

SJB Urban



# Community Engagement Round 2 Summary

## Draft Wendouree Railway Station Precinct Master Plan

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Prepared for  
City of Ballarat

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Issued  
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SJB is passionate about the possibilities of architecture, interiors, urban design and planning.

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Version: 02

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# Background & Approach

# 1

## 1.1 Project Overview

As Ballarat continues to expand to the west, the City of Ballarat is looking ahead long-term as Wendouree Station becomes closer to the geographical centre of Ballarat. Work on the Ballarat Line Upgrade is well under way including a second track, additional platform and pedestrian overpass at Wendouree station which is being delivered by Rail Projects Victoria (RPV). This is a great opportunity to take advantage of the big changes already happening to create a precinct that is much more than a transport hub.

*The master plan creates a vision for the future renewal and revitalisation of the Wendouree Railway Station Precinct and provides guidance on the delivery of a number of projects currently underway or in the planning phase (see below).*

*The Draft Master Plan seeks to:*

- *Improve the function, useability and appearance of the precinct*
- *Improve access and movement to the station, including a new forecourt*
- *Provide for an increasing number of people using the station and surrounding precinct*
- *Introduce new retail and residential options. Identify development opportunities for revitalisation, including underutilised railway land*
- *Introduce new retail and residential options.*

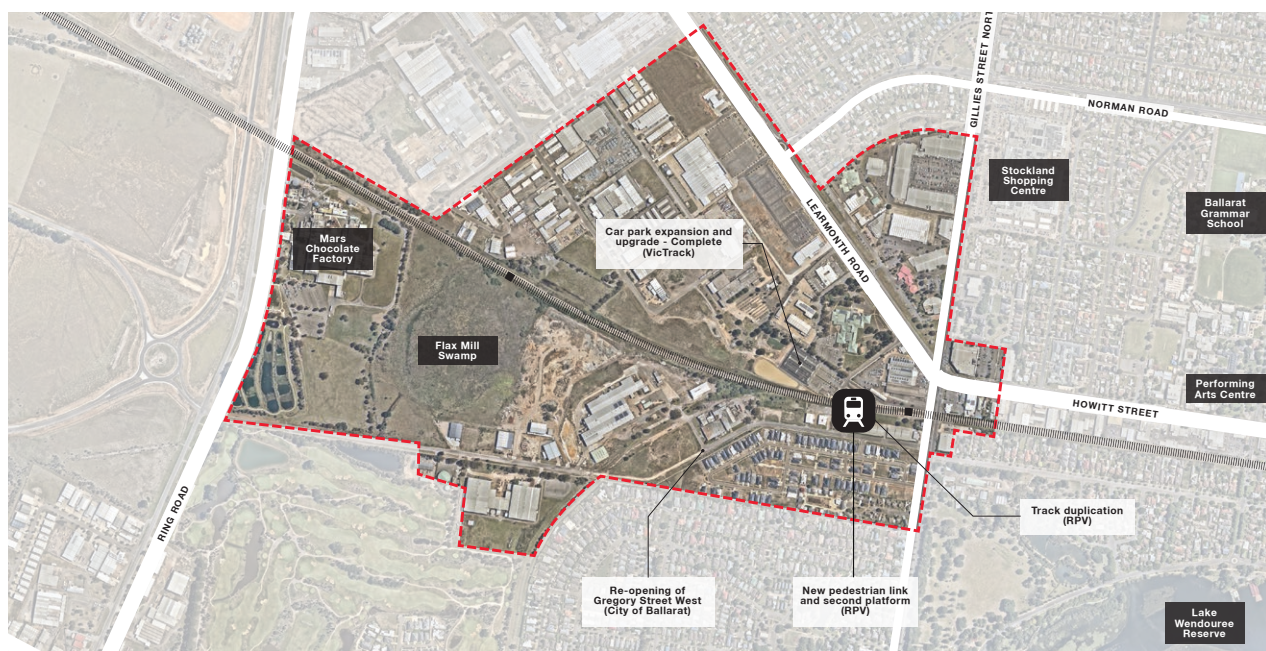


Figure 01: Study Area



## 1.2 Project Vision

The Wendouree Railway Station Precinct will become a local gateway, transport hub, and engaging urban place for the Ballarat Region. The station itself will be revitalised as a high-quality facility offering an enjoyable and distinctive arrival point, integrated with local transport and part of a vibrant mixed-use hub.

*The precinct will be configured for optimal access and ease of pedestrian and cycle movement into, within, and across the transport hub, seamlessly connecting key local destinations. New urban development and renewal will accommodate a broad range of uses and will be set amongst a sequence of well-designed public spaces. The new public spaces will provide places to spend time, meet friends, experience events or enjoy refreshments, reinforcing this precinct as a vibrant, active urban place.*

*Car parking will be highly functional and creatively designed to make a positive contribution to the amenity of the precinct, with additional commuter and short-term parking to encourage public transport in the local area.*

vision



Figure 02: Illustrative View

## **Background & Approach**

### **1.3 Community Consultation**

Community consultation has been a critical component of the development of the Master Plan, providing the project team with an understanding of the community and stakeholders opinions and aspirations for precinct.

As part of the final round of engagement, the project team engaged the community to provide feedback on the Draft Wendouree Railway Station Precinct Master Plan. The process aimed to determine what aspects of the Master Plan are supported and not supported by the community and gather suggestions on how to improve them before the development and adoption of the Final Master Plan.

The engagement process was undertaken in two parts – a drop-in session, where the community had the opportunity to find out more about the project and provide their feedback; and an online and hard copy survey. A total of 116 responses were submitted to Council, and 65 people attended the drop-in session.

#### **Project Timeline**

##### **Late 2017**

- Project Inception

##### **Early 2018**

- Community Consultation (Round 1)
- Surveys and Drop-in Session
- Visioning

##### **2018**

- Stakeholder and Landowner Engagement

##### **Early 2019**

- Release of Draft Master Plan
- Community Consultation (Round 2)

##### **May 2019**

- Community Consultation Summary

### **1.4 Survey Questions**

The following questions were asked in the consultation process:

- The Draft Master Plan seeks to improve integration of the railway station with the surrounding precinct by introducing a new pedestrian plaza and bus interchange linking Gregory Street West to the station.
  - Do you support this? (Y/N)
  - Do you have thoughts on the concept design or would you like to see any changes?
- The Draft Master Plan seeks to improve public transport connectivity and considers how potential future bus interchanges can connect with the north and south of the station.
  - Do you support this? (Y/N)
  - Do you have any suggestions regarding the bus interchanges?
- The Draft Master Plan proposes two additional locations for car parking and a new drop-off location on Gregory Street West.
  - Do you support this? (Y/N)
  - Do you have any feedback regarding car parking or drop off locations?
- The Draft Master Plan proposes new retail, commercial and community offerings within the precinct for commuters and residents.
  - Do you support this? (Y/N)
  - Do you have any feedback regarding potential future uses or facilities in the precinct?
- Are there any topics or issues you would like to see included in the master plan?
- Do you have any other comments or suggestions?

# Findings

# 2

## 2.1 Respondents Profile

A total of 116 survey responses were received during the consultation period. These were completed online via the mySay page (101), hard-copy (9), and email submissions (6).

The survey shows a balance between male (51%) and female (48%) respondents. Although there were respondents from all age categories, most people were in the 40-79 years categories. When asked about their connection to the precinct (property owner, resident, business owner, work in the area, visitor, other), a large portion of respondents indicated they were residents (69%), followed by property owners (26%).



Figure 06: Community Consultation Drop-in Session

**116 survey responses**  
**65 drop-in session participants**

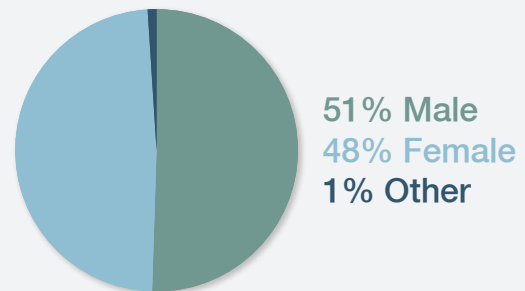


Figure 03: Gender Identity

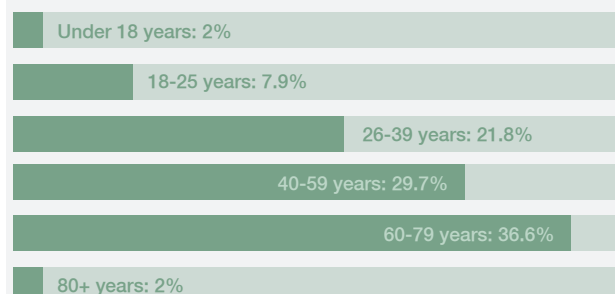


Figure 04: Age Groups

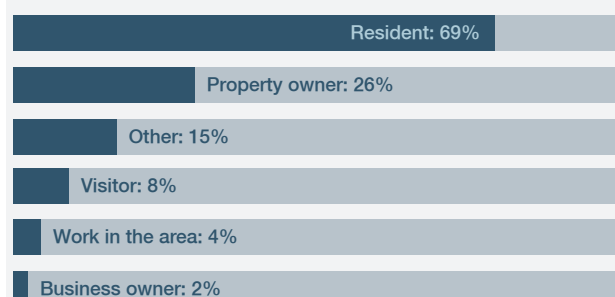


Figure 05: Connection to the Precinct



## Findings

### 2.2 Master Plan Overarching Proposals

Respondents were asked if they support or don't support four major proposals of the Draft Master Plan, and to provide suggestions for them.

- **Proposal 1:** The Draft Master Plan seeks to improve integration of the railway station with the surrounding precinct by introducing a new pedestrian plaza and bus interchange linking Gregory Street West to the station
- **Proposal 2:** The Draft Master Plan seeks to improve public transport connectivity and considers how potential future bus interchanges can connect with the north and south of the station
- **Proposal 3:** The Draft Master Plan proposes two additional locations for car parking and a new drop-off location on Gregory Street West.
- **Proposal 4:** The Draft Master Plan proposes new retail, commercial and community offerings within the precinct for commuters and residents.

The four key proposals in the Draft Master Plan presented strong community support. Figures 7 to 14 show that 94% of respondents support the proposed new pedestrian plaza and bus interchange; 99% support how bus interchanges can connect with the north and south of the station; 94% support the locations for car parking and a new drop-off location on Gregory Street West; and 89% support new retail, commercial and community offerings within the precinct for commuters and residents.

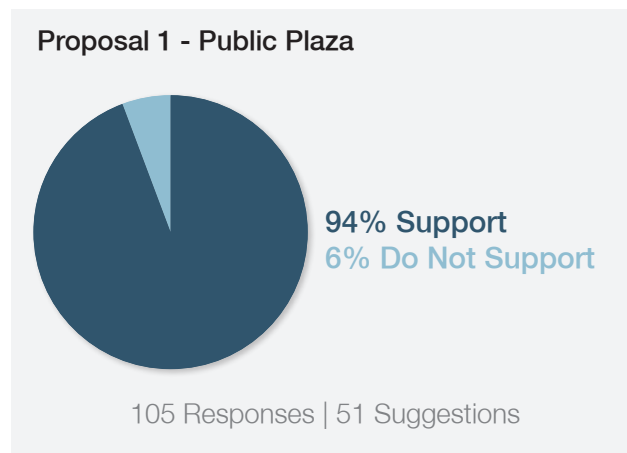


Figure 07: Proposal 1 - Results



Figure 08: Proposal 1 - Public Plaza

### Proposal 2 - Bus Interchanges

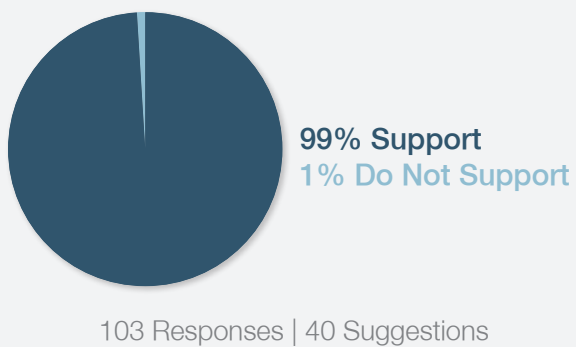


Figure 09: Proposal 2 - Results

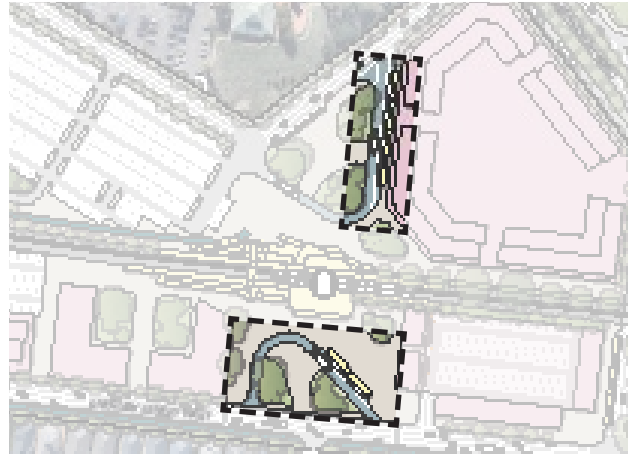


Figure 12: Proposal 2 - Bus Interchanges

### Proposal 3 - Car Parking

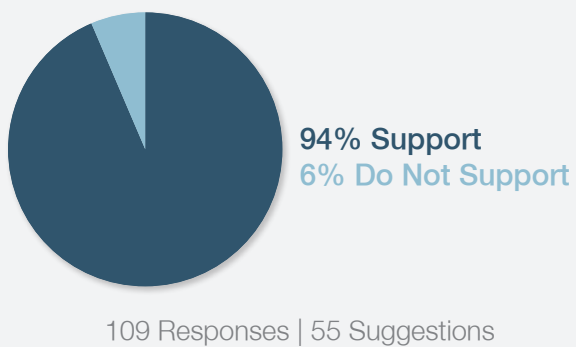


Figure 10: Proposal 3 - Results

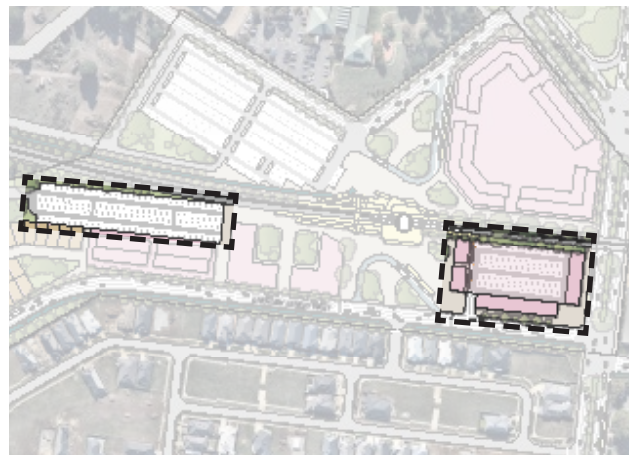


Figure 13: Proposal 3 - Car Parking

### Proposal 4 - Uses and Facilities

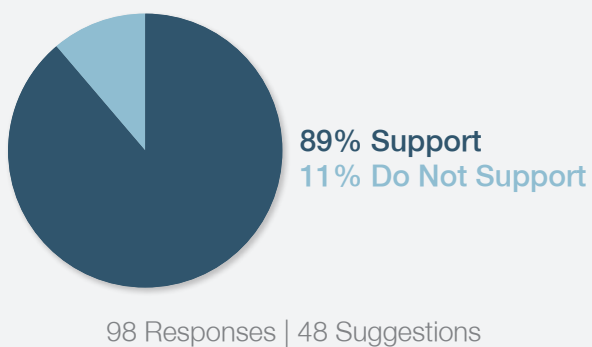


Figure 11: Proposal 4 - Results

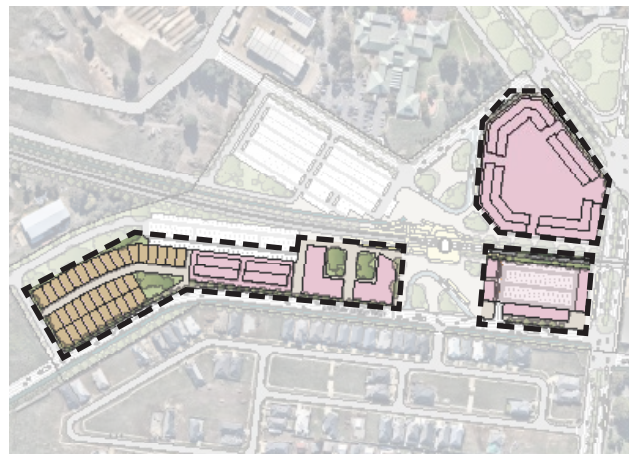


Figure 14: Proposal 4 - Uses and Facilities

## 2.3 Suggestions for the Precinct

Respondents were asked to provide suggestions for each of the four overarching proposals. Additionally, they were asked if there were any topics or issues that they would like to see included in the Master Plan.

A breadth of ideas, opportunities and concerns were raised. The following provides a summary of the top ideas, opportunities and concerns but is not exhaustive.

The summary is organised into key themes that became evident and underpin what we heard. The number of mentions has been specified in brackets and italics:

- Access and Movement (*116*)
- Public Transport (*36*)
- Public Spaces (*81*)
- Planning and Land Use (*90*)
- Facilities and Safety (*55*)

Each theme is broken into a series of topics. Not all ideas for improvement fall within the scope of the Master Plan project however have been included and annotated accordingly (\*). Council has provided commentary on the most mentioned topics.

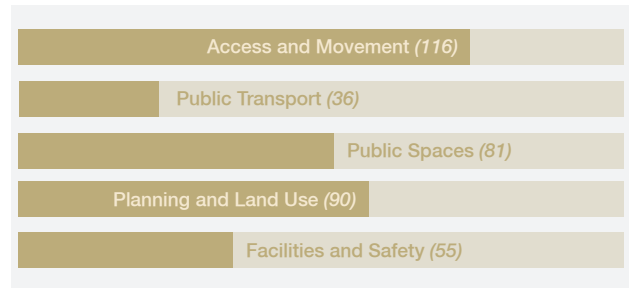


Figure 15: Respondent's Suggestions by Themes



*"I love the new plaza. It really helps connect the station to the street bringing a whole new life to the area."*

## 2.4 Access and Movement

Ideas for the Precinct / Feedback on the Master Plan (most mentioned)	Number of Mentions	Council Response
General support for plaza south of the station, which allows direct station access from Gregory Street West	17	<ul style="list-style-type: none"> <li>There was strong support for the southern plaza connection between Wendouree Station and Gregory Street West as proposed in the Draft Master Plan, therefore it will be retained. Some minor design changes will be required to incorporate more weather protection and an enlarged bus interchange.</li> </ul>
Bicycle paths within the precinct and bicycle infrastructure at the station need to be addressed	13	<ul style="list-style-type: none"> <li>The Draft Master Plan proposes improved connections to the station as part of the Cycling Action Plan. City of Ballarat will advocate for more 'end of trip' bicycle facilities at Wendouree Station such as a parkiteer cage and a water station to the relevant State Government agencies.</li> </ul>
General support for proposed car parking on the south side of the rail line	13	<ul style="list-style-type: none"> <li>Support is noted.</li> </ul>
Traffic congestion in the area is a problem. There is a need to address existing traffic on Gillies Street North, Howitt Street and future traffic on Gregory Street West after its opening	12	<ul style="list-style-type: none"> <li>The master plan seeks to ensure people can get around without having to rely on driving. Regional Roads Victoria are intending to signalise the corner of Gillies Street North and Gregory Street West which will assist in improving safety and traffic movements in the area.</li> </ul>
Need to improve pedestrian safety and access, including better Learmonth Road crossing, connections to existing Howitt street retail and Stockland Shopping Centre	7	<ul style="list-style-type: none"> <li>The current challenges crossing arterial roads as a pedestrian within the precinct are noted. The master plan proposes improved pedestrian crossings for Learmonth Road and other crossing points.</li> </ul>
Request for level crossing removal on Gillies Street North (*)	7	<ul style="list-style-type: none"> <li>The significant need for a level crossing removal is noted. The Draft Master Plan makes provision for a future level crossing removal. Based on this feedback, the prominence and design detail in the Master Plan will be increased. The need for a level crossing removal will be captured in the Ballarat Integrated Transport Plan.</li> </ul>

## Findings

*“Unsure about the bus stops of Gillies Street, as this is a very busy street already and adding bus stops will create/increase the already cluttered traffic. I believe it’d be best to have all bus stops on the south side of the station within the same interchange.”*

### 2.5 Public Transport

Ideas for the Precinct / Feedback on the Master Plan (most mentioned)	Number of Mentions	Council Response
Request for improved bus service (extended service hours, improved frequency and improved connections with train service)(*)	9	<ul style="list-style-type: none"> <li>Although bus service is outside the scope of the Draft Master Plan, this feedback will be communicated to the relevant State Government transport authorities. This feedback will also be fed into the Ballarat Integrated Transport Plan which is currently under development.</li> </ul>
Location of the bus interchange south of the rail corridor. There has been some support and some concern about the location of the bus interchange, especially in regards to potential amenity impacts and impacts on traffic flow.	8	<ul style="list-style-type: none"> <li>Detailed design for a future southern bus interchange would be undertaken by the state government. The bus interchange would provide a valuable connection to the bus network for local residents and no amenity impacts are expected from the location of the bus interchange are anticipated. Future designs should consider existing residential areas.</li> </ul>
Request for improved public transport connections to other parts of Ballarat, including western growth areas, Stockland and Fed Uni (*)	3	<ul style="list-style-type: none"> <li>Although public transport service is outside the scope of the Draft Master Plan, this feedback will be communicated to the relevant State Government transport authorities. This feedback will also be fed into the Ballarat Integrated Transport Plan which is currently under development.</li> </ul>

*“The Master Plan should request that a roof/arch be placed over about 3 to 6 carriages worth of the railway line where travellers will be boarding the train. Does not require the height of Southern Cross Station, but should emulate the height of Ballarat Station.*

*“Access from the bus interchanges to the station should also include protection from the weather.”*

## 2.6 Public Spaces

Ideas for the Precinct / Feedback on the Master Plan (most mentioned)	Number of Mentions	Council Response
Weather conditions in Ballarat can be quite unpredictable. There is a need to incorporate more weather protection and shelter within the Station Precinct where possible.	18	<ul style="list-style-type: none"> <li>This feedback has been incorporated into the final Master Plan which further highlights the need for weather protection.</li> </ul>
Need to provide more trees and green spaces (consider veggie gardens, canopy trees and improved connections to Flax Mill Swamp)	14	<ul style="list-style-type: none"> <li>The Draft Master Plan proposes to enhance existing green space (Flax Mill Swamp, Gregory Street West Reserve, etc.) and provide new/expanded green space. This feedback will be incorporated into landscape designs and connections for future green space.</li> </ul>
The Station Precinct should incorporate sustainability measures such as storm water capture and renewable energy	3	<ul style="list-style-type: none"> <li>This feedback has been incorporated into the final master plan with improved water inflows in Flax Mill Swamp Wildlife Reserve highlighted as an opportunity.</li> </ul>

*“Ballarat can be a particularly cold place early in the morning. Commuters waiting for the train currently have limited protection from the elements. This is an area which needs a lot of improvement”*

*“Have as much shade as possible. More trees ideally.”*



## Findings

*“Don’t have more retail and commercial offerings within the development zone. This just adds to the traffic and future congestion of the area.”*

### 2.7 Planning and Land Use

Ideas for the Precinct / Feedback on the Master Plan (most mentioned)	Number of Mentions	Council Response
Provision of retail/commercial uses in the precinct (suggestions include cafes, a chemist and a supermarket). There was some concern around what it would mean for traffic flow and competition for existing businesses. A number of responses only supported a small scale coffee shop or similar. Some responses said any retail options should be open from first to last train service. Some said the Station Precinct should be for transit purposes only.	36	<ul style="list-style-type: none"> <li>The varying views on introducing retail and other uses into the precinct is noted. A preliminary economic analysis was undertaken to determine how much retail could be supported, noting the existing and proposed residential development in the Draft Master Plan which will create further demand for retail options. Due to the feedback received, Council will reduce the amount of commercial space along Gregory Street West.</li> </ul>
General support of Draft Master Plan land use initiatives	16	<ul style="list-style-type: none"> <li>Support is noted.</li> </ul>
General for residential uses within the Station Precinct in proximity to the station	11	<ul style="list-style-type: none"> <li>Support for mixed use development is noted. The land use mix has been further refined in the final Master Plan to incorporate residential uses where appropriate.</li> </ul>
Amenity impact concerns from Lake Gardens and Botanica residents (commuters parking in the area, traffic bypassing Gillies Street North/Gregory Street West intersection, lighting design, etc)	6	<ul style="list-style-type: none"> <li>Although reopening of Gregory Street West will increase traffic in the area, proposals in the master plan to improve connections for the existing residential areas will improve access and movement for residents. Detailed design will need to consider any possible impacts on residential areas.</li> </ul>
The Station Precinct should become a community hub, providing community facilities and allowing for small scale community events	6	<ul style="list-style-type: none"> <li>The Core Precinct has been designed to cater for a range of public uses including small scale community focused events</li> </ul>
Draft Master Plan implementation strategy is “too long term”	4	<ul style="list-style-type: none"> <li>The Draft Master Plan contains short, medium and long term initiatives.</li> </ul>

*“Using the surrounding area for medium-density residential is a fantastic proposal and the potential for retail and lifestyle businesses is huge (gyms, express supermarkets, chemist and cafes).”*

*“Maybe move the Library from Wendouree Village to create a new public hub.”*

*“Definitely a bigger inside waiting room and a coffee and refreshments cafe and more toilets.”*

## 2.8 Facilities and Safety

Ideas for the Precinct / Feedback on the Master Plan (most mentioned)	Number of Mentions	Council Response
Existing station building is inadequate, provides little amenity to commuters and needs to be extended (*)	12	<ul style="list-style-type: none"> <li>Wendouree Station is poorly designed and completely insufficient for existing patronage as well as future patronage growth. The Master Plan will incorporate land for an expanded Wendouree Station and the City of Ballarat will advocate for further upgrades to Wendouree Station.</li> </ul>
Access for people with mobility constraints should be properly addressed	12	<ul style="list-style-type: none"> <li>Access for all people of varying abilities in our community is particularly important at a transport hub. Council will ensure infrastructure is DDA compliant and emphasise this need to access for all to the relevant transport authorities.</li> </ul>
The Station Precinct should provide safety and security measures including CCTV	12	<ul style="list-style-type: none"> <li>City of Ballarat will advocate to the relevant transport authorities to increase the amount of CCTV coverage provided and to ensure there is passive surveillance of public areas.</li> </ul>
Additional public toilets should be provided within the Station Precinct (*)	8	<ul style="list-style-type: none"> <li>Further improvements to the railway station is the responsibility of the state government. City of Ballarat will highlight this feedback to the relevant authorities noting the inadequacy of Wendouree Railway Station.</li> </ul>
The precinct should present a clear signage and wayfinding strategy, including historical information about the area	5	<ul style="list-style-type: none"> <li>The current signage and way-finding is considered to be poor. The Master Plan will make the precinct much easier to travel around. This feedback will be forwarded to relevant state government authorities</li> </ul>
Lack of safe pedestrian crossing between Gregory Street East and West across Gillies Street North to the Botanic Gardens needs to be addressed	5	<ul style="list-style-type: none"> <li>The difficulty experienced by pedestrians and cyclists crossing Gillies Street North is noted. The Master Plan proposes to signalise the corner of Gregory Street West and Gillies Street North which will incorporate a pedestrian crossing to address this issue and improve the connection to Lake Wendouree and the Botanic Gardens.</li> </ul>

The surveyed respondents overall displayed strong support for the Draft Master Plan. The key topics that emerged from those who left comments are summarised as follows:

## **Access and Movement**

- Support for new station plaza
- Need to improve bicycle infrastructure
- Support for Gregory Street West reopening
- Support for south side car parking
- Need to address traffic congestion
- Need to address pedestrian safety and connections
- Support for drop-off location
- Request for additional car parking

## **Public Transport**

- Support for bus interchange location

## **Public Spaces**

- Need to provide weather protection and shelter
- More trees and open spaces
- Need to incorporate sustainability measures

## **Planning and Land Use**

- Provision of retail and commercial uses
- Overall support of Draft Master Plan
- Support for residential uses
- Concerns with amenity impacts
- Need to provide a community hub
- Draft Master Plan implementation

## **Facilities and Safety**

- DDA compliant access
- Safety and security consideration
- Need to improve wayfinding strategy

## **Key topics raised outside of the scope of the project:**

- Request for level crossing removal
- Need to improve bus service
- Need to improve public transport connections
- Existing station building conditions
- Additional public toilets



# Appendix

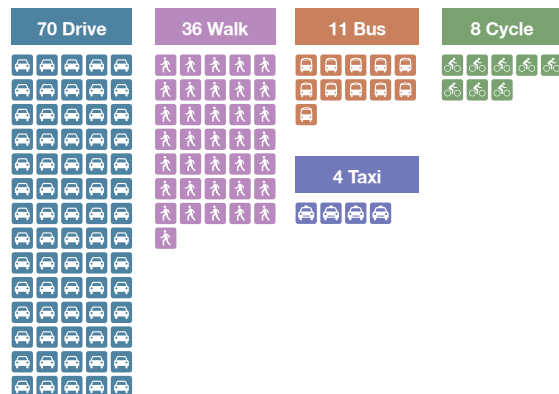
## Engagement Process Material

# A

# 2018 Community Consultation Results

Full consultation summary available on the website.

## How do you access the station?



## Suggestions for the Precinct (in order of preference)

1. Increased car parking and car parking improvements
2. New car parking south of the Station
3. Enhanced Station infrastructure (shelter, seating, toilets, etc)
4. Pedestrian crossings across Gilles St North
5. Access to car parking from Gregory St West
6. Better traffic management (access and egress to Station)
7. Gilles St North intersections improvements
8. Food and drink premises within Station
9. Improve connections to green spaces
10. Bus access and bus stop improvements, and increased interchange capacity
11. Cycling infrastructure
12. Improved signage and wayfinding
13. Level crossing removal
14. Bus timetable frequency improvements
15. Pedestrian overpass
16. Staffed station
17. Noise barriers
18. No future restriction on truck traffic for local businesses

'I think it's essential that there be more emphasis on getting to the train station by other ways than just driving'.

'Much better flow for all traffic modes, more trees and good walking connections into the parkland and service areas. No more fast food outlets'.

'Divide the buses and cars to make it safer for everyone, it is tight enough to move around in there without dodging cars as well'.

'More buses and improved connections between buses and trains. More facilities/amenities at (or very near) Wendouree Railway Station e.g. Coffee!'

'A commuter hub needs to have facilities and services for commuters to be truly effective. I mean residential and supporting services, not only multi-level car parks'.

'Increased pedestrian and bicycle access to the area in particular to the station and businesses'.

'Improved access to the station and business in close proximity to the station from Gillies Street North rather than accessing from Learmonth Road'.

'The existing exit onto Gillies Street North needs to be changed. Plan and design accesses so that drivers can not enter or exit the wrong way'.

'Easy connections north and south of the line, green spaces, convenience retail and food. Wind and rain protection, somewhere warm to wait, access to power outlets and toilets. Plenty of seating'.

'Bike racks. Along with more encouragement for people to use bikes to get to the station'.

'New access to the station from Gregory Street West will mean local residents will choose to walk or ride rather than drive which will alleviate some of the parking issues'.

'As part of opening Gregory West, the new section of road connecting the existing pieces should become gentler through 'traffic calming' or other means'.

'Street lighting needs to be adequate especially if residents need to park out of the station precinct'.

'I would like more 10 minute parking bays when I call in to see if the trains are running the next day or to top up my car well before my journey'.

'I would like a shopping centre with restaurants close to the platform with much more parking that is undercover'.

In February 2018 the City of Ballarat commenced community consultation on the future of the Wendouree Railway Station Precinct, as part of the development of a master plan for the area. Here is what the community said.



Wendouree Railway Station Precinct  
Draft Master Plan

CITY OF BALLARAT  

# Site Issues To Be Addressed

## 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 and congested.



Existing infrastructure needs to accommodate for future growth.



The Station has no amenities and no profile in the surrounding Precinct.



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.



Large expanses of underutilised, vacant land.



Approved developments are car-oriented.



New developments are exacerbating the poor urban environment.



The Precinct looks industrial and lacks any amenity for pedestrians, passengers or visitors. It is not a destination.



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

## 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.



Large road expanses make an unfriendly and exposed pedestrian environment.



Lack of safe crossing points for pedestrians.



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



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

# Urban Design Principles



## 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 functions and services 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 the broader Ballarat region.



## Principle 02 Stimulate Economic Activity and Growth

### Objective 2.1

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

### Objective 2.2

Support economic sustainability – established through a new workforce, business incubation and innovation, housing diversity and an improved environment linking to key civic and cultural destinations.

### Objective 2.3

Retain existing employment where feasible, reinforcing a productive and industrious urban environment that is embraced and distinctive from other areas of Ballarat. Existing uses should be well-integrated with a range of new uses.

### Objective 2.4

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



## Principle 03 Activity Centre | Main Street | Town Centre Experience

### Objective 3.1

Encourage the development of an activity centre within the Precinct which is highly accessible, mixed-use and a diverse focal point and social meeting place for the communities it serves.

### Objective 3.2

Broaden the range of uses and activities within the Precinct to include a wider range of retail, office, entertainment, residential and community services, and which are open over longer hours into the evening and on week-ends, commensurate with the needs of the surrounding community.

### Objective 3.3

Support increased residential densities within and around the Precinct.

### Objective 3.4

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

### Objective 3.5

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



## Principle 04 Achieve a Visually Prominent Station

### Objective 4.1

Establish the visual prominence of the Station and give the Station a visible presence from its surroundings.

### Objective 4.2

Enhance visual links to the Station.

### Objective 4.3

Provide open spaces such as forecourts to the Station, allowing long-distance views and increased legibility.



## Principle 05 Improve Integration and Connections

### Objective 5.1

Where possible, create new entries and points of access to the Station.

### Objective 5.2

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

### Objective 5.3

Use wayfinding to facilitate movement between the Precinct and key destinations within the Centre.

### Objective 5.4

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 06 Develop a Locally Distinctive and Positive Identity

### Objective 6.1

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

### Objective 6.2

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

### Objective 6.3

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

### Objective 6.4

Utilise the pre-contact and post-contact history of the area where appropriate to reinforce a unique sense of place.



## 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

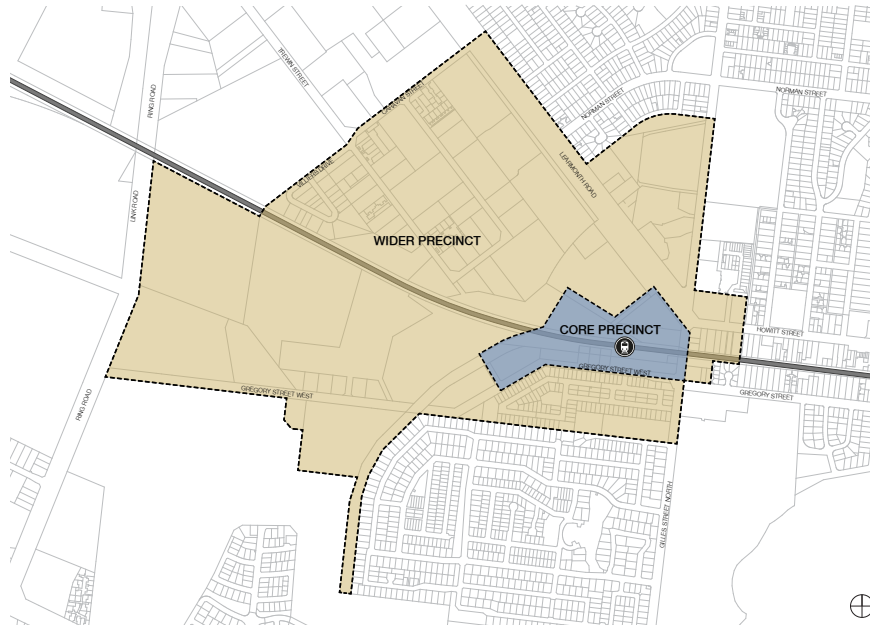
Enhance biodiversity across the precinct and achieve a minimum 40% tree canopy coverage in line with Council's commitment to create an urban forest.

### Objective 8.3

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

# Wider Precinct Master Plan

## 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.

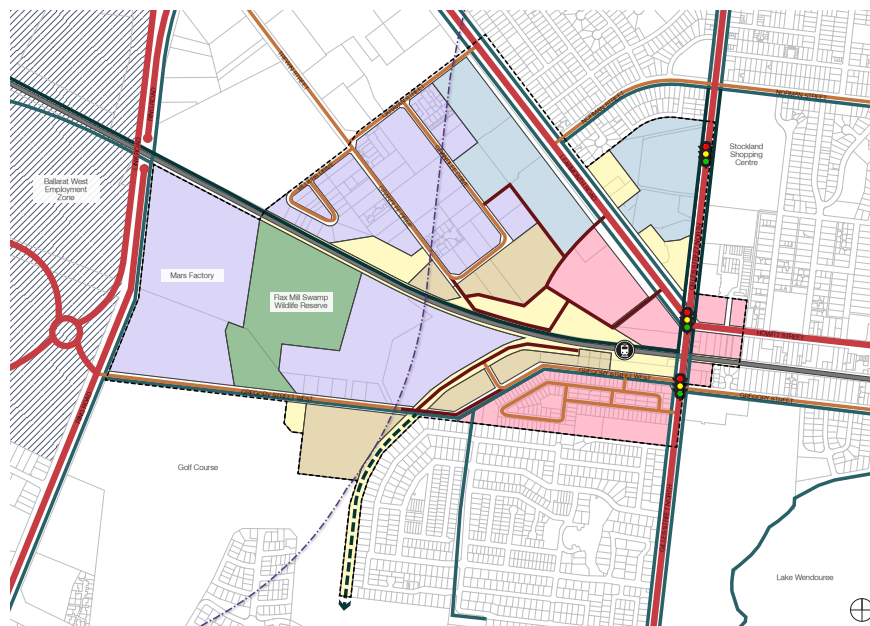
The Wider Precinct Master Plan provides high-level recommendations for the sustainable development of the area.

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 establish the conditions 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.

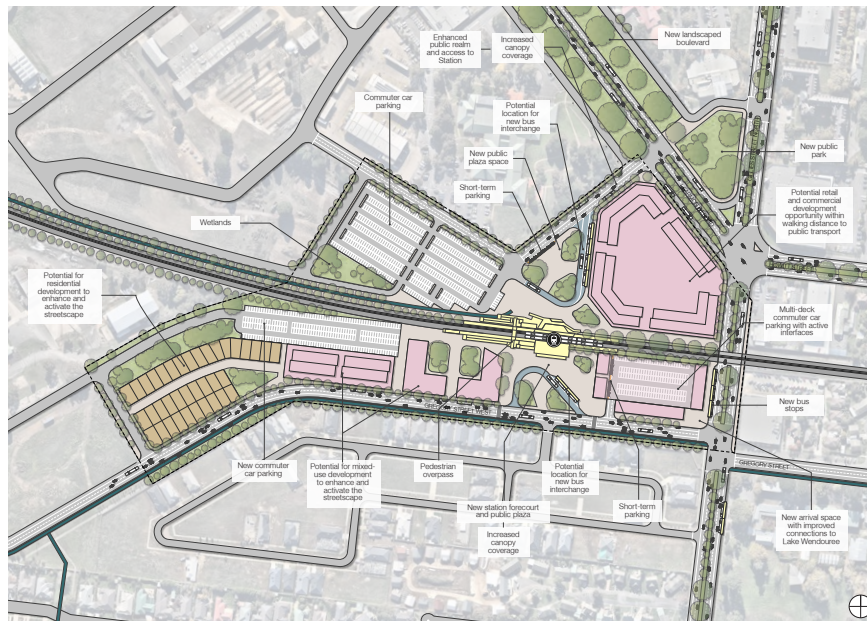
## Wider Precinct Master Plan - Land Use



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.



## 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.

## Access and Movement Principles



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.

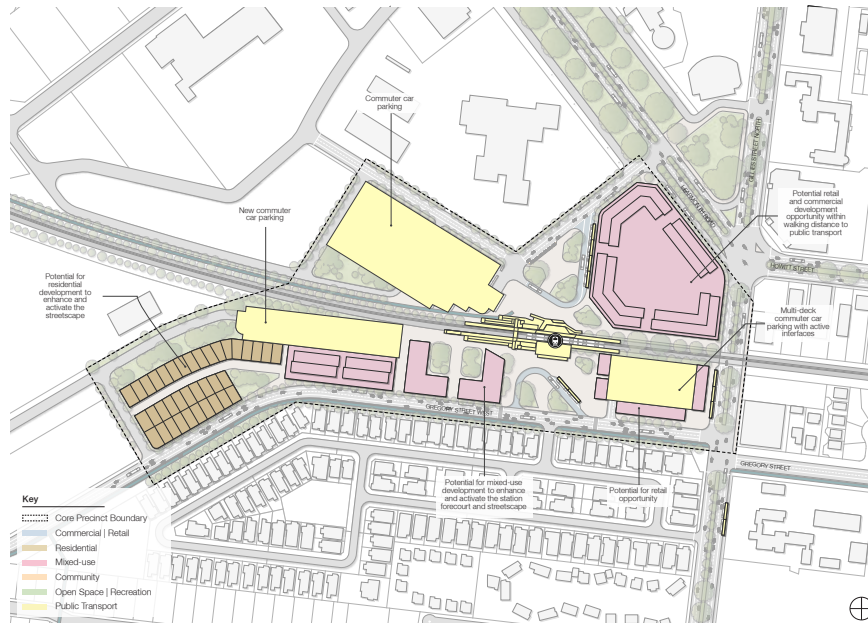
**Initiatives:**

- Enhanced connections on Leamworth Road and Gillies Street North into the Precinct will provide safe, legible and universal Station access for all. Leamworth Road will remain a primary connecting route, with additional greening along the roadside greatly improving visual amenity.
- 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 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.



# Core Precinct Master Plan

## Land Use and Activities Principles

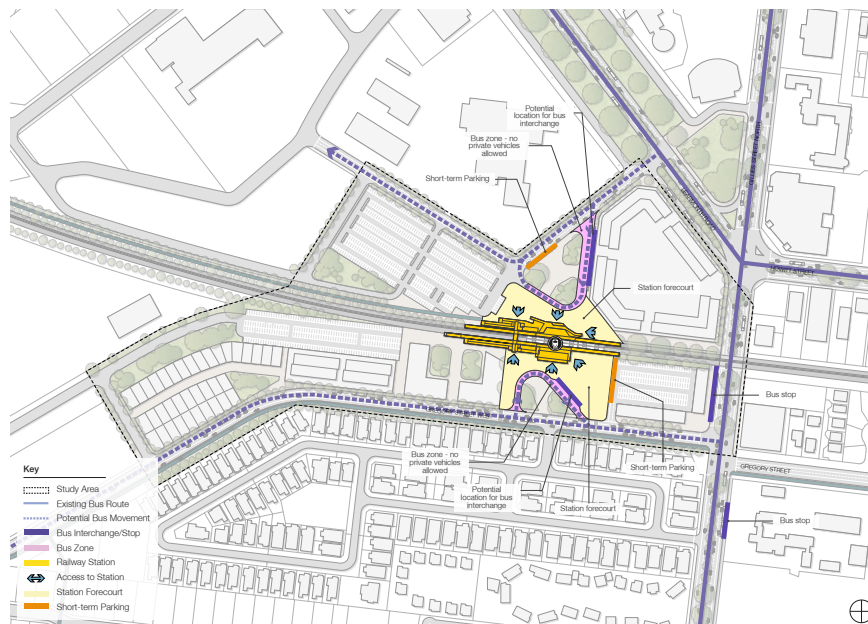


The primary focus of the Core Precinct is to provide high-quality public transport facilities for residents and visitors coming to Wendouree. To achieve this, the station buildings and bus interchange will become the central focus of the site. Residential and mixed-use activities will complement the 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.
- 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.
- Further future development opportunities north of Learmonth Road will accommodate commercial and retail uses, creating a consolidated destination and integrating both sides of Learmonth Road and Gillies Street North.

## Public Transport Principles



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 RPPV 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.
- Two bus interchanges will provide convenient mode change on each side of the Station. The interchanges may potentially accommodate four buses each and both are integrated with public open spaces and retail activities.
- Dedicated bus zones and multiple access points to the Station 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.

# Illustrative Images

## Street View - Concept Only



## Section 1



## Section 2



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