





# CONTENTS

1.	Purpose	3
1.1	Put People First	3
1.2	Ingredients of a successful town centre	3
2.	Direction C1 - Encourage a healthy mix of land uses that foster prosperity and activity	4
3.	Direction C2 - Make the Northern Highway a great 'country town' main street	6
4.	Direction C3 - Transform Wallan's shopping strip into a vibrant and engaging public space	8
5.	Direction C4 – Encourage a town structure that supports potential change and redevelopment	14
6.	Direction C5 - Develop a great modern Victorian 'country town'	16
7.	Direction C6 – Promote civic pride in the Town Centre	18
8.	Direction C7 - Make Hadfield Park an iconic open space	20



# 1. Purpose

## 1.1 Put People First

Wallan's town centre is its most important asset. Its role and function as a place for business and public life will change significantly as Wallan transitions from a town of 10,000 people to 50,000 people.

Wallan is different from other growth area towns in that it already has significant retail and services within its existing town centre, and does not need to wait for the 'critical mass' of population to provide such facilities. This point of difference could attract future residents to Wallan ahead of other surrounding growth area townships.

The major issue for the existing town centre is enhancement so that it fulfills its potential. The existing centre currently lacks a good pedestrian experience, is poorly laid out and does not have a strong character.

There is a significant opportunity to revisit the role of streets and public spaces in Wallan town centre so they become more focused on providing enjoyable, comfortable and engaging experiences for people.



Image from workshop facilitated by the Office of the Victorian Government Architect (OVGA).

Part C outlines a number of initiatives and concepts that focus on 'putting people first' in the Wallan town centre. It is guided by the shared vision and focuses on achieving the following key directions:

- Encourage a healthy mix of land uses that foster prosperity and activity;
- Make the Northern Highway a great 'country town' main street;
- Transform Wallan's shopping strip into a vibrant and engaging public space;
- Encourage a town structure that supports potential change and redevelopment;
- Develop a great modern Victorian 'country town';
- Promote civic pride in the Town Centre; and
- Make Hadfield Park an iconic open space.



Image from workshop facilitated by the Office of the Victorian Government Architect (OVGA).

## 1.2 Ingredients of a successful town centre

During the development of the Wallan Structure Plan, a workshop was undertaken, which focused on identifying opportunities for improving the Wallan town centre. This workshop was facilitated by the Office of the Victorian Government Architect (OVGA) and included a range of stakeholders, and experts in urban design, architecture and planning.

As part of the workshop, the OVGA provided a presentation on elements of successful town centres. These elements have guided the development of strategies and initiatives in Part C and are outlined below:

### **Successful Town Centres - Have people, activity, diversity and quality**

- Well connected regionally and locally: a successful movement framework (catchment in 5-10 minute walk).
- Strong identity, celebrating physical and social assets of place.
- Diversity of uses: retail, community services, education, health, employment, residential – a healthy urban mix.
- Has activity through the day and night.
- Celebration of the civic: public spaces/ parks, good streets, civic/ community buildings.
- Variety of open spaces, hierarchy of streets and spaces.
- Well defined streets and spaces: comfortable enclosure and scale for people, good aspect.
- Prioritising places for people: designed for ease of walking, gathering.

## 2. Direction C1 - Encourage a healthy mix of land uses that foster prosperity and activity

A key to a successful town centre is to provide a diversity of land uses that activate the streets through the day and night. Wallan's anticipated population growth will create demand for additional retail, entertainment, services, education, offices and housing, which will diversify the offering within the town centre

A key direction of the Wallan Structure Plan is to retain primary retail uses on the west side of the Northern Highway. This ensures that residents and visitors will not be required to cross the Northern Highway for their retail needs. Significant improvements to the pedestrian environment along the highway will help to create a more functional shopping precinct.

The economic background analysis undertaken as part of the Wallan Structure Plan identified the need for a bulky good retail use within the centre, like a discount department store. Analysis of existing Commercial 1 zoned land indicates that it would be difficult to provide such a use without lot consolidation because of the large footprint and car parking required.

There is an opportunity to expand the primary retail area to the west along Queen Street in order to enable a bulky good retail use. This would create an east-west activity spine between Hadfield Park and the Primary School and provide an alternative shopping experience to the Northern Highway. Strong design guidance will be required on any expansion to deliver the best outcomes for the centre.

Another east west expansion is identified on the east side of the Northern Highway, immediately north of Hadfield Park. This area would provide a peripheral retail or office role which could provide greater activation and surveillance of Hadfield Park.

The Wallan Structure Plan also recommends mixed use development across the centre, where housing and offices are located above a commercial ground floor use. This will create more life on the streets with people living and working amongst the action.

### OBJECTIVES

- Provide a stronger diversity of land uses that activate the streets through the day and night.
- Encourage additional housing and offices within the town centre.
- Support public realm improvements across the town centre in order to attract public and private investment.
- Provide for a highly walkable primary retail area within the town centre on the west side of the Northern Highway.
- Provide for a greater intensity of land use and built form in the town centre periphery areas.
- Ensure sufficient retail and commercial land is provided within the town centre to cater for a population of up to 50,000 people.

### STRATEGIES AND ACTIONS

- Focus primary retail, community, entertainment and hospitality uses between Watson Street and Queen Street on the western side of Northern Highway, with opportunities for offices and housing above ground level.
- Peripheral town centre areas should provide a mix of peripheral retail, office, business services with opportunities for housing and offices above ground level.
- Peripheral retail areas should provide a mix of secondary retail, entertainment and mixed use office and residential.
- Support the expansion of the town centre on the west side of the Northern Highway with a focus of primary retail uses along Queen Street.
- Support the expansion of the town centre to the east of the Northern Highway, on the north side of Queen Street between Bentinck Street and Windham Street. This will provide greater activation of Hadfield Park and strengthen the east-west activity spine.
- Investigate opportunities for additional community uses within the town centre to diversify land uses and create a stronger Civic role.

- Encourage trade supplies and industrial uses to relocate from the town centre into a future bulky good retail / trade supplies precinct at the southern entrance to Wallan and to the existing industrial area.
- Provide additional community events within the town centre and Hadfield Park.
- Provide a stronger presence of buildings to all streets in the town centre to enable uses to engage with footpaths.
- Actively seek State Government services within the town centre to service the local and nearby communities, and provide additional employment.
- Support lot consolidation across the town centre in order to deliver bulky good retail uses. Ensure fine-grain articulation and tenancies are provided to streets if lots are consolidated.
- Ensure future sites are developed efficiently, built to the street edge and allowing for future staged expansion if required.
- Implement streetscape improvements across the town centre with a focus on Northern Highway to enhance the public realm, provide street spaces suitable for outdoor dining, and encourage private and public investment.












Peripheral town centre areas should provide a mix of restricted retail, office, business services with opportunities for housing and offices above ground level.

Peripheral retail areas should provide a mix of secondary retail, entertainment, office and residential.

Focus primary retail, community, entertainment and hospitality uses between Watson Street and Queen Street

Provide additional community events within the town centre and Hadfield Park.

### Legend

-  WALLAN TOWN CENTRE - CORE
-  RETAIL / ENTERTAINMENT
-  RESTRICTED RETAIL / ENTERTAINMENT / OFFICE AND RESIDENTIAL
-  OFFICES / BUSINESS SERVICES
-  EDUCATION - PRIMARY EXISTING / PLANNED
-  OPEN SPACE / COMMUNITY / RECREATION
-  OPPORTUNITIES FOR ADDITIONAL HOUSING
-  EXISTING / FUTURE LAND USE ANCHORS
-  KEY NORTHERN HIGHWAY CONNECTIONS

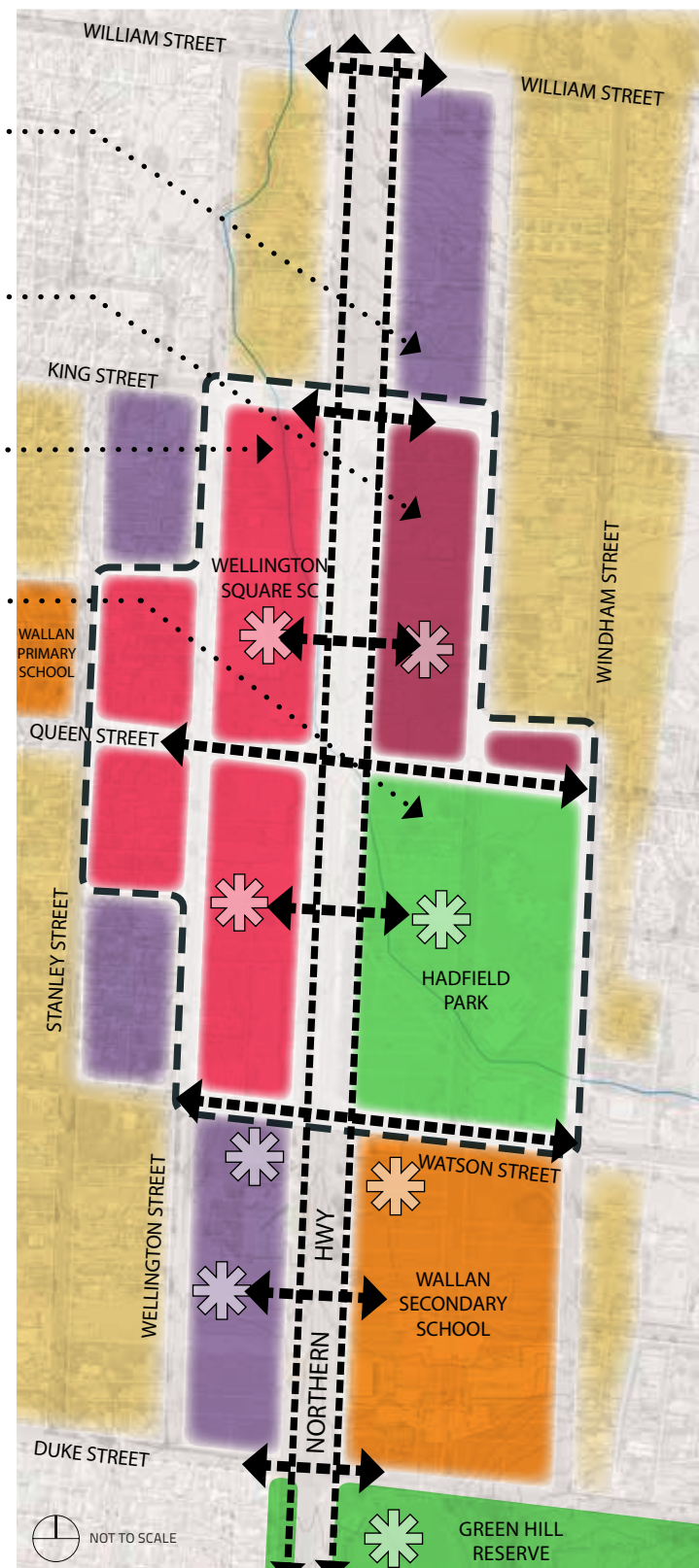


Figure 01. Town Centre Land Uses



Precedent Image - Shoptop housing opportunities within the Town Centre



Precedent Image - Space for community events within the Town Centre



### 3. Direction C2 - Make the Northern Highway a great 'country town' main street

A common element of a great country town is a tree lined main street or highway that is flanked by iconic buildings and active land uses. Northern Highway includes some of these elements however it lacks a contribution from adjoining land uses and buildings.

The road presents a barrier for people wanting to cross between the shops and uses on the east side of the road such as Hadfield Park. Signalised crossings are located at the main intersections forcing people to walk very long distances (370m approx.) to cross the street safely.

VicRoads is currently planning for the future widening of Northern Highway to cater for future traffic demands. If the VicRoads proposal to duplicate the Northern Highway, is required, the widening will result in two lanes in both directions through the town centre and potentially turning lanes at signalised intersections. There is significant risk that the VicRoads proposal to duplicate Northern Highway will make the Highway even more of a physical barrier than it is currently and further diminish pedestrian amenity along the precinct.

The Wallan Structure Plan sets out some clear design principles and outcomes that will aim to guide the design of the road and reflect its role as a main street. These include the provision of pedestrian facilities that connect the shops to Hadfield Park and other uses on the east side of the road, appropriately designed service roads, lane widths, and turning lanes which encourage pedestrian safety, in consultation with VicRoads. These measures are critical in ensuring the town centre functions as the heart of Wallan and is a great place for people.

The Avenue of Honour is an integral part of the town's character and identity. The Wallan Structure Plan supports the retention of the Avenue of Honour trees, including if the VicRoads proposal to duplicate the Northern Highway, is required.

#### OBJECTIVES

- Enhance the Northern Highway as an iconic 'country town' main street that provides clear priority for people whilst maintaining an important traffic function.
- Ensure that if the VicRoads proposal to duplicate the Northern Highway, is required, it enhances the function of businesses, open space and schools.
- Improve east west pedestrian connections across the Northern Highway and north-south pedestrian connections across intersecting side streets.
- Retain and protect the Avenue of Honour if the VicRoads proposal to duplicate the Northern Highway, is required.

#### STRATEGIES AND ACTIONS

- Work closely with VicRoads, the community and other stakeholders to establish preferred outcomes if the VicRoads proposal to duplicate the Northern Highway, is required. This will form part of Priority Project 2 (refer to Part D, Section 2) and should seek to:
  - The Avenue of Honour is an integral part of the town's character and history. This iconic cultural asset must be retained and adequately protected, if the VicRoads proposal to duplicate the Northern Highway, is required.
  - Develop and implement provision for safe pedestrian facility between Queen Street and King Street and to connect the shops and Hadfield Park.
  - Provides for commuter cyclists in both directions.
  - Provide shared paths on both sides of the roads. The configuration of the paths through the primary retail town centre will be subject to further master planning in that area.
  - Avoid vehicle slip lanes through the town centre.
  - Utilise the central median space for right turning lanes and avoid dedicated left turning lanes.
  - General minimisation of corner splays in order to slow turning vehicles and provide additional space for people.
  - Provide for reduced vehicle speeds through the town centre.
- Establish a signalised fully directional intersection at the Northern Highway and King Street to support a peripheral vehicle access network.
- Minimise dedicated turning lanes on intersecting east west roads particularly Watson Street, Queen Street and King Street. This will ensure that road widths are minimised and north south pedestrian accessed is enhanced.
- Ensure speed limits, particularly through the main town centre, recognise the role of Northern Highway as a 'main street'.
- Simplify the service road access for vehicles, pedestrians and cyclists.
- Provide a consistent public realm treatment which differentiates the main town centre area (between Watson and King Street) from the town centre periphery area (between William Street and King Street, and between Watson Street and Duke Street).
- Support additional crossing on Northern Highway to connect Wallan Secondary College and adjacent retail uses.
- Narrow lane widths where vehicle speeds allow.

Provide for reduced vehicle speeds through the town centre.







Simplify the service road access for vehicles, pedestrians and cyclists.

Provide a consistent public realm treatment which differentiates the main town centre area.

Potential pedestrian facility across the Northern Highway.

Avenue of Honour is retained and adequately protected if the VicRoads proposal to duplicate the Northern Highway, is required.

### Legend

-  WALLAN TOWN CENTRE - CORE
-  NORTHERN HIGHWAY
-  QUEEN STREET
-  SERVICE ROADS
-  SIGNALISED INTERSECTIONS - EXISTING / PROPOSED
-  KEY NORTHERN HIGHWAY CONNECTIONS
-  ACTIVE EDGE/STREET ADDRESS
-  AVENUE OF HONOUR / AVENUE TREE PLANTING
-  OPEN SPACE - EXISTING / PLANNED / POTENTIAL

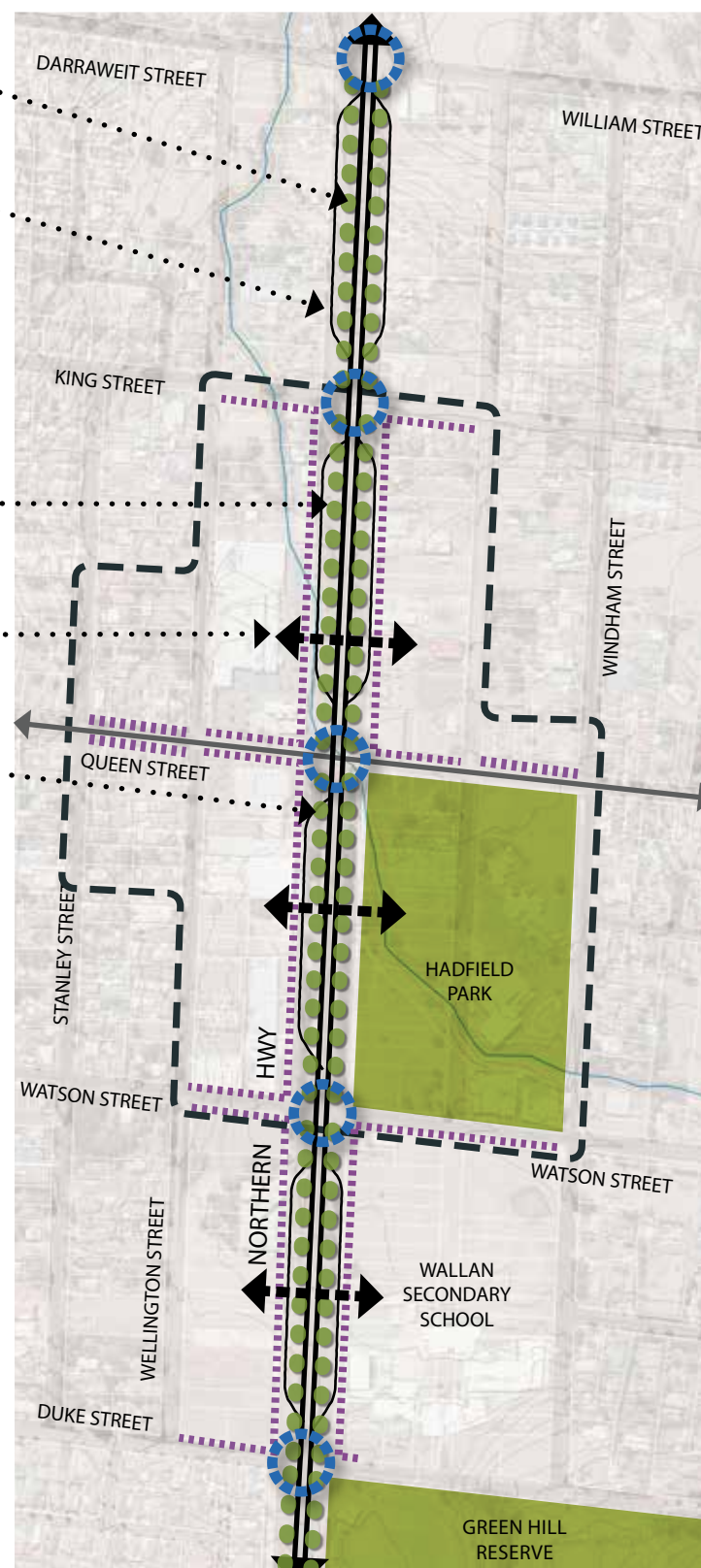


Figure 02. Northern Highway Concept



Precedent Image - Opportunity to retain and strengthen the existing Avenue of Honour along Northern Highway.



Precedent Image - Opportunity to strengthen landscaping along Northern Highway



## 4. Direction C3 - Transform Wallan's shopping strip into a vibrant and engaging public space

The Northern Highway is not only the key access route into Wallan, but also functions as the town centre providing retail and community uses.

There is little continuity or identity throughout the centre due to a variety of architecture styles, landscape and streetscape treatments and built form setbacks.

The retail core is considered inconsistent and fragmented, with no unified experience for pedestrians. This is due to a series of developments over time with different building designs, setbacks, footpath widths and materials, and car parking arrangements. The footpaths are constructed along different setbacks and focus on circulation with limited space for public seating, outdoor cafes and locations for incidental gathering.

The Avenue of Honour planting along both sides of the highway provides continuity, greening and a sense of scale to the streetscape. This planting provides a visual link between both sides of the street and contributes positively to the character and appearance of the main street.

There are opportunities to enhance the town centre so there are more functional spaces, and becomes a great place for people to be in and participate in public life.

The Wallan Structure Plan identifies a number of scenarios for how the shopping precinct between Queen and Watson Street could be improved ranging from minimal change to the streetscape and car parking arrangements to significant changes. Each scenario is focused on providing wider footpaths to support activities such as outdoor dining, more street trees, consistent car park treatments and a unified experience for shoppers.

A major constraint for future improvements is that the footpaths along the front of shops and car parks are included within private land, therefore Council has limited say over future improvements. A co-ordinated approach with land owners, businesses, the community and Council will be required to develop a shared vision for the area and test a number of improvement scenarios. This will form part of Priority Project 2 (refer to Part D, Section 2).

### OBJECTIVES

- Create a highly active and people focused main shopping precinct along the Northern Highway and Queen Street.
- Promote pedestrian and cyclist priority across the town centre.
- Provide for efficient, safe and logical vehicle access and car parking arrangements.

### STRATEGIES AND ACTIONS

- Work closely with land owners, shop owners, residents and other stakeholders to prepare a master plan and urban design framework for the town centre for the area between Queen Street and Watson Street on the western side of the Northern Highway. This process should seek to:
  - Develop a shared vision for the precinct and test improvement scenarios.
  - Prioritise pedestrian movement over motor vehicles throughout the precinct.
  - Provide opportunities for footpath trading (i.e. outdoor dining) through the creation of a wider footpath network and kerb outstands, where appropriate.
  - Provide additional tree planting and landscaping to footpaths and car parks.
  - Integrate the Avenue of Honour into future public realm design.
  - Create a civic or plaza space that captures sunlight and is activated by adjoining uses through the day and night.
  - Provide consistent building setbacks that create a cohesive experience for people walking along the street.
  - Adopt a simple and durable suite of paving materials and furniture that is relevant to Wallan.
- Simplify the service road access for vehicles, pedestrians and cyclists. This should be undertaken in conjunction with the VicRoads proposal to duplicate the Northern Highway.
- Address parking location, quantities, access and management.
- Provide contiguous areas of car parking behind the shops to reduce parking pressures on the service road and enables buildings to be redeveloped with a stronger presence to the Northern Highway.
- Provide numerous pedestrian links to rear car parks behind the shops that are activated by adjoining uses, landscaped and well-lit.
- Work closely with the owners of the Wellington Square Shopping Centre to seek improvements to the Northern Highway and Queen Street frontages. The improvements should seek to:
  - Provide a stronger presence of buildings active frontages to the Northern Highway and Queen Street edges.
  - Create safe, direct and prioritised pedestrian links between the Northern Highway and Queen Street, and the shopping centre entrances.
  - Provide for an iconic building of high architectural quality at the corner of the Northern Highway and Queen Street.
  - Investigate opportunities for a civic or plaza space that captures sunlight and is activated by adjoining uses through the day and night.



Existing Retail

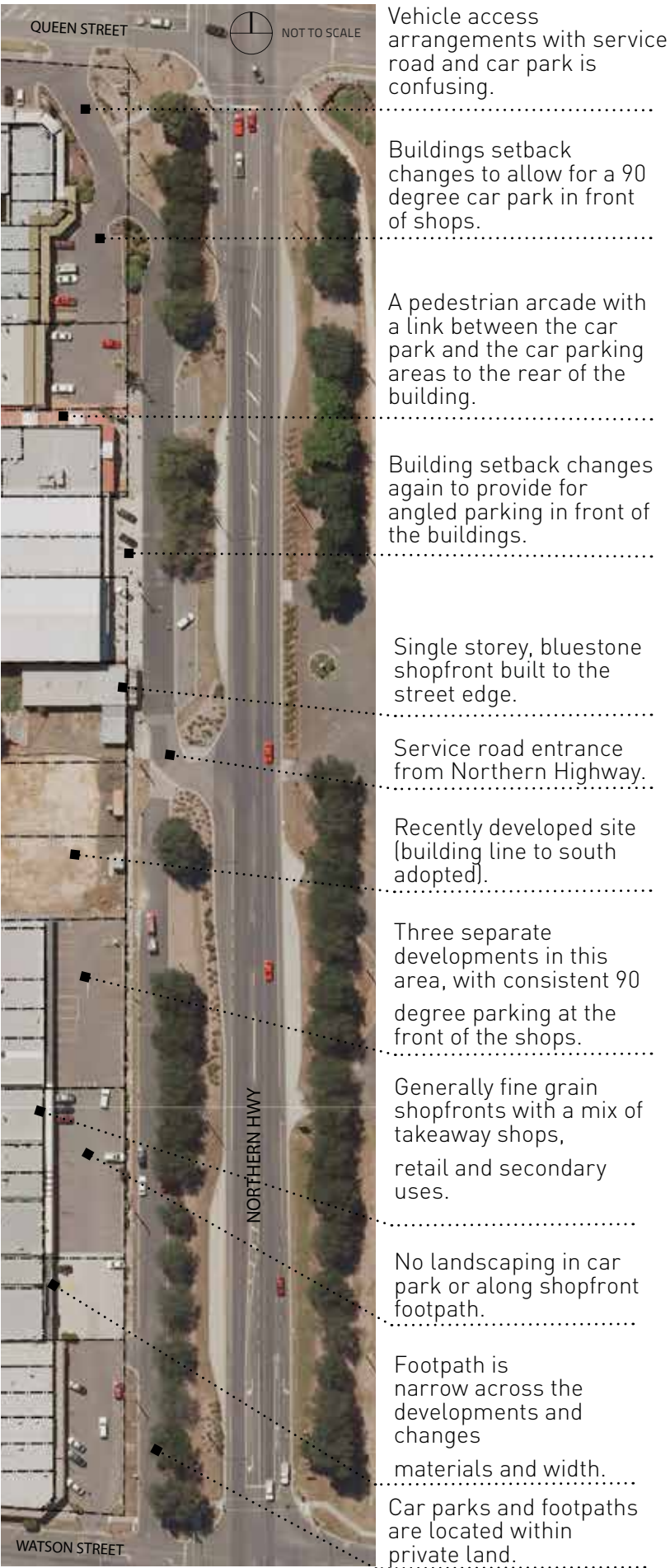


Figure 03. Existing Retail Plan

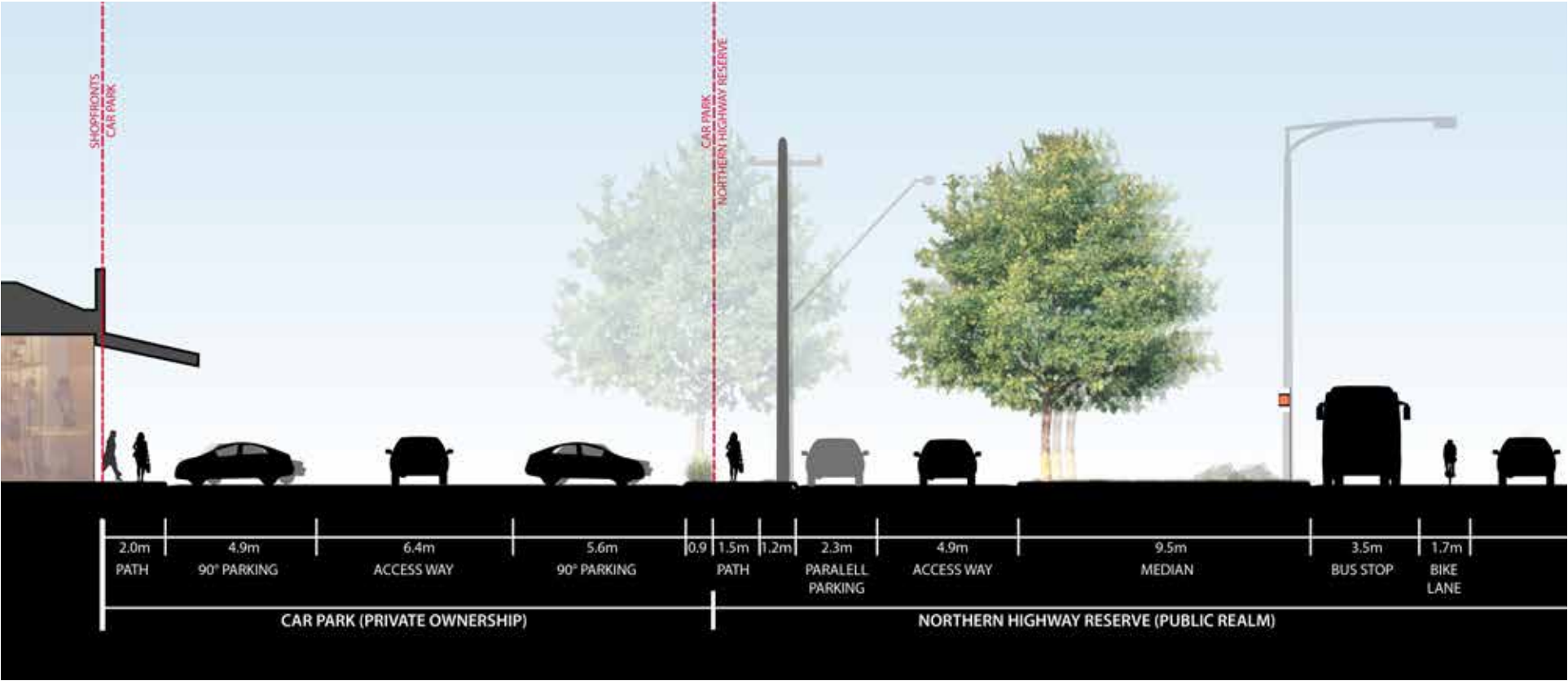


Figure 04. Existing Retail Cross Section



Inconsistent building edge located south of the Queen Street and Northern Highway intersection



View to single storey bluestone shopfront - identified in the heritage analysis as potentially having heritage value.



## Proposed Retail Plan - Option 1

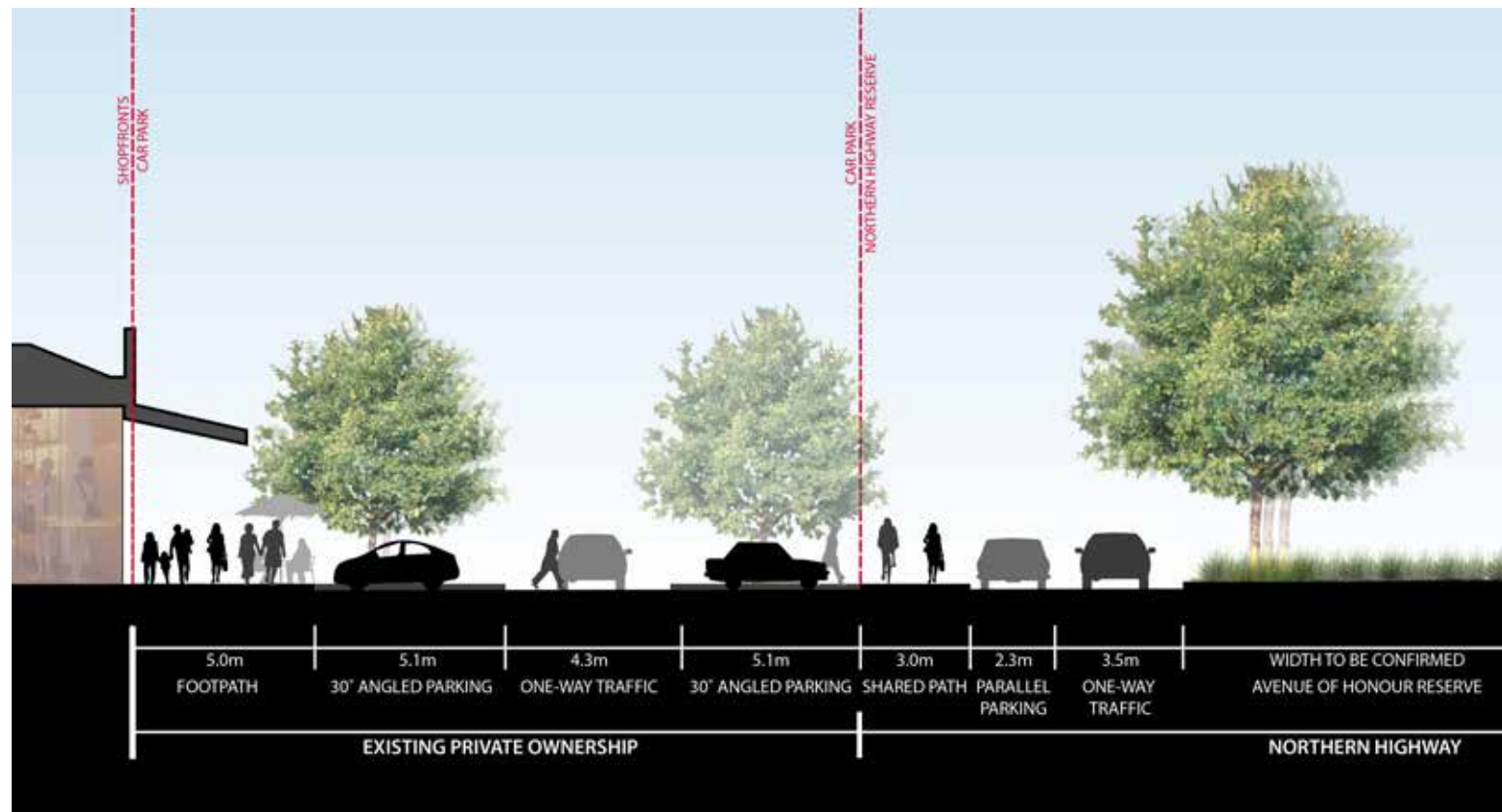


Figure 05. Proposed Retail Cross Section - Option 1 - Improvements within Private Land

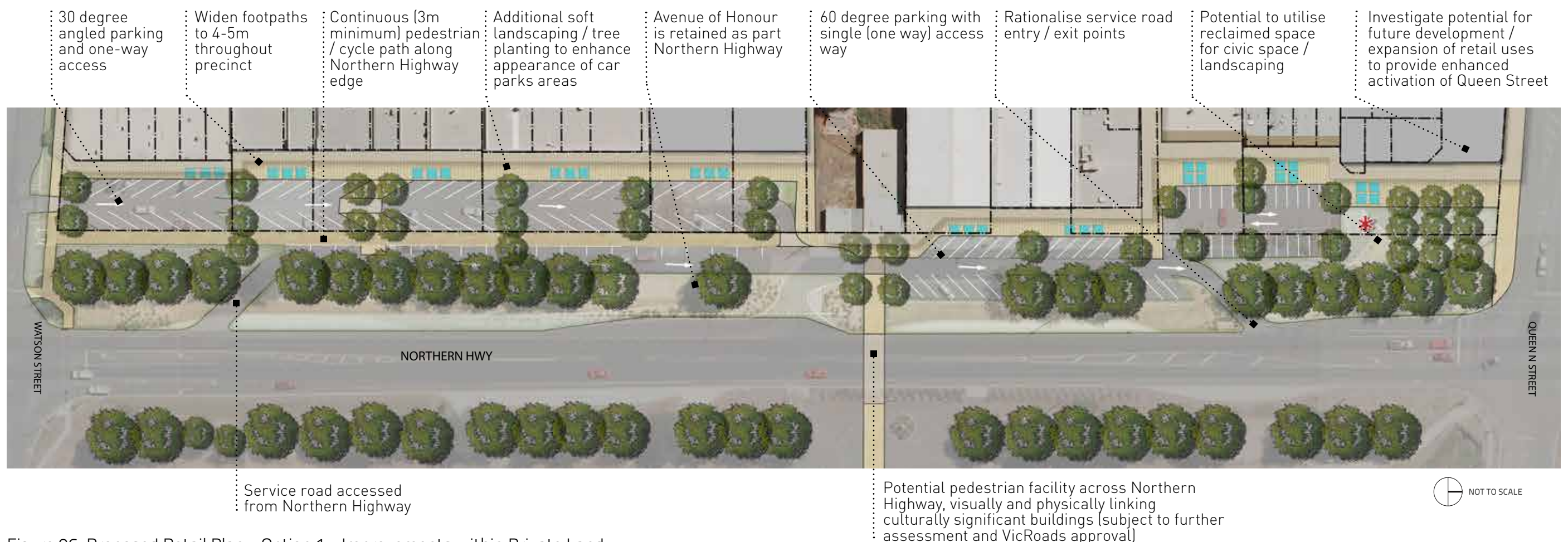


Figure 06. Proposed Retail Plan - Option 1 - Improvements within Private Land



Proposed Retail Plan - Option 2

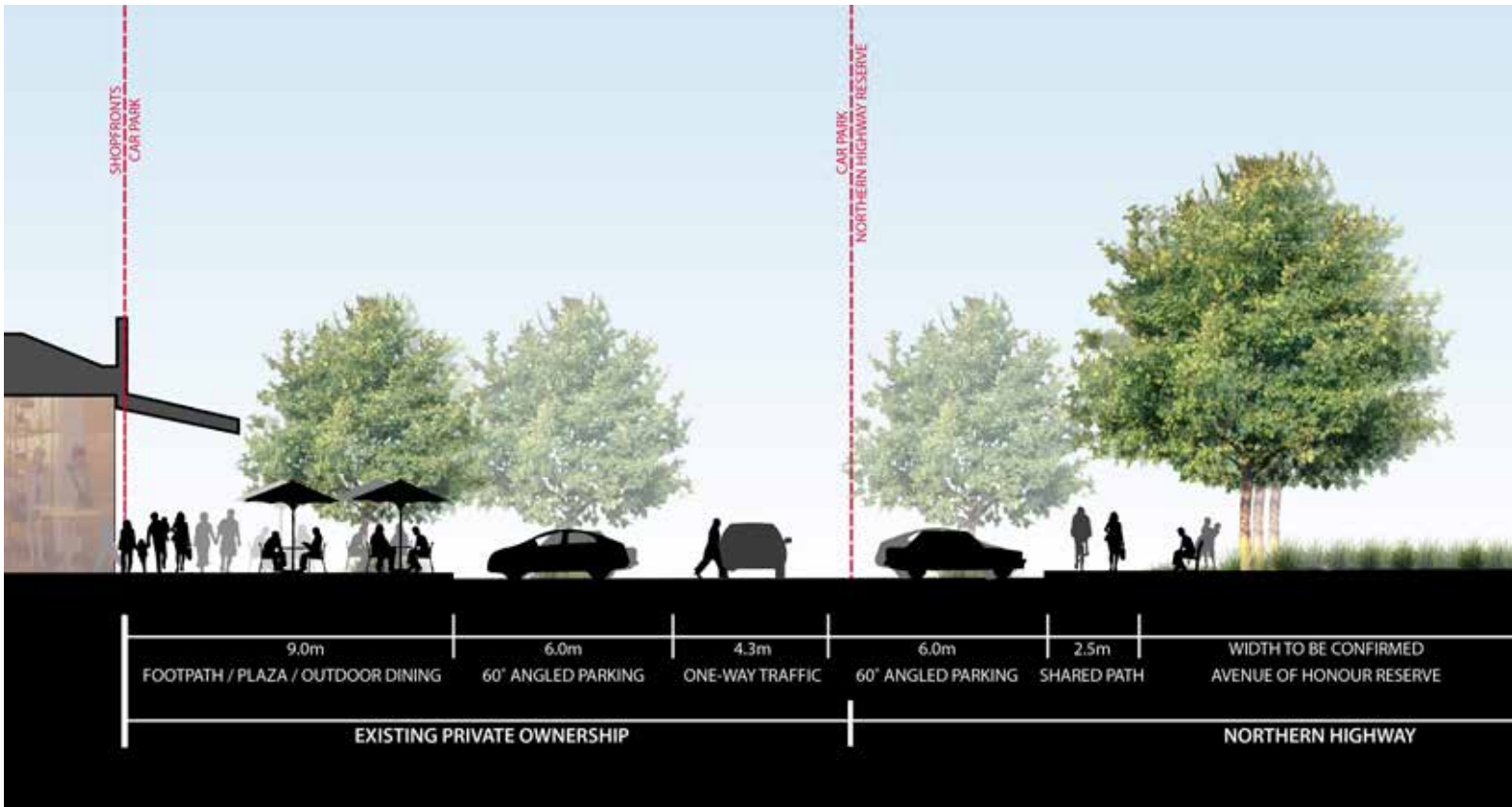


Figure 07. Proposed Retail Cross Section - Option 1 - Improvements within Private Land



Figure 08. Proposed Retail Plan - Option 2 - Improvements within Private Land

Potential pedestrian facility across Northern Highway, visually and physically linking culturally significant buildings (subject to further assessment and VicRoads approval)

NOT TO SCALE



## Proposed Retail Plan - Option 3

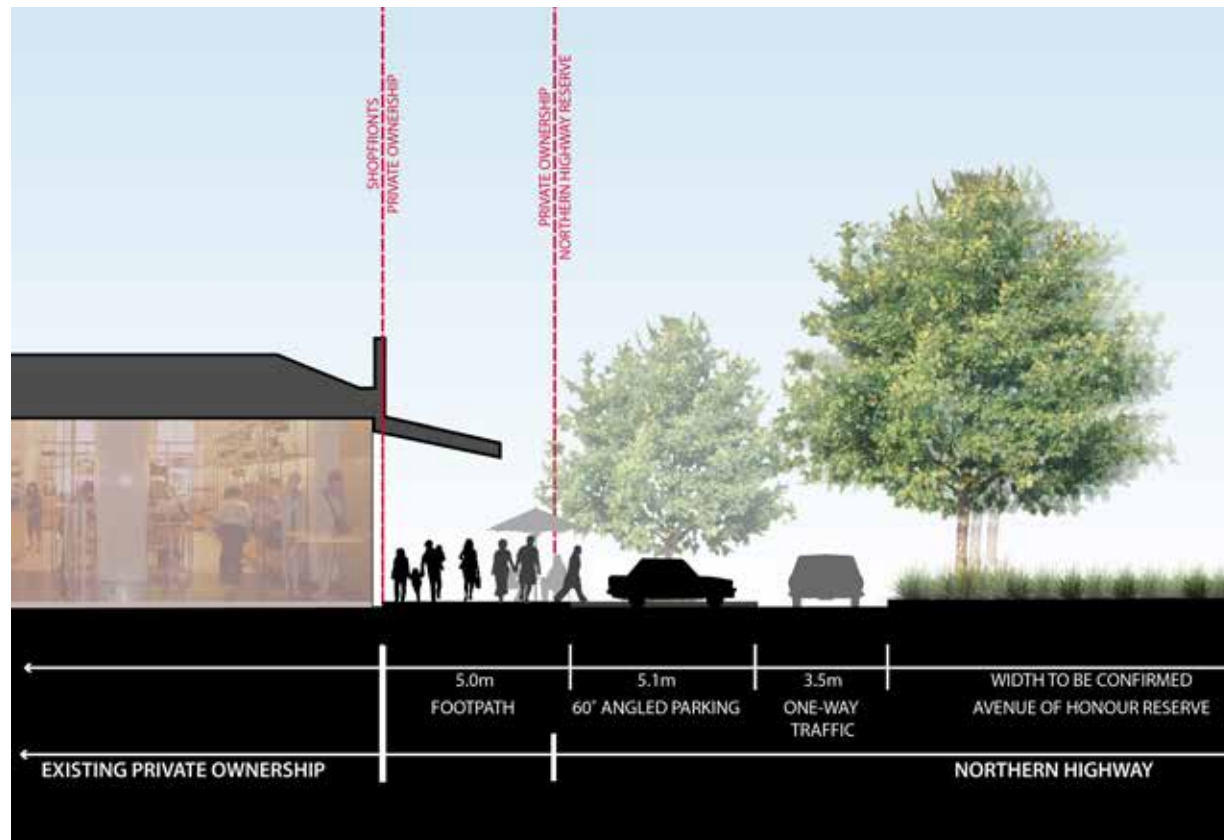


Figure 09. Proposed Retail Cross Section - Option 3 - Building setback reduced

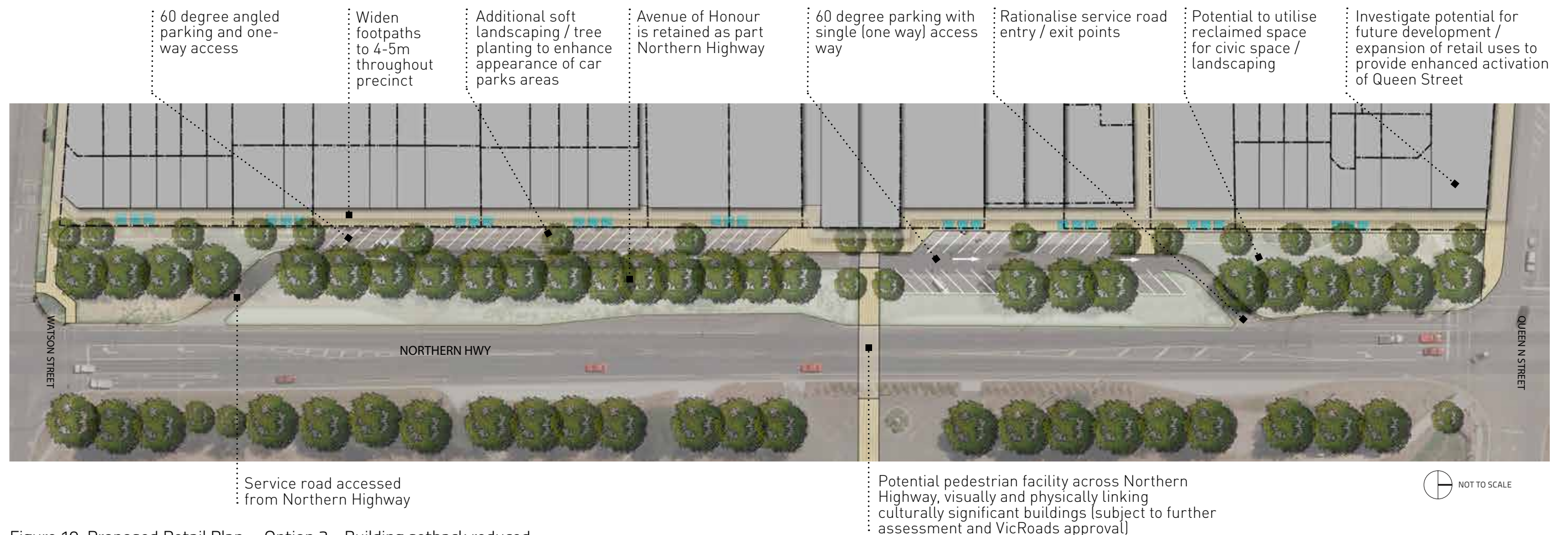


Figure 10. Proposed Retail Plan - Option 3 - Building setback reduced





Precedent Image - Potential civic space within the town centre



## 5. Direction C4 – Encourage a town structure that supports potential change and redevelopment

The Wallan Structure Plan sets out a number of initiatives focused on improving the function and growth opportunities of the town centre.

A major change to the town centre is the proposed expansion of primary retail uses along Queen Street on the west side of the Northern Highway. This will provide additional retail space in the heart of the town centre and create an alternative main street experience to the Northern Highway. The Wallan Structure Plan outlines a number of requirements to guide future development in this area.

The Wallan Structure Plan also focuses on strengthening built form and land use edges to the Northern Highway and relocating primary parking and vehicle movements away from the Highway. This will be achieved by making better use of existing car parks at the rear of the shops through consolidating parking facilities. Vehicle and pedestrian links from the northern highway will need to be provided to allow for convenient access into this car parking.

Another major initiative is the development of a future peripheral vehicle movement network, which will provide access to car parks in the town centre from secondary streets. Wellington Street, Bentinck Street and Windham Street in the future will become key north-south circulation roads that feed into car parking facilities at the rear of properties. King Street (between Wellington Street and the Northern Highway) would be constructed to facilitate the circulation. This initiative will help to reduce local traffic movements along the Northern Highway in the future.



Precedent Image -Implement a peripheral vehicle movement network around the town centre to provide primary vehicle access into car parks and servicing areas

### OBJECTIVES

- Develop a secondary vehicle circulation network around the town centre that reduces local vehicle movements on the Northern Highway.
- Provide convenient and safe access to car park areas from secondary streets.
- Ensure car parks and vehicle access ways contribute positively to the character of the town centre.
- Support the redevelopment of underutilised sites across the town centre for more intensive uses.

### STRATEGIES AND ACTIONS

- Support the expansion of the town centre along Queen Street on the west side of the Northern Highway. The expansion should seek to:
  - Focus primary retail uses along the Queen Street axis with active and engaging frontages along Queen Street between the Northern Highway and Stanley Street.
  - Provide fine-grain frontages along Queen Street.
  - Integrate future retail uses on the north side of Queen Street with the Wellington Square Shopping Centre.
  - Locate car parking away from Queen Street with access from Wellington Street.
  - Encourage lot consolidation to enable larger format uses to be located in the expansion area.
- Support the expansion of the town centre peripheral area to the east of the Northern Highway, on the north side of Queen Street between Bentinck Street and Windham Street. This will provide greater activation of Hadfield Park and strengthen the east-west activity spine.
- Implement a peripheral vehicle movement network around the town centre to provide primary vehicle access into car parks and servicing areas. The network will function between King Street and Duke Street and utilise Wellington Street on the West side of the Northern Highway and Bentinck/ Windham Street on the east side of the Highway. Figure 11 shows the future peripheral vehicle movement network around the town centre.
- Investigate the development of the missing link of King Street between Wellington Street and the Northern Highway. A fully directional signalised intersection at the Northern Highway should be provided to ensure safe access into the peripheral road network.

- Ensure the peripheral network streets are addressed with high quality built form and active land uses.
- Wrap the edges of car parks with built form.
- Ensure car parks are landscaped with canopy trees, incorporate water sensitive urban design initiatives and provide dedicated pedestrian thoroughfares.
- Minimise driveway crossovers on all streets particularly primary retail streets.
- Ensure all car parks provide two vehicle access points, ideally one from a local road and one from an arterial, where appropriate.



Precedent Image - Ensure car parks are landscaped with canopy trees, incorporate water sensitive urban design initiatives and provide dedicated pedestrian thoroughfares.



Implement a peripheral vehicle movement network around the town centre to access car parks and servicing areas.

Investigate opening of King Street for vehicular movements

Support the expansion of the town centre peripheral on the east of Northern Highway, on the north side of Queen Street between Bentinck Street and Windham Street








Support the expansion of the town centre on the west side of Northern Highway (between Wellington Street and Stanley Street)

Potential to consolidate car parking at the rear of shops and provide additional vehicle and pedestrian access to the car parks

Ensure car parks are landscaped

Minimise driveway crossovers on all streets particularly primary retail streets.

### Legend

-  WALLAN TOWN CENTRE - CORE
-  NORTHERN HIGHWAY
-  PERIPHERAL MOVEMENT NETWORK - POTENTIAL
-  ACTIVE EDGE / STREET ADDRESS
-  AT GRADE CAR PARK (POTENTIAL FUTURE MULTI-LEVEL)
-  CAR PARK VEHICLE ENTRY
-  PEDESTRIAN LINKS / CONNECTIONS

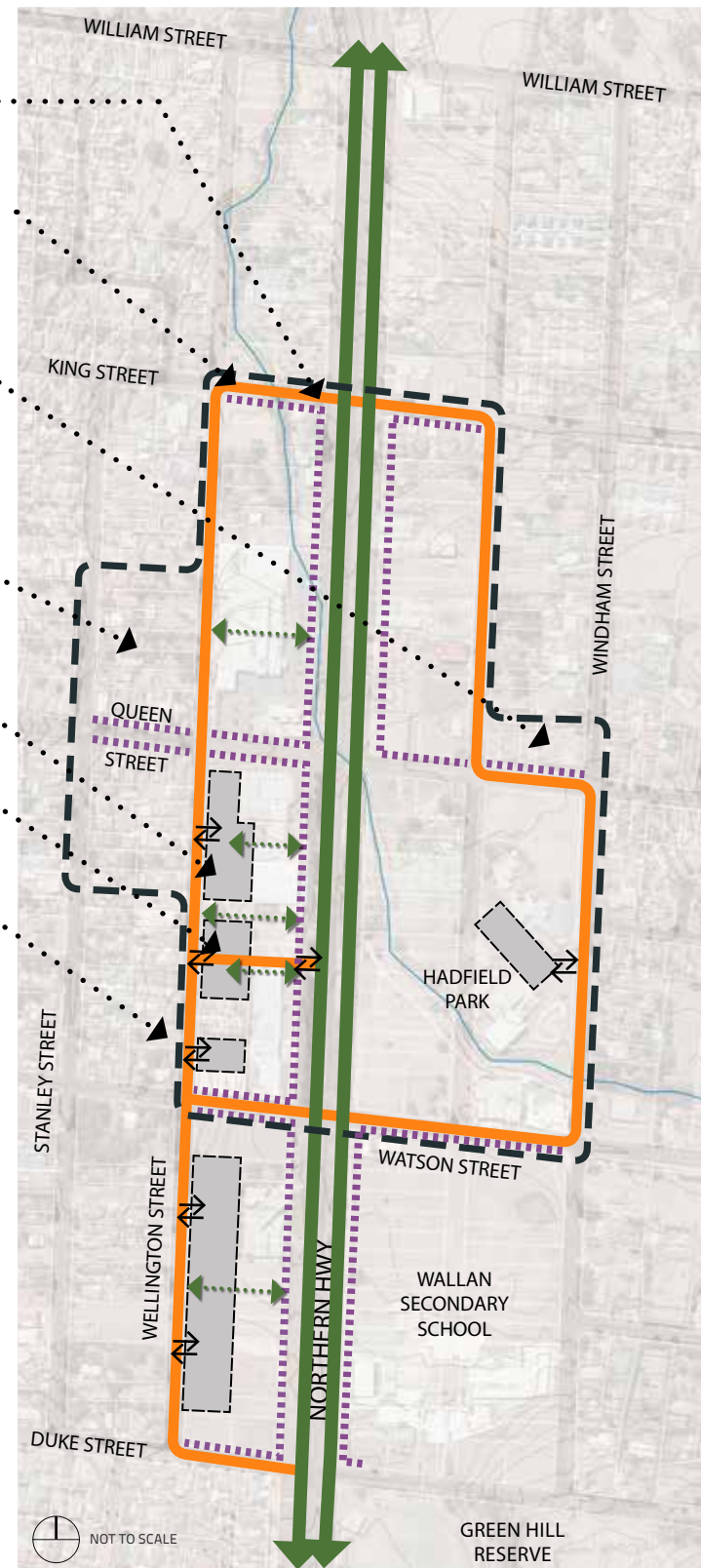


Figure 11. Future peripheral vehicle movement network



Precedent Image -Provide landscaping in car parks



Precedent Image - Investigate opportunities for WSUD within car park areas



## 6. Direction C5 - Develop a great modern Victorian 'country town'

Many of Victoria's regional centres benefit from the presence of grand, historical buildings which create a strong identity and provide a link to the town's past. Because of its relatively late development and growth, Wallan currently lacks such buildings in its town centre.

As the town centre transitions to serve a larger population, a significant amount of redevelopment is likely to occur. This provides a good opportunity to create a new identity that is defined by high quality, iconic buildings lining the streets throughout the town centre.

Buildings such as these not only contribute to the character and identity of Wallan, but more importantly they play a key role in defining the street level experience.

A key element of a positive street level experience are narrow shopfronts (fine grain built form). Narrow shopfronts are highly valued by the community and shoppers as they create visual interest through individual character and provide for a greater diversity of uses and experiences. Future development of large sites should provide for fine grain articulation and tenancies at ground level to reinforce this positive and valuable element of the Wallan Town Centre.

Transparent and engaging shopfronts also contribute positively to street life. The Wallan Structure Plan identifies all of the streets within the Wallan town centre where active frontages are required in order to provide for a continual flow of activity along the streets. This is coupled with initiatives to provide a stronger presence of built form and scale to streets through reduced and consistent building setbacks.

### OBJECTIVES

- Promote excellence in architectural quality and design across the town centre, defining a contemporary and exciting identity for Wallan.
- Create a stronger presence of built form and activity to streets in the town centre.
- Ensure buildings are designed to enhance the adjoining public realm and the experience of people.

### STRATEGIES AND ACTIONS

- Ensure that all development contributes to the creation of exciting and inspiring streets in the Wallan town centre through architectural design excellence.
- Strengthen sense of place and arrival in the Wallan town centre by providing buildings of exemplary architectural quality on prominent sites and in locations adjacent to existing and proposed public spaces.
- Ensure buildings integrate with and contribute positively to the street life and public realm, by providing a continuous network of fine-grain active frontages with glazed ground floors.
- Generally provide building of 2-3 storeys across the town centre with potential for additional height on prominent corners.
- Locate car parks to the rear of developments, or below or above ground level so that the buildings can address the street with active and engaging frontages.
- Ensure that all development supports a sustainable town centre through high ESD standards, including energy efficiency, water management and use of low embodied energy materials.
- Define a clear edge to the Wallan town centre Commercial Centre to delineate it from adjoining residential and lower intensity uses.
- Minimise the visual bulk of large buildings through significant breaks and recesses in building massing.
- Ensure buildings are built to the front street boundary where possible and ensure consistency of future front setbacks across the town centre.
- Ensure that buildings provide wind and weather protection to reduce the impact of wind and rain on key public spaces and provide adequate shade for people.
- Provide solar access to key street and public spaces to maintain sunlight to opposite footpaths and public spaces.
- Require new buildings to be easily accessible by pedestrians regardless of their level of mobility.
- Develop planning measures to implement the built form recommendations to ensure that public realm is enhanced and that new development of high architectural quality is achieved throughout the town centre.



Precedent Image - Ensure that buildings provide wind and weather protection to reduce the impact of wind and rain on key public spaces and provide adequate shade for people.



Provide a continuous network of fine-grain active frontages with glazed ground floors.

Provide buildings of exemplary architectural quality on prominent sites and in locations adjacent to existing and proposed public spaces.

Define a clear edge to the Wallan town centre Commercial Centre to delineate it from adjoining residential and lower intensity uses

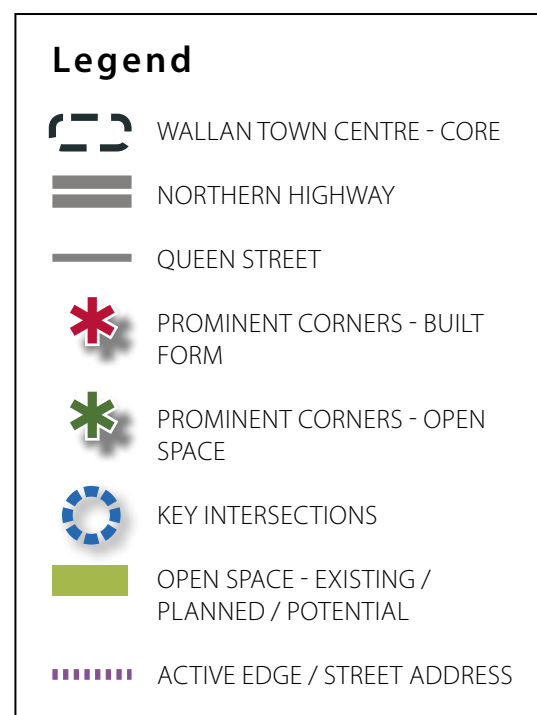


Figure 12. Built Form



Precedent Image - A continuous network of fine-grain active frontages with glazed ground floors.



Precedent Image -Exciting and inspiring architecture



## 7. Direction C6 – Promote civic pride in the Town Centre

Town centres should be places of civic pride. Places where people come together, shop, interact and socialise, and places where the buildings, trees and open spaces make residents feel proud of where they live.

While Hadfield Park currently provides a key focus of community activity for Wallan, there are opportunities for additional urban civic spaces (hardscaped square or plaza). These spaces can be complementary to formal areas, where the local community can meet, interact and relax.

Such an opportunity exists within the town centre to complement and provide an extension of footpaths. These spaces should be located on key public access spines, and surrounded by land uses that provide for a level of activity and surveillance across the day and night.

Another opportunity for creating a stronger civic role in the town centre is providing additional community facilities that are located in the heart of the action. These facilities can be designed as iconic public buildings that also strengthen the character of the Wallan Town Centre.

### OBJECTIVES

- Provide public spaces, community facilities and events that promote civic pride in the town centre.

### STRATEGIES AND ACTIONS

- Provide a new town square / public plaza / civic space within the town centre located adjacent to shops. This should be explored through the town centre master planning process outlined in Direction C3.
- Investigate opportunities to provide additional community facilities within the heart of the town centre.
- Pursue cultural interpretation projects as part of the creation of new urban spaces within the town centre or the redevelopment of existing spaces
- Pursue opportunities for bold and exciting public art throughout the town centre which is appropriately located, and contributes to the local identity and sense of place
- Develop a schedule of community events, festivals and activities within the town centre that are provided in streets and open spaces.
- Encourage innovative approaches to outdoor dining and pop-up / temporary uses that help activate the public realm.



Precedent Image - Wide footpaths with outdoor dining



Provide a new town square / civic plaza / civic space located adjacent to shops. Location to be explored during master planning process.

Community events, festivals and activities within the town centre to be provided within the streets and open spaces.

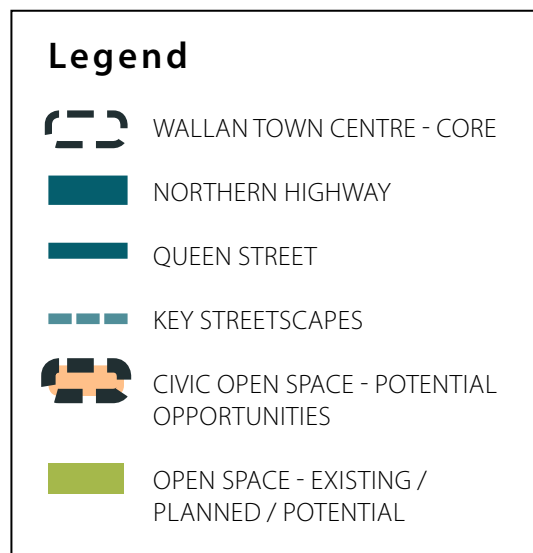


Figure 13. Civic Space



Precedent Image -Civic spaces for gathering



Precedent Image -Outdoor spaces capturing sunlight



## 8. Direction C7 - Make Hadfield Park an iconic open space

As Wallan grows in size and takes on a different spatial structure, Hadfield Park will become more important to the community as a place to gather and for recreation. Its large size (7 hectares) and location within the town centre make it a significant asset for Wallan.

A key issue for Hadfield Park is that uses and infrastructure has been progressively added over time without a guidance of a cohesive plan or vision for the park. As a result land uses are mostly building based activities that are orientated to access roads and car parking areas. The uses themselves have no specific relationship to each other or the park.

While the 2010 Master Plan for Hadfield Park has delivered a number of improvements in recent years, there are further opportunities to enhance the amenity and appearance of Hadfield Park. Greater landscaping is proposed to enhance the visual and environmental amenity of the park to users. Landscape treatments will reflect the importance of the park within the community and its role as a major part of the town centre.

Wallan Creek passes through the park but is not developed as a positive feature with limited landscaping. There is a significant opportunity to enhance Wallan Creek with natural planting, seating nodes and paths following its alignment.

The Wallan Structure Plan recommends the development of a master plan for the park that sets out a long term vision to be implemented across a number of stages. This master plan should look at potentially freeing up space for park uses by relocating large format uses elsewhere if they can be provided on new sites.



Precedent Image -Enhancement of the creek corridor

### OBJECTIVES

- Strengthens Hadfield Park's role as Wallan's premier civic park with improved ease of access, better connections within the park, and enhanced landscaping and facilities.
- Enhance Wallan Creek to provide a greater landscape and environmental function.
- Ensure buildings provide a stronger contribution to the park.
- Minimise the impact of car parking and vehicle access across the park.
- Enhance Hadfield Park as a location for events.

### STRATEGIES AND ACTIONS

- Develop a new master plan for Hadfield Park to enhance it as Wallan's premier open space. The new master plan should:
  - Review the vision from the 2010 Master Plan for Hadfield Park and incorporate relevant elements in the new master plan.
  - Provide a clear path network that links the key attractions within the park, connects to key land uses in surrounding streets (i.e. Wallan Community Park) and follows the alignment of Wallan Creek.
  - Provide significant tree planting and landscaping that helps to define precincts within the park and provides a sense of separation and escape from adjoining land uses.
  - Investigate the opportunity to 'daylight' Wallan Creek through Hadfield Park.
  - Provide water sensitive urban design initiatives that integrate with Wallan Creek and Wallan Community Park
  - Provide a consistent suite of structures, paving material and furniture styles that reflects the country town character.
  - Provide strategically located seating and picnic tables.
  - Integrate the park landscape with the adjoining street landscape.
  - Review existing uses within the park and where possible relocate large footprint uses elsewhere.

- Ensure there is no loss of park space for non-park uses.
- Appropriately treat and integrate the heritage Mechanics Hall and the Avenue of Honour and celebrate them within the landscape.
- Provide suitable infrastructure to allow for events.
- Investigate opportunities to relocate car parking within the park to potential on-street parking bays along Windham and Queen Streets.
- Investigate options to relocate tennis courts and stadium uses to a new potential active recreation precinct within close proximity of the existing town centre.
- Support the installation of the proposed adventure playground in the northern section of Hadfield Park.



Precedent Image -Clearly defined spaces and path network



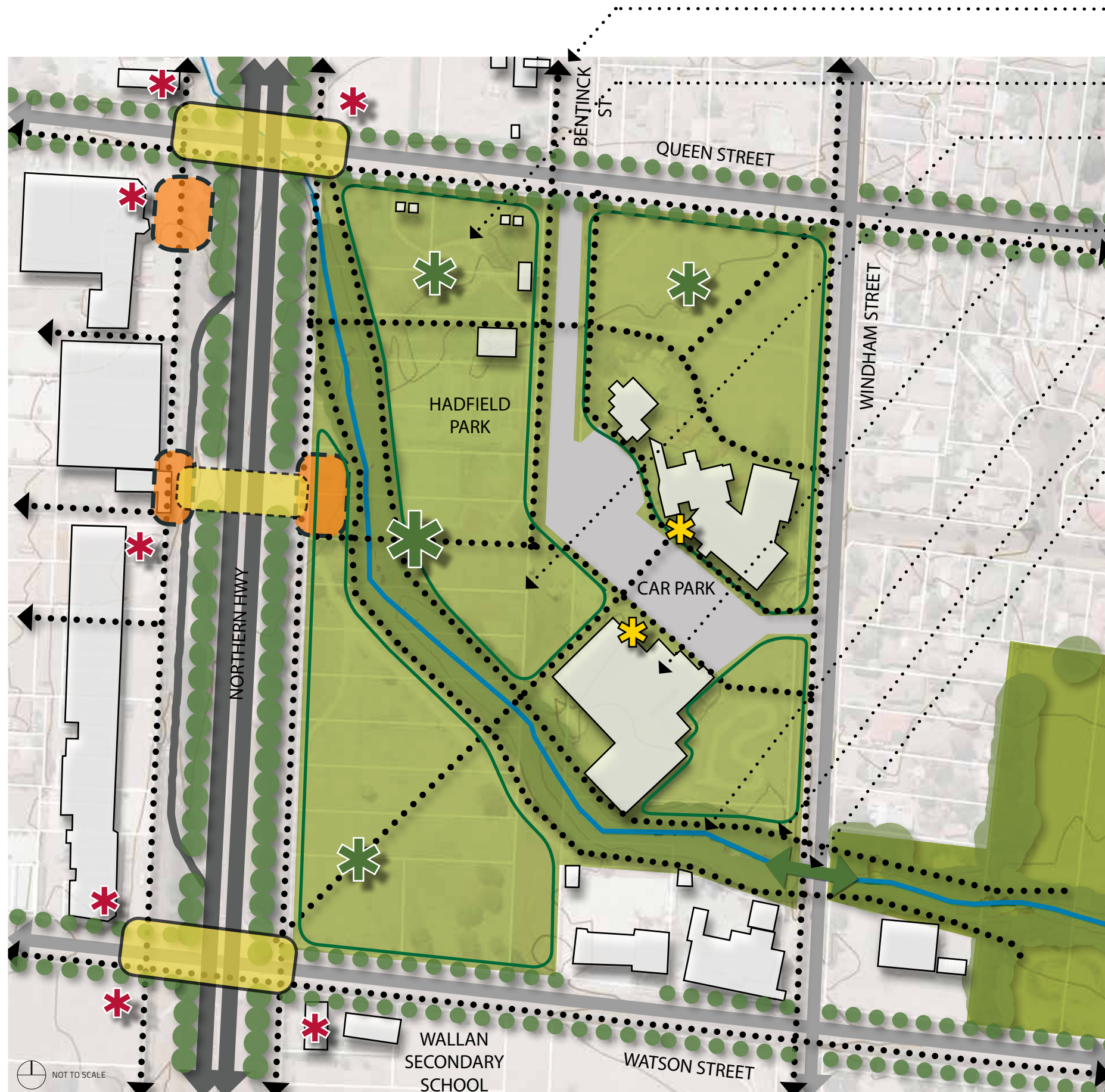


Figure 14. Hadfield Park Indicative Concept

Investigate the provision of safe pedestrian access between Hadfield Park and Bentinck Street.

Support the planned development of an adventure playground at the north west section of Hadfield Park

Provide improvements to Hadfield Park that focus on strengthening its civic function

Investigate options to relocate tennis courts and stadium uses to a new potential active recreation precinct within close proximity of the existing town centre

Emphasise Wallan Creek through Hadfield Park with additional planting and paths following its alignment.

Provide formalised path network within Hadfield Park to connect key features and create usable park spaces with tree planting / seating etc.

Strengthen the connection between Hadfield Park and Wallan Community Park.

### Legend

- SIGNALISED INTERSECTIONS - EXISTING
- POTENTIAL PEDESTRIAN FACILITY
- CIVIC OPEN SPACE - POTENTIAL OPPORTUNITIES
- EXISTING / FUTURE RETAIL ANCHORS
- EXISTING / FUTURE OPEN SPACE AND RECREATION ANCHORS
- COMMUNITY ANCHOR
- PEDESTRIAN / CYCLE CONNECTIONS
- NORTHERN HIGHWAY
- KEY STREETSCAPES
- AT GRADE CAR PARK
- EXISTING BUILT FORM
- OPEN SPACE - EXISTING / PLANNED / POTENTIAL
- AVENUE OF HONOUR / AVENUE TREE PLANTING
- STREET TREE PLANTING





Precedent Image -Opportunity for rural inspired structures within Hadfield Park