

# Bacchus Marsh Town Centre Structure Plan **DRAFT**

Prepared by Hansen Partnership P/L for Moorabool Shire Council

**JUNE 2024**

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Version	Title	Date	Issuer	Notes /changes
A	Draft	15/12/2023	R.Stevenson	
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C	Draft	03/06/2024	R.Stevenson	Revisions and updates based on Council comments

# 1 Executive Summary

## Project background & purpose

The Bacchus Marsh Town Centre Structure Plan (the Structure Plan) has been prepared as a strategic document that sets out a long term planning and design vision for Bacchus Marsh Town Centre.

It is an important project to achieve a long-term strategic vision for Bacchus Marsh Town Centre over a 15 year timeframe. The Structure Plan will strengthen the role of the Town Centre as the primary civic, employment and retail precinct in the Shire.

The Structure Plan addresses matters relating to landuse, activity and design guidance within both the public and private realms. It is specifically concerned with initiatives that Council can have a direct role in influencing, facilitating or implementing. This includes the provision of design guidance for both public land (streetscapes and public land/open space) as well as private land holdings such as large undeveloped land parcels located to the south of Main Street.

Bacchus Marsh currently accommodates a well defined Major Activity Centre for Moorabool, where its established format and character of that of a large country Town Centre is acknowledged, desired to be retained by the local community. In recognition of the established and well defined Town Centre, the Structure Plan does not advocate for significant or wholesale modifications. Rather the Structure Plan seeks to work within the existing township framework to facilitate a range of refinements and augmentations to future built form, address design and development aspirations for key redevelopment sites as well as the overall public realm.

A number of specific precincts within the study area have been identified as places where a range of initiatives can be implemented, including:

- Focus Area 1: Commercial Core
- Focus Area 1a: Civic Precinct & Key Development Site
- Focus Area 2: Main Street Slow Zone Treatment

The purpose of the structure plan is to establish a framework for guiding land use and development within the Bacchus Marsh Town Centre, with a particular focus on the devised Vision Statement, including:

1. *A sustainable Town Centre that showcases its rural charm and history, and protects and celebrates its heritage and natural assets.*
2. *A vibrant Town Centre with a clear sense of arrival, central meeting place and economically activated main street, well-supported by bustling side streets, which all showcase the rural charm of Moorabool Shire.*

3. *A welcoming Town Centre, with a strong regionally focused economy that attracts commercial uses and activities to supply the needs of the local and wider regional community.*
4. *An accessible Town Centre, which provides community buildings, parks, commercial and residential areas, convenient public transport and parking options, all linked by tree-lined streets and safe walking and cycling infrastructure.*
5. *An inviting Town Centre which encourages appropriately located residential development to achieve sustainable and diverse housing outcomes.*

The Structure Plan aims to ensure that Bacchus Marsh is well positioned to accommodate projected commercial growth and to be guided by a strategic framework framed around the key elements of:

- Economic Activity & Landuse
- Access & Movement
- Public Realm & Environment
- Built Form & Heritage

Functionally the Structure Plan provides targeted design guidance around general built form, including: building heights and massing; setbacks; vehicle site access; cross sections etc., which will provide direction to developers and provide a framework for the assessment of planning permit applications. The Structure Plan also provides targeted design concept work for public realm improvements within parts of the study area, of which the Council will most likely have a role in facilitating.

The implementation of the Structure Plan will be partly facilitated through making necessary updates to the Moorabool Planning Scheme, with the provision of updated planning tools including: local policy updates; and built form planning controls to achieve the vision for the Bacchus Marsh Town Centre.

There is also a role for implementation of aspects of the Structure Plan outside of the Moorabool Planning Scheme, extending to such matters as: identification and facilitation of public realm works; advocacy with regional and state agencies on specific matters.





*View north along Grant Street towards the Main Street intersection*

## 2 Project Overview

Moorabool Shire has engaged Hansen Partnership (Hansen) and their project partners Tim Nott (economist) and TrafficWorks, to undertake a structure planning process for Bacchus Marsh Town Centre on behalf of Council.

The Structure Plan builds upon the earlier background analysis and consultation as documented within the:

- Bacchus Marsh Town Centre Township Context Report (July, 2022) and
- Community Consultation Summary Report (April, 2023).

This document does not replicate the detailed content of these documents; rather they form necessary background information which is relevant to informing the thinking and the strategic directions of the Structure Plan.

### Structure Plan boundary

A Structure Plan boundary has been devised to guide the extent of land being considered as part of the current project. The main focus of the project is on the Commercial 1 Zone (C1Z) area of the Bacchus Marsh Town Centre, while also looking at the immediately peripheral areas surrounding it within the Structure Plan boundary.

A corridor of land extending south has been included in order to include the Bacchus Marsh train station, and the site proposed to accommodate Moorabool Aquatic and Recreation Centre. The inclusion of this corridor of residential land will allow the consideration of the future of undeveloped land parcels and the facilitation of improved pedestrian and cycle links between the Commercial 1 Zone (C1Z) Town Centre area and major attractors and connection points of the Moorabool Aquatic and Recreation Centre and Bacchus Marsh train station.

The Structure Plan will also provide strategic direction for residential development and outline the diversity of housing typologies to be encouraged within various areas within the Structure Plan boundary.

Residential land located immediately beyond the designated Structure Plan boundary will continue to be influenced and guided by relevant residential zones and associated zone schedules implemented by the Bacchus Marsh Housing Strategy (2018).



# Bacchus Marsh Town Centre Structure Plan

Base Map

Legend

- Structure Plan boundary
- Activity Centre Retail Core
- Mixed Use Zone (MUZ)
- Commercial 1 Zone (C1Z)
- Public Use Zone (PUZ3)
- Railway Line
- Bacchus Marsh Station

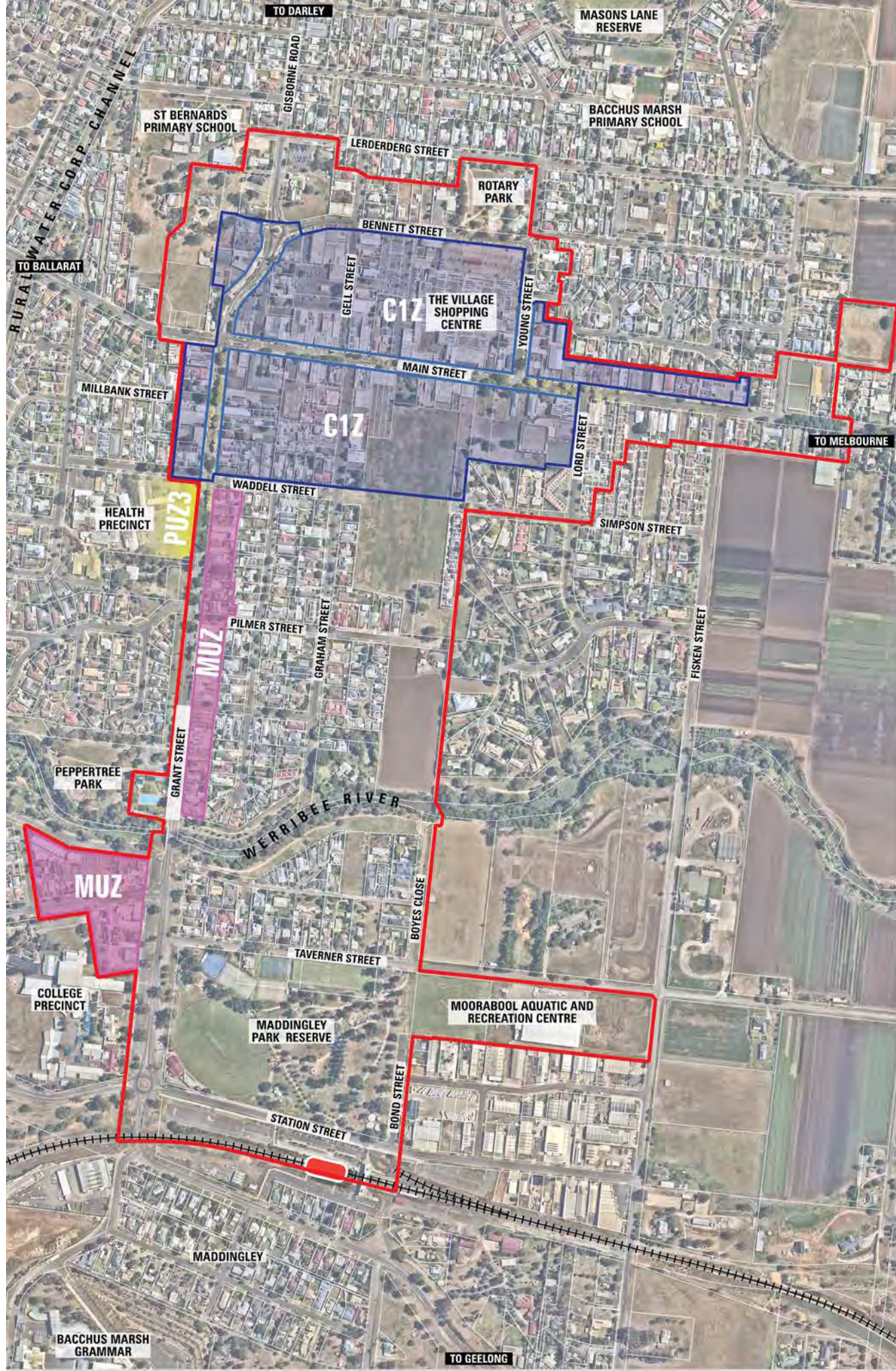


Figure 1: Basemap

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## What is a Structure Plan?

The Structure Plan is a strategic document that sets out a long term planning and design vision and set a 15 year strategic framework to manage and guide the future development. It therefore sets a long-term plan to guide Council decisions about future development on private and public land within the study area. It is specifically concerned with initiatives that Council can have a direct role in influencing, facilitating or implementing.

It outlines a vision and key objectives, and associated strategies and actions to implement its goals in line with community expectations. Structure Plans guide the major changes to land use, built form, access and movement networks, and public spaces that together can achieve environmental, social and economic outcomes for a place.

## How will the Structure Plan be used?

In establishing an agreed vision for the centre, the Structure Plan seeks to outline key policy directions, and important physical outcomes as they relate to the built form and activity, landscape and environment, and access and movement. The Structure Plan will be a document used by:

### **Moorabool Shire Council:**

- As a basis for introducing new planning policies, zones and overlay controls into its planning scheme (as appropriate);
- In assessing planning permit applications;
- In assessing requests to rezone land;
- Guiding non-statutory initiatives, arrangements or partnerships, including advocacy for grant funding, to assist in realising future opportunities within the centre; and
- In preparing public works budgets to implement public works.

### **The Community:**

- To understand how the township and specific precincts within are likely to change in the future;
- To assist community groups in prioritising future work and in seeking funding for projects; and
- To provide a framework for community groups to assist in making long term plans.

### **Existing Business Owners:**

- To create greater certainty and appreciation regarding the future direction of the commercial centres.

### **Developers:**

- To understand the development opportunities that exist and the matters that will be taken into account when assessing development proposals.

### **Other government agencies:**

- In coordinating infrastructure improvements undertaken by Moorabool Shire Council and other agencies including roads.

The Structure Plan must be regularly reviewed to ensure its directions and ambitions continue to be relevant to the centre as its changes over time.

**BACKGROUND ANALYSIS**

incl.

**Township Context Report**  
**Community Consultation Summary Report**  
**Active Transport Framework & Sections**  
**Economic Activity Analysis**

Identifies the background information that has informed the Structure Plan and summarises the key drivers of change and guiding issues.

**VISION**

The vision defines the overarching aspirations to guide the long term growth and development of Bacchus Marsh Town Centre

**STRUCTURE PLAN  
KEY ELEMENTS****ECONOMIC ACTIVITY & LANDUSE****ACCESS & MOVEMENT****PUBLIC REALM & LANDSCAPE****BUILT FORM & HERITAGE****FOCUS AREA PLANS**

- Focus Area 1: Commercial Core
- Focus Area 1a: Civic Precinct & Key Development Site
- Focus Area 2: Main Street Slow Zone Treatment

**OBJECTIVES**

Identifies the key overarching directions for each structure plan element

**STRATEGIES**

Outlines how the objectives will be achieved for each structure plan element.

**ACTIONS**

Sets out tangible actions to implement the strategies for each structure plan element.

**IMPLEMENTATION**

Outlines a plan to implement the various actions identified through the Structure Plan, with key mechanisms, responsibilities and timing identified.

### 3 Bacchus Marsh Context: overview

Refer to the Township Context Report which contains the complete and detailed background report, being the Bacchus Marsh Town Centre Township Context Report (July, 2022).

To provide a summary overview, Bacchus Marsh Town Centre is located in the Moorabool Shire, approximately 60 kilometres west of Melbourne and approximately 60 kilometres east of Ballarat. At a more localised level Bacchus Marsh is located 13 kilometres to the west of Melton.

Bacchus Marsh is the largest township settlement in the Shire. According to .id data, the estimated residential population in 2022 for Bacchus Marsh and surrounds was 23,303 persons. Bacchus Marsh accommodates the main Activity Centre for Moorabool and is the only commercial centre within the Shire which is strategically designated as a Major Activity Centre. The township settlement of Bacchus Marsh is situated within a low lying and broadly agricultural landscape.

The Traditional owners of lands in Bacchus Marsh are the Wurundjeri and Wadawurrung peoples, each of which are recognised as Registered Aboriginal Parties (RAPs). The records of Bacchus Marsh after European settlement starts in the early 19th century. The first European explorers to visit the region were part of the survey team led by Thomas Mitchell in 1836.

The town was established in the 1850s during the Victorian gold rush, which brought a significant influx of people to the area in search of gold. At the time Bacchus Marsh quickly grew as a service center for the surrounding agricultural and gold mining activities. Likewise the construction of the Melbourne-Ballarat railway line played a crucial role in the town's development, facilitating the transportation of goods and people.

Bacchus Marsh and its surrounds also became known for its fertile soil, and agriculture and became a major industry.

The town of Bacchus Marsh has preserved a number of its historical buildings, which provides a contextual link to its past. The Avenue of Honour, lined with elm trees, is a notable feature dedicated to soldiers who served in WWI, and functions as key gateway elements to the east of the Town Centre. Bacchus Marsh's history is intertwined with the broader history of Victoria, reflecting the impact of gold discoveries, transportation developments, and the growth of agriculture in the region.

Today, Bacchus Marsh has evolved into a thriving regional center with a mix of agricultural, commercial, and residential areas, while the town continues to be an important hub for the surrounding farming communities.



Figure 2: Context Map



The core of Bacchus Marsh's Activity Centre is centered on Main Street, extending from Grant Street eastwards. Grant Street forms a secondary area of activity north and south of Main Street, similar to Court House Place, Gell Street and Graham Street.

Although predominantly a 'main street' commercial format, the Village Shopping Centre encompasses an internal mall format, with pedestrian connections directly off Main Street. A civic node created by the Bacchus Marsh library functions to 'bookend' eastern end of the Activity Centre. With its relatively compact format, the Activity Centre is generally walkable and of a human/pedestrian scale.

Numerous buildings of heritage character and value remain within the Town Centre, which adds to the general 'large country town' character.

The Moorabool Planning Scheme provides important strategic context, which can be summarised as follows:

### Planning Policy Framework

*Clause 11.01-1S – Settlement:* identifies Bacchus Marsh as a regional centre to support sustainable development.

*Clause 11.01-1R – Settlement – Central Highlands:* functions to:

- Support the development of Central Highlands' regional centres, including Bacchus Marsh.
- Direct growth to well serviced settlements with good access to Melbourne or Ballarat, including Bacchus Marsh.

*Clause 11.02-2S – Structure Planning:* seeks to facilitate orderly planning and ensure effective planning and management of the land use and development of an area through the preparation of relevant plans.

*Clause 11.03-1S – Activity Centres:* seeks to encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres that are highly accessible to the community.

*Clause 11.03-1L – Activity Centres:* seeks to:

- Encourage a mix of commercial and residential land uses that complement the mixed-use function of activity centres.
- Reinforce the commercial hub role of Main Street through the intensification of a mix of retail, commercial and leisure land uses, within a walkable environment.
- Strengthen Grant Street as the secondary activity centre within Bacchus Marsh and the secondary location for complementary commercial land uses.
- Encourage civic and community uses on land west of Lord Street in the vicinity of the library and public hall.

*11.01-1L-02 – Bacchus Marsh:* seeks to:

- Contain short term residential development within the existing urban areas and existing greenfield residential development areas.

- Ensure development is located and designed to respond to the effect of natural hazards such as fire or flood.
- Encourage the form and design of infill development to be walkable and provide responsive neighbourhood design to assist in creating pedestrian scale environments.
- Protect the Bacchus Marsh irrigated horticultural land from residential encroachment and encourage appropriate interface treatments (such as through a transition in densities, separation and landscaping) in development abutting these areas.
- Ensure that a clear separation between urban development and farming activities is retained
- Prioritise the development of housing in locations that are easily accessible to activity centres and public transport.
- Encourage development of existing agricultural land south of Main Street and south of the Werribee River for a variety of dwelling types that are sensitively designed to respond to the site context.

*15.01-6S – Design for rural areas:* seeks to:

- Protect the visual amenity of valued rural landscapes and character areas along township approaches and sensitive tourist routes by ensuring new development is sympathetically located.

### Municipal Planning Strategy

*Clause 02.03-1 Settlement: Bacchus Marsh:* outlines that:

Bacchus Marsh is the largest town in the Shire and is located midway between Melbourne and Ballarat. Bacchus Marsh currently fulfills a number of important functions as a regional service centre, a peri-urban town and an increasingly popular housing destination to the west of Melbourne.

Bacchus Marsh has a wide range of services and facilities and provides the largest retail centre within the Shire. However, these will need to be expanded in the context of future planned growth as a regional service centre.

The town is defined by the following character elements which warrant considered design responses:

- The rural and natural gateway entries, in particular the entrance from the Western Freeway through the Avenue of Honour
- Significant heritage places and trees including the Bacchus Marsh Avenue of Honour.

Council seeks to:

- Provide for growth consistent with the Bacchus Marsh Urban Growth Framework.
- Accommodate residential growth within the existing settlement boundary of Bacchus Marsh.
- Maintain the primacy of the Bacchus Marsh Main Street Activity Centre and provide a network of supporting activity centres sufficient to meet local needs.

- Enhance the elements of Bacchus Marsh that contribute to the character of the town including the visual amenity of all key gateways into Bacchus Marsh.
- Support urban design outcomes which provide a positive contribution to the character of the town.
- Protect the highly productive Bacchus Marsh Irrigation District from urban expansion.

*02.03-2: Environmental and landscape values outlines:*

Ensure that the riparian area along watercourses is retained, protected and revegetated.

Council seeks to:

- Minimise risk of bushfire damage.
- Minimise flood risk.
- Positively enhance biodiversity in the Shire.

*Clause 02.03-3 Environmental risks and amenity: Bushfire and flood management:* outlines that:

Significant areas of the Shire are at risk of bushfire, particularly forested areas. Large areas of the Shire are also prone to flooding as the Moorabool, Werribee, and Lerderderg Rivers flow through the Shire.

Council seeks to:

- Minimise risk of bushfire damage.
- Minimise flood risk.

*Clause 02.03-5: Built environment and heritage* outlines that:

Moorabool Shire has significant natural and cultural heritage as-sets including historic buildings, streetscapes, trees, and landscapes. Many of these places have strong associations with gold discovery and the associated development of the transport routes between Melbourne, Geelong and Ballarat. These heritage assets support tourism in the Shire.

Moorabool has numerous sites of Aboriginal cultural heritage significance within the Shire including burials, rock art, occupation sites and scar trees.

Planning for development in the Shire needs to be environmentally sustainable to maintain and enhance the quality of the environment and natural resource base and should assist in creating compact, liveable and sustainable neighbourhoods.

New development must also complement the defining character elements of towns (such as the historic Avenue of Honour in Bacchus Marsh) and the open and natural landscape, while also preserving horticultural land.

Council seeks to:

- Protect and reinforce the Shire's built and natural heritage.
- Encourage residential development that enhances liveability and contributes to the creation of healthy and active neighbourhoods.
- Promote environmentally sustainable design to reduce the cost of living and improve liveability.
- Ensure development respects the existing character, landscape setting and amenity of the local area.

*Clause 02.03-6: Housing* outlines that:

Council also recognises the importance of directing housing to locations that are easily accessible to activity centres and public transport. This will assist in achieving Council's vision to create compact and sustainable neighbourhoods.

Council seeks to:

- Improve the diversity of housing stock within the municipality.
- Design housing to be adaptable for use by smaller households, older people and people with disabilities.
- To provide high amenity rural lifestyle opportunities in Bacchus Marsh while protecting irrigated horticultural land and other environmental assets.

*02.03-7: Economic Development* outlines that:

There is a need to retain the benefits of a consolidated commercial centre in Bacchus Marsh and Ballan. Council recognises that centrally-located, attractive mixed-use activity centres with a densely developed inner core, will assist in reducing escape expenditure and will ensure a vibrant community and cultural hub. It is also important to ensure that the Bacchus Marsh Town Centre, is supported by a network of lower order activity centres sufficient to meet local needs.

Council seeks to:

- Strengthen the local economy to improve local employment opportunities, meet the needs of residents and reduce escape expenditure by:
  - Providing a diverse range of retail and community services particularly in Bacchus Marsh as an identified regional service centre.
  - Facilitating a bulky goods (restricted retail) precinct that is convenient to the Bacchus Marsh community and able to accommodate large footprint retail uses.
  - Reinforce the role of Bacchus Marsh and Ballan as regional centres for employment, shopping, tourism, industry, business, and cultural services.

02.03-8 Transport outlines that:

Bacchus Marsh experiences regular traffic congestion, particularly due to the only north-south arterial road (Grant Street/Gisborne Road) passing through the centre of town carrying a high volume of heavy vehicle movements.

As a regional centre with a relatively dispersed settlement pattern, Bacchus Marsh will continue to have a relatively high level of vehicle dependence. Neighbourhoods, activity centres and key destinations will need to be accessible by road, which in turn need to support public transport, cycling and walking.

An efficient road network for the Bacchus Marsh district would facilitate east-west and north-south connections.

Council seeks to:

- Facilitate a high quality, sustainable and connected transport network within Moorabool Shire including roads, rail and air.
- Facilitate an integrated public transport network with improved coverage, accessibility and capacity.
- Develop a north-south Eastern Link Road to the east of Bacchus Marsh, including connections to Gisborne Road, Western Freeway and Geelong-Bacchus Marsh Road.
- Limit freight traffic movement through Bacchus Marsh.
- Strengthen the potential for Bacchus Marsh district road networks to manage local traffic movements.
- Facilitate active commuting by pedestrians and cyclists.



View of Eddie Toole Place



## 4 Community views

Meaningful engagement with the community was undertaken prior to the commencement of the preparation of the Structure Plan. Early community input was instrumental in devising the key themes which in turn informed the Vision Statement as the foundation for the preparation of the Structure Plan.

Broad consultation is necessary to ensure that the community have had the opportunity to identify issues that currently affect the centre and to actively participate in the generation of ideas and concepts to guide the future direction for the Bacchus Marsh Town Centre.

Community consultation was undertaken mid-February, 2023, and included a number of community drop in sessions and online surveys. The process and findings are documented in detail in the Community Consultation Summary Report (April, 2023).

The following key themes emerged which have guided the development of the Structure Plan.

### Character & Identity

There is a sense of pride associated with Bacchus Marsh's Town Centre. Community members value the tree lined streets and the towns 'village feel' and are keen to ensure that the Town Centre retains its charm through the retention and protection of heritage places and historic buildings. It was considered highly important that these celebrated attributes be retained and conserved when considering the future growth and expansion of the Town Centre.

### Community

There is strong support for quality community facilities to facilitate support groups and other community activities and events. There is an interest in sporting recreation facilities, arts and performance spaces and the provision of outdoor public spaces to host events such as outdoor music concerts. There are many young families living and visiting Bacchus Marsh, the community consultation revealed a desire for increasing spaces and infrastructure for young families including children's playground, BBQ facilities and public parks.

### Environment & Sustainability

The community is passionate about the environmental qualities of Bacchus Marsh, over 85% of respondents *'would like to see sustainability considered in the Town Centre Structure Plan'*. A large proportion of respondents stating that treelined streets (including Main Street and Avenue of Honour) as their favourite attribute of the Town Centre. The community is keen to ensure the leafy green atmosphere is protected, encouraging the planting of additional street trees and understorey plantings in and around the Town Centre. It was highlighted that green spaces surrounding the Centre including Rotary Park should be preserved, nurtured and further enhanced through the improved landscaping, regular maintenance upgrades to ensure safe and enjoyable access for all members of the community.

### Economic

The community of Bacchus Marsh is generally pleased with the character of the existing Town Centre, and there was encouragement to strengthen commercial viability through the provision of outdoor dining opportunities and nightlife activities along Main Street. Many community members frequent the Village Shopping Centre and enjoy its community atmosphere, however there is a desire for more diverse retail offerings, with many community members stating they have to travel elsewhere (e.g. Melton, Ballarat or Melbourne) to purchase clothing, white goods and other essential household items. Desire for large format retailers such as KMART or Big W was a repeated theme throughout the consultation process.

### Access & Movement

Walkability and pedestrian access within and around the Town Centre was cited as a positive attribute. The community would like to see improvement to the pedestrian experience, ensuring safe and convenient access for people of all abilities and age groups. The community encourages cycle/active transport links into and around the Town Centre, including providing linkages from the Town Centre to the Bacchus Marsh Railway Station.

There is a general concern among community members about the amount of vehicle traffic, many respondents were concerned with heavy vehicle traffic along Main Street, Gisborne Road and Grant Street, notably the intersection of these streets has been identified as a hot spot for traffic congestion, particularly around school drop off and pick up times. Access to parking at peak times was considered an inhibitor to the enjoyment and accessibility to the Town Centre.

## 5 Vision Statement

Following the background analysis and community consultation phases a Vision Statement for the Bacchus Marsh Town Centre Structure Plan was developed. This process has ensured the Vision Statement for the project has been community lead, informing and underpinning the development of the draft Structure Plan.

The Vision Statement which underpins the Structure Plan is as follows:

- 1. A sustainable Town Centre that showcases its rural charm and history, and protects and celebrates its heritage and natural assets.*
- 2. A vibrant Town Centre with a clear sense of arrival, central meeting place and economically activated main street, well-supported by bustling side streets, which all showcase the rural charm of Moorabool Shire.*
- 3. A welcoming Town Centre, with a strong regionally focused economy that attracts commercial uses and activities to supply the needs of the local and wider regional community.*
- 4. An accessible Town Centre, which provides community buildings, parks, commercial and residential areas, convenient public transport and parking options, all linked by tree-lined streets and safe walking and cycling infrastructure.*
- 5. An inviting Town Centre which encourages appropriately located residential development to achieve sustainable and diverse housing outcomes.*



View east along Main Street in front of the library and Information Centre

## 6 The Structure Plan

The overarching Bacchus Marsh Town Centre Structure Plan is shown on Figure 3 on page 17.

The aspirations and strategic directions for the Structure Plan are framed around a number of thematic 'key elements' and urban design considerations for key focus areas as follows:

### Structure Plan key elements

- Economic Activity & Landuse
- Access & Movement
- Public Realm & Environment
- Built Form & Heritage

Details of strategic context, objectives, strategies and actions for each key element have been created and are expanded upon and addressed under separate headings through the following sections.

This format of the Structure Plan allows it to be applied to a wide range of landuse and development proposals responding to the individual context of each potential site. The Structure Plan also outlines public realm and urban design initiatives which can be facilitated by Council.

A Structure Plan boundary guides the extent of land being considered as part of the current project. The Structure Plan focuses specifically on the Commercial 1 Zone (C1Z) area of Bacchus Marsh Town Centre, but considers design concepts and strategic directions for land within peripheral areas.

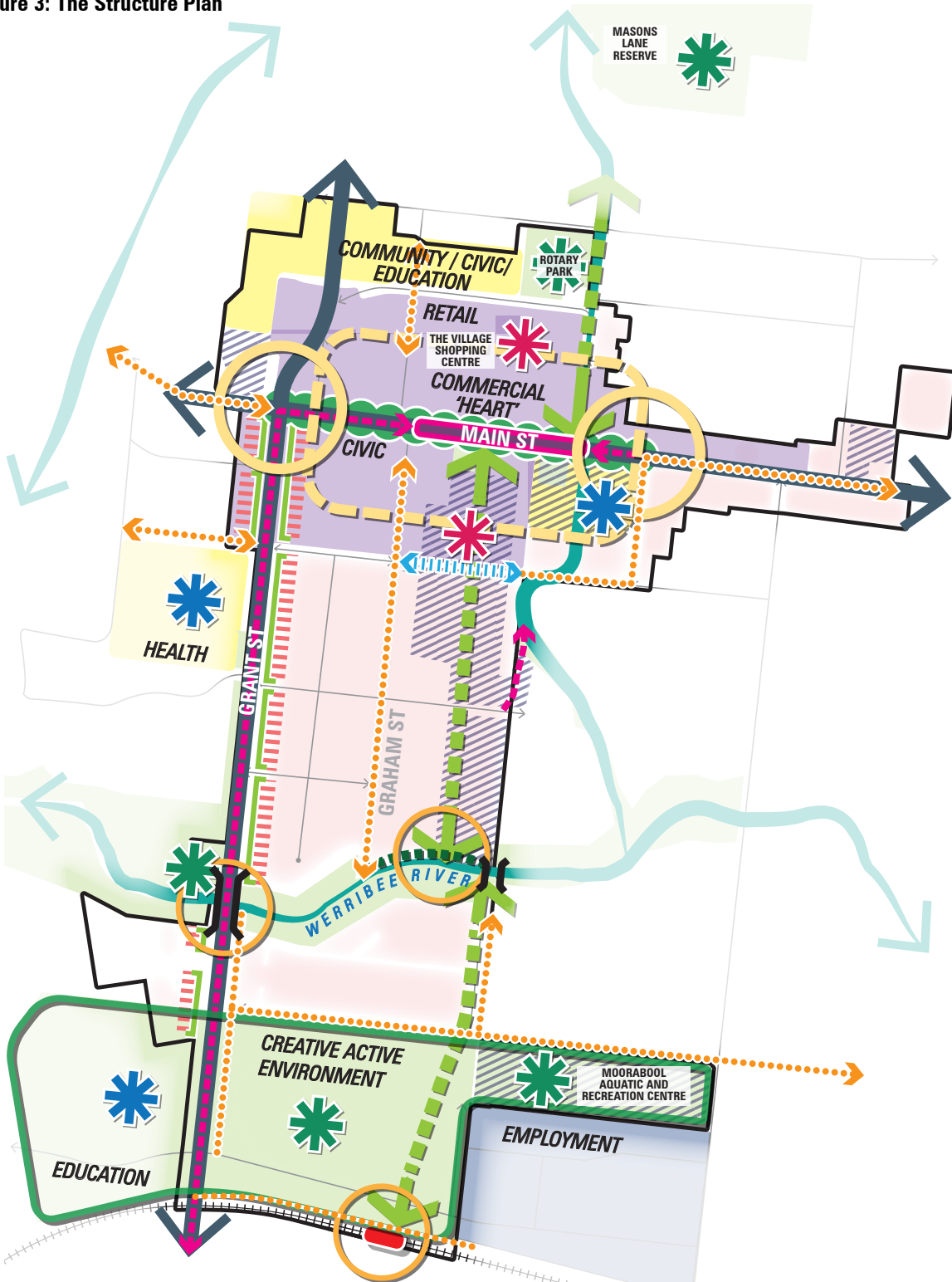
In addition to the above thematic Structure Plan key elements, three more detailed Focus Area Plans have been developed which illustrates the following areas:

- Focus Area 1: Commercial Core
- Focus Area 1a: Civic Precinct & Key Redevelopment Site
- Focus Area 2: Main Street Slow Zone Treatment


























The Focus Area Plans conceptually illustrate a range of potential concepts and initiatives relating to the potential implementation of the Structure Plan.



Figure 3: The Structure Plan



Legend

-  Study area boundary
-  Activity centre gateway & arrival point
-  Secondary activity centre gateway & arrival point
-  Bacchus Marsh Activity Centre commercial 'heart' & civic precinct
-  Civic/ health destination
-  Distinctive retail anchors
-  Key recreation destination
-  Key movement corridors
-  Boulevard treatment along Main Street
-  Key north-south 'green' link connecting Bacchus Marsh Town Centre and the Station
-  Potential trail extension to connect from Graham Street to Pedestrian bridge
-  Connected 'blue' and 'green' axes (Aqualink & Werribee River Trail)
-  Potential 'slow zone' to prioritise pedestrian and cyclist safety
-  Desire walking route
-  Desire walking & cycling routes
-  Future road connection prioritising walking and cycling, facilitating passive approaches to reduce vehicles speeds
-  Maintain a Garden Frontage to Grant St with future built form setbacks
-  A consistent mid-rise character (2-4 storeys) that respects the township character of Bacchus Marsh.
-  Distinctive civic and health precincts
-  Bacchus Marsh Activity Centre recreational & education cluster
-  Employment cluster
-  Key Redevelopment Sites
-  Encourage greater housing diversity and density
-  Maintain & enhance existing public open spaces
-  Mixed Use Spine

## 6.1 Structure Plan key element: Economic Activity & Landuse

This Structure Plan is a logical evolution of the current land use patterns within and surrounding the Town Centre. It seeks to enhance the 'main street' Town Centre format, and encourage the targeted expansion of commercial and civic land uses and to strengthen the regional and municipal role of the Town Centre.

A detailed Economic Activity Analysis has been undertaken as part of the background analysis to inform the Structure Plan. Key findings and recommendations are summarised in the following section.

### Economic observations for the Structure Plan

The Bacchus Marsh Town Centre is a thriving Major Activity Centre – the heart of a district including the town of Bacchus Marsh and surrounds, with a current population of more than 25,000 people and growing. In the retail sector, the Town Centre has a strong role in providing food and groceries to its catchment and has a range of routine non-food goods and services. The Town Centre also has a good range of non-retail activities including health, legal, professional and civic services.

Parts of the district are forecast to grow rapidly over the coming decades, with the catchment population forecast to grow to over 76,000 people at full development. If Bacchus Marsh Town Centre is to continue to serve as the Major Activity Centre for its community, its set of activities must grow and evolve. This will include broadening its range of non-food retailing – especially clothing – and expanding its role as the cultural and entertainment precinct for the district as well as providing a broader range of employment opportunities in all activities.

It will be important that the Town Centre enhances its attractiveness as a community focal point to ensure the continued provision of locally available services in competition with larger activity centres elsewhere and with the internet retailers and other service providers. This attractiveness will be encouraged by maintaining and enhancing streetscapes and the built form as well as delivering an engaging public realm.

Access, circulation and parking are key components of activity centre attractiveness. Planning must address both the internal pedestrian circulation and amenity, and the ways in which the residents from newly developing suburbs can easily access the centre.

Based on the population growth forecast by .id consulting and State Government, Council's Retail Strategy predicts a requirement for a further 10,800 sqm of retailing and the same again in non-retail floorspace over the period from 2021 to 2041. The land requirement to accommodate this growth is approximately 4.9 hectares.

Currently vacant sites and developable land amounts to around 5 hectares. If some of this land is not available for development there may be a small shortfall. This shortfall could be met in a variety of ways, including multi-storey development, reduction in car-parking requirements and improved efficiency of development. In addition, there is potential to increase development by removing the shop floorspace cap on land in the Town Centre that was formerly zoned Business 2 (B2Z).

However, it would be prudent to investigate potential future extensions of the Town Centre for longer term commercial development. This should include the investigation of 92-98 Main Street, a vacant parcel of 0.8 ha west of the intersection with Gisborne Road as potential future commercial land. However, any potential rezoning of such land would need to be subject to the resolution of specific matters relating to: timing and demand for additional commercial land, site access, traffic movement, built form/interface and land use mix.

Monitoring of development and population growth in the Bacchus Marsh catchment will need to be ongoing, with adjustments to forecasts and land requirements made regularly.

### A civic precinct within the Town Centre

A leading initiative which underpins the Structure Plan is Council's aspiration to establish a civic precinct, located on the corner of Lord Street and Main Street around the existing library, historic RSL and public hall. This allows Council to lead by example with major investment within the Bacchus Marsh Town Centre.

A civic precinct would potentially include additional spaces for community use/s, performance/s and theatre and music event/s. Should a theatre and event space be facilitated, it would draw private businesses to the Town Centre, to take advantage of expanded nighttime activity.

There is also the potential for temporary activation, performance, and events on the village green prior to the redevelopment of the civic precinct.

### People-oriented renewal

The Structure Plan is predominantly focused on land in the Commercial 1 Zone (C1Z) within the Bacchus Marsh Town Centre, where the established arrangement of commercial land is to be maintained. The Structure Plan focuses on supporting future development within the public and private realm, including by seeking to improve pedestrian movement and the pedestrian experience within the Town Centre. This involves ensuring new commercial development facilitates a pedestrian focus and scale with legible pedestrian connections to the Main Street spine, while vehicle movement and potential conflict zones are minimised or avoided.

Within the public realm of the Town Centre it involves the creation of pleasantly landscaped streetscapes, with a network of legible footpaths and pedestrian crossings, and links into a wider footpath/shared path network surrounding the centre and connect with key destinations such as: Aqualink Trail Network, Masons Lane Reserve, Rotary Park, Bacchus Marsh Hospital, Peppertree Park, Maddingley Park Reserve, Moorabool Aquatic and Recreation Centre and Bacchus Marsh Train Station.

It also involves the enhancement of pedestrian focused zones, as part of new commercial development, in addition to targeted interventions, such as along Main Street, which functions to create pleasant pedestrian focused spaces within the centre to encourage and invites Town Centre visitors to stay longer within the centre.



*View west from Grant Street to Bacchus Marsh Hospital*

### Commercial role of the Bacchus Marsh Town Centre

In noting the general intention to build upon the existing Town Centre, the Structure Plan can make targeted modifications to planning controls to ensure that, as development pressures increase, land uses and associated development reflect the established vision for the Centre.

With a view to supporting and strengthening the commercial role of the Bacchus Marsh Town Centre the Structure Plan focuses on and seeks to: encourage appropriate development on key development sites; facilitate the strengthening of the public realm of the Main Street commercial core; and provide targeted landuse direction in other areas of the study area, including the Mixed use Zone (MUZ) area along Grant Street.

### Diversity of housing options

There are opportunities for targeted increases in more diverse types of housing within the Town Centre, which will moderately increase the number of people living within the Structure Plan area. When coupled with an increasing population in the residential areas surrounding Bacchus Marsh, it will benefit the Town Centre by increasing the hours of activity and offer further custom for local businesses. Some of this development may be vertical in scale with suitably integrated 'above-shop' infill development.

Section 7.4 of this report provides further detail regarding the range of housing typologies to be strategically encouraged within the Structure Plan boundary, and includes a Housing Diversity Areas map. The strategic principle underpinning the Housing Diversity Areas map seeks to encourage more intensive housing typologies within targeted areas in and immediately adjacent to the Activity Centre core, including: apartments, 'shop top' living and townhouses. Diverse housing in the form of townhouses, villa units and dual occupancies are proposed throughout the balance of residential areas within the Structure Plan boundary.

## Objectives (the 'what')

- To reinforce and strengthen Bacchus Marsh Town Centre as a regional destination for shopping, working, learning, living, accessing community services, recreation and transport.
- To elevate the community role and focus of the Town Centre by ensuring the Town Centre is a substantial cultural focal point for community and visitors.
- To establish a civic precinct/community node within Bacchus Marsh Town Centre.
- To invigorate the Town Centre by bringing employees and other civic users into the main street.
- To increase expanded pedestrian and streetscape activity within the commercial areas of the Town Centre.
- To encourage opportunities for an expanded night-time economy, including hospitality and entertainment.

## Strategies (the 'how')

- Establish a civic precinct/community node on the corner of Lord St and Main St around the existing library, historic RSL and public hall to include the incorporation of Council services, community uses, and performance/event spaces.
- Enhance the image and sense of arrival to the Activity Centre through the establishment of a Civic Precinct gateway key development site.
- Encourage a diverse range of active retail options within the Town Centre.
- Encourage non-retail uses, such as offices and medical uses to locate within peripheral areas of the centre or at upper levels within the Town Centre.
- Encourage medical and health related facilities to locate within Mixed Use Zone (MUZ) along Grant Street, which can leverage off proximity to Bacchus Marsh Hospital.
- Support a broader range of employment opportunities within the centre to serve a regional labour market.
- Prepare design concept work to establish a civic precinct within the Bacchus Marsh Town Centre.
- Support landuse and development proposals which expands nighttime activity within the Town Centre.
- Ensure adequate land for future commercial uses is nominated within the Town Centre.
- Strategically identify where different forms of higher density housing are to be encouraged within the Structure Plan area.
- Support opportunities for well designed mixed use mid-rise development of 2-4 storeys.



View of Main Street from The Village Shopping Centre forecourt



## Actions (the 'implementation')

- Prepare design concept work to establish a civic precinct within the Bacchus Marsh Town Centre.
- Undertake detailed design and business case analysis following completion design concept work for the Bacchus Marsh Town Centre civic precinct.
- Nominate 92-98 Main Street as potential future commercial land (note: rezoning to be subject to the resolution of specific matters relating to: timing and demand for additional commercial land, site access, traffic movement, built form/ interface and land use mix.
- Prepare a suite of local planning policies for inclusion within the Moorabool Planning Scheme to reflect the final Bacchus Marsh Town Centre Structure Plan.
- Facilitate Planning Scheme Amendment documentation following the adoption of the Final Structure Plan to address:
  - Translation of the Structure Plan into local policies which outlines clear planning policy guidance for landuse and development.
  - Removal of redundant floorspace caps which currently apply in the Commercial 1 Zone (C1Z).
  - Removal of current 7m height cap in Bacchus Marsh Hospital And Medical Services Precinct (note: only applicable to land within the Structure Plan boundary).
- Prepare a nighttime economy strategy for Bacchus Marsh Town Centre to investigate potential Council initiatives to encourage expanded nighttime activity within the Bacchus Marsh Town Centre, including temporary events.



Artists impression of a future civic precinct. This image is an illustrative design and not the actual design, which will be subject to a separate design process including community engagement (Image supplied by Council).

## 6.2 Structure Plan key element: Access & Movement

Over time Bacchus Marsh Town Centre is anticipated to benefit from an increase in the number of visitors and residents. The physical changes envisaged by the Structure Plan are not major readjustments to the existing network of the area, however address better management of movement through and within the centre.

Bacchus Marsh Town Centre is also impacted by regional through traffic along both Main Street and Grant Street that has a negative impact on the users of the centre.

### Traffic congestion

Bacchus Marsh Town Centre experiences regular traffic congestion, particularly the intersection between Grant Street/ Gisborne Road and Main Street, which carries a high volume of heavy vehicle movements. Noting these two routes are arterial roads managed by Department of Transport (DoT), there are current plans in place to convert the existing roundabout to a signalised intersection and capacity improvements along Gisborne Road and Grant Street to improve traffic safety within the Bacchus Marsh Town Centre as per Bacchus Marsh Integrated Transport Strategy.

### Improved Permeability

An aspiration of the Structure Plan is the creation of a new east/west road link between Waddell and Simpsons Streets as part of a future commercial development of a key retail anchor on currently vacant land. This new road connection is part of improving access and movement through the centre overall. However it will be also necessary to design the new road connection in such a way as to discourage vehicles 'rat running' around Main Street and to elevate priority of pedestrian and cyclist movements.

Improved block permeability should also focus on discouraging through traffic on predominantly residential streets.

### Streets for People

The Streets for People concept represents a shift in thinking about road and streets as spaces to dwell, rather than to provide the most direct linkages to destinations. Streets for People connects strategic transport corridors (i.e. along Boulevards), regional links (shared trails), and more localised destinations through the local street network.

A Streets for People network provides alternative routes for less confident street users. It will be defined by quality amenity, sense of place, and a slow-speed environment.

### Managing car parking

There is a reasonable amount of carparking spread throughout the Bacchus Marsh Town Centre, both in dedicated carparks and via on-street parking. A perceived lack of carparking was raised during community consultation, but this appears to be more related to the lack of convenient parking spaces within immediately proximity of the store being visited, than no parking spaces within the centre being available at all.

While there is opportunity to facilitate additional parking as part of the redevelopment of key development sites, there is a need for this to be carefully designed and managed so as not to lead to vehicle and access issues. This supports the need to better plan for and manage different modes of transportation within and through the activity centre, including avoiding car focused planning.

As a broader principle the Structure Plan acknowledges that the increasing dominance of the motor vehicle in the Centre will continue to drive a decline in its attractiveness as a place to live, shop and undertake business. A key approach of the Structure Plan is to better manage and prioritise modes of transport within the centre and wherever possible to encourage walking and cycling as viable alternatives to car usage.

Notwithstanding the above, the Moorabool Parking Strategy (2023) includes commentary regarding the potential future provision of a consolidated multi-level parking facility, with a further suggestion for it to be strategically located away from areas of high pedestrian activity. Although such a parking facility would not be contemplated over a 15 year timespan of the Structure Plan, its potential future provision is captured by nominating a location on the existing at grade Gell Street carpark. Any consideration of a multi-level parking facility in the longer term would be subject to a future needs assessment, including an analysis of if a modal shift to other forms of transport as advocated by the parking strategy has been achieved.

### Key Entries

Beyond physical road treatments requiring the input and approval of VicRoads (Main Street/Gisborne Road, Grant Street) there are other opportunities to define clear entry points into the commercial core of the activity centre, such as visual markers to clearly indicate to drivers that they are entering a different streetscape condition encouraging lower driving speed. Such concepts are embedded into the Structure Plan.

The Structure Plan recognises it is important to ensure site development does not adversely impact local and wider movement networks through the centre. The strategy to specifically discourage new vehicle access points from Main Street to key development site/s is an example of how it will actively manage development impacts.





View west along Main Street



### Cycling Infrastructure Standard Objectives

Providing appropriate standards for cycling infrastructure is important to encourage cycling which seeks to:

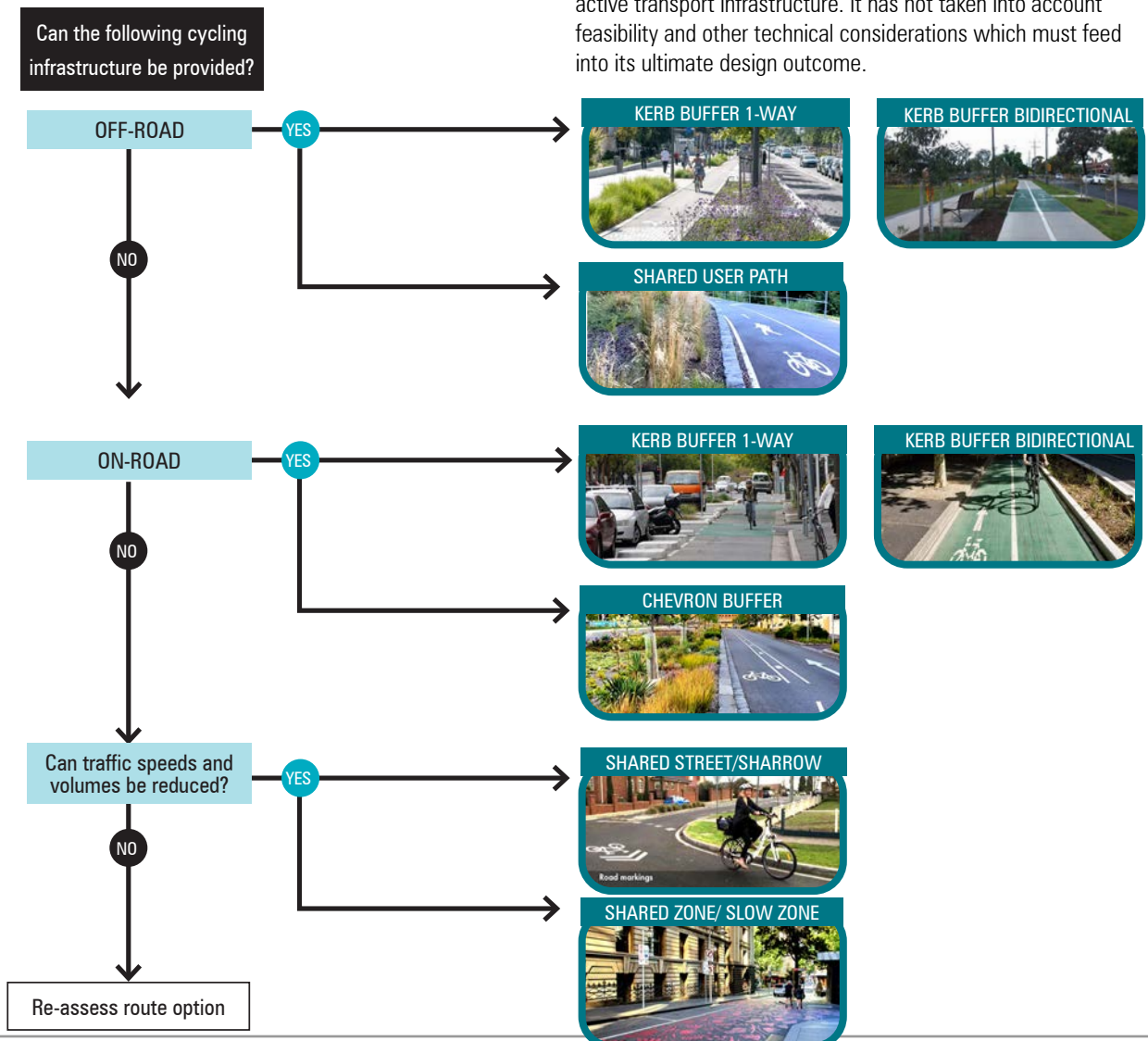
- Allow for a large number of commuter cyclists to travel safely.
- Promote cycling confidence by providing a greater degree of separation from moving traffic.
- Support the local economy.
- Provide a sense of safety for other street users including pedestrians.
- Relieve pressure on public and private transport.
- Promote more sustainable, environmentally friendly travel.
- Enhance the liveability of the city.
- Promote community health and active lifestyles.

### Cycling Infrastructure Selection Framework

Currently, bike facilities in Bacchus Marsh do not consistently align with residents’ preferred modes of transportation. These facilities are fragmented, displaying discrepancies resulting from evolving standards over time. Often, bicycle paths are integrated with on-street parking or lack buffer protection, impeding smooth travel and posing safety concerns, such as the risk of dooring incidents.

The flowchart provides a decision making framework to determine the appropriate cycling infrastructure on the basis of movement hierarchy and context. It underscores a preference for off-road, separated cycle infrastructure where feasible, yet acknowledges the limitations posed by certain street environments. Consequently, it outlines potential infrastructure alternatives, factoring in existing constraints. The future active transport network should be considered in totality, ensuring seamless transitions throughout.

Additionally, Active Transport Framework & Sections document furnishes supplementary examples and ideas for the preferred active transport infrastructure. It has not taken into account feasibility and other technical considerations which must feed into its ultimate design outcome.



### Active Transport: links and connections

The centre is serviced with public transport, in the form of rail and bus. Access to both could be improved, and is a key aspiration of the Structure Plan.

There are some good quality pedestrian facilities and urban realm treatments, but links and connections need to be better planned and augmented to make a seamless network hierarchy of pedestrian paths, cycle trails/shared path links to key designations within and surrounding the Town Centre. This includes facilitation of connections and links both within the study area and with other regional links and networks beyond the study area. Key connections requiring facilitation and/or improvement include:

- Developing a concept design for the facilitation of a new centrally located public bus stop in Main Street and Young St intersection design to facilitate long vehicles.
- Facilitation of new north/south shared path link from Main Street to Boyes Close as part of future development (referred to as the Bacchus Marsh Activity Centre Link, as required by existing DPO5 and DDO9).
- Facilitation of new east/west road to connect Simpson and Waddell Street as part of future development (as required by DPO5).
- Connection to the Aqualink Cycling and Walking Corridor (proposed 4.5-kilometre path network connecting the Lerderderg River and Werribee River corridors through Bacchus Marsh and Darley).
- Connection to a future Bacchus Marsh avenue of honour shared path (to be located on Main Street beyond the Structure Plan study area to the east).
- Connection to other new networks identified in the Recreation and Leisure Strategy.

By enhancing existing pedestrian and cycling networks, it seeks to encourage healthy and affordable access for all age groups and abilities.

There are some potential barriers which will need to be appropriately managed, such as the fact that Main Street, Grant Street and Gisborne Road are managed by VicRoads, meaning any proposed modifications and augmentations will require VicRoads approval.

### Active Transport Framework

An Active Transport Framework has been prepared to demonstrate 'where' and 'how' walking and cycling prioritisation can be achieved in Bacchus Marsh Town Centre. Refer to Figure 4 on page 26.

Not all streets are suitable for priority active transport routes. While walking is supported throughout the Activity Centre by a range of strategies to improve safety and amenity, some streets are strategically identified to prioritise active transport (walking and/or cycling).

The Active Transport Framework seeks to establish a well-connected and legible walking/cycling routes to ensure appropriate modal prioritisation is delivered. It also seeks to ensure future public realm and built form responses reinforce the creation of pedestrian-priority places by managing vehicle access.

The Structure Plan is not intended to be used as a feasibility study for streetscape design, whilst it offers design options, these are subject to detailed site analysis and design scope. To assist with selecting the appropriate cycling infrastructure the following decision making framework could be used as a starting point.

The proposed road designations encompass:

- Walking priority
- Walking & cycling priority
- Walking & cycling slow zone
- Cycling priority
- Aqualink (shared trail)
- Remaining roads (no change)

Examples of each road type/designation are provided in Active Transport Framework & Sections document and identify the opportunities and challenges of each concept as well as precedent images to indicate how these streets might look and feel.

These designations collectively contribute to a comprehensive strategy aimed at creating a harmonious and efficient transportation system throughout the precinct.

Section 1: Main Street (Cycling Priority)

Section 2: Main street (Walking & Cycling Slow Zone)

Section 3: Graham Street (Cycling Priority)

Section 4: Graham Street (Cycling Priority)

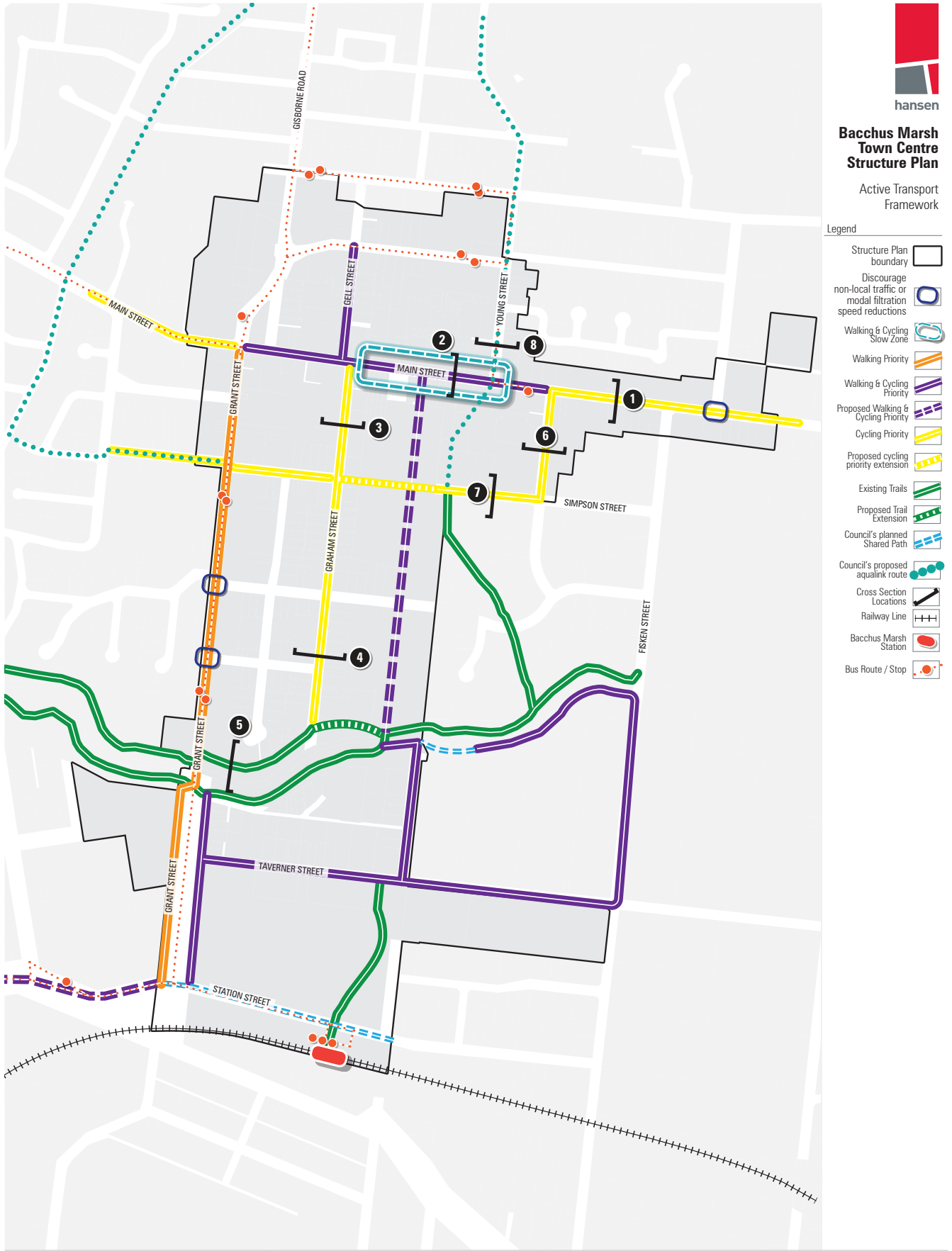
Section 5: Werribee River Trail (Shared Trail)

Section 6: Lord Street (Cycling Priority)

Section 7: Simpson Street (Cycling Priority)

Section 8: Young Street (Aqualink Shared Trail)

Figure 4: Active Transport Framework



**Bacchus Marsh  
Town Centre  
Structure Plan**  
Active Transport  
Framework

- Legend
- Structure Plan boundary
  - Discourage non-local traffic or modal filtration speed reductions
  - Walking & Cycling Slow Zone
  - Walking Priority
  - Walking & Cycling Priority
  - Proposed Walking & Cycling Priority
  - Cycling Priority
  - Proposed cycling priority extension
  - Existing Trails
  - Proposed Trail Extension
  - Council's planned Shared Path
  - Council's proposed aqualink route
  - Cross Section Locations
  - Railway Line
  - Bacchus Marsh Station
  - Bus Route / Stop

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## Objectives (the 'what')

- To balance parking needs against other land uses which are needed in the commercial centre.
- To reduce vehicle reliance on Main Street for east-west travelling.
- To manage vehicle traffic through the centre and foster logical and legible road crossing points for pedestrians, including the minimisation of 'rat running' of vehicles through the centre.
- To improve pedestrian and cycle amenity to facilitate more sustainable modes of travel within, through and around the Town Centre.
- To integrate and enhance access and connections to public transport infrastructure and to improve public transport options within Bacchus Marsh, including increased frequency and reliability.
- To establish a clear 'streets for people' hierarchy and user priority throughout the Town Centre.
- To minimise pedestrian/cyclist/vehicular conflict zones, particularly within the Commercial 1 Zone (C1Z) area of the Town Centre.
- To improve pedestrian and cyclist mobility and infrastructure throughout the township, including links to commercial and community services, activity nodes, Bacchus Marsh train station and the wider network including the Aqualink.



Malop Street, Geelong

## Strategies (the 'how')

- Maximise the use of existing car parking facilities given limited opportunities to provide additional car parking within the Town Centre.
- Ensure that new developments appropriately manage parking and access.
- Explore Local Area Traffic Management (LATM) solutions to address localised problems identified through consultation
- Improve north/south and east/west permeability through the Town Centre.
- Improve visibility and accessibility of public transport within the Main Street town centre
- Improve pedestrian and cyclist mobility and infrastructure throughout the township, including links to commercial and community services, activity nodes, Bacchus Marsh train station and the wider network including the Aqualink.
- Establish public realm works program to deliver public realm upgrades in areas and streets which Council manages and maintains.
- Establish new pedestrian focused streetscape upgrades along Main Street, including a concept design for the provision of a public transport bus stop in Main Street, and Young Street intersection design.
- Discourage new vehicle access points directly off Main Street within the Town Centre.
- Establish road widening along Griffith Street connection to Station Street and Bacchus Marsh Station to facilitate shared cycle and pedestrian use.
- Provide formal crossing from Maddingley Park to Bacchus Marsh Station.
- Establish path widening across Werribee River along Grant Street, incorporating improved island pedestrian crossing of Grant Street.
- Widen pedestrian path outside Bacchus Marsh Hospital for improved pedestrian mobility and safety.
- Contemplate Church Street as a temporary shared zone for use during events such as Sunday markets.
- Ensure pedestrian permeability through the Village Shopping Centre is maintained.

## Actions (the 'implementation')

- Undertake a review of parking occupancy and controls within the commercial area and residential interface areas, based on the Parking Strategy and Parking Provision and Management Policy.
- Apply the Parking Strategy and Parking Provision and Management Policy to new developments.
- To encourage improved parking access layouts of the Village Shopping Centre as part of any future redevelopment.
- Prepare local policies for inclusion within the Moorabool Planning Scheme to reflect the final Bacchus Marsh Town Centre Structure Plan, to outline clear planning policy guidance for access and movement within and surrounding the centre, including the movement and place network hierarchy.
- Ensure additional north/south and east/west links are provided as part of future development of 16 Graham Street (as required by DPO5 and DD09).
- Undertake advocacy with VicRoads facilitate upgrades along Main Street including: crossings, entry point treatments; bike lanes etc.
- Undertake advocacy with PTV for the provision of a public transport bus stop in Main Street.
- Facilitate Planning Scheme Amendment documentation following the adoption of the Final Structure Plan to address:
  - Translation of the Structure Plan into a local policy.
- Progressively implement the 'streets for people' hierarchy throughout the town centre to establish clearly defined pedestrian, cycle and shared path linkages through the Town Centre, and connecting key destinations and with wider networks where relevant, including the Aqualink.
- Develop a public works program to implement the 'streets for people' hierarchy and other public realm upgrades outlined within the Structure Plan.
- Establish new pedestrian focused streetscape upgrades along Main Street, including a concept design for the provision of public transport bus stops in Main Street and required Young St intersection changes.
- Design for a connection to a future Bacchus Marsh avenue of honour shared path (to be located on Main Street beyond the Structure Plan study area to the east).
- Undertake Aqualink West advocacy to ensure delivery of full network Connection to the Aqualink Cycling and Walking Corridor (proposed 4.5-kilometre path network connecting the Lerderberg River and Werribee River corridors through Bacchus Marsh and Darley).
- Investigate river shared trail 'missing link' from Graham Street eastward.



View east along Main Street

## 6.3 Structure Plan key element: Public Realm & Landscape

There are significant opportunities to improve the public realm and landscape through street based connections within and surrounding the centre. Many existing routes are often convoluted, and lack the legibility to function as important pedestrian links and/or have key links missing. A key example of a missing link is between Main Street and the Werribee River pedestrian bridge, which would assist with the provision of a direct, well designed and landscaped link between Bacchus Marsh Station and Main Street. A key opportunity for addressing the missing link is to seek its facilitation by future development of sites along its logical alignment.

### A Network of Green & Blue Links

There are also excellent opportunities to enhance existing links throughout and surrounding the activity centre core, with a particular focus on connecting with existing public open space areas. Other public realm enhancements should be focused on green infrastructure, comprising new soft landscaping, Water Sensitive Urban Design (WSUD) treatments, public realm fixtures and high quality way-finding signage.

Public reserve land along the Werribee River is potentially bushfire prone due to the extent of unmanaged natural vegetation. Noting that a number of existing residential properties have a direct interface with the Werribee River corridor, it is important for the Structure Plan to acknowledge this existing risk to person and property, and to include an objective to ensure that the vegetation along the riparian corridor is appropriately managed into the future.

### Main Street Experience

The pedestrian experience of Main Street is partly compromised by the hostility of vehicle movements. This necessitates consideration of footpath layering devices such as planters, public art or other public realm fixtures to improve the sense of refuge for pedestrians, while also to signal to drivers a changed urban environment where lower traffic speeds are warranted. More generally it will be important that the footpath connections and street crossings provide for Disability Discrimination Act (DDA) compliant movement to ensure equitable access.

The existing Council library is a significant civic anchor within the centre, and should a full line Council Civic building be constructed on this site and surrounds, would create transformative change within the centre. Significant attention should be paid to the design of its public realm and landscaping, with a view to visually demarcating the eastern entrance to the Bacchus Marsh Town Centre.

Main Street Bacchus Marsh contains a number of well established exotic trees of significant scale which constitute major public realm assets. However noting the age of these trees, they may be nearing the end of their useful and healthy lifespan. In recognition of this, is important for the Structure Plan to consider a program for their potential replacement over time with similar or more suitable tree species.



*Eddie Toole Place on the south side of Main Street*



### Gathering Space

Existing kerb build-outs occur sporadically throughout the centre and should be reviewed as part of the Structure Plan to determine the optimal number and location in line with the movement framework. The detailed design elements of such crossing elements should form part of a consistent treatment for public realm fixtures to create a unifying sense of identity for the centre. These stopping spaces, or 'pause points' constitute an important part of the movement framework, particularly along Main Street.

A number of significant spaces are noted within the study area which represent an excellent potential opportunity for temporary event spaces, street based festivals, community arts and cultural events or markets to be accommodated. The temporary and potential for permanent event spaces as part of the Civic Centre redevelopment can be explored through the detailed design phase.

Opportunity also exists for the further exploration of varied forms of public art to be commissioned and provided within the various gathering spaces located within the Town Centre.

### Avenue of Honour and RSL

The Bacchus Marsh Avenue of Honour is located predominantly outside the Structure Plan boundary to the east, and marks the eastern entry of town. The Avenue of Honour has strong community and cultural links with the Bacchus Marsh RSL, located on Main Street, adjacent to the Bacchus Marsh Public Hall and Library which form an existing civic precinct at the eastern end of the Town Centre. These are important community and cultural sites to acknowledged within the Structure Plan.



*View from the pedestrian bridge west along the Werribee River*



*View south to the sloping topography east of Maddingley*

## Objectives (the 'what')

- To establish active and attractive public realm streetscapes along the length of Main Street, and generally within the Town Centre and specifically at the civic precinct/community node on the corner of Lord Street and Main Street around the existing library, historic RSL and public hall.
- To enhance existing networks of green and blue links throughout the Structure Plan area.
- To strengthen public meeting spaces at important junctions and public open spaces within the Town Centre.
- To facilitate a consistent design palate of paving treatments, landscaping, street trees and street furniture throughout the centre.
- To facilitate additional trees and landscaping within the public realm to contribute to consistent township character.
- To improve street amenity through planned targeted streetscape planting and maintenance regime.
- To manage and respond to environmental hazards including flooding and bushfire.

## Strategies (the 'how')

- Improve the overall presentation of the centre through the provision of design guidance for the public realm and future development (incl. designated key development sites).
- Incorporate WSUD and green infrastructure initiatives for all new public realm works to assist with management of stormwater runoff.
- Facilitate informal public realm opportunities for residents and visitors to linger and meet.
- Facilitate legible, direct and appropriately landscaped shared path connections between Main Street and Werribee River pedestrian bridge as part of future development of key redevelopment sites.
- Facilitate dedicated shared path connection between Werribee River pedestrian bridge and Bacchus Marsh Station.
- Establish active and attractive public realm streetscapes along the length of Main Street, and generally within activity centre core, including strengthening public meeting spaces at important junctions within the centre.
- Facilitate a consistent design palette of paving treatments, landscaping and street furniture throughout the centre.
- Strengthen existing street-based connections and their legibility between the activity centre core and public open spaces.
- Ensure that intensive redevelopment of the key redevelopment sites maintain active, pedestrian scale and street focused development.
- To improve street amenity through planned targeted streetscape planting and maintenance regime.
- Encourage the retention of existing significant trees which contribute an important amenity to the public realm.
- Support the community and cultural role of the Bacchus Marsh RSL within the Town Centre.

## Actions (the 'implementation')

- Establish clearly defined 'entry point' thresholds at the eastern and western ends of Main Street to demarcate the activity centre core, and to encourage lower traffic speeds.
- Increase canopy planting and soft landscaping works wherever possible with new public realm works to contribute to consistent township character.
- Encourage the retention of existing significant trees which contribute an important amenity to the public realm.
- Prepare a street tree planting and replacement strategy (for street trees nearing the end of their useful lifespan).
- Ensure a consistent design palette of paving treatments, landscaping and street furniture throughout the centre is achieved.
- Facilitate legible, direct and appropriately landscaped shared path connections between Main Street and Werribee River pedestrian bridge as part of future development of key redevelopment sites.
- Provide appropriate wayfinding signage to ensure a clear and legible pedestrian, cycle and shared network through and surrounding the centre.
- Prepare local policies for inclusion within the Moorabool Planning Scheme to reflect the final Bacchus Marsh Town Centre Structure Plan.
- Facilitate Planning Scheme Amendment documentation following the adoption of the Final Structure Plan to address:
  - Translation of the Structure Plan into a local policy.
- Prepare associated built form controls to formalise the built form guidance outlined within this Structure Plan relating to the public realm and the focus on a pedestrian scale.
- Investigate options to integrate public art into main street and gathering space sections (through detailed design).
- Ensure streetscape designs and events/activations facilitate public meeting spaces at important junctions within the centre.
- Develop a public works program to undertake detailed design and implement public realm upgrades outlined within the Structure Plan.
- Ensure riparian vegetation along the Werribee River is appropriately managed as a low fuel zone to respond to potential bushfire risk.



## 6.4 Structure Plan key element: Built Form & Heritage

The Structure Plan seeks to reinforce and improve the established framework of the activity centre.

### Commercial

While the built form and heritage guidance anticipates and encourages more intensive development of marginally taller scale, it still seeks to reinforce the existing Main Street township qualities and to better unify the commercial core.

Built form guidance also seeks to carefully manage major development of key sites so they appropriately integrate within the overall township.

The method of built form and heritage management is broken into a series of elements, comprising 'generic' streetscape conditions and sub-precinct focus areas which sit within the overall Structure Plan boundary. The typical streetscape condition illustrated in Figure 5 below applies broadly to commercial frontages within the Town Centre.

Framework Plans have been prepared for three focus areas:

- Focus Area 1: Commercial Core
- Focus Area 1a: Civic Precinct & Key Redevelopment Site
- Focus Area 2: Main Street Slow Zone Treatment

With respect to these focus areas, each approach slightly differs. In each focus area new built form initiatives seek to strengthen and improve streetscape activity and interface, preserve heritage values (where applicable) and enhance the intensity and activity of the space.

Additional attention is given to 16 Graham St (C1Z half) and Civic Centre as the future development of these sites are key to unlocking the future potential of the Town Centre, and naturally invites a higher order of infill development.

### Heritage

A key character contributor that distinguishes Bacchus Marsh as a place is its heritage fabric. Heritage buildings are peppered throughout the town but the cluster of public and private buildings from 117-119 to 127 Main Street (south side) represent some of the more high quality, public facing heritage buildings in Bacchus Marsh. Future development will represent respectful and sensitive addition to the valued heritage attributes without resulting in 'mock heritage', or replica.

Development proposals which display design excellence, including design which responds to prevailing heritage interfaces and the rural township character of Bacchus Marsh Town Centre overall will be strongly encouraged.

Where heritage buildings are setback from the street boundaries for front gardens, or forecourt, the existing setbacks should be retained. Other key heritage elements, such as veranda and front porches should also be retained as they enhance the country town character that is unique to Bacchus Marsh.

Redevelopment of heritage sites should seek to preserve the heritage fabric and ensure that heritage aspects are retained.

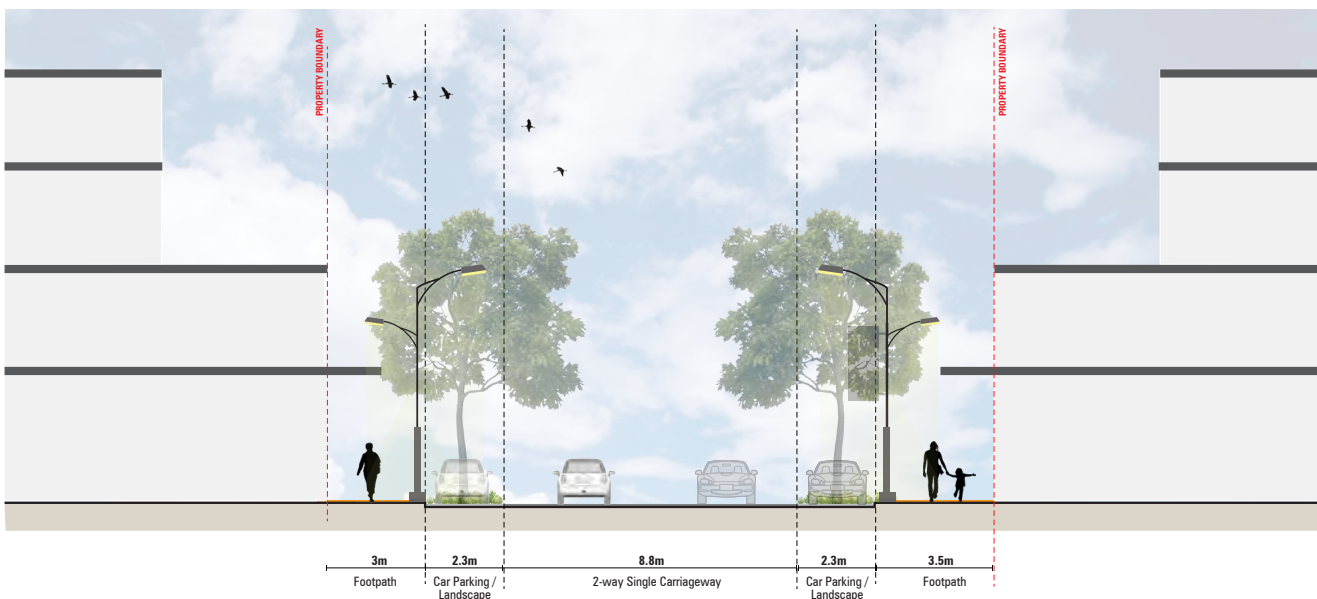


Figure 5, Section cut of Main Street future built form and streetscape amenity

### Land Subject to Inundation

A large portion of the land within the Structure Plan is classified as being Land Subject to Inundation Overlay (LSIO). The extent of this existing overlay will be a relevant consideration to affected land. However at a wider Town Centre scale, future development in coming years will significantly increase the impervious areas and associated surface runoff, which could potentially result in intensifying existing flooding impacts. It may be necessary to consider this in detail through a Stormwater Management Strategy (SWMS), although such work is beyond the scope of the current Structure Plan project.

### Analysis of existing built form controls

Existing built form controls apply to the Commercial 1 Zone (C1Z) area of the town centre, including:

- DD011 Main Street Precinct
- DD010 Bacchus Marsh Hospital and Medical Services Precinct

Each are briefly analysed below, and include associated recommendations.

DD011 applies to the Commercial 1 Zone (C1Z). A detailed review of DD011 reveals it is reasonably well resolved built form control, including setting a streetwall height. However, it also establishes a principle that any storeys above 7.5m needs to adopt a setback not visible from the public realm (eye level directly opposite the site).

This specific element of DD011 is considered to be unnecessarily restrictive when considering the future evolution of the Bacchus Marsh Town Centre and is recommended for removal, coupled with other targeted refinements outlined within this Structure Plan. It is further suggested that DD011 be retitled to Bacchus Marsh Town Centre, and parts of other existing DDOs such as DD010 are consolidated. Refer to further commentary below.

With reference to DD010, this applies to land both within and outside of the Structure Plan boundary. The role of DD010 is to encourage contemporary architecture, landscaping and built form which compliments the existing built form character of Bacchus Marsh Hospital and associated medical centres. A key element of DD010 is establishing an overall building height of 7m (although a permit can be granted to exceed this).

It is considered that this height limit is unnecessarily restrictive for land within the Structure Plan boundary. Given the Structure Plan envisages an clear evolution of the Town Centre, it is recommended that the DD010 is removed from all land within the Structure Plan boundary (including both C1Z and MUZ land, and relevant content of DD010 is consolidated into an updated DD011 'Bacchus Marsh Town Centre' DDO (note: DD010 should remain on applicable land outside of Structure Plan boundary). Such amendments would ensure clear built form controls applied across key commercial areas of the Structure Plan area.

A number of other targeted DDOs apply within the Structure Plan boundary and deal with specific matters which are generally relevant to maintain. A brief summary and recommended response is outlined below:

#### DD02: Visual Amenity and Building design

DD02 applies to sites in the Farming Zone (FZ) and seeks to encourage non-reflective cladding. Given the targeted focus of DD02 it is recommended to be retained unaltered unless land is rezoned.

#### DD06: Residential Investigation Area A

DD06 applies to residential land south of Werribee River between Grant Street and Boyes Close. The overlay encourages medium density residential development which respects neighborhood character. As this overlay would support the residential housing diversity encouraged by this Structure Plan, it is recommended to be retained unaltered.

#### DD07: Industrial Interface Area

DD07 applies to a small area of land at Bond Street opposite Maddingly Park and seeks an improved public interface. Given the targeted focus of DD07 it is recommended to be retained unaltered.

#### DD09: Residential Investigation Area - Waddell Street to Werribee River

DD09 applies to residential land south of Waddell Street. The overlay encourages medium density residential development, including the provision of a north/south shared path. Noting this aim has been adopted by the Structure Plan, it is recommended to be retained, but should be amended to reflect the final Structure Plan, and the Structure Plan be referenced in the decision guidelines.



*Heritage and contemporary street awnings cover the key retail spines*



**DD012: Residential land between Waddell Street and Werribee River east of Grant Street**

DD012, as per its title applies to residential land between Waddell Street and Werribee River east of Grant Street. The overlay encourages development to maintain generous setbacks to maintain and enhance the country town character of Bacchus Marsh. As this overlay would continue to be a relevant influence for residential housing diversity encouraged by this Structure Plan, it is recommended to be retained unaltered.

**DD015: Bacchus Marsh Hospital emergency medical services helicopter flight path protection (inner area)****DD016: Bacchus Marsh Hospital emergency medical services helicopter flight path protection (outer area)**

Both DD015 and DD016 have a specific functional role relating to helicopter flight path protection, therefore it is recommended they area retained unaltered.

**DPO5: Bacchus Marsh Activity Centre Link**

This Development Plan Overlay applies to a specific band of land extending from Main Street to Werribee River, and relates to land also covered by DDO9. The overlay contains an objective that: *'The Bacchus Marsh Activity Centre Link will provide for a north-south pedestrian-cycle path separated from local roads, linking Main Street and the Werribee River, which is well connected with adjacent neighbourhoods'.*

As this aim has been adopted by the Structure Plan, it is recommended DPO5 be retained, but should be amended to reflect the final Structure Plan, and the Structure Plan be referenced in the decision guidelines (including necessary updates to other guidelines). Figure 10 provides a sectional diagram illustrating a preferred built form profile of the Link.



*Heritage buildings on the south side of Main Street*

**Residential**

Residential development within the Town Centre should continue to support diverse housing options at higher densities close to services and within convenient access to public transport.

There is clear opportunity to accommodate a diverse range of housing typologies within the Structure Plan boundary, which appropriately align and respond to the specific and local context. Noting the predominance of single detached dwellings within Bacchus Marsh, alternative and more diverse housing options are proposed to be strategically encouraged, and include: multi-storey apartments; 'shop-top' living; attached townhouses of varied scale, and villa units and dual occupancies etc.

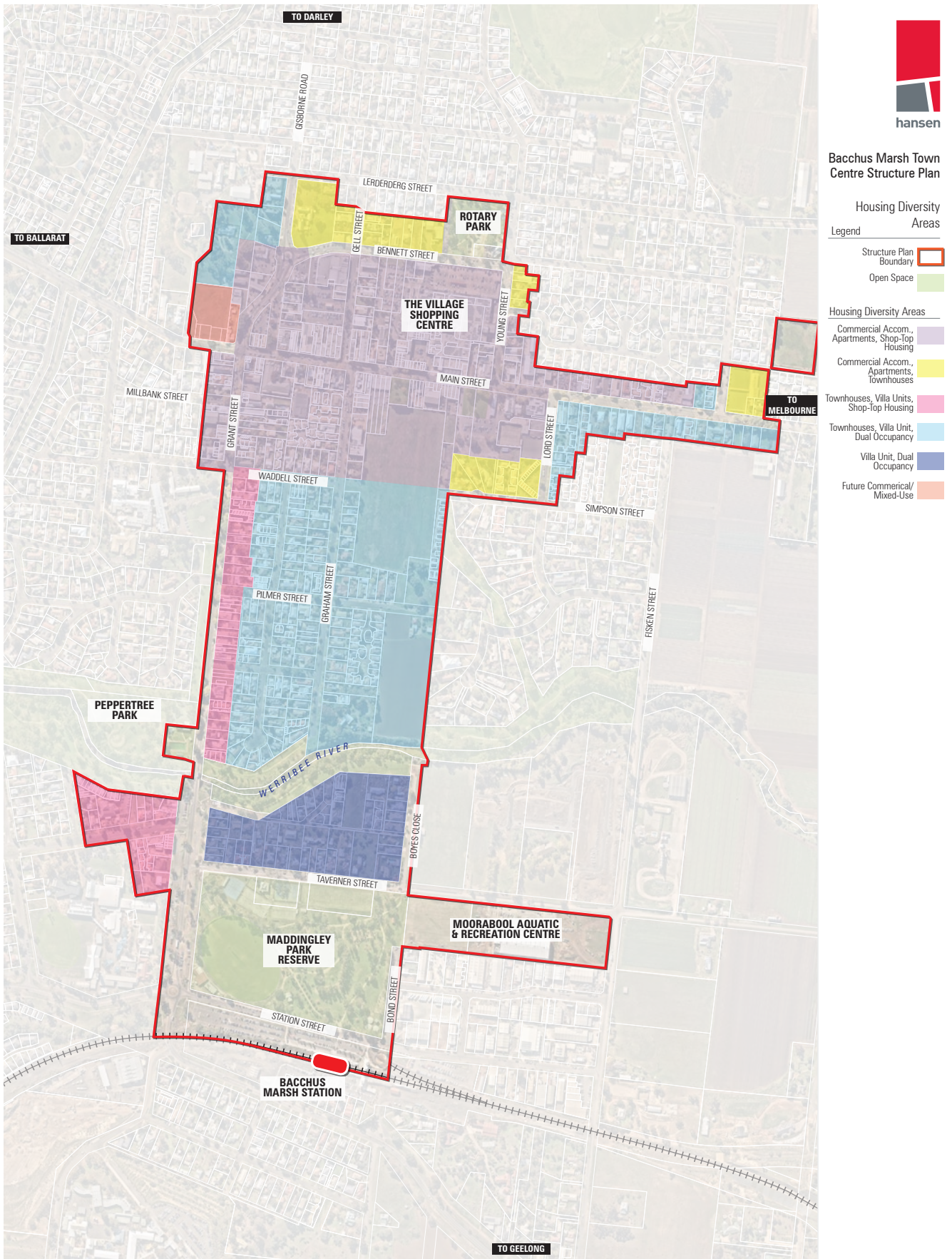
The Housing Diversity Areas map shown adjacent (Figure 6) builds upon the existing suite of zones and overlays found within the Structure Plan boundary by outlining where different and diverse housing typologies are encouraged. The strategic principle underpinning this map seeks to encourage more intensive housing typologies within targeted areas immediately adjacent to the Activity Centre core, including: apartments, 'shop top' living and townhouses. Smaller and more diverse housing in the form of townhouses, villa units and dual occupancies are proposed throughout the balance of residential areas within the Structure Plan boundary.

Functionally the Housing Diversity Areas map will work in combination with existing residential zones and associated overlays where applicable. The strategic housing aspirations illustrated on the Housing Diversity map do not require any modifications to be made to existing residential zones or associated overlays, which will remain as influencing statutory controls.

The Structure Plan should also support greater opportunity for affordable housing, or other deliberative housing options including Built to Rent models or Retirement Living which broadly aligns with the Housing Diversity Areas map.

It is highlighted that although the Structure Plan provides guidance for where different housing typologies are encouraged, it does not provide specific built form guidance. Rather, individual applications for residential development within the Structure Plan boundary would be assessed on the details of site context and design response.

Figure 6: Housing Diversity Areas



Bacchus Marsh Town Centre Structure Plan

Housing Diversity Areas

- Legend
- Structure Plan Boundary
  - Open Space
- Housing Diversity Areas
- Commercial Accom., Apartments, Shop-Top Housing
  - Commercial Accom., Apartments, Townhouses
  - Townhouses, Villa Units, Shop-Top Housing
  - Townhouses, Villa Unit, Dual Occupancy
  - Villa Unit, Dual Occupancy
  - Future Commercial/Mixed-Use

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 Dwg No.: UDD-001  
 Scale: xxx @A3  
 Date: 00.00.00  
 Revision: A



## Objectives (the 'what')

- To encourage new development which maintains a pedestrian focus and active street frontage.
- To recognise, acknowledge, protect and enhance heritage places and fabric within the Bacchus Marsh Town Centre.
- To ensure redevelopment of heritage sites maintains the heritage values, fabric and visual prominence of those places.
- To ensure that individually significant heritage places within the centre are protected and conserved while allowing development which respects the values, attributes and fabric.
- To establish clear urban form and design guidance for key strategic development sites and nominated focus areas to carefully manage change and maintain pedestrian scale and active frontages and weather protection.
- To maintain a modest scale of new development within the Town Centre which complements active frontages and streetscapes.
- To ensure that new development incorporates high-quality contemporary design elements, options such as natural building materials, cladding, architectural concrete and glazing should be explored. It should also seek to establish a consistent streetwall.
- To establish the Civic Centre Precinct as a key development site to enhance the image and sense of arrival to the Activity Centre.
- To acknowledge opportunity for smaller and more diverse housing types within and surrounding the Town Centre.

## Strategies (the 'how')

- Ensure that individually significant heritage places within the centre are protected and conserved while allowing development which respects the values, attributes and fabric.
- Ensure redevelopment of heritage sites maintains the heritage values, fabric and visual prominence of those places.
- Ensure new development next to heritage sites matches the streetwall of adjacent buildings of significant heritage.
- Establish clear urban form and design guidance for key strategic development sites and nominated focus areas to carefully manage change and maintain pedestrian scale and active frontages and weather protection.
- Ensure that new development incorporates high-quality contemporary design elements and seeks to establish a consistent streetwall.
- Ensure new development next to heritage sites covered by the Heritage Overlay (HO) matches the streetwall of adjacent buildings.
- Encourage new development which is of a pedestrian scale and 'main street' format to reinforce and strengthen township character.
- Support opportunities for well designed mixed use mid-rise development of 2-4 storeys.
- Encourage that future development of the Village Shopping Centre is carefully managed within a vertical footprint with improved public realm interfaces particularly to the north and north east.
- Encourage improved parking access layouts of Village Shopping Centre as part of any future redevelopment.



## Actions (the 'implementation')

- Prepare local policies for inclusion within the Moorabool Planning Scheme to reflect the final Bacchus Marsh Town Centre Structure Plan, which outlines clear planning policy guidance for built form and heritage within and surrounding the centre.
- Ensure servicing and car parking is provided from rear laneways, or secondary side streets.
- Encourage new development which maintains a pedestrian focus and active street frontages.
- Encourage retention and re-purposing of existing built form on heritage sites.
- Ensure new developments are positioned to the rear, or behind existing heritage frontage.
- Encourage the protection 'ghost signs' where possible where they are revealed as part of new development.
- Ensure new development accommodates upper level setbacks which allows the significant elements of the place to retain visual prominence (i.e parapets, signs, shopfronts, roof forms, chimneys etc.)
- Facilitate equitable development outcomes to adjacent sites through adequate building separation to side and rear boundaries.
- Ensure new development maintains solar access to Main Street footpaths (south side) and both footpaths of walking priority north-south streets between 10am and 2pm at the equinox (21 September).
- Ensure exposed party walls to side, or rear boundaries are designed to be visually engaging to minimise visual bulk.
- Facilitate Planning Scheme Amendment documentation following the adoption of the Final Structure Plan to address:
  - Translation of the Structure Plan into a local policy, including the Structure Plan and Housing Diversity Area plan.
  - Necessary updates to DP05, DD09, DO10 and DD011.
- Prepare associated built form controls to formalise the built form guidance outlined within this Structure Plan relating to the public realm and the focus on a pedestrian scale.
- Develop a public works program to undertake detailed design and implement public realm upgrades outlined within the Structure Plan.
- Undertake a high level Storm Water Management Strategy for the commercial area which provides guidance for individual site developments to consider and manage flooding risks.

## 7 Design Guidelines

These Design Guidelines are intended to highlight elements that might be required to achieve an improved urban design outcome and should be applied as applicable to all relevant development within the Structure Plan area.

Guidelines for the commercial or residential areas should be considered where these are identified in the Structure Plan. Areas that are intended to deliver mixed use outcomes should be guided by an amalgamation of these guidelines as applicable.

### COMMERCIAL GUIDELINES

#### Building Scale

- New development should be 2-4 storeys in height.
- Where a site shares common boundaries with residentially zoned areas, or heritage properties, building heights should transition to 1- 2 storeys, or no more than 1 storey taller than its adjoining building.

#### Building Design

- Where development is affected by a heritage overlay, it should be set back from the heritage frontage or preserve at least the 'front room' of the heritage property to avoid overwhelming the original heritage fabric.
- The design of new buildings should be well proportioned with respect to surrounding built forms and should include high quality design details and material palettes.
- Encourage contemporary architecture design that draws inspiration from the heritage and landscape character of Bacchus Marsh.
- Retain the integrity of surrounding heritage forms and streetscapes and discourage mock, or heritage replicas.
- The design of new buildings should maximise sustainability and reflect Environmentally Sustainable Design (ESD) principles.
- Energy efficient material selections such as durable and / or recycled materials and organic materials to achieve lower carbon footprints are encouraged.

#### Street Interface

- Buildings with commercial frontages should be built to the street boundaries (0m setback) to maximise ground level activation and surveillance of the public realm.
- Ground level setback from the street frontage is supported for new public realm, outdoor retail space, or landscaping opportunities.
- A minimum of 70% of the commercial frontages should be transparent glazing to enable visual permeability between the public and private realms.

- Corner buildings should address both its street frontages, prioritising primary commercial street frontage activation where required.
- Sites with multiple frontages should clearly demarcate the 'fronts' and 'backs', prioritising the primary commercial street frontage for activation and sense of address.
- Retain fine grain pattern of built form along primary and secondary commercial frontages and minimise large extents of visually disengaging frontages (i.e. blank walls).
- Where hospitality uses are supported, operable glazed facades are encouraged for ground level uses to 'spill' onto the public realm.

#### Vehicle Access

- Vehicle access points along Main Street should be avoided wherever possible. Alternatively, access should be provided to side streets or rear lanes.
- Loading and unloading of vehicles should be sited and designed to avoid pedestrian and vehicle conflict. Seek to locate loading facilities on-site where possible.
- Ensure on-site car parking is located to have a minimal visual impact on the streetscape. Where possible, avoid locating parking between building frontages and the street (within the front setback).
- On-site car parking should ensure vehicle access is designed to prioritise pedestrian movement and safety. Seek to implement designated pedestrian crossings within onsite car parks to maximise pedestrian safety and legibility of wayfinding.

#### Signage

- Business identification signage should be integrated into the design of the building so as to not be visually dominant.
- Signage should not protrude above the parapet or be sited below building eaves where applicable.
- The proportion and scale of signage should complement the prevailing signage character in the streetscape.
- The illumination of signs is discouraged. Where illuminated signs are considered appropriate, ensure light spills to nearby residential land are avoided.

### Weather Protection

- Along primary and secondary commercial frontages, new built form should provide a permanent form of weather protection, such as a veranda, awning, or canopy, to the public realm, extending to the back-of-kerb line.
- Cantilevered verandas are encouraged, specifically avoiding the use of visually impermeable supporting walls/ barriers.
- Ensure new verandas, awnings or canopies complement the prevailing height, scale and materiality of existing structures.

### Landscape and Fencing

- Where possible, seek to retain existing canopy vegetation and incorporate it into site design.
- Where street setbacks are proposed, new built form should incorporate landscape planting as part of the overall site design. Including but not limited to canopy trees, shrubs and ground covers.
- Tall fencing to the primary and secondary commercial street frontage should be avoided.

### Flood Impact

- New development should consider the impact of the proposed development on flood flow, flood storage, site safety and safe access.
- Additionally, water sensitive urban design initiatives such as landscape swales, irrigated garden beds, retarding basins and others may be considered to mitigate flooding impacts within and surrounding development sites.

## RESIDENTIAL GUIDELINES

### Building Height

- Encourage housing diversity options, including medium density development within the Town Centre between 2 to 4 storeys. Ensure the top level of 3 and 4 storey buildings is highly recessive or integrated into overall roof profile.
- The arrangement of development envelope and upper level setbacks should have regard to residential interfaces and provide transitions to these where appropriate to maintain equitable access to privacy and amenities of adjoining sites.

### Building Design

- The design of new dwellings should be contemporary while being sympathetic to the prevailing character of surrounding residential forms.
- Retain the integrity of surrounding heritage forms and streetscapes. Replica heritage building forms should be avoided.
- The roof form should complement the prevailing character within the surrounding residential context (i.e. pitched, hipped or gable as predominant in the streetscape).
- Where possible, incorporate any third level into the roof form.
- Utilise traditional building materials in a contemporary manner including but not limited to masonry, weatherboard and timber.



*Image showing the reuse of historic building for commercial use and public seating to provide further activation, Magill Village Redevelopment)*



### Streetscape Presentation

- Street setbacks should reflect the existing prevailing setback condition in the streetscape, or be setback a minimum of 5m (whichever is greater).
- Front setbacks should incorporate a generous landscape response, including a minimum of one canopy tree and buildings should be setback from all boundaries.
- Encourage permeable paving in typically hard surface outdoor areas such as driveways, private open spaces and pedestrian paths.
- Wide or consolidated frontages should incorporate breaks in building envelope to reflect the existing grain, or subdivision pattern in the streetscape.
- Dwelling entries should be oriented to the front elevation (street) and clearly legible from the public realm. This may include the use of porches.
- Residential components within any mixed- use development (including shop-top living) should be provided with a designated entry that is readily visible and directly accessible off the public realm.
- Window, or other forms of fenestrations should be incorporated into the street frontage.
- Ensure service related structures are not visible from the street. This includes clotheslines, bin receptacles, service meters, air conditioners and hot water systems.

### Side and Rear Setbacks

- New residential development should minimise walls on boundaries and be setback at least 2m to allow for the provision of landscape (including the provision of small trees) and pedestrian paths along common boundaries.
- Balconies, or habitable room windows should be setback a minimum of 3m and be designed, or configured to avoid direct overlooking of adjoining private open space.
- The use of privacy screening to primary living areas should be avoided in order to ensure favourable internal amenity outcomes for residents.
- New residential development should be setback at least 3m to the rear boundary to allow for the provision of landscape (including the provision of canopy trees) and private open space.

### Landscape

- Existing canopy trees should be retained and incorporated into the site design where appropriate. This includes within front and rear setbacks.
- Front setbacks should provide a minimum of 50% permeable surfaces including but not limited to garden beds, lawn areas, gravel and permeable paving.
- Drought tolerant and native plant species are encouraged.
- Residential development applications must comprise a landscape plan specifying hardscape and softscape finishes (i.e. paved areas, canopy trees, garden beds etc.).

### Fencing

- To the primary street frontage, fencing should not exceed a height of 1.2m and provided a minimum 50% permeability including elements such as timber pickets and typical garden fencing.
- Maximum height of the side and rear fences is 1.8m.
- Materials and finishes of fencing should be complementary to the rural character of the municipality. Landscaped fences, such as hedges, should be prioritised while avoiding solid fences. Steel, brick and chain wire mesh fencing should be avoided.

### Flood Impact

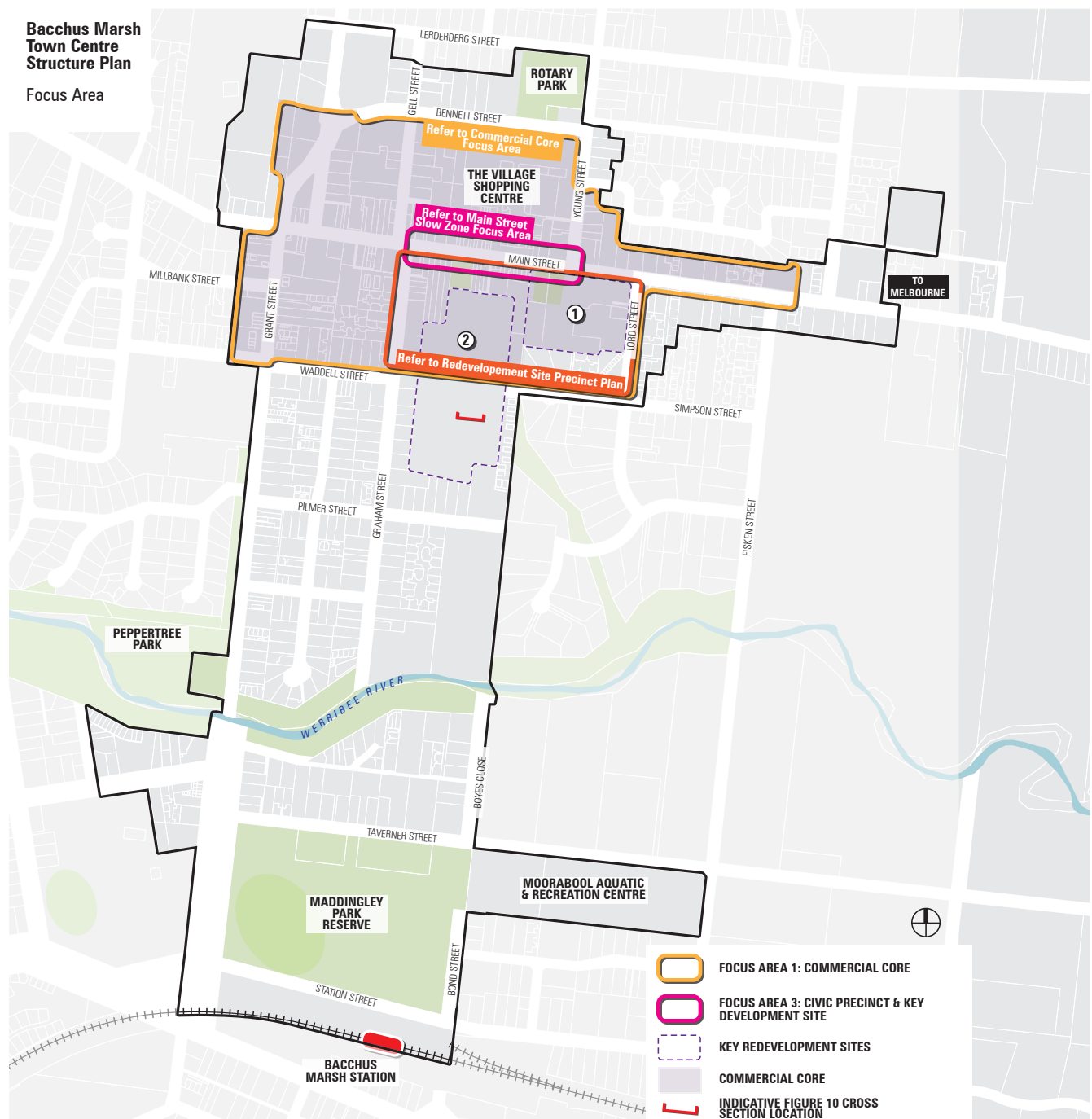
- New development should consider the impact of the proposed development on flood flow, flood storage, site safety and safe access.
- Within the Town Centre, innovative responses to allow for the flow of water are encouraged, including 'reverse living' designs (living area at first floor, bedrooms at ground floor) for medium density development.

## 8 Structure Plan: detailed Focus Area Plans

Within the broader Study Area, the main focus of the Structure Plan is on the Commercial 1 Zone (C1Z) area the Town Centre. In order to better frame directions and aspirations for the commercial area of the Town Centre, focus areas have been devised (Refer to Figure 7-Focus Area Map below):

- **Focus Area 1: Commercial Core**
- **Focus Area 1a: Civic Precinct & Key Redevelopment Site**
- **Focus Area 2: Main Street Slow Zone Treatment**

For each of the focus areas, a more detailed inset plan has been prepared to address site-specific vision, objectives, strategies and relevant precedents.



**Figure 7: Sub Precincts Map**

## Focus Area 1: Commercial Core

### Key Ambitions

- To consolidate commercial and civic/community activities within the 'heart' of Bacchus Marsh, distinct from its surrounding residential setting.
- To reinforce Main Street as the primary activity spine with a distinctive township identity within the Bacchus Marsh Town Centre.
- To support a boulevard treatment between Grant Street and Lord Street.
- To support on-going viability of local businesses that contributes to the vibrancy and activation of Main Street as a key destination.
- To ensure development contributes to the activation and surveillance of existing and new public spaces.
- To encourage mixed use development and a new retail destination on the south side of Main Street.
- To protect the amenity and activation of existing and new public spaces.
- To support a permeable precinct that prioritises walking and cycling.
- To carefully manage vehicle access to protect uninterrupted pedestrian movement along Main Street.
- To support on-going sharing of laneway access to consolidated car parking and services.
- To create a legible transition along Main Street that distinguishes the 'commercial core'.
- To support the creation of new public spaces.
- To improve wayfinding and sense of orientation.

### Key Attributes

1. Support on-going function and infill development opportunities on the Village Shopping Centre.
2. Encourage expansion of civic and community destinations around the Bacchus Marsh Library and the Village Green to potentially include a new Council office and a new Performing Arts Centre.
3. Support a consistent 1-2 storey streetwall along Main Street (east of Young Street/Lord Street) and Grant Street (north of Waddell Street).
4. Support retail activities such as outdoor dining onto the footpaths along Main Street within the commercial core.
5. Future developments fronting Main Street east of Young Street and Lord Street) should adopt a consistent 5m street setback as a transition into the commercial core.

6. Future development should be setback from the street frontages for landscaping opportunities in areas of commercial transition (towards its residential edges).
7. Support signalisation and improved landscaping/wayfinding treatment of Gisborne Road and Main Street junction to demarcate the arrival into Bacchus Marsh commercial core.
8. Prioritise pedestrian movement and a slow traffic environment by implementing a shared zone at the intersection of Main Street and Gell Street.
9. Provide 'pause points' along Main Street to offer opportunities for rest, sitting or meeting.
10. Support consolidation of car parking and improving its amenity through landscaping (for shading) and safety by encouraging passive surveillance from adjoining developments.
11. Support a cohesive and integrated wayfinding for the precinct.
12. Implement raised crossings strategically to prioritise pedestrian safety, creating a secure and accessible environment for people in the community.

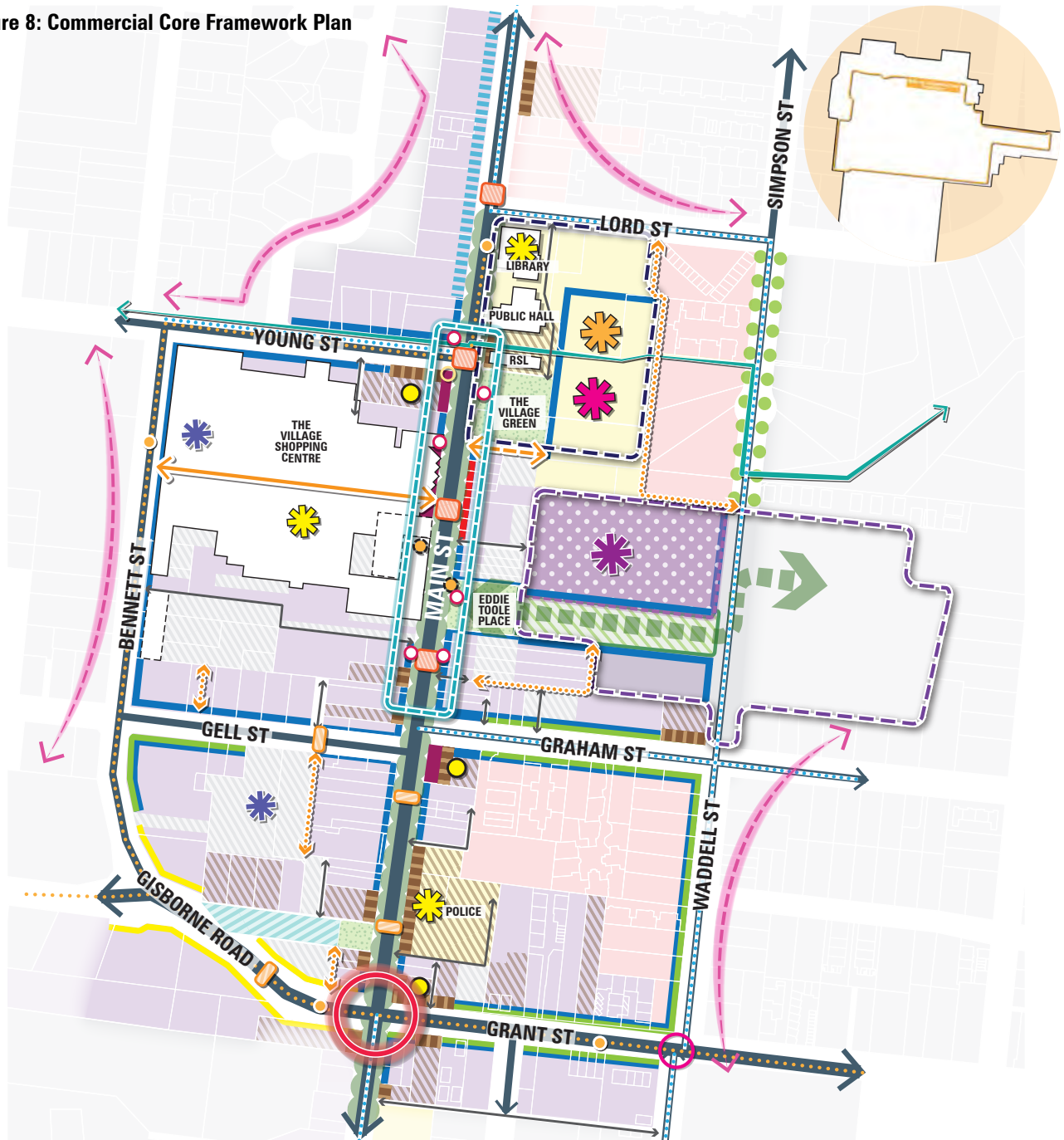
### Key Development Site

13. Potential future retail/commercial anchor should be located on the northern part of the Key Development Site with vehicle access provided via Simpson Street, or Waddell Street.
14. Mixed-use development of up to 4 storeys should be encouraged where potential amenity impact can be contained on-site.
15. Create a new north-south 'green link' with landscaping opportunities and development activation that prioritises pedestrian access between Main Street and Pilmer Street.
16. The design for a potential 'through' connection between Simpson and Waddell Street should support slow traffic environment that discourages rat-running.
17. Potential sharing of car parking between new development on Key Development Site and future civic/community facilities (on Council's land) is encouraged.
18. Active frontages should be maximised throughout this precinct, engaging the public realm to streets, laneways and green spaces.



Focus Area 1: Commercial Core

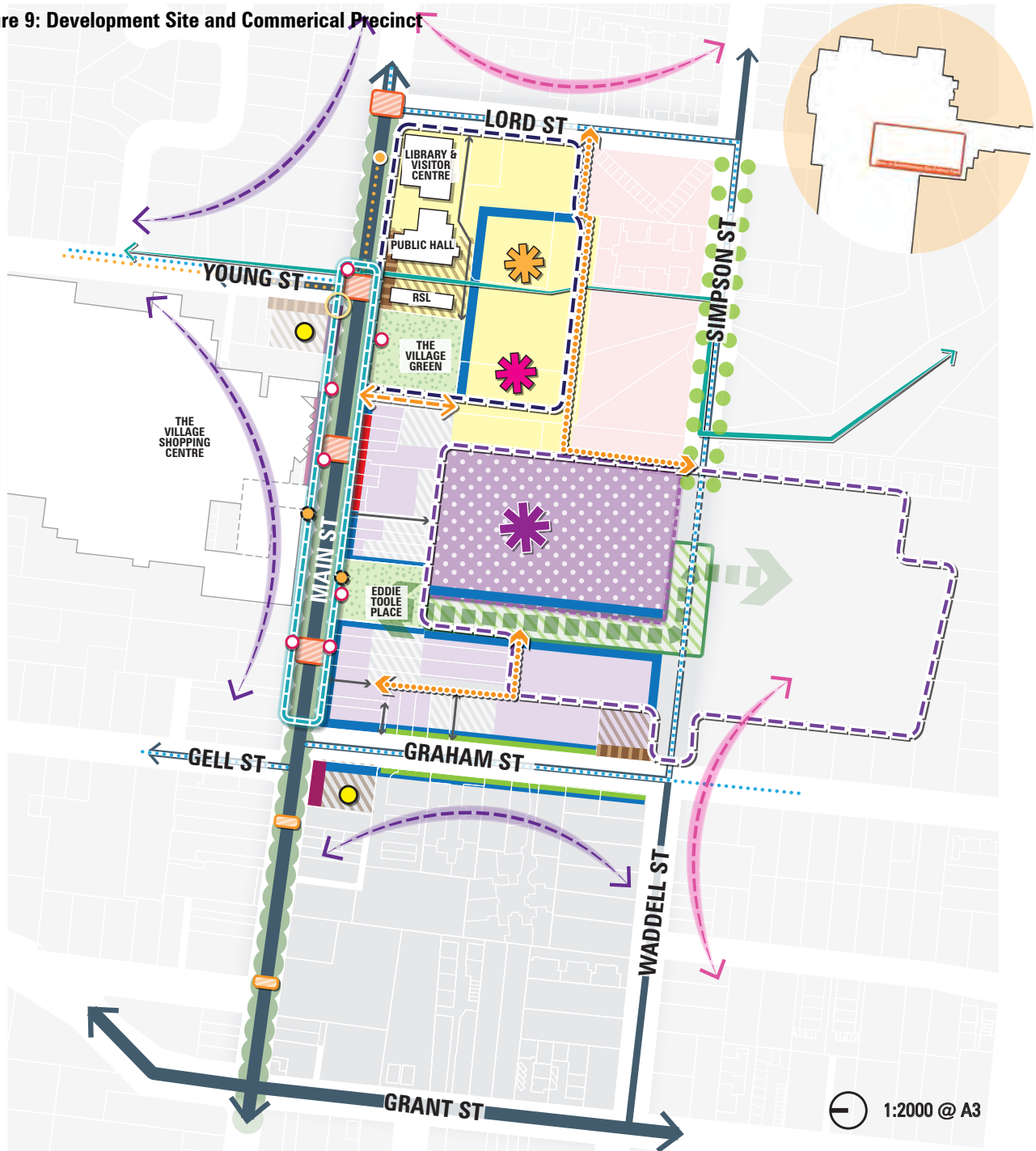
Figure 8: Commercial Core Framework Plan



Legend	Access & Movement	Landscape	Interface	Land Use
Key Intersection (future signalisation)	Retail Anchor	Boulevard Treatment	Active Frontage	2-3 Storey Residential
Key Development Site #1	Civic Anchor	Proposed Street Greening	Landscape Setback	2-3 Storey Mixed Use
Key Development Site #2	Cultural Anchor	Green Link	Entry Interface	Civic
Retail / Commercial Core	Landmark Buildings	Existing Open Space	Expand Footpath	Heritage Overlay
Main Street Slow Zone treatment	Heritage Anchor	Proposed Open Space	Commercial Transition	Parking
Multi-Deck Carpark	Proposed Public Seating		Heritage	Residential Interface
Proposed Built Form	Forecourt			
	Raised Threshold			
	Existing Pedestrian Crossing	Council's Proposed Aqualink Route		
	Enhance Internal Pedestrian Link	Proposed Bike Infrastructure		
	Future Shared Zone	Primary Road		
	Future Pedestrian Laneway	Secondary Road		
	Potential Shared Zone During Event Activation	Retain Access		
	Future Upgrade to Permit Bus Movements	Bus Route / Stop		
		Future Bus Stop		
		Active Transport Treatments		

Focus Area 1a: Civic Precinct & Redevelopment Site

Figure 9: Development Site and Commercial Precinct



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Legend	Access & Movement	Landscape	Interface	Land Use
Retail / Commercial Core	Proposed Public Seating	Boulevard Treatment	Active Frontage	2-3 Storey Residential
Main Street Slow Zone Treatment	Heritage Anchor	Proposed Street Greening	Landscape Setback	2-3 Storey Mixed Use
Key Redevelopment Site #1	Future Shared Zone	Green Link	Heritage Interface	Civic
Key Redevelopment Site #2	Future Pedestrian Laneway	Existing Open Space	Residential Interface	Heritage Overlay
Civic Anchor	Forecourt	Proposed Open Space	Commercial Interface	Parking
Cultural Anchor	Council's Proposed Aqualink Route			
	Expand Footpath			
	Proposed Bike Lane			
	Primary Road			
	Secondary Road			
	Retain Access			
	Bus Route / Stop			
	Future Bus Stop			



Focus Area 1: Commercial Core

Precedent Examples



Encourage outdoor dining opportunities along Main Street



Raised pedestrian crossing to promote walking and pedestrian safety



0m setback with active frontage to laneway



Example of integrated landscape, street furniture and WSUD within the streetscape

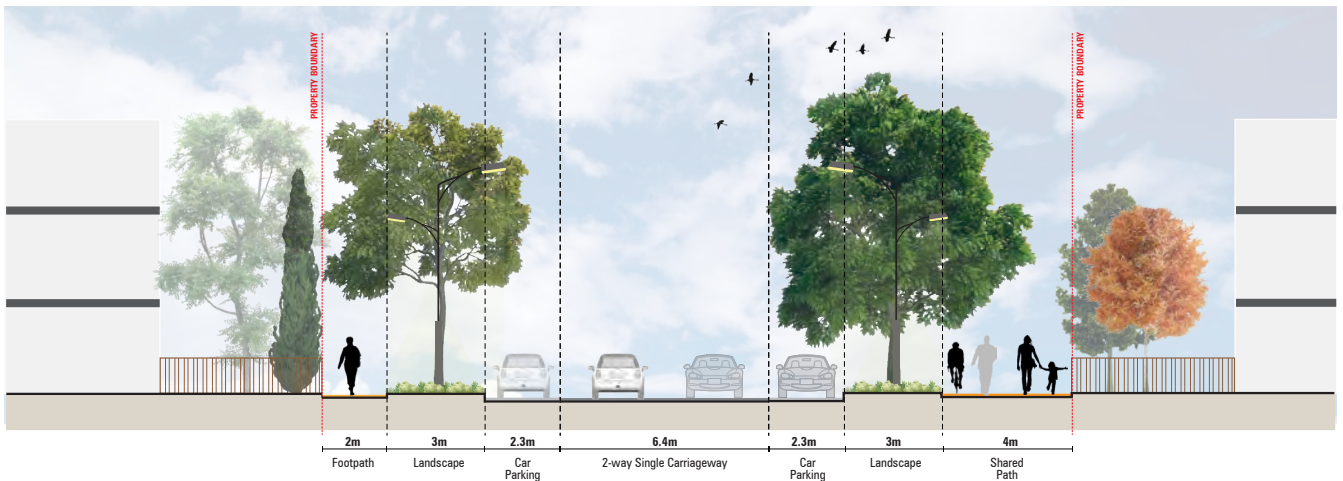


Figure 10: Anticipated section of green link and residential street within strategic redevelopment site, south of Waddell/ Simpson extension.



## Concept Sketch

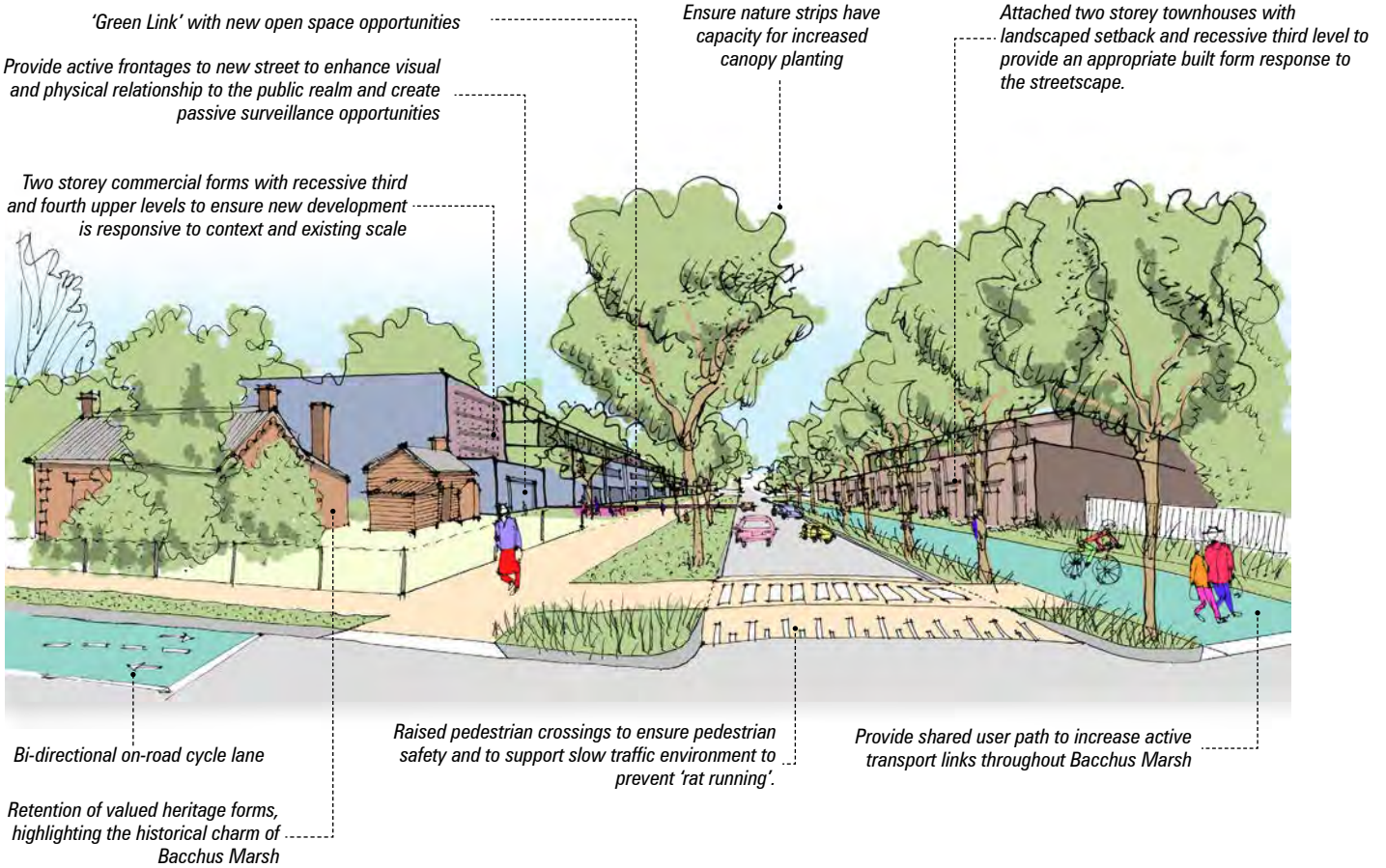


Figure 11: Artistic impression of the proposed new link between Waddell Street and Simpson Street



Existing context between Waddell Street and Simpson Street



## Focus Area 2: Main Street Slow Zone Treatment

### Key Ambitions

- To continue to support safe access for all street users.
- To create a distinctive people-focussed place that supports community gathering and activation of the public space at the key junction of Main Street and Gell Street (priority walking routes).
- To enhance wayfinding and sense of place for the commercial core.

### Key Attributes

1. Create a unifying public realm treatment incorporating a new slow zone along parts of Main Street to encourage all street users to slow down.
2. Re-configure on-street parking with potential relocation to enable kerb extension for footpath widening and landscaping opportunities.
3. Support new pedestrian crossing across Graham Street with the opportunity for a raised crossing to prioritise east-west pedestrian movement and to encourage slowing down of vehicles on approach to Main Street.
4. Upgrade existing pedestrian crossings along Main Street to incorporate raised crossings to encourage slowing down of vehicles traveling along Main Street.
5. Implement regularly spaced pause points to include new seating, landscaping treatments, integrated lighting and other opportunities to improve pedestrian amenity (i.e. water fountain).

### Precedent Examples



Landscaped verges at pedestrian crossings.

6. Retain vehicle crossover and laneway access to existing car parking located to the rear of properties fronting Main Street.
7. Encourage new canopy tree planting along Gell Street and Main Street.
8. Maximise Water Sensitive Urban Design (WSUD) opportunities within the public realm to help mitigate overland flooding issues.
9. Retain the existing pergola and public seating areas at the south eastern corner of Gell Street.
10. Retain angled parking on the east side of Gell Street.
11. Implement integrated and cohesive signage.
12. Locate a potential bike repair station along the Aqualink cycling corridor.



Textured treatment to raised share zone.



Landscaped pause points with WSUD features and bicycle parking

Focus Area 2: Main Street Slow Zone Treatment

Figure 12: Main Street Slow Zone Treatment Framework Plan





### Concept Sketch

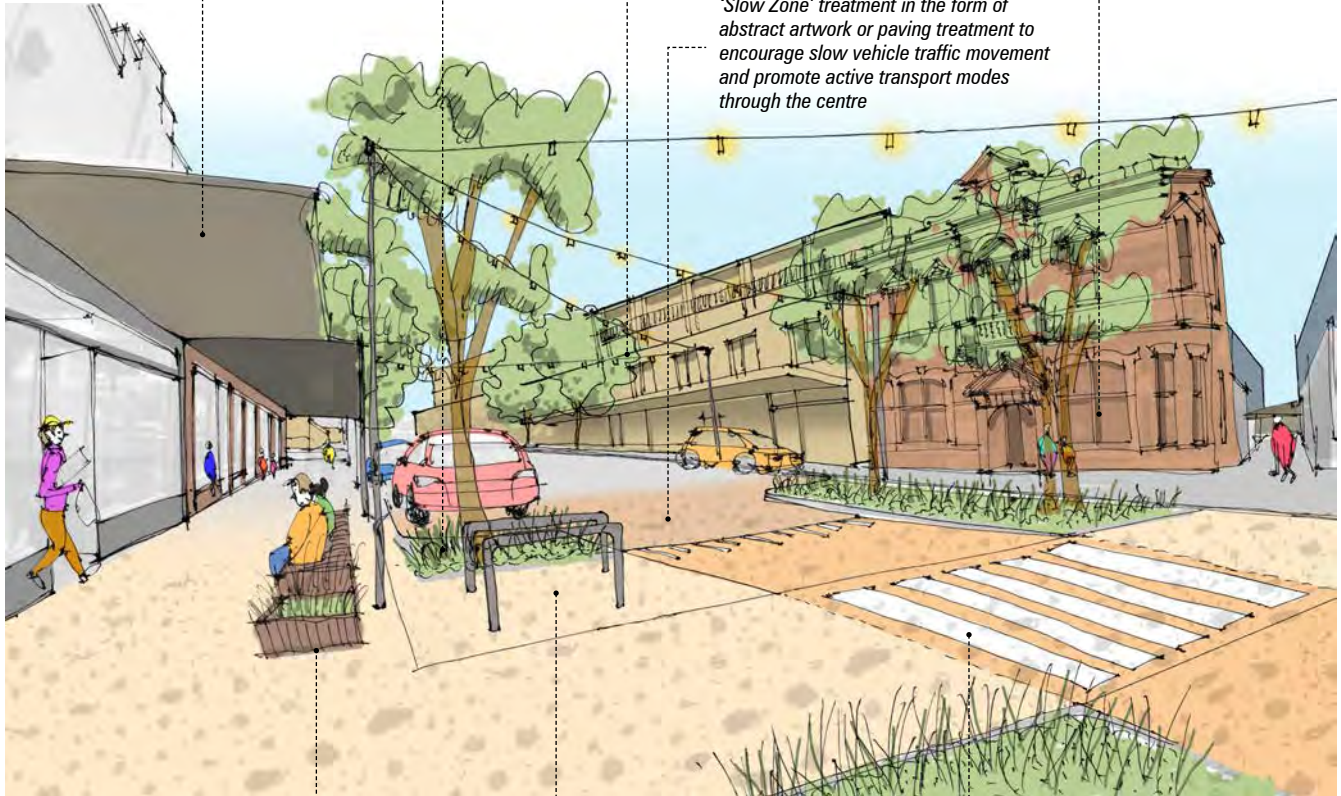
Consistent awnings along Main Street for pedestrian weather protection

Provide opportunities for Water Sensitive Urban Design (WSUD)

New commercial development to provide active frontages and two storey streetwall (consistent with heritage parapet) with recessive third and fourth storeys to ensure appropriate scale within this context

Retention of valued heritage forms highlighting the historical charm of Bacchus Marsh

'Slow Zone' treatment in the form of abstract artwork or paving treatment to encourage slow vehicle traffic movement and promote active transport modes through the centre



New seating, planters and paving treatment to footpaths for improved pedestrian amenity

Provide adequate cycle parking to promote active transport methods

Raised pedestrian crossings to ensure pedestrian safety and to support slow traffic environment

Figure 13: Artistic impression of the new streetscape treatments to Main Street



Existing Main Street context

## 9.0 Implementation

### Structure Plan Implementation

The implementation of this Structure Plan will occur progressively over an extended period, and therefore requires careful on-going management by Council, including continued communication with the local community, business owners and landowners, and the co-ordination of a wide range of stakeholders and funding partners to ensure a proactive approach to the development of the Bacchus Marsh Town Centre.

The Structure Plan outlines a series of objectives and strategies that will serve to enhance the character, image and role of the Activity Centre. Key actions, which are directly drawn from stated strategies which will be critical to the implementation of this Structure Plan.

Some actions are noted to relate to Council works programs as part of ongoing Council public works and associated strategic projects within the Moorabool Shire. However some initiatives will also need to be pursued by other government agencies and landowners. Council can play an active role in advocating for various project elements outside of Council control as well as potentially seek funds from State Government and other agencies to contribute to projects across the shire.

The first and critical step in realising the objectives of the Structure Plan is the establishment of appropriate planning controls to implement the overarching directions of the Structure Plan, involving a range of options, including: local polices and potential design controls which require formal implementation into the Moorabool Planning Scheme.

Once the Structure Plan and the associated recommendations for an appropriate suite of local polices and design controls has been considered and formally adopted by Council, it will be necessary to facilitate a Planning Scheme Amendment to formally incorporate the recommendations into the Planning Scheme.

Continued monitoring and evaluation of the Structure Plan must be undertaken by the Council to ensure that it remains relevant to current practice and community expectations.

Finally, it must be accepted that changes in the township will unfold over a long time period and the needs and aspirations of the community will change over time. Therefore the Structure Plan must be flexible enough to be adapted to changing circumstances, relating to economic, social or environmental factors.

### Other Actions

In addition to implementing the Structure Plan through the Moorabool Planning Scheme, a number of other actions should be initiated by Council, other external authorities and local stakeholders to achieve the 'vision' of this plan. There is also further work which this plan has identified which will need to be undertaken before particular strategies can be pursued.

As mentioned in the introduction to this section, the development of the initiatives identified above will happen over a period of time as developments are proposed and funding becomes available. Priorities may also change over time, as selected initiatives of the plan become more critical or of greater importance to the Bacchus Marsh community.

As opportunities for funding become available, this Structure Plan will demonstrate the strategic importance of noted projects. The following timeframes have been adopted for this project (immediate: as soon as possible: 2023-2025, short term: 2025-2030, medium term: 2030 -2035 and long term: 2035-2040).

### Structure Plan review

The structure plan will require ongoing monitoring and review, and should be reviewed every 3-5 years to ensure it remains consistent with changes within the town, Councils local policies, the Council Plan, and State and Regional level Planning Policy.

Such a review period will also identify any changes required in response to new development proposals, shifts in residential demand or need for additional retail floorspace.

It is recommended that the first review occur at 3 years, to monitor and review the progress of key recommendations.

## 9.1 Implementation Action Tables

The tables below collates the key actions identified within this document and assigns the following:

- **Mechanism:** how the action will be implemented.
- **Responsibility:** who is responsible for its implementation.
- **Timing:** whether it is a short term (0 to 5 years); medium term (5 to 10 years); long term action (10 years plus); or ongoing.

Action	Mechanism	Responsibility	Timing	
<b>Economic Activity &amp; Land Use</b>				
1.1	Prepare design concept work to establish a civic precinct within the Bacchus Marsh Town Centre.	Design concept development	Moorabool Shire Council	Short term
1.2	Undertake detailed design and business case analysis following completion design concept work for the Bacchus Marsh Town Centre civic precinct.	Design concept development	Moorabool Shire Council	Short term
1.3	Investigate 92-98 Main Street as potential future commercial land (note: rezoning to be subject to the resolution of specific matters relating to: timing and demand for additional commercial land, site access, traffic movement, built form/ interface and land use mix.	Future Planning Scheme Amendment	Property owner	Medium term
1.4	Prepare a suite of local planning policies for inclusion within the Moorabool Planning Scheme to reflect the final Bacchus Marsh Town Centre Structure Plan.	Planning Scheme Amendment	Moorabool Shire Council	Short term
1.5	Facilitate Planning Scheme Amendment documentation following the adoption of the Final Structure Plan to address: Translation of the Structure Plan into local policies which outlines clear planning policy guidance for landuse and development. Removal of redundant floospace caps which currently apply in the Commercial 1 Zone (C1Z). Removal of current 7m height cap in Bacchus Marsh Hospital And Medical Services Precinct (note: only applicable to land within the Structure Plan boundary).	Planning Scheme Amendment	Moorabool Shire Council	Short term
1.6	Prepare a nighttime economy strategy for Bacchus Marsh Town Centre to investigate potential Council initiatives to encourage expanded nighttime activity within the Bacchus Marsh Town Centre, including temporary events.	Develop Strategy	Moorabool Shire Council	Medium term



Action	Mechanism	Responsibility	Timing	
<b>Access &amp; Movement</b>				
2.1	Undertake a review of parking occupancy and controls within the commercial area and residential interface areas, based on the Parking Strategy and Parking Provision and Management Policy.	Traffic analysis	Moorabool Shire Council	Short term
2.2	Apply the Parking Strategy and Parking Provision and Management Policy to new developments.	Planning Permit assessment	Moorabool Shire Council	Ongoing
2.3	To encourage improved parking access layouts of the Village Shopping Centre as part of any future redevelopment.	Council advocacy with Village Shopping Centre	Moorabool Shire Council	Short to medium term
2.4	Prepare local policies for inclusion within the Moorabool Planning Scheme to reflect the final Bacchus Marsh Town Centre Structure Plan, to outline clear planning policy guidance for access and movement within and surrounding the centre, including the movement and place network hierarchy.	Planning Scheme Amendment	Moorabool Shire Council	Short term
2.5	Ensure additional north/south and east/west links are provided as part of future development of 16 Graham Street (as required by DPO5 and DD09).	Council advocacy with landowners during Planning Permit assessment	Moorabool Shire Council	TBC
2.6	Undertake advocacy with VicRoads facilitate upgrades along Main Street including: crossings, entry point treatments; bike lanes etc.	Council advocacy with VicRoads	Moorabool Shire Council & VicRoads	Short term
2.7	Undertake advocacy with PTV for the provision of a public transport bus stop in Main Street.	Council advocacy with PTV	Moorabool Shire Council & PTV	Short term
2.8	Facilitate Planning Scheme Amendment documentation following the adoption of the Final Structure Plan to address: Translation of the Structure Plan into a local policy.	Planning Scheme Amendment	Moorabool Shire Council	Short term
2.9	Progressively implement the 'streets for people' hierarchy throughout the town centre to establish clearly defined pedestrian, cycle and shared path linkages through the Town Centre, and connecting key destinations and with wider networks where relevant, including the Aqualink.	Public works program	Moorabool Shire Council	Short through long term
2.10	Develop a public works program to implement the 'streets for people' hierarchy and other public realm upgrades outlined within the Structure Plan.	Public works program	Moorabool Shire Council	Short term
2.11	Establish new pedestrian focused streetscape upgrades along Main Street, including a concept design for the provision of public transport bus stops in Main Street and required Young St intersection changes.	Design concept development	Moorabool Shire Council	Short term
2.12	Design for a connection to a future Bacchus Marsh avenue of honour shared path (to be located on Main Street beyond the Structure Plan study area to the east).	Design concept development	Moorabool Shire Council	Medium term
2.13	Undertake Aqualink West advocacy to ensure delivery of full network Connection to the Aqualink Cycling and Walking Corridor (proposed 4.5 kilometre path network connecting the Lerderderg River and Werribee River corridors through Bacchus Marsh and Darley).	Council advocacy	Moorabool Shire Council	Short to medium term
2.14	Investigate river shared trail 'missing link' from Graham Street eastward.	Public works program	Moorabool Shire Council	Short term

Action	Mechanism	Responsibility	Timing	
<b>Public Realm &amp; Landscape</b>				
<b>3.1</b>	Establish clearly defined 'entry point' thresholds at the eastern and western ends of Main Street to demarcate the activity centre core, and to encourage lower traffic speeds.	Design concept development	Moorabool Shire Council	Short term
<b>3.2</b>	Increase canopy planting and soft landscaping works wherever possible with new public realm works to contribute to consistent township character.	Public works program	Moorabool Shire Council	Short to long term
<b>3.3</b>	Encourage the retention of existing significant trees which contribute an important amenity to the public realm.	Council advocacy with landowners during Planning Permit assessment	Moorabool Shire Council	Ongoing
<b>3.4</b>	Prepare a street tree planting and replacement strategy (for street trees nearing the end of their useful lifespan).	Develop strategy	Moorabool Shire Council	Medium term
<b>3.5</b>	Ensure a consistent design palette of paving treatments, landscaping and street furniture throughout the centre is achieved.	Public works program	Moorabool Shire Council	Ongoing
<b>3.6</b>	Facilitate legible, direct and appropriately landscaped shared path connections between Main Street and Werribee River pedestrian bridge as part of future development of key redevelopment sites.	Council advocacy with landowners during Planning Permit assessment	Moorabool Shire Council	TBC
<b>3.7</b>	Provide appropriate wayfinding signage to ensure a clear and legible pedestrian, cycle and shared network through and surrounding the centre.	Public works program	Moorabool Shire Council	Short term
<b>3.8</b>	Prepare local policies for inclusion within the Moorabool Planning Scheme to reflect the final Bacchus Marsh Town Centre Structure Plan.	Planning Scheme Amendment	Moorabool Shire Council	Short term
<b>3.9</b>	Facilitate Planning Scheme Amendment documentation following the adoption of the Final Structure Plan to address: Translation of the Structure Plan into a local policy.	Planning Scheme Amendment	Moorabool Shire Council	Short term
<b>3.10</b>	Prepare associated built form controls to formalise the built form guidance outlined within this Structure Plan relating to the public realm and the focus on a pedestrian scale.	Planning Scheme Amendment	Moorabool Shire Council	Short term
<b>3.11</b>	Investigate options to integrate public art into main street and gathering space sections (through detailed design)."	Public works program	Moorabool Shire Council	Ongoing
<b>3.12</b>	Ensure streetscape designs and events/activations facilitate public meeting spaces at important junctions within the centre.	Community events development	Moorabool Shire Council	Ongoing
<b>3.13</b>	Develop a public works program to undertake detailed design and implement public realm upgrades outlined within the Structure Plan.	Public works program	Moorabool Shire Council	Short term
<b>3.14</b>	Ensure riparian vegetation along the Werribee River is appropriately managed as a low fuel zone to respond to potential bushfire risk.	Public works program	Moorabool Shire Council	Ongoing

Action	Mechanism	Responsibility	Timing	
<b>Public Realm &amp; Landscape</b>				
4.1	Prepare local policies for inclusion within the Moorabool Planning Scheme to reflect the final Bacchus Marsh Town Centre Structure Plan, which outlines clear planning policy guidance for built form and heritage within and surrounding the centre.	Planning Scheme Amendment	Moorabool Shire Council	Short term
4.2	Ensure servicing and car parking is provided from rear laneways, or secondary side streets.	Council advocacy during Planning Permit assessment	Moorabool Shire Council	Ongoing
4.3	Encourage new development which maintains a pedestrian focus and active street frontages.	Council advocacy during Planning Permit assessment	Moorabool Shire Council	Ongoing
4.4	Encourage retention and re-purposing of existing built form on heritage sites.	Council advocacy during Planning Permit assessment	Moorabool Shire Council	Ongoing
4.5	Ensure new developments are positioned to the rear, or behind existing heritage frontage.	Council advocacy during Planning Permit assessment	Moorabool Shire Council	Ongoing
4.6	Encourage the protection 'ghost signs' where possible where they are revealed as part of new development.	Council advocacy during Planning Permit assessment	Moorabool Shire Council	Ongoing
4.7	Ensure new development accommodates upper level setbacks which allows the significant elements of the place to retain visual prominence (i.e parapets, signs, shopfronts, roof forms, chimneys etc.)	Council advocacy during Planning Permit assessment	Moorabool Shire Council	Ongoing
4.8	Facilitate equitable development outcomes to adjacent sites through adequate building separation to side and rear boundaries.	Council advocacy during Planning Permit assessment	Moorabool Shire Council	Ongoing
4.9	Ensure new development maintains solar access to Main Street footpaths (south side) and both footpaths of walking priority north-south streets between 10am and 2pm at the equinox (21 September).	Council advocacy during Planning Permit assessment	Moorabool Shire Council	Ongoing
4.10	Ensure exposed party walls to side, or rear boundaries are designed to be visually engaging to minimise visual bulk.	Council advocacy during Planning Permit assessment	Moorabool Shire Council	Ongoing
4.11	Facilitate Planning Scheme Amendment documentation following the adoption of the Final Structure Plan to address: Translation of the Structure Plan into a local policy, including the Structure Plan and Housing Diversity Area plan; & Necessary updates to DPO5, DD09, DO10 and DD011.	Planning Scheme Amendment	Moorabool Shire Council	Short term
4.12	Prepare associated built form controls to formalise the built form guidance outlined within this Structure Plan relating to the public realm and the focus on a pedestrian scale.	Planning Scheme Amendment	Moorabool Shire Council	Short term
4.13	Develop a public works program to undertake detailed design and implement public realm upgrades outlined within the Structure Plan.	Public works program	Moorabool Shire Council	Short term
4.14	Undertake a high level Storm Water Management Strategy for the commercial area which provides guidance for individual site developments to consider and manage flooding risks.	Prepare strategy	Moorabool Shire Council	Short term







# APPENDICES



# ACTIVE TRANSPORT FRAMEWORK & SECTIONS



## Active Transport Framework & Sections

The 'Active Transport Framework' developed as part of the Bacchus Marsh Structure Plan seeks to establish a well-connected and legible walking/cycling routes to ensure appropriate modal prioritisation is delivered. It also seeks to ensure future public realm and built form responses reinforce the creation of pedestrian-priority places by managing vehicle access.

The proposed road designations encompass:

- Walking priority
- Walking & cycling priority
- Walking & cycling slow zone
- Cycling priority
- Aqualink (shared trail)

Refer to Active Transport Map overleaf

Sectional diagrams outlining a number of potential options for each road type/designation are provided within this document and identify the opportunities and challenges of each concept option, as well as precedent images to indicate how these streets might look and feel.

However, it should be noted that these sectional diagrams are conceptual in nature, where if they are sought to be implemented by Council, the final design would be anticipated to change and evolve. Equally, Council may opt to only pursue the implementation of some, but not all of the Active Transport Framework. At this stage in the preparation of the Structure Plan, they function to provide a general indication of what may be possible in implementing an active transport framework within the Bacchus Marsh Town Centre.

The proposed road designations and associated sectional diagrams collectively contribute to outlining the concept of harmonious and efficient transportation system throughout the precinct.

Section 1: Main Street (Cycling Priority)

Section 2: Main Street (Walking & Cycling Slow Zone)

Section 3: Graham Street (Cycling Priority)

Section 4: Graham Street (Cycling Priority)

Section 5: Werribee River Trail (Shared Trail)

Section 6: Lord Street (Cycling Priority)

Section 7: Simpson Street (Cycling Priority)
















Section 8: Young Street (Aqualink Shared Trail)

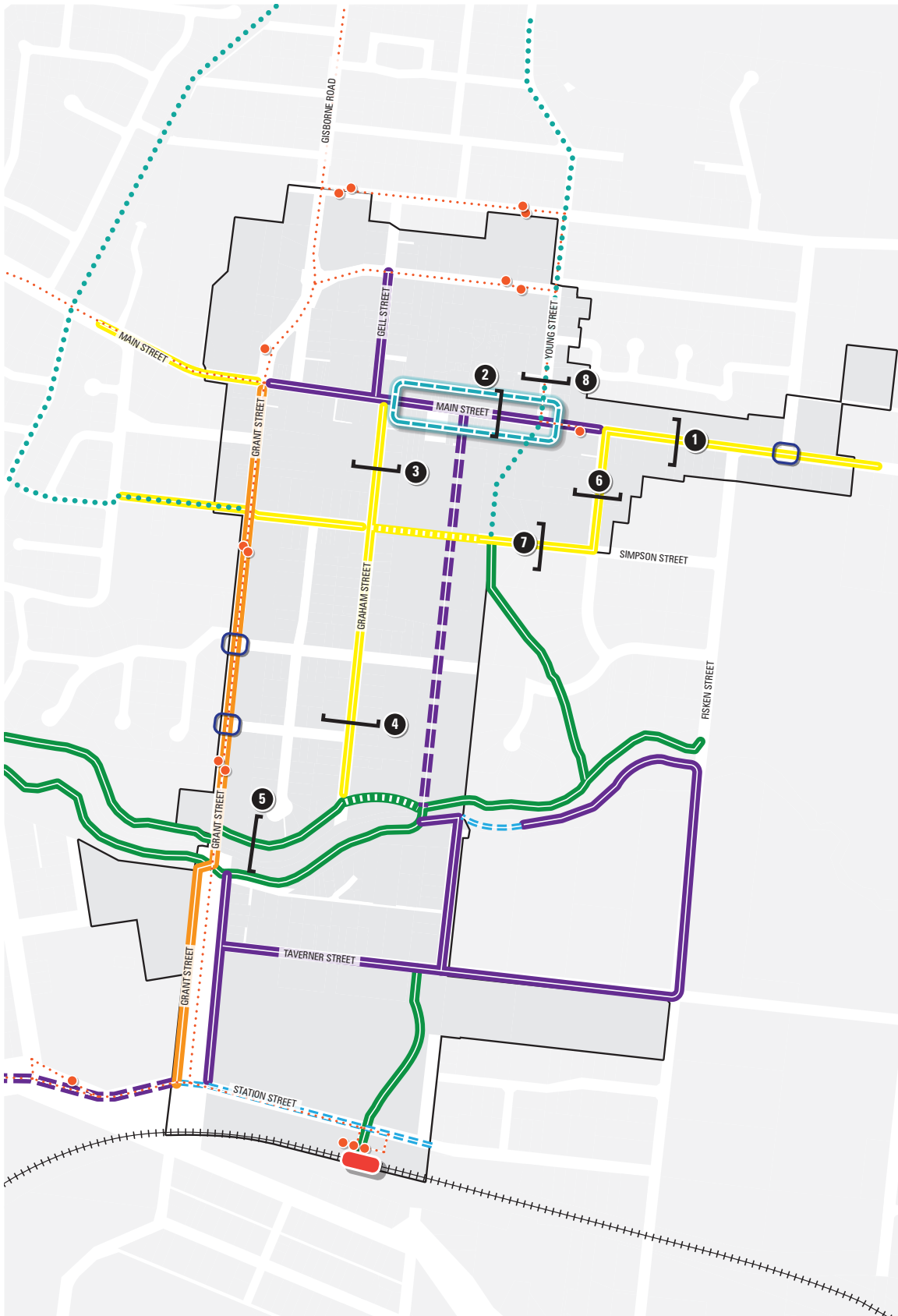


**Bacchus Marsh  
Town Centre  
Structure Plan**

Active Transport  
Framework

Legend

- Structure Plan boundary 
- Discourage non-local traffic or modal filtration speed reductions 
- Walking & Cycling Slow Zone 
- Walking Priority 
- Walking & Cycling Priority 
- Proposed Walking & Cycling Priority 
- Cycling Priority 
- Proposed cycling priority extension 
- Existing Trails 
- Proposed Trail Extension 
- Council's planned Shared Path 
- Council's proposed aqualink route 
- Cross Section Locations 
- Railway Line 
- Bacchus Marsh Station 
- Bus Route / Stop 



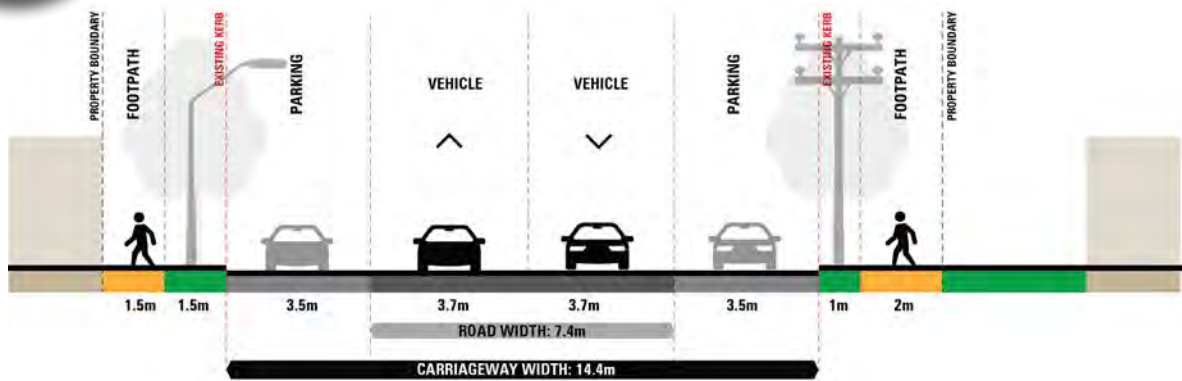
## SECTION 1: MAIN STREET

CYCLING PRIORITY



Nearmap Aerial of Main St

**EXISTING  
CONDITION  
SECTION 1**



Google Street View of Main St



## SECTION 1: MAIN STREET

**CYCLING PRIORITY**

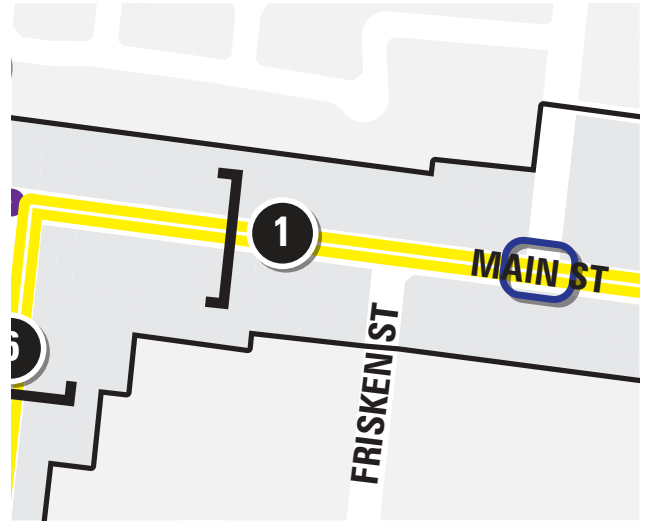
### Option 1

#### Opportunities

- Improve cycle opportunities into the Town Centre
- Make use of existing road network to integrate cycle access
- No disruption to existing pedestrian footpaths
- No requirement to move kerb line
- Existing car lane width remains the same

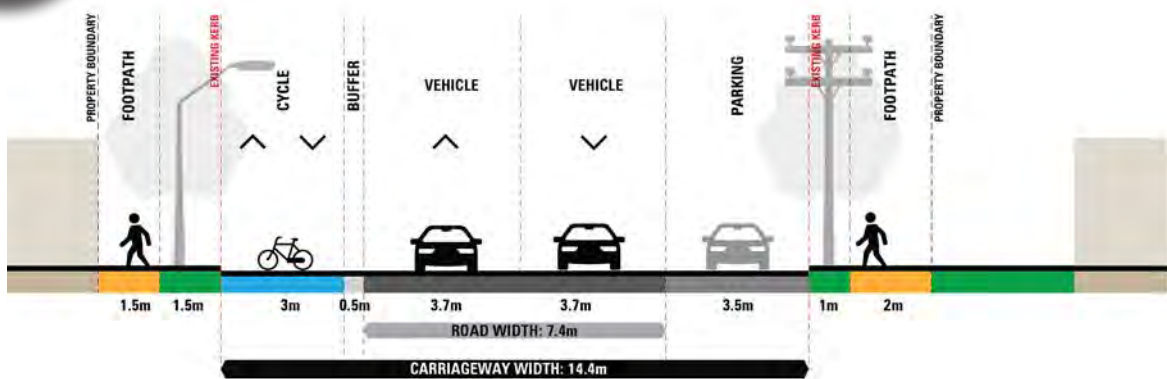
#### Challenges

- Requires removal of on street car parking on the southern side of the road.



Section Location

**PREFERRED OPTION**



## PRECEDENT EXAMPLES



Separated bi-directional cycleway, Sydney



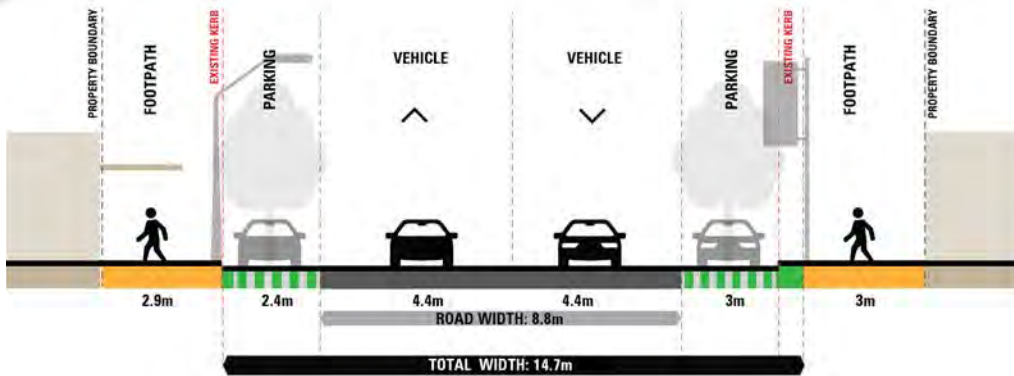
Separated bi-directional cycleway, St Kilda

## SECTION 2: MAIN STREET

WALKING & CYCLING SLOW ZONE



Nearmap Aerial of Main St



Google Street View of Main St



## SECTION 2: MAIN STREET

### WALKING & CYCLING SLOW ZONE

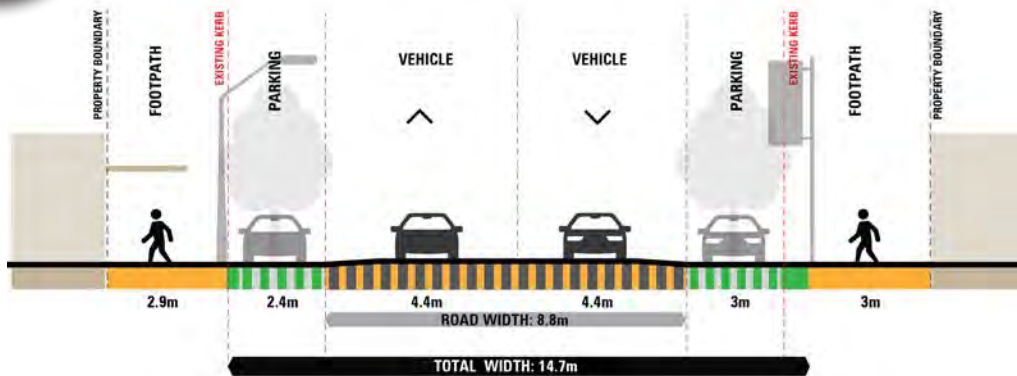
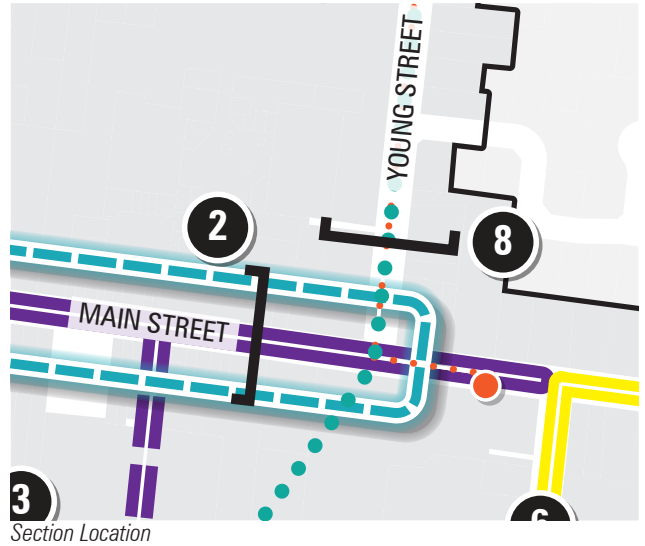
### Option 1

#### Opportunities

- Improve walking opportunities within the Town Centre
- Replace existing zebra crossings with raised wombat crossing
- No disruption to existing pedestrian footpaths
- No requirement to move kerb line
- Existing car lane width remains the same

#### Challenges

- Disrupts vehicle traffic speeds through the Town Centre.



## PRECEDENT EXAMPLES



Raised pedestrian crossing, Thomastown

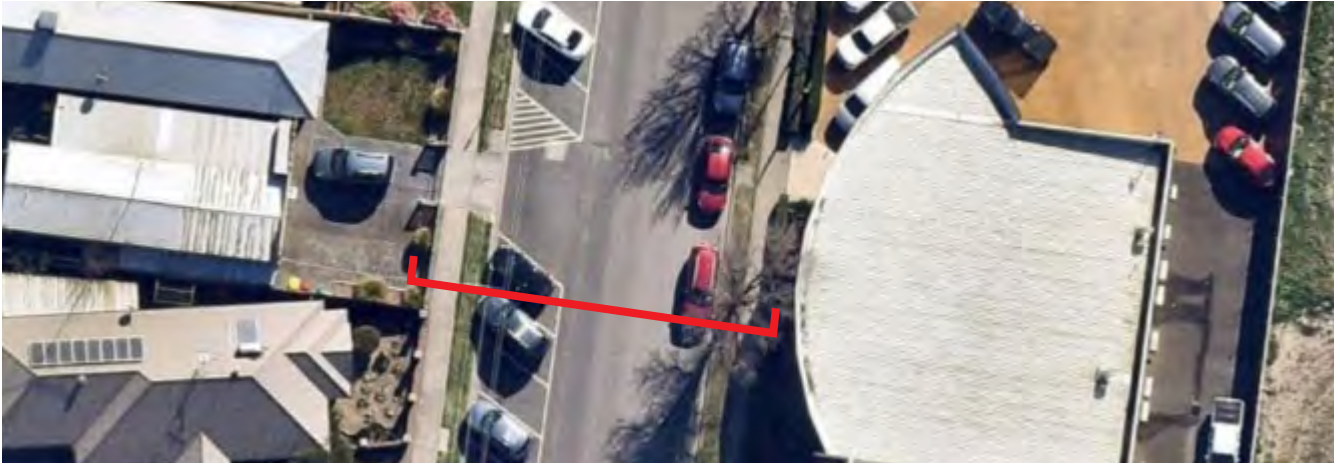


Raised pedestrian crossing, Middle Gorge Station

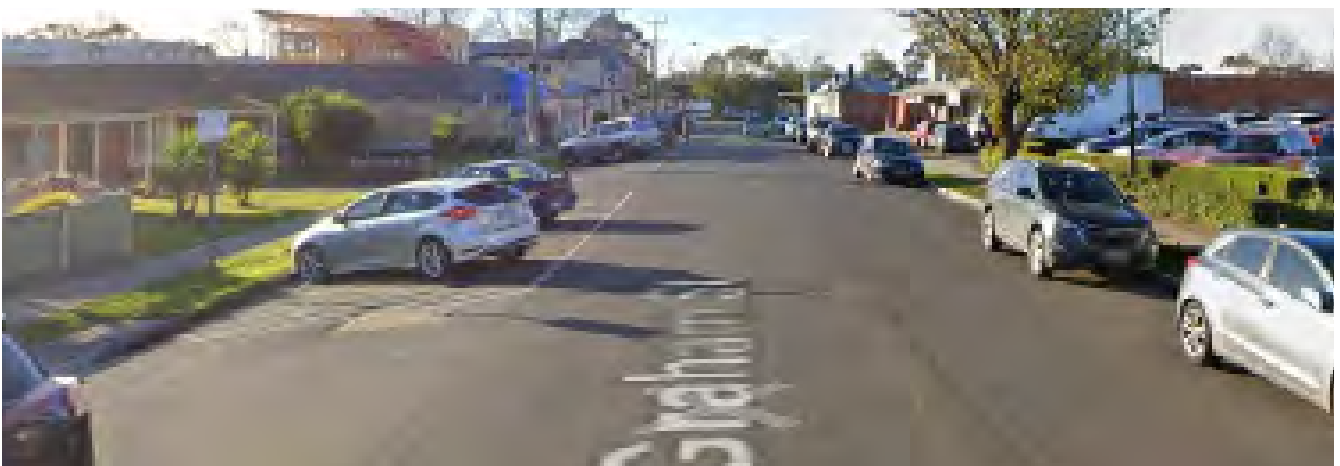
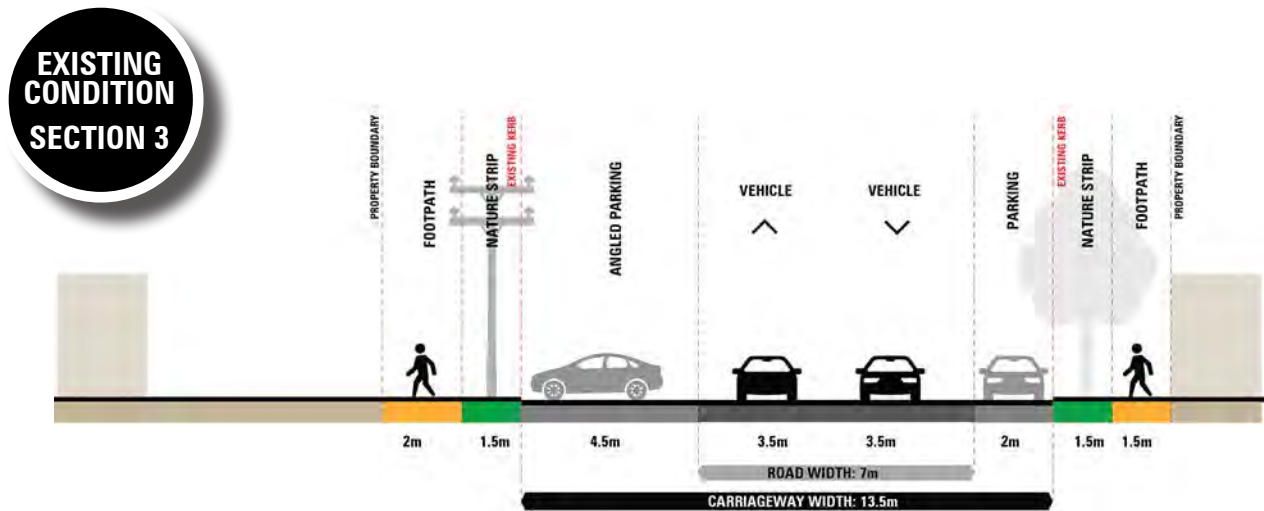


## SECTION 3: GRAHAM STREET

CYCLING PRIORITY



Nearmap Aerial of Graham Street



Google Street View of Graham Street

## SECTION 3: GRAHAM STREET

**CYCLING PRIORITY**

### Option 1

#### Opportunities

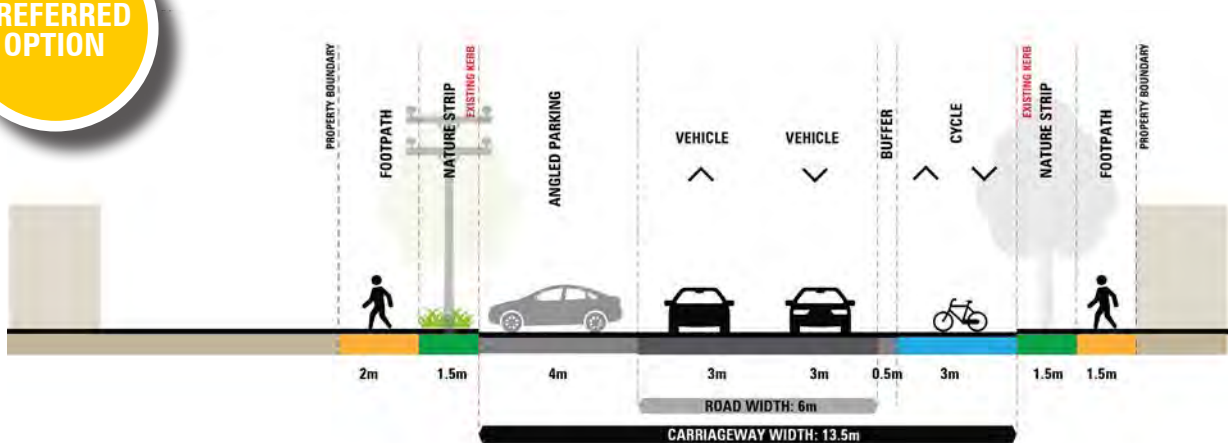
- Improve cycle connectivity throughout Bacchus Marsh.
- No requirement to move existing kerb line.

#### Challenges

- Removes car parking on the eastern side of the road
- Reduces angle parking length by 0.5m



Section Location



### PRECEDENT EXAMPLE



Protected bi-directional cycle way, Barcelona



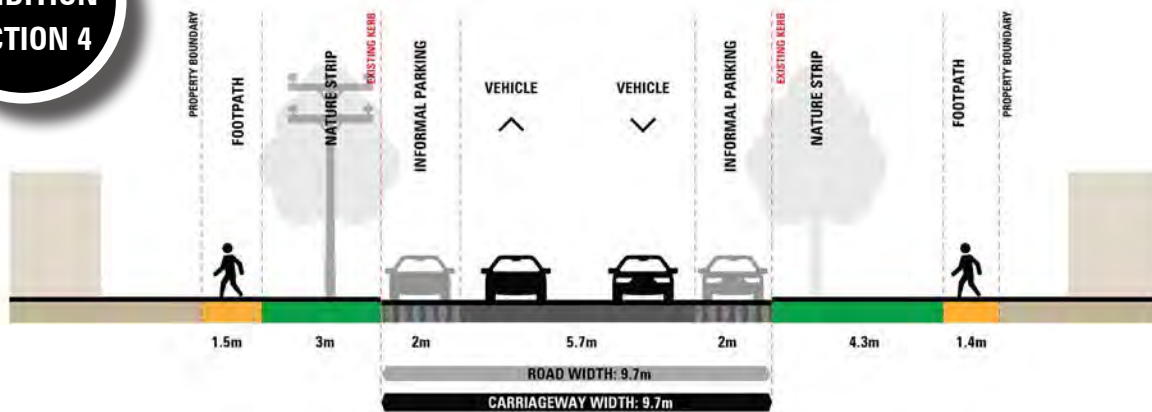
## SECTION 4: GRAHAM STREET

CYCLING PRIORITY



Nearmap Aerial of Graham Street

**EXISTING  
CONDITION  
SECTION 4**



Google Street View of Graham Street



## SECTION 4: GRAHAM STREET

**CYCLING PRIORITY**

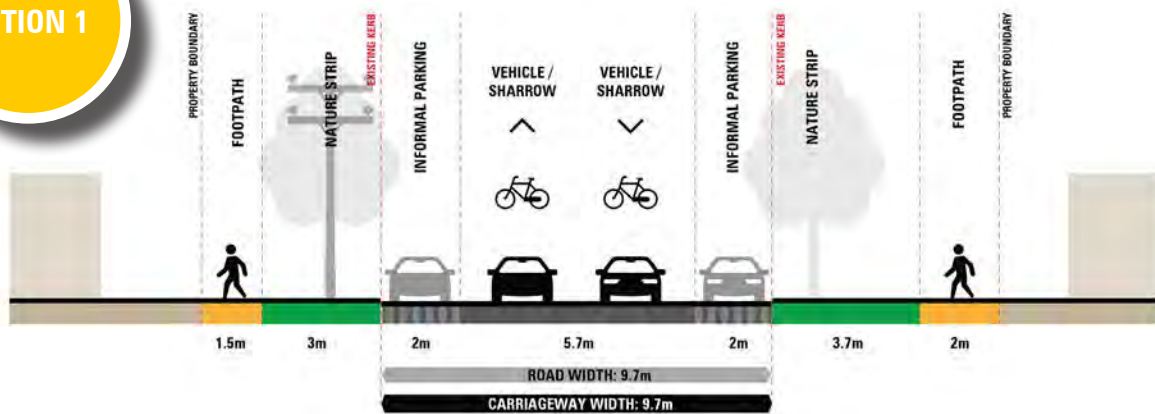
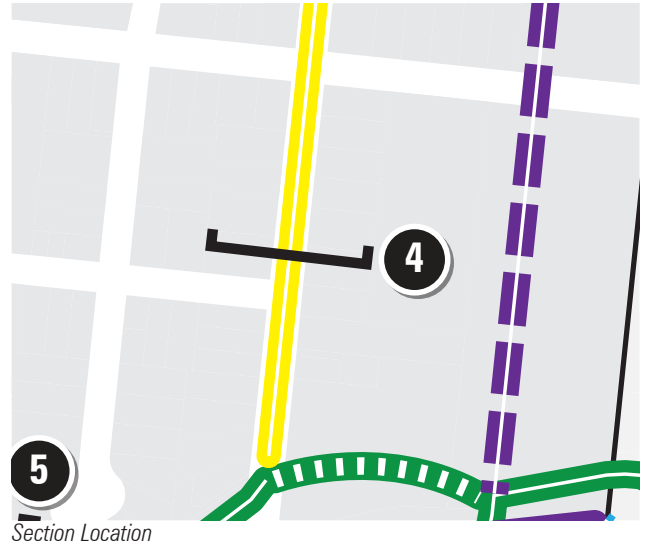
### Option 1

#### Opportunities

- No requirement to move existing kerb line.
- Extend footpath along eastern side to 2m, or construct 2m footpath on eastern side where currently not available.
- No reduction of existing road width or parking space

#### Challenges

- Shared road space with vehicles



## PRECEDENT EXAMPLES



Shared bike and vehicle lane



Shared bike and vehicle lane

## SECTION 4: GRAHAM STREET

CYCLING PRIORITY

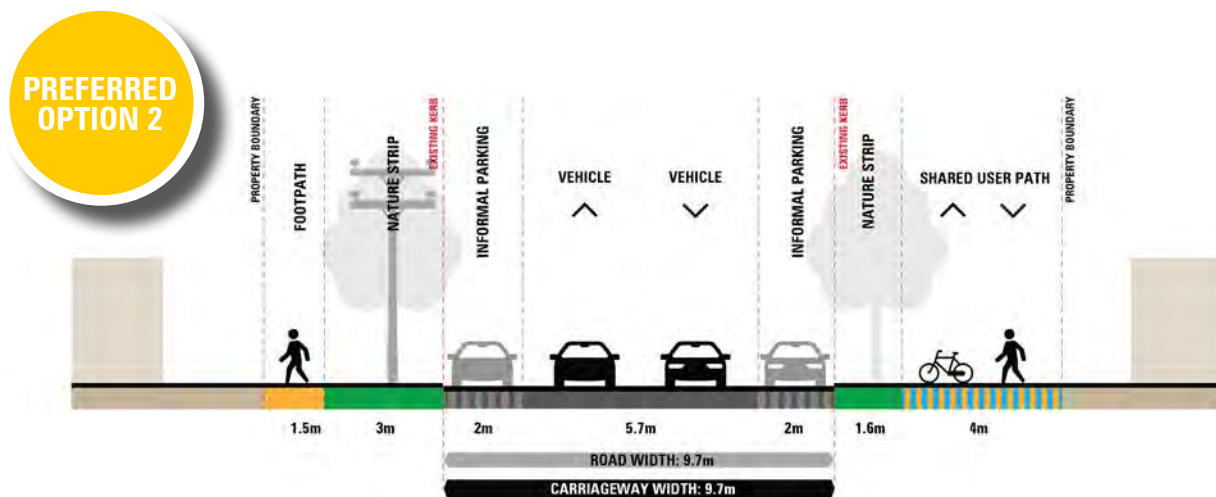
### Option 2

#### Opportunities

- Dedicated off road protected shared zone
- No changes to existing kerb line

#### Challenges

- Reduction of nature strip along eastern side of street



### PRECEDENT EXAMPLES



Shared User Path, Auckland



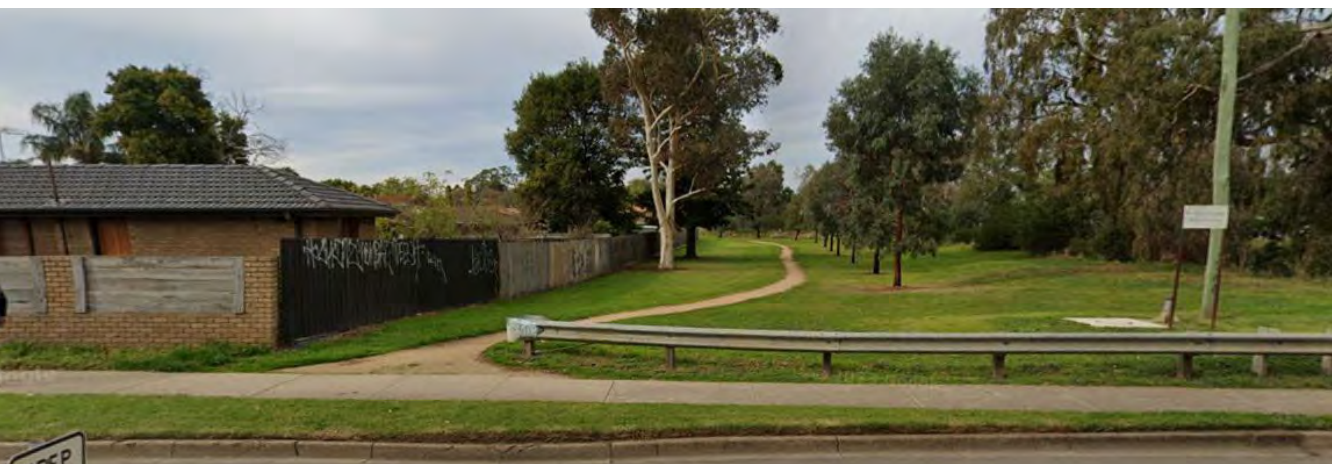
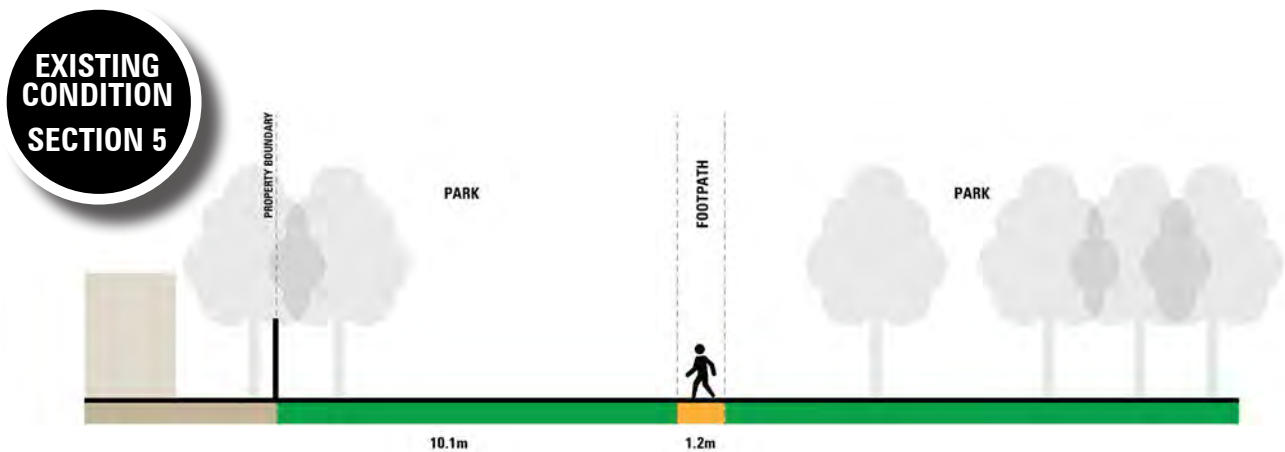
Shared User Path, NSW



## SECTION 5: WERRIBEE RIVER TRAIL



Nearmap Aerial of Werribee River Trail



Google Street View of Werribee River Trail



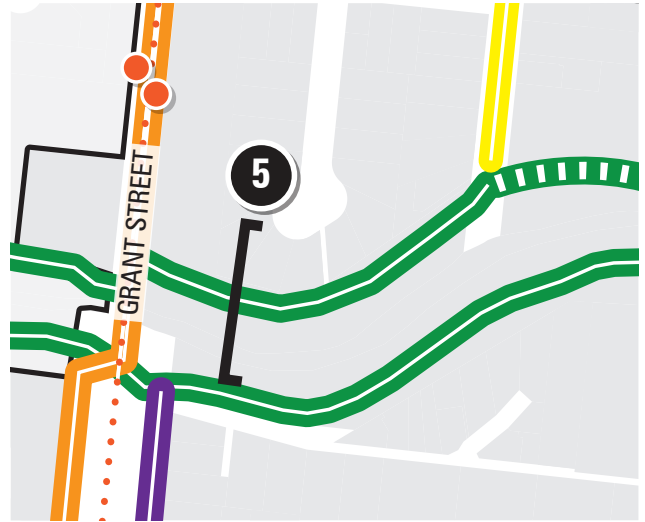
## SECTION 5: WERRIBEE RIVER TRAIL



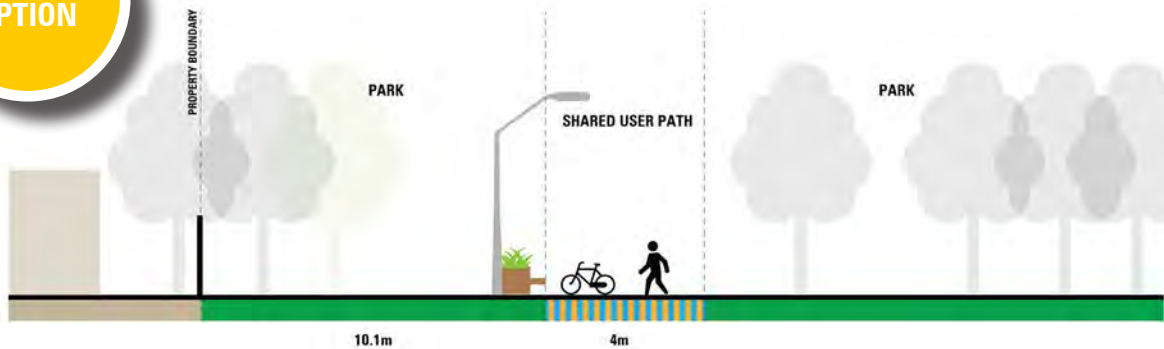
### Option 1

#### Opportunities

- Formalised shared user path for cyclist and pedestrians
- Provide formalised lighting and seating along shared user path
- Additional vegetation



Section Location



## PRECEDENT EXAMPLES



Shared User Path, Airport West



Shared User Path, Clifton Hill

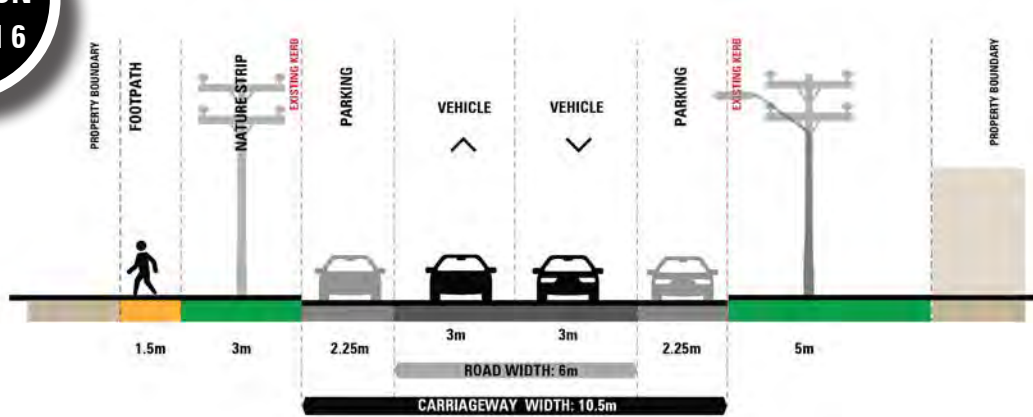
## SECTION 6: LORD STREET

CYCLING PRIORITY



Nearmap Aerial of Werribee River Trail

**EXISTING  
CONDITION  
SECTION 6**



Google Street View along Lord Street

## SECTION 6: LORD STREET

### CYCLING PRIORITY

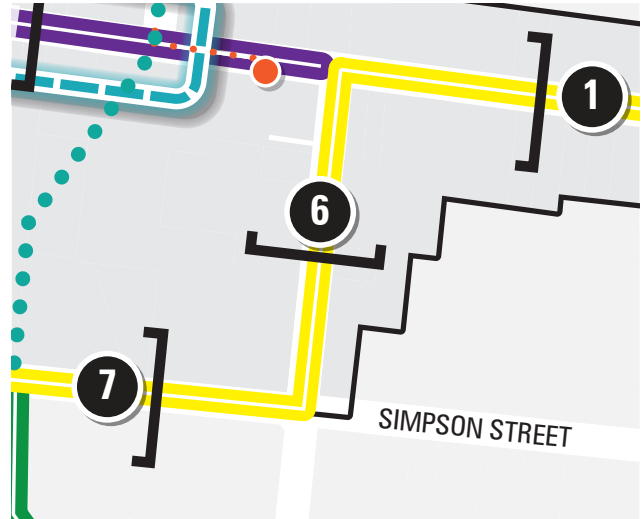
### Option 1

#### Opportunities

- Improve cycle connections around development area and Main Street
- Provide safer cycling facilities along Lord St with buffered cycle lane
- No changes to existing kerb
- Provide more street greening

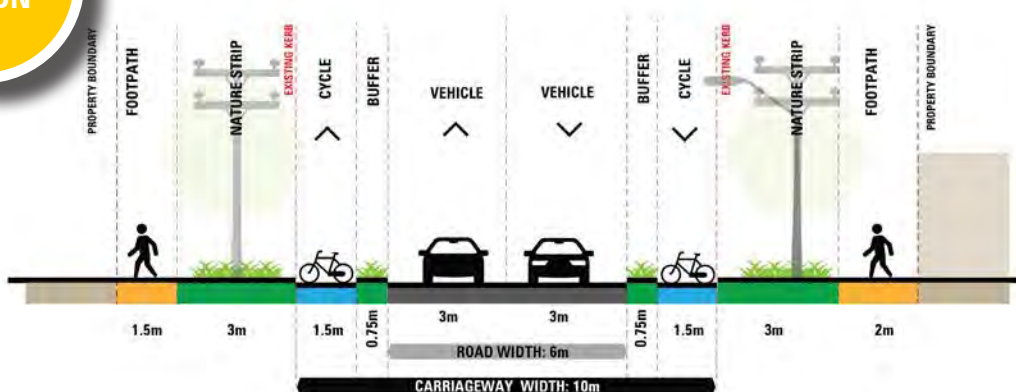
#### Challenges

- Removal of existing informal parking on both sides of the street
- Narrower vehicle carriageway



Section Location

**PREFERRED OPTION**



## PRECEDENT EXAMPLES



Protected Bike Lane, San Francisco



Protected Bike Lane, Minneapolis



## SECTION 6: LORD STREET

### CYCLING PRIORITY

### Option 2

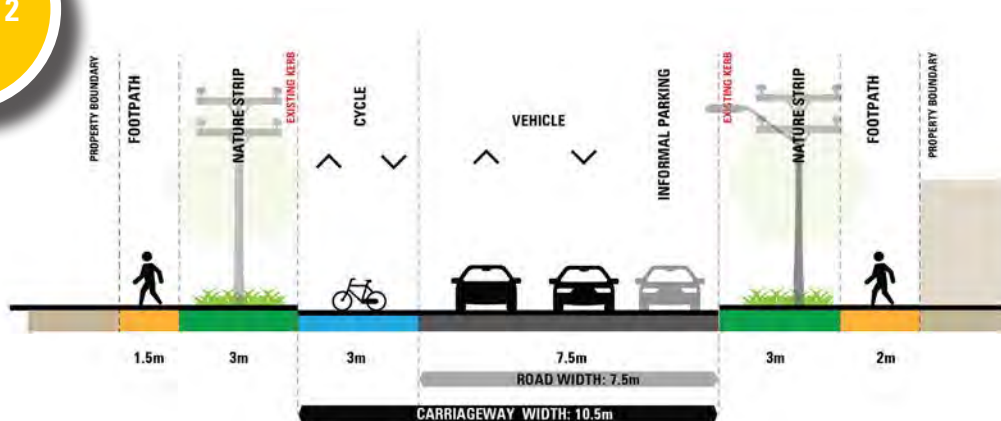
#### Opportunities

- Consolidated cycle lane along Lord Street
- Retained informal parking on one side of the street
- Provide more street greening
- No changes to existing kerb

#### Challenges

- Removal of existing informal parking on one side of the street
- Narrower vehicle carriageway
- No buffer between cyclist and vehicle movement

### OPTION 2



## PRECEDENT EXAMPLES



Two way bike lane, Dublin



Painted Bike Lanes,

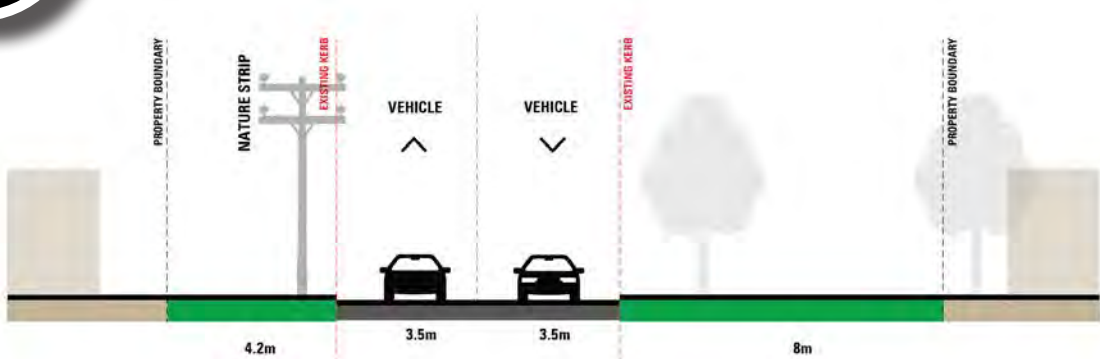
## SECTION 7: SIMPSON STREET

CYCLING PRIORITY



Nearmap Aerial of Simpson Street

**EXISTING  
CONDITION  
SECTION 7**



Google Street View along Simpson Street



## SECTION 7: SIMPSON STREET

CYCLING PRIORITY

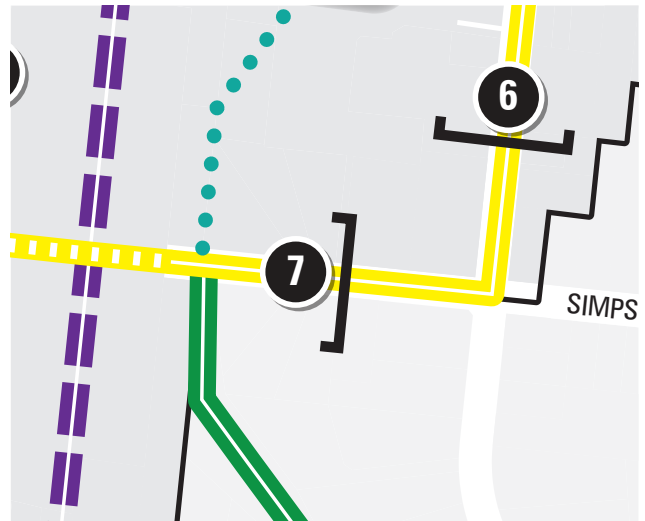
### Option 1

#### Opportunities

- Consolidated shared user path on one side of the kerb
- Dedicated footpaths on either side of the road
- Protected cycle and pedestrian movement
- No change to existing kerb
- Future vegetation improvements

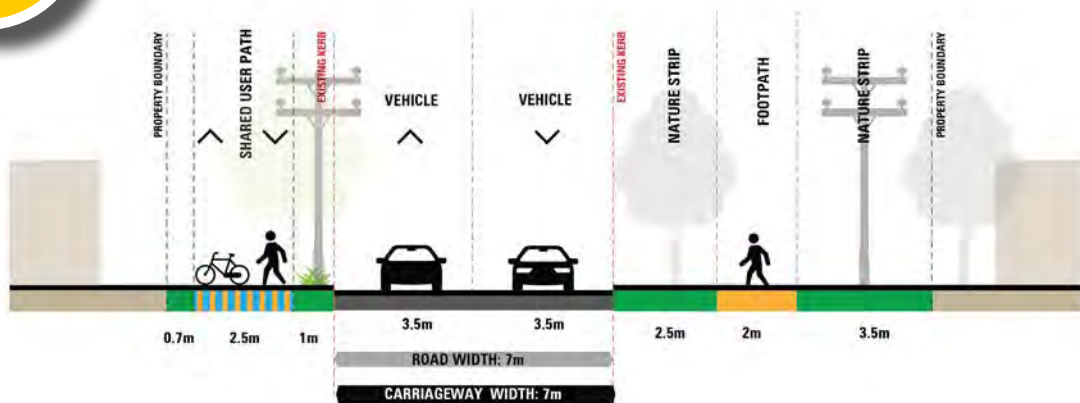
#### Challenges

- Shared user path only on one side of the street
- Wide kerb on one side of the street



Section Location

PREFERRED OPTION



## PRECEDENT EXAMPLES



Shared User Path, NZ



Shared User Path

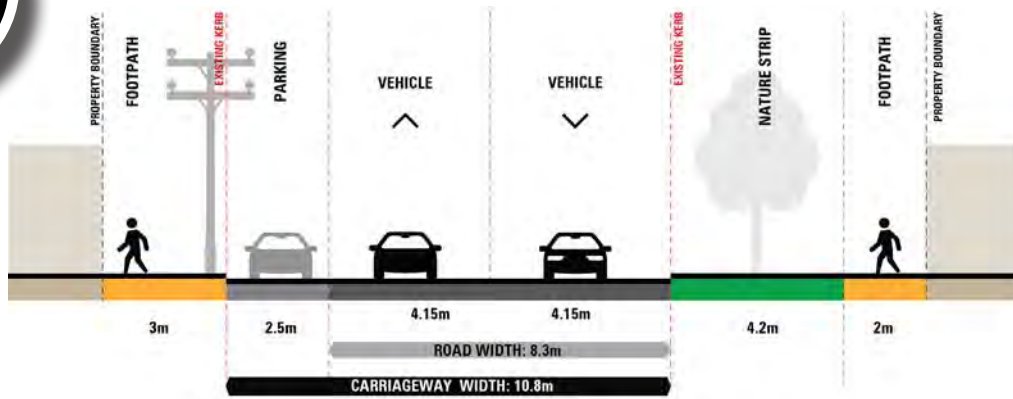


## SECTION 8: YOUNG STREET

**AQUALINK SHARED TRAIL**



Nearmap Aerial of Young St



Google Street View of Young St

## SECTION 8: YOUNG STREET

### AQUALINK SHARED TRAIL

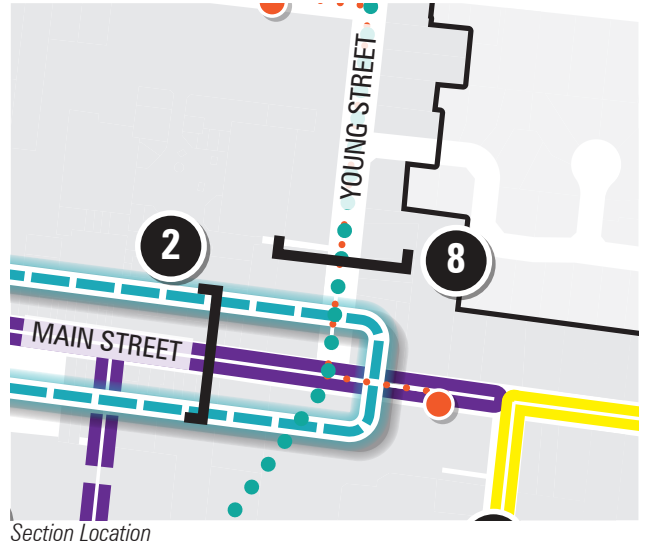
#### Option 1

##### Opportunities

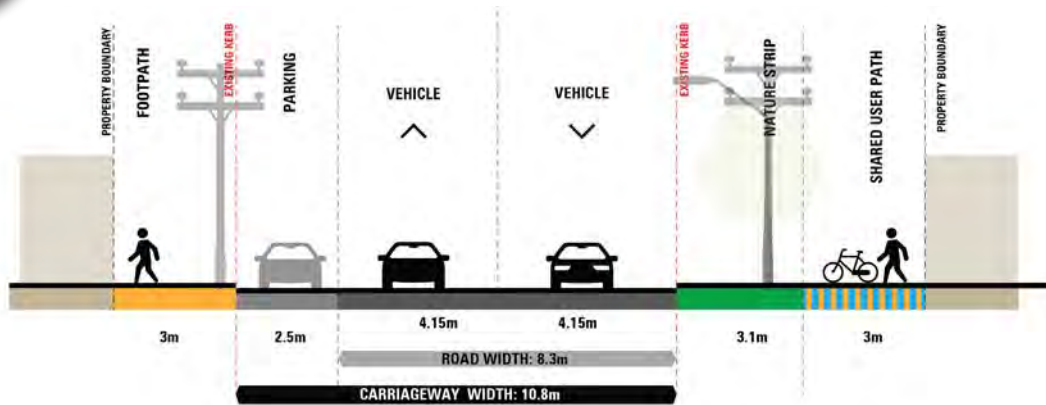
- Improve cycle opportunities into the Town Centre
- Improve pedestrian connectivity and amenity.
- No disruption to existing pedestrian footpaths
- No requirement to move kerb line
- Existing car lane width remains the same

##### Challenges

- Narrow Shared User Path along eastern side of the road



Section Location



## PRECEDENT EXAMPLES



Shared User Path, Adelaide



Shared User Path, Sydney



A green-tinted photograph of a tree-lined sidewalk. In the foreground, a metal bench is visible on the right. Further down the sidewalk, there is a trash can and another bench. The trees are lush and green, creating a canopy over the path. The overall scene is peaceful and urban.

# **ECONOMIC ACTIVITY ANALYSIS**



## Economic Activity Analysis

This document outlines economic activities in the Bacchus Marsh Town Centre and their prospects for growth. It draws on the assessment in the Moorabool Retail Strategy, which is being prepared concurrently.

### Existing Situation

According to Council's draft Retail Strategy (Nott, 2023), Bacchus Marsh Town Centre is a thriving retail, commercial and civic centre. It provides the closest full-line supermarket and significant comparison goods shopping for the eastern half of the Moorabool Shire and is by far the largest activity centre in the municipality.

The definition of retail and non-retail is provided in Council's Retail Strategy but broadly, retailing includes shops, cafés and restaurants, hair and beauty salons and retail of household items. It excludes, hotels, clubs, office activities such as banks, real estate and travel agents, automotive sales and premises with a majority of wholesale sales.

Presently, the Town Centre has approximately 27,600 sqm of retail floorspace and a further 40,300 sqm of space for non-retail activities. The balance of these activities is shown in the adjacent table.

### Approx. floorspace: Bacchus Marsh Town Centre, 2022

Activity	Town Centre	Share
Food groceries and liquor	11,300	41%
Non-food goods	9,300	34%
Food catering	4,700	17%
Retail services	2,300	8%
Total retailing	27,600	100%
Retail	27,600	41%
Arts services	400	1%
Automotive	3,900	6%
Community services	6,400	9%
Hospitality	4,700	7%
Medical	12,600	19%
Other services	2,600	4%
Professional	7,800	11%
Wholesale	500	1%
Vacant	1,500	2%
Total floorspace	67,900	100%

**Source:** Tim Nott, 2022 survey (activities in Commercial and Mixed Use Zones of the Bacchus Marsh Town Centre Study Area -excludes housing)

The Retail Strategy and its background information report notes the key features of the centre include:

- A core retail precinct – the main street shopping precinct and an enclosed mall – the Village.
- Several supermarkets and a range of non-food chain stores as well as smaller specialty stores
- Retail and commercial activity extends into side streets, forming a relatively compact centre, although secondary commercial extends down Grant Street to Maddingley Park
- An extensive collection of legal, medical and cultural facilities that make this a fully functioning Town Centre with a wide range of employment and service opportunities.

In the hierarchy of activity centres, the Bacchus Marsh Town Centre is a Major Activity Centre (MAC), serving a sub-regional catchment area which currently has a population of approximately 30,000 (2021).

## Key economic issues and opportunities

Key issues and opportunities for the centre noted by the Retail Strategy and its background information report include:

- A relatively low vacancy rate of around 2% of commercial floorspace indicates that demand is outstripping supply. This is being addressed, at least in the near term, with the proposed expansion of the Village shopping centre.
- Grant Street/Gisborne Road is the main north-south road through Bacchus Marsh and a key access for many suburban residents into the Town Centre. The road through the Town Centre is often congested and creates a disincentive for pedestrians and other road users. Congestion will be eased when the proposed Eastern Link Road is constructed but this will be some years in the future. In the meantime, the intersection between Grant Street and Main Street is to be signalised. This should improve pedestrian safety but the impact on congestion remains to be seen.
- Main Street is the cultural and commercial heart of the town but the Council offices are located elsewhere. Council is investigating the return of its main offices and 100+ staff to Main Street, which would inject new vibrancy and demand into the Town Centre.
- The lack of variety in the non-food offering of retailers in the Town Centre is a key complaint of residents and the reason given by many for visiting other centres. This is particularly so since the closure of the Target store in 2021. People consulted for the Strategy and Structure Plan have expressed a desire for more clothes shops in the centre in particular. However, the centre faces increasing competition from larger centres such as Woodgrove and Ballarat as well as from internet retailers.
- As the town of Bacchus Marsh grows in population, new activity centres are emerging – Maddingley Village being the latest. These neighbourhood centres in the suburbs of the town are required to deliver basic services close to new residents but will provide competition to the Town Centre, especially in its provision of food and groceries.
- In response to these competitive pressures, the Town Centre will need to more strongly define its roles and cater to its core markets, which could include:
  - Improving its choice of non-food goods and services to provide the widest range of retailers in the district and reduce the level of escape spending.
  - Expanding the night-time economy with a wider range of places to eat and be entertained.
  - Consolidating its role as the centre for legal, medical and other professional services.
  - Growing into its role as the institutional heart of the emerging city of Bacchus Marsh.
  - Developing as a centre of cultural and visitor experiences.

## Anticipated growth in Town Centre

Notwithstanding the issues identified in the Retail Strategy, the Town Centre will need to grow if it is to continue to serve as the Major Activity Centre for the expanding population in its catchment areas.

The Retail Strategy models the level of retail floorspace that will be required to meet the demand over the period to 2041 and beyond as the population of the Bacchus Marsh catchment grows from around 30,000 to over 76,000 at full development (as currently estimated by .id consulting for Council). This modelling takes into account the roles of Bacchus Marsh as a Major Activity Centre for the catchment, and as a Neighbourhood Activity Centre for its immediate surrounds. It also takes into consideration the growth and development of the network of other Neighbourhood Activity Centres in the town.

Based on the forecast growth in retail space, an estimate of likely non-retail space demand has also been provided. The modelling assumes that non-retail space will be equivalent to the retail space, although this is a broad estimate based on averages for a range of Major Activity Centres across Victoria.

The following growth in demand for floorspace is forecast in the Town Centre:

- Between 2021 and 2041, the modelling forecasts growth in demand for activity floorspace of 21,600 sqm, including 10,800 sqm of retail floorspace and 10,800 sqm of non-retail floorspace.
- Between 2041 and 2061 (assumed to be the date of full development of the growth areas in and around Bacchus Marsh), the modelling forecasts growth in demand for activity floorspace of 25,600 sqm, including 12,800 of retail floorspace and 12,800 sqm of non-retail floorspace.

The analysis focuses on the period between 2021 and 2041 as the certainty of the forecast declines over time given inevitable and progressive changes in industry organisation, technology and consumer preferences as well as the potential for population forecasts to evolve with new patterns of urban development.

Already, there are plans to accommodate some of the expected demand for floorspace in the Town Centre. The Village shopping centre has plans for a 2,700 sqm, for example.

## Demand for land in Town Centre

The table below identifies the requirement for land if the forecast demand for activity floorspace is to be satisfied in the Town Centre. Calculations in the table rest on a number of assumptions, including:

- Development is single storey.
- Development is efficient – that is, the size of lots used is commensurate with the size of the activity and there is no wasted space.
- The average car-parking rate is at the lower end of the range specified in the planning scheme, currently set at 3.5 spaces per 100 sqm for offices and 5 spaces per 100 sqm for supermarkets. This is in keeping with a developed Town Centre with extensive existing car-parking and where the Council is encouraging development.
- Council's adopted Parking Strategy supports the efficient use of existing car parking, and parking reductions in defined areas such as Bacchus Marsh Town Centre.

### Land requirement for commercial activity in Bacchus Marsh Town Centre, 2021 to 2041

No	Item	Town centre	Notes
A	Retail floorspace growth	10,800	Modelled from population forecast
B	Non-retail share of total	50%	Estimated average for Major Activity Centres
C	Non-retail floorspace growth	10,800	C = A
D	Total floorspace growth	21,600	D = A + C
E	Car-parking rate (spaces/100sqm)	3	Estimated
F	Car parking space area	35	Estimated
G	Total parking area	22,700	G = D/100 x E x F
H	Building and parking area	44,300	H = D + G
I	Circulation and landscaping share of total	10%	Estimated
J	Circulation and landscaping	4,922	J = H * I
K	Area that needs to be found	49,222	K = H + J

**Source:** Tim Nott

Land required for the expansion of activity in the Town Centre over the 20 years to 2041 is approximately 4.9 hectares. This is only an indication because the precise type of development to be accommodated – especially non-retail development – is not known. Nevertheless, the area of land actually required is likely to be between 3 hectares and 6 hectares.

The balance of supply and demand for land is shown in the table below.



**Balance of supply and demand for land, Bacchus Marsh Town Centre, 2021 to 2041**

Item	Area (ha)
Demand for land	4.9
<b>Supply of vacant land</b>	
Expansion area for the Village SC	0.8
16 Graham St (C1Z half)	2.2
3 Graham Street	0.4
Council sites adjacent to library	1.0
Bowls club site adjacent to library	0.6
Total supply	5.0
Supply less demand	0.1

**Source:** Tim Nott

**Note:** Table considers only land currently zoned commercial, rather than all potential land in the centre.

This table shows an approximate balance between the expected demand and the supply of land in the town centre over the period to 2041. However, these calculations do not take into account the potential for higher density housing in the Town Centre, which will be increasingly likely as the town develops. Higher density housing may not take up ground floor sites directly but will generate a greater requirement for car parking.

There are numerous ways of reducing the additional area of land required for town centre activities, of making existing Commercially zoned land more efficient, including:

- Take-up of existing vacant buildings – although this currently sits at only 2% of the floorspace or around 1,500 sqm.
- Improved efficiency in the use of existing commercial buildings by, for example, shuffling activities into more appropriately sized premises.
- Redevelopment of existing buildings to make better use of sites; there may be potential, for example, to increase the number of floors that are allowed in Town Centre buildings.
- Reduction in the car-parking requirement for individual new buildings and the provision of collective multi-storey car parking structures that have a smaller footprint.
- Removal of the restrictions on development on land that was formerly zoned Business 2 at the eastern and western ends of the Town Centre.

Some parts of the Town Centre are covered by a floorspace cap that prevents shop development greater than 240 sqm on a lot, apart from restricted retail premises. These areas were formerly zoned Business 2 Zone (B2Z), but are now within the Commercial 1 Zone (C1Z). The floorspace cap remains over a section of land north of Waddell Street between Grant and Graham Streets.

It is highlighted there is now little justification for this kind of floorspace cap in the context of a growing centre in which the available Commercial space needs to be organised efficiently. The floorspace caps are therefore recommended to be removed.

In the future development of the Town Centre, the 16 Graham St (C1Z half) will be the key to creating a compact, walkable and well-designed centre while providing sufficient space for expansion. Development of this site should provide better access to residents in the south of the town.

If further land is required for Town Centre activities beyond the existing commercially zoned land, several parcels may be suitable for the extension of the Town Centre, subject to further investigation, including:

- 92-98 Main Street, 2 vacant lots of 0.8 ha west of the intersection with Gisborne Road (GRZ).
- 16 Graham St (GRZ half), vacant land of 2.2 ha.
- 26 and 28 Pilmer Street (GRZ).

These parcels may be required in the longer term, if development rates are higher than forecast, or currently vacant commercially zoned land is not developed in a timely manner.

## Economic observations for Structure Plan

1. The Bacchus Marsh Town Centre is a thriving Major Activity Centre – the heart of a district including the town of Bacchus Marsh and surrounds, with a current population of more than 30,000 people and growing. In the retail sector, the Town Centre has a strong role in providing food and groceries to its catchment and has a range of routine non-food goods and services. The Town Centre also has a good range of non-retail activities including health, legal, professional and civic services.
2. Parts of the district are forecast to grow rapidly over the coming decades, with the catchment population forecast to grow to over 76,000 people at full development. If Bacchus Marsh Town Centre is to continue to serve as the Major Activity Centre for its community, its set of activities must grow and evolve. This will include broadening its range of non-food retailing – especially clothing – and expanding its role as the cultural and entertainment precinct for the district as well as providing a broader range of employment opportunities in all activities. It will be important that the Town Centre enhances its attractiveness as a community focal point to ensure the continued provision of locally available services in competition with larger centres elsewhere and with the internet retailers and other service providers. This attractiveness will be encouraged by maintaining and enhancing streetscapes and the built form as well as delivering an engaging public realm.
3. Access, circulation and parking are key components of activity centre attractiveness. Planning must address both the internal pedestrian circulation and amenity, and the ways in which the residents from newly developing suburbs can easily access the centre.
4. Based on the population growth forecast by .id consulting and State Government, the Retail Strategy predicts a requirement for a further 10,800 sqm of retailing and the same again in non-retail floorspace over the period from 2021 to 2041. The notional land requirement to accommodate this growth was approximately 4.9 hectares. In 2021, the demand was matched by a supply of approximately 5.0 hectares in vacant sites and developable land. This land has already begun to be developed to accommodate the demand. If demand is greater than anticipated or if vacant sites are not available in a timely manner, there are a number of ways in which any shortfall could be met, including multi-storey development, reduction in car-parking requirements and improved efficiency of development. In addition, there is potential to increase development by removing the shop floorspace cap on land in the Town Centre that was formerly zoned Business 2. It would be prudent to identify potential extensions of the Town Centre for longer term commercial development. This should include the designation of 92-98 Main Street, a largely vacant parcel of 0.8 ha west of the intersection with Gisborne Road as potential future commercial land. However, any potential rezoning of such land would need to be subject to the resolution of specific matters relating to: timing and demand for additional commercial land, site access, traffic movement, built form/interface and land use mix.
5. Monitoring of development and population growth in the Bacchus Marsh catchment will need to be ongoing, with adjustments to forecasts and land requirements made regularly.