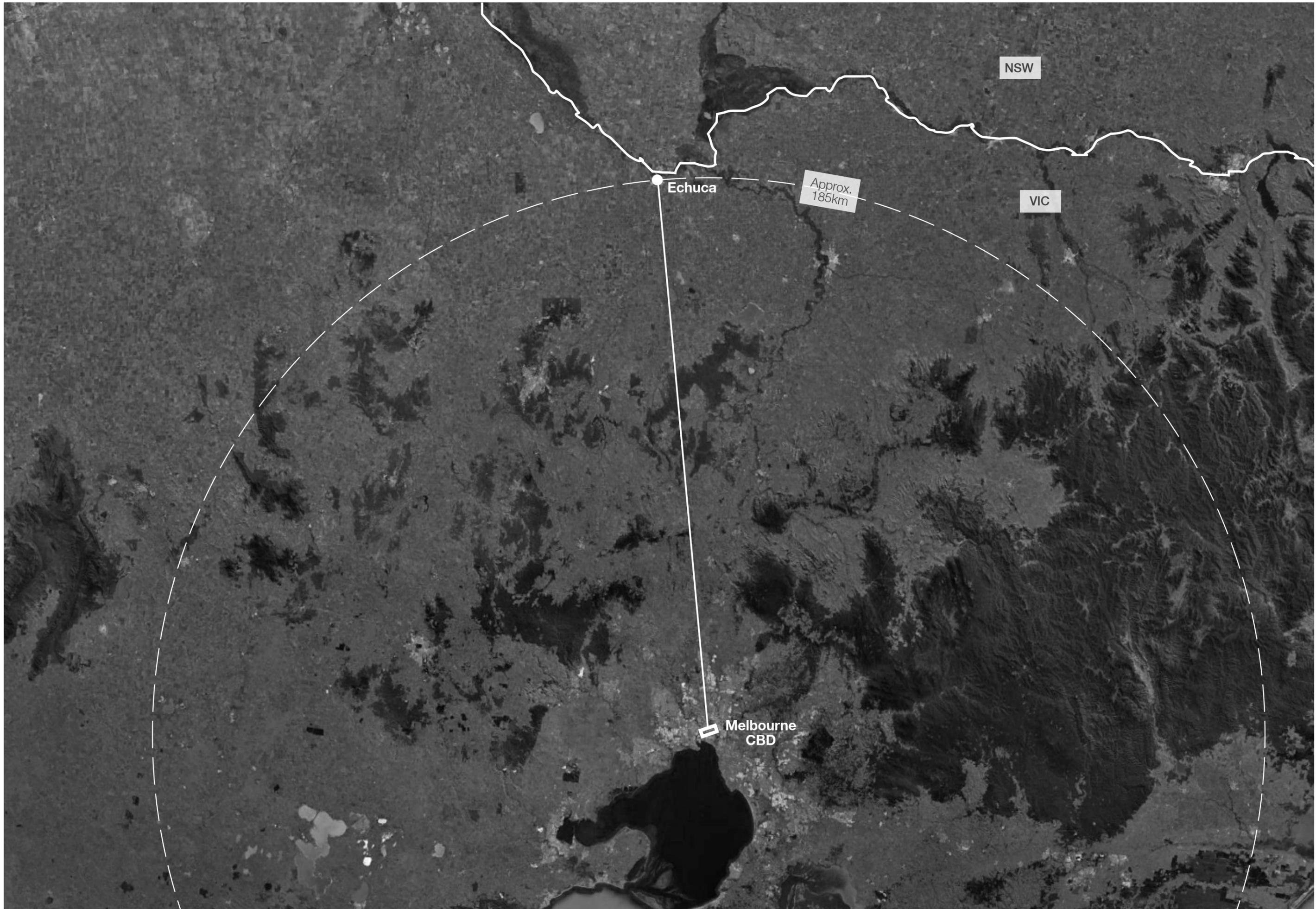




Echuca Station Precinct Master Plan

Revision 03 // November 2016



NSW

Echuca

Approx.
185km

VIC

Melbourne
CBD

**Echuca Station Precinct
Master Plan**

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Executive Summary

The Echuca Station Precinct Master Plan project has been led by the Shire of Campaspe in partnership with the Victorian Government. It has been funded through the Transport Investing in Regions initiative that helps to build stronger and more connected communities across rural and regional Victoria.

This Master Plan provides concepts that will help to inform next steps and further detailed precinct and infrastructure design as funding becomes available. The Plan supports four core objectives set by council for the Echuca Station Precinct to:

- Identify a long term vision for the Echuca Station Precinct;
- Determine concept designs for the short, medium and long term;
- Identify upgrades to walking and cycling access; and
- Identify potential supporting development and investment opportunities.

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Introduction + Background

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The Master Plan



Introduction + Analysis

A1. Project Purpose

The Shire of Campaspe is undertaking a design process to create an integrated Master Plan for the Echuca Station Precinct (hereby referred to as 'The Precinct').

Council has identified a need to ensure the development of a Master Plan that guides the revitalisation and reactivation of the precinct and sets the preferred direction for how the change is to be managed.

The objectives of the project set by Council are to:

- **Identify a long term vision** for the use of the Echuca Station Precinct that complements the Echuca CBD Strategy, tourism strategy and supports and encourages increased rail travel;
- **Determine concept designs for short, medium and long term** transport infrastructure improvements to provide for current and future rail services to and through Echuca;
- **Identify upgrades to walking and cycling access** (including infrastructure improvements), local bus service infrastructure improvement opportunities (such as a new bus stop), amenity upgrades and commuter car parking; and
- **Identify potential supporting development and investment opportunities** to improve amenity and increase activity within the station precinct, including the high level process to unlock land.

Council has already undertaken an extensive body of work to inform the future development of the Precinct, and this Master Plan provides another level of detail toward understanding the needs and requirements for the Precinct over the coming years.

It is envisaged that the Master Plan will guide ongoing management and future decision making for upgrades and development opportunities within the Precinct, as part of future capital works budgets and will identify actions that are to be implemented in the short, medium and longer terms.

A2. Project Process

Project Partners

Representatives from multiple internal Council departments and state government agencies have been involved in the assessment and design process of the project to steer its direction and guide the plan's recommendations.

These inputs were developed over two workshop sessions:

- **Scoping and Background Workshop**
This workshop was established to engage Council and stakeholders, as an initial stage of consultation to focus on identifying issues, challenges and opportunities for the study area, and identifying any gaps in information.
- **CoDesign Workshop**
The CoDesign Workshop was a participatory process designed to rapidly test and critique the proposed design outcomes, through intensive collaboration and working. Stakeholders were invited to participate through a design review and discussion session, seeking to resolve design challenges, and guide the design outcomes 'under the one roof'.

A3. Urban Context and Overview

Echuca is located approximately 80km north-east of Bendigo, 185km due north of the Melbourne CBD, on the Murray River and border with New South Wales. The Station Precinct itself sits in the heart of Echuca Town Centre and to the eastern edge of the commercial / retail precinct.

The Echuca Station Precinct has great future potential to play a pivotal role as a gateway to the border of New South Wales, for public transport in the local area, and to significantly contribute to connectivity to/from Bendigo and beyond.

Echuca is a key tourist destination. By connecting the Station with key tourist attractions and providing improved walking, cycling and public transport accessibility to the Station and key destinations in and around Echuca, tourists would be encouraged to visit Echuca by train.

Land Uses and Activation

Major commercial activity within Echuca is focused around Hare and Pakenham Streets. Other key nodes of activity include the Port of Echuca Tourist Precinct, the recreational hub and open space on the Murray River; and the civic node focussed around Heygarth Street, Percy Street and Anstruther Street which includes Council Offices, the Courthouse and local churches.

The Station Precinct sits immediately to the east / south of the civic node, and is a ten minute walk from the recreational node to its north and a five minute walk from the retail/commercial node to its west. The Precinct itself currently has limited activation to the north, with vacant land to the east, other than that of a train station.

Movement Network

The precinct consists of local roads, apart from Cobb Highway / Heygarth Street / High Street, which is an arterial route that passes through Echuca. Traffic and car parking in the centre appears to be quite dominant, with a majority of users driving into the town to park and access its facilities.

There are missing links in the footpath network, to enable ease of walking to and from the station to key destinations. Way finding signage would assist.

Cyclists do not appear to be prominent within the centre, the existing network is limited to on road lanes along High Street, Pakenham Street (between Sturt and Sutton Streets) and Sutton Street. The dominance of cars and apparent lack of overall cyclist infrastructure do not make cycling a seeming 'first choice' for patrons accessing the centre. There are no cyclist facilities currently provided within the Station Precinct itself.

Landscape Character

Generally speaking, the landscape character within the centre is varied and disparate. There is a noticeable lack of established or formalised landscaping within the Precinct, which is contributing to an exposed environment. The Council managed car park is one of the more appropriately landscaped sites across the Precinct. Future landscaping opportunities within the Station Precinct should provide a direct link and reference to the local (and establishing) character of the area.

Streetscape Character

The arrangement of built form in and around the Station Precinct reflects its legacy, with many separate heritage built form elements – the Station building, the Goods Shed, the Engine Shed, the Water Tower and the Turn Table. Abutting the site on Annesley Street the site has a mix of newer commercial and retail buildings, which mostly have blank street walls and 'turn their back' on the Station Precinct. To the east the streetscape interface is predominantly residential.

There is no public realm infrastructure visible within the western side of the Precinct – lighting, seating, signage, bins, paving etc, which is problematic for safety and amenity for pedestrians. The Station Plaza fronting Annesley Street is defined by a haphazard public realm and built form, which assists in defining the Precinct as an underused and unsafe area within the township. To the east, there has been investment in some public realm infrastructure, providing a sense of care and legibility to the Precinct.

A considered and cohesive approach to re-establish the public realm on both sides of the railway corridor would drastically transform the appearance, perception and usage of the Precinct.

Part A



Figure 01: Context Analysis Plan

Introduction + Background



01 Lack of safe pedestrian crossing points into Precinct, from north and east



05 Pakenham Street. Single east-west connection within the Precinct



09 Vacant heritage buildings



13 Inactive frontages along Annesley St don't encourage pedestrian activity



02 View south towards the Precinct



06 Lack of activation within the Precinct



10 Stabling provision in place along the western edge of the railway corridor



14 Wide streetscapes are dominated by car parking



03 Informal pedestrian crossing over railway line along Anstruther Street



07 One-sided heritage Station, with VLine connections



11 Rundown and lack of public realm amenity and infrastructure for patrons



15 Annesley Street edges turn their back on the Precinct, with blank walls



04 Existing silos function as landmarks



08 Existing pedestrian access over the railway corridor (heritage bridge)



12 Underutilised and run down buildings within the Precinct



16 Expansive areas of car parking, with interesting views and vistas

Figure 02: Site Photographs

Part A

A4. Existing Site Issues and Opportunities

Theme 01: Transport

Issues

- Poor patronage on train services
- Lack of connectivity to other nodes within the Precinct
- Poor coordination of train and bus services
- Lack of bus services accessing the Precinct
- Poor pedestrian legibility / access to the CBD
- Poor pedestrian connectivity
- Lack of cyclist facilities and access routes
- Ticketing system needs to be upgraded – Myki
- Poor signage and wayfinding for pedestrians, particularly tourists

Opportunities

- Make the Station Precinct an integrated transport hub
- Coordinate facilities for future events – run special train and bus services – ‘event bundling’
- Amount of vacant land for redevelopment
- Potential to relocate the train stabling to adaptively reuse the Engine Shed
- Enhanced pedestrian connections / new footpaths
- Enhanced train service frequency
- Improved physical and visual connections to the CBD
- DDA compliant access bridge
- Additional train services between Echuca and Bendigo

Priorities

- Integrated transport hub
- Pedestrian connections
- Increased servicing

Theme 02: Buildings and Activity

Issues

- The Goods Shed already has a function for train stabling
- The precinct is currently not a destination
- Cost of redevelopment to any heritage building on site would be very high
- Service requirements for new uses may be costly
- Complex arrangement of land ownership
- Heritage value of the Precinct
- Vacant Engine Shed

Opportunities

- Aged care facilities
- Adaptive reuse of heritage buildings to civic functions
- Connect the precinct more to the Port
- Medium density residential development
- Potential for significant mixed-use development
- Public space (encourage pop-up events)

Priorities

- Identify which parcels of land are available for development opportunities
- Design with a long term plan in mind, with short term actions

Observational Notes

- There is a large amount of **vacant and underutilised land** within the Precinct.
- The subject site has a number of **gaps in the building fabric**, which is an issue for the quality of the pedestrian environment (as noted above) but also serves as an **opportunity for infill development**.
- Significant lots along Sturt Street are currently vacant or underutilised.
- **Existing land uses do not maximise the sites proximity to the Train Station** – a key principle of transit-oriented development is to locate the highest intensity uses that would benefit from access to transit closest to the Station.

- Existing buildings within the site, particularly heritage Station buildings, are currently vacant and represent **opportunities for adaptive reuse or façade rehabilitation**. In particular, the Goods Shed and the Engine Shed are significant opportunities to maintain the character and identity of the subject site while allowing for new development.
- Many of the lots within the subject site hold **opportunities to encourage higher intensity uses**, such as upper level commercial or residential units.
- There are significant **opportunities for residential uses that would support transit and provide for greater housing diversity** within Echuca. Residential diversity should be encouraged within the subject site, for example housing for empty-nesters and young professionals, inclusive housing for seniors and economically disadvantaged populations.
- The **image and perception** of the Precinct is poor.
- Some parts of the subject site stand in **contrast with the image and character of Echuca’s CBD**. In particular, the lots and buildings along Sturt Street need investment and redevelopment. The vacant lots within this streetscape contribute to a lack of activity.
- The east and southern parts of the subject site have a more **industrial character and appear to be underutilised from a land use perspective**.

Theme 03: Public Realm

Issues

- Sense of isolation
- Poor pedestrian infrastructure
- Not a welcoming point of arrival for train users
- Lack of wayfinding / signage for pedestrians and cyclists
- Lack of lighting throughout the Precinct
- The CBD ‘turns its back’ on the Station
- Environmental constraints
- Safety - safe points of crossing for pedestrians over main roads between precinct and CBD

Opportunities

- New public spaces
- Landscaping
- Public art
- Wayfinding / signage
- Green / neighbourhood space
- Pedestrian connections and safe crossings throughout the Precinct

Priorities

- Enhanced pedestrian connections
- New public spaces

Observational Notes

- There is a distinctly **inconsistent pedestrian environment**.
- The **railway corridor forms a visual and physical divide** within the township, between the retail and commercial core to the west and the residential area to the east.
- The industrial land uses and subsequent vacant lots within the Precinct result in a **stark pedestrian environment and a visual disruption in the building fabric**, contributing to a visual divide between the east and the west sides of the tracks.

- Sturt Street is lined with **vacant buildings and lots**, whilst buildings on Annesley Street have long **stretches of blank walls**, coupled with **large exposed areas of car parking**.
- This results in an inconsistent, compromised and somewhat **undesirable pedestrian environment**, with a **poor sense of street enclosure**, a character that is orientated away from the site, and a lack of amenities within the site.
- Streetscapes are missing within the site, with those connections **available lacking basic pedestrian amenities** such as streetlights, footpaths and gutters.
- In areas that contrast with more pleasant parts of the town, there is generally a **lesser amount of accommodation and a lack of active building uses**. This results in **low pedestrian activity** and the perception of a **need for greater safety**.
- Through reinvestment and creative context-sensitive design, there are **opportunities to increase the provision of accommodation in the project area**, generate more activity on the streets, add more people in the neighbourhood and shape the public realm into a more walkable, vibrant and liveable place.

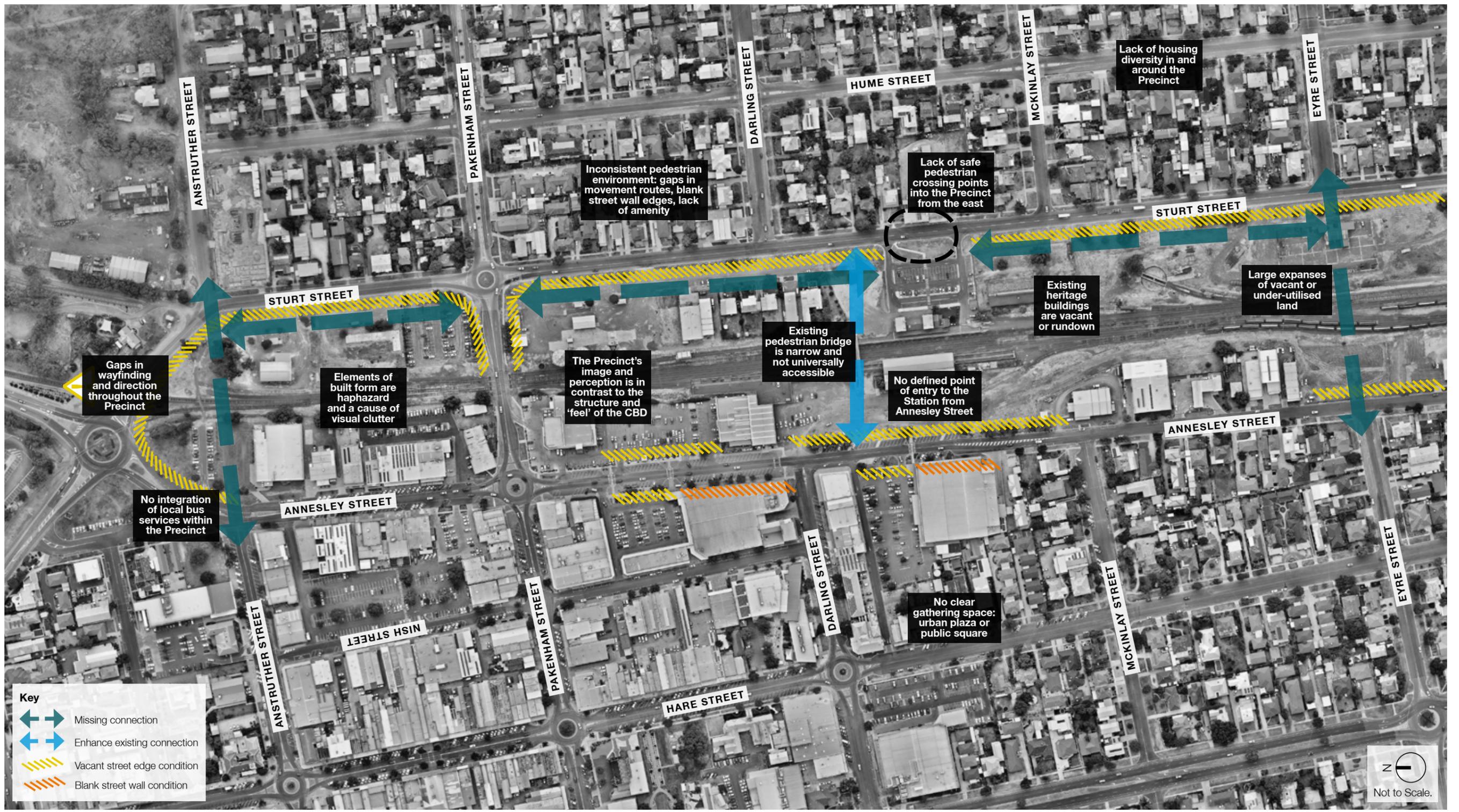


Figure 03: Site Constraints Plan

BB

Framework
Approach

B1. CoDesign Process

The CoDesign Workshop was a participatory process designed to rapidly test and critique the proposed design outcomes, through intensive collaboration and working. Stakeholders were invited to participate through a design review and discussion session, seeking to resolve design challenges, and guide the design outcomes 'under the one roof'

This process helped to avoid protracted design, discussion and negotiation processes by involving all participants, in person, in the same room for an intensive period.



SJB Urban
Echuca Station Assessment Criteria

Group No: _____

Please tick one of the following boxes, against each Criteria, to give an indicative 'on balance' assessment for the Master Plan Concept. Additional comments or suggestions are welcome.

Theme 01: Buildings, Uses and Activities

	Very Poor	Poor	Acceptable	Good	Great
The master plan effectively addresses and promotes the heritage built form within the precinct.					
The master plan encourages a range of activities and uses.					
The master plan will potentially encourage private sector development investment.					
Car parking is effectively managed, with additional commuter space and parking within new developments.					
Additional comments / suggestions:					

Theme 02: Transport, Access and Movement

	Very Poor	Poor	Acceptable	Good	Great
The master plan supports the continued / enhanced operation of train services along the corridor.					
The master plan supports the integration of VLine and local bus services within the Precinct.					
The master plan enhances local connections across the railway corridor.					
The master plan effectively integrates movement corridors and access for pedestrians throughout the precinct.					
Additional comments / suggestions:					

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Theme 03: Public Realm (places, spaces, character and 'feel')

	Very Poor	Poor	Acceptable	Good	Great
The master plan promotes high-quality, interesting and attractive public realm spaces.					
The master plan maximises safety for pedestrians in and around the precinct.					
The public realm supports transport operations and commercial development opportunities.					
The public realm provides enhanced amenity for users (new uses, landscaping, signage, resting points etc.)					
Proposed development and infill concepts support an enhanced streetscape presentation and activation.					
Additional comments / suggestions:					

General: Overall Master Plan Layout

	Very Poor	Poor	Acceptable	Good	Great
The master plan effectively responds to the issues and opportunities identified in the Scoping Workshop.					
The master plan effectively integrates the precinct with adjoining areas (residential to the east, commercial/retail to the west, river to the north).					
The master plan concept supports access, legibility and wayfinding outcomes.					
The master plan provides for interesting and safe experiences, for pedestrians, cyclists, train and bus users.					
Additional comments / suggestions:					

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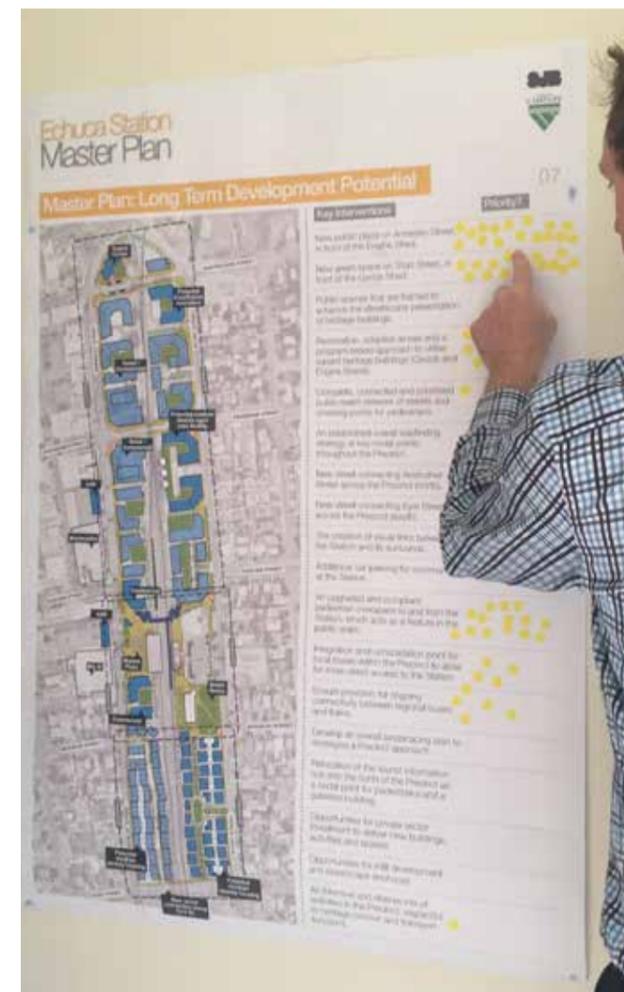


Figure 04: CoDesign Group Assessment Sheet

Figure 05: CoDesign Workshop Images

Part B

B2. Design Approach

Echuca Station Precinct's regeneration shall utilise best practice urban design techniques to deliver good urban design outcomes, including urban renewal and transport-oriented development, and contribute to facilitating the strengthening and development of the town centre.

The objectives for the Echuca Station Precinct were developed directly from the feedback of key stakeholders. An understanding of the physical characteristics of the Precinct and its existing land use context was also important to influencing the aspirations for the Precinct. These aspirations for the Precinct comprise a long-term approach for the site and several critical design objectives that must be achieved to support the design.

Principle 01: Connectivity and Wayfinding

Objective 1.1

Create new and enhance existing pedestrian links to prioritise pedestrian movement and enhance accessibility.

Objective 1.2

Ensure safe and easy access for public transport users, pedestrians and cyclists.

Objective 1.3

Create visual links and enhance wayfinding to facilitate movement between the precinct, Town Centre and the Port of Echuca Tourist Precinct for pedestrians, cyclists and drivers.

Principle 02: Revitalise and Activate Public Space

Objective 2.1

Create a positive first impression of the Precinct from the Station and surrounds through public realm initiatives and upgrades.

Objective 2.2

Create new public spaces with local / contextual significance by repurposing underutilised land.

Objective 2.3

Develop a cohesive landscape plan, integrating sustainable infrastructure and initiatives where possible.

Principle 03: Redefine the Transport Hub

Objective 3.1

Transform the Station into a shared, high quality space, with new infrastructure and improved passenger facilities that are accessible to all, encouraging continuing growth in patronage.

Objective 3.2

Improve pedestrian access across the Railway Corridor, allowing for universal access.

Objective 3.3

Reintegrate transport routes, adjusting local bus services within the Precinct to allow for easy and efficient access to trains.

Objective 3.4

Improve commuter car parking provision within the Precinct.

Principle 04: Facilitate Development & Adaptive Reuse

Objective 4.1

Improve the local urban environment through new, quality development opportunities within the Precinct.

Objective 4.2

Encourage an intensive and diverse mix of activities in the Precinct, while remaining respectful of the heritage context and transport functions around the Station.

Objectives 4.3

Encourage private sector investment to deliver new buildings, activities and spaces.

Objective 4.4

Encourage the retention adaptive reuse of significant or heritage buildings.

Objective 4.5

Make the heritage buildings accessible and enjoyable for all by adapting spaces for community or civic uses.

Principle 05: Staging and Flexibility

Objective 5.1

Create continuity throughout the Precinct across stages of development in the public realm condition, planting and materiality.

Objective 5.2

Plan for the Precinct to evolve and redevelop over time and allow for flexibility in staging, adapting to changes in market circumstances and funding availability.



Figure 06: Framework Plan



Master Plan

C1. Outline Overview of the Master Plan

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

The Master Plan comprises:

- upgraded station forecourt access for pedestrians;
- a new public plaza space adjoining the Goods Shed to the west of the Station and fronting Annesley Street;
- new local bus stops on Annesley Street to connect into the Station;
- additional local bus stops located outside the Station entrance;
- refurbishment and re-use of the existing Engine Shed and Goods Shed for civic, community or commercial purposes;
- new green open space in front of the Engine Shed on Sturt Street;
- new and continuous pedestrian and cycle linkages into and through the Precinct;
- an enhanced and integrated way-finding system throughout the Precinct;
- medium-term accommodation and longer-term mixed-use development opportunities; and
- expanded commuter car parking capacity outside the Station entrance.

Importantly, the early stage initiatives are all public, civic and transport-related, to leverage private-sector investment later in the stages. The early public realm works are expected to establish the conditions to attract investment, forming a 'catalyst' for further redevelopment and revitalisation of the precinct over time.

Staging Approach

Delivery of the Master Plan is broken into three distinct stages. Elements of each stage are designed to be interchangeable to allow for flexibility based on funding availability and market interest.

- Stage 01: Short Term – Public Realm (2016-2020)
- Stage 02: Medium Term – Future Development (2020-2025)
- Stage 03: Longer Term – Future Development (2025+)

The medium and longer term development opportunities have been identified to capitalise on the public realm investments made in Stage 01. Delivery of these opportunities will be influenced by economic and market conditions, availability of land, and future commercial and residential development demand.

Part C

C2. Stage 01: Short Term – Public Realm Upgrades

Overview

The initiatives listed in the short term public realm section set the priorities and direction for next steps. Many of these initiatives need detailed planning, design work and budget to progress.

The focus of Stage 01 is the formalisation and promotion of the public realm, for enhanced and continuous pedestrian and cyclist movement across the whole Precinct. The introduction of new footpaths and dedicated movement corridors for pedestrians and cyclists means safer access into and through the Precinct. These new pedestrian and cycle links extend around and through the precinct linking Sturt and Annesley Streets. Upgrading the heritage bridge to landscaped ramps will provide universal station access for pedestrians and cyclists. Opportunity for end of trip cycling facilities and integrated bicycle parking.

A new public plaza fronting the Goods Shed will provide a dedicated space for pedestrians and frame the Precincts heritage and transport significance to Annesley Street. A new green open space on Sturt Street seeks to enhance the presentation and significance of the Goods Shed.

Master Plan Initiatives

Initiative 01: New and enhanced Pedestrian and Cyclist Connections

- New shared pedestrian and cyclist connections along Sturt Street, and enhanced connections on Annesley Street into the Precinct would provide safe, legible and universal station access for pedestrians.
- All key points of entry to the Station Precinct should be upgraded, with a focus on pedestrian crossing points over roads, as illustrated in the Master Plan. Most notably these would be over Sturt Street and Annesley Street and supported by wayfinding
- Upgrades to the existing heritage bridge would allow for universal access to all users.
- A new, formalised pedestrian crossing could connect Eyre Street for pedestrians and cyclists.

Initiative 02: New Public Spaces

- New public spaces to the east and west of the railway corridor, could provide activation and access between the Station, the town centre and surrounding residential.

- A new green space framing the Engine Shed could provide a local recreational space for residents.
- A new public plaza space on Annesley Street would support increased activity and surveillance in the station precinct and provide an adaptable space for civic gatherings.
- New public spaces would also enhance connections to surrounding land uses.
- Upgrades to these spaces around the Station would also present opportunities for end of trip cycling facilities and integration of bicycle parking within/adjacent to the Station building.

Initiative 03: Upgrades and Enhancements to the Public Realm and Landscape

- All new pedestrian connections and public spaces into and within the Precinct, should be constructed with paved routes, lighting, signage, furniture, weather protection and landscaping (subject to further detailed design).
- The existing heritage infrastructure throughout the Precinct (including Station building, Goods Shed, Engine Shed, Water Tower and Turn Table) have the potential to be incorporated into a local heritage trail, via special wayfinding throughout the Precinct.
- An integrated detailed landscape plan should be prepared for the Precinct.

Initiative 04: Defined Spaces and Points of Entry

- Provision of new, clear pedestrian points of entry to the Station on Sturt Street and Annesley Street would provide clear, legible and safe access through the Precinct.
- A new public plaza to the east, and enhanced Station forecourt and green space to the west, could create pedestrian only areas in front of the existing heritage Station buildings.
- These spaces could reconnect pedestrian access to Annesley Street, Sturt Street and beyond to the town centre and residential areas.
- The removal of any existing overgrown landscape and cluttered building additions presents the opportunity to create new, high-quality, public spaces, linking the heritage buildings to their streetscapes.

Initiative 05: Adaptive Re-use of Station Buildings

- The existing vacant, heritage Engine Shed (east) could be upgraded and refurbished to accommodate new uses and re-engage with the residential area. Any car parking demand generated from this adaptive reuse could be accommodated in the expanded commuter parking area.
- The existing vacant, heritage Goods Shed (west) could be semi-upgraded to accommodate new uses fronting the public plaza. Potential new uses could be a cafe, small civic or leasable commercial space for small business offices and studios.
- It is anticipated that the 'back' half of the Goods Shed retain its existing transport function, stabling trains.
- The adaptive reuse of these heritage buildings would provide connections to passenger waiting facilities within the Station, as well as providing for surveillance of the Precinct.
- Upgrade and adaptive re-use of these buildings would be a very positive heritage outcome for these currently underutilised and degrading buildings.

Initiative 06: Relocated and Upgraded Bus Stops

- The current local bus stop locations throughout the town centre do not adequately service the Station.
- The addition of new local bus stops directly adjacent to the new public plaza on Annesley Street, could provide new shelters and direct access into the Station from the west. These stops would allow for direct access via local transport routes into the Station Precinct.
- Additional local bus stops could also be accommodated within the existing Station drop-off area, currently only serviced by V/Line coaches.

Actions to Implementation

- Council to implement any required policy and zoning changes to the Planning Scheme, to accommodate future development initiatives.
- Engage with VicTrack regarding surplus land availability and requirements.
- Develop a transport hub through integrating town bus, V/Line coaches into a transit stop within the station. Then actions include planning and design work, then

budget processes, the construction. The master plan supports the business case to progress planning and design.

- Undertake background infrastructure and site design investigations for Stage 02/03 development opportunities.
- Action public realm works, as follows:
 - Identify scope of improvements to existing pedestrian connections to the Precinct and undertake detailed design for new routes throughout the Precinct.
 - Detailed design for new public spaces with key stakeholders and the community, whilst maintaining the prominence and visibility of the station buildings.
 - Establish a service standard for public realm spaces.
 - Detailed design of new public realm infrastructure (paving, landscaping, lighting, signage, furniture, weather protection etc.) to ensure convenient access for all, within the Precinct and to the new bus stops on Annesley Street.
- Identify space required in the Goods Shed for transport uses and available spaces for other uses in consultation with PTV, VicTrack, V/Line and other key transport operators.
- Seek expressions of interest to lease available spaces within vacant heritage buildings.
- Undertake design work for expansion of the commuter car parking on Sturt Street / outside the Station.
- Prepare / implement an integrated landscape plan for the precinct.
- Action new bus stops, as follows:
 - PTV to complete an operational review and detailed design of bus stops in consultation with key stakeholders (including weather protection, lighting, furniture and signage).
 - Facilitate the transition of the existing bus routes to the new stops location on Annesley Street and outside the Station on Sturt Street, with VicRoads, PTV and bus operators.

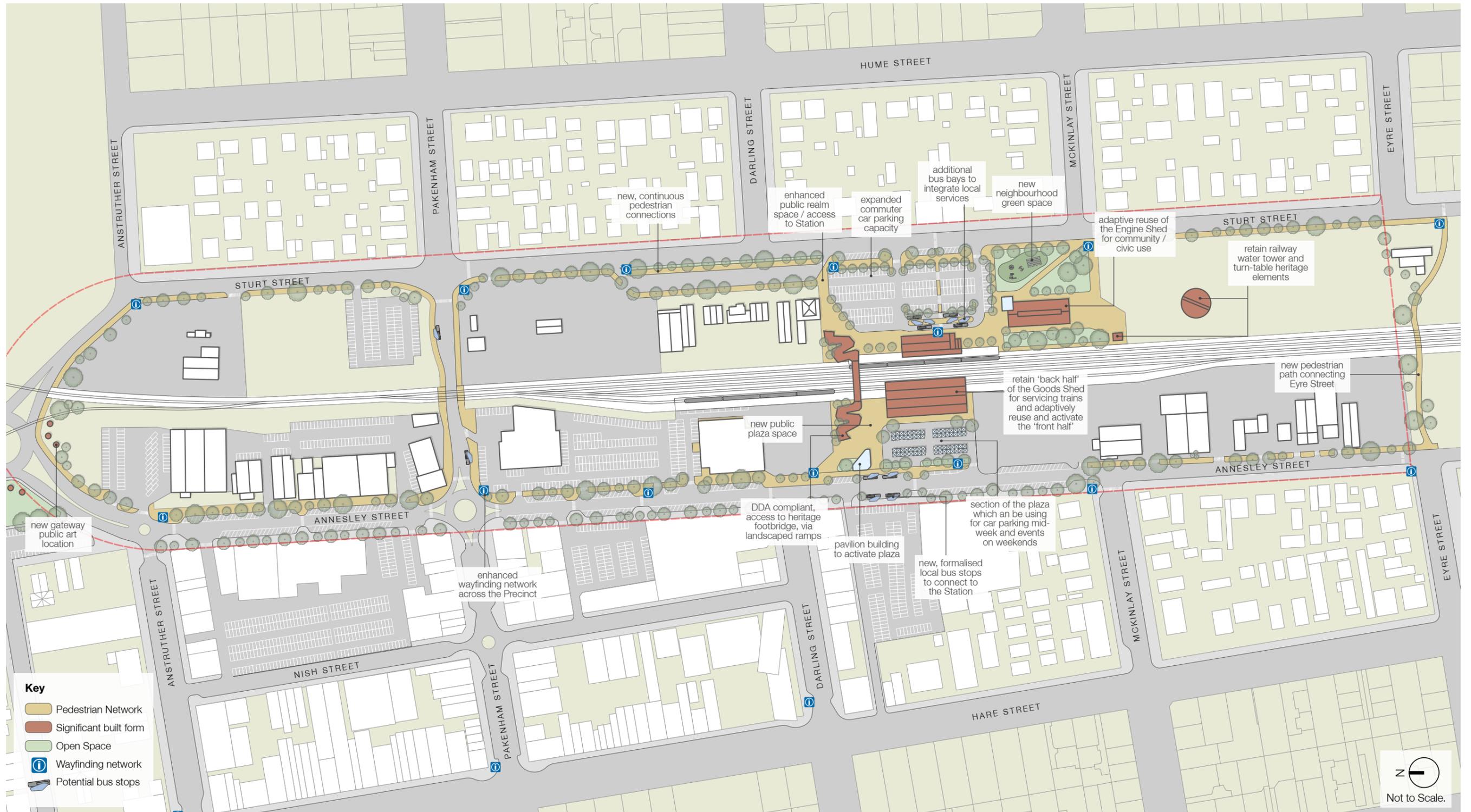


Figure 07: Master Plan Short Term

Part C

C3. Stage 02: Medium Term – Development Opportunities

Overview

The focus of Stage 02 is to provide medium term development potential that meet existing and future market demands.

Expanding the development potential of the Precinct to other uses will enhance the growth of the town centre in a more compact way, focusing on urban regeneration. This approach has the potential to enhance the Precincts role within the town centre and in local tourism, with its unique transport role and heritage character.

Master Plan Initiatives

Initiative 07: Accommodation Development Opportunities

- Land parcels have been identified to the south of Sturt Street for possible release to the market for accommodation development. Noting that Environmental Audit and contamination assessment are required to confirm suitability. Development in this location could accommodate townhouse typologies of 2 storeys in height.
- Construction will be closely linked to market demand.

Initiative 08: Mixed Use Development Opportunities

- Land parcels at the corner of Sturt Street and Pakenham Street have been identified as a significant retail and commercial development opportunity.
- Development should not adversely 'block' views through the site to the heritage Station buildings.
- Land parcels abutting the new public plaza on Annesley Street, have been identified for mixed-use development in the medium term.
- Development in this location would provide activation to the plaza space and frame its edges, providing a sense of enclosure and surveillance.

Initiative 09: Infill Development Opportunities

- Existing car parks on Annesley Street (west), provide opportunities for 'infill' retail development.
- Development of this nature on Annesley Street will help alleviate the sense of the town centre 'turning its back' on the Precinct. It will provide new active edges to the streetscape and break up the long expanses of blank walls or vacant street edges.

Initiative 10: Specialist Development Opportunities

- Land parcels to the north of the Precinct have been identified for specialist uses as part of future development:
 - At the corner of Sturt Street and Anstruther Street there is an opportunity for an office development or alternatively to relocate the Courthouse, opposite the Police Station; and
 - At the corner of Annesley Street and Anstruther Street there is the opportunity for a gateway building to the Precinct and the state of Victoria. Such as a new hotel / conference facility.
- Both of these uses, being located to the north of the Precinct, and at the entry to the State from New South Wales, provide the opportunity to be landmark or gateway buildings for the town and the Precinct itself.

Actions to Implementation

- Action development opportunities as follows:
 - Council to prepare and undertake required planning scheme amendments, including zoning changes.
 - Undertake market engagement process to seek private sector interest in potential development sites.

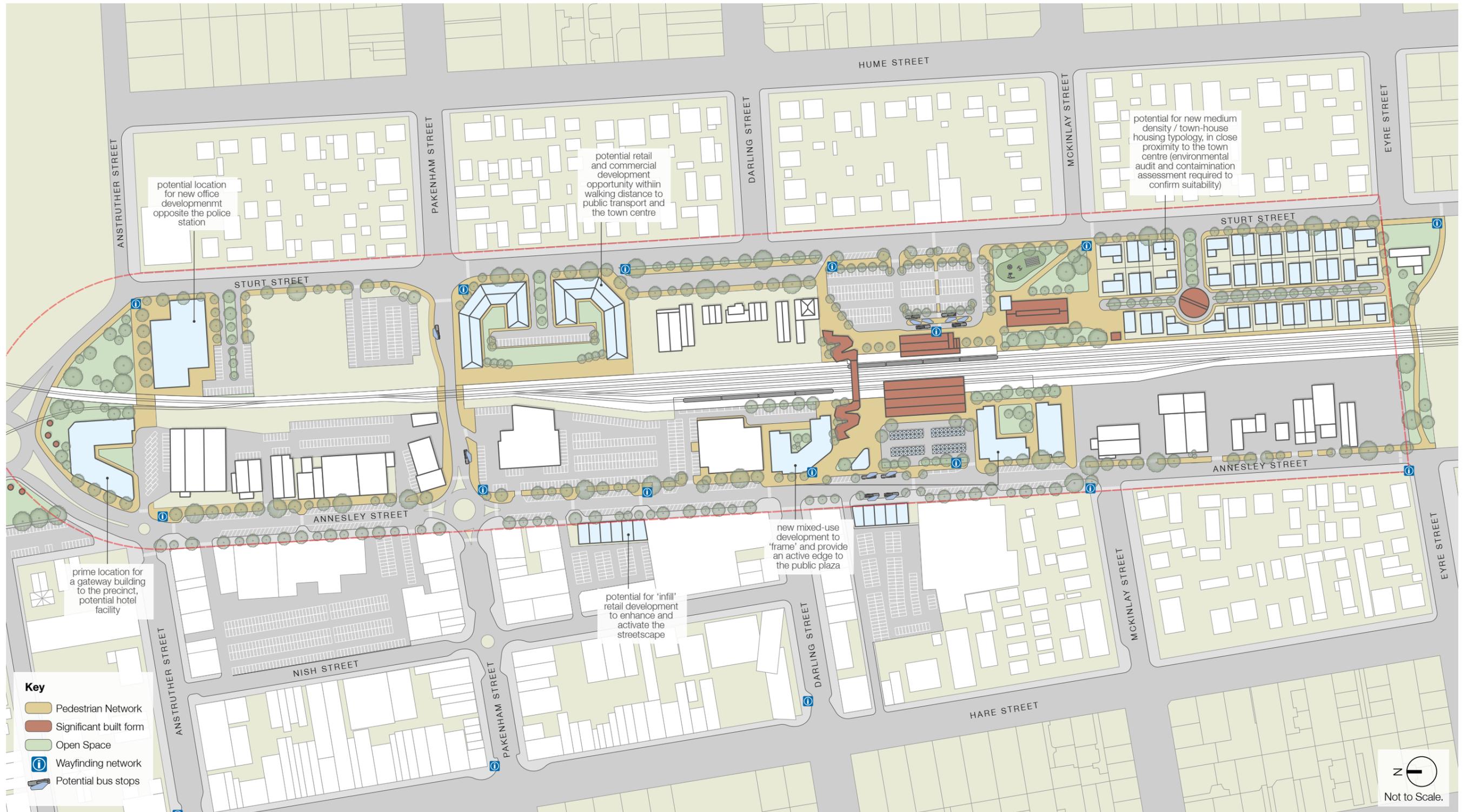


Figure 08: Master Plan Medium Term

Part C

C4. Stage 03: Longer Term – Future Development Opportunities

Overview

The focus of Stage 03 is the longer term development opportunities within the Precinct. Building upon the established public realm structure, enhanced transport functionality, and adaptive reuse of heritage value of existing buildings, this stage of the Master Plan has been designed to provide a flexible development approach on private land holdings.

The Precinct is organised to provide for future development potential and new land uses, in turn establishing extensive activation and re-energising the Precinct, based on future market demand.

Master Plan Initiatives

Initiative 11: Further Mixed Use Development Opportunities

- Further future development opportunities have been identified across the precinct. These recognise the potential to accommodate big box retail, but with designs that accommodate smaller retail and commercial uses fronting Annesley Street.
- This wrapped big box approach will provide the streetscape with a sense of enclosure, activation and structure, making it a more pleasant environment for pedestrians and cyclists.
- Car parking would be restructured and relocated to the rear of these mixed use development parcels.
- Additional residential development opportunities within the Precinct and on privately held land to the east of the Precinct demonstrates the capacity for increased density, population critical mass and new housing typologies within the local area.

Initiative 12: Upgrade Landscaping

- Finalisation of landscaping improvements post development, in alignment with Stages 01 and 02, and the overarching landscape plan.

Actions to Implementation

- Consult with adjoining landowners to prepare a strategy to deliver future, consolidated development opportunities.

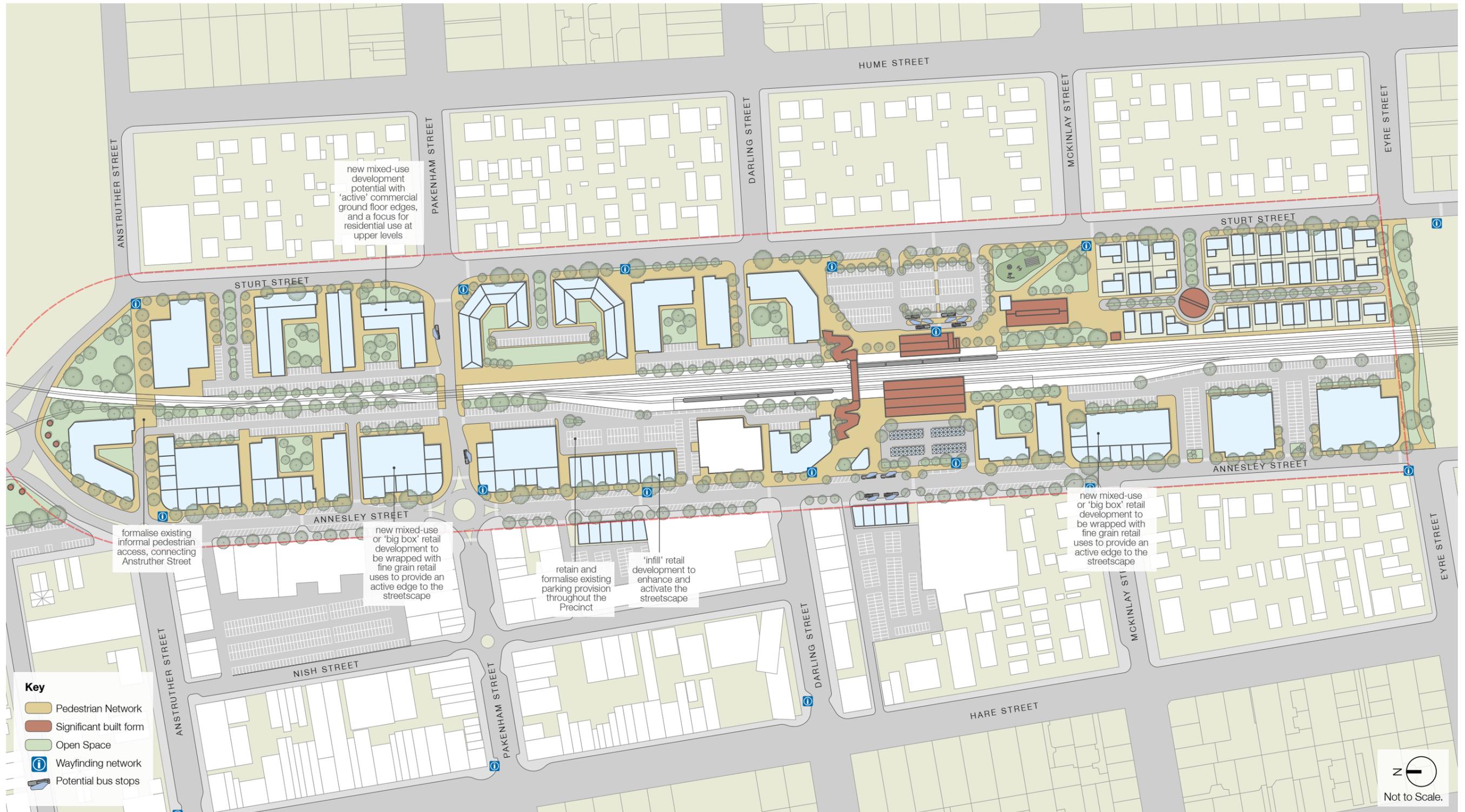


Figure 09: Master Plan Longer Term Development Potential

Part C

Precedents



Precedents



