

Project: Woodmans Hill Gateway
Precinct Master Plan
FINAL

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Document prepared by:

Aurecon Australia Pty Ltd
ABN 54 005 139 873



Aurecon Centre
Level 8, 850 Collins Street
Docklands VIC 3008

PO Box 23061
Docklands VIC 8012
Australia

T +61 3 9975 3000
F +61 3 9975 3444
E melbourne@aurecongroup.com
W aurecongroup.com

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Name		Alistair Noble		Name		Jules Griffith	
Title		Senior Planner		Title		Planning Leader	

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Docklands VIC 3008
PO Box 23061
Docklands VIC 8012
Australia

T +61 3 9975 3000
F +61 3 9975 3444
E melbourne@aurecongroup.com
W aurecongroup.com



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Appendix A - Master Plan

Chapter 1

Introduction





1 Introduction

The Woodmans Hill Gateway Precinct Master Plan presents a series of actions which define the desired vision for this important gateway precinct into Ballarat. It is envisaged that the findings of the Master Plan will provide the City of Ballarat with a clear framework for how land use and development should occur in Woodmans Hill in the interim period prior to the realignment of the Western Highway, and in the years following the completion of road works.

The key issues and recommendations for the area discussed and analysed as follows:

- General land use and activities;
- Entrances and movement;
- Linkages;
- Environment;
- Key sites;
- Design Principles; and
- Planning Scheme Recommendations.

A Conceptual and Draft Master Plan was originally prepared in 2006. A review of the previous project work and additional informal consultation has been undertaken and a revised Issues Paper and SWOT Analysis and this Master Plan have been prepared.

The Issues Paper and SWOT Analysis undertook an analysis of the existing conditions and site context, literature review, stakeholder identification and summary of stakeholder views, identification of key issues, and outlined a range of recommendations which have been refined and collated into this Master Plan for Woodmans Hill.



Chapter 2

General Land Use & Activities



2 General Land Use & Activities

The Woodmans Hill Gateway Precinct Master Plan has, in various forms, been in development for a number of years. Currently there is no accepted strategic land use direction for the Precinct. The Master Plan seeks to provide this direction, acknowledging that the area has long been identified as the key entrance and gateway into Ballarat.

The Precinct is bound by land abutting both sides of the Western Highway, between the first major turnoff into Ballarat and the Moorabool Shire municipal boundary, on the eastern side of the City. There are a variety of different land use zones and uses currently in the area.

The study area and existing zoning are shown in Figure 1.

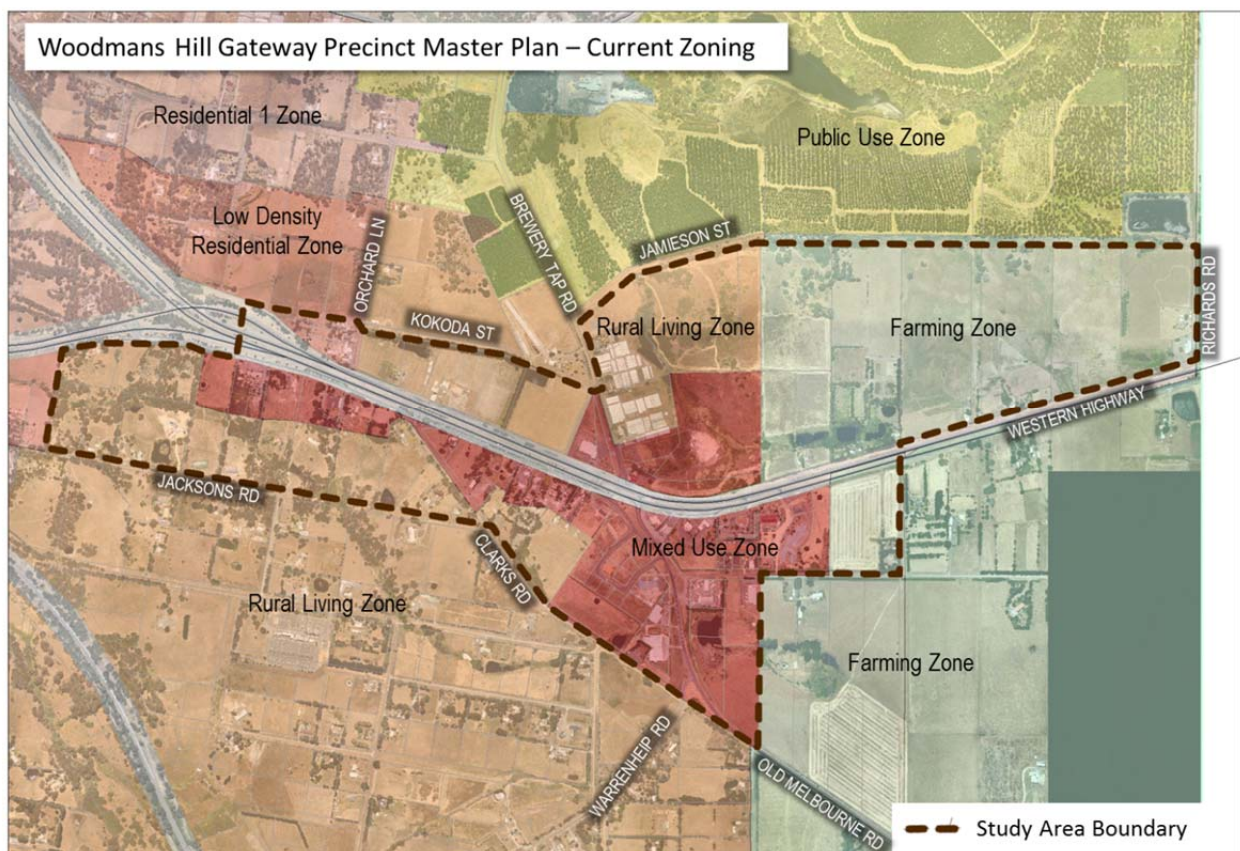


Figure 1 | Study Area (current zoning shown)

This section of the Western Highway does not have freeway status and has an 80km/h speed limit due to intersecting roads. VicRoads has a medium to long term plan (minimum 5-15 years away) to upgrade the section to freeway status with a series of road widenings, entry/exit ramps and flyover works. A Public Acquisition Overlay (PAO) already applies in the area and VicRoads has purchased a number of properties in anticipation of the works. The upgrade will significantly change the appearance of the precinct and is a key driver for any proposed land-use changes in Woodmans Hill.

The recommendations outlined within the Issues Paper and SWOT Analysis set out the desired land use activities for the study area. The Master Plan makes a number of recommendations including back zoning land south of the highway to Rural Living Zone to better interface with the future highway alignment, some changes to the extent and content of the current Design Development Overlay that applies in the area, and recognises land north of the highway for potential future development. These key recommendations are outlined in Figures 2 and 3.

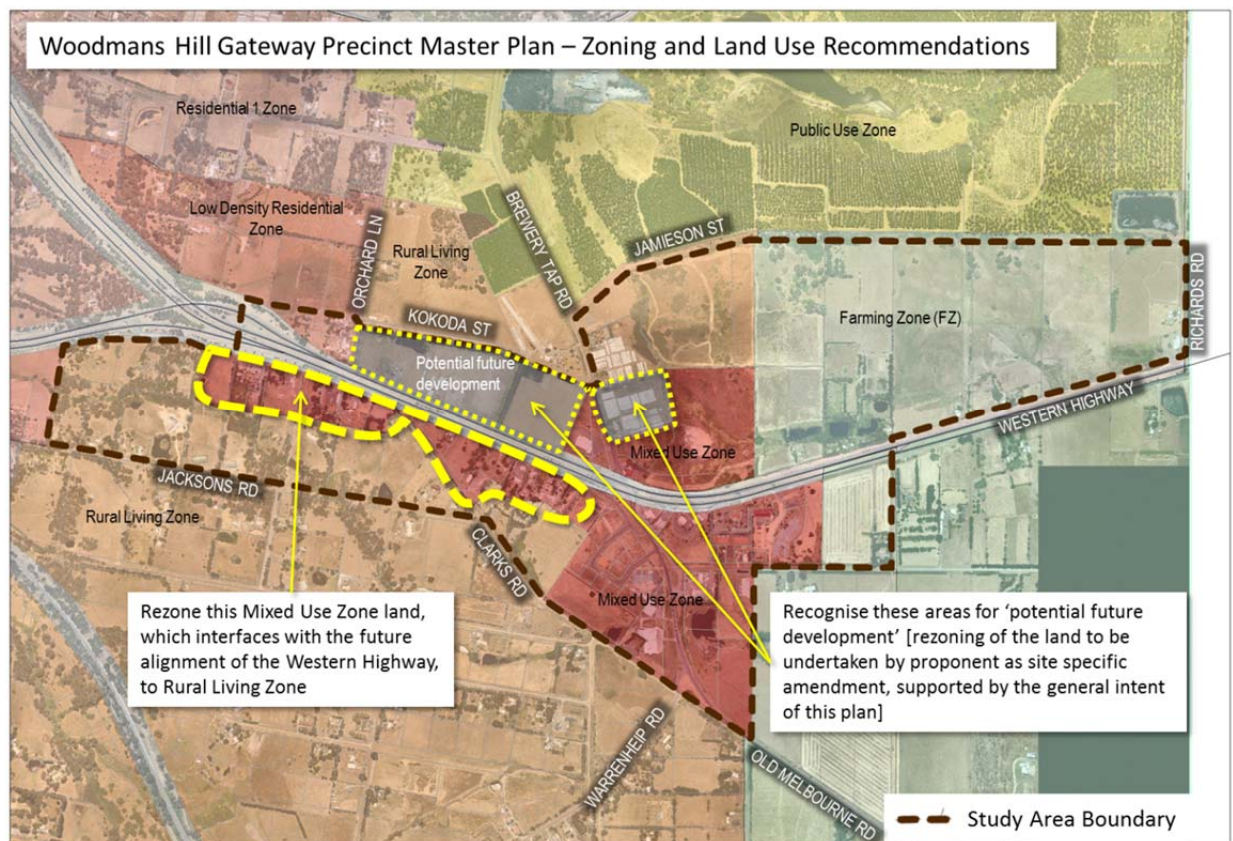


Figure 2 | Recommended future use and zoning

Woodmans Hill Gateway Precinct Master Plan – Design Control Recommendations

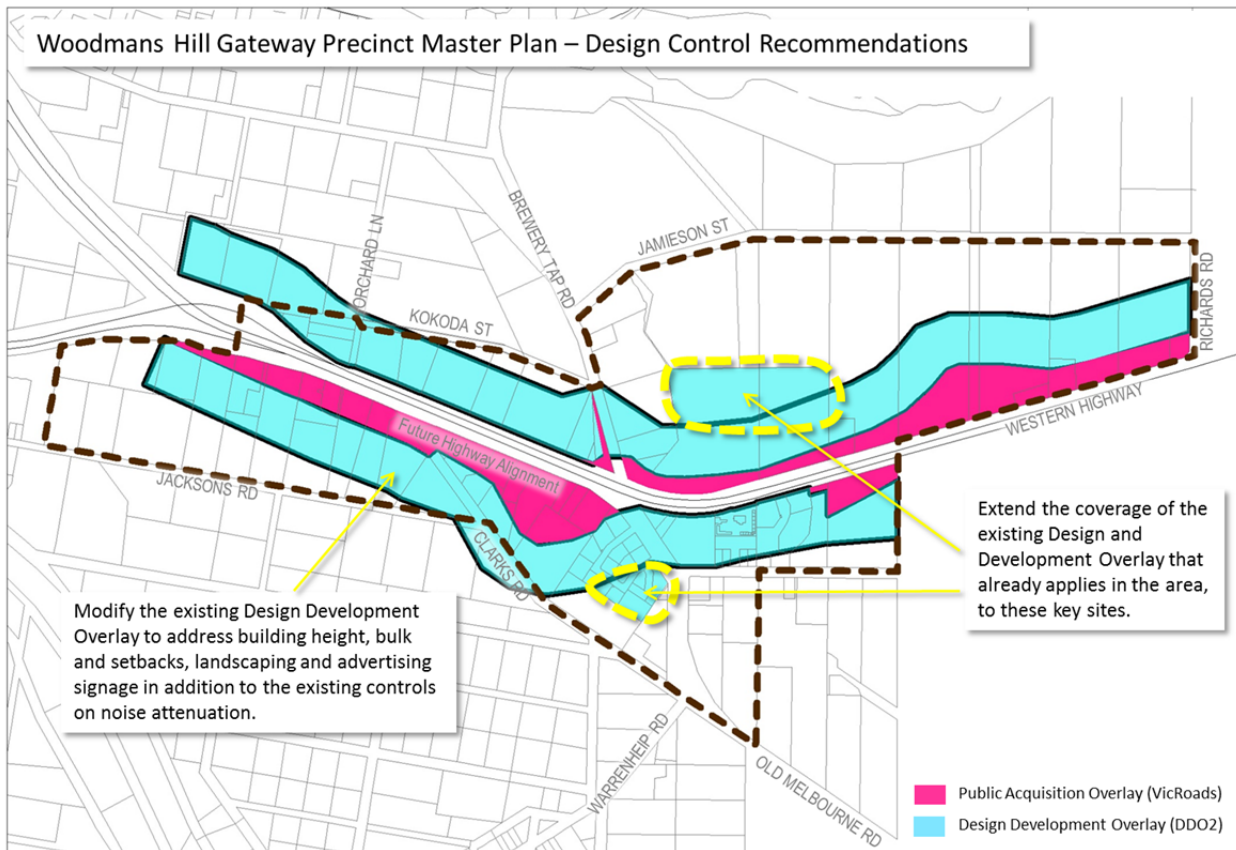
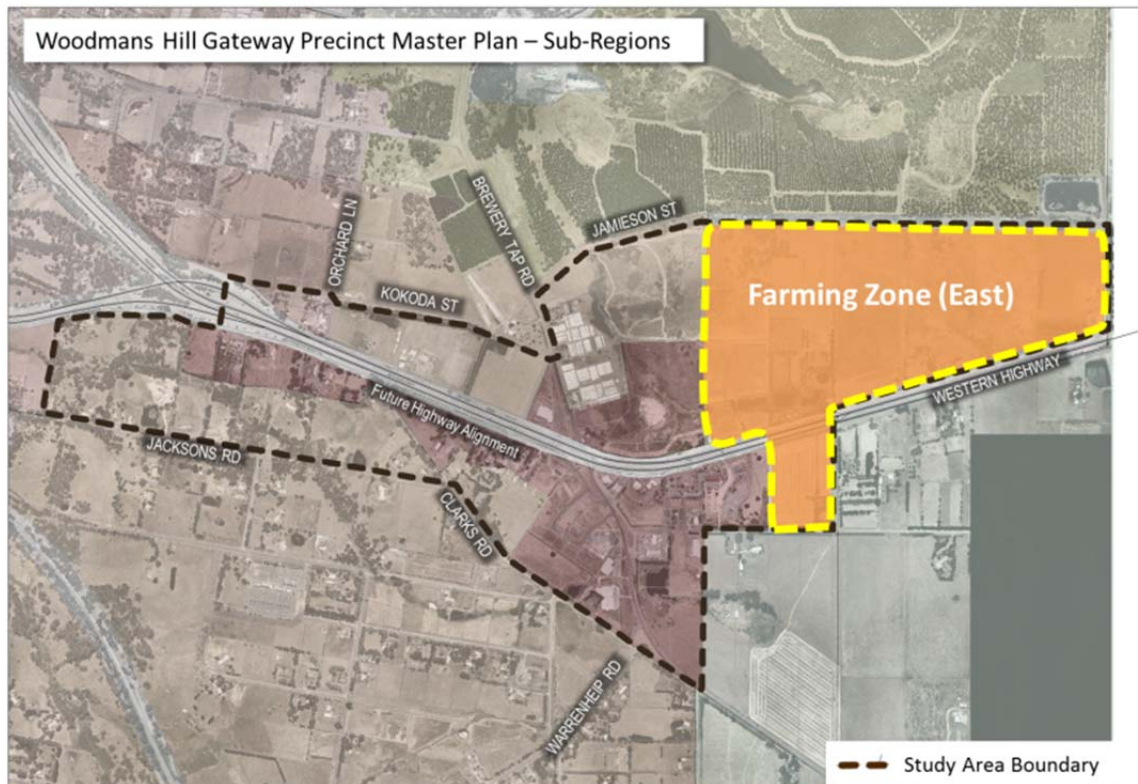


Figure 3 | Recommended design controls

The Master Plan considers the study area as three land use sub-regions: the existing Farming Zone land in the east, Mixed Use and Development (Mixed Use Zoned land to the south and area shown above as 'Potential future development'), and the Rural Living (South West) intersected by the future highway alignment.

2.1 Farming Zone (East)



The Master Plan offers no immediate change to the zoning and current land use activities within this portion of the study area. Although the land is not used for intensive agriculture at the present time, its rich soils are a valuable resource which should be protected for the future. The retention of the Farming Zone (FZ) will protect the agricultural land and rural uses in this area and be reinforced for the area through the inclusion of Woodmans Hill as a Local Area Policy at Clause 21.08 of the MSS.

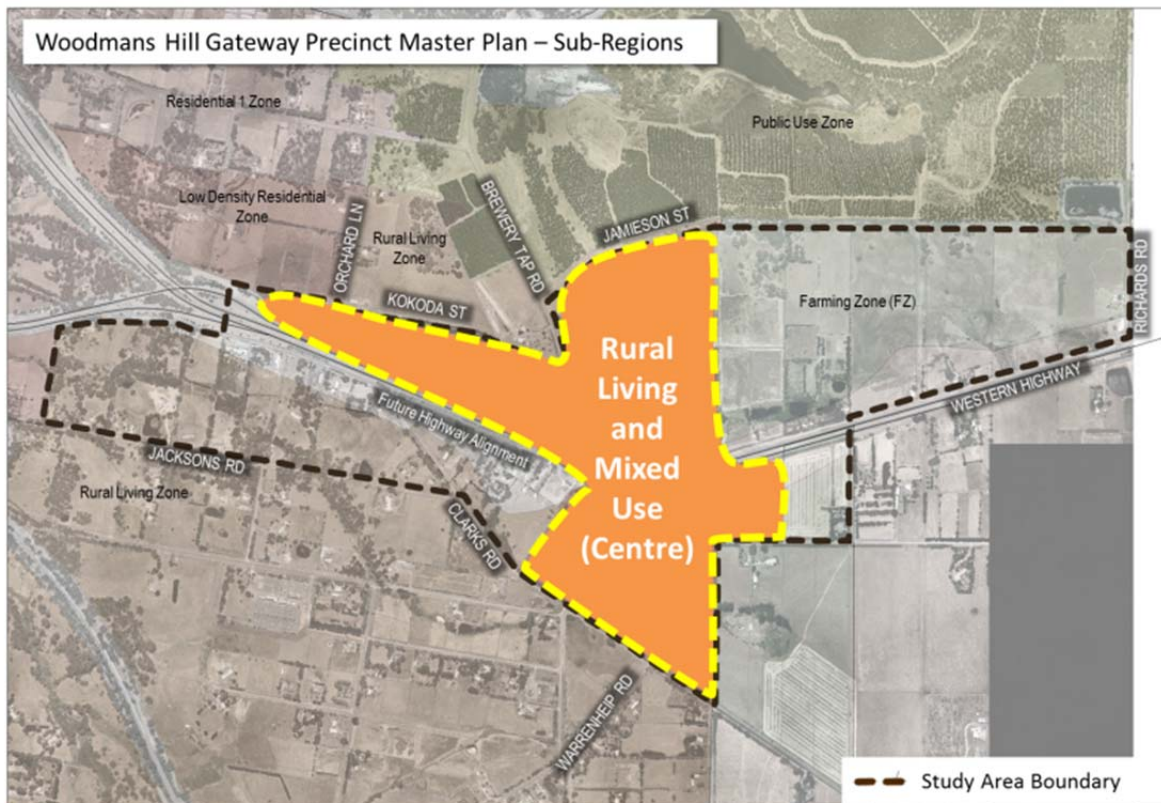


Figure 5 | Rural land north of Western Highway

Recommendation

- Retain Farming Zone (FZ) on land north and south of the Western Highway to protect agricultural land uses in this area.
- Discourage land use practices likely to impact on soil quality through incorporation of Woodmans Hill as a Local Area Policy at Clause 21.08 of the MSS.

2.2 Rural Living and Mixed Use Centre



The desired land use mix envisaged for this location is a focus on highway related functions, with associated retail and support for existing tourism activity that seeks to capture passing economic activity that would otherwise not benefit the Ballarat economy. As the main gateway to Ballarat, and with its high visibility exposure to passing traffic, there is significant opportunity for appropriate high quality development in the existing mixed use and rural living zoned areas.

Appropriate development in this area could contribute to both the economic activity of the region and also provide a high quality entrance experience to Ballarat.

The Master Plan does not recommend any change to the existing zoning in this area as the current combination of Mixed Use Zone and Rural Living Zone both provide for a range of appropriate developments. However, the rural living land between Brewery Tap Road and Orchard Lane and flower farm site at 12 Brewery Tap Road are both noted for 'potential future development'. The first site has high profile visibility to passing traffic and potential to capture economic activity that would otherwise not enter the Ballarat economy, and the flower farm site is surrounded on three sides by mixed use zoned land. Detail of these particular sites and the desired land use intensity and design quality of the area is provided in Section 6 – Key Sites. Any changes to the zoning of the sites identified for 'potential future development' would need to be undertaken by a proponent as a site specific rezoning, supported by the general land use intent of this plan.

The existing Design and Development Overlay (DDO) that applies to this area should be extended to cover additional high profile sites, and be strengthened to support appropriate design quality at this key gateway location. Changes to the DDO are discussed in Section 8.3.



Figure 5 | Smiths Trucks Subdivision



Figure 6 | Intersection of Western Highway & Brewery Tap Road



Figure 7 | Service Centre uses



Figure 8 | Mill Markets & Gold Rush Mini Golf



Figure 9 | Parcels north of Western Highway

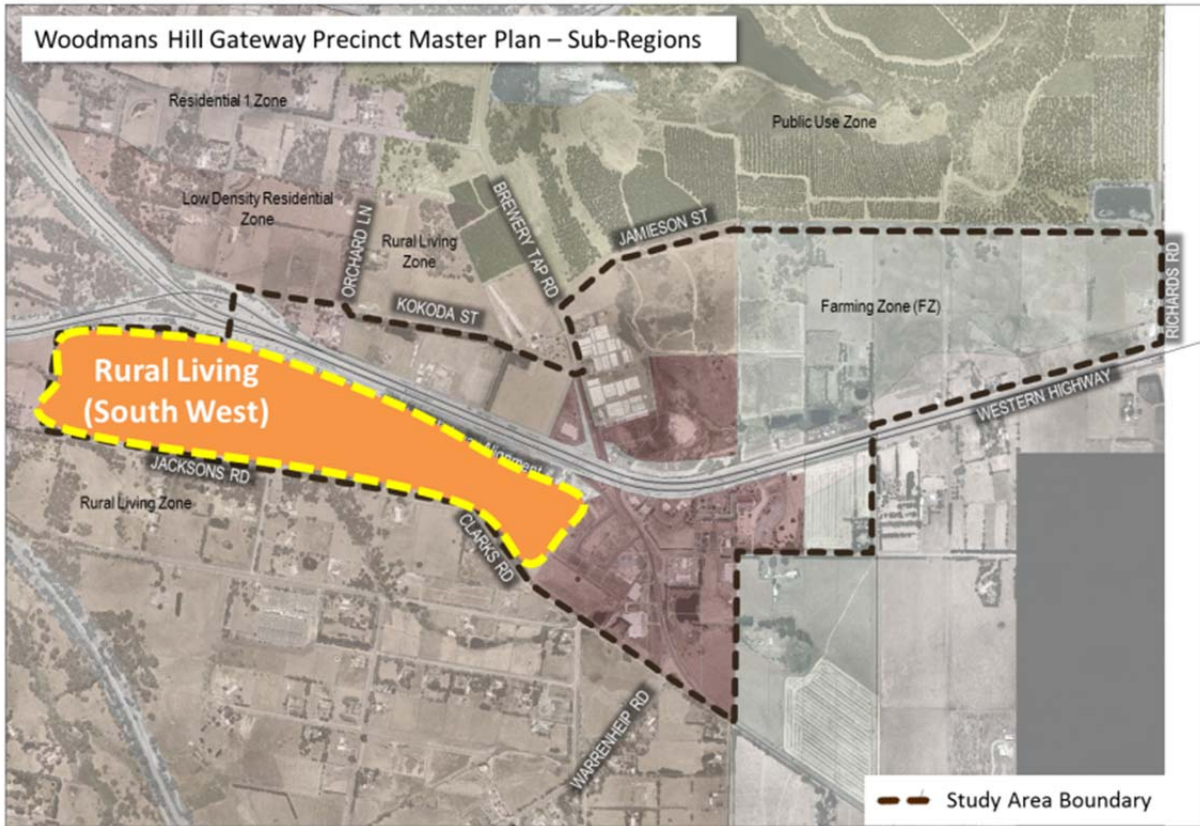


Figure 10 | John Deere

Recommendation

- That the Rural Living Zone land with highway frontage between Brewery Tap Road and Orchard Lane, and flower farm at 12 Brewery Tap Road both be recognised as 'potential future development site', but that rezoning of the sites to facilitate development be required to be undertaken by a proponent as a site specific amendment, supported by the general intent of this plan;
- That the existing Mixed Use Zone (MUZ) be retained for the central part of the precinct;
- That the existing Design Development Overlay 2 (DDO2) be revised to include additional high-profile parcels, and include a series of design guidelines that will enhance the gateway precinct.
- That visitor retail, and highway service related functions that will not compromise the viability of the Ballarat CBD continue to be encouraged, along with tourism based uses with the support of Ballarat Tourism.

2.3 Rural Living (South West)



The key uses identified in this area are the commercial properties and rural residential dwellings to the south of the Western Highway.

A large proportion of the commercial properties in this area have been identified as being required for the future upgrade of the Western Highway to freeway status, and are included in the Public Acquisition Overlay (PAO). In addition, the area maintains koala habitat and native vegetation sensitivities that require consideration in the application of future land use and development controls.

Given the extent of the proposed realignment of the Western Highway and lack of physical separation between this zone and the Rural Living Zone (RLZ) to the south, it is recommended that the Rural Living Zone (RLZ) be applied as the principle zone for this area.



Figure 11 | Redundant motel use



Figure 12 | Nursery sales



Figure 13 | Caravan sales



Figure 14 | Motel site



Figure 15 | Native vegetation and koala habitat sensitive land

Recommendation

- That the Mixed Use Zone (MUZ) land south of the Western Highway between the land parcels at 9413 Western Highway west towards 89 Jacksons Road be rezoned to Rural Living Zone (RLZ).

Chapter 3

Entrances & Movement





3 Entrances & Movement

The Master Plan adopts the preferred highway configuration established by VicRoads for the study area and the recommendations of the Ballarat Entrances Strategy (2006) (BES).

The key recommendations of the BES, applicable to the study area, remain valid which include:

- Design work and investigation of landscape features that provide travellers with magnificent views across the city and the surrounding landscape, and development of a sculptural element for this entry.
- Decommissioning of the tourist information area / rest point outside the Mill Markets.
- Creation of a major icon /gateway feature and series of minor features to signify the entrance to Ballarat.

No major recommendations are proposed for modifications to access to existing internal roads; however it is noted that the unsealed section of Greens Road where it intersects with the Western Highway is unsafe and should be sealed to improve braking distances and overall safety for motorists.

Further to input from VicRoads, it is recommended that interim infrastructure upgrades occur to the existing road network prior to the Western Highway upgrade to acknowledge proposed development within the precinct and improve road safety. Proponents will need to consider improved interim access arrangements prior to highway upgrade. In particular, development of land that will increase traffic volumes on Brewery Tap Road should consider that improvements may be required to the intersection of Brewery Tap Road and the Western Highway.

Recommendation

- *That interim infrastructure upgrades be investigated for the local road network, particularly the intersection of Brewery Tap Road and Western Highway.*
- *That the unsealed section of Greens Road where it intersects with the Western Highway be sealed to improve safety.*

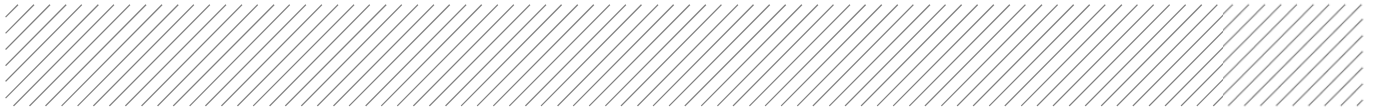


Figure 16 | Redundant tourist information area/rest point outside the Mill Markets



Figure 17 | Major icon/gateway feature and series of minor features required adjoining the Western Highway to signify the entrance to Ballarat.



Figure 18 | Intersection of Greens Road and Western Highway

Chapter 4

Linkages



4 Linkages

Linkages to existing developed sites will be accommodated through the proposed vehicle access arrangement imposed by VicRoads through the realignment of the Western Highway. The VicRoads scheme indicates that a series of service roads and roundabouts will be provided to facilitate access to properties with frontage to the highway.

The focus of vehicle and pedestrian access linkages will be centred in and around the mixed use and development precinct which is where the majority of activity is occurring at the present time. These access linkages are noted on the Master Plan and reinforce what will be provided through the implementation of the VicRoads Scheme.

Local access roads such as Orchard Lane exhibit a strong rural laneway character in keeping with the adjacent rural, rural residential and low density residential land uses. These types of roads are noted as being particularly sensitive to increases in non-residential or heavy freight traffic. Vehicle movements associated with commercial developments north of the highway should avoid utilising local roads to access their developments, and focus on arrangements that utilise existing direct connections with the Western Highway or existing freight routes.



Figure 19 | Intersection of Western Highway and Brewery Tap Road

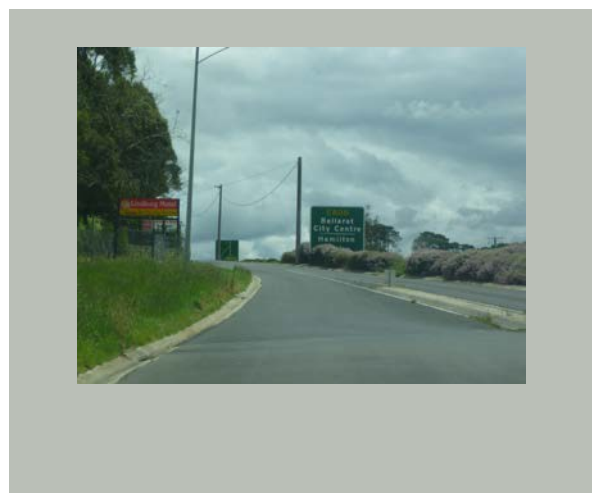


Figure 20 | Service lane and existing signage indicating first eastern entry to Ballarat

Chapter 5

Environment





5 Environment

The Woodmans Hill precinct has been identified by local environment groups as forming a key local linkage in identified national and regional scale biolink wildlife corridors. Although additional investigation is required, it is considered prudent to adopt a pro-active approach in this Master Plan that recognises that the precinct could contribute to improving native vegetation remnants in the landscape, enhancing a biolink and wildlife corridor.

Wildlife corridors are recognised by the Australian Government's *National Wildlife Corridors Plan: A framework for landscape-scale conservation* (2012) as connections across the landscape that link areas of habitat, to support natural processes that occur in a healthy environment. In Central Victoria a corridor is believed to run from the Grampians, past Mt Cole, into the Enfield Forest, through the vegetated private land around Buninyong, the Canadian Forest, across Woodmans Hill and on to the Creswick Forest. Local environment groups refer to this as the Canadian Corridor biolink. The location of Ballarat within a regional scale biolink is identified in the *Central Highlands Regional Strategic Plan* (2010).

Further investigation is required to determine the potential extent and specific location of local biolink corridors within the Ballarat region. However the only northern biolink connection between Woodmans Hill and the Creswick Forest at Nerrina is believed to be via the corridor running between Hill Top Rd and Orchard Lane, crossing the Daylesford Rd between Elm St and Brewery Tap Rd to join the vegetated Yarrowee River corridor before heading west through to the Creswick Forest. The Master Plan recommends a range of local scale options to contribute to enhancing a potential biolink corridor through the precinct.

The area also includes the presence of waterways and floodplains that should be further investigated, preserved and / or enhanced.

Recommendation

- *Investigate local scale biolinks across Ballarat, which contribute to regional and national scale wildlife corridors;*
- *Investigate the revegetation of roadsides and other publicly owned land with native vegetation, particularly in proximity to Orchard Lane;*
- *Future development proposals for the land between Brewery Tap Road and Orchard Lane should appropriately buffer the sensitive residential properties and rural character of Orchard Lane, and achieve a sensitive outcome using native vegetation buffers that contribute to a biolink corridor, where appropriate.*
- *Undertake a flood study to identify the 1% AEP flood extent.*
- *Investigate the protection of waterways with buffers at least 20 metres wide either side (from the top of bank), or a buffer based on a flood study which identifies the 100 year flood extent, whichever is greater.*

Chapter 6

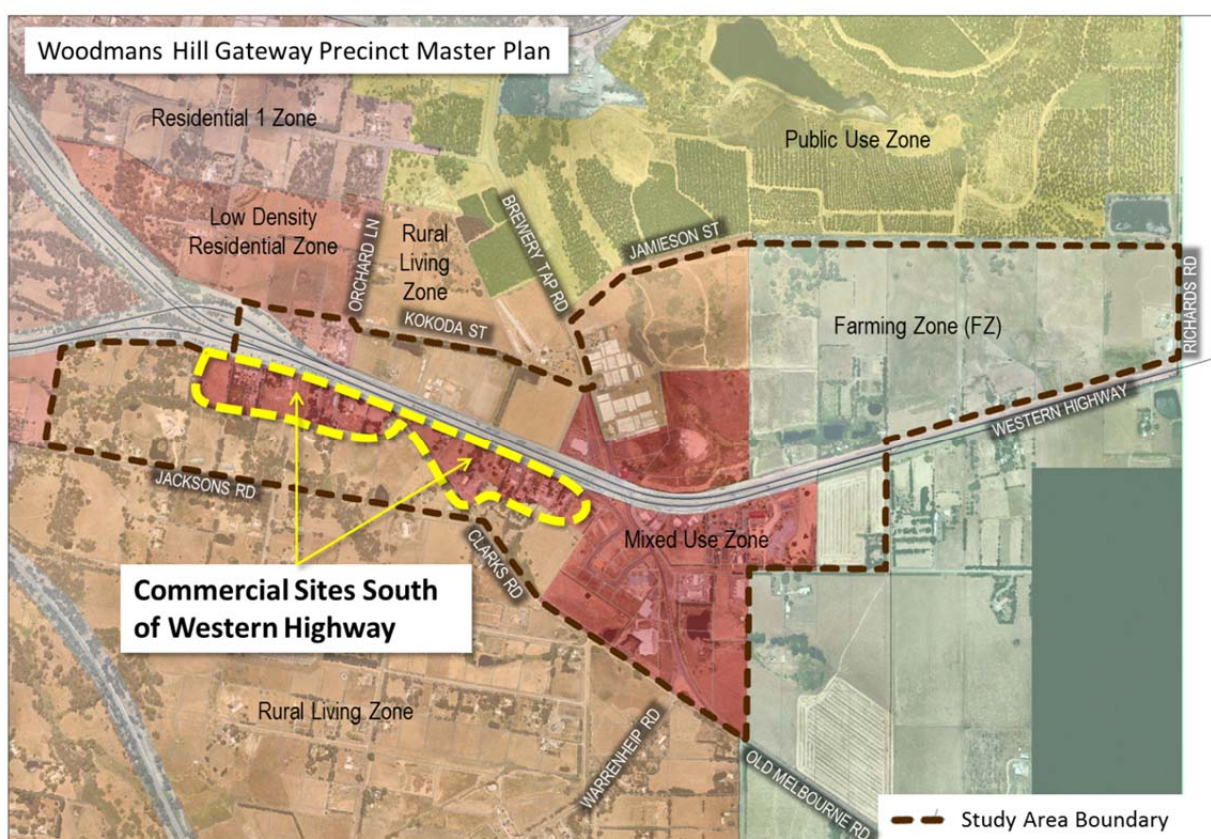
Key Sites



6 Key Sites

The Master Plan emphasises the importance of addressing the following key sites to ensure that the entrance to Ballarat is enhanced and made appealing to visitors to the city.

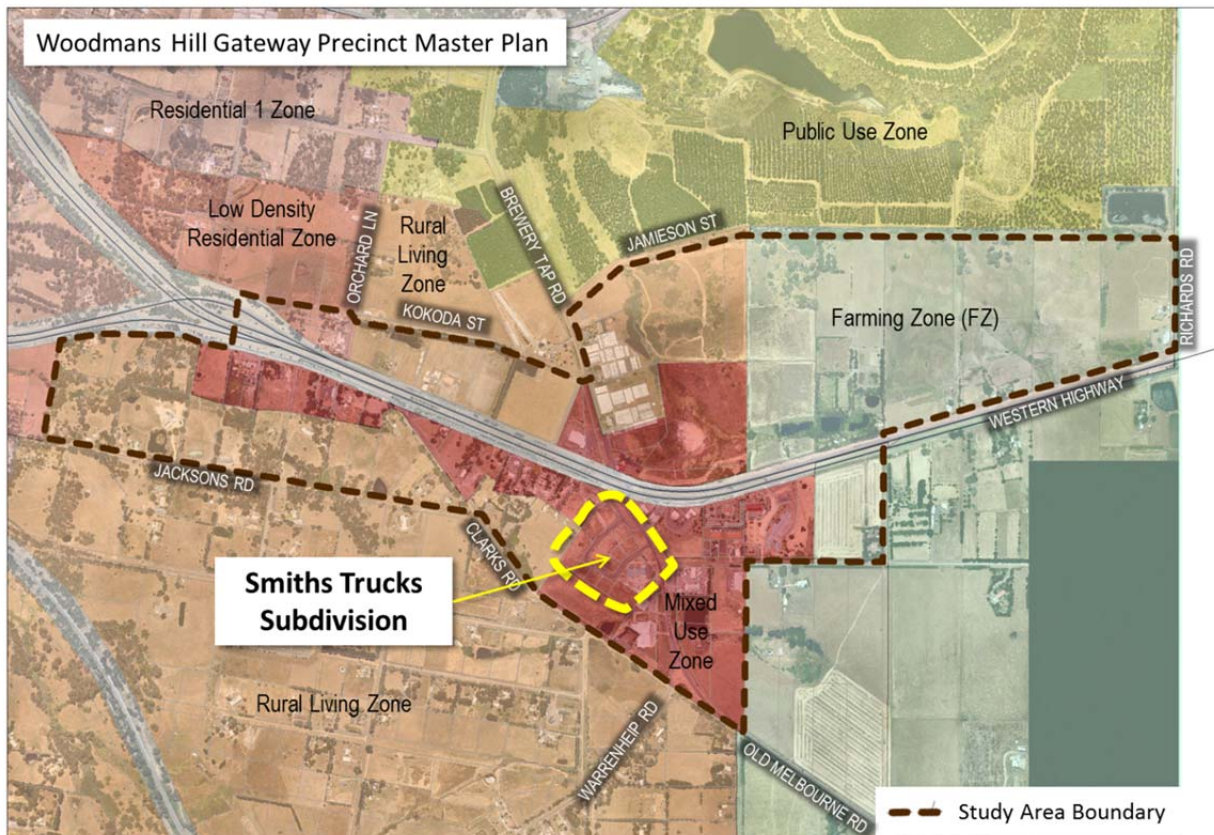
6.1 Commercial Sites South of Western Highway



As discussed in the Issues Paper, the current commercial sites to the south west of the highway will require a more formalised management arrangement between Council and VicRoads to ensure that ongoing maintenance of this land continues until works commence on the realignment of the Western Highway. It is important that Woodmans Hill as a key gateway to Ballarat is not negatively impacted by the appearance of abandoned buildings. It is acknowledged that the commercial properties within the Public Acquisition Overlay will be demolished through land acquisition and road construction.

The Master Plan recognises that the preferred land use south west of the highway should be focused on rural residential development consistent with the established pattern of land use further to the south of the commercial sites, and the need to provide for a less intensive land use to protect the identified koala habitats and native vegetation in this area. To reinforce the rural bush setting of this land, the Master Plan also recommends a planting scheme which introduces a native tree planting buffer consistent with the recommendations of the Ballarat Entrances Strategy.

6.2 Smiths Trucks Subdivision

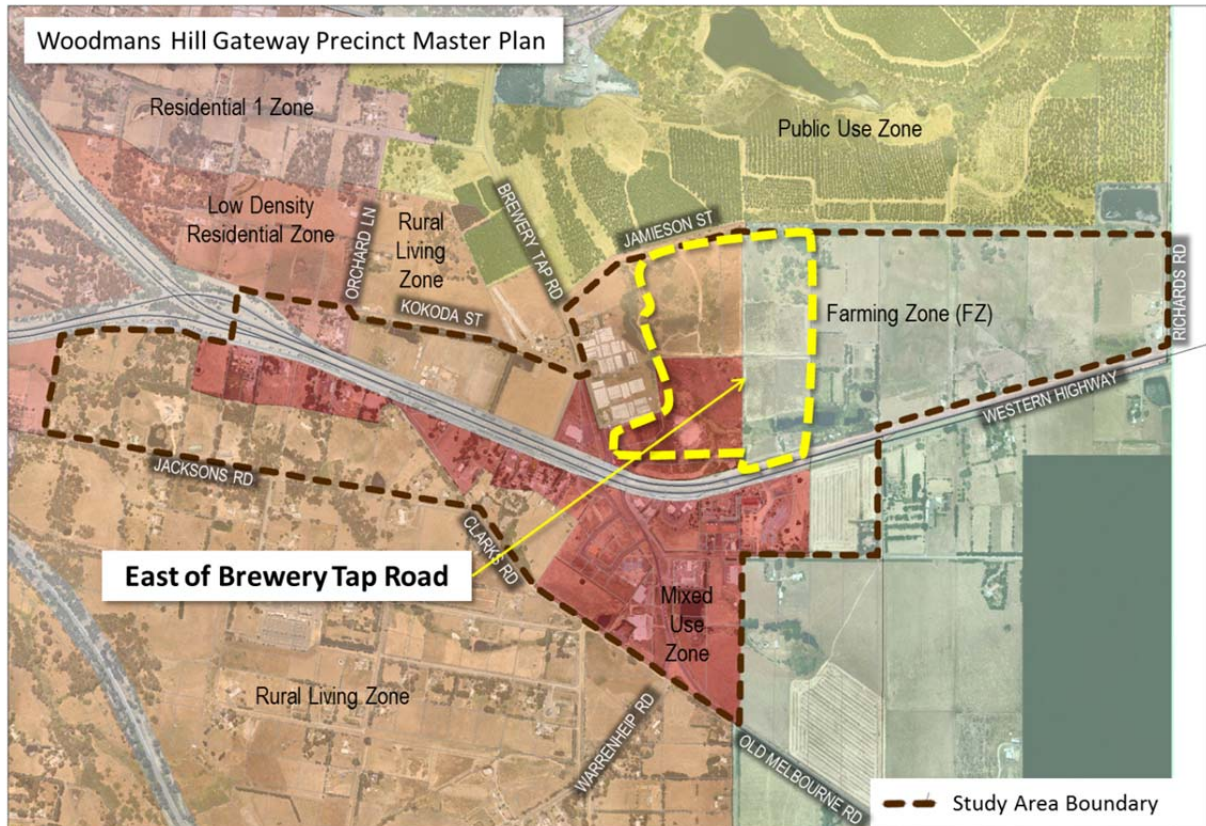


The elevated Smiths Trucks subdivision in the Mixed Use Zone on the southern side of the Western Highway is one of the most prominent sites which forms part of the gateway precinct. The vacant lots may be developed for light industrial purposes and there is a risk that future inappropriate development of these lots in the absence of appropriate controls which influence the siting of buildings and landscape buffers, will introduce blight on the landscape.

To assist in addressing this issue the Master Plan recommends the extension of the existing Design and Development Overlay (DDO2) for this precinct to incorporate the entire subdivision (currently only partial coverage), with a strengthening of the associated controls to apply to the entire DDO area (see Figure 3). Currently the DDO2 focuses on noise attenuation measures associated with new development, however the Master Plan recommends strengthening the overlay by adding new controls relating to building height, bulk and setbacks, landscaping and advertising signage. Maintaining the appropriate design quality in the area will also be supported by the introduction of Woodmans Hill as a Local Area Policy at Clause 21.08 of the MSS, which will provide specific controls on buildings and works.

As the approved subdivision of the Smith Trucks site does not endorse buildings and works as part of the overall development scheme, the extension of the DDO2 and provisions within the MSS will assist in establishing appropriate design controls and guidelines that will set a high standard for future development. These recommendations together with the proposals for landscaping as outlined in the Ballarat Entrances Strategy will form the basis of ongoing improvements at the eastern entry of Woodman's Hill.

6.3 Site East of Brewery Tap Road

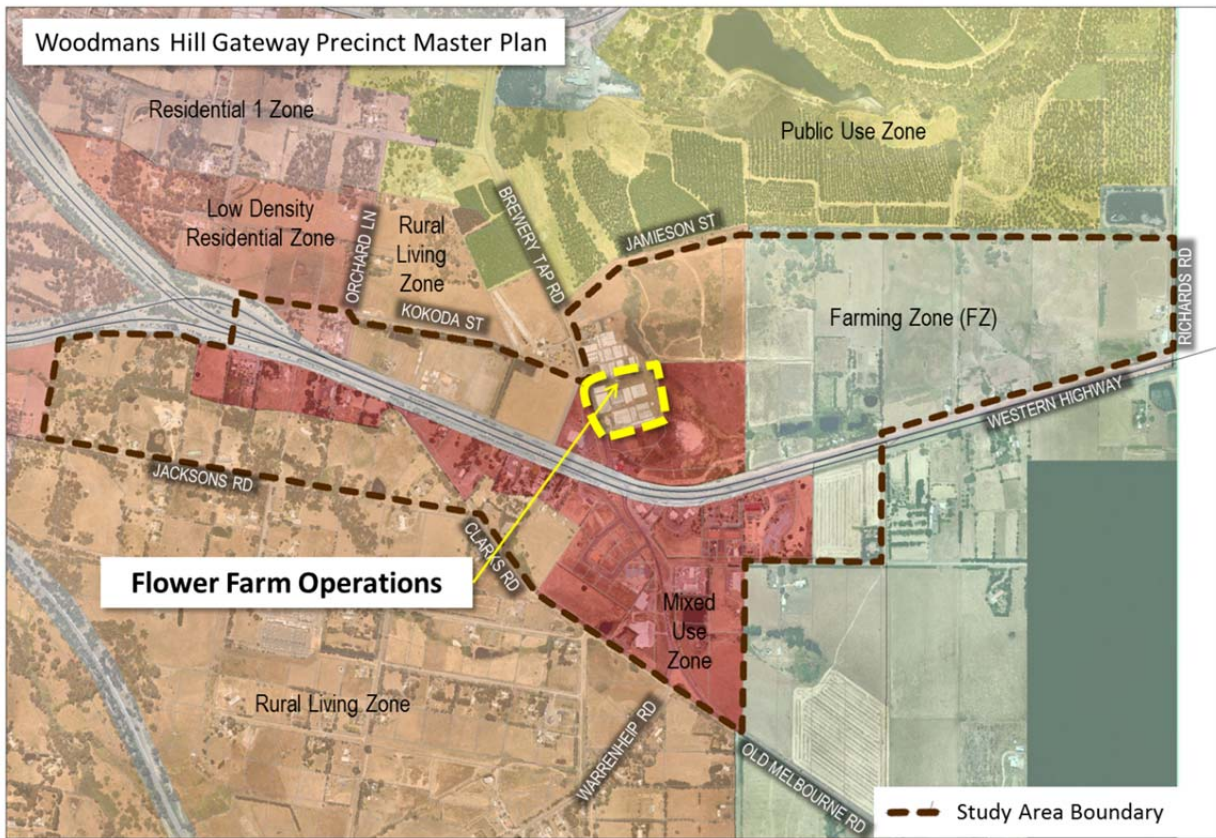


The potential development of the land to the east of Brewery Tap Road, under single ownership, has been discussed for an extended period. The land is currently zoned a combination of Rural Living Zone, Mixed Use Zone and Farming Zone, which provides for a wide range of potential uses. The preferred development of this site could include agriculture, horticulture, accommodation or other types of low intensity development consistent with the surrounding rural character of the area. The land zoned for mixed use could accommodate uses requiring highway frontage.

The Master Plan does not propose any changes to the current zoning of this site, however, it is noted that future development should be of a quality and form appropriate for this high-visibility gateway location. Given that development on this parcel would directly interface with a continuous rural landscape to the east, development controls to be applied to future developments should consider the following:

- Use of this land should not impact on the ability of surrounding land owners to continue to operate rural and agricultural businesses, characteristic of the wider landscape;
- Development should be appropriately screened, sited and finished in materials that are appropriate for its rural landscape setting at the main gateway to Ballarat;
- Development should capitalise on its highway frontage in a manner that does not detract from future gateway features identified in the Ballarat Entrances Strategy;
- Designs should seek to incorporate elements of rural character throughout the site, to enable the development to act as an interface between areas of urban and rural character;
- Staging of development should avoid blight on the landscape, even for an interim period during staged delivery, at this high profile site;
- Designs should consider both the current and future road alignments through the precinct, and provide a high quality interface to both designs given the uncertainty with regard to timing of an upgrade to Freeway status.

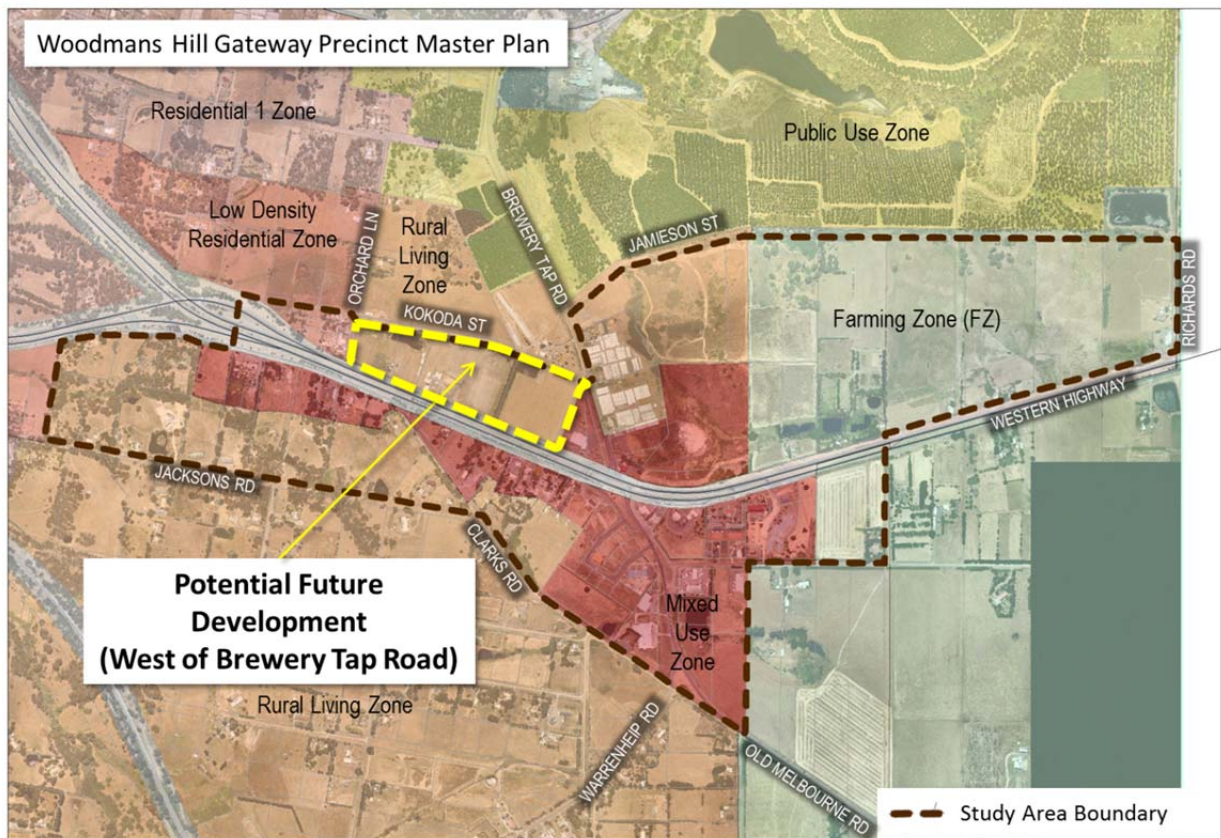
6.4 Flower Farm Operations



This site comprises the land at 12 Brewery Tap Road, currently zoned Rural Living Zone and occupied by flower farming operations. No change is proposed to the zoning of this parcel, however the site is recognised for 'potential future development' in this Master Plan given that it is surrounded on three sides by existing Mixed Use Zone. Future rezoning of the land to facilitate development would need to be undertaken by a proponent as a site specific rezoning.

Future development of this site would need to manage the interface with rural living land to the north, and development on surrounding properties would similarly need to manage the interface with this site to allow for ongoing unimpeded operation of the established intensive horticultural business.

6.5 Potential Future Development Site – West of Brewery Tap Road




The land is currently used for a variety of agricultural and horticultural activities and is adjacent to a site used for the display and sale of farm machinery. Given its significant highway exposure, appropriate high quality development on this site has the potential to capture significant economic activity that would otherwise not contribute to the Ballarat economy. The site is recognised for 'potential future development' in this Master Plan.

Careful consideration is required of the built form, layout, use, access arrangements, buffering and general quality of any development applications for this site given its high profile location at the main gateway to Ballarat, interface with rural living and low density residential land to the west and north, and difficulties with safe and appropriate site access prior to upgrade of the Western Highway to freeway status.

Prior to the Western Highway upgrade, it is recommended that future developments should consider:

- Access to the site be provided via a service road arrangement to and from the Western Highway, or if not possible then using Brewery Tap Road. Orchard Lane should remain a local access laneway and no direct road access to the site should be provided from Orchard Lane. Kokoda Street should also not be used for access to the site.
- The intersection of Brewery Tap Road and Western Highway requires complicated turning movements across multiple lanes of traffic, and the assessment of future developments prior to highway upgrade will require careful consideration of whether this intersection can safely accommodate such movements, particularly relating to heavy vehicles.
- Highway frontage is the primary reason for considering development in this location and so development should provide a direct, active and high quality interface with the Western Highway.



Use of the land that capitalises on the visual exposure to the highway and capture economic activity that contributes to the Ballarat economy are strongly encouraged. These uses could include, but are not limited to a service station and ancillary convenience restaurants/takeaway food premises, along with agricultural and machinery display, hire and sales.

Use of the land for industrial purposes, freight and logistics depots should be discouraged. These types of uses should be located in established industrial areas within Ballarat.

Rural Living Zone areas to the north and Low Density Residential Zone areas to the west may be particularly sensitive to development on this land. Appropriate buffers and interface management would be required to manage impacts on surrounding properties, and protect the existing rural character of the area. As discussed in Section 5 – Environment, there is a need to consider a potential biolink connection through this area.

To ensure appropriate development in this prime gateway location, strict planning controls such as a Development Plan Overlay should be considered, as appropriate.

Chapter 7

Design Principles





7 Design Principles

A series of principles based on Urban Design, Environmental Sustainability and Road Management and Safety have been established in the body of the Ballarat Entrances Strategy which are generic to all of the defined entrances to the city.

The key design principles which are considered relevant to Woodman's Hill have been included under each of the following headings:

Urban Design Principles

- Develop attractive and inviting entrances which create a strong sense of arrival to Ballarat as a major regional city.
- Protect view lines to important landscape features and landmarks.
- Achieve high quality presentation of existing and new developments to ensure that the interface with the city's entrances complements and builds on the vision for each entrance.
- Establish landscape themes for each entrance which respond to the vision and objectives identified for each entrance.
- Ensure that buildings and other hard elements /infrastructure complements and adds value to the vision and objectives for each entrance and that visual clutter is reduced.
- Develop activity nodes along each entrance which reflects their significance and contribution to the urban fabric of the city as a whole.
- Enact appropriate planning policy statements and controls along each entrance to articulate and protect values and to achieve presentation for each entrance.
- Design and install creative and significant feature elements which reinforce a sense of place and character for Ballarat.
- Develop and implement a signage strategy which reflects the purpose and significance of each entrance.

Environmental Sustainability Principles

- Protect remnant vegetation along Ballarat's entrances, including remnant vegetation proposed for future development.
- Increase the number of trees, plants and green spaces along Ballarat's entrances.
- In appropriate locations, use indigenous native plants that will contribute to local biodiversity.
- Minimise energy, water and chemical use in management and maintenance of Ballarat's entrances.
- Select materials for their durability and low maintenance requirements.
- Restrict areas of irrigation to high profile sites and activity nodes and utilise best practice water efficient irrigation systems and maximise the use of non-potable water for irrigation purposes.
- In unirrigated areas use drought tolerant plants in landscape design.



Road Management and Safety Principles

- Use the landscaping and road infrastructure improvements along the gateway entrance routes to enhance safety, and ensure that safety is considered as part of the design and development of the improvements.
- Provide signage and other traffic control devices in a clear, consistent, useable (effective) and visually pleasing manner.
- Provide any attention-grabbing landscape features well away from locations where drivers need to make critical navigation or safety decisions.

The principles embodied in this section of the report have been translated either as notations on the Master Plan which reflect the recommendations of the Ballarat Entrances Strategy or as new recommendations which are consistent with the planning controls and policy recommendations which follow in the final section of this report.

Refer to **Appendix A** for the Master Plan.

Chapter 8

Planning Scheme Recommendations





8 Planning Scheme Recommendations

This section of the report outlines the proposed recommendations for implementing the Woodmans Hill Gateway Precinct Master Plan through the Ballarat Planning Scheme. The proposed amendments to the planning scheme build upon the findings of the Issues Paper and SWOT Analysis and the Design Principles considered appropriate for use within the precinct.

8.1 Municipal Strategic Statement

It is important that the findings of the Woodman's Hill Master Plan are given weight within the structure of the MSS. This will assist in providing the strategic basis for policies and controls in other sections of the planning scheme.

In order to address the identified gaps within the MSS, it is necessary to examine Department of Transport, Planning and Local Infrastructure Practice Note 4 titled '*Writing a Municipal Strategic Statement*' and review the following key headings and recommend changes if required.


- Clause 21.01 Municipal Overview
- Clause 21.02 Key Issues
- Clause 21.03 Ballarat Strategic Framework
- Clause 21.04 Land Uses
- Clause 21.05 Built Form and Amenity
- Clause 21.06 Environment
- Clause 21.07 Infrastructure
- Clause 21.08 Local Areas
- Clause 21.09 Further Strategic Work
- Clause 21.10 Reference Documents

To follow is a series of recommendations for each of the headings within the MSS which have specific relevance to Woodman's Hill. The proposed changes will either require a modification to the wording of the existing clauses, or deletion and replacement of new clauses which better reflect the intended outcomes of the Master Plan.

Clause 21.04 Land Uses

Clause 21.04 provides an overview in relation to the strategic directions for land use within the City of Ballarat. Clause 21.04-6 makes specific reference to tourism activity within the Municipality. In particular Strategy 1.3 encourages tourism related land uses within the vicinity of Woodmans Hill.

However, the recent findings of the Issues Paper and SWOT Analysis has identified a change in policy with respect to tourism and its role in this precinct. Ballarat Tourism in particular are concerned that promoting further tourism related uses over and above what has already been approved will undermine the viability of the core tourism attractions within the vicinity of the Ballarat CBD.



Given that this has emerged as a clear economic concern for the City of Ballarat it is recommended that Strategy 1.3 under Clause 21.04-6 be deleted altogether.

Clause 21.05 Built Form and Amenity

Under Clause 21.05-1 Character, Objective 2 is '*To improve the appearance of the major entrances to the urban area*'. Strategies to achieve this objective include:

- *Strategy 2.1 Improve the visual quality of major transport routes in recognition of their role in influencing the perception of residents and visitors, through such measures as signage consolidation and landscaping.*
- *Strategy 2.2 Facilitate the development of land abutting the Western Highway within the vicinity of Woodmans Hill in a way that has a positive impact on the appearance of this major city entrance.*
- *Strategy 2.3 Require that visual improvements be made to existing sites at major city entrances where planning approval is sought for buildings and works on the land.*
- *Strategy 2.4 Improve the visual appearance of existing industrial areas at major entrances to the City in accordance with the Ballarat Entrances Strategy.*

To ensure that the master plan is recognised within this clause, it is recommended that the wording of Strategy 2.2 be amended to read as follows:

- *Strategy 2.2 Facilitate the development of land abutting the Western Highway within the vicinity of Woodmans Hill in a way that has a positive impact on the appearance of this major city entrance, in accordance with the Woodmans Hill Gateway Precinct Master Plan (2013).*

Clause 21.08 Local Areas

The Master Plan advocates the incorporation of Woodmans Hill as a Local Area Policy at Clause 21.08 to guide the type of land use and development envisaged for the precinct.

As noted from the Issues Paper and SWOT Analysis, many stakeholders raised concerns in relation to the potential impact that may occur as a consequence of new and emerging retail, commercial and industrial development along the gateway precinct which may threaten the viability of the commercial centre of Ballarat. Increased tourism related uses have also been cited as potential threats to the more recognised tourism functions of the city.

Other issues relating to the protection of high quality agricultural soils also need to be acknowledged and applied within the Ballarat Planning Scheme.

The benefit of including Woodmans Hill within the MSS as a Local Area Policy is that it provides a safety net for guiding land use and development within specific areas that may not necessarily be controlled by zoning and overlay controls alone. In this regard the proposed planning policy recognises the need to address the following:

- *The protection of recognised areas of high quality agricultural soils;*
- *The need to encourage limited visitor retail, highway service related functions;*
- *The need to address the design principles for the precinct as noted in the Ballarat Entrances Strategy 2006; and*
- *The need to recognise, manage and protect koala habitats and native vegetation sensitivities.*

It is considered that the proposed Local Area Policy will give weight to the proposed overlays, particularly the DDO2 in establishing a framework for future land use and development built around the future alignment of the Western Highway.



Clause 21.09 Further Strategic Work

Under Clause 21.09-1 Land Use the following further strategic work is recommended:

- *Prepare the Woodmans Hill Gateway Master Plan identifying preferred land use and development.*

It is recommended that this dot point be deleted at such time as the planning scheme recommendations for implementing the Woodmans Hill Gateway Precinct Master Plan into the Ballarat Planning Scheme are undertaken.

Clause 21.10 Reference Documents

This Clause lists a series of local reference documents for the Municipal Strategic Statement. It is considered appropriate that reference is made to the Woodmans Hill Gateway Precinct Master Plan within this Clause.

8.2 Proposed Zones

The Master Plan advocates the following change to zoning in the study area:

- *A reduction in the extent of the Mixed Use Zone which applies to the land on the south side of the Western Highway. This involves rezoning Mixed Use Zone (MUZ) to Rural Living Zone (RLZ) between the land parcels at 9413 Western Highway west towards 89 Jacksons Road;*

Zoning changes to the south of the highway will assist in consolidating the preferred location for uses within the highway service precinct in and around the intersection of Old Melbourne Road, Brewery Tap Road and the Western Highway. It will also prevent further inappropriate uses from establishing in locations which are recognised for their rural residential character to the south of the highway within proximity to Clarkes Road.

A potential future development site has been identified north of the Western Highway, and changes to the zoning of these parcels may be required to facilitate land use change. If required, a site specific rezoning would need to be undertaken by a proponent, considering the intended use of the land. Rezoning of these parcels to facilitate more intense development is supported by this Master Plan, but the actual rezoning of land is not a part of recommended implementation through the Master Plan process.


8.3 Proposed Overlays

The Master Plan proposes a new overlay for the study area, as follows:

Design & Development Overlay 2 (Amended)

The existing DDO2 was originally prepared to introduce noise attenuation controls for specific buildings.

The proposed overlay recognises the need to refine and expand on a series of controls which will take into consideration the design principles of the Ballarat Entrances Strategy and reinforce the desired built form that will enhance the gateway precinct. The extent of the existing overlay boundary will be



extended into a broad area which focuses on the Mixed Use Zone generally 150 metres either side of the proposed freeway alignment, and along the gateway corridor which is consistent with the alignment of the existing DDO2 map.

The proposed controls will maintain focus on retaining noise attenuation measures associated with new development; however a new series of controls will be included which will address building height, bulk and setbacks, landscaping and advertising signage.

8.4 Non Statutory Recommendations

The Issues Paper and SWOT Analysis clearly identified concerns associated with the interim management of land holdings affected by the realignment of the Western Highway. Unfortunately a solution which legally binds management obligations between the various affected landowners, VicRoads and Council will be difficult to achieve by way of a planning control or local policy in this particular instance. In this regard it is recommended that Council liaise closely with VicRoads to ensure that the land management responsibilities established through the VicRoads *Vacant Land Management Strategy* are made more transparent, and that specific land management guidelines are established to ensure that these sites do not become derelict during the interim period prior to the upgrade of the Western Highway.

There are ongoing concerns regarding the safety of the Brewery Tap Road / Western Highway intersection within the study area, and it is recommended that Council liaise closely with VicRoads regarding options for improved safety in the interim period before the highway upgrade.

With respect to services, it is acknowledged that Central Highlands Water has no immediate plans for the implementation of a reticulated sewerage system within the study area in the short to medium term. Central Highlands Water will further investigate services in the area as part of a separate process in conjunction with Council.

Further investigation is required regarding the potential location and extent of biolink wildlife corridors through Ballarat, and Council should liaise with stakeholders on further work to be undertaken in regards to this issue.

Further investigation is also required to identify the 1% AEP flood extent in the area, along with identifying waterway buffers.

To ensure appropriate development of the three identified 'potential future development sites' in this prime gateway location, strict planning controls such as Development Plan Overlays should be considered, as appropriate, when applications for rezoning or development are submitted to Council.

Chapter 9

Conclusion





9 Conclusion

The Planning Scheme recommendations which have been prepared as part of this study will provide the foundations for the planning controls which will assist in achieving the desired vision for this precinct.

In essence the Master Plan will assist in achieving the following outcomes for the Woodman's Hill study area:

- It establishes the desired land use mix encouraged for the precinct;
- It consolidates the extent of mixed use zoned land on the southern side of the highway considered necessary for the precinct;
- It identifies the types of developments that are considered appropriate for this highway services related out of centre location;
- It identifies land for 'potential future development', which is supported by this Master Plan for future site specific rezoning and appropriate development;
- It gives weight to the desired entrance theme envisaged for the precinct through the application of appropriate planning controls.

It is envisaged that recommendations outlined in this study should form the basis of the changes that should be implemented in the Ballarat Planning Scheme.

Appendix A

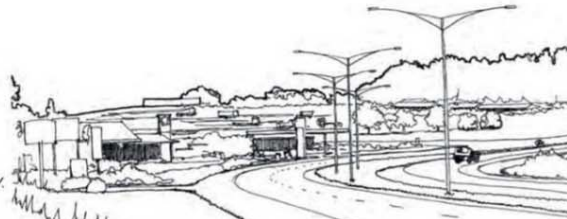
Master Plan



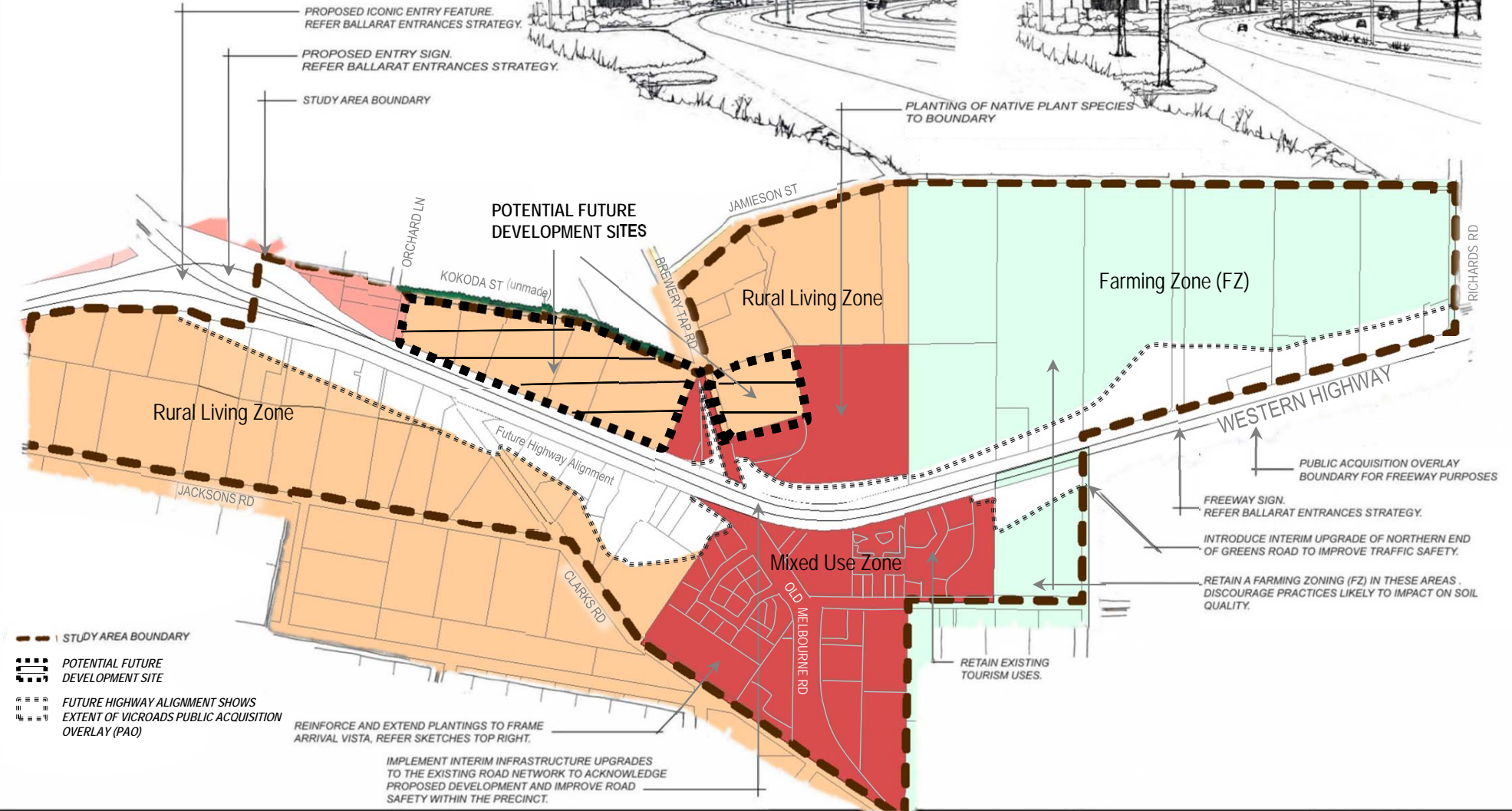
GENERAL NOTES:

DRAWING IS BASED ON AERIAL PHOTOGRAPHY, 2011 AND VIC ROADS OPTION 'D' - PREFERRED OPTION.
 • FOR DETAILED DISCUSSION OF RECOMMENDATIONS, REFER TO WOODMANS HILL GATEWAY MASTER PLAN, ISSUES PAPER, SWOT ANALYSIS AND CONCEPTUAL MASTER PLAN DOCUMENT.
 • FOR DETAILED DISCUSSION OF ENTRANCE FEATURES, GATEWAYS AND SIGNAGE, REFER TO BALLARAT ENTRANCES STRATEGY (2006).

SKETCH 1
 LOOKING WEST TO WOODMANS HILL.
 EXISTING CONDITIONS.



SKETCH 2
 LOOKING WEST TO WOODMANS HILL SHOWING EFFECT OF STREET TREES AND EXTENDED BACKGROUND PLANTING.

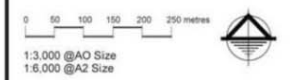


- STUDY AREA BOUNDARY
- POTENTIAL FUTURE DEVELOPMENT SITE
- FUTURE HIGHWAY ALIGNMENT SHOWS EXTENT OF VICROADS PUBLIC ACQUISITION OVERLAY (PAO)

REINFORCE AND EXTEND PLANTINGS TO FRAME ARRIVAL VISTA, REFER SKETCHES TOP RIGHT.
 IMPLEMENT INTERIM INFRASTRUCTURE UPGRADES TO THE EXISTING ROAD NETWORK TO ACKNOWLEDGE PROPOSED DEVELOPMENT AND IMPROVE ROAD SAFETY WITHIN THE PRECINCT.



NOTE: THIS DRAWING INDICATES DESIGN PRINCIPLES AND CONCEPTS ONLY. DETAILED SURVEY AND DESIGN DEVELOPMENT ARE REQUIRED TO TAKE INTO ACCOUNT FEATURES SUCH AS TOPOGRAPHY, VEGETATION, VIEW LINES, DRIVEWAYS, ETC. THIS DRAWING IS DERIVED FROM AERIAL PHOTOGRAPHY AND ACCURACY IS NOT GUARANTEED.



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CLIENT:	CITY OF BALLARAT



Aurecon Australia Pty Ltd

ABN 54 005 139 873

Aurecon Centre
Level 8, 850 Collins Street
Docklands VIC 3008

PO Box 23061
Docklands VIC 8012
Australia

T +61 3 9975 3000

F +61 3 9975 3444

E melbourne@aurecongroup.com

W aurecongroup.com

Aurecon offices are located in:

Angola, Australia, Bahrain, Botswana,
China, Ethiopia, Hong Kong, Indonesia,
Lesotho, Libya, Malawi, Mozambique,
Namibia, New Zealand, Nigeria,
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