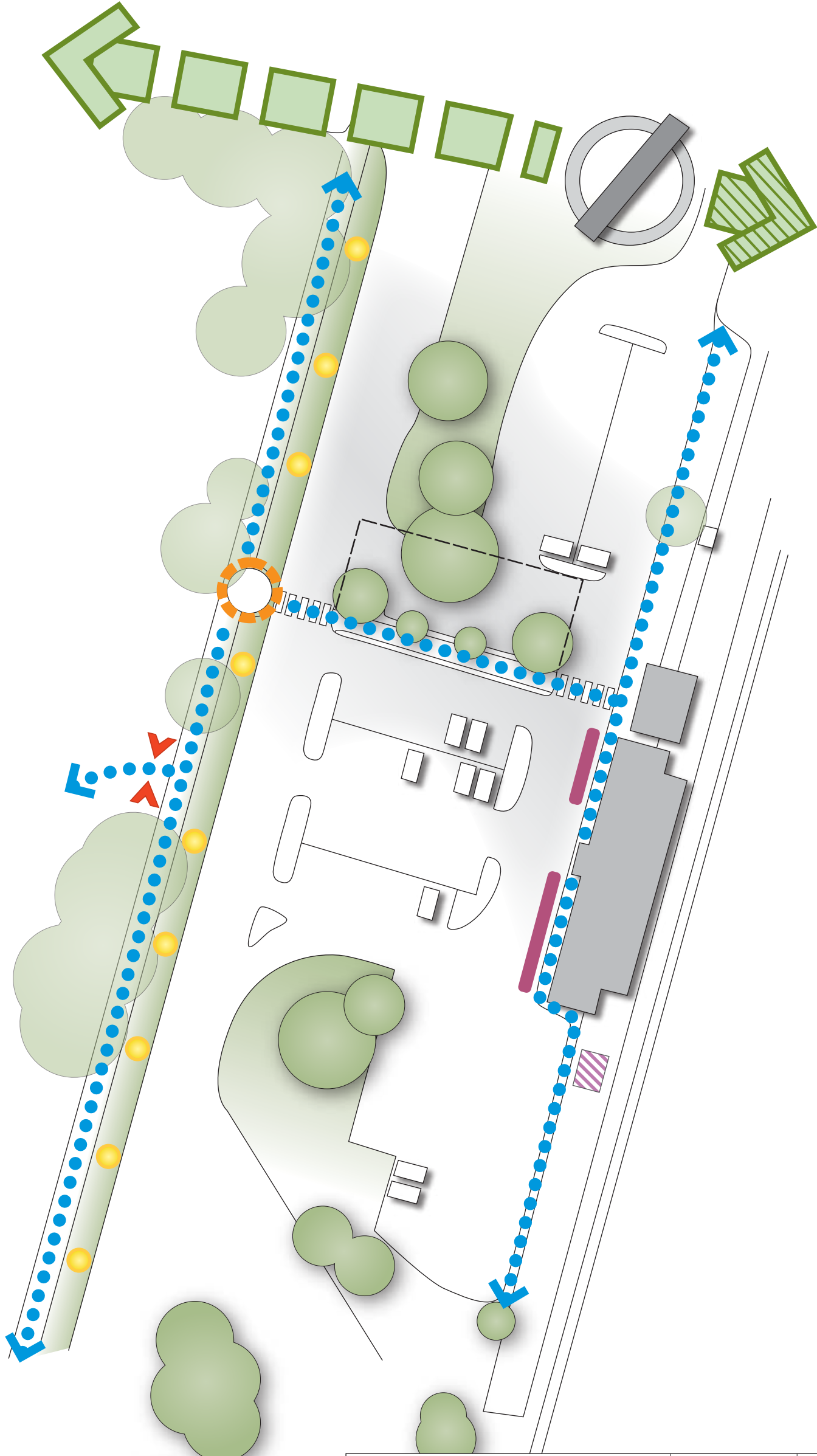
Strategy RS4 - Reduce the visual dominance of the existing car parks through a process of landscape treatments. Such treatments may include new tree planting that provides opportunity for additional shading and shelter.

Strategy RS5 - Improve the public transport interchange facilities through the provision of improved shelters, lighting, seating and timetable/service information.

Strategy RS6 - Revise the layout of parking bays to facilitate better and more attractive footpath through the car park to Station Street.

Strategy RS7 – Investigate opportunities for a potential pedestrian link across the railway line.

- 50 -



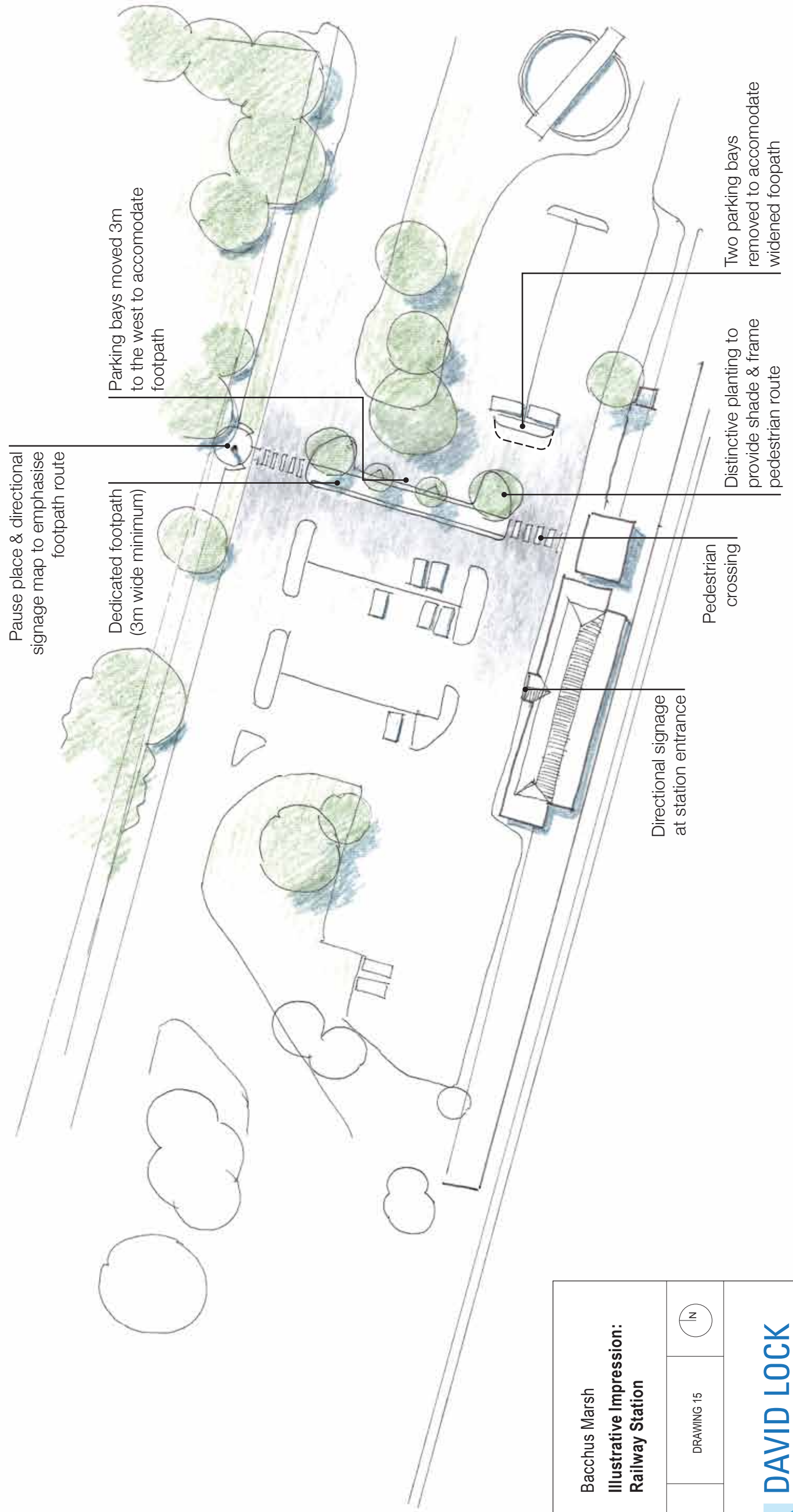
-  BICYCLE PARKING FACILITIES
-  NEW STREET LIGHTING
-  NEW IMPROVED PEDESTRIAN AND CYCLE CONNECTING STATION TO GRANT STREET AND GREENWAY
-  GREENWAY LINKING RAILWAY TO MAIN STREET
-  PAUSE PLACE AND/OR DIRECTIONAL SIGNAGE
-  GATEWAY IMPROVEMENTS TO PARK ENTRANCE
-  DEDICATED PUBLIC TRANSPORT INTERCHANGE INCLUDING SHELTER
-  TURNTABLE - ENHANCE OPPORTUNITY TO BE KEY VISTA FOR GREENWAY
-  FUTURE POTENTIAL LINK OVER THE RAILWAY LINE
-  REVISED PARKING LAYOUT TO FACILITATE FOOTPATH WIDENING

14 Bacchus Marsh
Key Spaces:
The Railway Station

DECEMBER 2011

DRAWING 14

N



15

Bacchus Marsh
Illustrative Impression:
Railway Station

DECEMBER 2011

DRAWING 15

(N)



4.0 Key Spaces

4.3 THE CIVIC PRECINCT

Vision

As the key gateway location to Bacchus Marsh from the Avenue of Honour and also the starting point for the Greenway pedestrian and cycle link. This area has a high profile that warrants a careful design to realise its potential. Given the high profile of the site the development should provide an appropriate setting for Council's point of connection with the Bacchus Marsh community.

The Civic Precinct redevelopment will incorporate a range of community, civic, retail and commercial uses.

Strategies

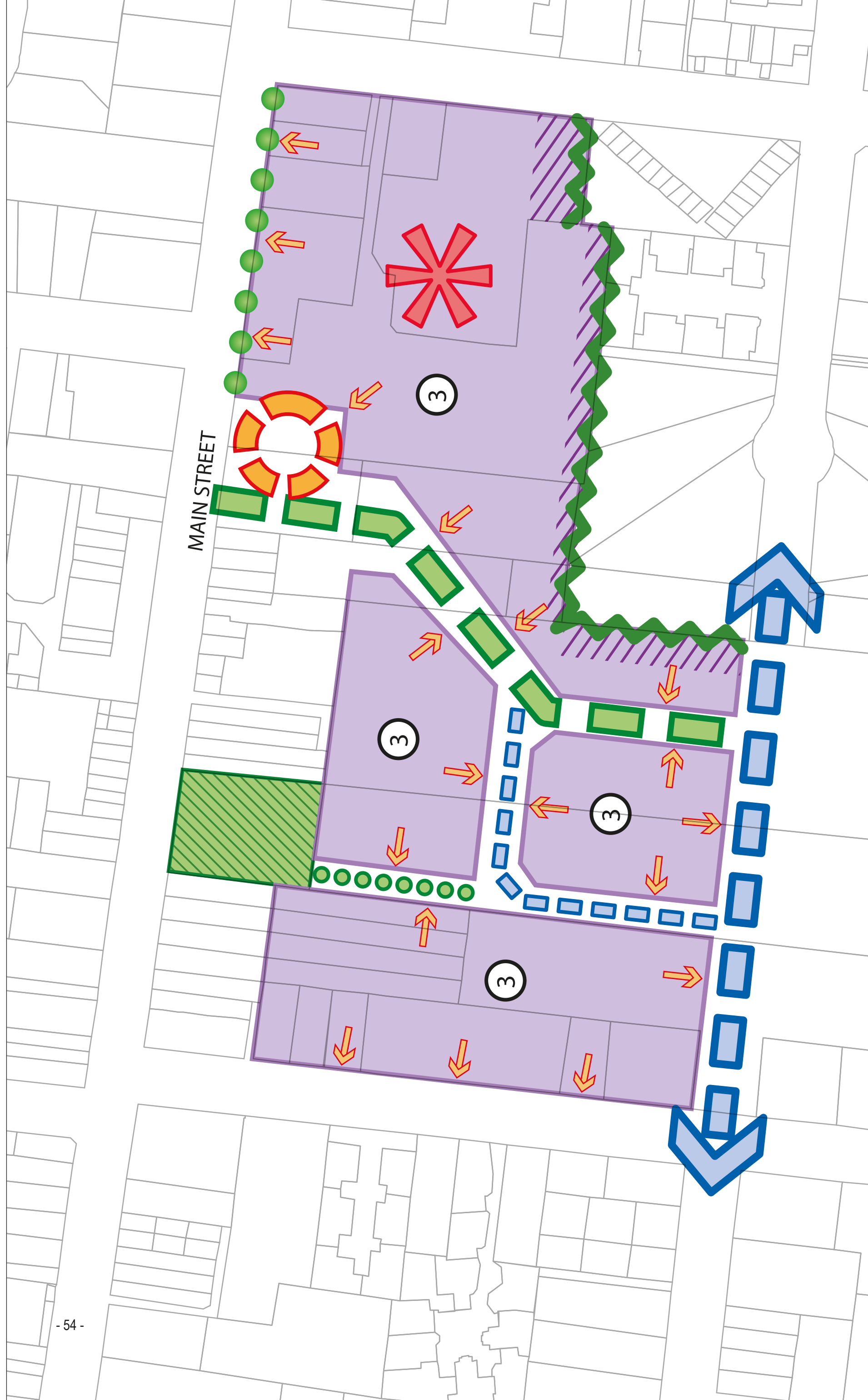
Strategy CP1 - Develop the area as the eastern gateway entry into the Activity Centre.

Strategy CP2 - Provide a range of land uses including civic and community, retail and commercial uses reinforcing the regional role of Bacchus Marsh.

Strategy CP3 - Provide improvements to the public realm of Main Street including the provision of a new public space fronted by shops and cafes.

Strategy CP4 - Provide civic and community meeting space (both indoor and outdoor) reinforcing the sense of civic activity in this location.

Strategy CP5 - Promote new development on the site that incorporates best practice principles of ecologically sustainable development.



MAIN STREET

- CIVIC, COMMUNITY & RETAIL HUB
- INTERNAL ROAD ACCESS
- SCREENING LANDSCAPE FROM EXISTING RESIDENTIAL DEVELOPMENT
- GREENWAY
- EXISTING OPEN SPACE

- NEW PROPOSED OPEN SPACE
- SHARED PEDESTRIAN/CYCLE LINK
- ORIENTATION OF ACTIVE FRONTAGES
- MIXED USE DEVELOPMENT
- CONTROLS TO PROTECT AMENITY OF SURROUNDING USES

- MAXIMUM BUILDING HEIGHT PERMISSIBLE
- STREET LANDSCAPE
- REINFORCE EXISTING STREET GRID NETWORK

16 Bacchus Marsh
Key Spaces: The Civic Precinct and Surrounds

DECEMBER 2011	DRAWING 16	1:1250@A3	
0 40 80 160m			

4.0 Key Spaces

4.4 THE GREENWAY

Vision

The Greenway will be a new high quality, high amenity pedestrian and cycle link connecting Main Street and the railway station, the two major nodes of activity within the Bacchus Marsh Activity Centre.

Strategies

Strategy GR1 - Establish the Greenway as the key pedestrian and cycle spine between the railway station and Main Street.

Strategy GR2 - Orientate new medium density residential development towards the Greenway to facilitate an active edge to the pedestrian/cycle route.

Strategy GR3 - Focus a range of active and passive open space around the Greenway including opportunities for children's play space and community gardens.

Strategy GR4 - Incorporate opportunities for best practice Water Sensitive Urban Design solutions.

Strategy GR5 – Develop the Greenway as an integrator of a series of key public open spaces within the Activity Centre linking a new space at the Civic Precinct with the River and Maddingley Park.

Strategy GR6 - Implement controls on development on development within buffer areas to protect and enhance amenity of surrounding dwellings.



Illustrative perspective of the Greenway looking north towards Main Street

5.0 Implementation Strategy

5.0 IMPLEMENTATION STRATEGY

The final Chapter of the Structure Plan is an “instruction manual” for the implementation of the objectives and strategies into the Moorabool Shire Planning Scheme.

5.1 THE CONCEPT OF IMPLEMENTATION

The Bacchus Marsh Central Activity Centre Structure Plan is a significant project for the Shire of Moorabool. The realisation of the project objectives and strategies will require determination, commitment and funding.

The preparation and delivery of an Activity Centre Structure Plan is founded within a robust strategic planning framework and has strong government support across all tiers of government.

There are a number of implementation mechanisms and development models available to ensure the delivery of the various objectives and strategies contained within the Structure Plan.

The next section of this Chapter (5.2) identifies the preferred model for the agency or group responsible for implementation.

The following sections (5.3 – 5.6) set out the actions recommended to implement the Core Themes of the Structure Plan contained in the previous Chapters. These are grouped into six sections according to the type of action and the body responsible for implementing them:

Section	Type of Action	Typical Body	Implementing
5.3	Statutory Planning Framework	MSC	
5.4	Public Realm Improvements	MSC	
5.5	Public Development	Public Agencies	
5.6	Private Development Facilitation	MSC / DPCD	
5.7	Public Transport Improvements	MSC/DOT	
5.8	Activity Centre Management	Activity Centre Manager	

Each section culminates in a table of actions to be undertaken in which the objective/strategy being implemented; the group responsible for implementation and key stakeholders are identified. Each action will have a unique action reference number that identifies the type of action it relates to.

5.0 Implementation Strategy

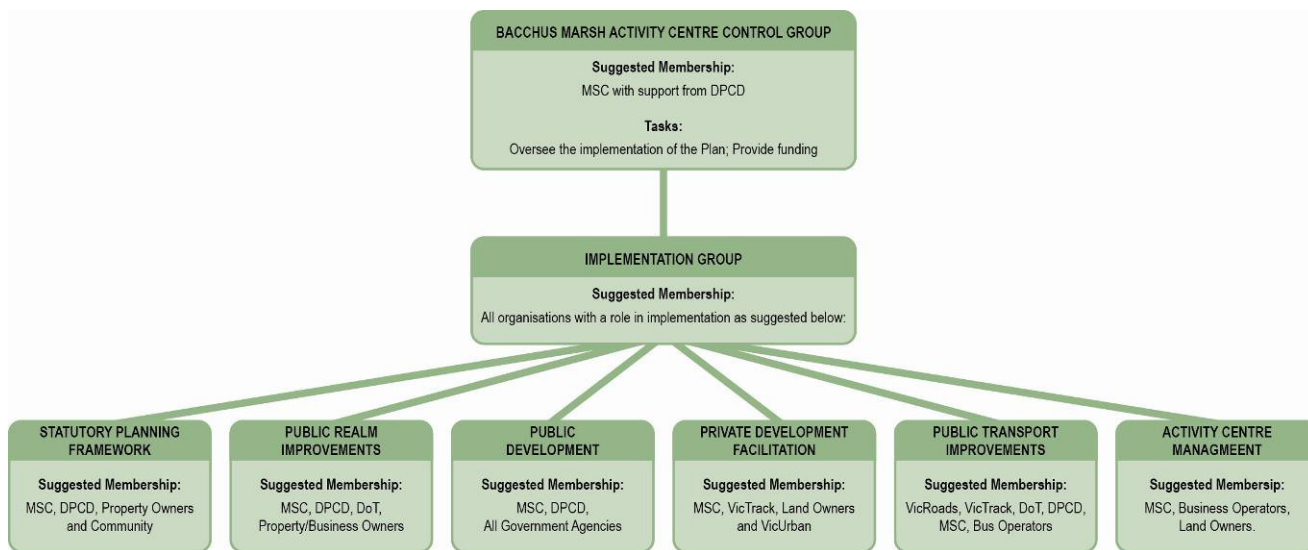
5.2 THE IMPLEMENTATION MODEL

In order to be able to implement the Structure Plan it is necessary to assemble a 'vehicle' that can take the objectives and strategies established in the planning phase and convert this to development outcomes delivered 'on the ground'.

This vehicle will need to be able to drive key stakeholders in the planned direction. These key stakeholders are distinct from the group responsible for preparing the plan which put the ideas and directions on paper.

The model recommended to be used is a multi-organisation project group that comprises a variety of hand-picked stakeholders that suit the particular objectives of the Structure Plan being implemented. Such a model has a number of benefits in relation to harnessing cross-organisational co-operation and decision making process. Such an approach will also encourage a wider degree of 'ownership' of the plan from a range of stakeholders.

Therefore, it is recommended that an implementation structure be formed along the following basis:



Control Group: A Control Group would be responsible for funding and overseeing the Project Manager and Implementation Group. This should comprise Moorabool Shire Council with support from Department of Planning and Community Development.

Multi-Organisation Project Group Members: Membership to the implementation component of the Project Group could include the organisations listed in the flow diagram above. These organisations are envisaged to play specific implementation roles. The role and purpose of the Group is not to revisit the strategic planning and design concepts but to focus on the details of implementation. Representatives would be responsible for making decisions.

5.0 Implementation Strategy

ACTION TABLE 1: IMPLEMENTATION MODEL

	Actions	Typical Implementing Body
A1.1	Establish a Structure Plan Control Group charged with implementing the objectives and strategies of the Structure Plan. This group will be responsible for ongoing funding and implementation of the projects and programs of the strategy.	MSC and DPCD to lead a wider group of DoT, VicTrack, VicRoads, Private Traders, Private Land Owners, Business Groups, VicUrban and Community Stakeholders.
A1.2	Appoint a Project Manager and administrative assistant charged with: <ul style="list-style-type: none"> ▪ Implementation of the Structure Plan; ▪ Project Group Co-Ordination; ▪ Co-ordination of funding; ▪ Monitoring and review; ▪ Marketing and promotion of Activity Centre; and ▪ Day-to-Day administrative functions. 	MSC and DPCD

5.0 Implementation Strategy

5.3 THE STATUTORY PLANNING FRAMEWORK

The Bacchus Marsh Activity Centre Structure Plan is supported by a number of strategic planning initiatives. To support this overarching policy framework, the Moorabool Shire Planning Scheme needs to clearly articulate planning policy in more detail, encourage appropriate development, provide certainty to developers and provide the tools for those who are assessing development proposals to facilitate the easy transition from the existing conditions to a more compact and consolidated Activity Centre.

Planning Controls must be clear, concise and unambiguous so as to provide as much certainty as possible to both prospective developers and assessors. They should make the desired outcomes easy and prohibit undesired outcomes.

However, the controls must also be as flexible as is appropriate to allow for a changing property market. They must find an appropriate balance between certainty and flexibility. There is also an opportunity to investigate fast-tracking applications that meet Structure Plan development criteria or a 'pre-approval' mechanism in order to minimise application and approval timelines.

Amendments to the planning and development strategies and controls should be undertaken in a comprehensive and consolidated manner. A number of planning mechanisms are proposed to achieve the identified outcomes. These include:

- Amendments to the **Municipal Strategic Statement** (Clause 21.07 Bacchus Marsh) to ensure the objectives and strategies relate to the recommendations of the Structure Plan;
- A new **Local Policy** that provides direction relating to the desired objectives and policies in relation to the Activity Centre;
- Where necessary recommendations on potential **Rezoning** of land to assist in implementing the vision for the Activity Centre;
- A series of detailed building height controls and other qualitative design guidelines to direct built form outcomes to be contained within a series of **Design and Development Overlays (DDO)** for sub-precincts within the Activity Centre; and
- Incorporating the Structure Plan as a **Reference Document** to the Planning Scheme.

The determination of the most appropriate statutory planning controls to integrate the Structure Plan into the Moorabool Planning Scheme will be determined through consultation with MSC and the Department of Planning and Community Development (DPCD).

5.0 Implementation Strategy

ACTION TABLE 2: STATUTORY PLANNING FRAMEWORK

	Actions	Typical Implementing Body	Stakeholder	Objective Being Implemented
A2.1	Make amendments to the MSS to describe the Structure Plan, including clear statements of the strategic directions contained within it.	MSC	DPCD and Property/Land owners	ALL
A2.2	Introduce Local Planning Policies (LPP) to develop the strategic directions set out in the MSS into more specific policies, including more specific land use directions such as the promotion of appropriate uses in each part of the precincts.	MSC	DPCD and Property/Land owners	LU1, LU2, LU6, ED1 - ED3, TM1 – TM4 and NE1.
A2.3	Rezone current Farming Zone south of the River between Bond Street, Taverner Street and Fiskin Street from Farming Zone to Residential 1 Zone.	MSC	DPCD and Property/Land Owners.	LU1, LU2, LU4, LU7, TM1, NE1 and UDG3
A2.4	Introduce a suite of DDO's over the Activity Centre to ensure appropriate development outcomes.	MSC	DPCD and Property/Land owners	UDG1 – UDG6.
A2.5	List the Structure Plan as a Reference Document to the Moorabool Planning Scheme.	MSC	DPCD	ALL

5.0 Implementation Strategy

5.4 PUBLIC REALM IMPROVEMENTS

Public realm improvement will help to support the Activity Centre by:

- Facilitating pedestrian and cycle movement;
- Increasing the vibrancy and vitality of the centre through promoting interaction;
- Helping to facilitate private sector investment and development through the creation of an attractive centre; and
- Showing the commitment of MSC to revitalise and reinvigorate the centre.

The Activity Centre should be the focal point for the social, economic and civic life of Bacchus Marsh. It is therefore recommended that the public realm improvements are undertaken in the areas identified within the Structure Plan to ensure a high degree of street level amenity for pedestrians. Improved linkages to key nodes of activity (such as shops, parks and other important locations) should be at a very high standard, supporting the promotion of a more walkable and compact Activity Centre. The following table draws together the actions required to improve the public realm within the Activity Centre.

ACTION TABLE 3: PUBLIC REALM IMPROVEMENTS

	Actions	Typical Implementing Body	Stakeholder	Objective Being Implemented
A3.1	Design and construct streetscape improvements to Main, Grant and Station Streets (see Figures 7 and 8).	MSC	DPCD, DoT and Adjoining businesses and property landowners	TM1 and NE1
A3.2	Design and construct a new pedestrian and cycle link through the extension of Bond Street connecting the railway station with Main Street.	MSC	DPCD and adjoining land owners and developers.	TM1, NE1, UDG4 and Key Spaces Greenway.
A3.3	Design and undertake environmental improvements/cleanup of the River.	MSC	DPCD	NE1
A3.4	Design and construct new shared pedestrian and cycle path along Station Street (providing a new footpath on the northern side and improving existing footpath on the southern side of the street) connecting the railway station to Grant Street.	MSC		TM1 and NE1

5.0 Implementation Strategy

	Actions	Typical Implementing Body	Stakeholder	Objective Being Implemented
A3.1	Design and construct streetscape improvements to Main, Grant and Station Streets (see Figures 7 and 8).	MSC	DPCD, DoT and Adjoining businesses and property landowners	TM1 and NE1
A3.2	Design and construct a new pedestrian and cycle link through the extension of Bond Street connecting the railway station with Main Street.	MSC	DPCD and adjoining land owners and developers.	TM1, NE1, UDG4 and Key Spaces Greenway.
A3.5	Design and implement landscape improvements to the railway station entrance through high quality surface treatments, new pedestrian footpaths and improved lighting.	MSC and VicTrack	DoT	TM3 and Key Spaces Railway Station.
A3.6	Design and construct new pedestrian crossing facilities for Grant Street (See Figure 7).	MSC and VicRoads		TM1 and NE1
A3.7	Extend Waddell Street to connect with Simpson Street.	MSC		LU6 and TM2
A3.8	Install additional cycle racks at the railway station, Maddingley Park, Peppertree Park, the hospital and strategic locations within Main Street	MSC	DoT and VicTrack	TM1 and NE1
A3.9	Investigate opportunities for a pedestrian link across the railway line.	MSC/DoT	VicTrack	TM1 and

5.0 Implementation Strategy

5.5 PUBLIC DEVELOPMENT

State and local government can play an important role in locating all public sector developments within the Activity Centre. These include government offices, civic and community facilities, education, health facilities and public housing. Public sector development has the potential to act as a ‘catalyst’ projects to encourage additional private sector development.

The vitality of the Activity Centre can be greatly influenced by the presence of non-commercial, civic and community related land uses. The following table draws together the actions required to ensure the public sector develops new facilities in appropriate locations.

ACTION TABLE 4: PUBLIC DEVELOPMENT

	Actions	Typical Implementing Body	Stakeholder	Objective Being Implemented
A4.1	Ensure appropriate Council and DPCD developments are located within the Activity Centre.	MSC and DPCD	MSC and DPCD	LU1, LU3, LU7 and ED1
A4.2	Establish through the Activity Centre Management system a public sector planning and development protocol to ensure liaison with public agencies to ensure that all appropriate public sector office, health and education investments are located, where possible, within the Activity Centre	MSC	All government agencies	As above A4.1.

5.0 Implementation Strategy

5.6 PRIVATE DEVELOPMENT FACILITATION

The redevelopment of vacant and under-utilised land within the Activity Centre to deliver a more compact and mixed use precinct is vital to the success of the Structure Plan. Although public sector development will play an important role, the majority of new development will be undertaken by the private sector. Therefore, it is critical to encourage and support appropriate private sector development.

There are a number of potential barriers or challenges to overcome including:

- The difficulties in land assembly;
- The potential risks and costs involved relating to environmental remediation;
- Resistance/lack of enthusiasm for redevelopment of existing landowners; and
- The increased cost implications associated with development.

The preparation of appropriate tools within the planning scheme can play an important role in supporting appropriate new development. In addition, there are a number of more proactive ways in which private development can be facilitated. These can include amongst others:

- Actively **promoting appropriate development** through:
 - Actively seeking developers with proven track record in delivering mixed use development;
 - Offering technical assistance to landowners/developers of sites within the Activity Centre;
 - Maintaining a database of successful projects and developments; and
 - Conducting accurate and up-to-date market assessments.
- **Providing incentives** to encourage higher-density mixed-use development within the Activity Centre. Such incentives may include rate breaks, planning application fee waivers, parking requirement waivers/reductions

ACTION TABLE 5: PRIVATE DEVELOPMENT FACILITATION

	Action	Typical Implementing Body	Stakeholder	Objective Being Implemented
A5.1	Determine appropriate incentives - such as reduced parking rates – to encourage the redevelopment of appropriate sites within the Activity Centre.	MSC	DPCD, Property owners and occupiers	LU1, LU2 and ED1 – ED3.
A5.2	'Package' sites in preparation for offer to the development market.	MSC		As above A4.1

5.0 Implementation Strategy

	Action	Typical Implementing Body	Stakeholder	Objective Being Implemented
A5.3	Facilitate joint venture arrangements between VicUrban and private developers to provide demonstration projects.	MSC	VicUrban (potentially)	LU2
A5.4	Promote a vision for the Activity Centre as established in the Structure Plan through discussion with the owners of the key properties, and provide assistance with any potential relocation to more appropriate locations.	MSC	DPCD, Property owners and occupiers	LU1 – LU7 and ED1 – ED3.
A5.5	Develop design and planning controls within the Moorabool Planning Scheme to facilitate the development of land between Main Street and the Railway Station.	MSC	DPCD	LU1, LU2, LU4, UDG1 – UDG6
A5.6	Investigate potential temporary uses for the vacant retail properties along Main Street.	MSC	Property owners and occupiers.	ED1
A5.7	Develop design and planning controls to encourage the consolidation of residential land between Grant Street, Taverner Street, Bond Street and the River.	MSC		LU1 and UDG5
A5.8	Develop design and planning controls to encourage the consolidation of residential land to the south of the railway line.	MSC		LU1 and UDG6

5.0 Implementation Strategy

5.7 PUBLIC TRANSPORT IMPROVEMENTS

The provision of high quality public transport infrastructure is of critical importance to the success of the Structure Plan. The dissemination of comprehensive public transport information and effective promotion of these services will help compliment the improvements to pedestrian and cycle amenity in actively encouraging alternatives to private car use.

High quality public transport infrastructure and facilities:

- Encourage more people to use them thus reducing car dependency and use;
- Increase the accessibility of the Activity Centre, including the railway station, to a broader range of community; and
- Contribute to the attraction of prospective businesses and residents to the Activity Centre.

The following table brings together the actions required to improve public transport provision to and within the Activity Centre.

ACTION 6: PUBLIC TRANSPORT IMPROVEMENTS

	Action	Typical Implementing Body	Stakeholder	Objective Being Implemented
A6.1	Design and construct new bus interchange facilities at the Main Street Civic Precinct and railway station.	DoT and MSC	VicTrack (in relation to station improvement)	TM1 and Key spaces actions for Civic Precinct and station.
A6.2	Design and construct improvements to the station car park to improve pedestrian amenity.	DoT, VicTrack and MSC		TM1 and Key spaces actions for station.
A6.3	Work with DoT and local bus operators to improve bus services including routes and timetabling.	MSC and DoT	Local bus operators	TM1
A6.4	Investigate opportunities to improve pedestrian access from south of the railway line (including opportunities for a pedestrian footbridge).	DoT and MSC	VicTrack	TM1
A6.5	Improve facilities at bus stops including shelters, seating and service information.	MSC and local bus operators		TM1
A6.6	Provide bicycle cages at key local destinations such as the Railway Station, Civic Precinct and School.	MSC		TM1

5.0 Implementation Strategy

5.8 ACTIVITY CENTRE MANAGEMENT

The actions contained within this section of the Structure Plan have primarily related to the physical aspects of Activity Centre development. However, to enable the Activity Centre to operate effectively, it is important to consider the management, governance and co-ordination of the area.

The coordinated management, marketing and operation of centre are just as important as the physical appearance. Whilst the attractiveness and safety of a place will attract potential customers and residents they are unlikely to revisit if the right commercial activities are not available, in the right place and are not advertised or promoted in the right fashion.

An Activity Centre Management system relies on the existence of a succinct business plan for the centre that establishes:

- The preferred role and function of the Activity Centre;
- The relationship of the activity centre to its environs and other centres;
- Its catchment and target markets;
- The human and financial resources required to fulfil the desired vision;
- The roles and responsibilities of all parties in achieving the desired vision;
- An equitable partnership between the Council, property owners and businesses and other interested stakeholders;
- A marketing and promotional scheme;
- Effective communicative system; and
- A comprehensive monitoring scheme that establishes a series of performance criteria by which the health, vitality and viability of the Activity Centre can be assessed.

The following table brings together the actions required in relation to Activity Centre management.

ACTION 7: ACTIVITY CENTRE MANAGEMENT

	Action	Typical Implementing Body	Stakeholder	Objective Being Implemented
A7.1	Undertake a marketing and promotion campaign for the Activity Centre as set out in the Structure Plan to prospective businesses, residents, visitors and developers and investors.	MSC and DPCD	Key property owners.	LU1 and ED1 – ED3
A7.2	Undertake the recommendations contained within the Investment Attraction Strategy.	MSC and DPCD	Key property owners.	ED1 – ED3.
A7.3	Promote of locally-based tourist opportunities as outlined in the Investment Attraction Strategy.	MSC	Tourism Victoria and Parks Victoria.	ED1 and ED4.
A7.4	Establish an Activity Centre	MSC	DPCD	ED1 – ED4.

5.0 Implementation Strategy

	Action	Typical Implementing Body	Stakeholder	Objective Being Implemented
	Management System that draws together: <ul style="list-style-type: none"> ▪ Marketing and promotion of the Activity Centre; ▪ Activity Attraction and retention; ▪ Business development and training; and ▪ Monitoring of Activity Centre health. 			
A7.5	Monitor car parking utilisation to identify opportunities for more efficient car park usage.	MSC		TM3 and TM4.



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