

WALLAN TOWN CENTRE

Master Plan and Urban Design Framework



MASTER PLAN AND URBAN
DESIGN FRAMEWORK

Following on from the completion of the Wallan Structure Plan in 2015, Council has prepared a draft Wallan Town Centre Master Plan and Urban Design Framework to guide the future growth and development of the town centre over the next 10 to 20 years.

Council is currently seeking feedback from the community on the draft Wallan Town Centre Master Plan and Urban Design Framework (Wallan Town Centre Plan).

You can have your say on the draft Wallan Town Centre Plan between 28 June and 19 July 2016.

Wallan is set to become the main activity centre at the top of Melbourne's northern growth corridor. The Wallan Town Centre Plan will help guide and shape the future development of Wallan Town Centre in a holistic and joined-up way – avoiding ad hoc development.

The Wallan Town Centre Plan seeks to establish both a long term vision for the town centre and also to identify a number of short and medium term projects and priority actions to help kick start the further development and transformation of the town centre. It will also lay the foundation for the preparation of more detailed concept designs for important public places throughout the town centre.



Artist's impression of a potential future Queen Street, looking east from Stanley Street

The Vision for the Wallan Town Centre is to:

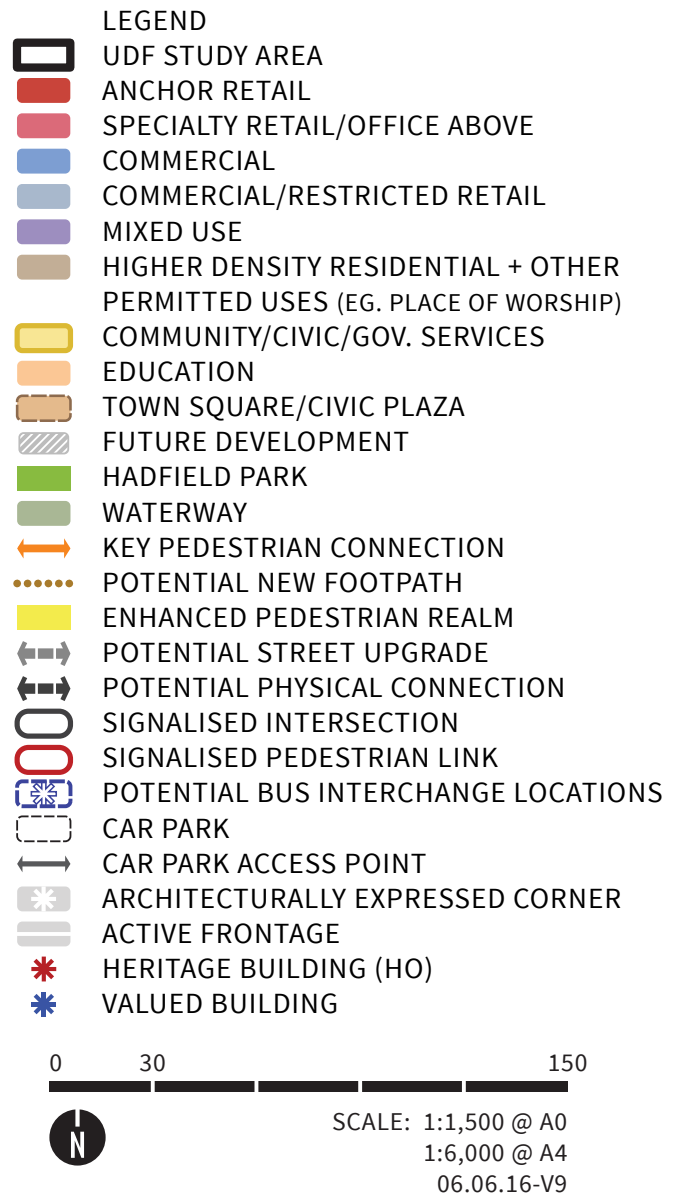
Continue its traditional role of providing generous facilities and offering a town based lifestyle to existing and future residents and visitors alike.

The Masterplan has been designed to:

- > Ensure the town centre's growth is consolidated and compact
- > Create a clear network of footpaths, cycle links, and streets to and within the town centre
- > Promote the early development of vacant and underutilised sites for retail, community and commercial uses
- > Facilitate a mix of uses in the town centre to ensure the town centre is vibrant and offers a diverse range of facilities, as well as options for higher density residential development
- > Support the improvement of the public realm, and the creation of new and enhanced public spaces, to enhance the appearance, perception and experience for users of the town centre.

The Wallan Town Centre Plan has been prepared to provide the framework for the town centre to improve its function and role in line with the expected population increase over the coming years. The Wallan Town Centre Plan will help Council to make strategic and site specific decisions about future development in the Wallan Town Centre. The plan will provide guidance on a range of elements including land uses, access and movement, site layout and built form and public realm and landscaping.

For more information please refer to the draft Masterplan and Urban Design Framework at www.engagingmitchellshire.com/wallantowncentreplan



PLEASE NOTE:

THE FUNCTIONAL LAYOUT SHOWN ON THIS MASTERPLAN FOR THE NORTHERN HIGHWAY IS CONCEPTUAL ONLY & WILL BE SUBJECT TO FURTHER CONSULTATION & DETAILED DESIGN.



KEY ISSUES AND FEATURES OF THE PLAN

Movement Network

As Wallan grows from a current population of around 12,000 to an eventual population of approximately 50,000 – demand on transport infrastructure will grow across Wallan Town Centre.

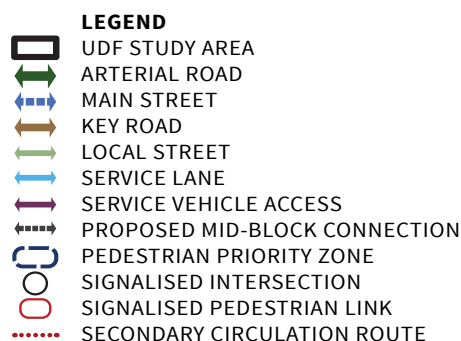
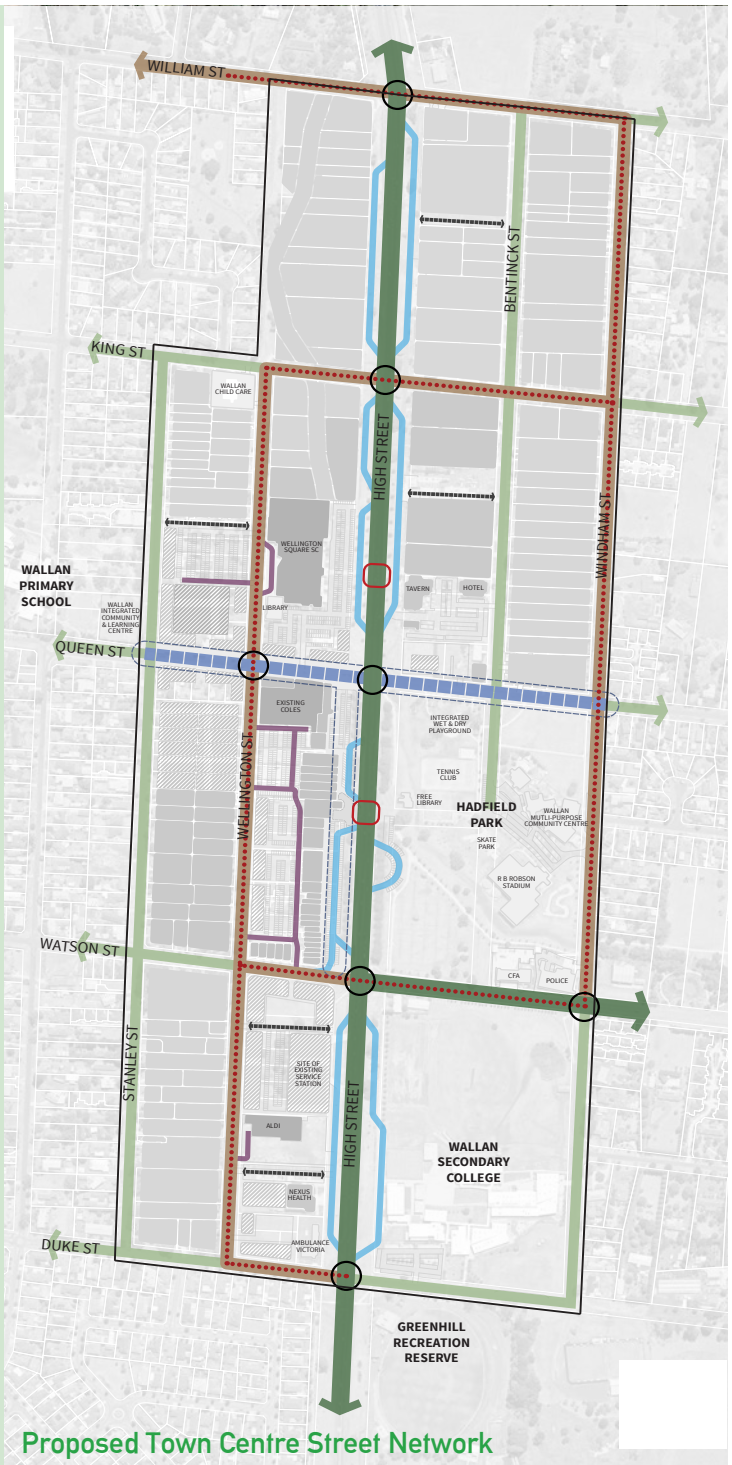
An overall movement network will be delivered within Wallan Town Centre. The Wallan Town Centre Plan aims to fix missing footpath and road links and provide for easier and safer movement.

What have we heard?

- > Northern Highway is a significant barrier to pedestrian movement given existing traffic, and also distances between dedicated pedestrian connection points and crossings.
- > There is a lack of connectivity within and around Wallan Town Centre, including key roads such as Wellington Street.
- > A clearly identifiable secondary circulation road network is needed to move traffic around the town centre.
- > Service roads and car parking can be confusing and difficult to access and can feel unsafe for both drivers and pedestrians.

Opportunities

- > Develop a clear movement hierarchy which provides connectivity through multiple route options.
- > Simplify access along High Street by creating wider footpaths and safer routes from High Street to Queen Street.
- > Complete the missing links to help create a secondary circulation road network (including construction of Wellington Road between Duke Street and Watson Street; and construction of King Street from Wellington Street to High Street).
- > A capacity upgrade for High Street (Northern Highway) in the town centre to accommodate two lanes in each direction – but without any disruption to the existing Avenue of Honour between Watson Street and Queen Street.
- > Provide a future bus interchange in the town centre at one of the four option sites identified.



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SCALE: 1:1,500 @ A0
1:6,000 @ A4
07.06.16-V9

Footpaths and Cycling

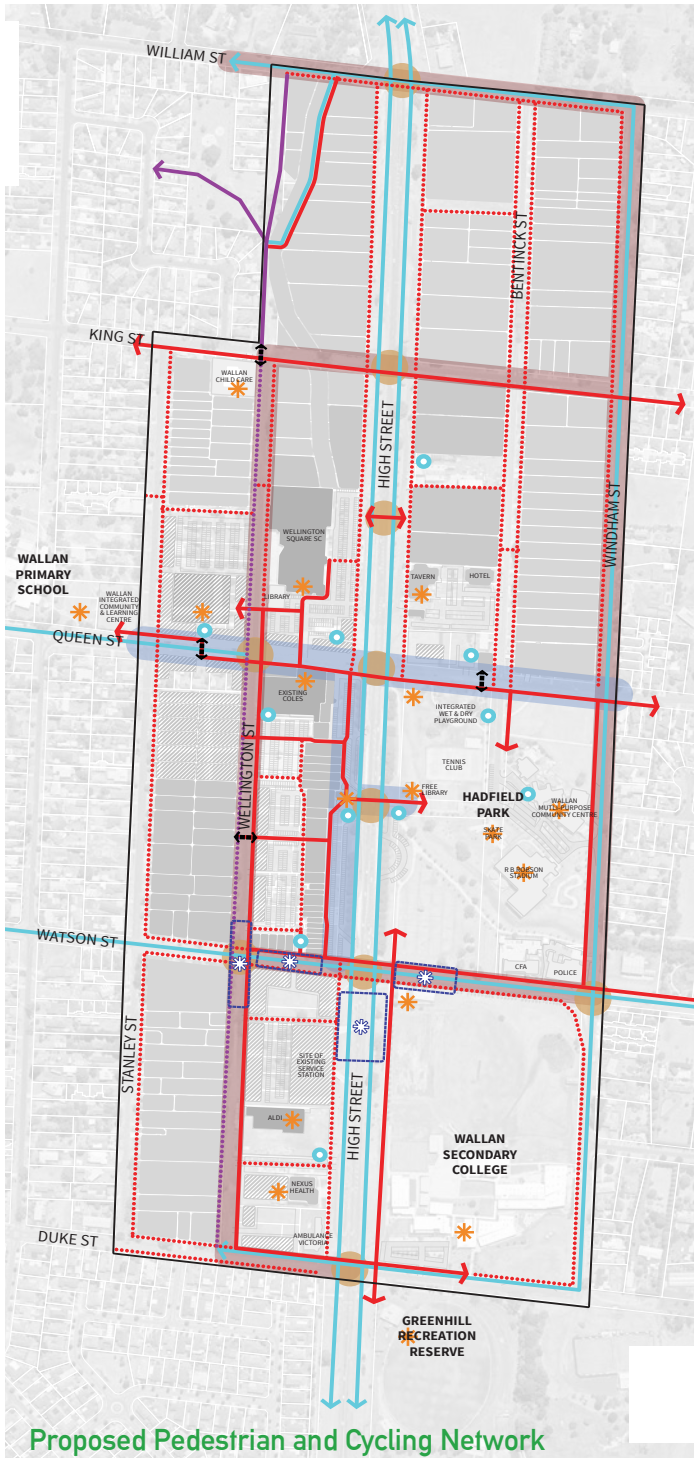
The Masterplan aims to dramatically improve the experience for pedestrians within Wallan Town Centre as the town centre develops.

What have we heard?

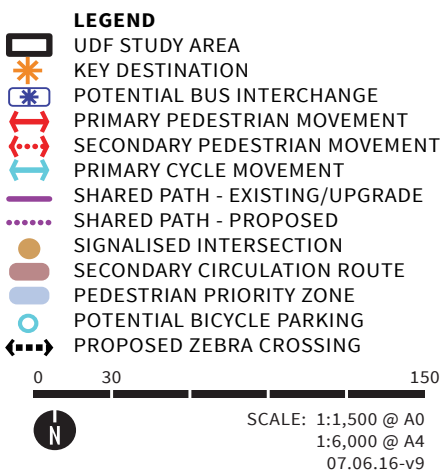
- > Pedestrian movements are constrained within car parking areas and east-west movements due to a lack of adequate infrastructure or way finding from rear car parks to shops fronting High Street.
- > There are significant distances between signalised intersections along High Street, which leads to unassisted crossing east/west, particularly near the War Memorial/Free Library and retail strip shops.
- > Different footpath levels and surface changes throughout the town centre can make it difficult to walk around.

Opportunities

- > Provide a logical network of footpaths, shared paths, cycle lanes and off-road paths across the town centre – to connect people to all parts of the town centre
- > Connect the different precincts within the town centre with continuous pathways, new dedicated walkways and improved streetscapes making the town centre easy to explore for visitors and enjoyable for residents.
- > Distribute the car parking throughout the centre and make it better connected to the anchor retail businesses and pedestrian streets to encourage a new 'park and walk' mentality.
- > Pedestrian movements will be prioritised by designing street cross sections to accommodate a mix of pedestrian, cycling and vehicle infrastructure on all roads within the town centre.



Proposed Pedestrian and Cycling Network



Public Realm Improvements

The Masterplan has identified opportunities for new public spaces and improved streetscapes. The aim will be to steadily transform Wallan Town Centre into an attractive and pleasant place to visit, shop, dine and spend time in.

What have we heard?

- > Wallan Town Centre is dispersed with no focal point.
- > Limited landscaping and greenery within the town centre.

Opportunities

- > Creation of a 'town centre heart'. This would involve a new town square on the west side of High Street which physically and visually joins with the War Memorial/Free Library and Hadfield Park.
- > Improve streetscapes throughout the centre by sealing roads; and providing wider, continuous and better connected footpaths and street furniture.
- > Protection and expansion of the Avenue of Honour tree planting; with more tree planting in other town centre streets.



Concept illustration for a New Town Square on the west side of High Street, Wallan.

Design Guidelines

The Wallan Town Centre Plan includes an Urban Design Framework that will form the basis for design guidelines for the town centre.

What have we heard?

- > Buildings in the town centre are often poorly connected to each other and also poorly relate to the streets on which they are located.
- > No consistency and often unattractive built form, public realm, signage, etc., within the town centre.

Opportunities

- > Creation of a set of Design Objectives which describe desired outcomes to be achieved by future development in each town centre precinct of the town centre.
- > Encourage the design and development of buildings and use of materials that make Wallan Town Centre an attractive and pleasant place to visit and spend time in.

Greenhill Recreation Reserve

Alongside the work on the Wallan Town Centre Plan, Council is actively working to acquire land to the south of the existing Greenhill Reserve to allow for the future expansion of the recreation reserve and provision of additional sporting and recreation facilities. Refer to Planning Scheme Amendment C112 for further information.

What have we heard?

- > Various sporting facilities in Wallan are at or fast approaching their limits.
- > The town's growth means that more active recreation and sporting facilities are urgently needed.

Opportunities

- > Provide for the expansion of Greenhill Reserve and provide a diverse range of additional sporting facilities in a central location, very close to the town centre.
Please note: A future master plan, involving extensive community and sporting group consultation, will be undertaken to help inform the type, number and layout of facilities.
- > Encourages earlier delivery of the key community infrastructure prior to the current shortfall being exacerbated/increased by additional population growth in the township.



Concept Illustration: Greenhill Recreation Reserve - Indicative layout plan for potential future expanded reserve (Layout is indicative only; the type, number and layout of facilities will be subject to a full masterplanning exercise to be informed by community and user group consultation.)

Precincts and Key Development Sites

The Masterplan has identified six precincts for the Wallan Town Centre. For each precinct, more detail is provided on existing and future land uses and more detailed elements of the plan including key footpath and road improvements and proposed significant public realm improvements.

Four Key Development Sites have also been identified in the UDF based on their potential to provide an important focus in the town centre and in order to demonstrate how the design objectives and/or preferred outcomes can be achieved. The six precincts are:

Northern Gateway Precinct

- > Key entrance location to Wallan Town Centre from the north.
- > Defined by larger scale commercial use on the eastern side of the Northern Highway, with predominately residential uses to the west.

Supporting Town Centre Function Precinct (East and West Sections)

- > Well positioned to accommodate complementary town centres uses.

Town Centre Core Precinct

- > It will accommodate existing and new core retail functions.
- > A new 'town centre heart' will be created as a centrally located public space
- > Queen Street proposed to become a second retail 'main street' over time.

Lifestyle Precinct

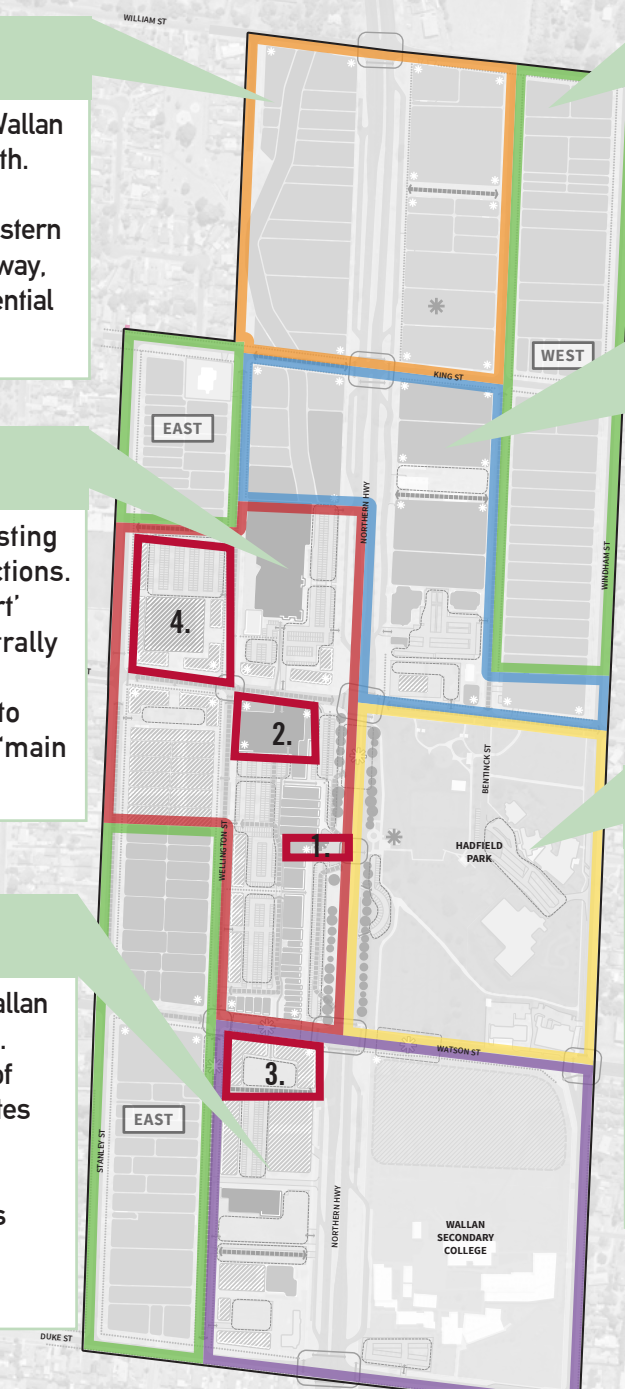
- > A mix of uses to complement the Town Centre Core precinct including.
- > Commercial businesses, food and drink establishments and residential.

Southern Gateway Precinct

- > Key entrance location to Wallan town centre from the south.
- > There are a large number of vacant and underutilised sites within this precinct which provide an opportunity for expanded commercial uses and higher order community services.

Leisure Precinct

- > Hadfield Park plays a pivotal role in this precinct.
- > This precinct will continue to provide the existing range of recreational services, passive open space and community uses.
- > Wallan Structure Plan identified that a separate future master planning exercise should be undertaken for Hadfield Park.



1. Town Centre Heart

- > Opportunity to create a new focal point and public square

2. Anchor Retail Expansion

- > Potential for enlarged retail site

3. Commercial Hub

- > Potential for a commercial hub

4. Retail Core Expansion

- > Provide for future expansion of the retail core

FREQUENTLY ASKED QUESTIONS:

1. Why do we need a Master Plan and Urban Design Framework for Wallan Town Centre?

Wallan has been included within Melbourne's Urban Growth Boundary and is set to become part of an expanded greater Melbourne over the coming years. In light of this, the Wallan Structure Plan was completed and plans for an eventual population of approximately 50,000. As Wallan grows, the Town Centre will experience significant growth and development to cater to the increasing surrounding population. To manage this future growth, and ensure that growth is positive for the town centre and for Wallan's residents, Council is preparing this new Town Centre Master Plan and Urban Design Framework.

2. What is the status of the Kilmore – Wallan bypass project?

The project is being managed by VicRoads. The Victorian Government announced a preferred option (the Western Option) for a future Kilmore – Wallan Bypass. VicRoads are currently undertaking final investigations in respect of the option and road alignment. Please visit the VicRoads website for further information.

3. My property is located in the Wallan Town Centre Study Area? What does that mean for me?

The Wallan Town Centre Plan provides a framework for future land use. Some of the future land uses may require a rezoning, which will be undertaken in accordance with the relevant statutory planning processes. Existing uses can continue in the meantime.

4. How will the Urban Design Guidelines affect how I can develop my property?

The Urban Design Guidelines contains a set of Design Objectives which describe desired outcomes to be achieved by future development in each town centre precinct of the town centre. It also contains preferred outcomes which outline how the Design Objectives could be best achieved.

It is recommended that these Design Objectives are considered when proposing any new form of development within the Master Plan area.

5. When will the roads, footpaths, public realm upgrades, etc, that are shown in the Master Plan be delivered?

All of the proposed infrastructure upgrades and public realm projects identified in the Plan will not be delivered immediately. Some will be able to be delivered gradually as part of Council's capital works program. However, most will be delivered as part of new developments or as a result of contributions collected from new development. Larger items, such as new road connections within the town centre, will most likely be reliant on government funding at a time when they are needed.

An important reason for having this Plan in place is that it enables Council to advocate to State and Federal governments for funding to help deliver these vital projects, and Council will actively use the Town Centre Plan for this purpose.

6. What are the next steps in the project?

Following the exhibition period Council will carefully consider the feedback received. Council will make changes to the draft plan where required and adopt a final Master Plan and Urban Design Framework. Council will then commence a planning scheme amendment to implement the Master Plan and Urban Design Framework into the Mitchell Planning Scheme. As part of this process there will be another public exhibition period including the opportunity to present to an independent planning panel. The process for a planning scheme amendment generally takes around 12 months. Council will progressively implement the actions identified in the plan in the coming years, in cooperation with other public and also private sector stakeholders.

YOUR FEEDBACK

Council is currently seeking feedback from the community on the draft Wallan Town Centre Plan between 28 June and 19 July 2016.

The Master Plan and Urban Design Framework have been prepared following a process of design, analysis, testing and targeted consultation with state and local government, key agencies, landowners, local community organisations, stakeholders and internal Council departments.

We now want your further input.

View the draft Town Centre Plan:

- > View it online at: www.engagingmitchellshire.com/wallantowncentreplan
- > At Wallan Library
 - 3 copies will be on permanent display and available to view in Wallan Library during opening hours
- > At Drop-In Information Sessions
 - 10am-1pm, Thursday 30 June, Wallan Multi-Purpose Community Centre
 - 10am – 1pm, Tuesday 5 July, Wallan Public Hall, Free Library
 - 5pm-8pm, Thursday 7 July, Wallan Public Hall, Free Library
 - 5pm – 8pm, Thursday 14 July, Wallan Multi-Purpose Community Centre

Drop in at any stage during these times or call Strategic Planning on 5734 6200 to book an individual appointment with a Council officer.

Write a formal submission:

- > Write a submission on the project website: www.engagingmitchellshire.com/wallantowncentreplan
- > Post a submission to:
Wallan Town Centre Plan project, Mitchell Shire Council, 113 High Street, Broadford 3658
- > Email a submission to:
wallantowncentreplan@mitchellshire.vic.gov.au

WHAT HAPPENS NEXT?

Submissions will help shape development of the final Master Plan and Urban Development Framework.

Once consultation is closed, the Master Plan and Urban Development Framework will be revised and finalised. The final Master Plan and Urban Development Framework will then be put to Council for adoption.

Once adopted, the Master Plan and Framework will be incorporated in the Mitchell Planning Scheme and form part of the basis for future decision making as it relates to planning and design matters within the town centre.

