



warrnambool

CITY CENTRE REVITALISATION - THE STRUCTURE PLAN



Adopted by Council 9th July 2012

first we shape our cities.....

then our cities shape us

jan gehl (world-leading architect and city planner)



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introduction



1 introduction



In conjunction with Council, Davis Planning Solutions and One Collective have prepared the Warrnambool City Centre Revitalisation - The Structure Plan (SP).

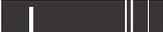
The SP sets out the future function, role and provides clear direction to Council, the community and landowners regarding the nature and extent of possible future development in the SP area.

This SP is modeled on the Department of Planning and Community Development (DPCD) Practice Note 58: Structure Planning for Activity Centres (April 2010). If you are thinking of developing in the City Centre, it is important that the development complies with the over-arching objectives for the centre outlined in section 4 as well as any specific objectives listed.



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davisplanningsolutions 

onecollective 
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1.1 the study area

The Warrnambool City Centre is the most significant retail commercial district and services precinct serving south-west Victoria. For the purposes of the SP the Warrnambool City Centre is defined as follows:

- to the north by Raglan Parade;
- to the east by Banyan Street;
- to the south by Cannon Hill, Merri Street (including the railway precinct);
- to the south west by Henna Street; and
- to the north west by Henna, Kerr and Ryot Streets.

Land within the Study Area primarily comprises land parcels and community facilities that offer the most potential for change over the next 15-25 years.

1.2 how to use the structure plan

The SP is a long-term plan to guide growth and change in the City Centre over the next 20-25 years. It pulls together community consultation, background research and analysis and the directions of current and proposed projects planned for the city. It has been prepared in a way that is easy to read for planners, landowners and the community. Numerous strategic planning works support the SP across a number of disciplines as highlighted in section 1.1.1. below.

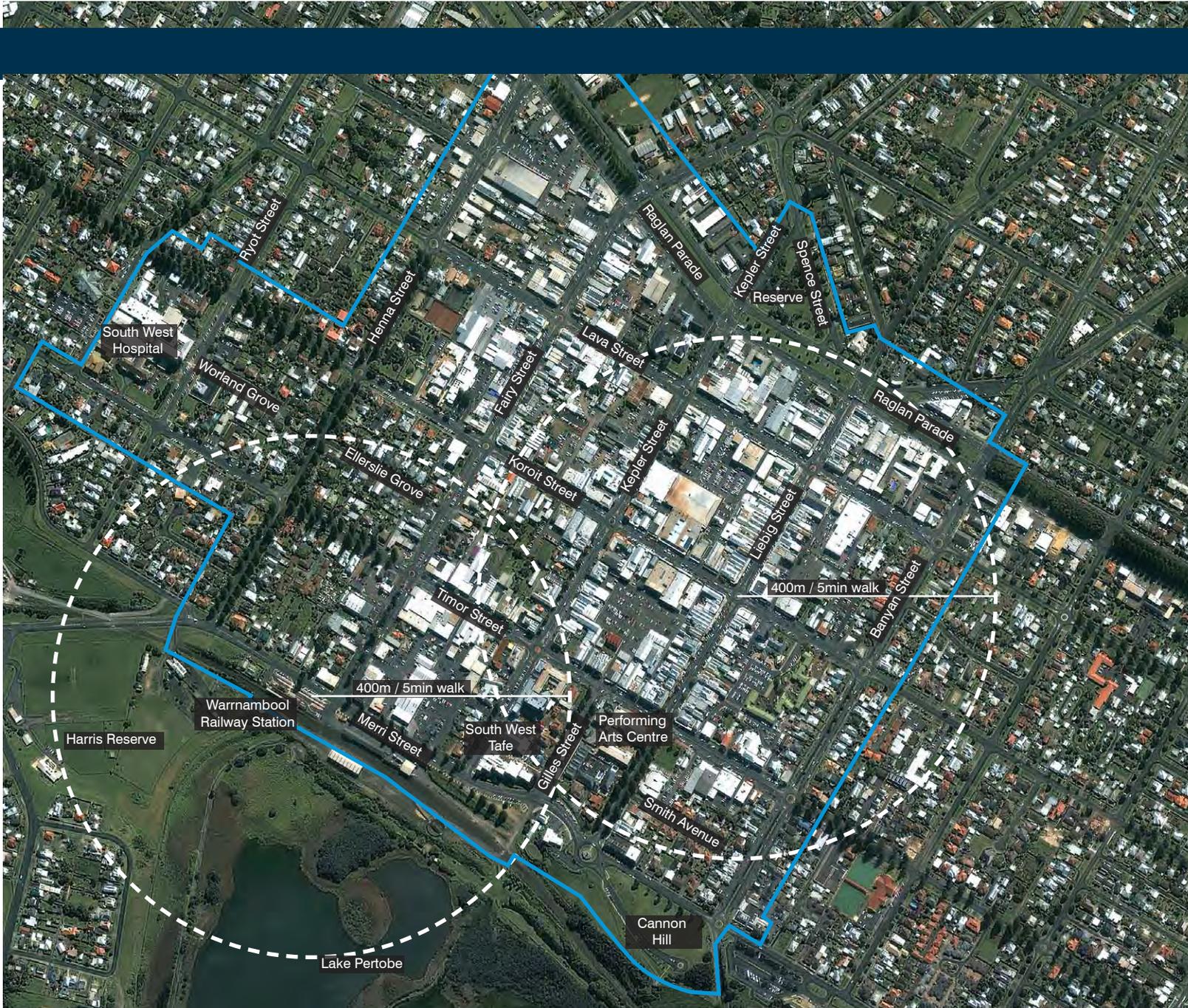
1.1.1 background documents

Structure Planning for Warrnambool over the past decade has been a continuous and iterative process. Most recently Renaissance Planning prepared a Draft Structure Plan in 2010. The work was not presented to Council but rather has formed a background document to this Strategy. For details of previous community consultation, process and feedback, please refer to the 2010 Background Document. The SP is drawn from the following documents:

- Warrnambool and Moyne Economic Development and Investment Strategy (July, 2010)
- Draft Sustainable Transport Strategy 2010-2020 (2010), Warrnambool City Council
- Warrnambool Community Access Plan (2009)
- Municipal Road Management Plan (2009), Warrnambool City Council
- Environmental Sustainability Strategy 2008-2013 (2008) Warrnambool City Council
- Warrnambool Retail Strategy (2007) Ratio Consultants
- Warrnambool Draft Structure Plan 2010

- Merri Street and Raglan Gateway Design Guidelines (2007) Planisphere
- Warrnambool Recreation Plan 2007-2017 Capacity Consulting (2007)
- Gap Heritage Study - State 3a (2006) Heritage Matters Pty Ltd
- Warrnambool Environment Management Plan (2002) Warrnambool City Council
- Urban Design Framework - Volume 1 (2001) David Lock Associates
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 city centre area

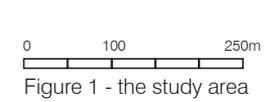


Figure 1 - the study area



background

2 background

2.1 physical context

2.1.1 the region

Warrnambool is the regional services centre in south-west Victoria. The city has a regional catchment area in the order of 130,000 people (Victoria In Fact 2008 - VIF). VIF predicts Warrnambool could accommodate 60% of the region's population growth over the next 15 years (Figure 2). The city provides a regional role for a wide range of services including:

- retailing;
- professional and business services;
- government and administration;
- justice and legal services;
- higher education;
- health and welfare services; and

- hospitality, recreation and entertainment.

The primary focus for most of these services is the Warrnambool City Centre. Its regional services role is complemented by the City's Eastern Activity Precinct (retailing, particularly bulky goods), Deakin University located in East Warrnambool and significant sporting, recreational and tourism facilities located in suburban Warrnambool.

2.1.2 community profile

ABS research reveals that the 'big mover' for the city in population growth is in fact the 20-39 year old age group (Figure 3). It can be surmised that younger people are choosing to grow their careers and families in Warrnambool. Given the demographics, the SP should direct:

- land use, economy, key sites;
- access, movement, parking, cyclists, pedestrians;
- landscape, public spaces, Ecologically Sustainable Development (ESD), infrastructure; and
- built form, heritage and entrances.

Warrnambool has sustained high levels of growth over a sustained period in line with Ballarat, Bendigo and Geelong. The new economy of flexible hours, changing living circumstances, return to bespoke trades such as shoemaking, tailoring and telecommuting businesses highlight the need for the City Centre to be as flexible as possible to accommodate innovation and the principles of work, live, play. Sustaining the new economy means the SP needs to foster a set of guiding principles to support it.

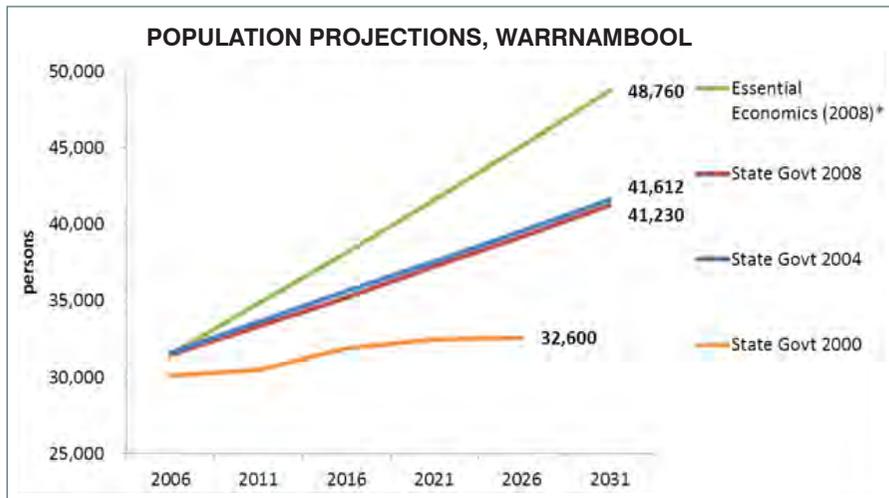


figure 2 - population projections
source: ABS Population Age by Sex Cat. 3218.01; VIF (2008), Essential Economics (2008)

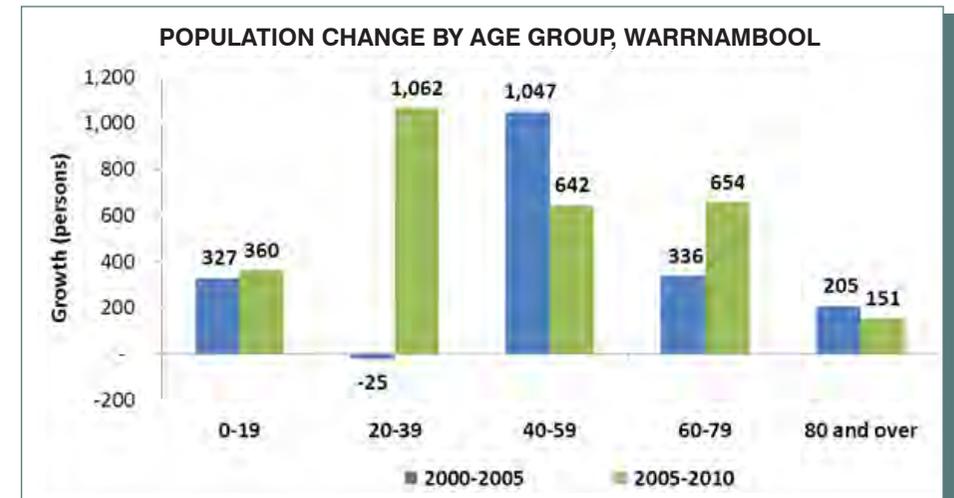


figure 3 - population change
source: ABS Population Age by Sex Cat. 3235.0; VIF (2008), Essential Economics (2008)

In addition, forecasts by id Consulting indicate significant projected population growth for persons aged 60 years and over. This age group is projected to increase at almost double the overall population growth rate over the forecast period. The forecasts by id Consulting also indicate relatively higher projected growth for particular types of households including lone person households and couples without dependents. At a regional level the SP represents a significant opportunity for positioning and reinforcing Warrnambool as the business, education and healthcare hub for south west Victoria.

2.1.3 the city

Warrnambool City Centre is a shopping, services and residential district extending over 20 city blocks. It has an area of approximately 92 hectares and is strategically located between the Hopkins and Merri rivers on a ridgeline above coastal flood plains and dunes. There are three broad physiographic elements:

- coastal flood plains and dunes;
- terraced setting of the central area above the coastal flood plain; and
- rolling hills north of Raglan Parade above the city.



2.2 policy context

At the time of writing, Melbourne 2030 is the current activity centres policy of the day. The State Government is currently reviewing Melbourne 2030 and Melbourne at 5 Million documents with the express view of updating and changing policy as part of its review. This SP has been prepared in response to Melbourne 2030.

2.2.1 State Policy

Melbourne 2030 defines a hierarchy of activity centres, each with a different role and function according to the catchment of the centre and the range of goods and services it offers. The Warrnambool City Centre, given its role and function in south west Victoria, is designated as a Principal Activity Centre (PAC) with a role that is secondary only to the Melbourne Central Activities District (CAD) and other CADs that have been designated in metropolitan Melbourne.

2.2.2 Local Planning Policy Framework

The Local Planning Policy Framework (LPPF) addresses the



policy areas of housing, environment, economic development and infrastructure. It incorporates the Municipal Strategic Statement (MSS), in addition to Local Planning Policies that set out day-to-day decision making about issues relating to the City Centre.

2.2.3 Municipal Priorities For Growth

As part of the Implementation Plan, it is recommended that Council review Design and Development Overlay 4 (DDO4) with a view to its replacement in line with the Built Form outcomes expressed in the SP.

The Council Plan, the Warrnambool Retail Strategy (2007) and 2010 Background Report provide the priorities for growth, in conjunction with the MSS. They each reiterate that the most appropriate location for further development of major retail, commercial and business services is the City Centre. The SP has been devised to provide the appropriate framework to deliver this direction.

2.2.4 Regional Housing Role

As outlined earlier in this chapter, the projected population growth for Warrnambool and surrounds will drive land use and development change, particularly in the City Centre. Requirements for new forms of and a broader diversity of housing choice will be driven by projected high growth in the middle aged and elderly population and in certain types of households such as lone occupants and couples without dependants. This demographic change will have direct impacts on housing and on demand for new types of living environments in and around the City Centre district.

2.2.5 Current Zoning

At present, the suite of zones contained within the Warrnambool Planning Scheme for the SP are a mixture of Business 1 and 2 (B1,2) Residential (R1Z), Public Use (PUZ) and Mixed Use Zone (MUZ), combined with Design and Development Overlay No.4 (DDO4) and the Heritage Overlay. Should the SP be adopted, Council will have the opportunity to streamline controls into a set of newly developed 'Activity Centre Zone' controls, with schedules tailored to suit specific precincts in the SP. Alternatively, Council may choose to continue with the existing controls, albeit with review to DDO4 and the implementation of the MUZ in appropriate locations. The SP provides the vision and guiding principles, allowing for either scenario.

As part of the Implementation Plan, it is recommended that Council review DDO4 with a view to its replacement in line with the Built Form outcomes expressed in the SP.

Planning Zones	
B1Z	- Business 1
B2Z	- Business 2
IN1Z	- Industrial 1
PCRZ	- Public Conservation and Resource
PPRZ	- Public Park and Recreation
PUZ1	- Public Use - Service and Utility
PUZ3	- Public Use - Health Community
PUZ4	- Public Use - Transport
PUZ6	- Public Use - Local Government
PUZ7	- Public Use - Other Public Use
RDZ1	- Road - Category 1
RDZ2	- Road - Category 2
R1Z	- Residential 1
UFZ	- Urban Floodway

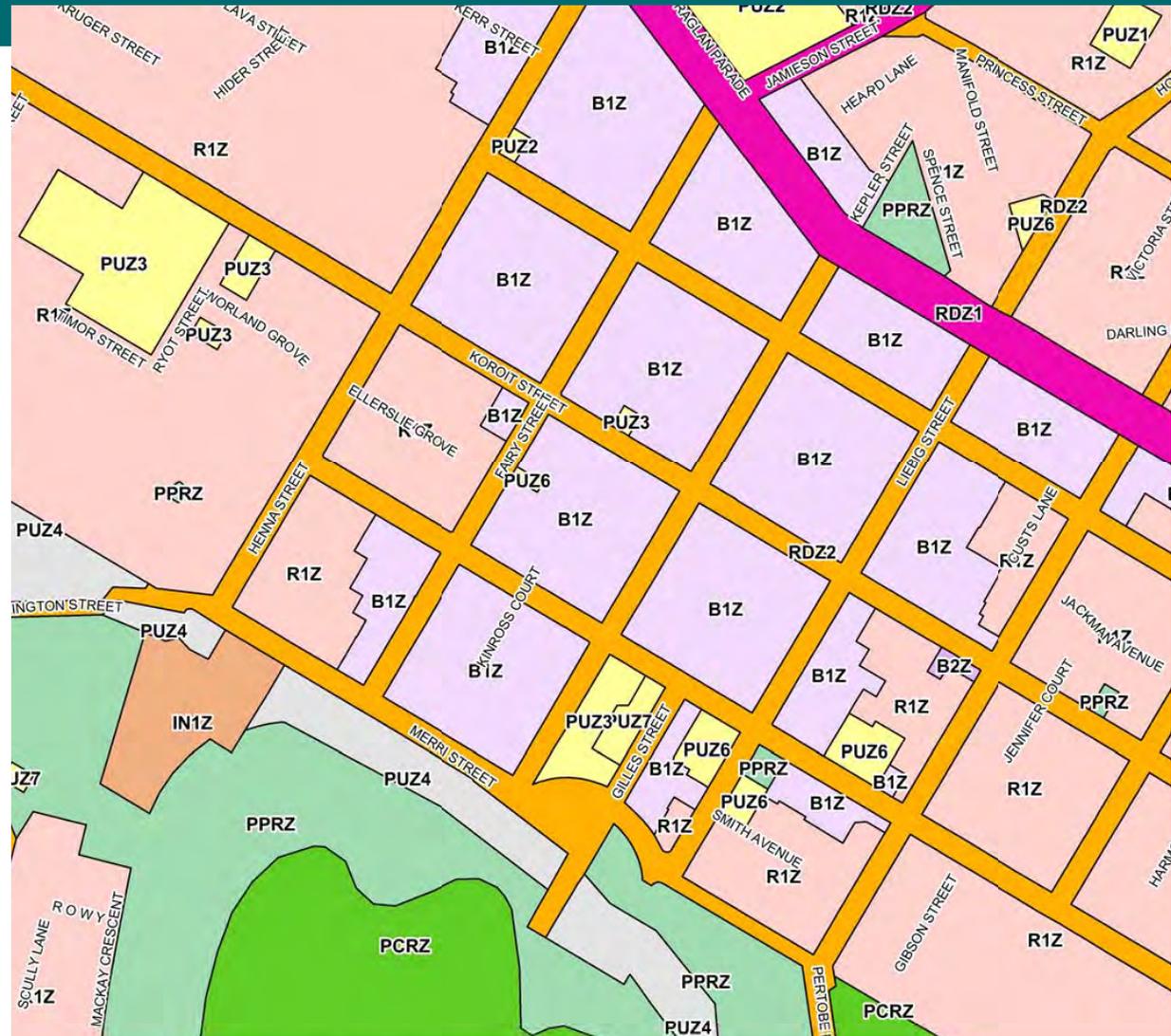


figure 4 - current zoning



the vision + structure plan



3 the vision and structure plan

The SP includes a vision, objectives and strategies that must be achieved in future developments and improvements to the city.

3.1 Vision

The vision for Warrnambool City Centre in 2030 is as a place that is “Alive, Thriving and Culturally Rich: Our City Heart.”



alive

The City Centre is alive with people working, shopping, learning and doing business. Street life is vibrant. In the streets and urban places, leafy open spaces and performance places, people come together for shopping and business events, festivals and socialising.

thriving

The City Centre is thriving commercially. It is the retail and service centre to the south west region of Victoria, offering both an exciting choice of shopping and hospitality experiences and the full range of business, community and visitor services.

culturally rich

The City Centre is rich in cultural heritage. It is compact, built on a human scale, linked to the ocean and its maritime past. The City Centre’s urban design and public art helps establish Warrnambool as a ‘City by the Sea’.

our city heart

The City Centre is the heart and soul of our community.

Warrnambool will be a place where:

City spaces and landscape

- The city centre is safe and welcoming to all the community and in particular to children through initiatives such as the Fun for Kids festival
- The natural environment will be enhanced

Land use and activities

- Residents of all life stages can live comfortably and conveniently
- It is easy to start and develop a business, to work across services and facilities, and it is where young people can start their working life
- Amenity of established residential precincts is enhanced while new and more diverse housing opportunities are provided
- New development interacts with the public realm and retail / commercial uses are located at ground level

Access and movement

- People can enjoy walking, cycling, shopping, recreation, seeing and meeting others, developing their own social networks
- All modes of movement are planned and catered for but pedestrian movement is a priority

Cars and parking

- Vehicular access is convenient and traffic flows are generally maintained
- Adequate levels of car parking are provided to meet current and future demand

Built form

- Buildings and infrastructure will have an emphasis on sustainability
- It is viewed as a great civic and cultural place
- The scale of new development will not be detrimental to surrounding areas of the City Centre
- Development achieves a compact urban form that consolidates land use



2.2 the structure plan

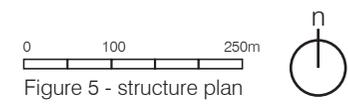
The Structure Plan identifies properties and projects that present excellent urban renewal or redevelopment opportunities. These range from underused sites, such as car parks, through to streetscape improvements making the City Centre a more attractive place to live, work, invest and play. The Structure Plan is illustrated in Figure 5. Any development or works proposed for the Activity Centre should meet the over-arching objectives and strategies outlined in Chapter 4.



structure plan



- Main Street / Pedestrian Priority Zone
- Urban / Pedestrian Streets
- Priority Pedestrian Crossings
- Key Laneway / Arcade Links
- Commercial / Mixed Use
- Key Redevelopment / Infill Opportunities
- Major Car Parking Areas
- Higher Education Precinct
- Government / Community / Civic
- Medical Services Precinct
- Housing
- City Parks
- Potential Urban Spaces / Plazas
- Key On-Road Bike Links
- Shared Off-Road Pedestrian / Cyclist Links
- Gateway Boulevards / Avenues
- Gateway Intersections
- Railway Station
- Bus Route





key objectives + strategies



4 key objectives + strategies



In line with the vision for the Warrnambool City Centre (Chapter 3) the key objectives can be achieved through the following strategies. These objectives have been grouped into five themes. They are:

- i. City spaces and landscape
- ii. Pedestrians and accessibility
- iii. Cars and parking
- iv. Land use and activities
- v. Built form and heritage

The objectives of the SP include:

- Ensure that the Warrnambool City Centre continues to be the primary retail and services centre;
- To give effect to its wider role as the principal activity centre for south west Victoria;
- Preservation of Warrnambool's heritage streetscapes



- To give effect to its wider role as the principal activity centre for south-west Victoria;
- Encourage a diversity of new investments in the City Centre, encompassing retail, commercial, entertainment, recreation, community, cultural and residential services and facilities;
- Support a program of improvements to the amenity, quality of the public realm, public transport and car parking access and safety and security;
- Support the development of medium density residential development within walking distance of the City Centre;
- Ensure that the City Centre provides a high-quality destination for tourists;
- Provide a high quality urban environment to serve as a central focus for new major city and regional events.

These objectives and strategies will be reviewed, consulted and investigated in more detail through the implementation plan process, but are outlined above to highlight Council's expectations for delivery.

4.1 city spaces and landscape



The design of city spaces and landscape typically relates to the public realm. This includes the design of streets, pavements, parks and spaces. Council and government agencies generally undertake these works, often in a funded or co-funded approach, based on strategy. Warrnambool's public realm presents an opportunity to celebrate the city's heritage, as well as embracing the enterprise and culture it has to offer today. Providing quality spaces and places for people as an essential part of a pedestrian focussed city is a key direction for the SP. Key objectives and strategies are outlined below and highlighted in Figure 6.

key objectives

- Enhance the image and attractiveness of the City Centre by improving its landscape setting and the presentation of the public and private realm.
- Improve the quality and function of existing public spaces as well as adding a variety of new spaces to increase recreation and leisure opportunities and help attract people and business to the City Centre.
- Protect and enhance the presentation of key gateway entries, vistas and landscape features of the City Centre.





strategies

- Liebig Street, running between Raglan Parade and Merri Street, to be transformed to a pedestrian priority street to enhance its function and attractiveness as the city's main community, shopping, dining and pedestrian spine. The character and treatments will vary for different sections of Liebig Street, but key initiatives to be investigated include:
 - slowing vehicle speeds and vehicle travel lanes whilst retaining convenient vehicle access and on-street parking;
 - widening pedestrian pavements and introducing raised or pedestrian priority crossings at key intersections and crossings;
 - improving opportunities for outdoor dining, particularly in the Liebig South - Timor Precinct;
 - incorporating new pavement treatments, landscaping, lighting, street furniture and weather protection as required, improving pedestrian amenity, safety and staying opportunities; and
 - upgrade of key laneways and mid-block pedestrian connections as required to improve linkages between Liebig Street and key neighbouring shopping and community destinations and parking facilities
- Following the upgrade of Liebig Street, the sections of Lava, Koroit and Timor Streets identified as 'Urban Pedestrian Streets' (refer to Figure 6) are to be progressively upgraded over time to match the treatments used in Liebig Street.
 - Increase the amount and variety of public art along Liebig Street and throughout the City Centre to create an additional attraction for visitors, to enhance the public domain and pedestrian experience and to help reinforce the history and identity of the local community.
 - Encourage the use of landscaping and materials within the City Centre that reflect:
 - the colours, materials and branding that emerged from the community and stakeholder engagement and visioning in 2010; and
 - the history and unique local characteristics of the City.
 - Improve signage and wayfinding devices to improve the visitor / pedestrian orientation and experience and to strengthen linkages between key destinations within and outside of the City Centre.
 - Introduce new street tree planting along the key local street linkages into the City Centre, in particular the east-west connections of Lava, Koroit, Timor and Merri streets, to create continuous green avenues that improve pedestrian orientation and amenity and enhance the streetscape.
 - The Civic Green is the only park in the City Centre but it is currently underutilised as it primarily provides a formal function as a setting for the adjoining Arts Gallery and a special event space. The Civic Green should be upgraded (seating, landscaping etc) to make it more multi-use and attractive to daily city users whilst still maintaining its ability to accommodate special events.
- Undertake a feasibility study into the cost of supplying free Wi-Fi to Civic Green to encourage it as a viable outdoor meeting and workspace.
- Encourage the upgrade and activation of selected laneways and arcades to add new urban and retail experiences within the City Centre and to provide a finer grain pedestrian network between existing and potential new retail attractors along Liebig Street and other connecting streets.
- Upgrade the Cannon Hill Park to become a key parkland attractor and southern anchor to the City Centre as well as a more inviting place for daily city users by investigating opportunities to:
 - reconfigure the existing car parking areas to provide improved parkland / seating areas with elevated views over Lake Pertobe and towards Warrnambool Beach;
 - improve existing park furniture (BBQ, seating, shelters) and landscaping (shade trees, feature planting); and
 - improve key pedestrian / cyclist linkages to Liebig and Merri streets and through to the Railway Precinct and Lake Pertobe.

city spaces and landscape



- Liebig Street**
 Transformation into pedestrian priority street to enhance its function and attractiveness as the city's main community, shopping, dining and pedestrian spine
- Urban Pedestrian Streets**
 To be progressively upgraded to enhance urban / streetscape setting and to improve pedestrian function, safety and amenity
- Green Streets**
 Introduce new street tree planting to create continuous green avenues that improve pedestrian amenity, orientation and linkages into City Centre
- Laneway and Arcades**
 Activate existing, and seek opportunities for new, laneways and arcades to add new urban and retail experiences within City Centre
- Car Park Redevelopment**
 Promote creation of new urban spaces and linkages as part of potential redevelopment of existing at-grade car parks
- Civic Green**
 Upgrade to make more multi-use and attractive to daily city users and a key destination and meeting place within the City Centre
- Hilltop Park and Promenade**
 Proposed upgrade to Cannon Hill and southern city edge to create additional recreational destination for City Centre
- Raglan Parade Boulevard**
 New landscape planting to be added to provide continuous boulevard effect
- Gateways**
 Gateway improvements to be provided at key intersections to define key entrances to the City Centre and to reinforce desired function of adjoining streets

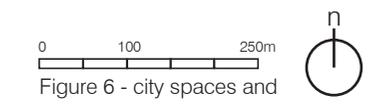


Figure 6 - city spaces and landscape

4.2 pedestrians and accessibility

Warrnambool City Centre has evolved as a street-based district and the principal social spaces are within the street public realm, the forecourts or arcades that lead to shopping and other activities, or within the shops, offices and other buildings that front the streets. A grided pattern, broad streets and regular blocks are clearly defining characteristics of the urban form and has endowed the City Centre with an effective network for vehicular and pedestrian circulation and a broad spatial grid for land use development. The on-going growth of Warrnambool is expected to generate significant growth in visitor trips to the City Centre and provides a need for a broader diversity of travel modes affording quality access.

key objectives

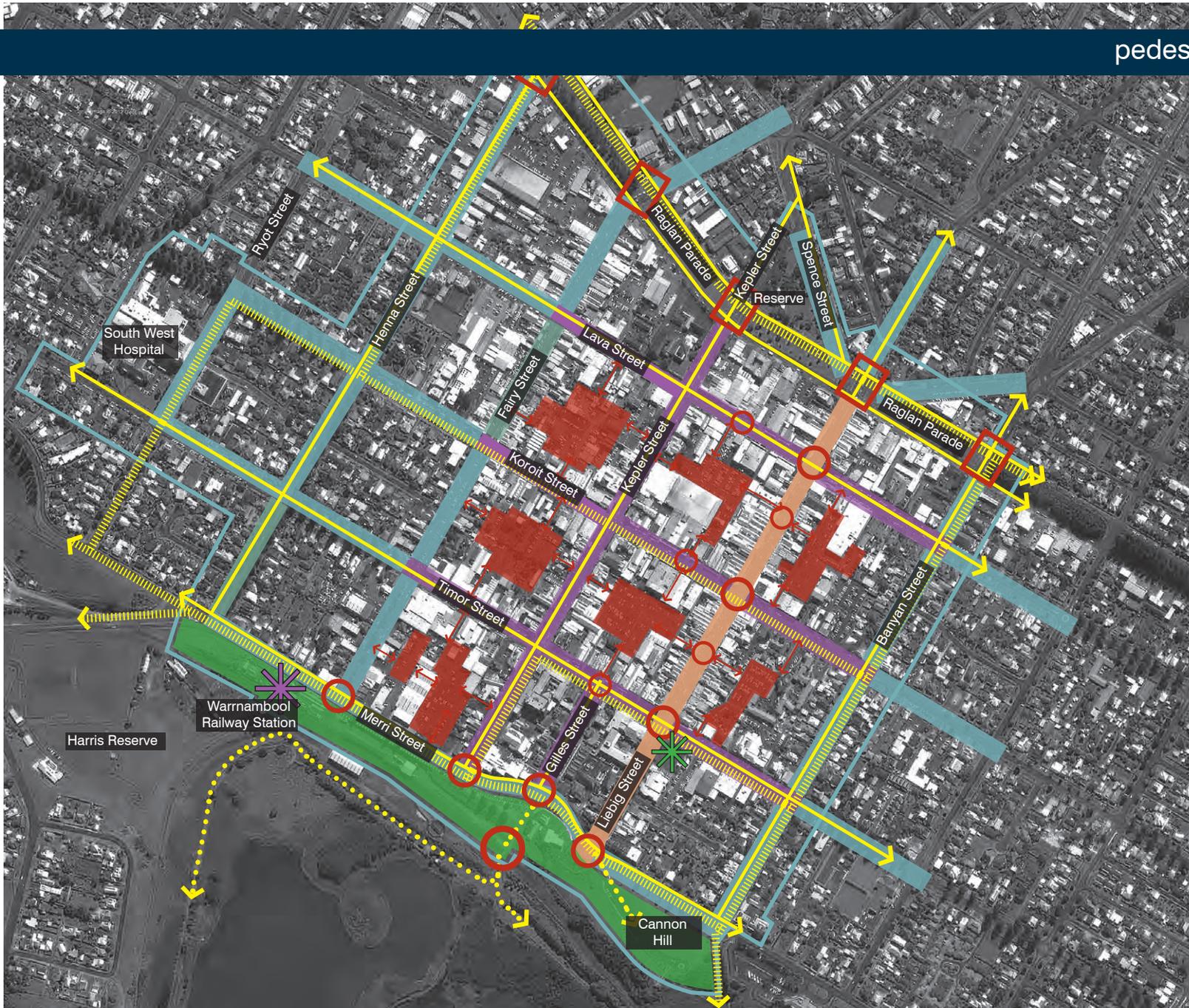
- Reinforce the role of Liebig Street as the as City Centre's main street and key pedestrian spine and people place.
- Improve pedestrian and cyclist access into and within the City Centre and to key destinations to promote non-vehicular movements.
- To improve the level of service and frequency of public transport both within and connecting to the City Centre.

strategies

- Liebig Street, running between Raglan Parade and Merri Street, to be transformed to a pedestrian priority street to enhance its function and attractiveness as the city's main community, shopping, dining and pedestrian spine. The character and treatments will vary for different sections of Liebig Street, but key initiatives to be investigated include:
 - reducing vehicle speeds and travel lanes whilst retaining convenient vehicle access and on-street parking;
 - widening pedestrian pavements and introducing raised or pedestrian priority crossings at key

- intersections and crossings;
- improving opportunities for outdoor dining, particularly in the Liebig South - Timor Precinct;
- incorporating new pavement treatments, landscaping, lighting, street furniture and weather protection as required improving pedestrian amenity, safety and staying opportunities;
- upgrade of key laneways and mid-block pedestrian connections as required to improve linkages between Liebig Street and key neighbouring shopping and community destinations and parking facilities; and
- Investigate lowering speed limits to reinforce the pedestrian priority of Liebig Street.
- Establish an integrated cycle system that provides high level connectivity to and within the City Centre. It is proposed that the following key initiatives be investigated:
 - on-road bicycle lanes to be maintained, properly line-marked and improved as required along Raglan Parade, Henna and Banyan streets;
 - protected bicycle lanes to be provided along Kepler and Timor Streets utilising the 'Copenhagen Model';
 - improving cycle access along Liebig Street as part of its conversion to a pedestrian priority street; and
 - where practical, extending and improving on-road bicycle lanes along Lava, Koroit and Timor Streets to provide key east-west connections between the city centre and adjoining residential areas.
- Enhance existing laneways, arcades and galleria and provide new connections as required to establish a fine grain and convenient pedestrian network linking key streets, public spaces, parking areas and planned retail and community destinations.
- Review and provide upgrades as required to improve the safety, legibility and amenity of key pedestrian links into the City Centre and Liebig Street including:
 - the principal gateways at Raglan Parade and Merri Street;
 - the key east / west connections of Lava, Koroit and Timor Streets;
 - to key destinations such as the Railway Station, Cannon Hill and Lake Pertobe; and
 - introduce end of trip facilities at the railway station and bike storage facilities.
- Undertake a review and upgrade existing public transport services and facilities within the City Centre. It is proposed that the following key initiatives be investigated:
 - work with the bus companies and DoT to establish a common City Centre bus loop for all suburban and intercity lines. The purpose of the common loop system is to provide a high frequency City Centre service linking the principal shopping and commercial areas, major education facilities, hospital, railway station, major new car parking areas, law courts and government administration offices;
 - upgrade the Warrnambool Railway Station to become a key intermodal transport node with a dedicated bus parking / setdown area, improved lighting, signage, seating, wether protection, car parking and pedestrian crossings (in line with adopted masterplan for the precinct);
 - increase the frequency and integration between passenger rail services and the City's suburban and intercity bus lines;
 - capital works to upgrade bicycle paths and public transport infrastructure; and
 - form a working group with DoT and VicRoads to ensure agreement on major connections from the Railway Precinct into the City Centre, including an emphasis on wayfinding and safety.

pedestrians and accessibility



- Liebig Street
Transformation into pedestrian priority zone and slow speed parking area
- Urban / Pedestrian Streets
Undertake streetscape works on main pedestrian / urban streets to improve pedestrian function, safety and amenity within City Centre
- Secondary Pedestrian Streets
Undertake streetscape works as required to improve function, safety and amenity of key pedestrian streets linking to the City Centre
- Major Signalled Entries
- Priority Pedestrian Crossings
Important intersections / pedestrian crossings proposed for upgrade to improve pedestrian function
- Key Laneway Links
Enhancement of existing laneways and arcades and potential new links to provide fine grain pedestrian network
- Car Parks
Existing at-grade car parks and potential redevelopment sites
- On-Road Bike Lanes
- Shared Off-Road Pedestrian / Cyclist Links
- Hilltop Park and Promenade
Proposed upgrade to Cannon Hill and southern city edge to create recreational destination for City Centre and to improve linkages to railway station and Lake Pertobe
- Railway Station
Major upgrade opportunity in short term
- Possible Bus Loop to Complement Existing Routes

0 100 250m
Figure 7 - pedestrians and accessibility

4.3 cars and parking

Private motor vehicles are the most significant travel mode to the City Centre and, while it is likely that there will be ongoing growth in other travel modes, it remains the case that for the foreseeable future travel by motor vehicles will still be the leading mode of access for visitors to the City Centre. In this context, effective, safe and attractive car parking provision is a critical consideration in the long term planning and management of the City Centre.

key objectives

- Ensure that convenient levels of vehicular access and flow are maintained to meet the City Centre's needs over the next twenty years and beyond.
- Give higher priority to improving the attractiveness and viability of alternative travel modes (cyclists, buses, pedestrians) to reduce the dominance of private motor vehicles as the primary mode of travel
- Ensure adequate levels of car parking to meet projected needs over the next twenty years and beyond.
- Existing and future car parking provision for shoppers, employees and other visitors must be readily accessible from the road network, safe and takes into account the needs of all users, including disabled visitors.
- Protect built form and cultural heritage where appropriate

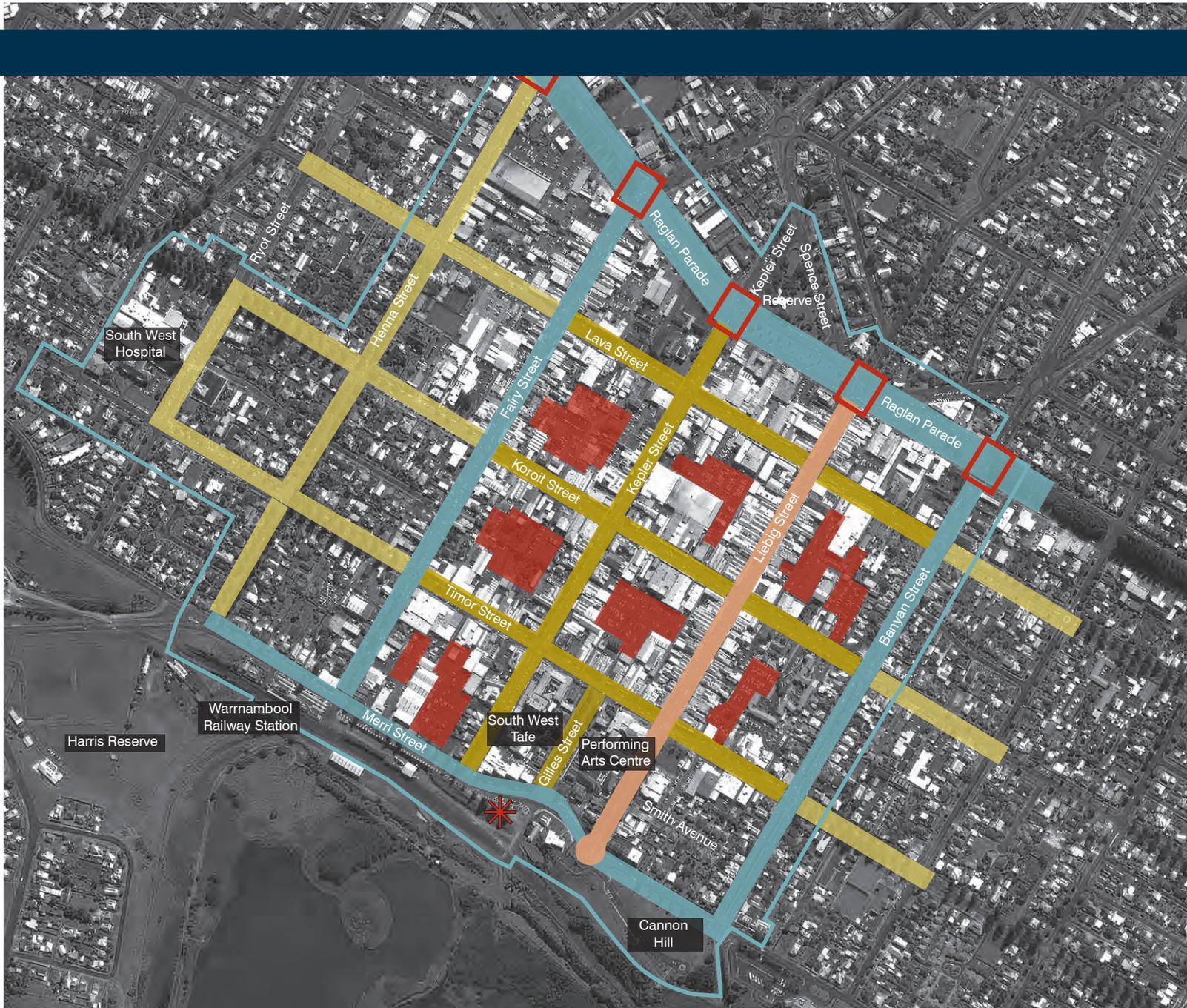
strategies

- Main traffic movements and access are to be facilitated by a road hierarchy that establishes:
 - a Collector Loop (incorporating Raglan Parade, Banyan, Merri and Fairy or Kepler streets) to provide convenient circulation around the City Centre to access shopping streets and principal car parking

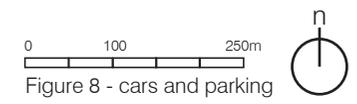
- areas;
- a local street network that includes all of the remaining key streets within the City Centre (excluding Liebig Street) that provides finer grain access from the collector loop to the major car parking areas as well as accommodating on street parking for short stay shoppers and other visitors; and
- Liebig Street as a pedestrian priority zone whilst still maintaining continuous access for vehicle movements and parking.
- Maintain flexible and convenient vehicle access provided by the existing street grid pattern, while utilising the conversion of Liebig Street and future works on other shopping streets to reduce vehicle speeds and discourage through traffic movements within City Centre.
- Continue to roll out recommendations of the Car Parking Strategy (2010).
- Improve definition and visual prominence of existing on-road cycle lanes within and linking to the City Centre (including green pavement markings at intersections).
- Undertake review and establish program for upgrade of bicycle stands and secured bicycle parking facilities within the City Centre based upon future usage projections.
- Ensure that high levels of convenient short term (less than two hours duration) parking continues to be provided in the future planning and development of the City Centre and retail core through:
 - continued maximisation of on-street parking provision within the local street system and in Liebig Street (subject to planning requirements for pedestrian amenity, vehicular circulation and cycle access);
 - increased levels of short term off-street car parking to

- be provided through the proposed redevelopment of existing at-grade car parking land into new structure car parking;
- rationalise loading zones and parking so that time limits are consistent and provide regular turnover of spaces; and
- active enforcement of hot spots will ensure utilisation is maximised.
- Any at grade car park redevelopment should, as a starting point, result in no net loss of current parking spaces, and aim to provide mixed use outcomes for the site.
- Maximise the effective provision of long term (two hours or greater duration) car parking facilities within easy walking distance of the Retail Core Precinct (approximately five minutes walk or approximately 400 metres from Liebig Street) through the provision of:
 - additional long term off-street car parking through the proposed redevelopment of existing at-grade car parking land into new structure car parking; and
 - new longer-stay car parking for key designated sites (including the Railway Station eastern car park and the central at-grade car park bound by Koriot, Kepler, Timor and Liebig streets)..
- Investigate opportunities to provide long bay caravan and tourist bus parking options in key, highly visible locations.

cars and parking



- Liebzig Street**
Transformation into pedestrian priority zone whilst maintaining continuous slow speed access for vehicle movements and parking
- Collector Loop**
Main vehicle circulation around City Centre and to local shopping streets and major car park areas to be provided by Collector Loop incorporating Raglan Parade and Merri, Banyan and Fairy streets
- Urban / Shopping Streets**
Provide finer grain vehicle access to parking areas as well as accommodating on street parking for short stay shoppers and other visitors
- Local / Residential Streets**
- Major Signalised Entries**
- Existing Major Car Parking Areas**
Existing major at-grade car parks providing short and long stay spaces and with potential for future redevelopment to multi-level parking and mixed uses
- Future Major Car Parking Areas**
Sites proposed to be upgraded to accommodate additional long term parking spaces within approx. 5 mins walk of Retail Core Precinct



4.4 land use and activities



The City Centre's prime focus is its Retail Core District focused on Liebig and Koroit streets with a cluster of regional activities to the south and west of this district. Liebig Street south is an important restaurant precinct linked to the City's entertainment and civic activities. The City Centre's western precincts that extend from Kepler to Henna street accommodate a diversity of business, educational, health and other activities and broaden the attraction and employment base of the City Centre.

The City Centre forms part of a broader central area that encompasses a number of Warrnambool's historic inner suburbs. These areas are characterised by high quality residential suburbs that bound the City Centre on its eastern and western edges and north of Raglan Parade, and extend into the City Centre district. These areas form important residential precincts and include:

- Banyan and Merri streets on the eastern and southern edges of the City Centre district; and
- Extensive areas in the south west of the City Centre district west of Fairy Street and south of Koroit Street.



key objectives

- Ensure that the future planning, redevelopment and activities within the City Centre maximise Ecologically Sustainable Development (ESD) outcomes.
- Create a City Centre that is more compact, lively and diverse and has the potential to accommodate future commercial land use needs and encourage new business investment.
- Consolidate the City Centre as Warrnambool's key community meeting place and hub for civic, cultural and education uses.
- Reinforce the role of Warrnambool as a key entertainment and tourism destination within the region.
- Protect the amenity of established residential precincts whilst providing opportunities for new and more diverse housing within and nearby the City Centre.



strategies

- The following key ESD initiatives should be investigated and promoted to improve ESD outcomes within the City Centre:
 - providing a more compact and mixed land use pattern that improves land use efficiency, walkability, public transport and urban life;
 - providing new and diverse residential types within the City Centre district to improve housing choice and reduce vehicle trips;
 - improvements to pedestrian, cycle and public transport access;
 - set requirements for use of local / endemic landscape species;
 - water - potential to require integration of water sensitive urban design (WSUD) and promoting water recycling and minimisation initiatives etc;
 - energy – setting principles for the effective siting and development of buildings for passive design and to minimise energy use, promoting use of renewable energy sources;
 - waste – improving recycling and green waste facilities, guidelines for new building materials and construction processes; and
 - investigate the feasibility of rate relief or incentives for owners that install / practice ESD principles in existing or new designs.
- Focus on attracting and consolidating Warrnambool's key future commercial and business development within the City Centre by:
 - establishing the City's Core Retail District as Warrnambool's primary shopping destination;
 - consolidating Liebig Street as the City's primary shopping, dining, entertainment, meeting place and regional attraction precinct;
 - encouraging consolidation and redevelopment of existing lower intensity uses in the areas bordering the principal shopping streets and north of Lava Street and in the south west of the City Centre. This will provide key opportunities for future mixed use and more intensive urban activities;
 - encourage the consolidation and redevelopment of key existing at-grade car parks to deliver new commercial and residential uses, public spaces and structure car parking (and potential to accommodate projected demand for an additional discount department store and a department store);
 - promote the activation of the city's laneways to provide further frontages for retail spaces;
 - identifying and promoting a series of key city precincts (i.e. civic, entertainment etc.) that will attract and provide synergies for similar activities and uses;
 - encourage the formation of a Warrnambool Business Centre with State and Federal Funding; and
 - Strengthen Commerce Warrnambool's role in attracting, assisting and guiding the development of the City Centre.
- Promote the retention and ongoing planning and development of the Civic Precinct to help consolidate the City Centre as the key services destination for Warrnambool and the region including:
 - consolidate and improve the civic, arts and entertainment regional attractors located south of Timor Street at the southern end of Liebig Street;
 - long term consolidation of tertiary education services and facilities in the City Centre (including South West TAFE) located south of Timor Street principally west of Gilles Street. Improvement of access, public space and amenities will broaden community benefit flowing from these recognised regional facilities;
 - law courts and police administration located on Koroit Street west of Fairy Street with legal practices located along Kepler Street;
 - build upon the current master planning and upgrade of the Warrnambool Base Hospital and identify an expanded medical services precinct to cater for the projected need for additional medical consultancy and health care services;
 - upgrade of key civic spaces (including Cannon Hill and Civic Green) within the City Centre to provide improved community and event spaces;
 - investigate opportunities for the potential expansion of Council offices that may encompass a state government administration office;
 - install art in public laneways and encourage openings into laneways for business – coffee hubs, dry cleaning pick up etc;

4.4 land use and activities



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4.4 land use and activities (cont.)

- investigate housing markets in the Central City based on best practice examples;
 - prepare a community 'Artscape Business Plan' targeting areas for a community arts hub, such as the vacant Chinese Restaurant site on Liebig Street (Hai Bin); and
 - employ a Structure Plan Manager to work with Council on events calendar coordination to ensure activation of different city spaces for the year.
- Support Warrnambool's future growth as a key regional entertainment and tourist destination through the following key initiatives:
 - consolidate Liebig Street south as the key entertainment and tourism precinct for the city and encourage new cultural, entertainment and dining uses within and close to this area;
 - utilise the current upgrade of Warrnambool's Entertainment Centre and upgrade of the Civic Green proposed within the SP to help establish the southern section of Liebig Street as the city's key cultural and entertainment precinct;
 - improve the cyclist and pedestrian connectivity between the City Centre and key surrounding



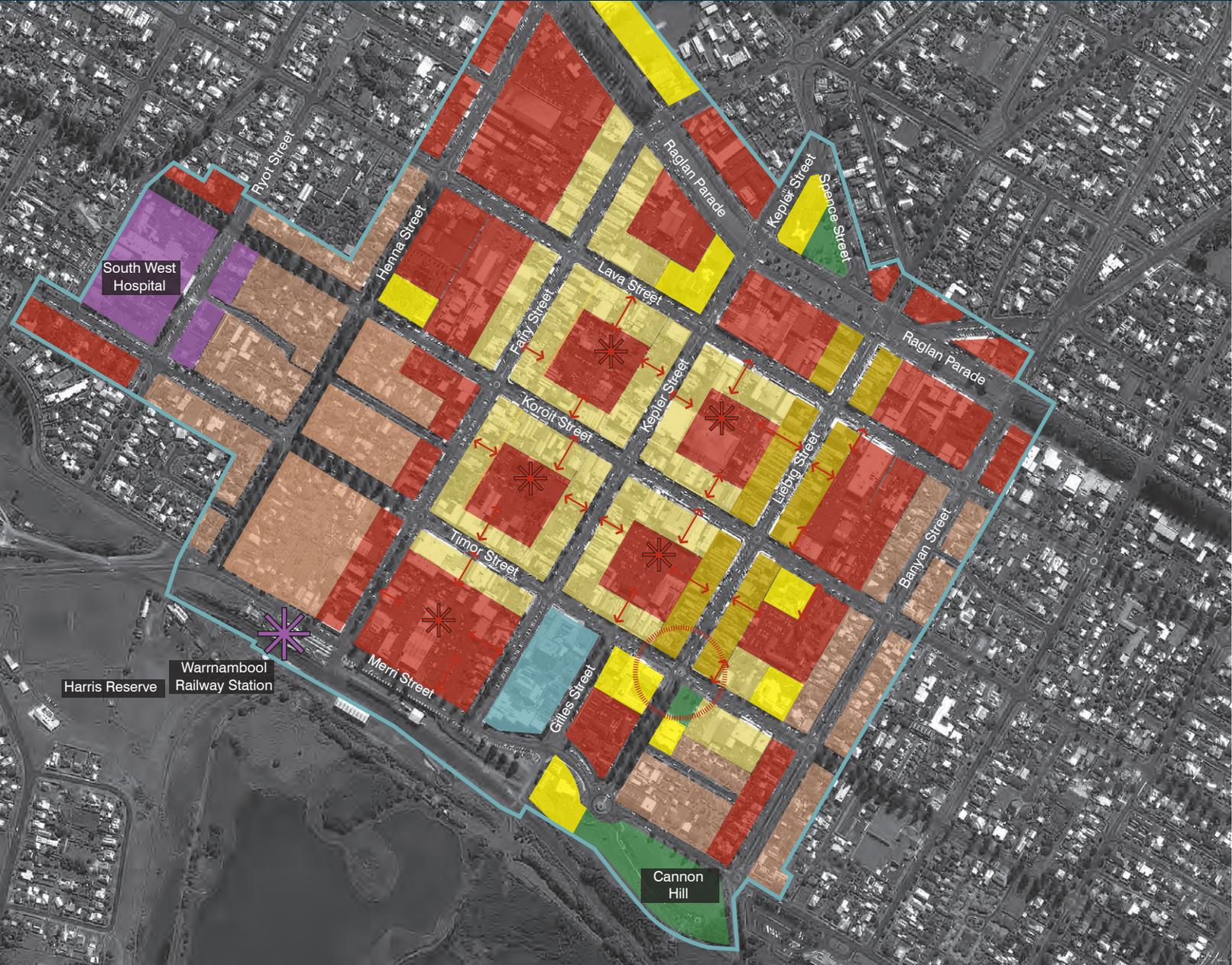
- destinations such as Lake Pertobe, Warrnambool Harbour and the beach areas beyond. This will help reinforce the City Centre's integration with the city's wider tourism and recreational attractions;
- upgrade the Warrnambool Railway Station and investigate opportunities to increase the frequency of passenger rail services from Melbourne to help improve the accessibility and image of the city as a regional tourism destination;
- develop a tourism signage system within and around the City Centre providing direction to the city's major tourist attractions, information centre and public amenities;
- adopt the findings of the CCSP branding workshops. Create a consistent set of guidelines for colours, signage and symbols to be adopted throughout the city centre to help establish a strong and coherent image for Warrnambool;
- promote opportunities for the supply of new tourism accommodation, conference and function room facilities as part of future redevelopment and mixed use opportunities in the City Centre; and
- implement related initiatives to facilitate tourism trade and investment in Warrnambool (through



the Warrnambool Moyne Economic Development Strategy, August 2010).

- Identify preferred locations and facilitate opportunities for a range of new residential opportunities within the City Centre to meet projected demand and to achieve the following key outcomes:
 - support and prioritise consolidation of land parcels for residential use which provide higher land use efficiency and make use of areas with highest access to open space, education, health and social amenities; convenience shopping and public transport services;
 - existing key residential character precincts in the City Centre district should be protected, including the maintenance of the existing built form pattern of residential garden setbacks and retention of the existing domestic scale of development;
 - encourage innovation and redevelopment of shop top housing opportunities – prepare guidelines to be handed out at Council outlining building and planning considerations;
 - consider waiving car parking requirements for 1 and 2 bedroom conversions; and
 - explore mixed use zoning potential for Banyan Street between Timor and Merri Streets to better reflect the converted uses of office that have emerged. Ensure that controls around built form protect existing premises where it can be demonstrated that there is architectural and historic merit.

land use and activities



- Primary Street**
Encourage retail, dining and entertainment uses that help establish Liebig Street as the city's main shopping and recreation destination and people street
- Secondary Streets**
Encourage speciality stores and services that maintain a fine grain and diverse mix of uses and provide active streetscapes
- Mixed Use / Infill Opportunities**
Encourage consolidation and redevelopment of existing lower intensity uses to provide future retail, business / services and residential opportunities
- Higher Education Precinct**
Encourage additional education services as required to help consolidate the education / knowledge precinct within the City Centre
- Dining / Entertainment / Cultural Precinct**
Encourage complimentary uses around existing entertainment centre, art gallery, civic green and dining area to create a key recreational and tourism destination
- Government / Community / Civic**
- Medical Services**
South West Hospital and support services (Council to provide input regarding preferred approach to managing specialist medical services emerging in adjoining residential areas)
- Residential**
- City Parks**
- Potential Urban Spaces / Plazas**
- Key Laneway Links**
Enhancement of existing laneways and arcades and potential to develop new opportunities for retail, dining and service uses
- Railway Station**

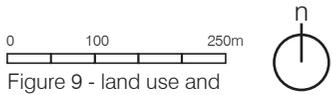


Figure 9 - land use and activities

4.5 built form and heritage



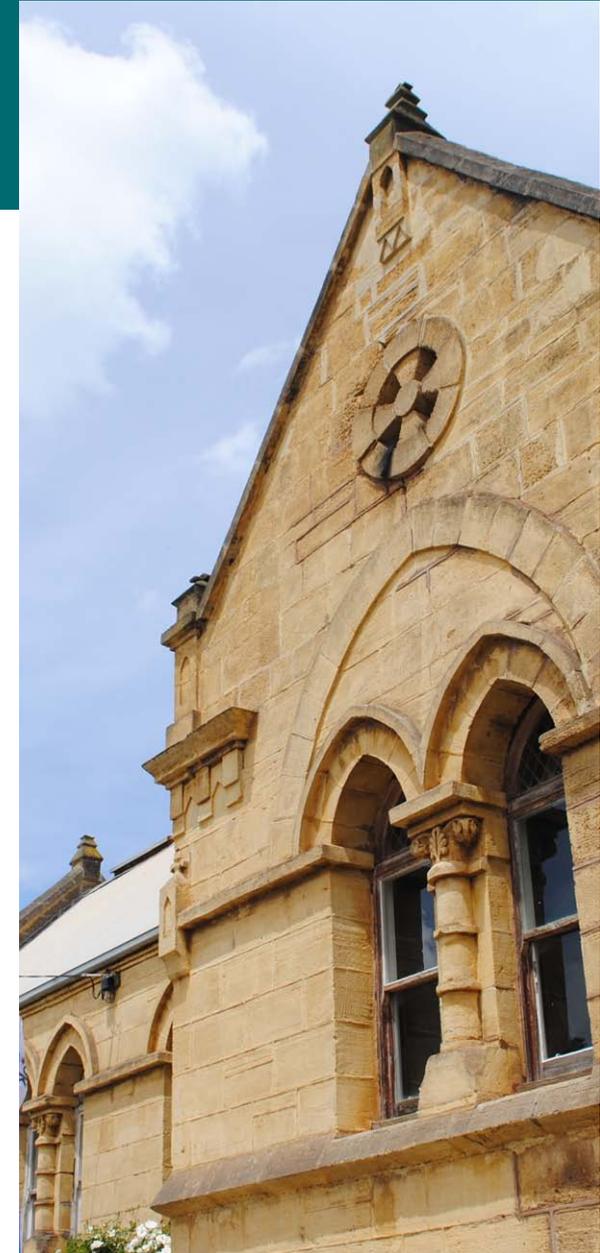
In terms of built form and landscape elements the Warrnambool City Centre is characterised by consistent scale low-rise structures built to the street, punctuated by landmark buildings such as the T&G Building. The City Centre was laid out during the middle of the nineteenth century and the street pattern, similar to that of central Melbourne, is laid out as a broad grid pattern. Avenues of Norfolk Island Pines form a powerful defining element for the City Centre.



key objectives

- To provide opportunities for urban consolidation and the efficient and highest use of land whilst continuing to protect and enhance the unique character, heritage buildings and streetscape elements of the City Centre.
- To encourage future development and built form outcomes that enhance the amenity, vitality and presentation of the City Centre core creates a positive image and identity for the City Centre.
- Improve appearance and function of Raglan Parade as the main gateway entrance to the City Centre.
- Ensure the protection of valued features that contribute to the heritage and character of Warrnambool.
- Ensure new development is sympathetic to existing heritage character.





strategies

- Encourage the consolidation and redevelopment of key existing at-grade car parks within the retail core to deliver new commercial and residential uses, public spaces and structure car parking whilst protecting the generally consistent low rise built environment that characterise the City's principal shopping streets.
- Significant heritage buildings within the City Centre to be retained in accordance with the Heritage Overlay of the Warrnambool Planning Scheme.
- Future planning and development for the City Centre to be in accordance with the following proposed heights (it is further recommended that this be discretionary, that is, capable of variation subject to a planning permit being granted by Council on the basis that the proposed development meets performance criteria):
 - **principal streets** - any future redevelopment with direct frontage to the principal shopping streets (Liebig, Kepler, Fairy and Timor streets, together with sections of Koroit Street) to be required to be consistent with the existing scale and low rise built environment and have a maximum permissible building height of three storeys (equating to approximately twelve metres allowing for commercial buildings);
 - **mixed use / redevelopment areas** - increased building heights of up to five storeys (equating to approximately 20 meters) for proposed buildings on internalised sites or setback from principal street where they can be suitably transitioned and it can be demonstrated that these will not prejudice the established scale and character;
 - **transitional area** - encourage the creation of a transitional zone between the scale of existing residential character areas and commercial or mixed use developments by applying a maximum building height of three storeys; and
 - **existing residential character area** - the scale and character of established residential precincts in the eastern and western areas of the City Centre are recognised as part of the heritage and design character of the city and are to be protected in future development planning and be consistent with the controls as set out in the Warrnambool Planning Scheme.
- Future planning and development for the City Centre to deliver the following preferred built form edge outcomes:
 - **active edges** - promote active and high quality shopfronts through appropriate land uses (retail stores, dining and other services), maximise open or transparent frontages, buildings generally built to boundary and develop strategies to establish consistent and attractive verandahs or canopies where ever practical;
 - **urban edges** – forming a transition between the City Centre Core and established residential

4.5 built form and heritage (cont.)



- garden edges. Encourage innovative, high quality architecture and design of street-based urban forms that are generally built to the building line (but with the flexibility for articulation of elevations and development of points of interest and entries and rear access to buildings). Entries to buildings to provide canopies or building elements to ensure shelter and weather protection where practical; and
- **residential garden edges** – the scale and character of established residential precincts in the eastern and western areas of the City Centre are recognised as part of the heritage and design character of the city and are to be protected in future development planning and be consistent with the Design and Development Overlay - Schedule 15 as set out in the Warrnambool Planning Scheme).
 - Develop appropriate signage controls for the CBD.
 - Encourage active and attractive frontages to ground floors along all City Centre streets with the concealment of service and car parking areas wherever possible.
 - The southern side of Raglan Parade, particularly between Banyan and Fairy streets has evolved as a highway strip. The redevelopment opportunities proposed in Section 4.3 should be utilised to progressively replace these older highway uses with new more efficient development forms and to re-establish a quality urban edge to the boulevard.
 - Upgrade landscape treatments along Raglan Parade and at key intersections in accordance with Section 4.1.
 - The significant buildings of the City Centre are an integral part of its image and quality. Key issues for the future of the City Centre and heritage is to combine the “old with the new” as currently there is a lack of contemporary buildings that convey a strong and positive message for the City Centre. As such, new development in heritage areas, or adjacent to a heritage building must:
 - promote architectural excellence and be incorporated sensitively into the streetscape;
 - reflect or make reference to the history of Warrnambool;
 - encourage reuse of existing buildings where possible in the city centre;
 - be designed so views to the T&G building and other landmark sites are not compromised; and
 - be managed in accordance with the relevant heritage controls in the Planning Scheme.
 - Encourage through public artwork initiatives a celebration of Warrnambool’s heritage.

built form + heritage



- Principal Streets**
 2-3 storeys and consistent with existing scale and low rise built environment
- Mixed Use / Redevelopment Areas**
 Max. 5 storeys where it can be demonstrated that a suitable transition has been to the existing low rise scale and character
- Transitional Areas**
 3-4 storeys to provide a transitional zone between the scale of the mixed use / redevelopment areas and the existing residential character areas
- Existing Residential Character Areas**
 Max. 3 storeys with the scale and character of the established residential precincts to be protected in accordance with the Heritage Overlay and all other applicable controls under the Warrnambool Planning Scheme
- Active Edges**
 Promote active and high quality shop fronts, open and built to boundary frontages and continuous verandahs or canopies where practical
- Urban Edges**
 Transition area between City Centre Core and established residential precincts where high quality architecture and design of street-orientated urban forms is encouraged
- Residential Garden Edges**
 The scale and character of the established residential precincts to be protected in accordance with the Heritage Overlay and all other applicable controls under the Warrnambool Planning Scheme

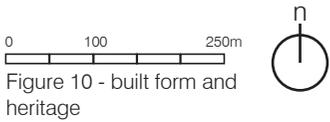


Figure 10 - built form and heritage