

## PUBLIC TRANSPORT ISSUES



ACCESS INTO THE SITE IS CONFUSING...



CONNECTIVITY THROUGH THE SITE IS CONFUSING...



TRAFFIC IS DOMINANT, AND ROADS ARE CLUTTERED WITH CARS...



CAR PARKING IS DOMINANT, SPRAWLED AND CONGESTED...



EXISTING INFRASTRUCTURE NEEDS TO ACCOMMODATE FOR GREATER PATRONAGE AND FUTURE PROVISION...



THE STATION HAS NO PROFILE IN THE SURROUNDING PRECINCT, AND ITS CONDITION IS POOR...



POOR INTER-CONNECTIVITY BETWEEN BUSES AND TRAINS...



POOR PUBLIC TRANSPORT INFRASTRUCTURE...



NO ACCESS THROUGH GREGORY STREET WEST...

## BUILT FORM ISSUES



THE RAILWAY CORRIDOR ACTS AS A BARRIER BETWEEN USES IN THE PRECINCT...



HUGE EXPANSES OF UNDER-UTILISED, VACANT LAND...



HOW IS PROPOSED DEVELOPMENT GOING TO HELP MEND THE EXISTING URBAN CONDITION...



PROPOSED DEVELOPMENT IS IN FACT EXACERBATING THE POOR URBAN ENVIRONMENT...



THE PRECINCT LOOKS INDUSTRIAL AND LACKS ANY AMENITY FOR PEDESTRIANS, PASSENGERS OR VISITORS...



'BIG BOX' LAND USES ARE DOMINANT AND THEIR CONFIGURATIONS PROVIDE NO URBAN STRUCTURE...

## PUBLIC REALM ISSUES



THE STATION HAS A DISTINCT SENSE OF ISOLATION...



THE STATION ENVIRONMENT AND SURROUNDS IS NOT A WELCOMING POINT OF ARRIVAL FOR TRAIN USERS...



ALL SURROUNDING LAND USES 'TURN THEIR BACKS' ON THE STATION...



LARGE ROAD EXPANSES MAKE AN UNFRIENDLY AND EXPOSED PEDESTRIAN...



LACK OF SAFE CROSSING POINTS FOR PEDESTRIANS OVER MAIN ROADS INTO THE PRECINCT...



POOR PEDESTRIAN INFRASTRUCTURE - SEVERE LACK OF PAVEMENTS, LIGHTING, CANOPIES, FURNITURE AND LANDSCAPING...

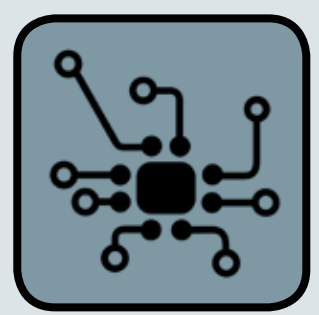


THERE ARE NO PUBLIC REALM SPACES FOR PEOPLE 'TO BE'...

## 03. ISSUES







## Principle 01. Create an Integrated Transport Hub

### Objective 1.1

Ensure the safe and convenient movement of people, interchanging between different modes of transport.

### Objective 1.2

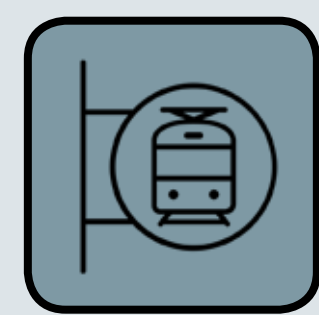
Create a clear, efficient and legible network of systems that function and service Wendouree in an integrated and effective way; and an environment that supports and encourages the predominant use of public transport.

### Objective 1.3

Ensure development within the Precinct recognises and supports the Station's primary purpose as an intermodal transit hub for Wendouree and broader Ballarat region.

### Objective 1.4

Create an environment that supports and encourages the predominant use of public transport.



## Principle 02. Achieve a Visually Prominent Station

### Objective 2.1

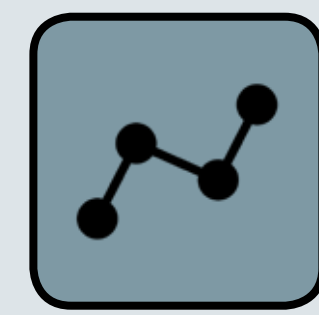
Establish the visual prominence of the Station and give the Station a visible presence on Gillies Street North.

### Objective 2.2

Create a new entry and point of access to the Station from Gregory Street West.

### Objective 2.3

Enhance visual links to the Station, through the Precinct, and from the Station toward key destinations.



## Principle 03. Improve Integration & Connections

### Objective 3.1

Create new and enhance existing streetscapes, pedestrian links and cycle routes to enhance access and activation within the Precinct.

### Objective 3.2

Create visual links and augment wayfinding, to facilitate movement between the precinct and key destinations within the Centre.

### Objective 3.3

Ensure safe and easy access for public transport users, by encouraging safe and efficient traffic flow and minimising potential conflicts between vehicles and pedestrians within the Precinct.



## Principle 04. Reinvent & Activate Public Space

### Objective 4.1

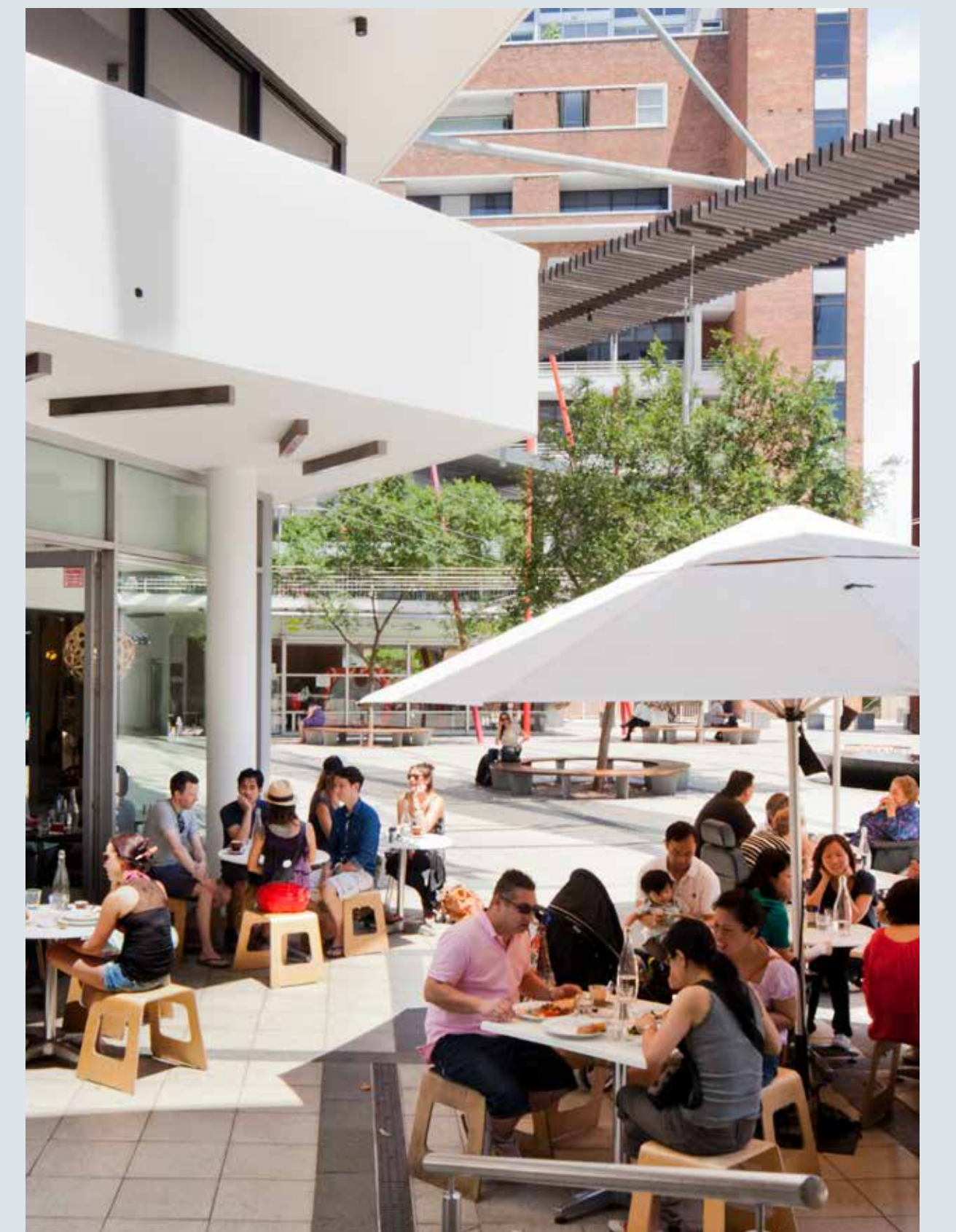
Create a destination and sense of arrival – a gateway to Wendouree.

### Objective 4.2

Create an intensification of uses and activities within human scale development.

### Objective 4.3

Improve the appearance and function of public spaces and streetscapes, including shelter, infrastructure, lighting, safety, crossovers and footpath widths.



## Principle 05. Develop a Cohesive Local Identity

### Objective 5.1

Design a Station Precinct that has a distinct and clear presence, and contributes positively to the wider area.

### Objective 5.2

Establish continuity in the streetscape, public spaces and use of materials throughout the Precinct.

### Objective 5.3

Develop a greening strategy and develop a cohesive landscape of trees and plants that provide shade and amenity.

### Objective 5.4

Utilise the European and Indigenous history of the area where appropriate to reinforce a unique sense of place.



## Principle 06. Encouraging Economic Growth and Stability

### Objective 6.1

Promote urban renewal to achieve higher density and mixed-use development in the Precinct.

### Objective 6.2

Develop the Precinct's role as an important aspect of economic sustainability – this role could be established through a new workforce, business incubation and innovation, housing diversity and an improved environment linking to key civic and cultural destinations.

### Objective 6.3

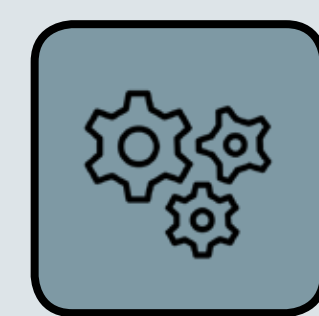
Create an urban centre and focal point for the area, comprising public space and community facilities, providing a recognisable place for meeting, social interaction and civic life (events, gatherings and meetings).

### Objective 6.4

Existing employment retained where feasible, reinforcing a productive and industrious urban environment which is embraced and distinctive from other areas of Ballarat. Existing uses are well-integrated with a range of new uses.

### Objective 6.5

Identify parcels of land appropriate, available and/or ready for future development opportunities.



## Principle 07. Enable Flexible Implementation

### Objective 7.1

Establish continuity in the public realm across all stages of development.

### Objective 7.2

Plan for the Precinct to evolve and redevelop over time, providing a degree of flexibility to adapt to changed market circumstances in the future.

### Objective 7.3

Allow for flexibility in the Master Plan's staging to accommodate the implementation of proposals over time as land and/or funding becomes available.



## Principle 08. Encourage Environmental Sustainability

### Objective 8.1

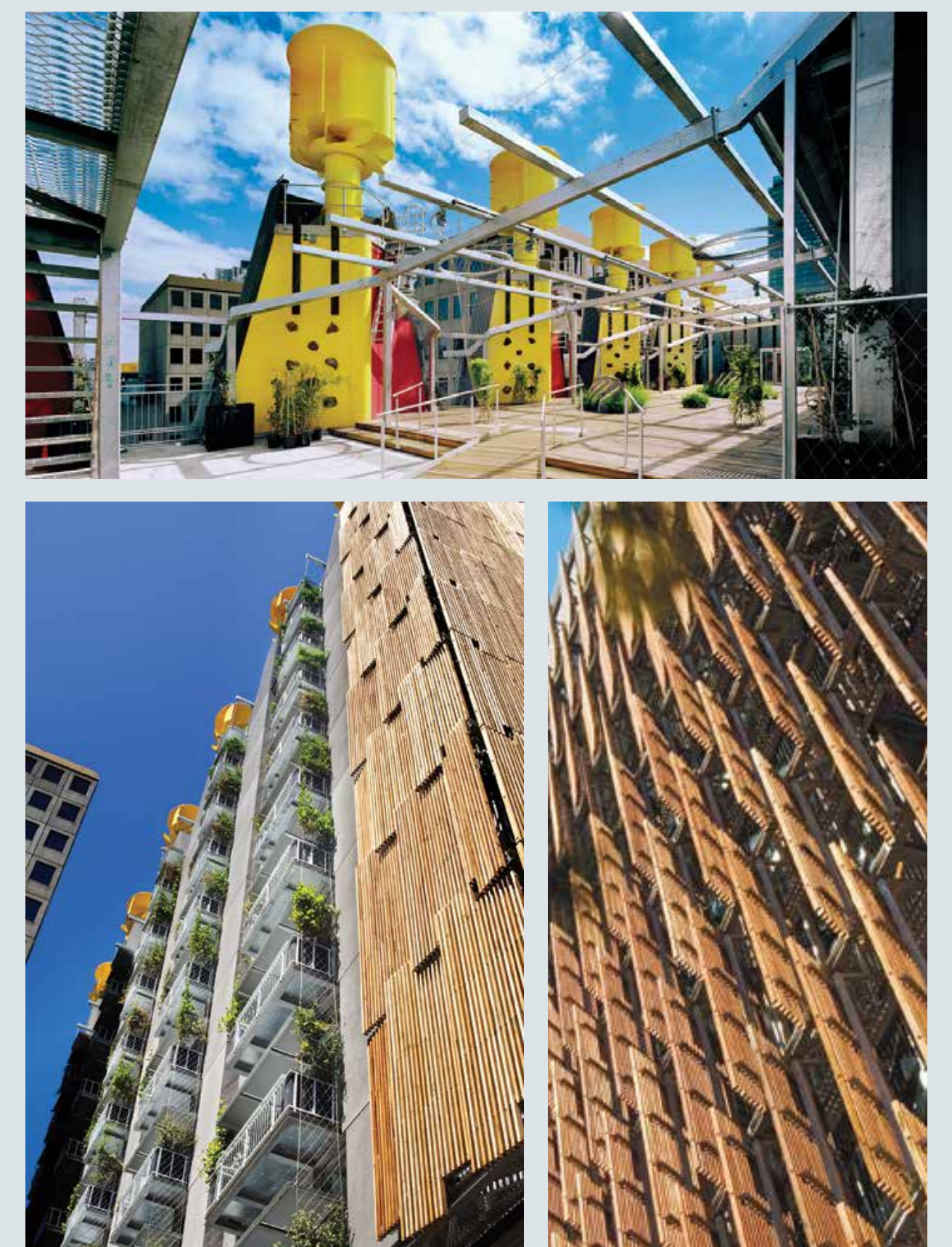
Integrate best practice sustainable design principles into all stages of design and development.

### Objective 8.2

Enhance biodiversity across the precinct and achieve a minimum 40% tree canopy coverage in line with Council's commitment to create an urban forest.

### Objective 8.3

Achieve resource and materials efficiency, through innovation in design and construction and support for adaption and re-use of existing buildings where feasible



# 04. INITIAL URBAN DESIGN PRINCIPLES

