

Urban Context Analysis

4.6 Site Issues

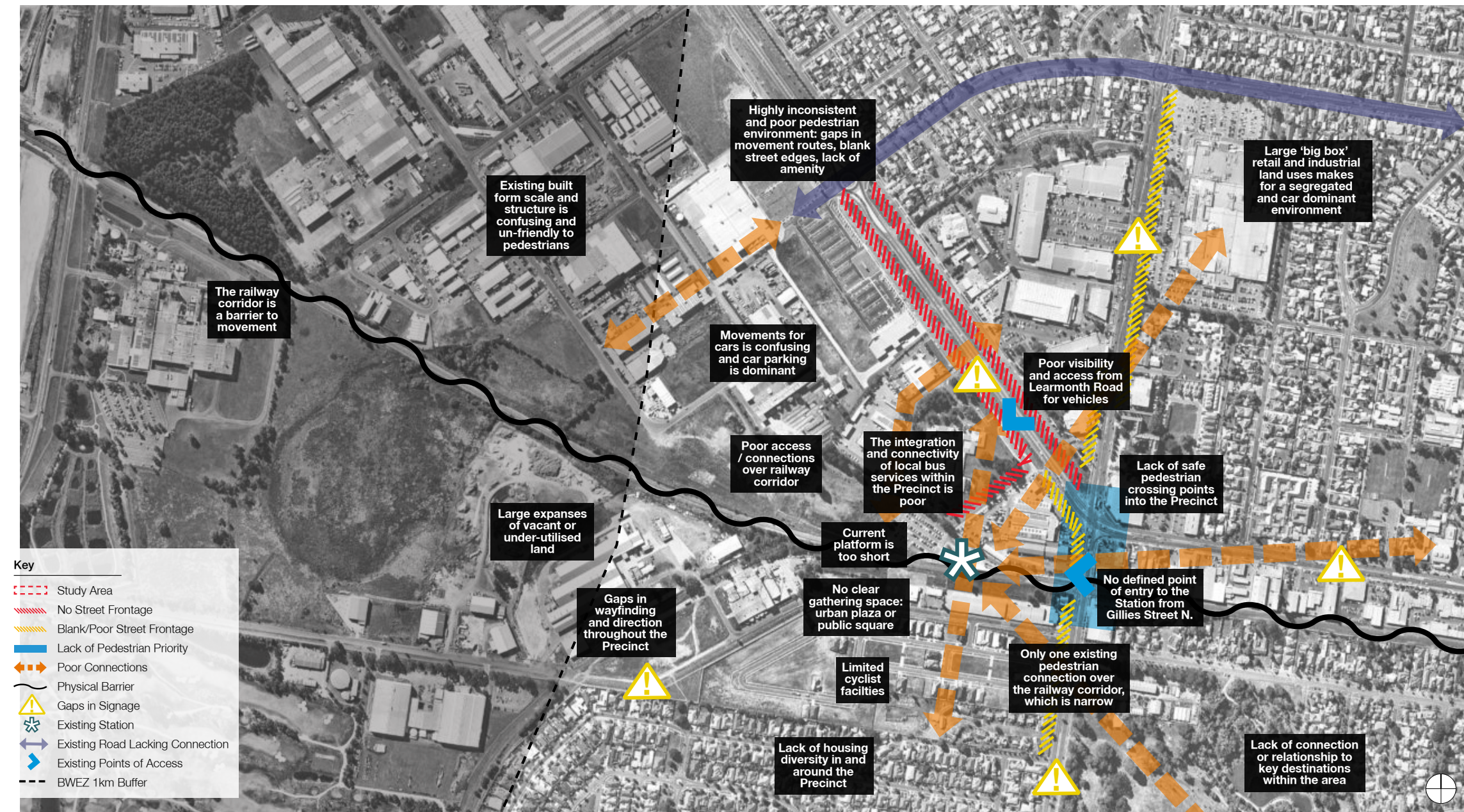


Figure 16: Site Issues Map

Urban Context Analysis

4.7 Public Transport Issues



Urban Context Analysis

4.8 Built Form Issues



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



Large expanses of underutilised, vacant land.



Approved developments are car-oriented.



New developments are exacerbating the poor urban environment.



The precinct lacks amenity for pedestrians, passengers and visitors.



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

Urban Context Analysis

4.9 Public Realm Issues



The station has a sense of isolation.



The station environment is not welcoming for pedestrians.



Surrounding buildings 'turn their backs' on the station.



Lack of safe crossing points for pedestrians.



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



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

Urban Context Analysis

4.10 Land Ownership

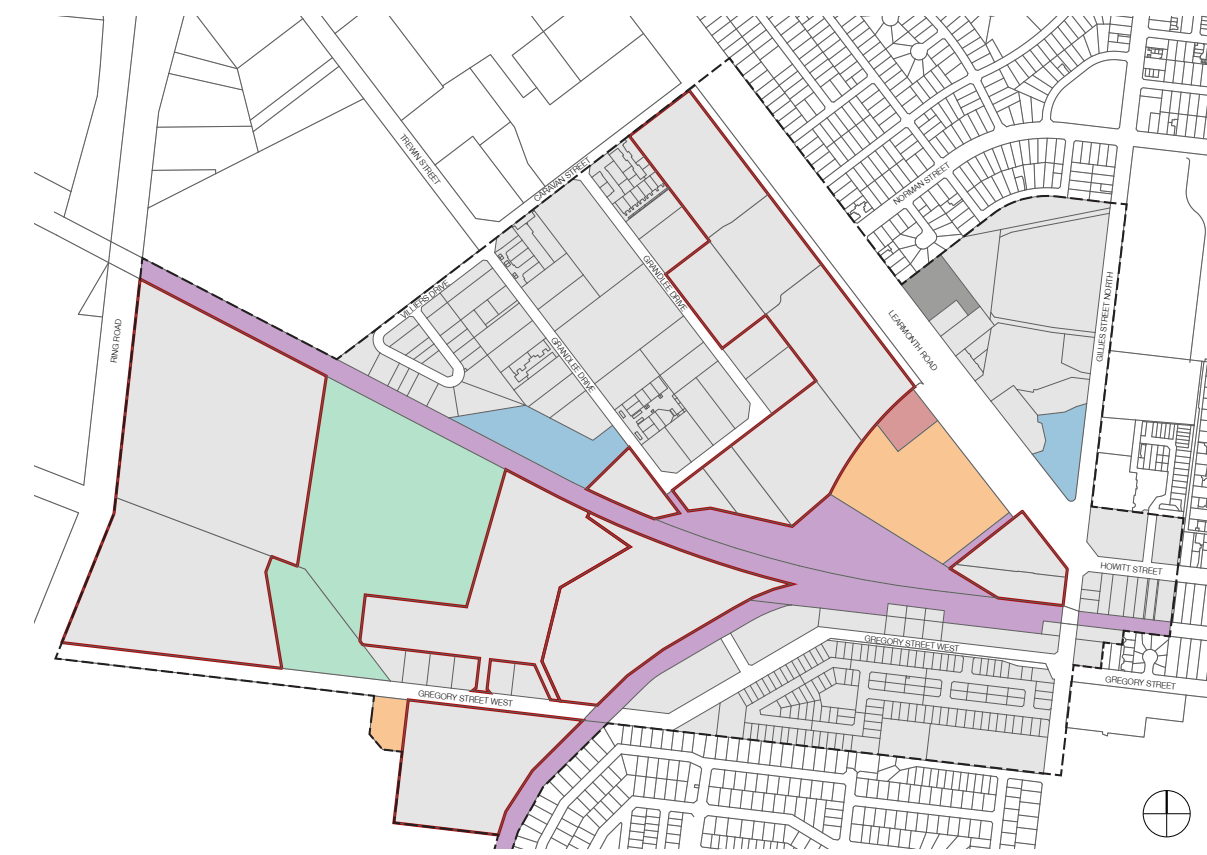


Figure 17: Land Ownership Map

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

4.11 Wendouree Station Design Constraints

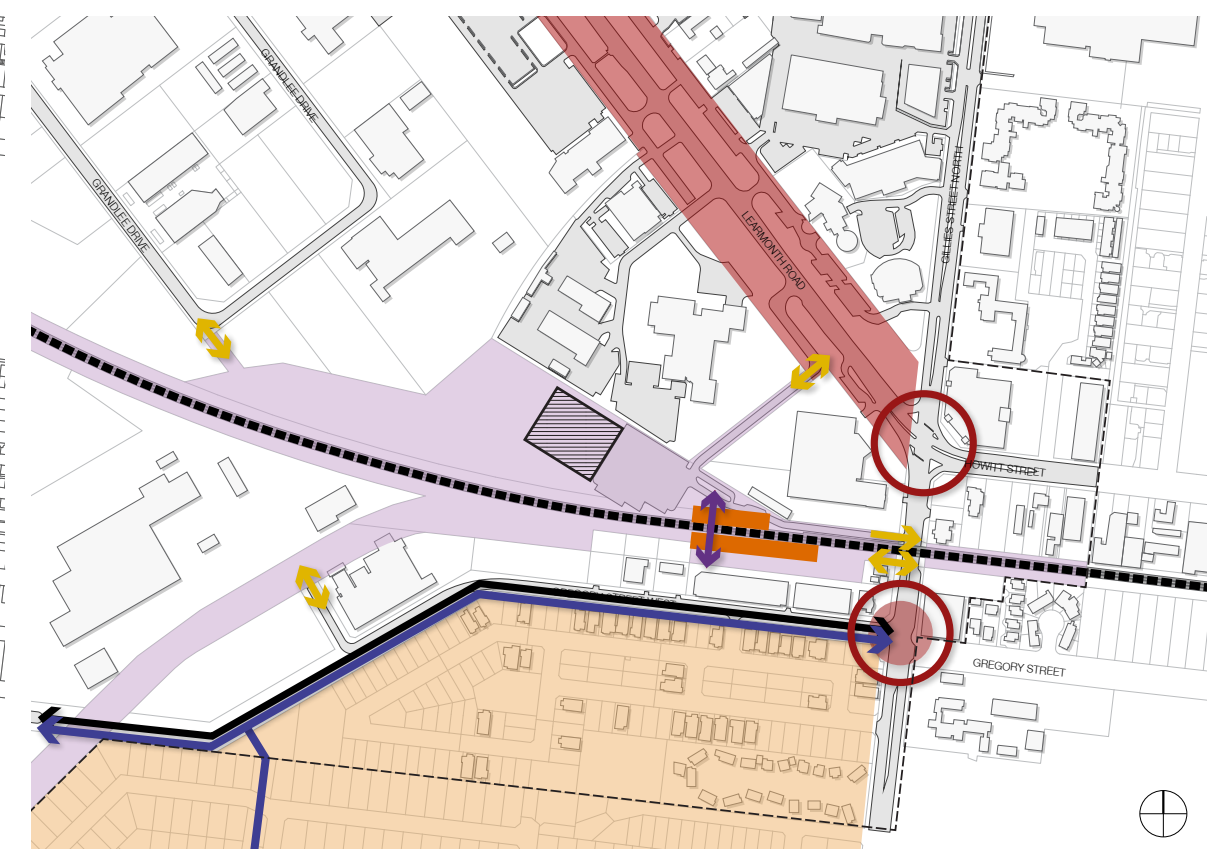


Figure 18: Design Constraints Diagram

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

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Master Plan Overview

5.1 Master Plan Overview

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

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

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

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

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

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

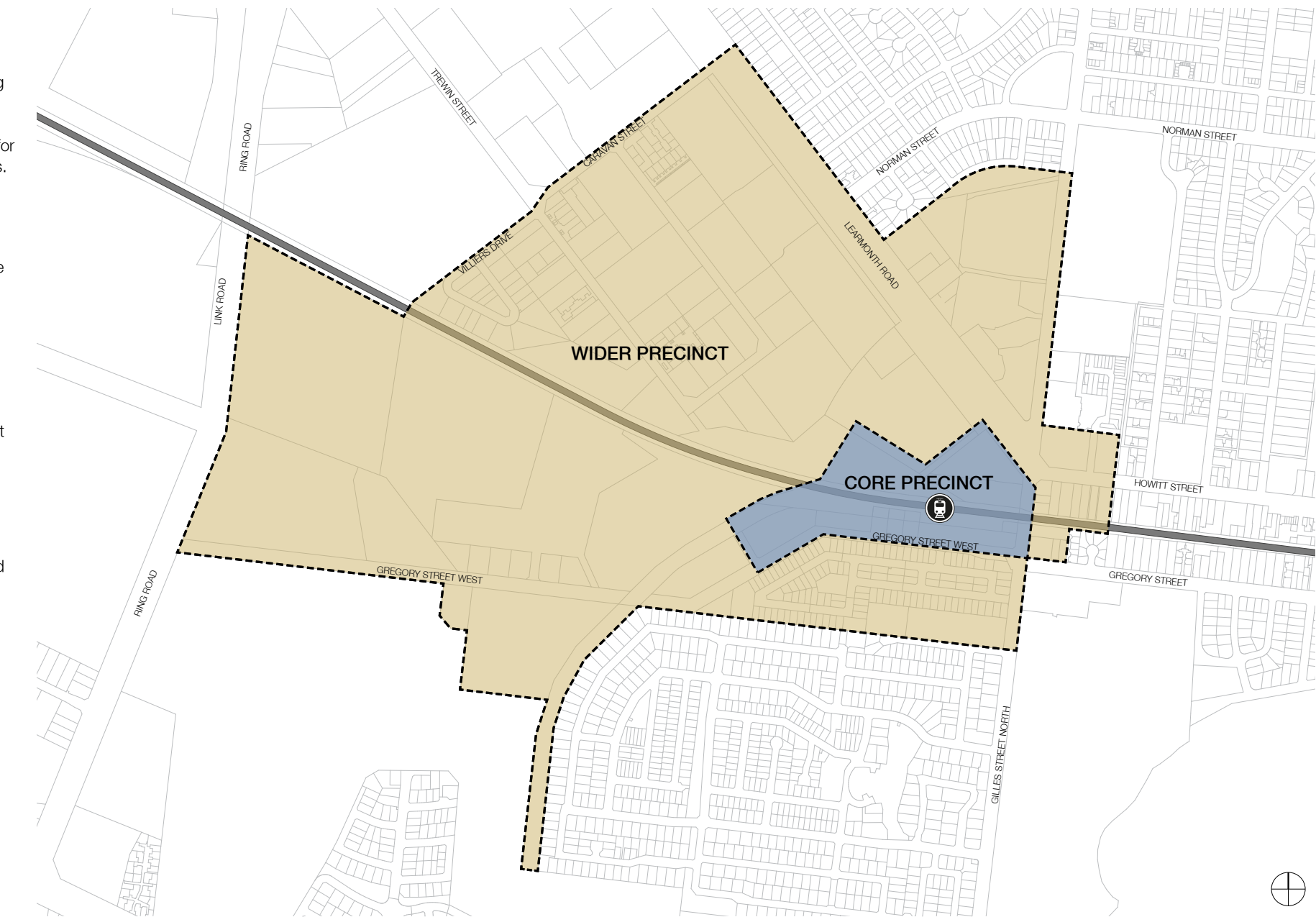


Figure 19: Master Plan Precincts Map

Wider Precinct Master Plan

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Wider Precinct Master Plan

6.1 Master Plan

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

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

- Principle 01 Create an Integrated Transport Hub
- Principle 02 Stimulate Economic Activity and Growth
- Principle 03 Activity Centre | Main Street | Town Centre Experience
- Principle 04 Achieve a Visually Prominent Station
- Principle 05 Improve Integration and Connections
- Principle 06 Develop a Locally Distinctive and Positive Identity
- Principle 07 Enable Flexible Implementation
- Principle 08 Encourage Environmental Sustainability

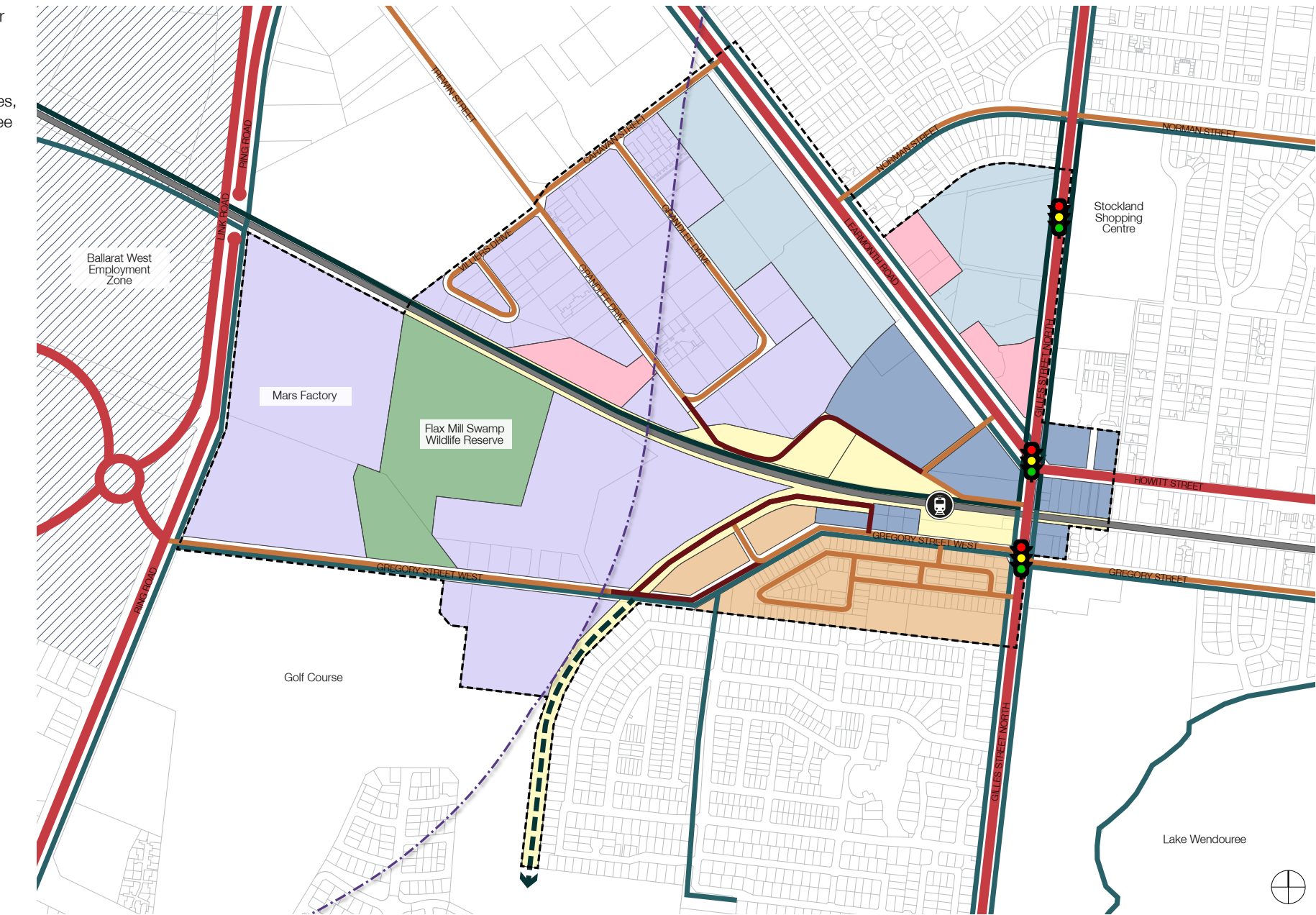





Figure 20: Wider Precinct Master Plan

6.2 Access and Movement

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

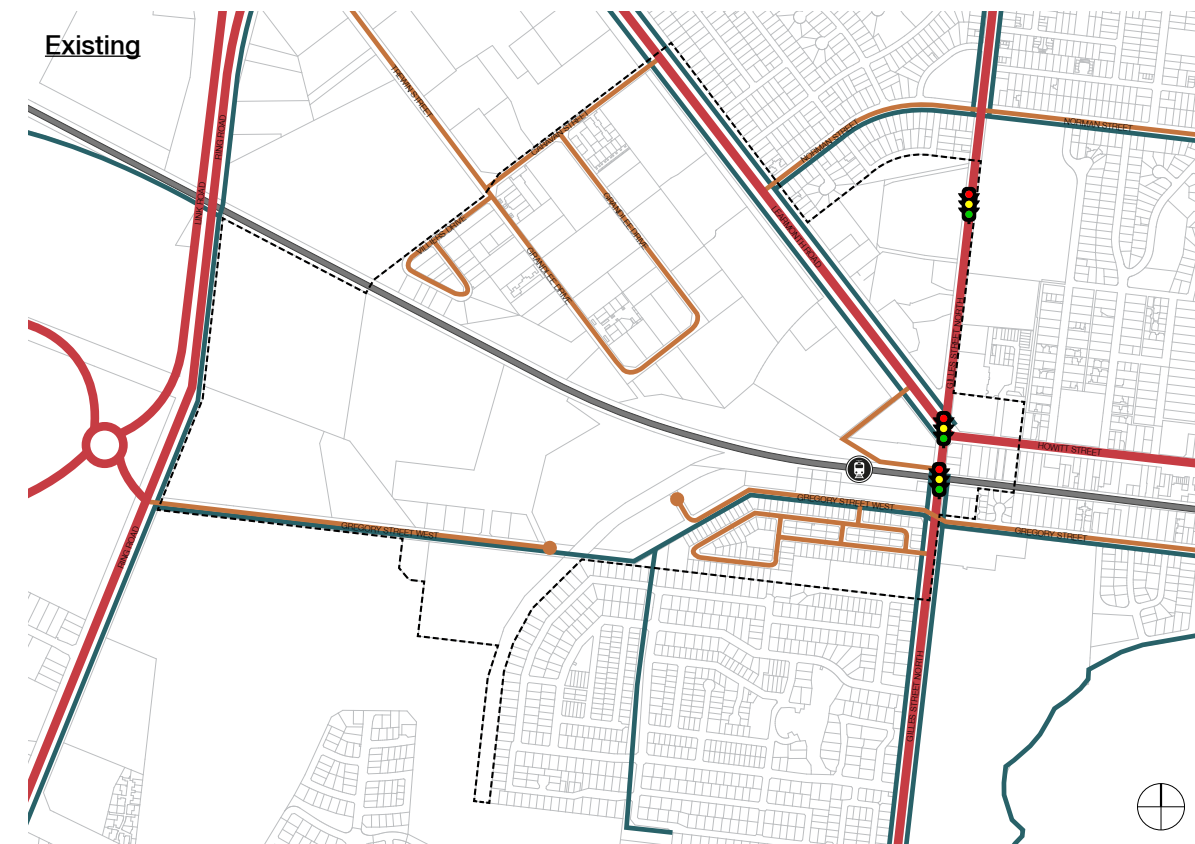


Figure 21: Existing Access and Movement Network Diagram

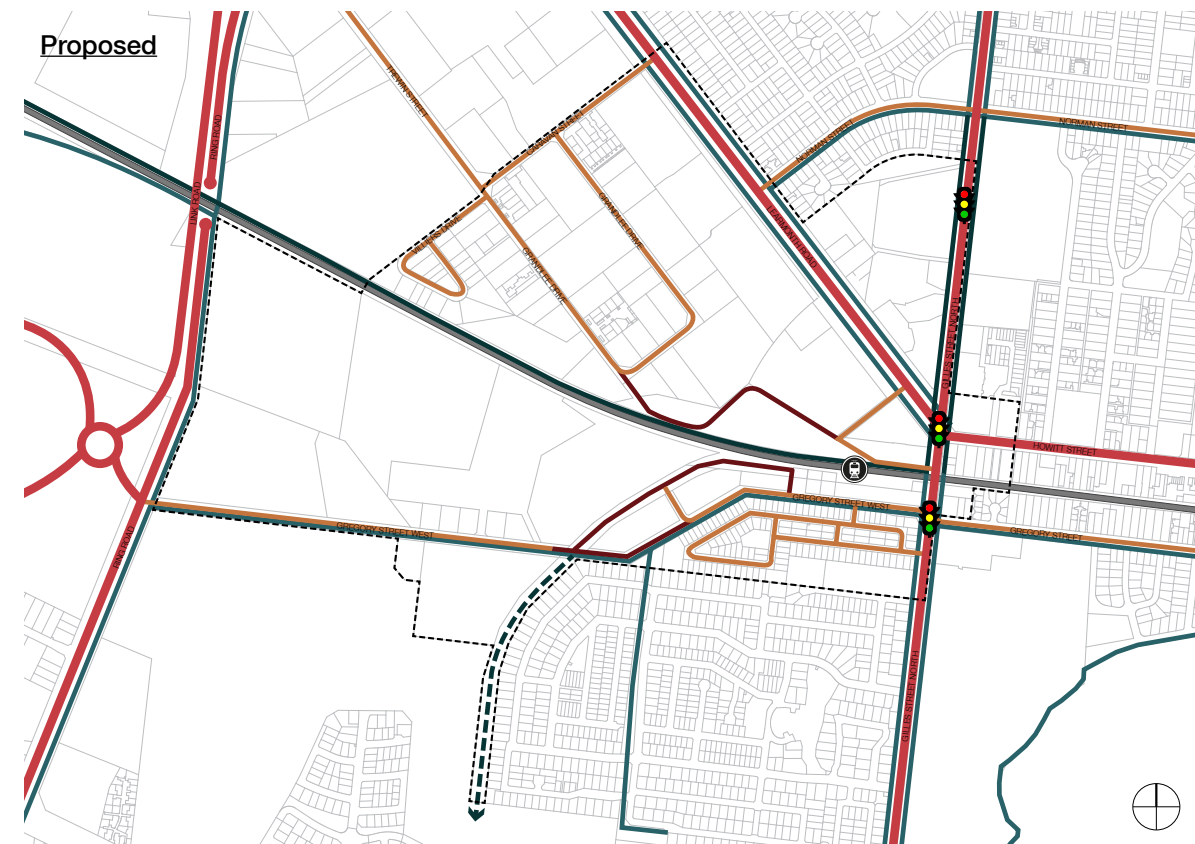
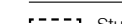



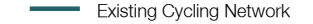
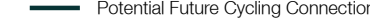
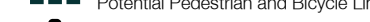



Figure 22: Proposed Access and Movement Network Diagram

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

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

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

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

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

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

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

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

6.3 Land Use

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

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

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

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

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

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

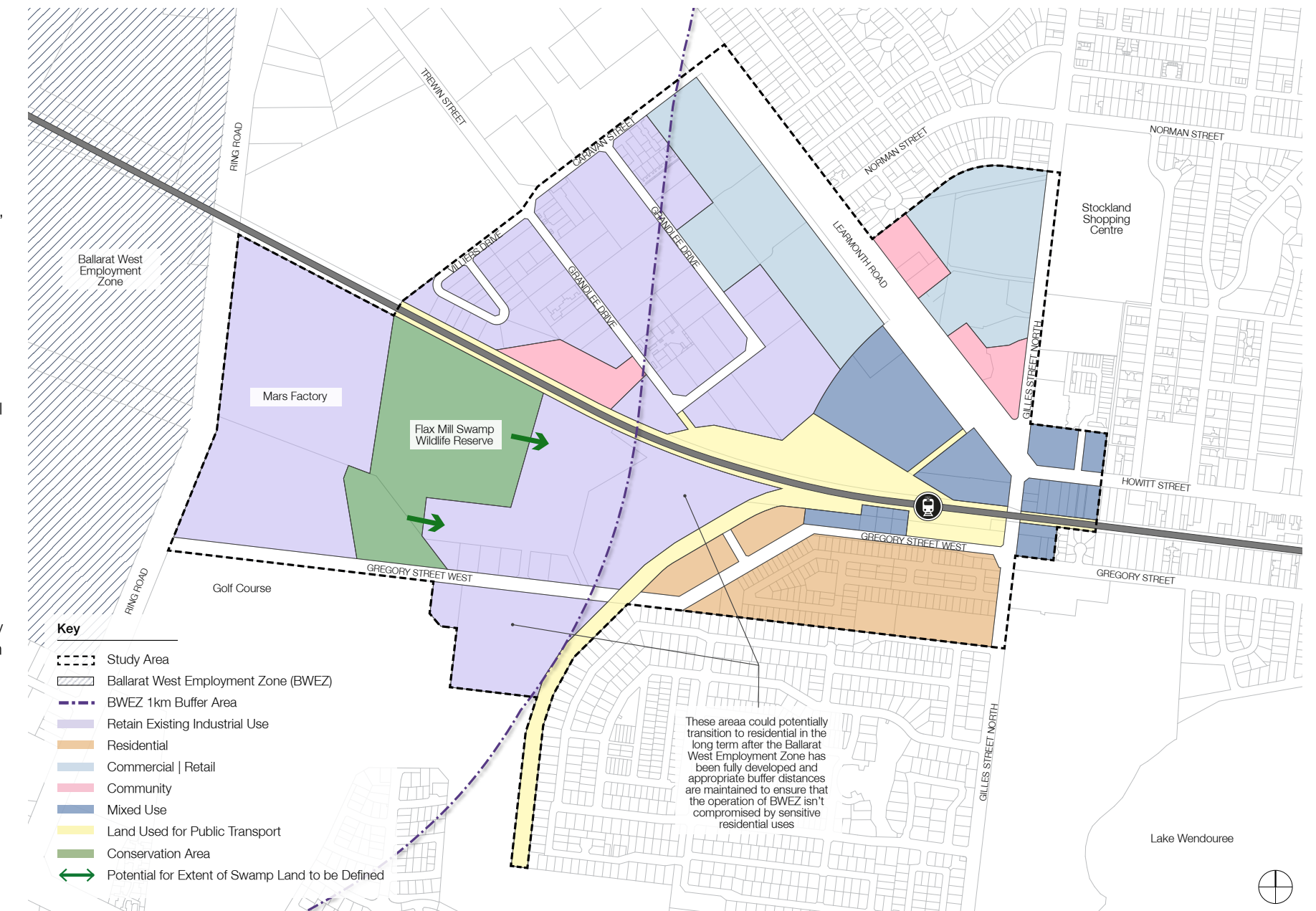


Figure 23: Land use Diagram

6.4 Industrial Use

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

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

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

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

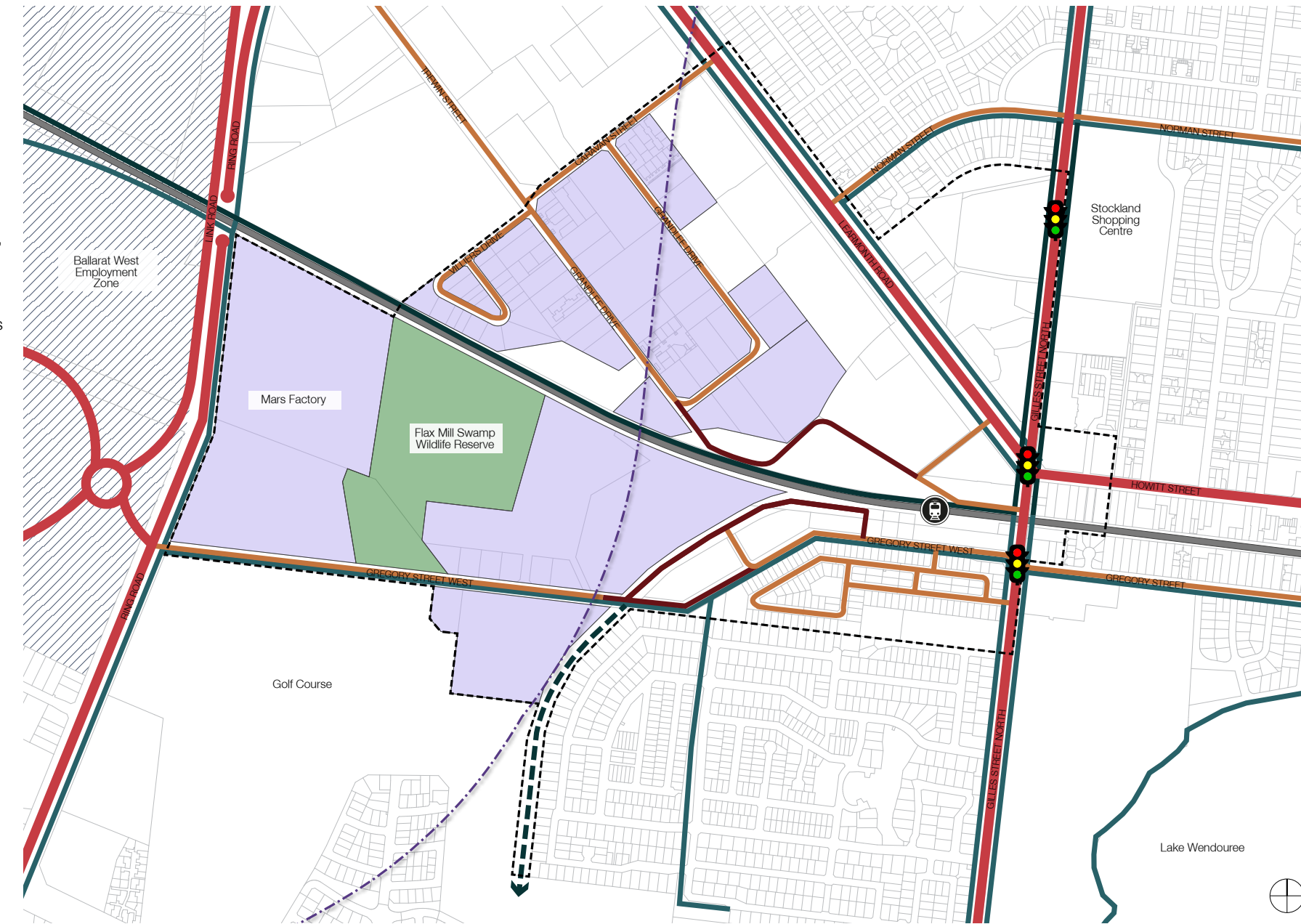


Figure 24: Industrial Use Plan

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



Figure 25: Existing Condition of Industrial Areas

Core Precinct Concept Plan

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Core Precinct Concept Plan









7.1 Concept Plan

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

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

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

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

-  **Principle 01**
Create an Integrated Transport Hub
-  **Principle 02**
Stimulate Economic Activity and Growth
-  **Principle 03**
Activity Centre | Main Street | Town Centre Experience
-  **Principle 04**
Achieve a Visually Prominent Station
-  **Principle 05**
Improve Integration and Connections
-  **Principle 06**
Develop a Locally Distinctive and Positive Identity
-  **Principle 07**
Enable Flexible Implementation
-  **Principle 08**
Encourage Environmental Sustainability

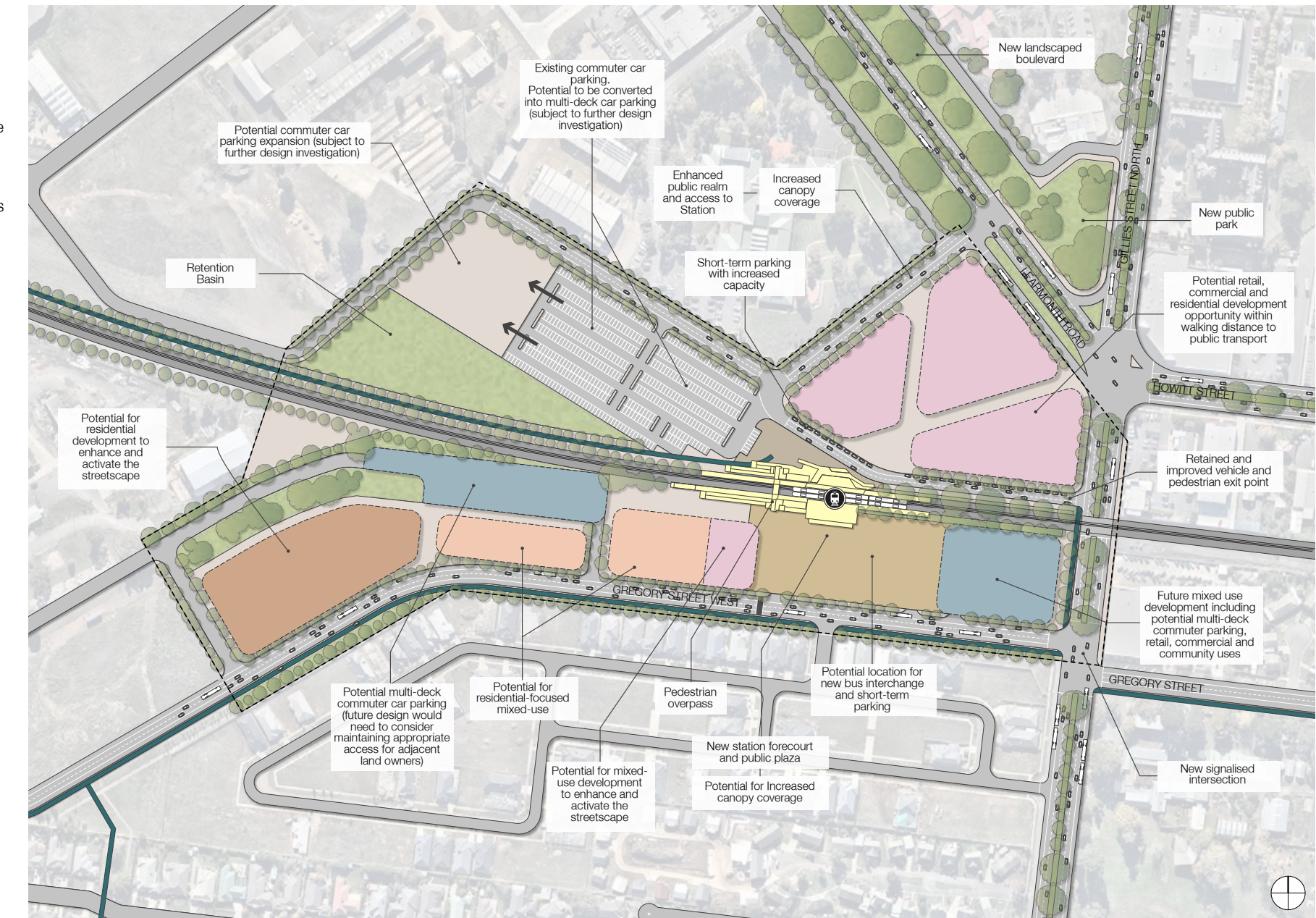











Figure 26: Core Precinct Concept Plan

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

Core Precinct Concept Plan

7.2 Access and Movement

The upgraded Wendouree Station will become a vibrant pedestrian-friendly environment. A network of streets and public spaces will provide easy access to the station while offering a range of activities and convenience shopping opportunities for commuters and residents. Public transport will be seamlessly integrated with the public realm. Car parking options will be efficiently located to provide convenience without compromising the quality of the pedestrian experience.

Initiatives:

- Enhanced connections on Learmonth Road and Gillies Street North into the precinct will provide safe, legible and universal station access for all. Learmonth Road will remain a primary connecting route, with additional greening along the roadside greatly improving visual amenity
- Multiple car and bicycle parking options will ensure easy and convenient access from multiple destinations
- Multiple vehicular access points will help to disperse traffic during peak hours, eliminating the current bottleneck issue
- A pedestrian priority environment within the Station Precinct will improve walkability and activation.
- Key points of entry to the Station Precinct will be upgraded, with a focus on pedestrian crossing points over roads. Any new crossing points will be supported by a wayfinding strategy.
- A new, formalised pedestrian crossing at the intersection of Gregory Street West and Gillies Street North will provide safe connections for pedestrians and cyclists towards Lake Wendouree and the Ballarat CBD
- A new east-west shared path along the north side of the train line and internal roads will provide vehicle, pedestrian and bicycle connections between the station and industrial uses to the west
- A new pedestrian overpass over the rail corridor will allow for safe and universal access to all users.
- New and improved forecourts will provide a safe and pleasant pedestrian experience, while creating spaces for dispersion of commuters.

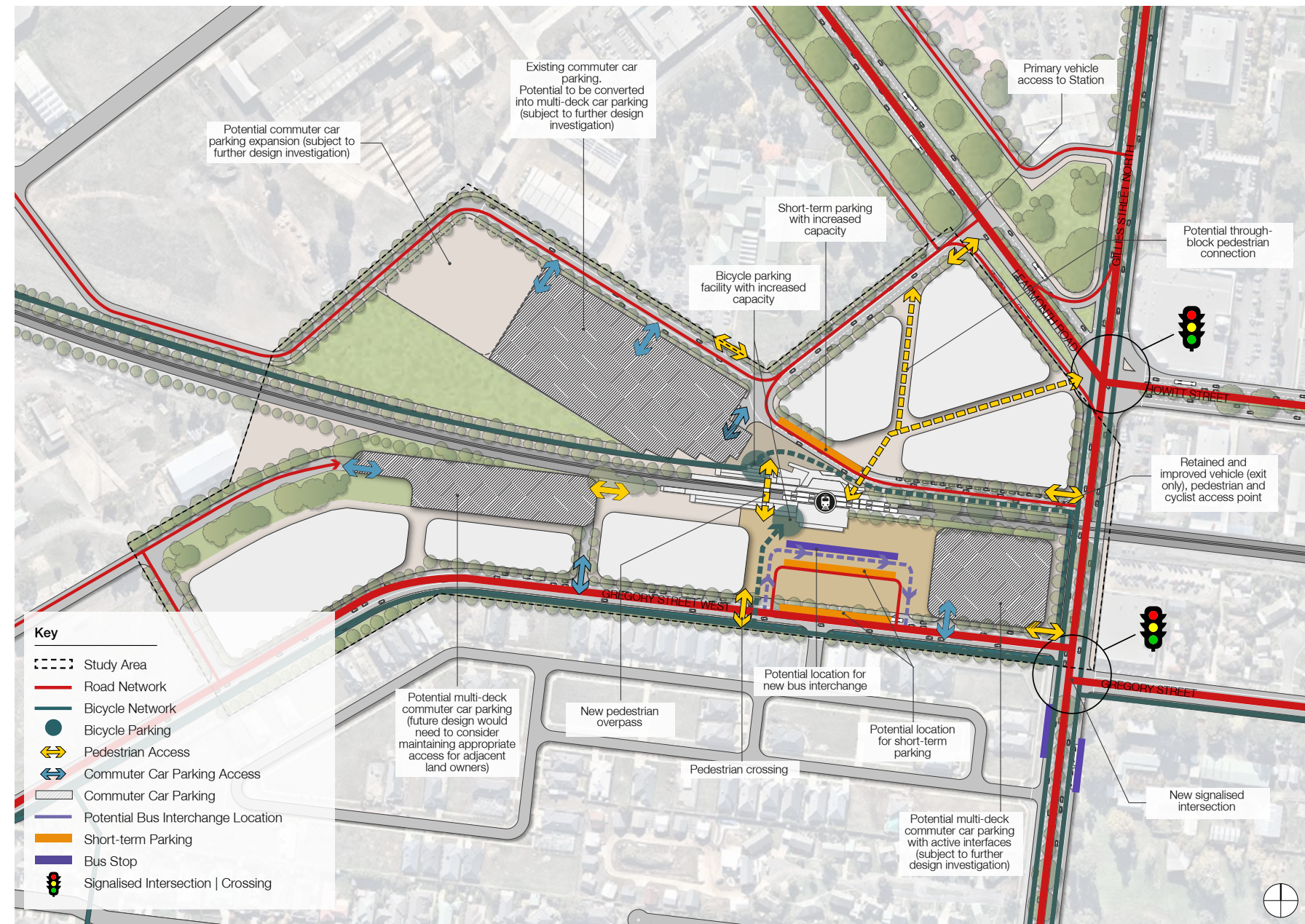


Figure 27: Access and Movement Concept Plan

Core Precinct Concept Plan

7.3 Land Use and Activities

The primary focus of the Core Precinct is to provide high-quality public transport facilities for residents and visitors coming to Wendouree. To achieve this, the station buildings and bus interchange will become the central focus of the site. Residential and mixed-use activities will complement the transport experience, contributing to the vibrancy and activation of the precinct.

Initiatives:

- The core of the precinct will be dedicated to public transport uses, with transport facilities on both sides of the rail corridor and at Gregory Street West/Gillies Street North intersection
- Mixed-use developments will complement the functions and activities of the precinct, especially north of the rail corridor. The integration of such uses with the station will help to create an urban destination with shops, cafes, housing and employment opportunities
- Residential and mixed-use typologies along Gregory Street West will respond to the existing local character and provide a diversity of dwelling options
- Potential for the existing community centre at the intersection of Learmonth Road and Gillies Street North to be upgraded to accommodate new services
- New and existing commuter car parking have potential to accommodate multi-deck structures for increased parking capacity.

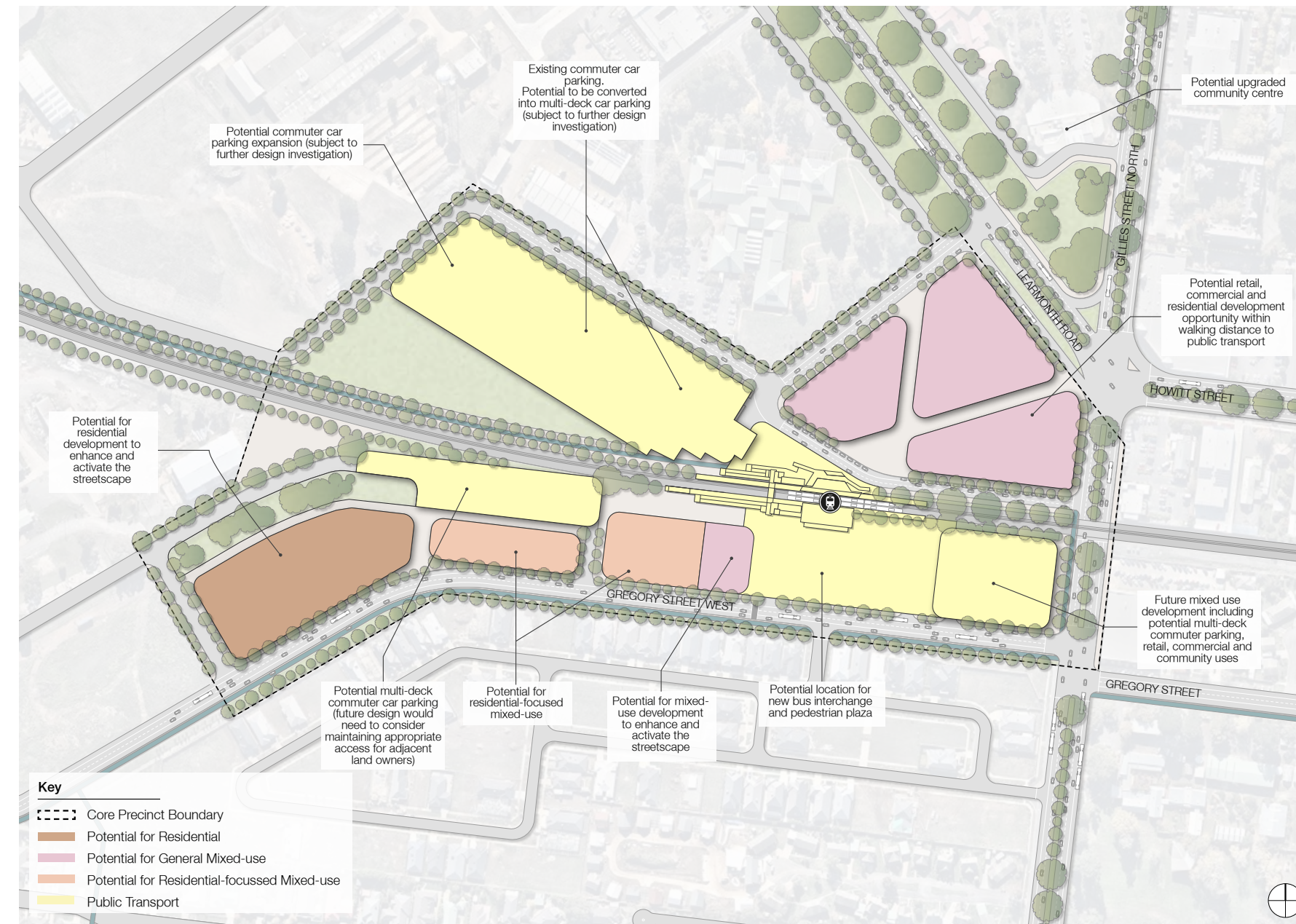


Figure 28: Land Use Concept Plan

7.4 Public Transport

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

Initiatives:

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

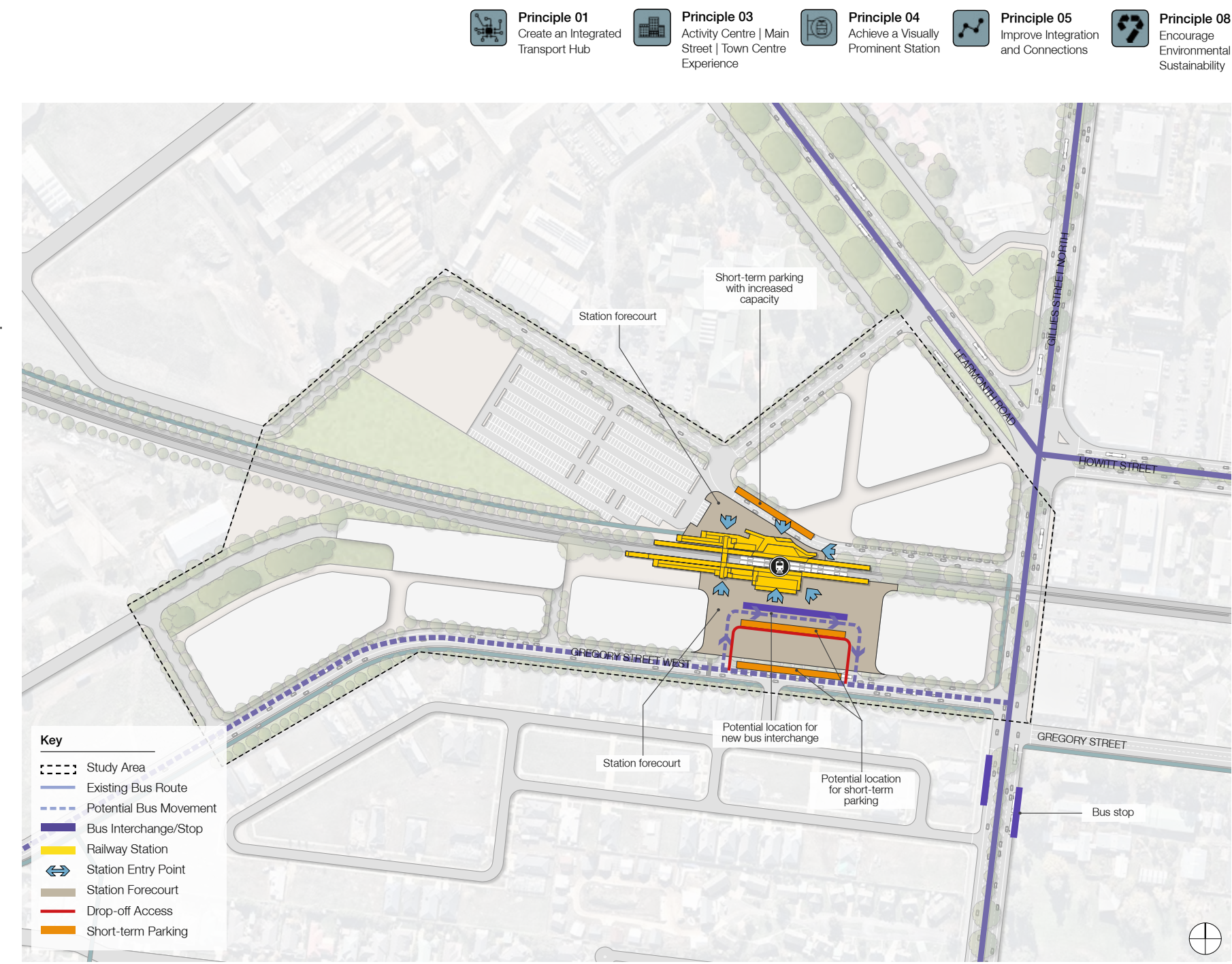


Figure 29: Public Transport Concept Plan

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

International Public Transport Precedents



Figure 30: Walkable bus interchange - Rhode Island - USA



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



Figure 32: Bus interchange - Vancouver - Canada



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



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

Core Precinct Concept Plan

7.5 Built Form

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

Initiatives:

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

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

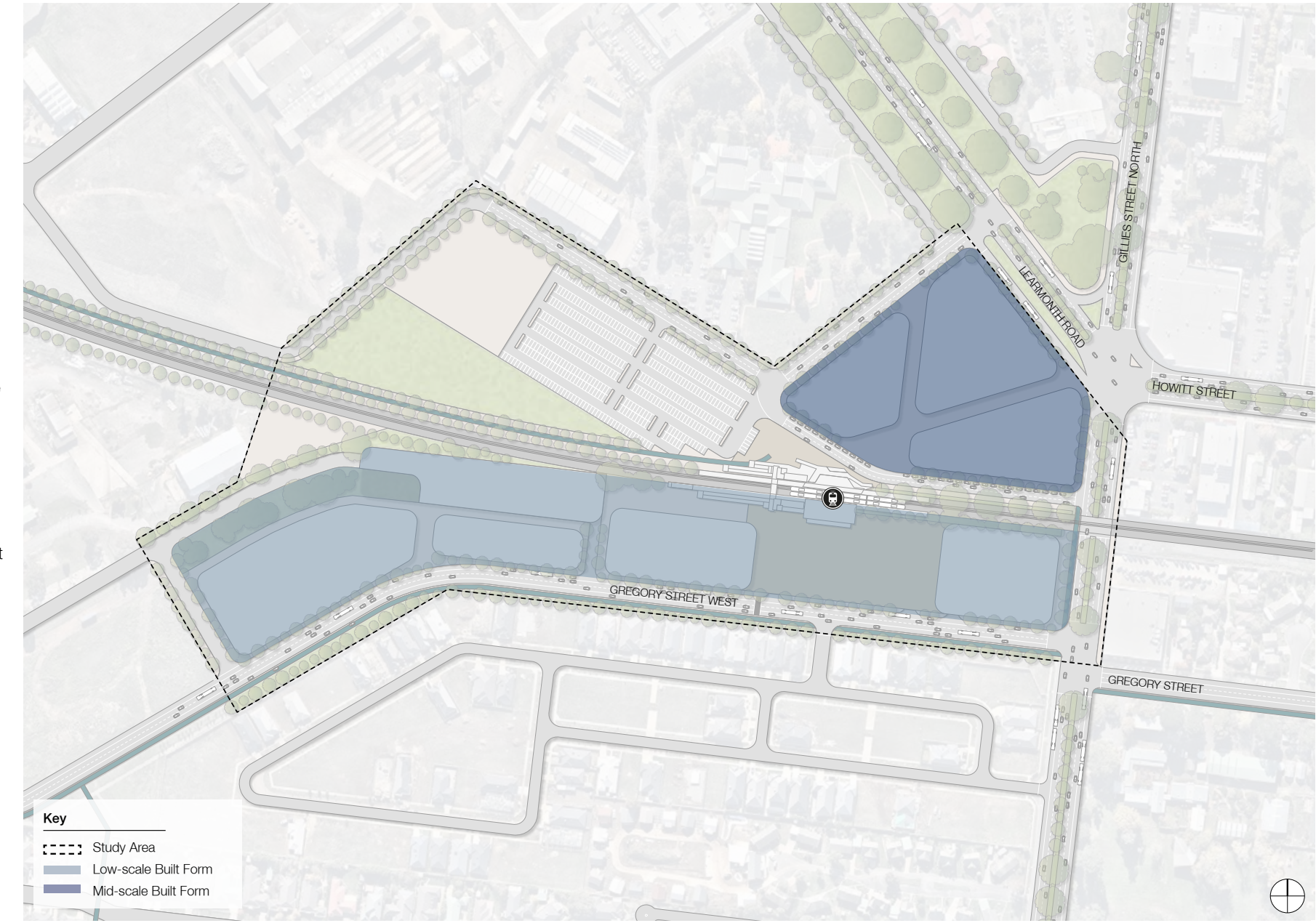


Figure 35: Built Form Concept Plan

Core Precinct Concept Plan

Built Form Precedents



Figure 36: Medium-density housing - Cranbourne VIC



Figure 37: Mixed-use - The Ponds NSW



Figure 38: Medium-density housing - Box Hill VIC



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