

BACCHUS MARSH TOWN CENTRE STRUCTURE PLAN

SUMMARY DOCUMENT JULY 2024

Bacchus Marsh Town Centre needs to expand with more shops, housing and jobs to support population growth in Moorabool.

The new Bacchus Marsh Town Centre Structure Plan (Structure Plan) will guide the future growth and development of Bacchus Marsh town centre and surrounds over the next 15 years, while retaining the character of the town. We are seeking your feedback on the draft Structure Plan until Sunday 11 August at moorabool.engagementhub.com.au



Area covered by the Structure Plan

What is the Structure Plan about?

Bacchus Marsh is the Major Activity Centre in Moorabool Shire, providing retail, services and community needs for the surrounding suburbs and wider regional area. The previous Bacchus Marsh Activity Centre Structure Plan was adopted by Council in 2011. Since that time Bacchus Marsh has undergone significant change. With the planned population growth, the existing commercial area is expected to also grow. A review is needed for a refreshed long-term vision for Bacchus Marsh.

The new Structure Plan uses a shared vision developed from community engagement in 2023 to set four Key Elements which guide the Structure Plan, focus areas and design guidelines.



What the community told us:

- Character and village identity need to be retained
- Community facilities, events and public activation are important
- Build on the existing shops with more clothing options, and outdoor dining
- Safe and efficient access by walking and other modes is important and can be improved

KEY ELEMENTS



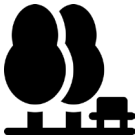
Economic Activity and Land Use

Focus on fostering a vibrant and diverse economy within the Bacchus Marsh Town Centre. Key goals include encouraging mixed-use developments that integrate residential, commercial, and retail activities, promoting local employment opportunities, and supporting small businesses. Emphasis is placed on creating a balanced land use pattern that enhances economic vitality while preserving the character of the area. Strategies also aim to attract new investments and improve the overall economic resilience of the town center.



Access and Movement

Aim to enhance the accessibility and connectivity of the Bacchus Marsh Town Centre. The Structure Plan emphasizes creating a safe, efficient, and integrated transportation network that caters to all users, including the elderly and disabled, to facilitate smooth and convenient movement. Key initiatives include improving pedestrian and cyclist infrastructure to promote active transportation, optimizing traffic flow and parking solutions, and enhancing public transport services.



Public Realm and Landscape

Focus on enhancing the quality and functionality of public spaces within the Bacchus Marsh Town Centre. Goals include developing attractive and accessible parks, plazas, and streetscapes that encourage social interaction and community activities. The Structure Plan highlights the importance of green spaces and sustainable landscaping practices to improve environmental quality and urban aesthetics. Strategies also aim to create a cohesive and welcoming public realm that reflects the community's identity.



Built Form and Heritage

Aim to guide the development and preservation of the built environment in the Bacchus Marsh Town Centre. Key goals include maintaining the town's unique character and heritage by protecting significant historical buildings and sites, promoting high-quality architectural design, and ensuring new developments complement the existing urban fabric. The Structure Plan encourages sustainable building practices and adaptive reuse of heritage structures to balance growth with conservation, fostering a sense of place.

What is a Structure Plan?

A structure plan contains an overall vision and different strategies and policies to meet the future need for housing, jobs, public open spaces, community services, transport and environment.

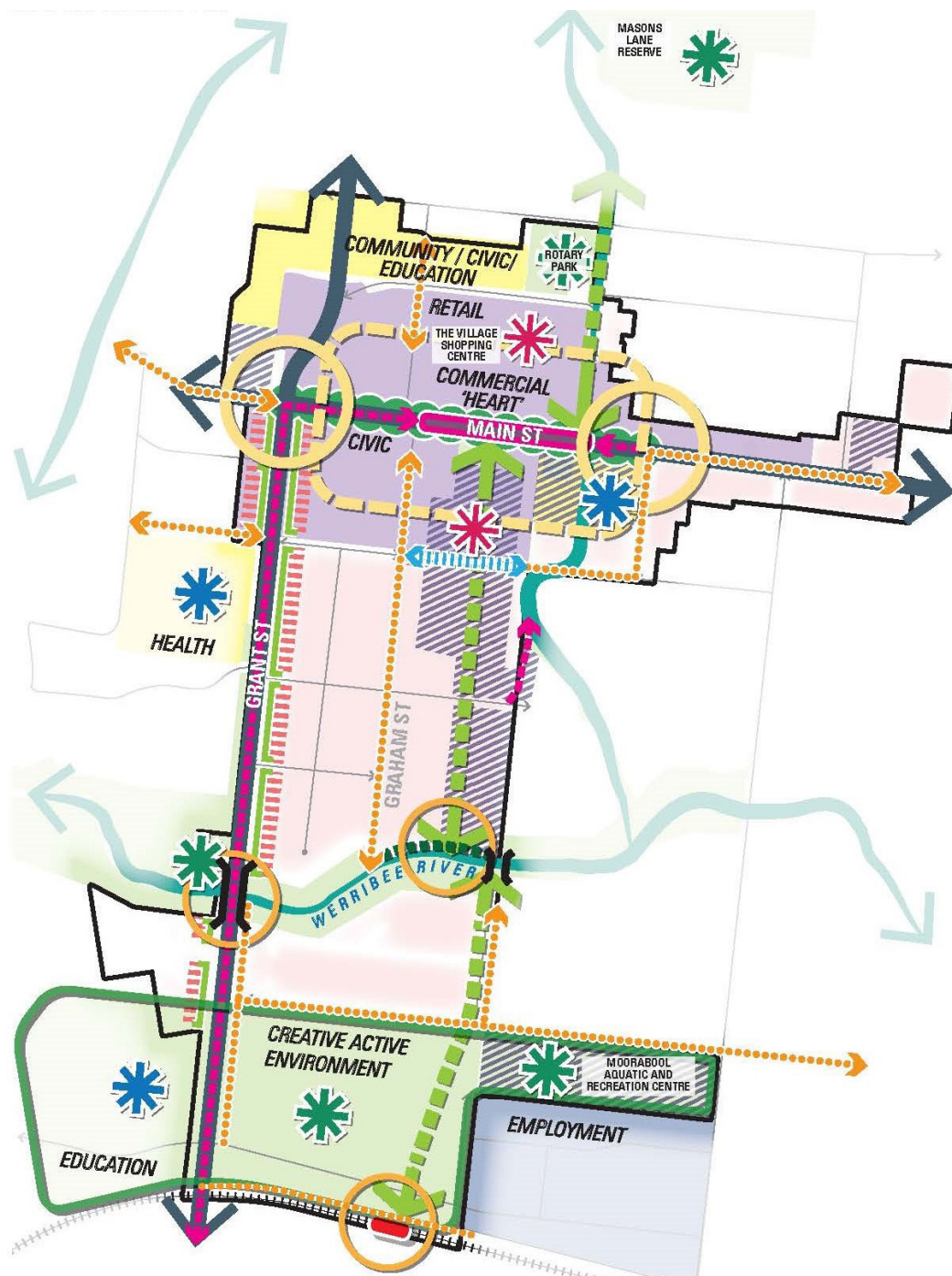
What are the Design Guidelines?

These manage matters such as height, setbacks, and landscaping related to the design of buildings and would be implemented through changes to existing Overlays in the Moorabool Planning Scheme.

What are the Detailed Focus Area Plans?

There are three central areas where the structure plan provides more in-depth information on how access, buildings, streetscapes and uses should be changed through future public and private development and projects.

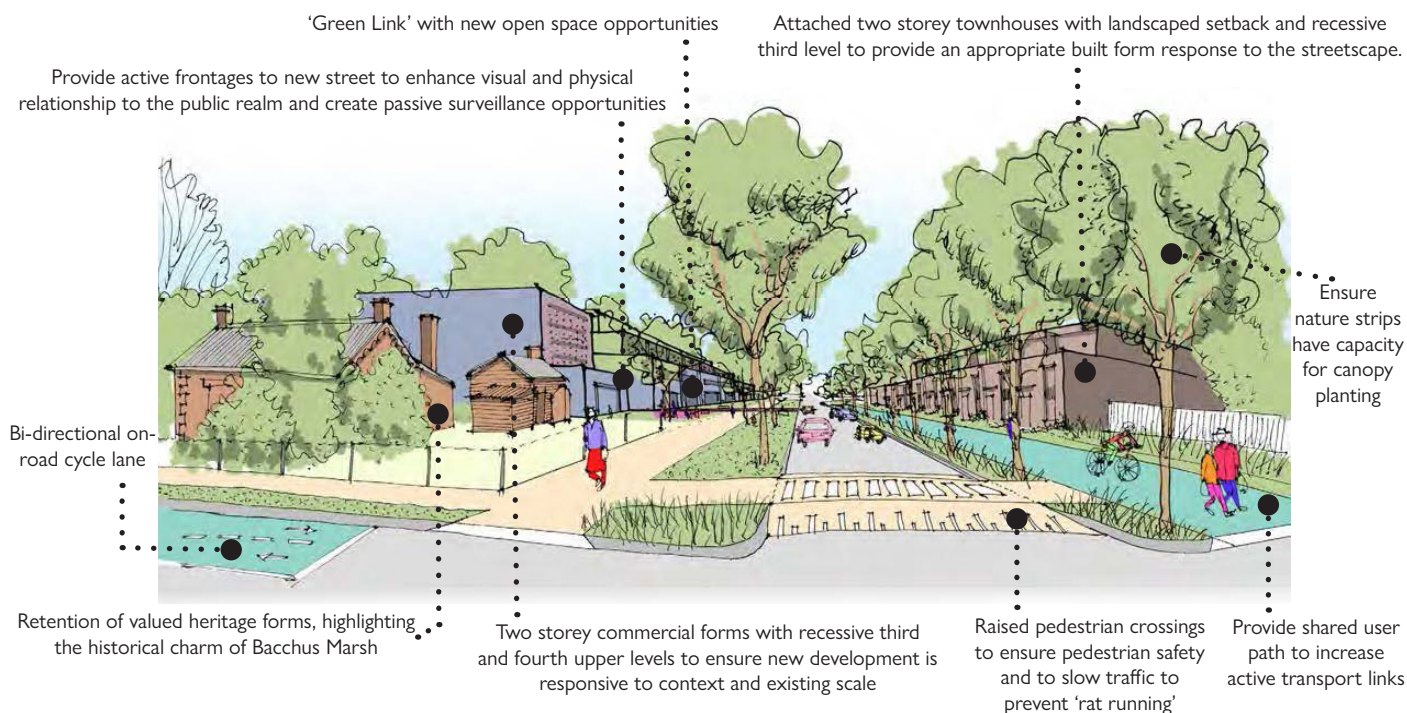
The Framework Plan contained in the Structure Plan shows some of the key features and actions, and their locations:



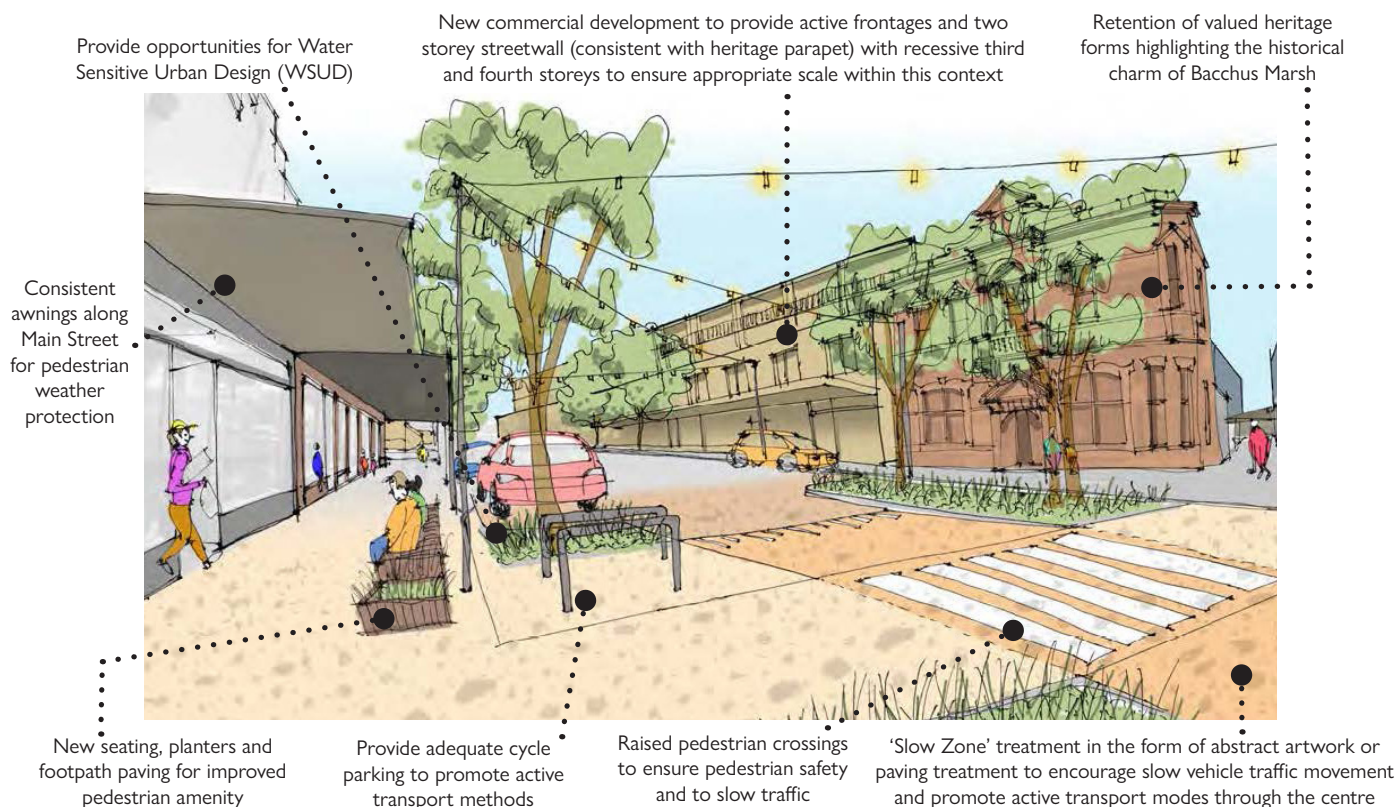
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| Study area boundary | 'Green' link connecting Bacchus Marsh Town Centre and the station | A consistent mid-rise character (2-4 storeys) that respects the township character |
| Town centre gateway & arrival point | Potential trail extension to connect Graham St to pedestrian bridge | Distinctive civic and health precincts |
| Secondary town centre gateway & arrival point | Aqualink & Werribee River Trail | Bacchus Marsh Town Centre recreational & education cluster |
| Commercial 'heart' & civic precinct | Potential 'slow zone' to prioritise pedestrian and cyclist safety | Employment cluster |
| Civic/health destination | Desired walking route | Key Redevelopment Sites |
| Distinctive retail anchors | Desired walking & cycling routes | Encourage greater housing diversity and density |
| Key recreation destination | Future road connection prioritising walking and cycling | Maintain & enhance existing public open spaces |
| Key movement corridors | Maintain a Garden Frontage to Grant St with future built form setbacks | Mixed Use Spine |
| Boulevard treatment along Main Street | | |

DETAILED FOCUS AREA EXAMPLES

Artist impression of a link between Waddell Street and Simpson Street



Artist impression of streetscape treatments to Main Street



What is next in the planning process?

Council Officers will use the feedback to refine the Structure Plan. Once complete, the Plan will be brought to Council for consideration. There will be further opportunities for engagement in the future, including through the implementation of some actions, and progression of planning for the Civic Precinct site. Queries? Please contact Council via telephone 03 5367 7100 or email info@moorabool.vic.gov.au