

Warrnambool Eastern Activity Centre

Structure Plan

mesh



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WARRNAMBOOL EASTERN ACTIVITY CENTRE Structure Plan

prepared for _____ v

Warrnambool City Council

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1.1

Overview

The Eastern Activity Precinct is Warrnambool's only major activity centre, second only in scale and importance to the City Centre. In addition to its importance as an activity centre, the precinct, and adjoining land to the east, also serves a role as the City's current eastern gateway.

This Structure Plan has been prepared for the precinct (a review of an earlier Structure Plan from 2004) to set out a clear spatial vision and set of objectives for how the Precinct is intended to develop.

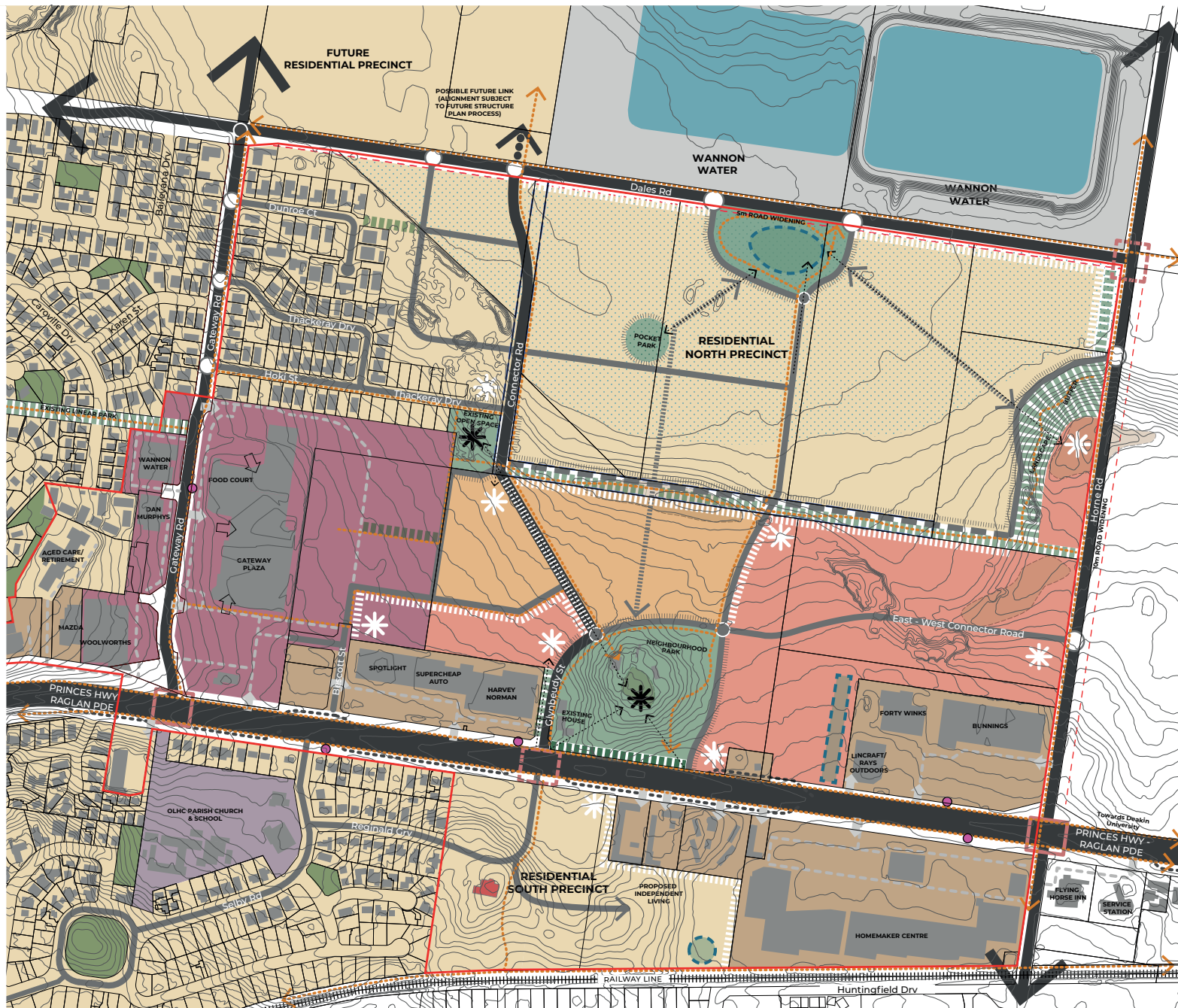
The Structure Plan has been prepared having regard to:

- > Council and the communities' aspirations for the site,
- > Developer's expectations,
- > The existing defining characteristics of Warrnambool and preferred character,
- > The existing conditions of the site,
- > The planning context,
- > The views of key stakeholders, including Council and agencies and existing and adjoining landholders,
- > Opportunities to overcome some of the limitations of the previous Structure Plan that applied to the site.

The Structure Plan is accompanied by implementation tools in the form of a Precinct Infrastructure Plan and an Implementation Strategy.

This document has also reviewed opportunities to establish an eastern gateway to the City, which has emerged, while undertaking the project, as a long-term opportunity.

Figure 1 Structure Plan



DRAWING KEY

Primary Study Area Boundary

LAND USES AND CHARACTER PRECINCTS

- Residential
- Mixed Use Urban Core
- Office / Employment
- Bulky Goods/ Highway Related Uses
- Activity Centre

MOVEMENT NETWORK

- Proposed Road Widening
- Existing Signalised Intersection
- Proposed Signalised Intersection
- Vehicular Access to Precinct (public realm)
- Secondary Vehicular Access Point (private realm)
- Roundabout / Key T intersection
- Arterial Road*
- Service roads
- Connector Road*
- Key Local Road
- Key Local Link Road
- Possible Future Link
- Private road / Carpark circulation
- Shared Path
- Gateway Plaza Shopping Centre Entry
- Existing Bus Stop

*Arterial and connector road network can accommodate a bus route

OPEN SPACE

- Neighbourhood Park
- Drainage reserve
- Retarding Basin/Wetland
- Key Landscape Link
- Key Streets / Linkages

BUILT FORM

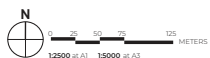
- Existing Buildings
- Landmark Building / Structure
- Heritage Building
- Non-Standard Streetscape

LANDSCAPE

- High Point / Ridgeline
- Low Lying Area
- Key View Corridor
- 0.5m Contours
- Key Open Space Landmark

KEY INTERFACES

- Landscape Buffer
- Open Space Gateway
- Sensitive Land Use Transition
- Development to Address Open Space



1.2

What is a Structure Plan

A Structure Plan is a document that provides guidance and certainty to a range of stakeholders, about the intended use and development outcomes for an area, in this case, a mixed use activity centre precinct.

A well-formulated Structure Plan has the capacity to positively shape the urban form and environment of the Precinct as development occurs. It can be used to generate positive outcomes, unlock and coordinate development opportunities and assist in identification and delivery of key infrastructure priorities to ensure that development is well-served.

A Structure Plan also provides direction and clarity across the various Council functions and provides a strategic and transparent basis for decision-making.

By formulating a plan in this way, Council, agencies and private industry are able to plan for and make decisions about developments within the Eastern Activity Precinct in a way that is strategic, coordinated and results in a positive outcome for the entire community.

A Structure Plan is primarily a planning tool that will be implemented via the Warrnambool Planning Scheme. However, it is also a document that identifies a vision for the Precinct that extends somewhat beyond what planning alone can achieve. A coordinated effort is therefore required across all stakeholder groups to ensure the vision is achieved.

1.3

Purpose of the Structure Plan Review

The Precinct is already subject to a Structure Plan that was prepared in 2004, which provided high order guidance with regard to development of the Precinct. Since 2004, a number of changes have occurred, including:

- > A number of large scale commercial and residential developments have been permitted and constructed, including portions of the planned road network,
- > Change in development intentions of a number of key landholdings within and surrounding the Eastern Activity Precinct, in particular, Gateway Plaza and motels on the south side of Princess,
- > Changes by the Victorian Government to commercial zones to provide greater flexibility and to encourage economic growth opportunities,
- > Council have undertaken a number of strategic planning projects for the City and surrounding land, including the review of the retail hierarchy (Clause 21.07 of the Planning Scheme, which identified the Eastern Activity Precinct as a major activity centre) and the Industrial Land Use Review, (which nominated land east of Horne Road as appropriate for new industrial development. This review also made a number of other recommendations regarding land and infrastructure along the Horne Road corridor),
- > Emerging interest and opportunities regarding establishment of a substantial gateway treatment on the eastern approach to Warrnambool.

For these reasons, Warrnambool City Council has engaged Mesh to undertake a review of the 2004 Structure Plan. The purpose of Mesh's review of the Eastern Activity Centre (EAC) is to:

- > Review land uses, including a review of surrounding land that has been subject to strategic planning consideration since 2004 (particularly land to the east of Horne Road),
- > Review the movement network, and provide more specific, spatially correct guidance with regard to road alignments, cross-sections and intersection treatments,
- > Provide guidance on staging,
- > Provide guidance with regard to preferred built form outcomes,
- > Review infrastructure required to service development, and determine a path forward with regard to potential infrastructure funding and 'works in kind',
- > Engage with stakeholders, including Council, agencies and landholders,
- > Confirm boundary of the precinct.

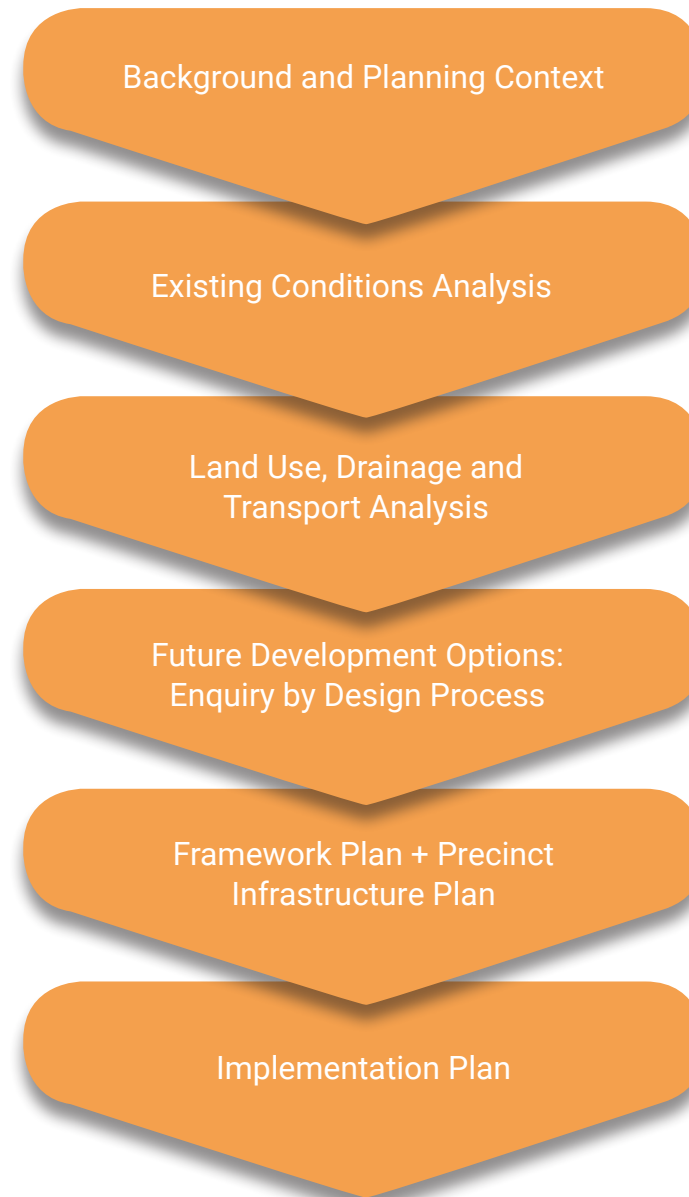
An additional component of the review was to identify opportunities, and provide guidance, with regard to improvements to the City's eastern gateway. For this reason, a secondary study area, east of the EAC, was included in the review process. The findings and recommendations associated with this secondary study area are contained within this document; but it is important to acknowledge that they sit outside the formal EAC Structure Plan (refer to Chapter 7).

1.4

Methodology

The reviewed EAC Structure Plan is the product of an extensive, inclusive and considered process, that involved a range of stakeholders (Council, agencies, landholders, potential development proponents etc.).

A range of complex issues was considered, and the process for understanding these issues, and arriving at the proposed Structure Plan is outlined in Figure 2.



Structure of Document

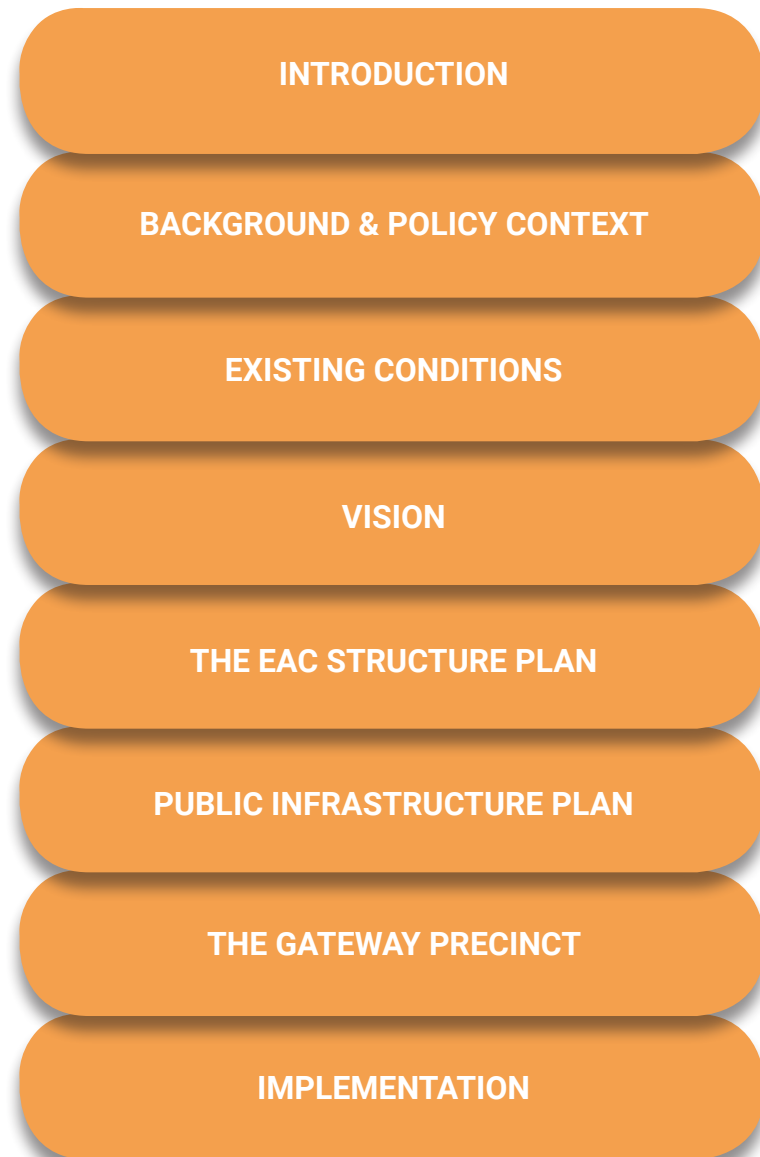
The document has been structured to provide a clear understanding of the rationale for the proposed Structure Plan, by providing the background and context and then breaking the plan up into its component parts.

The intended vision and objectives for the EAC are clearly articulated, along with a number of strategies and design guidelines to give certainty with regard to how the vision and objectives will be achieved. Importantly, a Public Infrastructure Plan identifies critical higher order infrastructure that is required to service development, and proposes a mechanism for how the costs of the infrastructure can be equitably shared between those that benefit from it.

An Implementation Plan has been prepared to identify how the Structure Plan will be implemented, both in the Planning Scheme, and by other stakeholders.

The Structure Plan sets out a vision for the eastern gateway as it relates to the EAC. However, opportunities for a higher order of City gateway have been identified within the secondary study area. As this study area does not formally form part of the EAC, the findings and recommendations are contained within a separate Chapter, with separate implementation recommendations.

Figure 3 Structure of Document



2

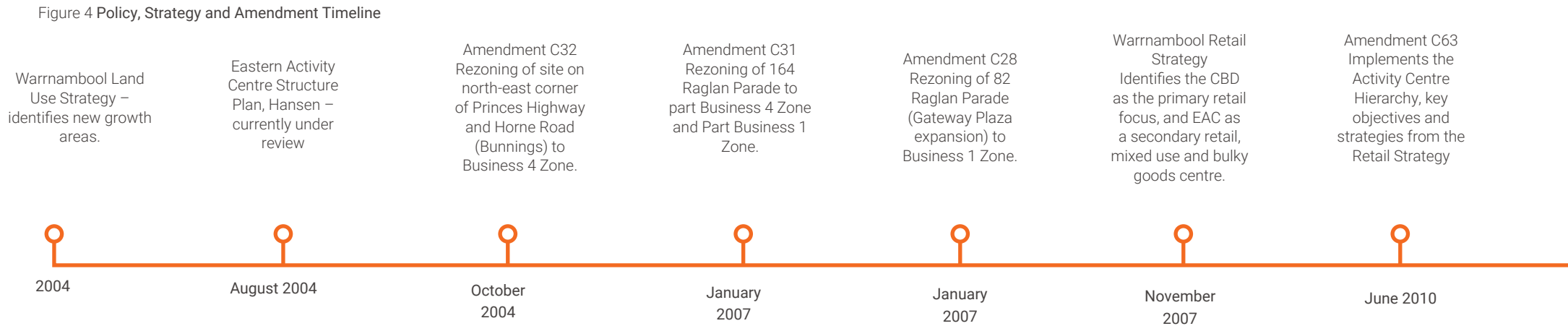
BACKGROUND AND POLICY CONTEXT

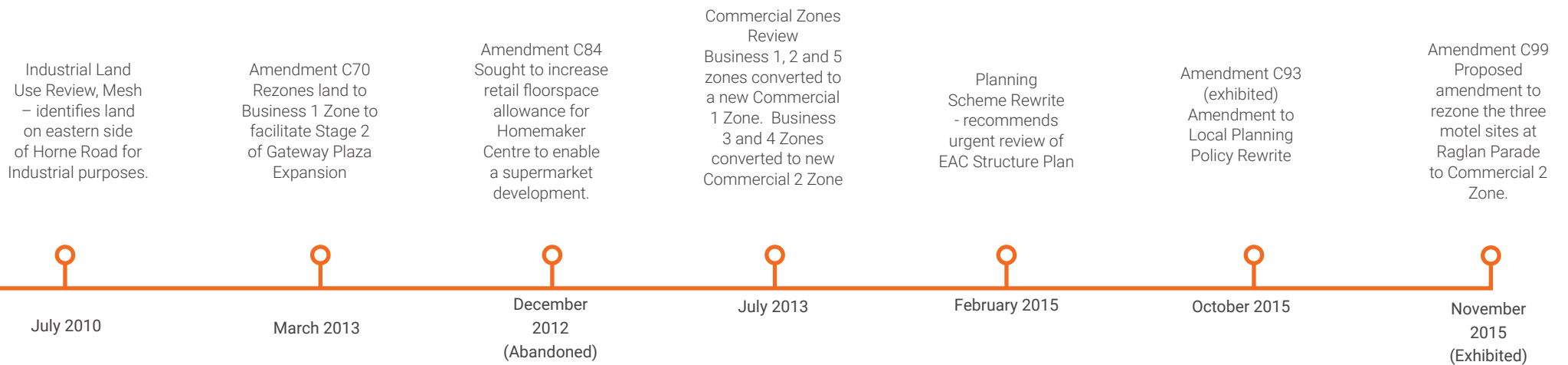
2.1

Planning Background

Since the 2004 Structure Plan was prepared, a number of policy and strategy changes have occurred. These changes have implications for development in the EAC. In addition, there have been a number of Planning Scheme Amendments that have rezoned parts of the EAC to facilitate development that is considered to be in accordance with the Structure Plan. These policy changes and Planning Scheme Amendments are summarised in Figure 4.

It is the role of this EAC Structure Plan to review how these changes affect the EAC, and how the EAC should be amended to reflect current policy and strategy.





2.2

Zones and Overlays

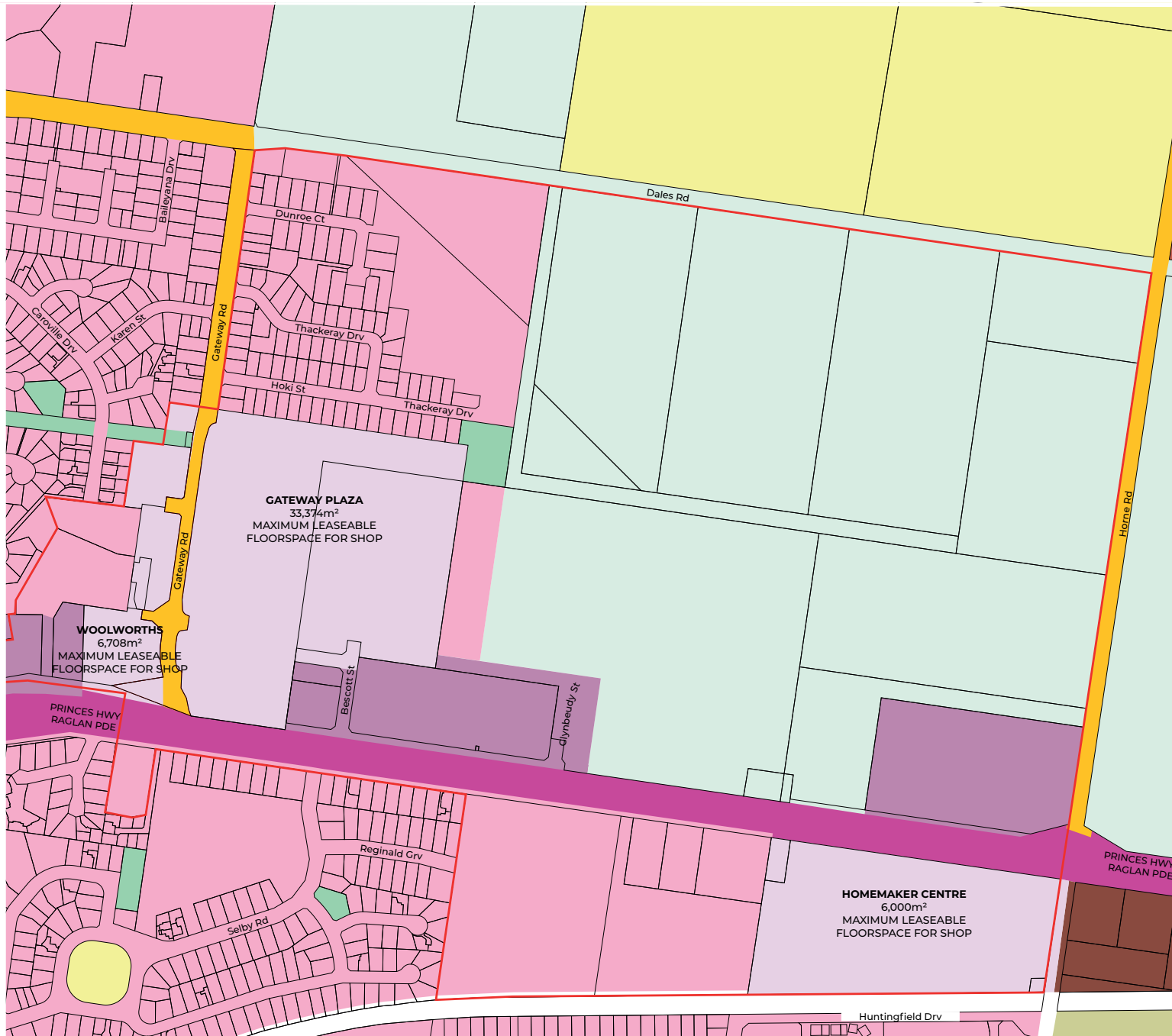
The EAC and surrounding land comprises a mixture of zones (refer to Figure 5), reflecting that the zoning of the precinct is in a transitional stage, as individual or groups of parcels are rezoned in response to proposals and changes in policy (as outlined in the previous timeline).

Table 1 and Table 2 set out existing zones and overlays that affect the land. Chapter 5.1 sets out recommended zoning and overlays upon development of the EAC in accordance with the Structure Plan.

Table 1 Zones

Zone	Purpose	Use/Development
Commercial 1 Zone (C1Z)	to create vibrant mixed use centres for retail, office, business, entertainment and community uses.	Retail premises and shops are an 'as of right' use (shop subject to a maximum leasable floorspace area specified in the Schedule).
Commercial 2 Zone (C2Z)	to encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses and associated business and commercial services.	Restricted retail, limited line supermarkets and associated adjoining shops, office, warehouse are 'as of right' uses.
General Residential Zone 1 (GRZ1)	to provide for a diversity of housing types and a range of other non-residential uses such as educational, recreational, religious, and community uses that serve the local community needs in appropriate locations.	Dwelling, residential aged care, medical centre are 'as of right' uses.
Mixed Use Zone (MUZ)	to provide for a range of residential, commercial, industrial and other uses and to provide for housing at higher densities.	Dwelling, medical centre, place of worship, office, shop are as of right uses. A large range of other uses, including industry, retail and accommodation require a permit.
Public Park and Recreation Zone (PPRZ)	to recognise areas for public recreation and open space.	Informal outdoor recreation and an open sports ground are 'as of right' uses. Can only apply to land within public ownership (public land manager).
Farming Zone (FZ)	to provide for the use of the land for agriculture, in this instance, it is recognised that the long term outcome for the land is to be developed for urban purposes. The FZ therefore acts as a holding zone in the interim, until the preferred zone to achieve the intended urban outcomes is resolved and applied.	The FZ will ultimately be replaced upon rezoning and development of the EAC.
Public Use Zone 1, 2 + 4 (PUZ1, 2 + 4)	to recognise land use for a public utility and community services and facilities Applies to the Wannon Water pools to the north of the EAC (PUZ1 – Service + Utility), to the Deakin University Campus (PUZ2 – Education), and to the railway line (PUZ4 – Transport)	These zones are not subject to the review.

Figure 5 Planning Zones



DRAWING KEY

Primary Study Area Boundary

LAND USES

- General Residential Zone (GRZ1)
- Farming Zone (FZ)
- Commercial 2 Zone (C2Z)
- Commercial 1 Zone (C1Z)
- Mixed Use Zone (MUZ)
- Industrial 3 Zone (IN3Z)
- Public Park & Recreation Zone (PPRZ)
- Public Use Zone 1 (PUZ1)
- Public Use Zone 2 (PUZ2)
- Road Zone 1 (RDZ1)
- Road Zone 2 (RDZ2)

Table 2 Overlays

Overlay	Purpose	Requirement
Development Plan Overlay 1 (DPO1)	To identify areas which require the form and conditions of future use and development to be shown on a development plan before a permit can be granted.	Requires submission and approval of a Development Plan, showing the proposed subdivision layout (amongst other matters), prior to subdivision of land into more than 2 lots.
Heritage Overlay 145	To conserve and enhance heritage places and ensure that development does not adversely affect the significance of heritage places	Identifies former Naphthine Residence at 83 Raglan Parade as having heritage significance. No controls apply to the external paint, internal alterations or trees.

Figure 6 Planning Overlays



Local Planning Policy Framework

A number of local planning policies are relevant to the EAC Structure Plan, which provide policy objectives and design guidance specific to the EAC. These policies include:

- > Clause 21.07 Economic Development, which recognises the role of the EAC as a major activity centre, second only to the CBD.
- > Clause 22.03-5 Eastern Activity Precinct, which provides further objectives and design guidance in relation to a range of matters.

Once the revised Structure Plan has been approved for the EAC, a new set of objectives will be written and incorporated into the Planning Scheme. These objectives and strategies contained within this revised EAC Structure Plan will be used as the basis for development of new local policy.

Planning Scheme Amendment C93 proposes a substantial restructure of the Local Planning Policy Framework, and will include clauses relating to activity centres (21.02-1) and the Eastern Activity Precinct (21.11-2).

3

EXISTING CONDITIONS

3.1

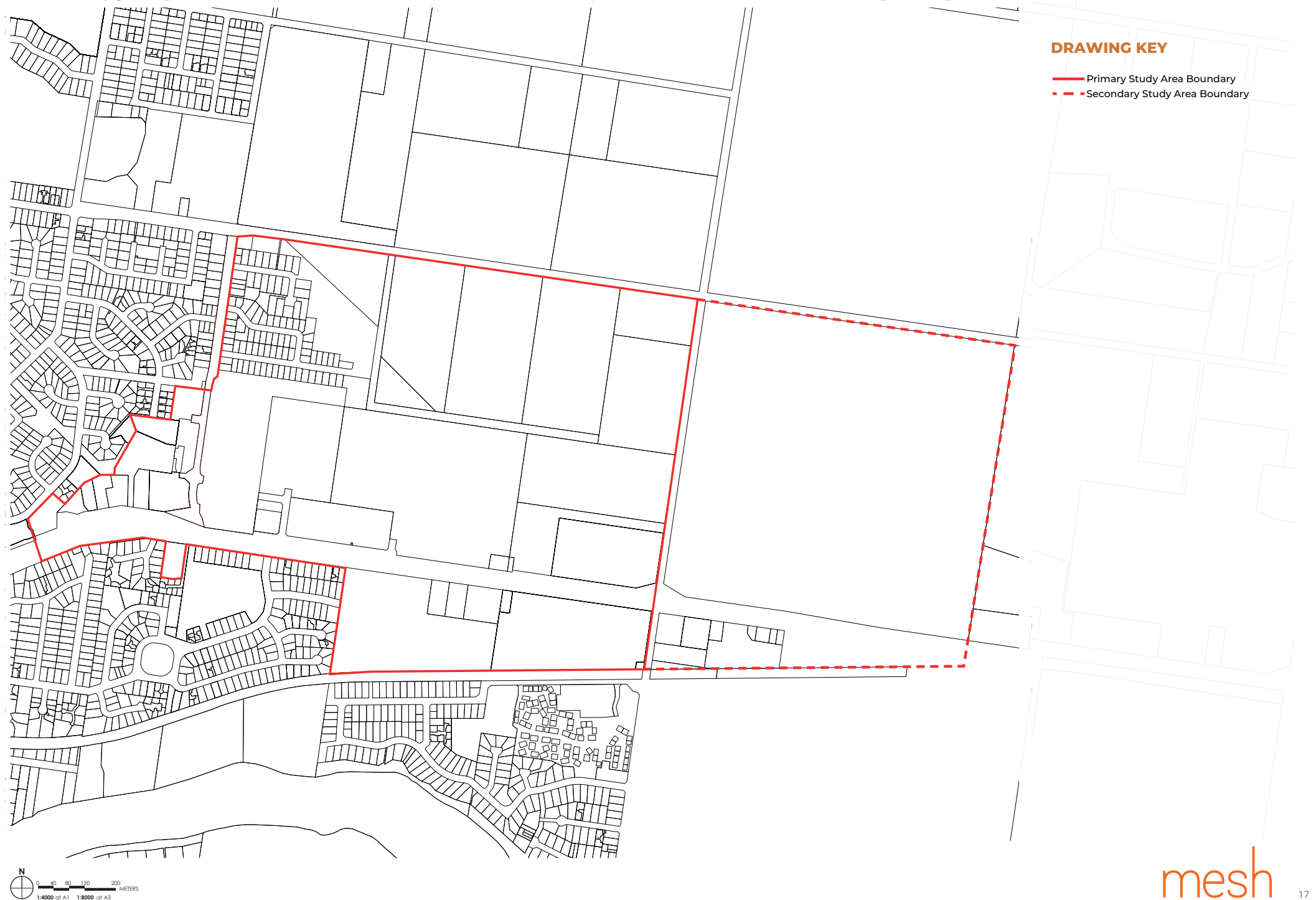
Study Areas

A primary and a secondary study area was defined in order to review the existing EAC Structure Plan, and also look at opportunities presented by existing and changed land use, land form and other conditions to the east of Horne Road.

The primary study area relates to the EAC, generally from the east side of Gateway Road, to Horne Road/ Mahoneys Road, south of Dales Road to the railway line.

The secondary study areas relates to land east of Horne Road, and takes into consideration the planned Industrial Precinct, presence of Deakin University and the Sherwood Park Train Station, and the mixed use development on the south east corner of Mahoneys Road and Princes Highway. The purpose of this study area is primarily to consider opportunities for establishment of a high quality eastern gateway to the city of Warrnambool.

Figure 7 Study Area



Opportunities and Constraints

Figure 8 summarises the opportunities and constraints presented by the existing and planned conditions.

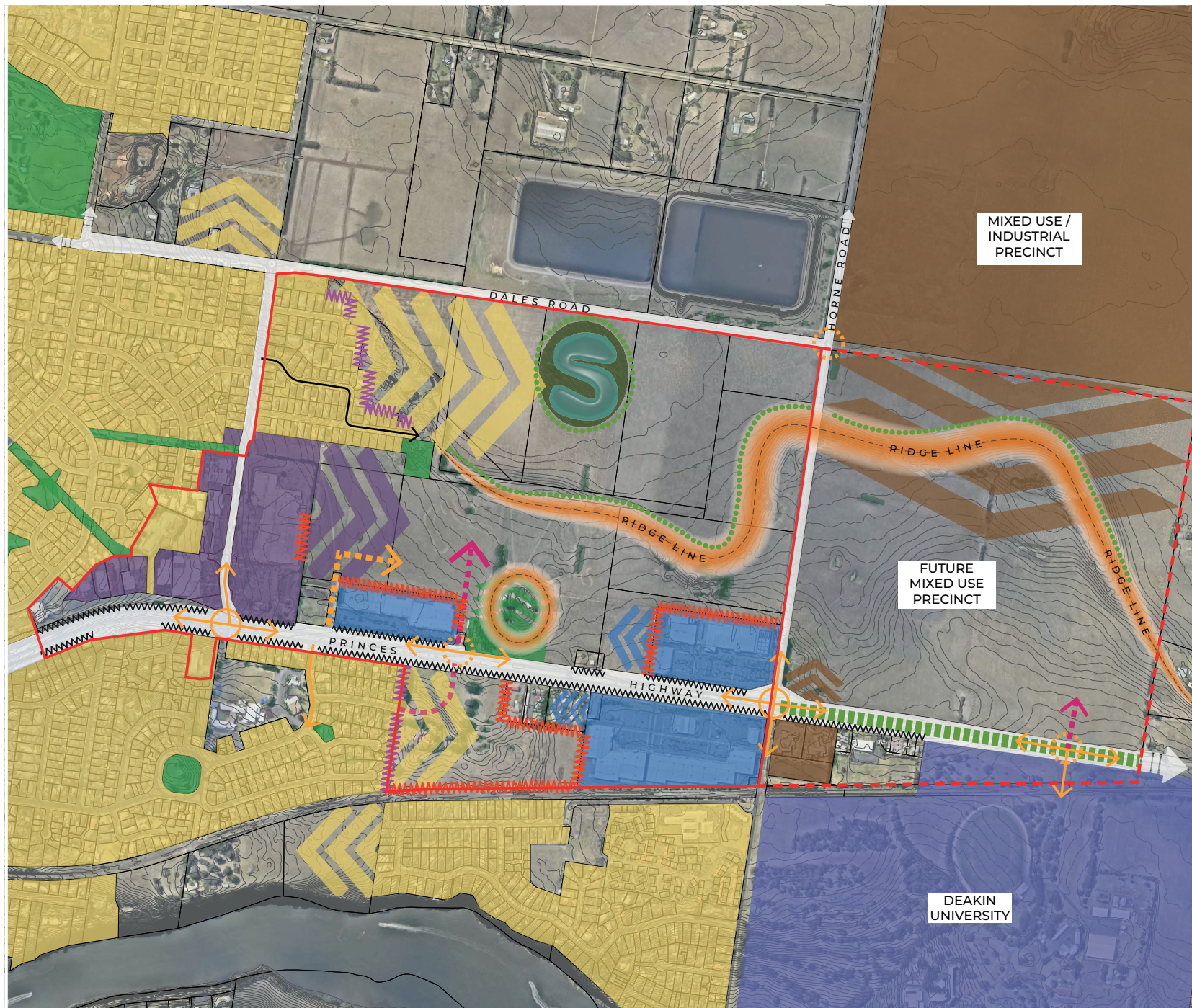
Opportunities for the EAC Include:

- > Residential extension of Plaza Heights development to the east,
- > Residential expansion from Regional Grove to the east,
- > Gateway Plaza (retail/commercial) extension to the east (approved permit),
- > Mixed Use / Industrial precinct on the corner of Horne Road and Dales Road to extend to the south,
- > New opportunity for an EAC Gateway located between the Bunnings and Harvey Norman sites,
- > Utilising the ridgeline as a transition feature, delineating possible changes of land use and creating a natural buffer with a potential green link,
- > Drainage and Wetland feature of a potential residential precinct,
- > Opportunity to consolidate and create a more legible Princes Highway/Raglan Parade interface and access management strategy,
- > Opportunity to create a road network and urban form that responds to the topography,
- > Opportunity to ensure that open space/wetland areas provide a high amenity context for development,
- > Create a long term, feature development on the east side of Horne Road,
- > This long term growth (potential future mixed use precinct) east of Horne Road may allow for a four way signalised intersection at Aitken Drive (an additional gateway opportunity),
- > Potential signalised four way Intersection between Princes Highway, Glenbeudy Street, and potential residential connections from the south (potential road extension from Reginald Grove),
- > Inclusion of east-west pedestrian, vehicular, and public transport links through the EAC,
- > Opportunity to identify key infrastructure required for development and to provide a strategic approach to its funding (with contributions from development),
- > Strategic rezoning of land to avoid piecemeal and ad hoc developments,
- > Opportunity for pedestrian links to be provided within the precinct, including the commercial areas.

Constraints for the EAC include:

- > Industrial/bulky goods interface and hard edge treatment at Bunnings, Harvey Norman, Homemaker Centre sites,
- > Lack of integration and connectivity between land uses and developments (each with separate access arrangements),
- > Lack of east-west connectivity from Gateway Road due to lack of connections through the Gateway Plaza site,
- > Lack of connection through the residential area, through Thackery Drive and Hoki Street,
- > Carpark dominant entry along Gateway Road which cannot be changed,
- > Level changes along Gateway Plaza boundary, and rear of Bunnings site,
- > High point at 82 Raglan Parade, which may impede larger format development,
- > Ridgeline divides some sections of land into non-uniform shapes which may limit certain development outcomes,
- > Lack of delivered open space as per the Structure Plan,
- > High cost of drainage in Sub-Catchment A may be a disincentive to development. Further consideration to be given to interim/temporary drainage solutions, or shared costs with other future growth areas.

Figure 8 Key Opportunities and Constraints Plan



DRAWING KEY

- Primary Study Area Boundary
- - - Secondary Study Area Boundary
- Cadastre
- Contours (0.5m)
- W W W Rear/Side Fences
- W W W Back of House
- Open Space
- New Gateway
- Residential Expansion
- Retail Expansion
- Mixed Use Expansions
- Bulky Goods Expansion
- Highpoint
- Wetland
- Princes Highway Access
- Approved Roads
- Potential Future Connections
- Existing Signalised Intersection
- Potential Signalised Intersection
- Heritage Site
- Potential Greenway/Amenity Link
- Potential Eastern Warrnambool Gateway
- Inconsistent Access Treatment to Highway

3.3

Key Characteristics of Warrnambool

Warrnambool is an attractive coastal town with a number of defining features, including its topography, its linear urban form along Princes Highway/Raglan Parade, its gridded network of local streets and the high quality of landscaped streetscapes.

In particular, the use of large canopy trees such as Bayan Figs and Norfolk Island Pines along key boulevards such as Raglan Parade and Petrobe Road has become a key defining characteristic of Warrnambool that establishes a sense of place and signifies a gateway to an important place.

In more recent development areas, including the EAC and surrounds, this attention to streetscape landscaping and boulevard gateway treatments has been somewhat lost. An opportunity exists as part of the development of the EAC to reintroduce these defining characteristics, and enhance the eastern

Opposite Page: Examples of Landscape Streets

Source:

Photo 1 – Warrnambool Council Website
(Warrnambool Open Space Strategy 2014)

Photo 2 – Warrnambool Council Website
(Warrnambool Open Space Strategy 2014)

Photo 3 – Warrnambool Council Website
(Moyne Warrnambool Rural Housing and
Settlement Strategy 2010 - CPG)

Photo 4 – Warrnambool Council Website

Photo 5 – www.travelvictoria.com.au Lake Pertobe

Photo 6 – www.travelvictoria.com.au Japan Street

Photo 7 – www.travelvictoria.com.au Merri River

Photo 8 – [flickr.com/photos/82134796@N03/16312358616/inphotostream/](https://www.flickr.com/photos/82134796@N03/16312358616/inphotostream/) (denisbin)
Avenue of Moreton Bay figs on Main Hwy

Photo 9 – www.vhd.heritage.vic.gov.au/search/nattrust_result_detail/70738
Raglan Parade - Moreton Bay Figs



Photo 1



Photo 2



Photo 3



Photo 4



Photo 5



Photo 6



Photo 7



Photo 8



Photo 9

4

VISION

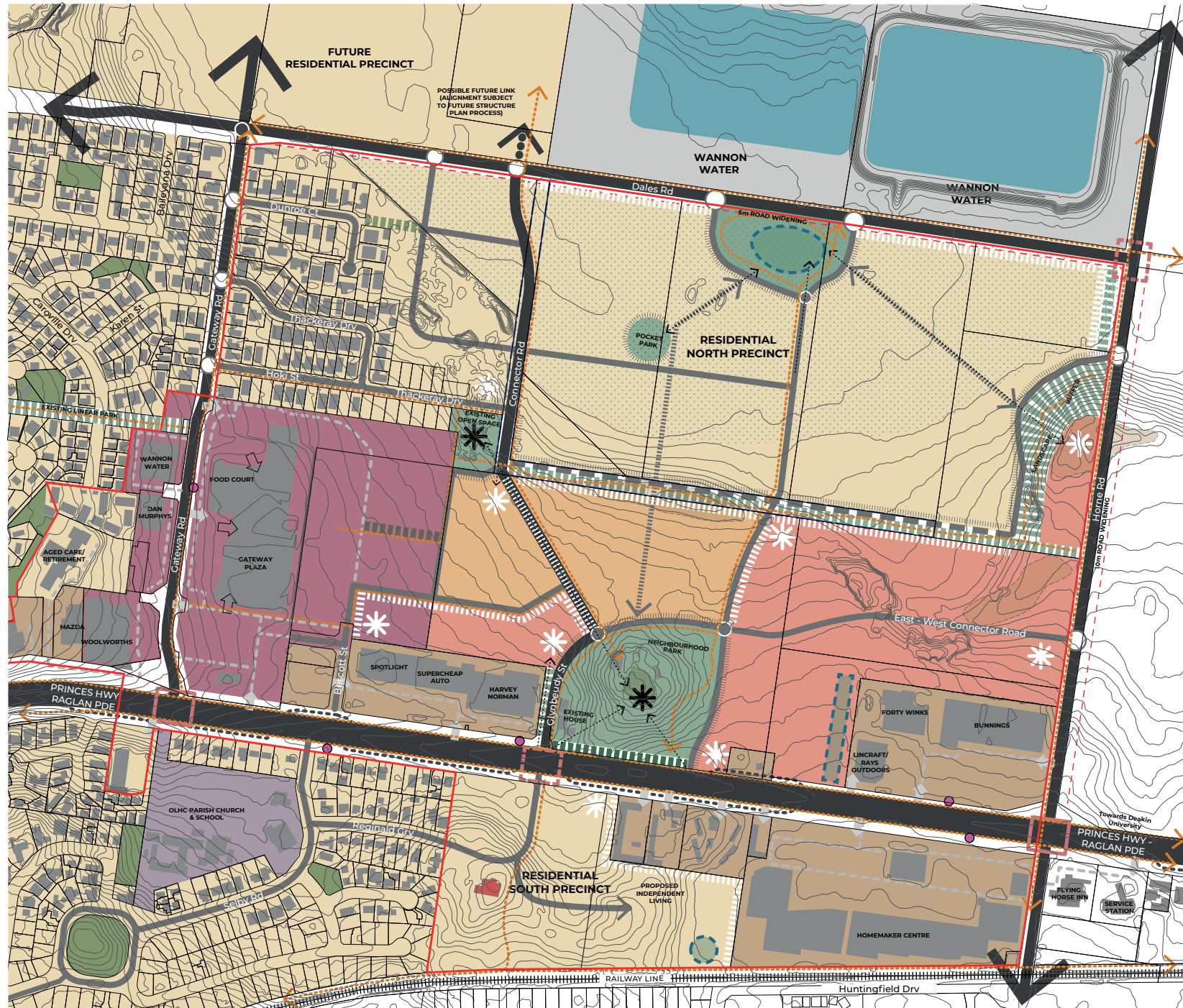
A vision has been developed to set the path for the future of the EAC, and is to be used to guide decisions and policy formulated for the EAC.

The vision for the EAC is to develop the precinct as a genuine mixed use activity centre, comprising a range of retail, bulky goods, office employment and diverse housing opportunities, that supports the primary retail role of CBD. The EAC will comprise a range of neighbourhoods, each with their own distinct and defined character, and an urban urban core and network of linked open spaces that will be the focus for community activation.

The prominent gateway role of the EAC is recognised, and will be enhanced through streetscape, landscape and architecture, creating a more coherent and integrated land use and built form structure along Princes Highway.

A high level of connectivity will be provided in the movement network that supports a range of active and sustainable transport options and enhances accessibility within the EAC and to surrounding uses.

Figure 9 Structure Plan



DRAWING KEY

Primary Study Area Boundary

LAND USES AND CHARACTER PRECINCTS

- Residential
- Mixed Use Urban Core
- Office / Employment
- Bulky Goods/ Highway Related Uses
- Activity Centre

MOVEMENT NETWORK

- Proposed Road Widening
- Existing Signalised Intersection
- Proposed Signalised Intersection
- Vehicular Access to Precinct (public realm)
- Secondary Vehicular Access Point (private realm)
- Roundabout / Key T Intersection
- Arterial Road*
- Service roads
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- Key Local Link Road
- Possible Future Link
- Private road / Carpark circulation
- Shared Path
- Gateway Plaza Shopping Centre Entry
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*Arterial and connector road network can accommodate a bus route

OPEN SPACE

- Neighbourhood Park
- Drainage reserve
- Retarding Basin/Wetland
- Key Landscape Link
- Key Streets / Linkages

BUILT FORM

- Existing Buildings
- Landmark Building / Structure
- Heritage Building
- Non-Standard Streetscape

LANDSCAPE

- High Point / Ridgeline
- Low Lying Area
- Key View Corridor
- 0.5m Contours
- Key Open Space Landmark

KEY INTERFACES

- Landscape Buffer
- Open Space Gateway
- Sensitive Land Use Transition
- Development to Address Open Space

5.1

LAND USE, STRUCTURE + BUILT
FORM

Land within the EAC has been progressively zoned and developed, primarily for commercial and residential use. This development has resulted in a fragmented development interface to Princes Highway, primarily stand alone commercial uses, with a lack of integration and connection between uses.

Uses fronting Princes Highway tend not to leverage their 'gateway' potential at the entry to Warrnambool, with large setbacks accommodating car parking, and a lack of built form and architectural or landscaping presence.

It is the objective of the Structure Plan that as development progresses, that a more coherent and integrated land use and built form structure will emerge, comprising a range of uses, including retail, bulky goods, mixed use, office and residential. The structure of land uses will establish the conditions for a centre that is walkable and meets the needs of the community, beyond just its retail-focused needs.

The Structure Plan seeks to establish the conditions for creation of a street-based 'urban core', located between the two open space nodes. This 'urban core' will be the focus of further smaller scale retail, mixed use and medium density housing.

While an integrated mixed use centre is the primary objective, allocation of land uses must also have careful consideration to appropriate land use interfaces (refer to Section 5.4) and managing any potential land use conflict), and have regard to the prominent and high profile location at the entry to Warrnambool.

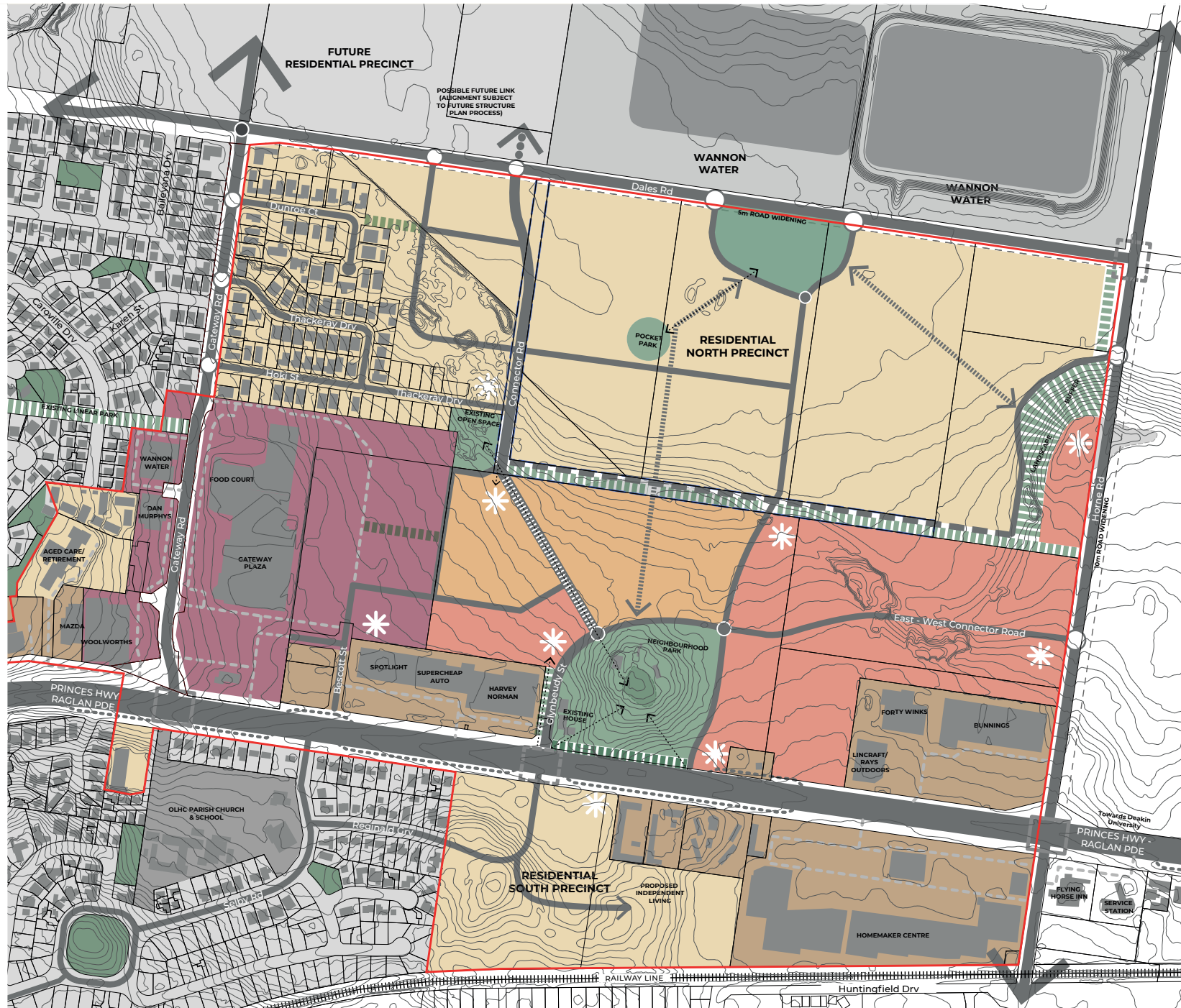
Key Issues/Considerations

- > Lack of integration and connectivity between existing developments – existing development and approvals limit opportunities for integration.
- > Lack of a meaningful built form or landscape presentation to Princes Highway.
- > Street frontages are carpark dominant and lack a sense of street address.
- > Land form conditions present an opportunity to deliver a site responsive allocation of land uses with appropriate transitions between uses.
- > Opportunity to utilise strategic rezoning of land to avoid further ad hoc and piecemeal developments.
- > Lack of a defined 'urban core'.
- > Lack of public spaces such as open space and street-based places.

Objectives

- > To develop an integrated, connected and diverse activity centre comprising a range of commercial, employment and residential uses.
- > To allocate land uses in a way that will meet the needs of the community, provide improved presentation to streets, and will minimise land use conflict.
- > To create an active, urbanised and street-based 'urban core' in the western part of the EAC accommodating a mixture of uses and activation of the public realm.
- > To recognise the high profile and prominent nature of the EAC location through enhanced built form and landscaping responses.
- > To provide opportunities for diverse housing within the centre, that responds to the surrounding uses, amenity opportunities, structural elements and the topography.

Figure 10 Land Use Plan



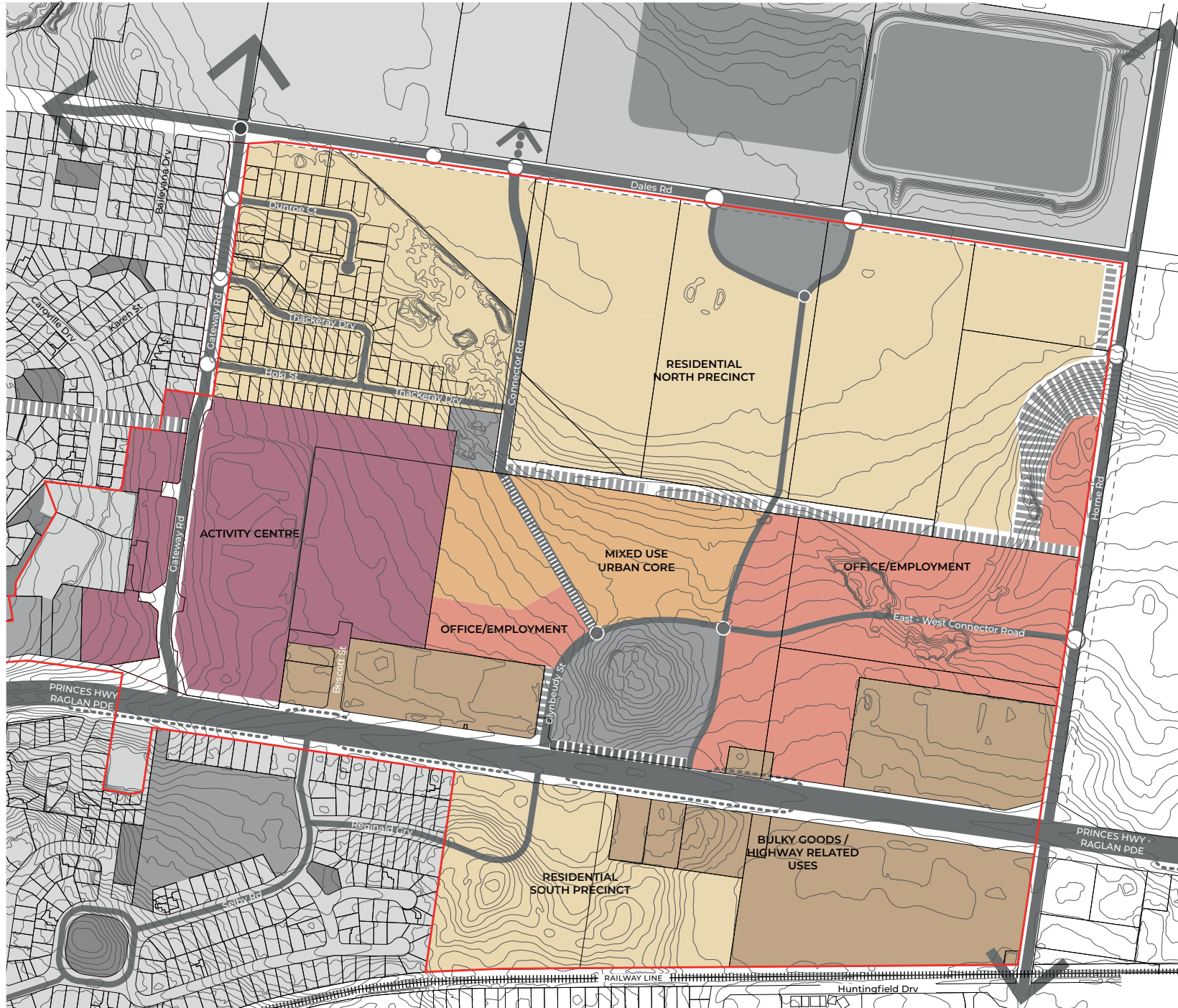
DRAWING KEY

- Primary Study Area Boundary
- LAND USES AND CHARACTER PRECINCTS**
 - Residential
 - Mixed Use / Urban Core
 - Office / Employment
 - Bulky Good / Highway Related Uses
 - Activity Centre
 - Drainage
 - Open Space
 - ✱ Key Built Form/Gateway Building

Strategies

- > Direct retail commercial development, to the western part of the EAC, within and adjacent to Gateway Plaza.
- > Support development of secondary commercial uses, such as bulky goods, car sales, show rooms, accommodation etc along Princes Highway, on both the north and south sides of Princes Highway.
- > Support residential development at standard densities between the east-west connector road and Dales Road and south of Princes Highway.
- > Promote higher density and mixed use development around the 'urban core' area.
- > Support employment uses, such as offices and business parks behind the Princes Highway uses, on the north side and interfacing with the east-west connector and Horne Road.
- > Support a transition of uses on the south side of Princes Highway in accordance with Figure 10 (secondary commercial to residential).
- > Require development to demonstrate compliance with the design guidelines for the relevant Precinct. Alternative approaches and design responses may be supported where they are considered to:
 - > Deliver a higher quality outcome and
 - > Comply with the vision and objectives of the EAC Structure Plan.
- > Support development that demonstrates a high quality architectural and landscape presence to the street, and that integrates with surrounding development.
- > Avoid standalone developments that lack integration and connectivity with surrounding uses.
- > Avoid development that has a carpark dominated frontage to key streets, such as Princes Highway, connector roads, Gateway Road and Horne Road.
- > Require new development to incorporate high standards of energy efficiency, water sensitive urban design, sustainable transportation, waste reduction and protection of biodiversity.
- > Prepare and apply zoning and overlay provisions in accordance with the recommended actions for each Character Precinct.
- > Support progressive rezoning of land when accompanied by an appropriate development proposal that will achieve the vision and objectives of the EAC Structure Plan and generally complies with the Land Use structure in Figure 10.
- > Review, at the time of rezoning of the relevant land, the extent of the Development Plan Overlay 1 and Heritage Overlay 145. The Overlays may be amended, extended or reduced to ensure they apply to relevant parts of the land.

Figure 11 Character Precincts



DRAWING KEY

— Primary Study Area Boundary

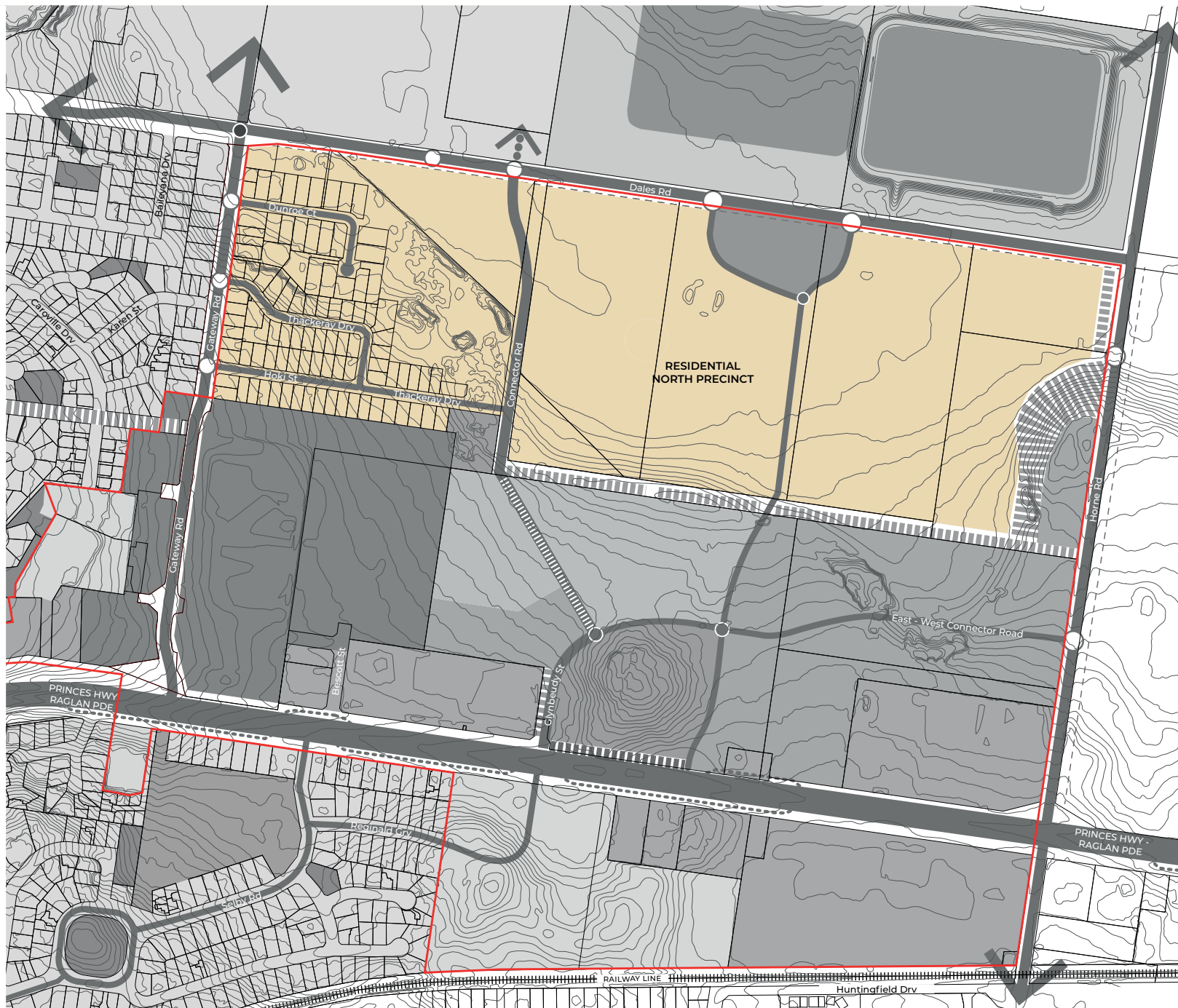
LAND USES AND CHARACTER PRECINCTS

- Residential
- Mixed Use Urban Core
- Office / Employment
- Bulky Good / Highway Related Uses
- Activity Centre

Table 3 Residential North Character Precinct: Objectives, Requirements and Actions

Residential North	
Preferred Character	A primarily residential neighbourhood based on a connected grid-based local street network, that has been modified to respond to the topography and key site and amenity features.
Design Objectives	<ul style="list-style-type: none"> > To encourage residential subdivision generally at a conventional density (lot sizes of approximately 400-600m²) with opportunities for smaller and larger lots across the precinct. > To support diverse lot sizes and housing outcomes in key locations, such as along key connector roads, interfacing with open space and linear open space, on prominent corners, in proximity to the urban core precinct and in other appropriate locations. > To encourage a subdivision design that prioritises a connected, legible and gridded street network, with modifications that respond to site conditions, topography and amenity features. > To encourage subdivision design that incorporates discrete design elements that will result in a diverse and attractive public realm and sense of place, such as (but not limited to): <ul style="list-style-type: none"> > diverse cross-sections, > use of small-scale open spaces and public nodes, > deliberate deviations in the road network to capture views, > inclusion of boulevards and widened streetscape, > varied block sizes and frontages. > To avoid cul de sac treatments. > To require landscaping of streets with canopy trees. > To require an active built form interface with key connector roads and Dales Road, open space, and linear reserves. > To require an holistic approach to stormwater treatment that avoids localised and temporary drainage treatment where possible.
Requirements	<p>Prior to approval of a Planning Permit for use, development or subdivision, a Development Plan must be prepared for the entire precinct, and respond to the requirements contained within DPO1. A summary of the requirements are as follows (refer to DPO1 for full details):</p> <ul style="list-style-type: none"> > An assessment of the site conditions (including expert background reports regarding flora and fauna and cultural heritage), > An overall street level concept plan that demonstrates compliance with the Design Guidelines in the EAC Structure Plan, > Landscape masterplan, > Stormwater plan <p>> Prior to rezoning, landholders must enter into a Section 173 Agreement regarding contributions to fund shared infrastructure across the EAC. Refer to Chapter 6 of the EAC Structure Plan.</p>
Actions	<ul style="list-style-type: none"> > Apply General Residential Zone 1 (GRZ1) to balance of Precinct. > Apply Development Plan Overlay (DPO1) to balance of Precinct.

Figure 12 Character Precincts: Residential North



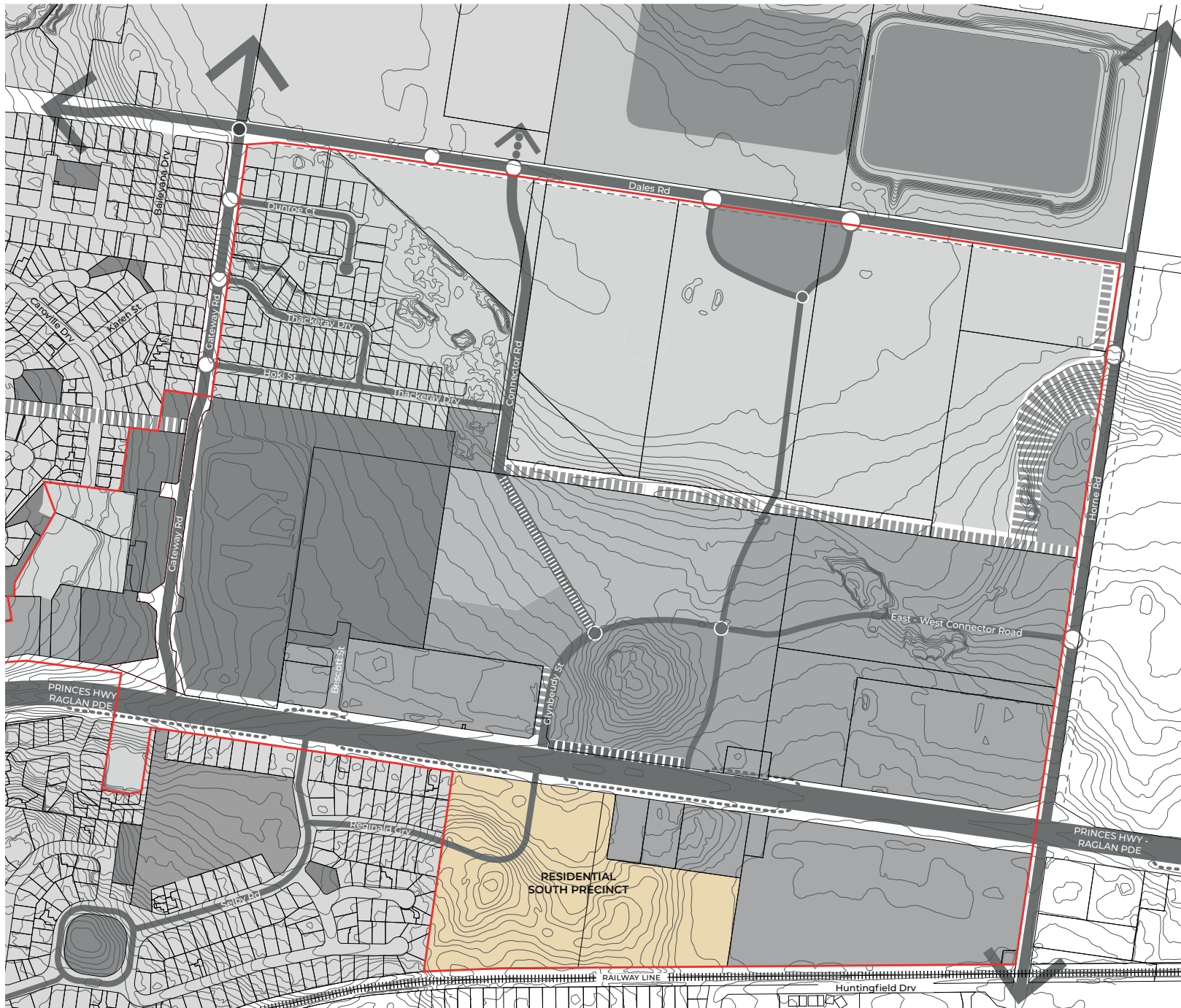
DRAWING KEY

- Primary Study Area Boundary
- LAND USES AND CHARACTER PRECINCTS**
- Residential
- Mixed Use Urban Core
- Office / Employment
- Bulky Good / Highway Related Uses
- Activity Centre

Table 4 Residential South Character Precinct: Objectives, Requirements and Actions

Residential South	
Preferred Character	A residential neighbourhood that provides an active built form interface with Princes Highway, connections to the residential neighbourhood to the west, and responds to the existing heritage features.
Design Objectives	<ul style="list-style-type: none"> > To encourage residential subdivision generally at a conventional density (lot sizes of approximately 400-600m²) with opportunities for smaller and larger lots across the precinct. > To support diverse lot sizes and housing outcomes across the precinct. > To support integrated housing and retirement housing in areas that do not have a direct interface to Princes Highway. > To encourage a subdivision design that prioritises a connected, legible and gridded street network, with modifications that respond to site conditions, topography and amenity features. > To require a road connection from Princes Highway to Reginald Grove. > To encourage subdivision design that incorporates discrete design elements that will result in a diverse and attractive public realm and sense of place, such as (but not limited to): <ul style="list-style-type: none"> > diverse cross-sections, > use of small-scale open spaces and public nodes, > deliberate deviations in the road network to capture views, > inclusion of boulevards and widened streetscape, > varied block sizes and frontages. > To require a sensitive response to heritage values on site, that balances desired development outcomes with heritage protection. > To require landscaping of streets with canopy trees. > To require housing and lot designs to respond appropriately to the interface with the rail (having regard to likely noise and other impacts of passing trains).
Requirements	<ul style="list-style-type: none"> > Prior to approval of a Planning Permit for use, development or subdivision, a Development Plan must be prepared for the entire precinct, and respond to the requirements contained within DPO1. A summary of the requirements are as follows (refer to DPO1 for full details): > An assessment of the site conditions (including expert background reports regarding flora and fauna, cultural heritage, European heritage and noise and visual impacts of the rail), > An overall street level concept plan that demonstrates compliance with the Design Guidelines in the EAC Structure Plan, > Landscape masterplan, > Stormwater plan. > Prior to approval of a Development Plan or issue of a permit, landholders must enter into a Section 173 Agreement regarding provision of appropriate infrastructure to service the land (including, but not limited to drainage infrastructure, access/intersections and open space). This may include infrastructure on adjoining or nearby land parcels. Alternatively, and subject to Council agreement, landholders may enter into an agreement to contribute cash and/or works in accordance with a shared infrastructure agreement. Refer to Chapter 6 for further details.
Actions	<ul style="list-style-type: none"> > Apply the Development Plan Overlay 1. > Review extent of the Heritage Overlay.

Figure 13 Character Precincts: Residential South



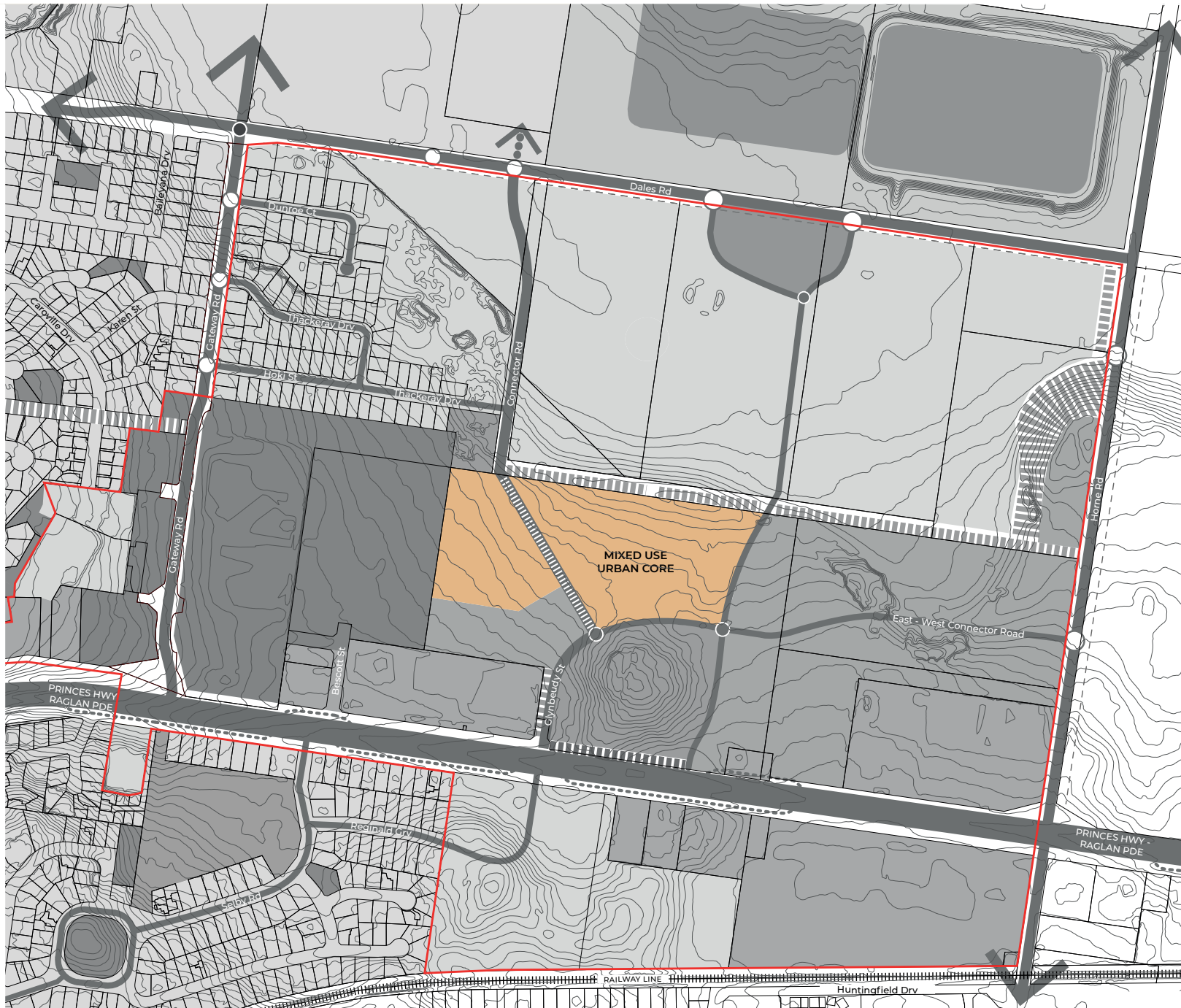
DRAWING KEY

- Primary Study Area Boundary
- LAND USES AND CHARACTER PRECINCTS**
- Residential
- Mixed Use Urban Core
- Office / Employment
- Bulky Good / Highway Related Uses
- Activity Centre

Table 5 Mixed Use Urban Core Character Precinct: Objectives, Requirements and Actions

Mixed Use Urban core	
Preferred Character	An urbanised mixed-use 'urban core' area that invites street-level activity within the public realm and adjoining public and semi-public spaces, including open space nodes.
Design Objectives	<ul style="list-style-type: none"> > To create an active 'urban core' or hub as a destination point within the Eastern Activity Centre. > To encourage development of a mixture of uses at an urban density, including, civic and community uses, small home offices and housing (preferably medium density housing). > To improve existing open space and create new open spaces to meet the needs of the emerging community and to act as anchors at each end of the 'urban core' precinct. > To support a subdivision and street-level design that: <ul style="list-style-type: none"> > Provides for a high quality street-based public realm, > Links the open space nodes, > Provides a context for mixed use development, > Establishes a sense of place, > Provides direct public connectivity (pedestrian, cycle and vehicular) to the Gateway Plaza and other surrounding land uses. > To encourage development that presents a strong built form interface to the 'urban core' street and at prominent corner locations. > To require landscaping of streets consistent with the preferred 'urban character', including distinct paving, streetscape furniture and urban-style plantings of trees and other vegetation. > To require an holistic approach to stormwater treatment that avoids localised and temporary drainage treatment where possible.
Requirements	<ul style="list-style-type: none"> > Prior to approval of a Planning Permit for use, development or subdivision, a Development Plan must be prepared for the entire precinct, and respond to the requirements contained within Overlay (to be prepared). A summary of the requirements are as follows: <ul style="list-style-type: none"> > An assessment of the site conditions (including expert background reports regarding flora and fauna and cultural heritage), > An overall street level concept plan that demonstrates compliance with the Design Guidelines in the EAC Structure Plan, > Landscape masterplan, > Stormwater plan. > Prior to rezoning, landholders must enter into a Section 173 Agreement regarding contributions to fund shared infrastructure across the EAC. Refer to Chapter 6 of the EAC Structure Plan.
Actions	<ul style="list-style-type: none"> > Apply the Mixed Use Zone. > Prepare and apply a Development Plan Overlay (Schedule to be determined).

Figure 14 Character Precincts: Mixed Use Urban core



DRAWING KEY

— Primary Study Area Boundary

LAND USES AND CHARACTER PRECINCTS

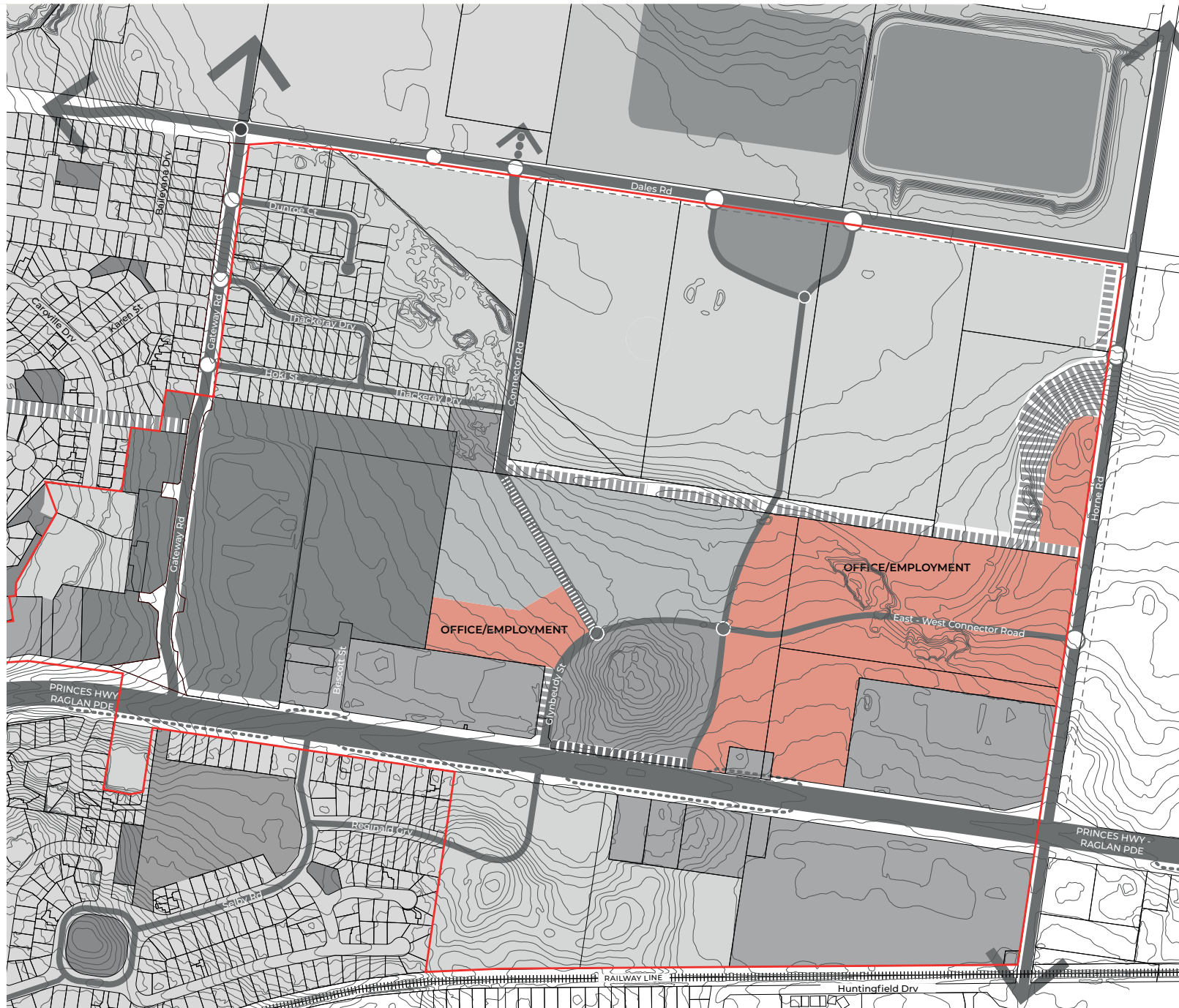
- Residential
- Mixed Use Urban Core
- Office / Employment
- Bulky Good / Highway Related Uses
- Activity Centre



Table 6 Office/Employment Character Precinct: Objectives, Requirements and Actions

Office/Employment	
Preferred Character	An employment precinct comprising offices and other business within a highly landscaped 'business park' or campus-style setting, that presents a high quality built form interface to Horne Road, connector streets and open space.
Design Objectives	<ul style="list-style-type: none"> > To create an attractive business park for offices and other service-based industries. > To encourage development of a variety of building footprints and office sizes to support a range of business and employment opportunities. > To support a subdivision design and placement of buildings that: <ul style="list-style-type: none"> > Responds to the topography, > Provides connectivity to adjoining precincts where possible, > Minimises land use conflict with adjoining residential areas through setbacks, landscaping and building orientation, > Minimises the visual prominence of carparking areas when viewed from Horne Road, connector streets and open space, > Creates lot depths that provide sufficient space for buildings, landscaping and discreetly located carparking. > To encourage development that presents a strong built form interface to Horne Road, linear open space links and connector roads. > To encourage built form that is of a high quality, minimises visual bulk and presents an active interface (entries, windows etc.) to Horne Road and connector streets. > To require landscaping of streets and public and semi public open space areas (around buildings and within carparks) consistent with the preferred 'business park' character, including extensive informal and formal tree plantings, mounding and screening vegetation. > To require an holistic approach to stormwater treatment that avoids localised and temporary drainage treatment where possible.
Requirements	<ul style="list-style-type: none"> > Prior to approval of a Planning Permit for use, development or subdivision, a Development Plan must be prepared for the entire precinct, and respond to the requirements contained within DPO. A summary of the requirements are as follows: <ul style="list-style-type: none"> > An assessment of the site conditions (including expert background reports regarding flora and fauna and cultural heritage), > An overall street level concept plan that demonstrates compliance with the Design Guidelines in the EAC Structure Plan, > Landscape masterplan, > Design Guidelines for buildings and landscaping, > Stormwater plan. > Prior to rezoning, landholders must enter into a Section 173 Agreement regarding contributions to fund shared infrastructure across the EAC. Refer to Chapter 6 of the EAC Structure Plan.
Actions	<ul style="list-style-type: none"> > Apply the Commercial 2 Zone. > Prepare and apply a Development Plan Overlay (schedule to be determined).

Figure 15 Character Precincts: Office/Employment



DRAWING KEY

Primary Study Area Boundary

LAND USES AND CHARACTER PRECINCTS

- Residential
- Mixed Use Urban Core
- Office / Employment
- Bulky Good / Highway Related Uses
- Activity Centre

Table 7 Bulky Goods/Highway Related Uses Character Precinct: Objectives, Requirements and Actions

Secondary Commercial	
Preferred Character	Presentation of a consistent built form and landscaping interface of secondary commercial uses, such as large format retail, show rooms, accommodation and other 'highway appropriate' uses to Princes Highway.
Design Objectives	<ul style="list-style-type: none"> > To improve the presentation of built form and landscaping along the Princes Highway interface. > To improve integration between existing standalone uses. > To encourage development of a variety of secondary commercial uses. > To support a development (including redevelopment of existing developed sites) that: <ul style="list-style-type: none"> > Presents a high quality built form and landscaping interface to Princes Highway, > Provides connectivity (pedestrian, cycle and vehicle) to adjoining uses where possible, > Integrates with adjoining uses and built form where possible, > Minimises land use conflict with adjoining residential areas through setbacks, landscaping, noise mitigation, use, and building orientation, > Minimises the visual prominence of carparking areas when viewed from Princes Highway. > To require an holistic approach to stormwater treatment that avoids localised and temporary drainage treatment where possible.
Requirements	<ul style="list-style-type: none"> > Prior to rezoning, a development proposal must be submitted to Council demonstrating compliance with the vision and objectives of the EAC Structure Plan. > Prior to rezoning, landholders must enter into a Section 173 Agreement regarding contributions to fund shared infrastructure across the EAC. Refer to Chapter 6 of the EAC Structure Plan.
Actions	<ul style="list-style-type: none"> > Apply the Commercial 2 Zone. > Investigate as part of a Retail Strategy Review whether to rezone Commercial 1 Zone to Commercial 2 Zone.

Figure 16 Character Precincts: Bulky Goods/Highway Related Uses

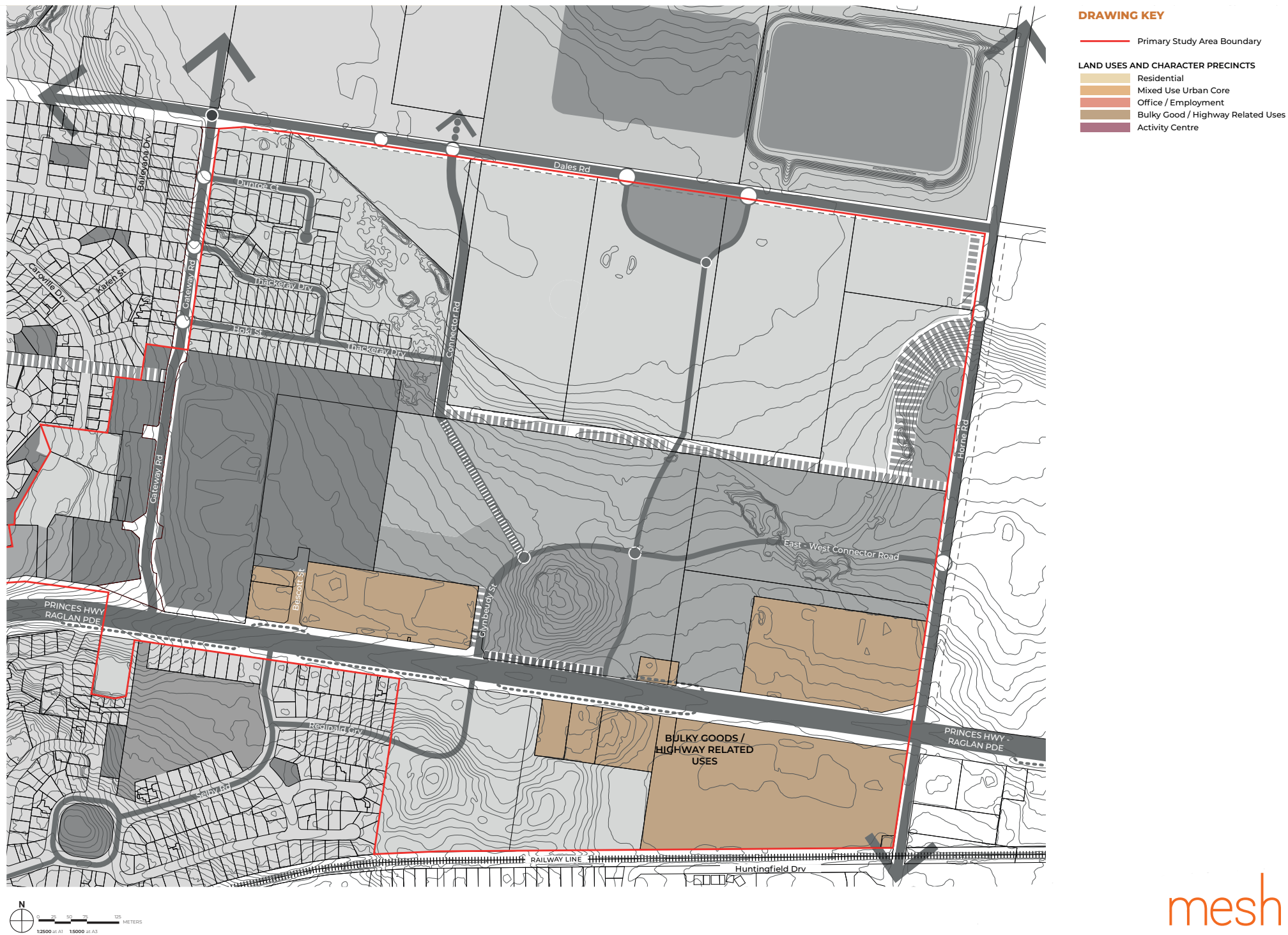
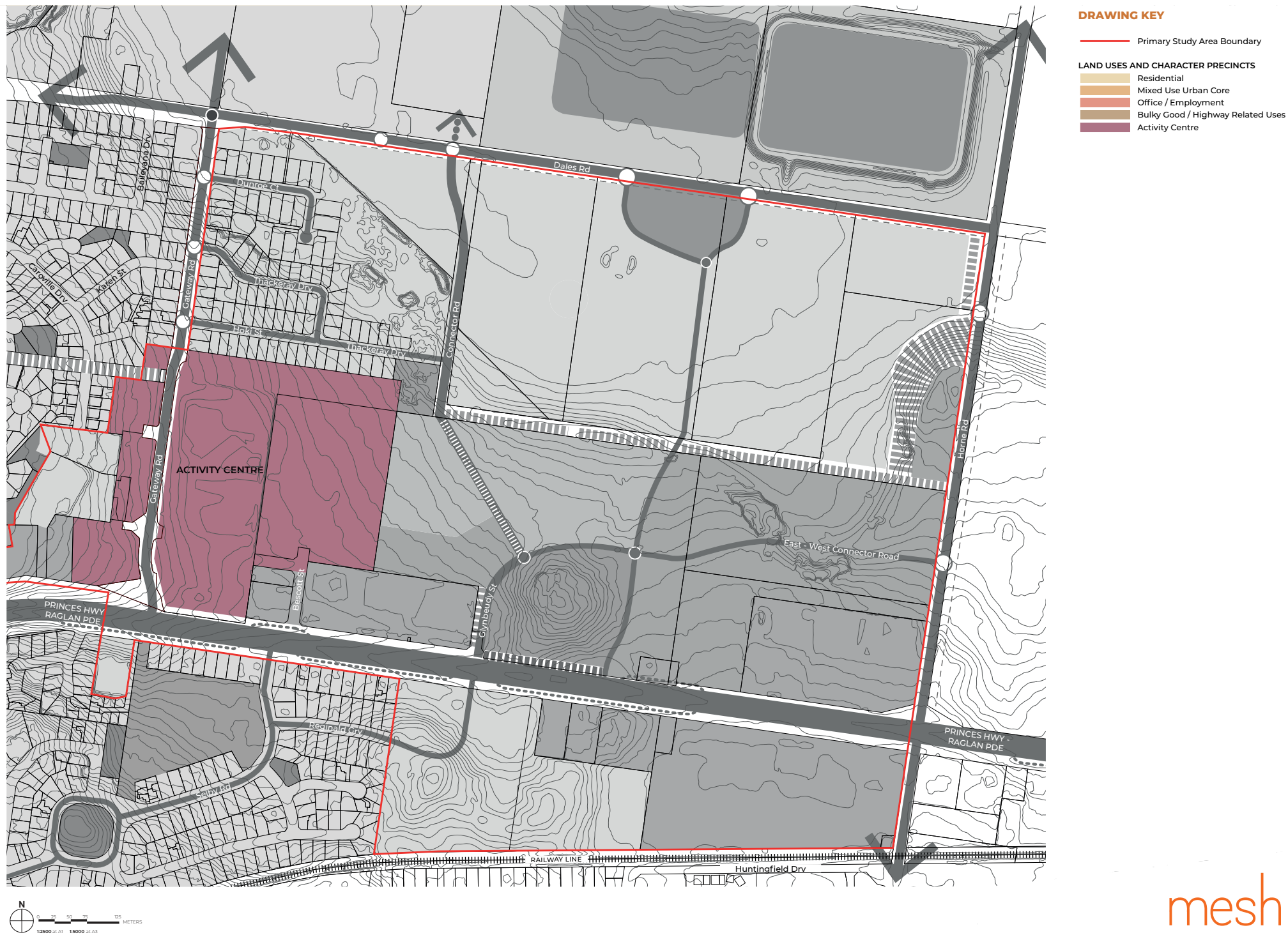


Table 8 Activity Centre Character Precinct: Objectives, Requirements and Actions

Preferred Character	An active and vibrant retail and commercial precinct that supports positive change over time in the form of appropriate intensification of development, improved interfaces to surrounding uses and the public realm, and improve pedestrian, cycle and public transport access.
Design Objectives	<div>> To support redevelopment over time that:<ul style="list-style-type: none">> Presents a high quality built form and landscaping interface to Princes Highway and Gateway Road,> Provides Improved connectivity (pedestrian, cycle, public transport and vehicle) to adjoining uses, with particular emphasis on connectivity to the urban core precinct.> Integrates with adjoining uses and built form where possible,> Minimises dominance of carpark areas when viewed from key interfaces such as Princes Highway and Gateway Road,</div>
Requirements	<div>> No specific requirements</div>
Actions	<div>> No change to zones</div>

Figure 17 Character Precincts: Activity Centre



5.2

Movement + Access

The development of the EAC presents an opportunity to define a permeable and connected movement network, that facilitates a range of transport options, including walking, cycling, driving and use of public transport.

At present, the disparate and disconnected nature of development has prevented a legible and connected network from developing, and a number of barriers to connectivity have emerged. In addition, there has been a lack of clarity about the preferred access strategy along Princes Highway, which the EAC Structure Plan seeks to redress.

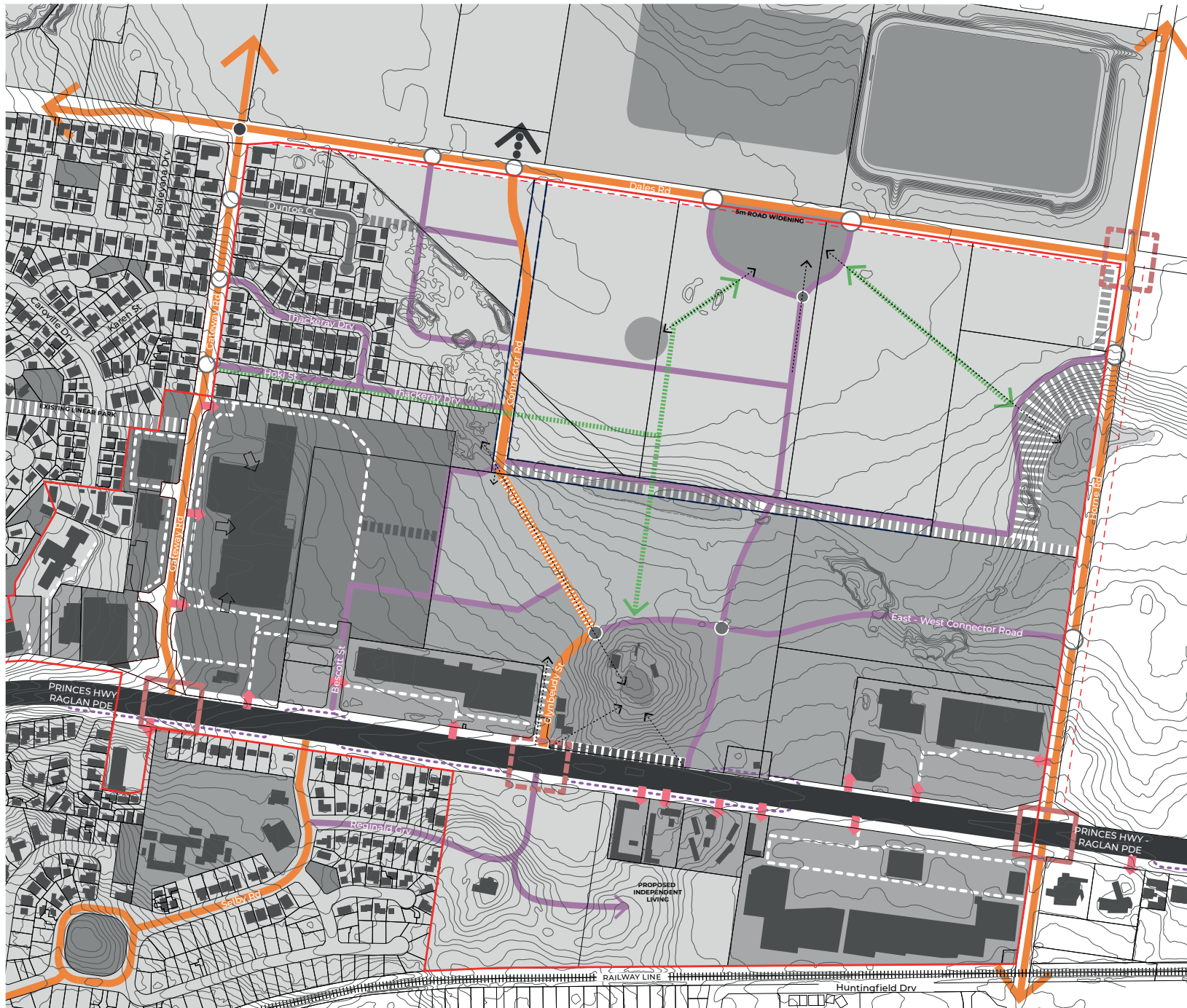
A key focus of the EAC Structure Plan Review has been to investigate and mitigate this lack of connectivity and define a movement network and hierarchy that will improve connectivity and encourage more active and sustainable transport choices. Within new development areas, improving connectivity will be a priority. Improving connectivity in, within and between existing development sites will prove more challenging and should be considered as objectives to be achieved incrementally and over a longer term.

The movement network plan identifies proposed connector roads, and indicative alignments of key streets/linkages that connect key places and nodes. At the Development Plan stage these linkages will need to be provided in an appropriate format, either as streets, pedestrian links or other appropriate links that provide connections between the key nodes.

The plan shows linkages to the north, which is identified as a future growth area. Road alignments will need to be resolved during Structure Planning for this growth area in the future. However, the road alignments in the EAC have had regard to the conditions to the north (such as property boundaries), and likely extension of roads. It is for this reason that the north south connector road deviates as it intersects with Dales Road. This deviation provides a road alignment that is offset from property boundaries to enable development on both sides of the future road. Notwithstanding, the exact alignment and standard/cross-section of roads north of Dales Road will be subject to future Structure Planning processes.

The movement network is also an important component of the public realm. The EAC Structure Plan emphasises objectives that balance the need to support safe and efficient flow of traffic with important placemaking and streetscape considerations that will ensure a safe, liveable and attractive series of neighbourhoods within the EAC.

Figure 18 Movement Network_ Road Hierarchy + Access



DRAWING KEY

- Primary Study Area Boundary
- ### MOVEMENT NETWORK
- Proposed Road Widening
 - Existing Signalised Intersection
 - Proposed Signalised Intersection
 - Vehicular Access to Precinct (public realm)
 - Secondary Vehicular Access Point (private realm)
 - Roundabout / Key T intersection
 - Arterial Road*
 - Service roads
 - Connector Road*
 - Non-Standard Streetscape
 - Key Local Road
 - Possible Future Link
 - Key Local Link Road
 - Private road / Carpark circulation
 - Key Streets / Linkages

Figure 19 Movement Network_ Pedestrian and Public Transport

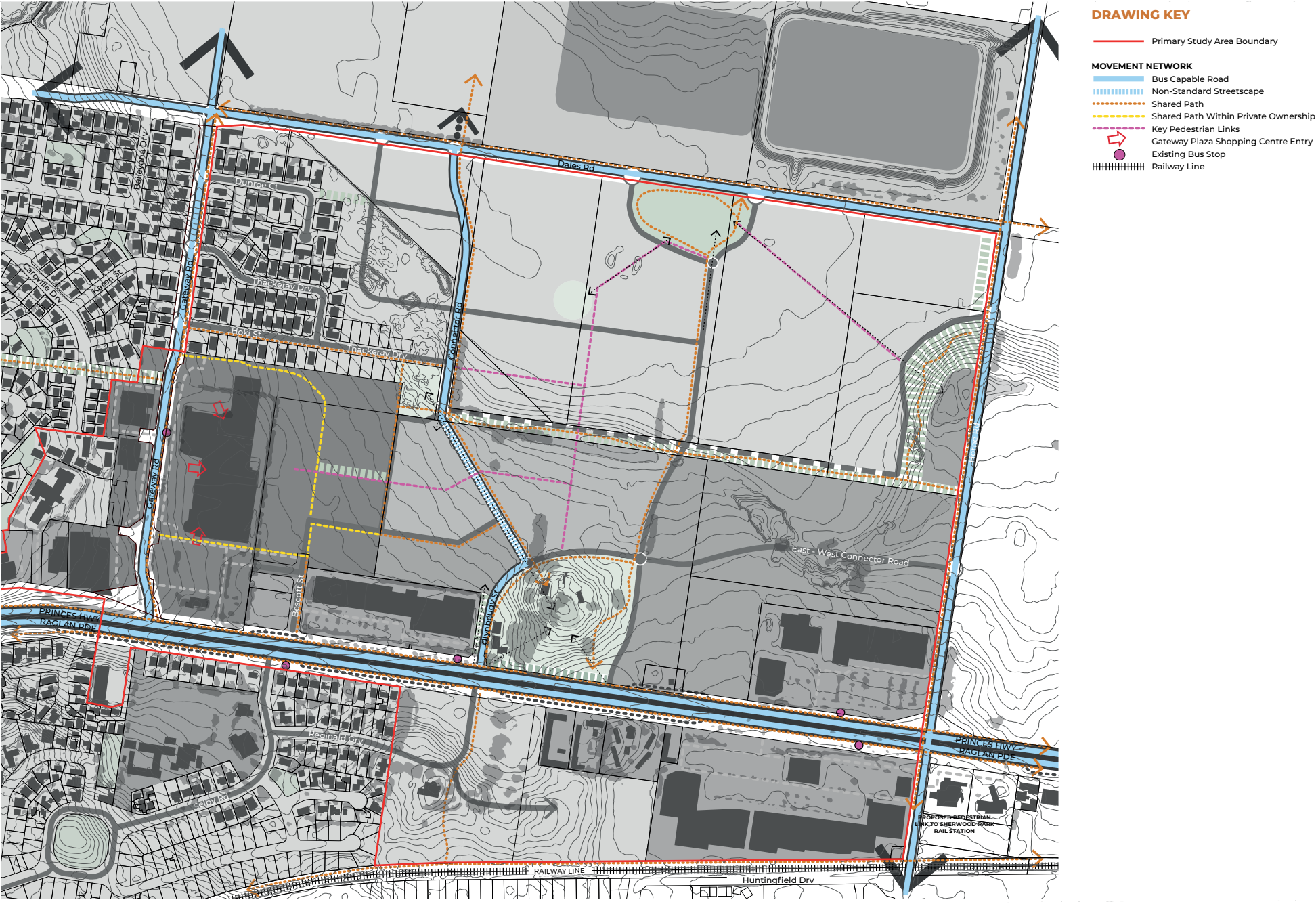


Figure 20 Streetscape Diversity Plan



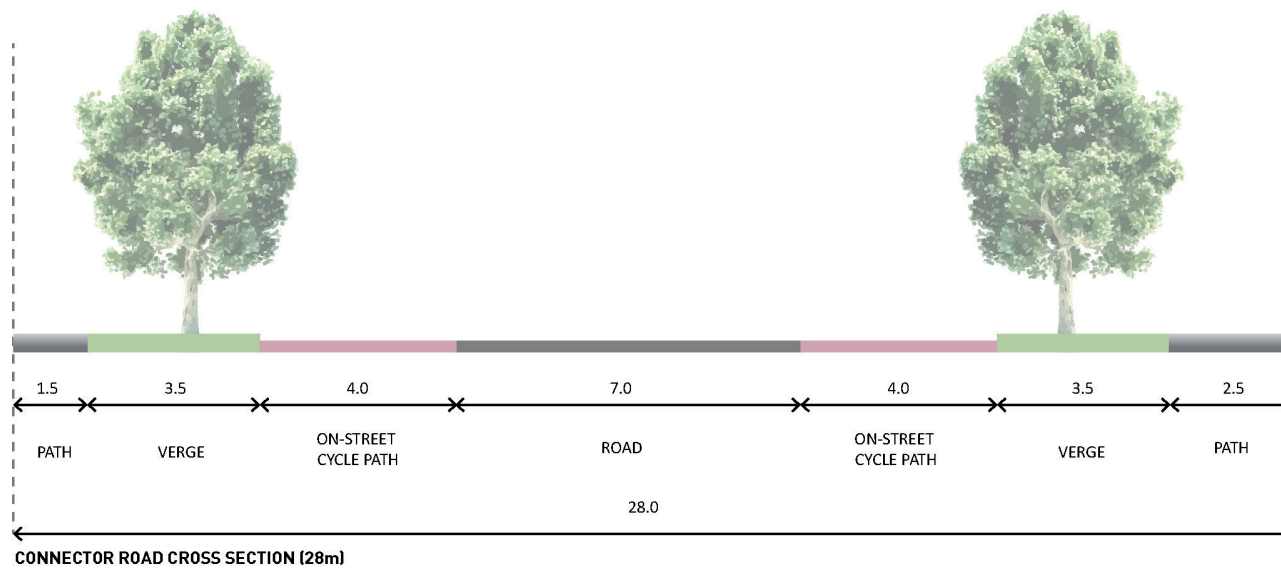


Figure 21 Connector Road Cross Section

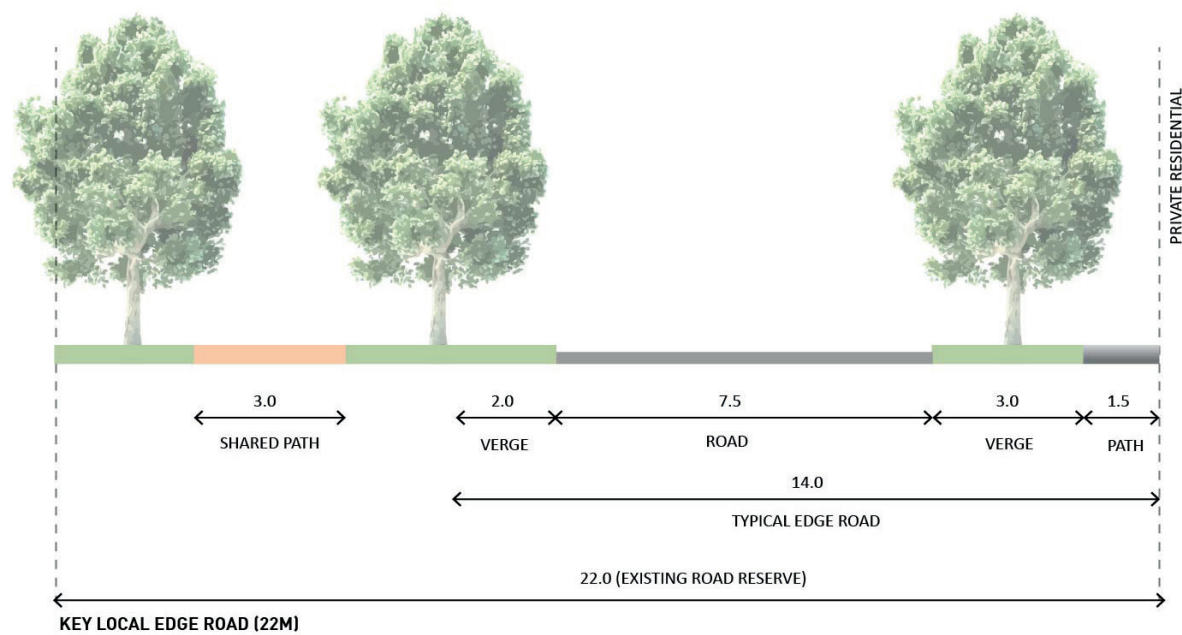


Figure 22 Key Local Edge Road Cross Section

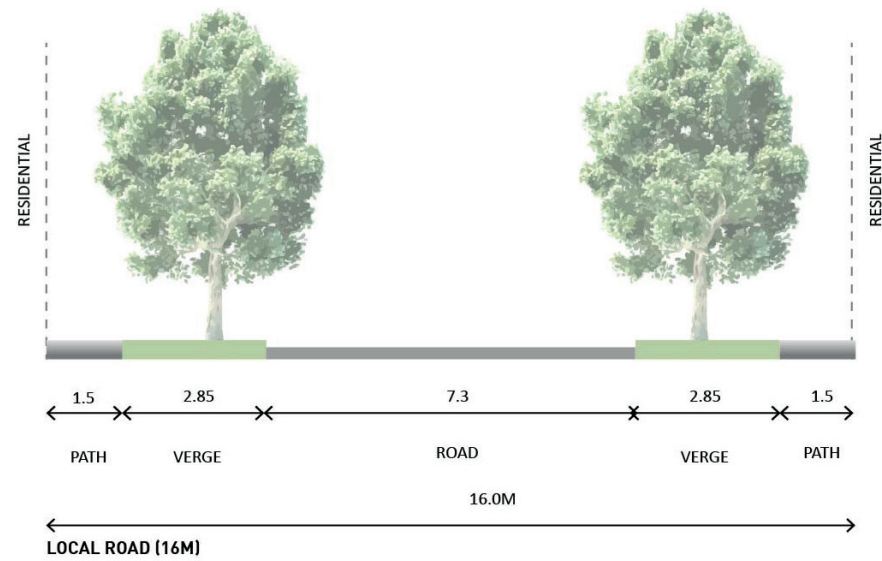


Figure 23 Local Road Cross Section

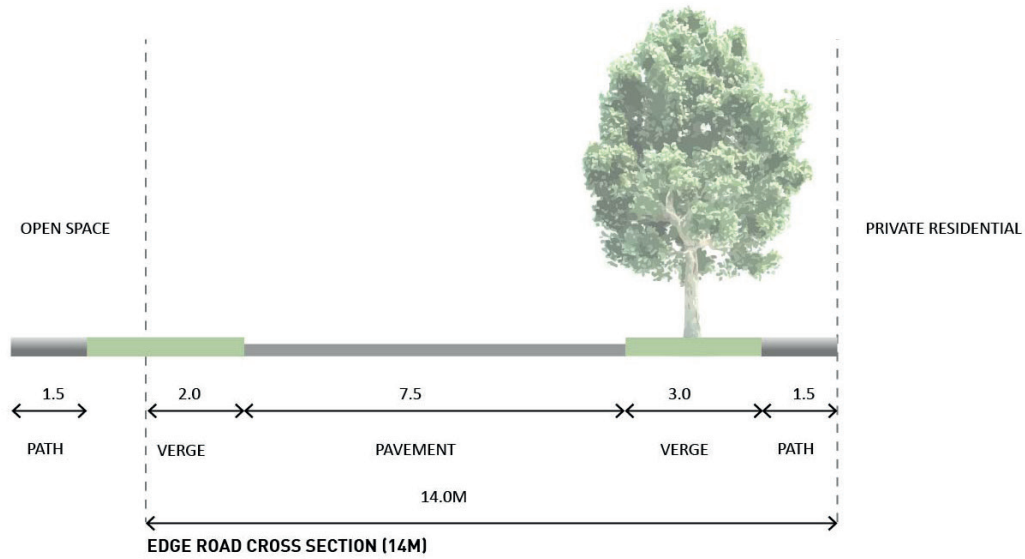


Figure 24 Edge Road Cross Section

Key Issues/Considerations

- > Lack of a permeable and connected movement network - limited connections through the EAC.
- > Lack of access for public transport.
- > Disconnected pedestrian and cycle network, and significant barriers to connectivity, particularly around Gateway Plaza.
- > Opportunity to improve pedestrian and cycle connections along Princes Highway and the rail reserve, connecting Deakin University/railway station with the CBD.
- > Opportunity to develop a diverse series of streetscapes as part of a high quality and attractive public realm.
- > Lack of a coherent access strategy along Princes Highway, comprising a variety of service roads and direct carpark access points.

Objectives

- > To create a highly connected and permeable movement network that supports a range of active and sustainable transport options, and safe and efficient movement of vehicles.
- > To create a movement network that links key uses and nodes, such as open space, to enhance the liveability and sense of place within the EAC.
- > To develop a coherent and consistent access strategy along Princes Highway that promotes accessibility within the EAC, and to uses fronting the highway.
- > To recognise and support the contribution diverse streetscapes and pedestrian/cycle links make to a vibrant and activated public realm and as a context for a variety of land uses and built form outcomes.
- > To promote safe walking and cycling through the EAC and beyond to surrounding areas.
- > To establish the conditions that will facilitate better public transport options within and around the EAC.
- > To provide accessible and legible movement connections between public, private and semi-private spaces, with priority given to pedestrian, cyclists and public transport.

Strategies

- > Require subdivision and development designs to deliver a highly connected movement network generally in accordance with Figure 17.
- > Require local street networks to support the higher order movement network with a modified grid-based local street network that avoids court bowls and other disconnected streets.
- > Support provision of a movement network that connects precinct, land uses and nodes and captures attractive viewlines.
- > Create a connected pedestrian and cycle network utilising key connector roads and linear open space reserves generally in accordance with Figure 18.
- > Improve pedestrian and cycle facilities where there are 'missing links' as identified in Figure 18 through progressive streetscape improvements and where existing approvals can be reviewed.
- > Support creation of diverse streetscapes generally in accordance with Figure 19 and associated cross-sections. Alternative cross-sections will be considered that demonstrate compliance with the vision and objectives of the EAC.
- > Facilitate the delivery of an enhanced bus network throughout the EAC.
- > Avoid extensive use of standard cross-section treatments or cross-sections that provide for limited landscaping.
- > Provide for regular spacing of primary (signalised) and secondary (left in left out) intersections along Princes Highway in accordance with Figure 17.

- > Provide for appropriate access control along Princes Highway utilising one way service roads in accordance with Figure 17.
- > Maintain existing direct carpark access to Princes Highway uses, where currently applicable. If redevelopment of existing sites is proposed, support development that provides integration with the service road network.
- > Require land to be set aside for road widening of existing Dales Road and Horne Road in accordance with Figure 17.
- > Require new development (including alternations and additions to existing developments) to prepare a way finding strategy that demonstrates new and/or improved accessible and legible connections within and around the development, with priority given to pedestrians, cyclists and public transport.
- > Support the long term delivery of a shared path along the railway line, connecting Deakin University and Sherwood Park Train Station with the Warrnambool CBD.
- > Support Investigation of and delivery of an integrated public transport network that provides connections from Sherwood Park Station to the activity centre and key nodes within the EAC.

5.3

Open Space + Public Realm

A network of well located and design open spaces are an important component of an active, healthy and attractive community. The EAC Structure Plan emphasises the value of these spaces for recreation and enjoyment, their value in terms of creating a sense of place and community, and their value as an amenity setting for diverse land use outcomes.

Warrnambool's use of open space and high-quality and distinctive landscaping, including use of iconic street trees such as Morten Bay Figs and Norfolk Island Pines, within key boulevards and streetscapes is a key defining characteristic of the city. Development of the EAC area presents the opportunity to extend this character into the eastern parts of Warrnambool, which to date, have lacked a focus on landscaping.

The original EAC Structure Plan identified open space areas, comprising two small passive reserves and open space surrounding a large drainage reserve. The relevance and viability of these spaces has been reviewed in this Structure Plan, with the result that an alternative open space network is proposed.

Key findings of the review are that:

- > Existing developments and approvals (the Gateway Plaza and the residential development to the north) have resulted in different open space responses to that identified in the original EAC Structure Plan,
- > Updated drainage information identifies that wetland areas can be significantly reduced,
- > The original EAC open space network provided limited response to the landform conditions and provided limited opportunity to leverage the amenity of open space for different land use conditions,
- > Opportunity for open space to be reconfigured so as to provide a gateway opportunity along Princes Highway.
- > The Warrnambool Open Space Strategy identifies a need for a 'neighbourhood open space' (defined as 1-3ha, intended for limited recreation and as a social meeting space for local residents, on a frequent, short duration basis). An open space of this scale was not identified in the original EAC.

The open space network depicted in Figure 24 seeks to address the above issues, and when integrated with the land use and movement network structure, provides a connected open space network that adds value to the neighbourhoods within the EAC and to the interface with the Princes Highway.

5ha of open space in the form of passive open space, linear open space links and land set aside in response to topographic constraints (the ridgeline) is to be provided at the time of development. 4.1ha is considered unencumbered and usable passive open space (i.e. not linear links or topographically constrained). The obligation to contribute either cash or land to fund open space provision will be shared across the Precinct (refer to Section 6), for residential and mixed use development. The land identified for open space represents 10% of the net developable area of residential/mixed use land.

Figure 25 Open Space Plan



DRAWING KEY

Primary Study Area Boundary

LAND USES

OPEN SPACE

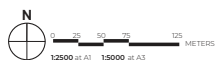
- Neighbourhood Park
- Drainage reserve
- Retarding Basin/Wetland
- Key Landscape Link
- Key Streets / Linkages

LANDSCAPE

- High Point / Ridgeline
- Low Lying Area
- Key View Corridor
- 0.5m Contours
- Key Open Space Landmark

KEY INTERFACES

- Landscape Buffer
- Open Space Gateway



Key Issues/Considerations

- > Lack of an holistic and linked open space network.
- > Opportunity to use open space along Prince Highway frontage to enhance the gateway.
- > Existing development (Gateway Plaza and the residential development) limits opportunities for east-west connectivity of the open space network.
- > Identified need for a neighbourhood level open space within the precinct.
- > Undulating topography and prominent ridgeline presents an opportunity to create a context for open space.
- > Opportunity to incorporate landscaping and open space objectives that draw on the existing distinctive landscaping character of Warrnambool.

Objectives

- > To create a network of interesting, safe and attractive open spaces that link the various neighbourhoods and precincts within the EAC.
- > To extend the existing iconic streetscape character and plantings in the established parts of Warrnambool into the EAC within the open space and key streetscapes.
- > To provide the future EAC community with open space within a short and safe walk of their home or place of employment.
- > To create an open space network comprising spaces of various scales, dimensions and for various intended purposes.
- > To use open space and natural features/ systems as a context for a range of diverse land use and built form outcomes, and to act as nodes within neighbourhoods and precincts.
- > To design open space and landscape features/ systems in a manner that contributes to environmental sustainability and biodiversity outcomes in accordance with the Warrnambool Environmental Sustainability Strategy.
- > To create a movement network and land use structure that responds to, connects and makes use of the amenity provided by open space.
- > To define an open space network that responds to landform and other existing and planned site features, such as high points, ridgelines and drainage reserves.
- > To use open space as an attractive, landscaped gateway feature along Princes Highway and at the primary entry to the EAC.
- > To use linear open spaces as part of the pedestrian/cyclist movement network and as a transition between land uses.
- > To landscape and embellish open space in a manner that reflects the preferred character of the relevant precinct.
- > To ensure accessibility to open space in precincts where local open space is not proposed.

Strategies

- > Require Development Plan and subdivision design to deliver a connected open space and associated pedestrian/cycle network generally in accordance with Figure 24.
- > Require open space design to respond to site features, landform planned conditions.
- > Support development surrounding open space that contributes to the activation and amenity of open space reserves, including linear spaces.
- > Support delivery of linear open space connections between open spaces, key features and activity nodes in a variety of forms, such as:
 - > Linear reserves,
 - > Key streetscape links (i.e. enhanced streetscapes with additional space for shared paths and a higher order of landscaping),
 - > Buffers along key streets or the railway line.
- > Improve pedestrian and cycle facilities where there are 'missing links' connecting the open space network as identified in Figure 24 through progressive streetscape improvements and where existing approvals can be reviewed.
- > Require provision of open space upon development of the land in accordance with Figure 24. Land is to be vested in Council as a reserve by the landholder/developer at the time of subdivision/development at no cost to Council other than as agreed in a prior Section 173 agreement.
- > Require developers/landholders to prepare a landscape plan as part of planning approval for subdivision or development that respond to the preferred character of the Precinct. Developers/landholders must embellish and landscape the open space in accordance with the approved landscape plan at no cost to Council other than as agreed in a prior Section 173 agreement.
- > Support coordination of landscaping, street tree selection, furniture and signage design that contributes to a cohesive character and draws on the existing distinctive landscaping character of the established parts of Warrnambool.
- > Support use of plant species that will support biodiversity functions, including canopy trees and indigenous plantings in appropriate locations.
- > Support delivery of high-quality landscaping of the public realm including planting of significant canopy trees within open space and streetscapes and provision of generous nature strips and medians (where appropriate) to accommodate streetscape objectives.
- > Require pedestrian and cycle connections to open space is prioritised in precincts where no local open space is proposed.
- > Support delivery of additional green spaces, localised open spaces, pocket parks, widened verges or other features that enhance the amenity of neighbourhoods and provide a context for diverse land use and built form outcomes.

Gateways + Interfaces

Gateways

The EAC is located in a prominent location at the eastern entry to Warrnambool. For this reason, it is naturally looked upon as a key location for an enhanced gateway treatment to the city, announcing a sense of arrival and setting the tone for residents' and visitors' experience of the character of Warrnambool.

Existing gateway points into the city have comprised highly landscaped and distinctive boulevards, such as Raglan Road closer to the CBD. These boulevards, comprising impressive avenues of established Moreton Bay Figs and Norfolk Island Pines, are a key defining feature and characteristic of Warrnambool, and are a prominent landscape reference.

As development has progressed to the east, this landscape treatment has not been extended, and the current gateway experience comprises fragmented land uses, disparate and unremarkable built form, and a lack of landscaping and enhancement within the streetscape (particularly the Princes Highway).

The EAC Structure Plan seeks to improve this gateway experience within the EAC area. However, it is acknowledged that opportunities for substantial enhancement are somewhat limited in the context of existing development. For this reason a secondary study area was defined that considered opportunities to establish a gateway feature consistent with the character of Warrnambool, further east. Refer to Chapter 7 for further details.

While it is the intention that land to the east will form the primary gateway into the city, secondary gateways into the EAC are also important in terms of providing a focus for the resident and visitor communities and reinforcing a local sense of place and identity.

Interfaces

The EAC is surrounded by a range of diverse land uses (developed and rural), landscapes, and infrastructure and built form. These surrounding conditions influence the design of the EAC; presenting both opportunities and constraints, and influences the vision for how the precinct is developed and how it integrates with the surrounds.

Given the mixed use nature of the EAC, care is also given to how interfaces and transitions between different land uses are treated and managed to avoid conflicts and also to clearly mark where land uses change.

The EAC Structure Plan identifies the key interfaces that have influenced the design and that require a specific design response.

Figure 26 Gateway + Interfaces Plan



DRAWING KEY

Primary Study Area Boundary

LAND USES
Open Space

BUILT FORM
Landmark Building / Structure
Key Open Space Landmark
Preferred Location of Warrnambool Gateway

KEY INTERFACES
Landscape Buffer/Linear Landscape Link
Open Space Gateway to EAP
Sensitive Land Use Transition
Development to Address Open Space
Existing Residential
Railway Line

- A** Princes Highway Interface
- B** Gateway Entry - Glynbeudy Street
- C** Interface between ultimate Gateway Plaza development and Mixed Use Precinct
- D** Interface between ultimate Gateway Plaza and Residential Precinct
- E** Dales Road/Wannon Water Interface
- F** Built form interface to open space
- G** Interface between residential and office uses - Office
- H** Interface between residential and office uses - Residential
- I** Horne Road Interface - Office
- J** Horne Road Interface - Residential
- K** Back of House Interface
- L** Railway Interface

Key Issues/Considerations

- > Disconnected land use and unremarkable built form interface to Princes Highway.
- > Lack of a defined gateway to eastern Warrnambool and to the EAC.
- > Mixture of land uses require consideration of interfaces to minimise conflicts and to clearly identify land use transitions.
- > Development interface with railway line requires management to minimise conflict and to protect long term potential for a shared path and pedestrian crossing.

Objectives

- > To create a gateway experience to the EAC from a central point on the Princes Highway (Glynbeudy Street), comprising open space, landscape embellishment and high quality architecture.
- > To improve the built form and landscape interface along Princes Highway.
- > To provide a high quality built form and landscape interface along Horne Road.
- > To provide clear and legible transitions between land uses within and around the EAC.
- > To minimise potential land use conflict by separating employment and residential uses.
- > To ensure visual and noise issues are appropriately managed at the interface between commercial, employment and infrastructure uses and residential development.

Strategies

- > Require new development at the gateway to deliver open space and landscaping at the gateway intersection (Glynbeudy Street) generally in accordance with Figure 25 and the vision and objectives of the EAC Structure Plan.
- > Support use of open space, linear links, key streetscapes and landscaping treatments as a transition between uses.
- > Support use of landscape and street tree plantings as a linking element and/or a buffer internally within the EAC, between land uses, character precincts and open spaces.
- > Require development to provide appropriate treatments at key interfaces in accordance with Figure 25 and the Design Guidelines.
- > Improve the amenity of Princes Highway through progressive enhancement of landscaping and street tree planting.
- > Support high quality and positive architectural design of buildings at key landmark locations (refer Figure 25) and along Princes Highway and Horne Road and the design guidelines.
- > Avoid carpark dominant frontages in new development along Princes Highway, Horne Road and key connector streets.
- > Encourage existing development sites to progressively enhance interfaces to Princes Highway through enhanced landscaping and new built form (where appropriate).

Table 8 Commercial and Office Built Form Design Guidelines

Commercial and office built form

- Architectural design of commercial and office building should be of a high quality. While quality of design will be considered on a case by case basis at time of application, the following provides guidance on design elements that will be viewed positively by Council:
- > Diversity of architectural form that is consistent and reflective of the purpose of the intended use.
 - > Activated frontages that directly interface with the street and corners, contribute to the activation of the street and create a clearly defined sense of street address.
 - > Articulated detailing that reduces the visual bulk of buildings.
 - > Articulated roof forms that create visual interest and variation in the street.
 - > Two or three storey built form that is not excessively bulky. Taller elements may be more appropriately recessed in order to ensure they are of a compatible scale with the streetscape and surrounding uses.
 - > Buildings that do not present large expanses of blank wall to surrounding streets or adjoining uses.
 - > High quality materials and finishes that are durable, robust and compatible with the Warrnambool character. Use of glazing, natural materials, and textured materials are generally supported.
 - > Buildings that incorporate sustainability initiatives above minimum standards.
 - > Signage that is integrated into the design of the building, and limited to avoid visual clutter and unnecessary repetition.
 - > Carparking and loading that is discreetly located behind built form and does not dominate the frontage.
 - > Plant material that is screened from view.

Key Interfaces

A	<p>Princes Highway Interface</p> <p>Main arterial interface within EAC with the highest exposure to passing traffic. Interface comprises a mixture of secondary/large format retail, highway related uses such as service stations, showrooms and accommodation. Large sections of the interface have been developed with car dominated frontage uses and unremarkable built form.</p> <p>Requirements:</p> <ul style="list-style-type: none">> Built form to interface directly with Princes Highway (refer to Table 8 for design guidance),> Progressively improve and enhance landscaping treatment within semi-public space and within the road reservation,> Delivery of a landscaped open space gateway midway along the interface.
B	<p>Gateway Entry – Glynbeudy Street</p> <p>Glynbeudy Street will be the key gateway entry to the EAC. The western interface is a blank wall and the eastern interface is the proposed open space reserve. Landscaping treatments will be required to enhance the gateway, and screen the blank wall.</p> <p>Requirements:</p> <ul style="list-style-type: none">> Provide a landscape treatment to screen the blank wall sideage,> Provide landscaping in open space that contributes to enhancement of the gateway experience.

C	<p>Interface between ultimate Gateway Plaza development and Mixed Use Precinct</p> <p>This interface will be an important connection between the semi-public space of Gateway Plaza and the public streetscapes in the mixed use precinct.</p> <p>Requirements:</p> <ul style="list-style-type: none"> > Provide a landscape treatment/buffer between the two precincts, > Provide connections (pedestrian/cycle or road) where possible.
D	<p>Interface between Gateway Plaza and Residential Precinct</p> <p>This interface presents as a barrier in the form of a significant level difference between the residential development and Gateway Plaza. Both developments are backing on to each other, and there is limited opportunity to provide a connection through.</p> <p>Requirements:</p> <ul style="list-style-type: none"> > Investigate options to improve the interface through a combination of landscaping and acoustic treatments.
E	<p>Dales Road/Wannon Water Interface</p> <p>Dales Road will ultimately form part of the higher order road network, with residential developing on the north and south side (in the west). In the east, EAC development (residential) will interface with the Wannon Water reservoirs and the associated embankment.</p> <p>Requirements:</p> <ul style="list-style-type: none"> > Residential development to front directly onto Dales Road (direct property access permitted, > Shared path to be provided on north side (to minimise driveway interruptions), > Landscaping to be provided on both sides of street (canopy tree planting in nature strip), > Investigate additional landscaping adjacent to Wannon Water ponds to provide screening (e.g. mounding or dense planting on north side).
F	<p>Built form interface to open spaces</p> <p>A positive and active interface is critical to ensuring that the open space can be experienced as a safe and pleasant space, and to ensure that built form and land use makes maximum use of the amenity offer.</p> <p>Requirements:</p> <ul style="list-style-type: none"> > Development to provide a pedestrian link between Gateway Plaza and adjacent open space, > Preference is for development to be separated from open space via an edge road, > Discrete areas of direct development frontage to open space will be accepted where a positive design outcome can be achieved. For example, high quality medium density housing framing a short section of park frontage, with vehicle access from a rear lane.
G	<p>Interface between residential and office uses - Residential</p> <p>A green link provides a positive transition between residential and employment uses.</p> <p>Requirements:</p> <ul style="list-style-type: none"> > Residential development of north side to front onto green link, separated via an edge road
H	<p>Interface between residential and office uses – Office</p> <ul style="list-style-type: none"> > Office uses to interface with green link on south side either via: <ul style="list-style-type: none"> > Edge road with office frontage; or > An alternative that presents a highly activated and attractive built form interface, (e.g. an informal arrangement of buildings within a highly landscaped setting). > Large expanses of blank walls are not permitted to face onto the greenlink.

I	<p>Horne Road Interface - Office</p> <p>A range of uses will interface with Horne Road. This road is planned to perform an important linking function to the light industrial estate on the east side of Horne Road, and a strong built form presence is encouraged.</p> <p>Requirements:</p> <ul style="list-style-type: none"> > Office uses to provide an activated frontage to Horne Road, > Carparking must not dominate the frontage to Horne Road, > Direct access to Horne Road is preferred (i.e. no service roads).
J	<p>Horne Road Interface – Residential</p> <p>A strong built form presence is encouraged along Horne Road, but must be balanced with the need to provide an appropriate transition between uses that may have conflict (i.e. residential and light industrial).</p> <p>Requirements:</p> <ul style="list-style-type: none"> > Landscape buffer of approximately 10m to be provided to Horne Road. Landscape buffer will form part of the open space network. > Residential development to present active frontage to open space/Horne Road
K	<p>Back of House Interfaces</p> <p>Existing development along Princes Highway presents sections of back of house, in the form of blank walls. It is preferred that new development back onto these back of house areas to minimise the visual impact and activate these areas.</p> <p>Requirements:</p> <ul style="list-style-type: none"> > New development to back onto existing back of house areas, to screen blank walls and provide activation.
L	<p>Railway Interface</p> <ul style="list-style-type: none"> > Existing Development to the east of the Residential South precinct backs onto the railway line, as does the development to the south of the railway line. An appropriate interface for future development may include a continuation of backing onto the railway line, or the potential to provide a road interface in conjunction with a portion of the proposed shared path network which will ultimately link to Deakin University. <p>Landmark Building Location</p> <p>The design of the EAC identifies key locations where built form would be prominent and where a high quality architectural design response would make a positive contribution to the overall attractiveness of the EAC.</p> <p>Requirements:</p> <ul style="list-style-type: none"> > Provide a built form outcomes that is of a high quality (refer to Table 8), > Two to three storey built form preferred.

Drainage + Infrastructure

Development of the EAC will generate the need for a range of infrastructure. This section outlines the key infrastructure needs that are generated by development of the EAC, including:

- > Drainage infrastructure (wetland, main drain pipes)
- > Roads and Intersections

Based on Council's analysis of needs, community services are not required to be provided within the EAC, as the community falls within the catchment of the Brierly Community Centre. Likewise, active open space is not required to be provided as the community falls within the catchment of Brierly Reserve.

Large-scale infrastructure items that will benefit the entire EAC are to be funded via a shared infrastructure funding mechanism (refer to Chapter 6). It is relevant to note that some infrastructure has already been delivered by existing development. These previous contributions have been factored into calculations of shared infrastructure costs.

Drainage

The EAC comprises four drainage sub-catchments (refer to Figure 26).

Catchment A drains to the north. A centralised and holistic approach to drainage is proposed. Land will drain to a constructed wetland, and will then be piped along Dales Road to the Racecourse to the east.

The cost of construction and land associated with main drain works in Catchment A are to be shared equitably by the landholders/developers within the catchment who benefit from the infrastructure.

Catchments B and C are proposed to drain into the Council drainage network. No works are proposed or additional land is required in Catchment B, however, some upgrade works are required in Catchment C.

A contribution to upgrade works, and to Council's existing drainage network are to be shared equitably by landholders in the catchment in accordance with the PIP in Chapter 6.

Land south of Princes Highway is referred to as Catchment D. A small constructed wetland is proposed in the south-east of the catchment. The cost of drainage works will be shared.

The cost of local drainage infrastructure in all catchments is the responsibility of the developer.

The EAC Structure Plan identifies a network of roads and intersections to provide a high level of accessibility to Precinct. The cost of delivering the majority of the roads and access points are properly considered to be the responsibility of each landholder/developer.

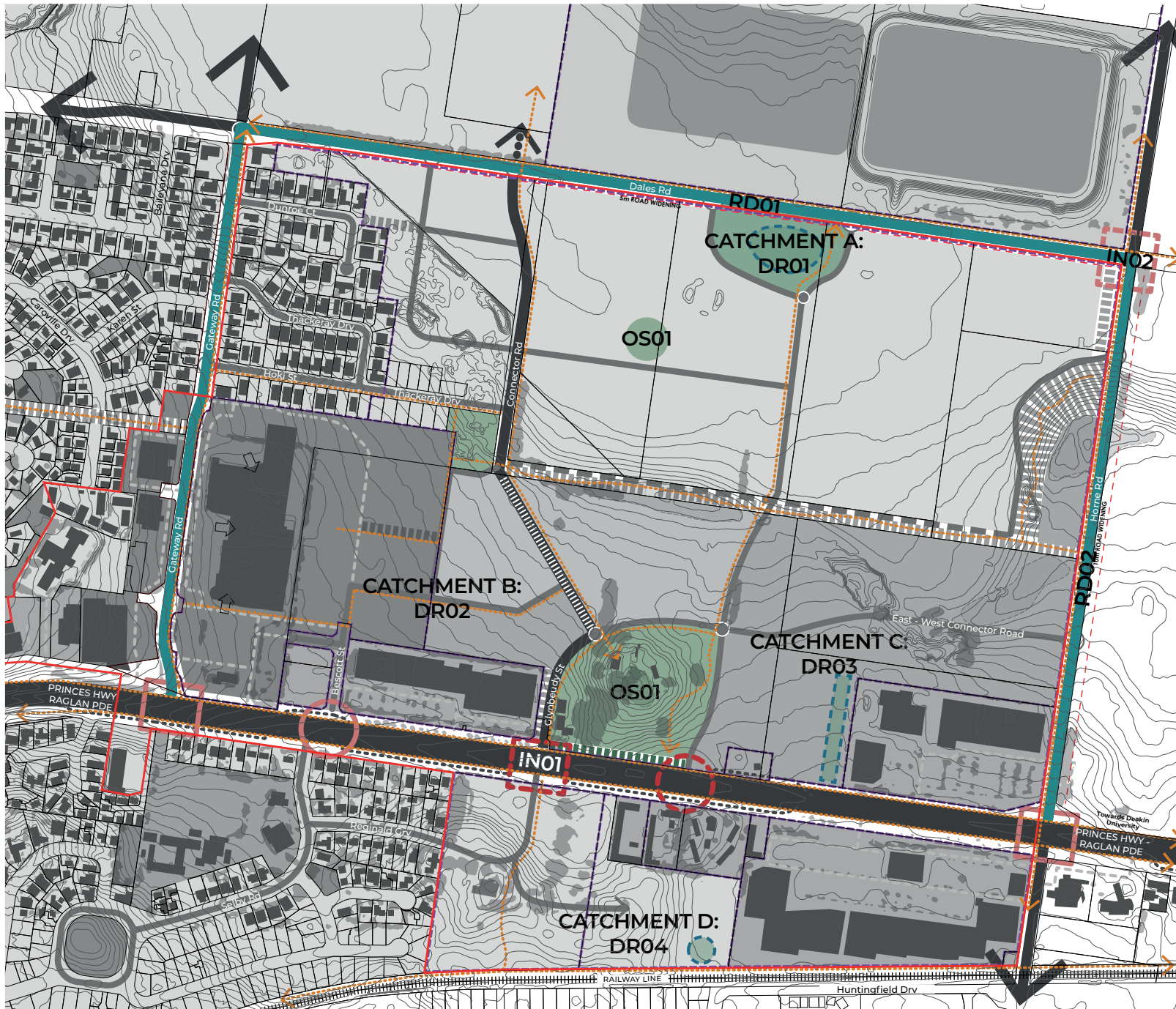
A number of key higher order items have been identified as delivering a shared benefit to the entire Precinct, and as such, the cost will be shared via a shared funding scheme.

These include:

- > Signalised intersections along Princes Highway
- > Left in left out intersections along Princes Highway
- > Dales Road/Horne Road intersection
- > Higher order external roads (Gateway Plaza, Horne Road and Dales Road)

Some projects benefit surrounding areas (such as the Horne Road Industrial Precinct and the future residential growth area north of Dales Road). An external allocation has been identified to recognise the benefit to these areas. Warrnambool City Council will seek to collect contributions for this external amount through other mechanisms relating to those areas.

Figure 27 Drainage and Infrastructure Plan



DRAWING KEY

- Primary Study Area Boundary
- Property Ownership Boundaries
- Higher Order Roads
- Open Space
- Drainage
- Intersection Upgrade
- Drainage Catchment

Key Issues/Considerations

- > Equitable funding of higher order infrastructure

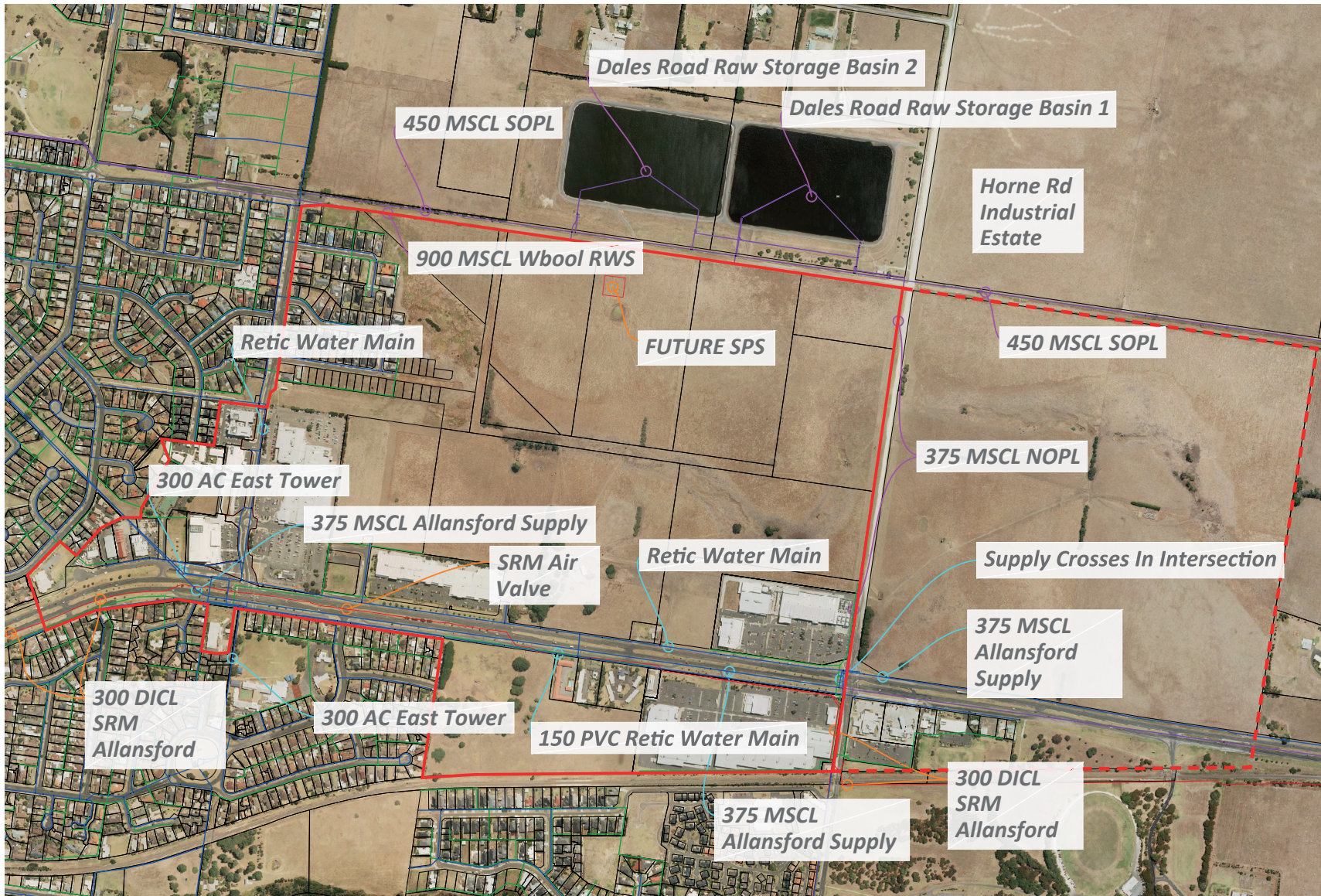
Objectives

- > To ensure provision of appropriate infrastructure to meet the need of development and the future community
- > To ensure appropriate stormwater management that meets current standards of best practice
- > To equitably and fairly share the cost of delivery of higher order infrastructure that benefits the entire precinct
- > To encourage innovative, sustainable and energy efficient approaches to the provision of services.

Strategies

- > Require applications for development to demonstrate how the land will be serviced in accordance with the above objectives
- > Require landholders to enter into an agreement regarding the shared cost of higher order infrastructure prior to rezoning of land in accordance with Chapter 6
- > Support delivery of infrastructure items as 'works in kind' in lieu of payment of cash contributions, where appropriate

Figure 28 Wannon Water Infrastructure Plan



DRAWING KEY

Primary Study Area Boundary

6

PUBLIC INFRASTRUCTURE PLAN

The EAC Structure Plan sets out the higher order infrastructure that is required to service new development within the area. This infrastructure benefits the broader EAC area, and as such, the cost of this infrastructure should be shared across the land parcels that benefit.

Prior to rezoning of land in accordance with the Structure Plan (or prior to approval of a Development Plan or a planning permit for already zoned land), landholders must enter into a Section 173 that identifies the landholder's obligation to contribute to (either in cash contributions or works in kind) the cost of delivery of higher order shared infrastructure.

Council will negotiate with each landholder on a case by case basis regarding a reasonable allocation of costs/projects. Negotiations will be based on an holistic understanding of infrastructure required, as identified in this EAC Structure Plan, and a detailed understanding of infrastructure required to service individual properties based on timing and location of the each development. Agreements will be based on the fair and equitable allocation of costs associated on a per hectare of net developable area basis for new development.

For the majority of projects, it is likely that Warrnambool City Council will require developers to deliver projects on a 'works in kind' basis, in lieu of payment of cash contributions. Timing of credits or cash payments from Council for works that exceed a developer's obligation will be negotiated on a case by case basis, and should be reflected in the Section 173 Agreement.

7

THE GATEWAY PRECINCT

Warrnambool was traditionally characterised by gateway treatments in the form of significant landscaped boulevards. Similar to many other regional towns, the significance of these boulevards as gateways on the approaches to town have been eroded as gateways or introductions to the town as development has progressed (although they continue to serve an important placemaking purpose within the established town areas).

The EAC Structure Plan review has offered the opportunity to redefine the gateway to Warrnambool when approaching from the east. Ideally, the design of the EAC and the landscaping along Princes Highway at its interface, would incorporate a boulevard treatment of large scale trees. However, the opportunity to do so in a meaningful way has been somewhat compromised by the existing development, as there is insufficient space within the Princes Highway road reserve to dedicate to avenue tree plantings of a scale characteristic of the older parts of Warrnambool.

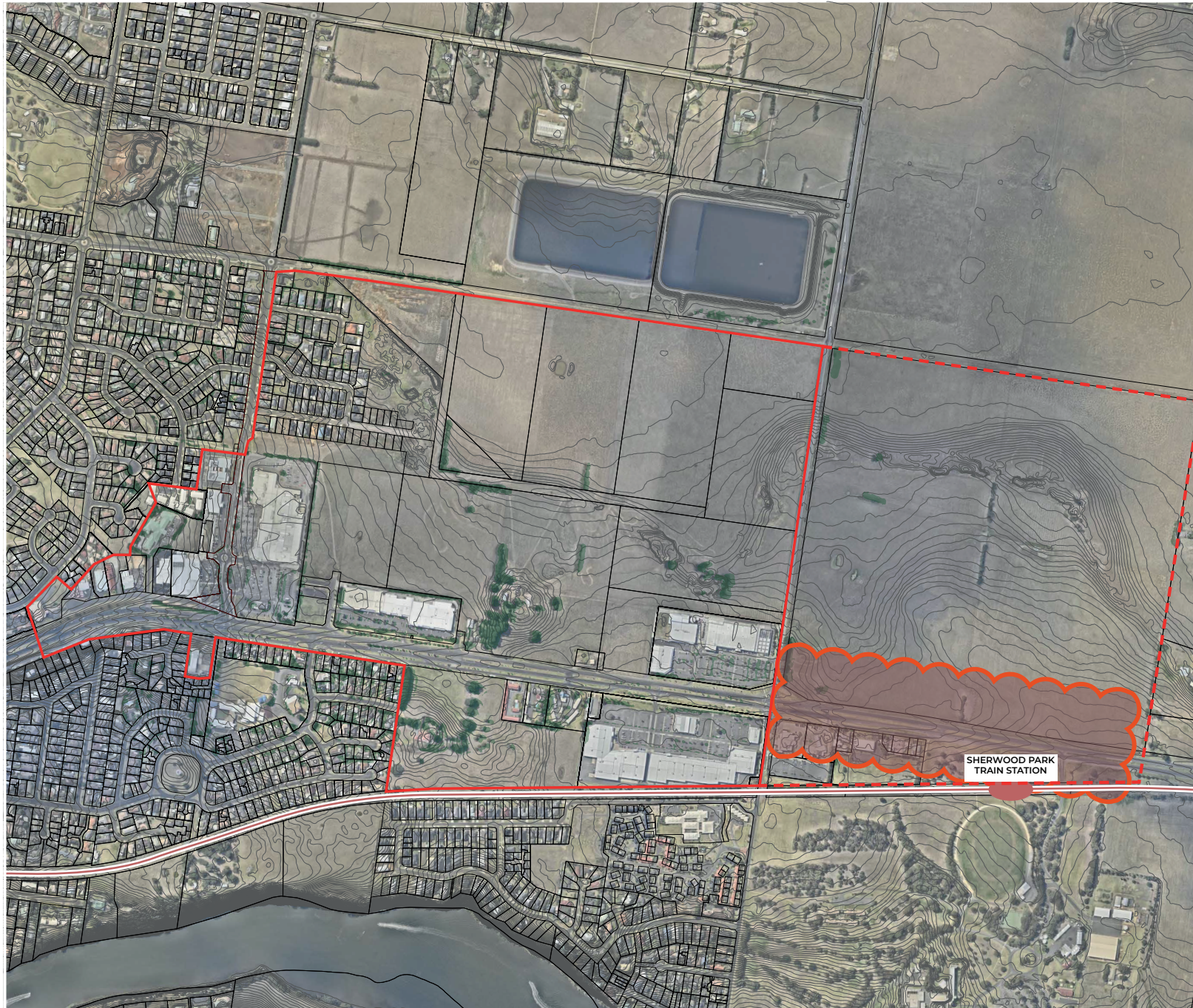
As such, opportunities have been explored in the secondary study area, east of Horne Road to redefine the eastern gateway. It is acknowledged that there is currently no pressure to develop the land in the secondary study area, however there is a strategic opportunity to work with the landholders both north and south of Princes Highway, to allocate appropriate land to achieve a linear planted gateway.

Figure 29 sets out the potential location for the gateway treatment. Figure 30 provides an illustration of what a planted gateway may look like, the key objectives being:

- > To create a gateway statement entry
- > To deliver an avenue of large scale canopy trees
- > To reflect the distinctive characteristics of the old parts of Warrnambool, such as the avenue of Moreton Bay Figs in Raglan Parade.

In order to achieve this outcome, Council will work collaboratively with adjoining landholders to secure the land, and undertake further detailed design to articulate landscape vision for the gateway.

Figure 29 Princes Highway Gateway Long Section



DRAWING KEY

- Primary Study Area Boundary
- - - Secondary Study Area Boundary
- Cadastre
- Contours (0.5m)
- Railway Line
- 🔴 Warrnambool Gateway Preferred Location

N
0 40 80 120 200 METERS
1:4000 at A1 1:8000 at A3

WARRNAMBOOL E

mesh

Figure 30 Princes Highway Gateway Long Section





IMPLEMENTATION

8.1

Planning Scheme Implementation

Table 10 Planning Scheme Implementation Actions

Action	Responsibility	Timeframe
Exhibit and adopt (subject to changes) the revised Warrnambool Eastern Activity Centre Structure Plan	WCC	Immediate
Consider immediate proposals to rezone land in the context of the revised Warrnambool Eastern Activity Centre, on the condition that: The proposal is generally in accordance with the revised Structure Plan The applicant is willing to enter into a Seciton173 agreement regarding funding of shared infrastructure	WCC	Immediate
Make amendments to the relevant MSS and Local Planning Policies to include the strategic directions contained within the adopted Structure Plan, key objectives and strategies and the updated Framework Plan	WCC (mesh to draft)	Immediate
Rezone land and apply relevant overlays in accordance with the EAC Structure Plan, where: landholders/developers have a well progressed subdivision/development proposal that is in accordance with the EAC Structure Plan landholders/developers are willing to enter into a Section 173 agreement implementing the Precinct Infrastructure Plan in Chapter 6.	WCC	Progressively as proposals are submitted
Require preparation of Development Plans for each Precinct (excluding the Activity Centre Precinct) generally in accordance with the EAC Structure Plan and the Design Guidelines for each Precinct. Development Plan must apply to entire Precinct, and show how it will integrate with existing development and future development Precincts.	Landholders/ Developers with assistance from WCC	Preferably at same time as rezoning. Prior to submission of Planning Permit applications

8.2

Private Development Facilitation

Table 11 Private Development Facilitation Implementation Actions

Action	Responsibility	Timeframe
Prepare an illustrative Street Level Masterplan to promote the vision for the centre and to articulate Council's expectations with regard to quality of design outcomes. The Illustrative Masterplan will show one potential development outcome. Alternative designs that meet the vision and objectives of the Structure Plan will be considered.	WCC	Short
Facilitate discussions between landholders and other government agencies and assist with negotiating outcomes where appropriate and possible	WCC	Ongoing

Public Realm + Movement Improvements

Table 12 Public Realm and Movement Improvement Implementation Action

Action	Responsibility	Timeframe
Design and undertake landscape enhancement works within private land adjoining Princes Highway	Landholders/ developers	Progressively as development + upgrades occur
Design and undertake works associated with streetscape improvements to Princes Highway	WCC	Medium-long
Work collaboratively with adjoining landholders of the proposed gateway, east of Horne Road, to secure sufficient land to deliver a landscaped avenue	WCC	Medium
Design and undertake works associated with enhanced Gateway, east of Horne Road	WCC	Long
Design and construct a shared path along the railway reserve (southern boundary of EAC) from the train station to the CBD	WCC	Long
Work with DOT and local bus operators to improve bus services including expanded routes and improved timetabling	WCC	Ongoing

