



Lucas Neighbourhood Activity Centre & Employment Areas



Urban Design Framework



The Lucas Neighbourhood Activity Centre & Employment Area Urban Design Framework has been prepared by Clarke Hopkins & Clarke Architects on behalf of LASCORP Development Group (Aust PTY LTD) and Integra Group.

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1. Introduction

The Alfredton West Precinct Structure Plan (AWPSP) provides a guide for the planned growth and urban development of Ballarat West enabling the transition from non-urban land to urban land and sets out the vision of how the land is to be developed and the desired outcomes to be achieved. The AWPSP covers 317 hectares of land at Ballarat West bounded by Dyson Drive to the east, Remembrance Drive to the north, Ballarat Skipton Rail Trail to the west and farmland to the South. The Area covered by AWPSP will be known as "Lucas".

As part of the AWPSP, land has been allocated to create a Neighbourhood Activity Centre (NAC) and Employment Area, located at the North East corner of the AWPSP, to encourage and facilitate a mix of retail and commercial uses that would service the new Alfredton West Precinct as well as existing surrounding neighbourhoods. Clause 4.5.3 of the AWPSP requires an Urban Design Framework to be prepared for the NAC prior to any works or permit being granted to develop the land.

This document is the Urban Design Framework (UDF) for the Neighbourhood Activity Centre and Employment Area. The UDF builds upon the AWPSP by providing further clarity in relation to the land use and proposed development of the proposed Alfredton West NAC and responding to Clause 3 of Schedule 1 to the Urban Growth Zone of Ballarat Planning Scheme.

2. Role of the Neighbourhood Activity Centre and Employment Areas

The role of the Alfredton West Precinct NAC is to provide a vibrant mix of retail and commercial activities to meet the needs of the growing local community and by diversifying the retail and commercial opportunities available to facilitate a range of employment opportunities.

The NAC will be designed to include a Main Street and Town Square so as to create a focal point for the community and provide a sense of identity to the neighbourhood.

2.1 Visions for the Neighbourhood Activity Centre

It is envisaged that the Alfredton West Precinct Neighbourhood Activity Centre & Employment Area will:

- ✓ Provide a "Main Street" based activity centre that is community focused, providing services to the AWPSP and surrounding areas.
- ✓ Have the capacity for growth as required overtime.
- ✓ House a mix of retail and commercial uses including the development of home based businesses.
- ✓ Be a community focal point for all ages
- ✓ Be easily accessible by walking, cycling or public transport.
- ✓ Provide a safe and attractive environment for community activity
- ✓ Provide natural/passive surveillance for public spaces.
- ✓ Acknowledge and address the interface between the NAC and surrounding development including Remembrance and Dyson Drive.



3. Strategic Framework

3.1 State Planning Policy Framework

The State Planning Policy Framework (SPPF) at Clause 11 of the Ballarat Planning Scheme seeks to facilitate the development of hierarchical network of high quality activity centres, where major retail, residential, administration, entertainment and community facilities are concentrated. The role of the neighbourhood activity centre is to provide for weekly (or more frequent) grocery shopping facilities as well as a range of other services to maximise the use of infrastructure, ensure ease of access and support economic viability.

Clause 15 addresses built form and heritage issues. It seeks to facilitate the development of safe and functional urban environments that make places more livable and contribute to their cultural identity. It also encourages high quality architecture and urban design, with integrated landscape design. These considerations are also reflected in the Activity Centre Guidelines (2005) and Safer Design Guidelines for Victoria (2005). Refer to Appendix A and Appendix B of this document.

The SPPF also supports planning that contributes positively to the economic wellbeing of communities and the State as a whole by fostering economic growth and development. By encouraging development that meet the needs of communities, i.e. retail, entertainment and commercial services in planned activity centres, it will help facilitate net community benefit in relation to accessibility, infrastructure and sustainability.

The UDF framework has been prepared to respond to the overarching policy objectives of the SPPF. It will help facilitate the development of a Neighbourhood Activity Centre that provides a range of uses, is an attractive place for people to visit and shop and provides a central community space for people to meet and interact.

3.2 Local Planning Policy Framework

Ballarat's Strategic Framework under Clause 21.03 supports the sustainable mix of residential, commercial development and infrastructure that provides for a high quality of life by providing a well serviced community.

As identified in Clause 21.04 sustainable urban expansion of Ballarat is limited to the west and south west in which the AWSP lies within. The development of Alfredton West is consistent with the Residential Framework Plan at Clause 21.04 and will be in accordance with the Ballarat West Growth Area Plan 2009, which is a reference document in the Ballarat Planning Scheme.

The UDF has responded to the objectives and policies of the LPPF and will help facilitate a high quality neighbourhood activity centre that is generally in accordance with the AWSP.



3.3 Urban Growth Zone Schedule 1

Schedule 1 to the UGZ of the Ballarat Planning Scheme puts in place the various planning controls that seek to implement the AWPSP. The Schedule directs that the 'applied zone' for the NAC area is the Business 1 Zone (refer Clause 34.01 of the Planning Scheme) and for the employment land is the Business 2 Zone (refer Clause 34.02 of the Planning Scheme).

Clause 3 of Schedule 1 relates specifically to the NAC and Employment land and requires, except in particular circumstances, the preparation of an Urban Design Framework for both the NAC and employment land prior to the issues of planning permits to use or subdivide land, or to construct a building or to construct or carry out works.

Clause 3 requires that, except in particular circumstances, the UDF must respond to Section 4.5 of the AWPSP and any other relevant part of the AWPSP as appropriate.

This UDF has been prepared to respond to the above matters and to meet the requirements of Clause 3 of the Schedule and the AWPSP.

3.4 Alfredton West Precinct Structure Plan

The Alfredton West Precinct Structure Plan (AWPSP) was prepared and is consistent with State and Local Planning Policy Frameworks and relevant planning guidelines.

The AWPSP sets out the objectives and principles for the development of an Urban Design Framework for the Neighbourhood Activity Centre (NAC). These details are further expanded in Section 6.



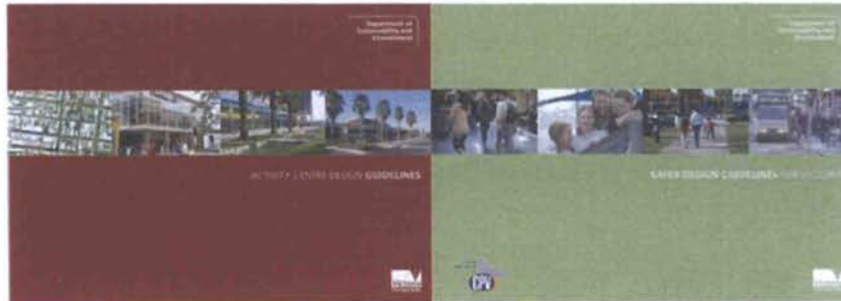
ALFREDTON WEST

→ Precinct Structure Plan



3.5 Activity Centre Guidelines (DSE 2005)

The Activity Centre Guidelines seek to facilitate the development of well-designed activity centres that address design principles including context, public realm, landmarks, views & vistas, pedestrian spaces, heritage, consolidation and empty sites, light & shade, energy efficiency, architectural quality and landscape. An assessment of the UDF against these guidelines is provided in Appendix A.



3.6 Safer Design Guidelines (DSE 2005)

The Safer Design Guidelines seeks to facilitate the planning of safer urban environments by applying principles of safer design including: surveillance, access & movement, activity, ownership and management & maintenance. An assessment of the UDF against these guidelines is provided in Appendix B.



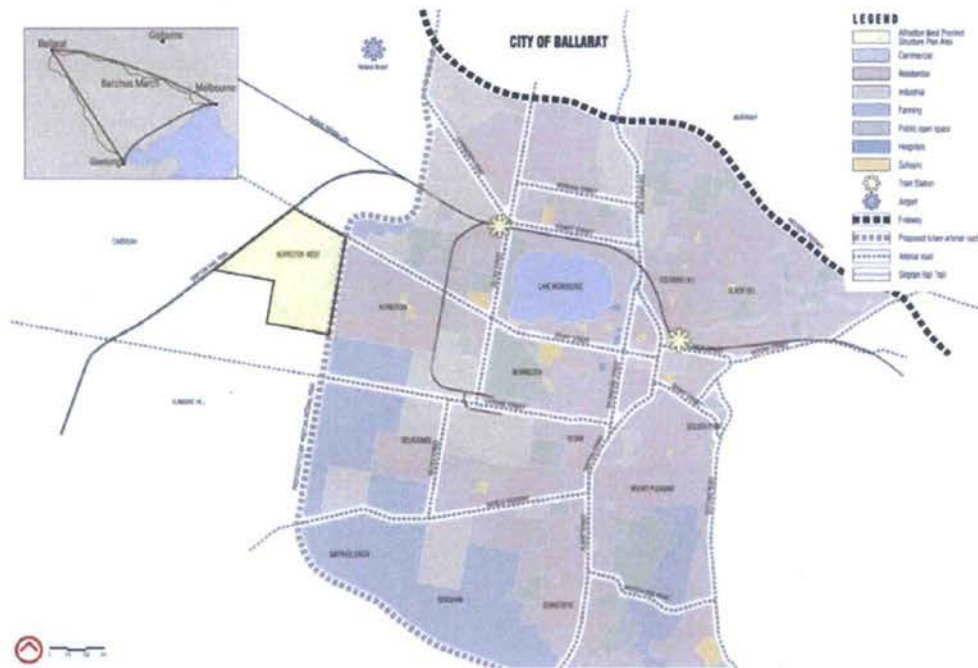
4. Location and Site Context

The site of the Neighbourhood Activity Centre and Employment Area is part of the Alfredton West Precinct located approximately 6km west of the Ballarat CBD. Plan 8 (reproduced from the AWPSP) showing the Alfredton West Future Urban Structure indicates the NAC and Employment Areas located at the North East corner of the site bounded by Dyson Drive and Remembrance Drive (The Avenue of Honour).





4.1 Area Context



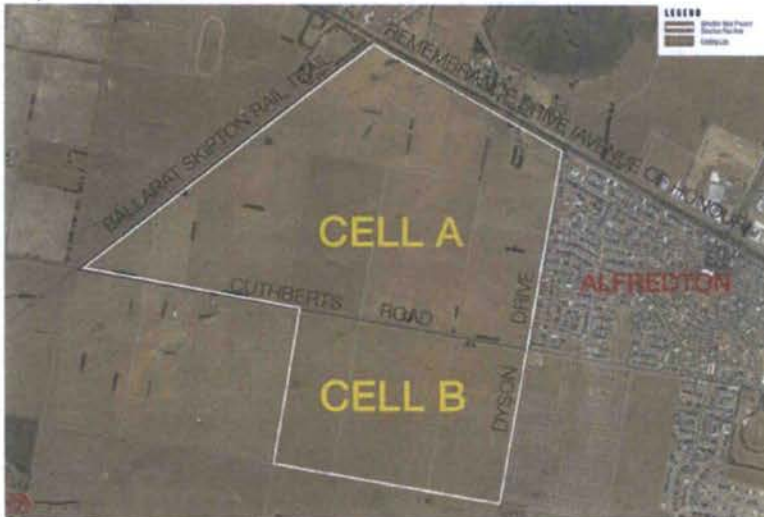
Being the largest in land town centre in Victoria, Ballarat has been identified as a major transit city and a key ‘networked city’ in the region alongside Bendigo and Geelong, as an alternative to Melbourne. The City of Ballarat is linked to Melbourne by the Western Freeway and Ballarat Train Station provides regular passenger rail services to Melbourne.

The land affected by the AWSP had been traditionally used for farming however rural land is increasingly being converted for urban use. The AWSP will play a key role in the expansion of Ballarat West and in servicing the Ballarat West Employment Zone. Ballarat Airport located 2.5km north of AWSP is a critical asset and has significant potential development options for both employment and population growth.



Alfredton West (Lucas) is part of the City of Ballarat's long term growth plan over the next 30 years, one of four precincts identified under the Ballarat West Growth Area Plan. The four precincts include: Precinct 1 – Bonshaw Creek, Precinct 2 – Greenhalghs Road, Precinct 3 – Alfredton West, Precinct 4 – Carngahm Road.

4.2 Site Context



As noted in the AWSP, the precinct is divided into two cells, Cell A and Cell B. The Neighbourhood Activity Centre is located in Cell A which is bounded by Remembrance Drive (Avenue of Honour) to the north, Dyson Drive to the east, Cuthberts Road to the south and the Ballarat Skipton Rail Trail along its west boundary.

4.3 Site Analysis

The site of the Neighbourhood Activity Centre and Employment Area is located at the north east corner of Cell A occupying an area of approximately 8.11 Hectares. As shown in the images, the land is primarily vacant except for an existing house that is accessed from Remembrance Drive. However the existing dwelling is situated in area that has been proposed for medium density housing.

There is a fall across the site from east to west of around 3m over an approximate distance of 270m. The location of the NAC within the AWSP would act as a focal point to the existing residential neighbourhood of Alfredton and to the future residents of Alfredton West.

The site is easily accessible and visible from Sturt Street, if travelling from the Ballarat CBD whilst the proposed widening of Dyson Drive to create the Ballarat Western Link Road, directly linking the southern areas of Ballarat to the Western Freeway would allow for the NAC to be easily accessible and visible from the south.

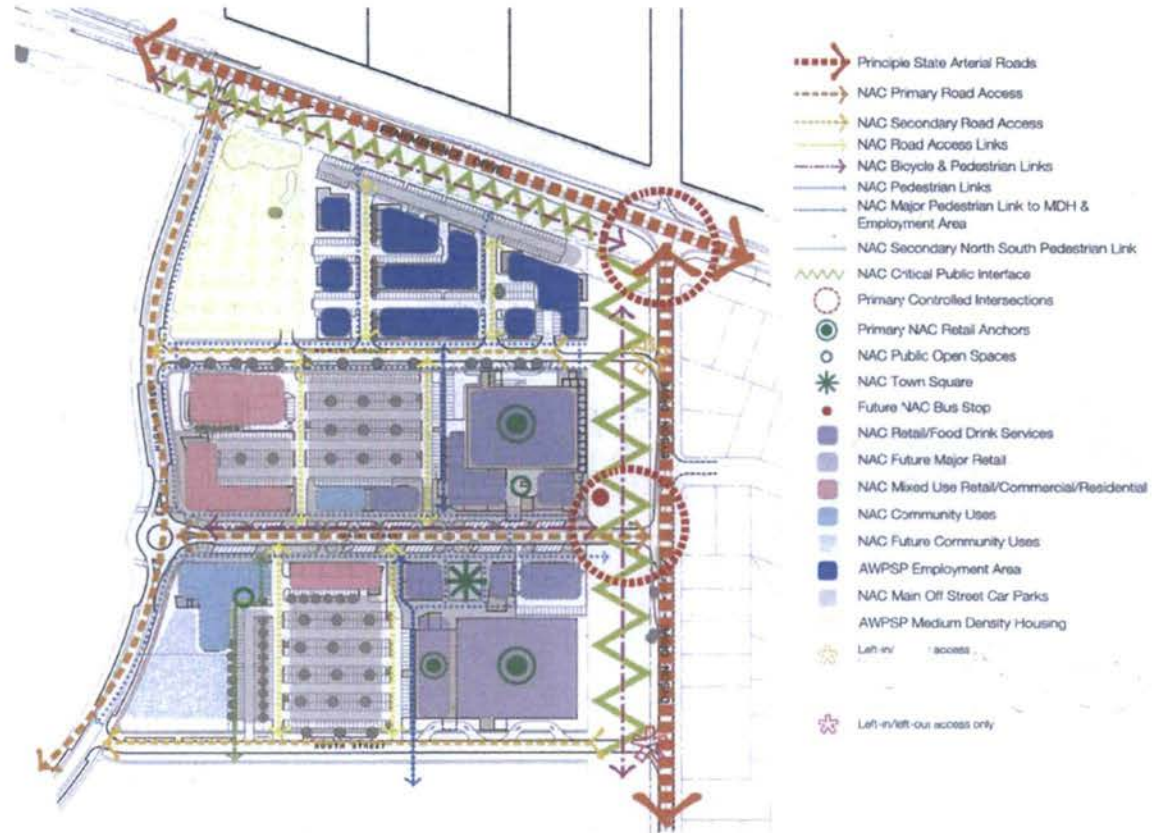


5 Alfredton West Precinct Neighbourhood Activity Centre Urban Design Framework

Planning and Design Guidelines/Principles for the UDF are detailed in Section 6 of the Report.

These include:

- Site Design
- Building Design
- Activity Centre Composition
- Public Transport & Movement
- Supermarkets & Large Floor Space Occupancies
- Service Areas
- Advertising Signage
- Landscaping
- Sustainability
- Integration





6. Planning & Design Guidelines

The Urban Design Framework and Design Guidelines have been informed by the interfaces with the surrounding areas and the need to appropriately address the amenities of the surrounding areas in the Design Response.



Figure 1: Main Street style Town Centre

6.1 Site Design

- Complement and enhance the character of the surrounding area (as reflected in the AWPSP) by addressing appropriately the topography and physical features of the site.
 - ✓ The site layout will predominately run east west to reflect the existing topography of the site and to create easy access from Dyson Drive. The 'Main Street' connects directly to the open space corridor that traverses the site.
- Promote a 'main street' layout and structure that will provide a permeable (within the centre and beyond) network of streets, walking / cycling links and public spaces.
 - ✓ A primary 'Main Street' is proposed running east west from Dyson Drive, with secondary streets running parallel north and south of the main street. These streets will be intersected by a network of streets running perpendicular to provide a permeable street and site layout through the NAC linking various public open and activity spaces.
- ✓ Wide pedestrian paths (6-7m on Main Street and 4m on circuit roads) will provide excellent pedestrian accessibility with connecting paths providing permeability to surrounding residential areas.
- Encourage a variety of land uses within the NAC.
 - ✓ Small and large retail outlets along with a mix of commercial outlets and Community Facilities are proposed to provide a variety of use, activity and destination points within the NAC.



- Acknowledge key views into and out of the NAC in its planning and design.
 - ✓ The permeable network of streets and site layout will accommodate this whilst further detailed design and review of the NAC will ensure this.
- Ensure there is an appropriate transition between the NAC, medium density housing and the surrounding more conventional residential areas.
 - ✓ The NAC will be accessed via a network of primary and secondary roads within the AWPSP which will also provide a transition/separation between the NAC and surrounding residential areas. Building setbacks and heights will be designed to be sympathetic to the scale of adjoining residential properties.
- Include verandas or covered pedestrian ways to provide functional weather protection.
 - ✓ Covered ways and canopies will be incorporated to provide functional weather protection throughout the NAC
- Reinforce the sense of place for the community.
 - ✓ A Town Square will be designed and built to provide a sense of place and focal point for the NAC and adjoining residential neighbourhood. Refer to Figure 2 and also to Landscape Concepts.
 - ✓ The proposed Community Hub located south east of NAC will be established as another focal and destination point for existing and future residents of Alfredton and Alfredton West. Its presence within the NAC would help promote engagement between residents.
 - ✓ Smaller Public Open Spaces secondary to the Town Square should be established to provide another level of public engagement that would promote activity and a provide a heightened sense of community and security.
- Incorporate public art in the NAC public realm.
 - ✓ Public art will be incorporated around public open spaces and activity areas to enhance the attractiveness of the site.



Figure 2: Town Square with well-designed landscape and activity

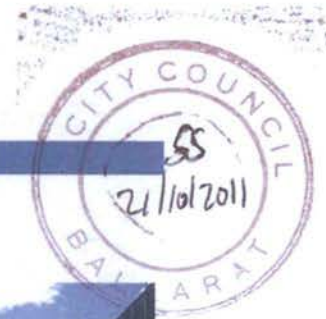


Figure 3: Town Centre presenting a public interface and identity along a public access way and promoting public use easy accessibility.



Figure 4: Large Retail anchor created a well-defined entry and focal point.

- Ensure a high standard of landscaping throughout the NAC.
 - ✓ A landscape master plan will be prepared for the NAC. Tree species will be chosen for their appropriateness to the growing conditions and will provide shade in summer and allow for sunshine in winter.
- Promote surveillance and personal safety on streets, walking/ cycling links and public spaces by installing appropriate lighting.
 - ✓ Lighting will be installed throughout the NAC with additional lighting in areas such as off street car parks and public transport stops to provide a greater sense of safety and surveillance from the public.
- Locate and design public toilets to be safe and accessible.
 - ✓ The location and design of public toilets will be resolved during the detailed design and documentation stages
- Ensure all public spaces are designed to allow 'access for all'.
 - ✓ All public spaces will be designed to be DDA compliant promoting easy access for all. This will also be further resolved during the detailed design and documentation stages.
- Design new development with an active interface to Sturt Street to address the Avenue of Honour and promote passive surveillance (consistent with urban design guidelines adopted by Council).
 - ✓ The Employment area fronting Sturt Street/Remembrance Drive will actively address the Avenue of Honour providing a street presence for the NAC and promote passive surveillance to pedestrians passing by.
 - ✓ All new development along Remembrance Drive will adhere to 'The Avenue of Honour Urban Design Guidelines'.



- Design new development with an interface to Dyson Drive to address the road to promote public use, promote passive surveillance and address the future amenity and accessibility of the AWPSP.
- ✓ The NAC has been designed to recognize Dyson Drive as its main access point, presenting it as the main public interface along the proposed future Ballarat Western Link Road. Proposed public transport stops located along the Dyson Drive interface will promote public use, accessibility of the NAC from existing and future neighbourhoods and passive surveillance through activation.

6.2 Building Design

- Provide opportunities for architecturally designed, landmark buildings in the NAC.
 - ✓ Large retail anchor stores located along the main street provide opportunities to create landmark buildings whilst other buildings such as commercial office buildings and the Community Hub present opportunities to create buildings that will give the neighbourhood a sense of place and identity. Refer to Figure 4
- Develop a high quality 'town square' within the NAC.
 - ✓ A Town square with direct access to the 'Main Street' will be designed to promote public activity by providing a high level of public amenity, well designed landscaping, access to good natural light and good passive surveillance. Refer to Figures 2 & 5 and the Landscape Concept.
 - ✓ The Town Square will also be a flexible space that allow for a variety of Community Uses.
- Encourage multistorey buildings within the NAC to accommodate a mix of uses including residential.
 - ✓ Where appropriate, multistorey buildings will be designed to promote mixed uses to ensure a variety of activities at different hours of the day.
- Ensure that the design of each building contributes to a planned cohesive and legible character for the NAC as a whole.
 - ✓ Commercial buildings in the NAC will be designed to be clearly distinguishable from surrounding buildings with building facades well-articulated adopting a contemporary palette of materials with splashes of colour to complement the overall colour palette and architectural style.



Figure 5: Well landscaped and active Main Street



Figures 6 & 7: Well-articulated long facades with a range of materials and scale.



- ✓ Materials such as architectural block work or rendered brick/block work, precast concrete, commercial glazing, commercial profile metal cladding, aluminium composite panels and compress cement panel façade systems may be used throughout to create a cohesive character and style.
- Articulate long, continuous facades with building elements such as windows, panels, materials, colours, textures to reduce the apparent scale of the building.
 - ✓ Buildings will be designed to create a consistent scale and bulk within the centre, whilst façades will be well articulated to incorporate a range of materials to minimise the perceived bulk of the building form. Refer to Figures 6 & 7
- Align the built form with the frontage property boundary in the main street.
 - ✓ Buildings with active street frontages will be designed with zero setbacks characterized by full height glazing to actively engage the street, provide passive surveillance and a continuous line of site with large setbacks avoided to prevent spaces for hiding.
- Ensure street facades and any exposed side or rear facades are activated and are visually rich and interesting.
 - ✓ Blank walls will be avoided however where transparent facades are not appropriate, large wall surfaces will be treated to create visual interest and/or screened by vegetation to soften their presence.
- Ensure fencing and walls for security purposes do not compromise the accessibility and safety of the streetscapes and other public areas.
 - ✓ Solid fences to public activity areas will be avoided throughout the NAC. Where fencing may be required these may take the form of permeable fencing types, i.e. modern steel pickets which could be subsequently screen with vegetation to minimise their presence.
- Screen (visually and acoustically) building services from the public realm-any equipment screens or housings should be integrated with the overall building design.
 - ✓ Building services will be screened from the public and will be further developed during the design development and documentation stage to ensure they are integrated as part of the built form.
- Maximise outward-looking active facades on buildings with frontage onto streets and public spaces to contribute to the vibrancy and visual attraction of the NAC's public realm large footprint standalone retail is discouraged.
 - ✓ Wherever possible buildings with street frontages to public open spaces will be characterized by full height glazing to actively engage with street activity and contribute a sense of attraction between the pedestrian and retail shop front. Transparent shop front glazing will also assist in a level of passive surveillance to allow for a greater sense of safety and security.



Figure 8: Public art incorporated into Town Centres to create visual interest.



Figure 9: A mix of floor sizes to diversify the Main Street



Figure 10: Mix of small commercial outlets to accommodate various uses.

- Identify sites in prominent locations for significant buildings, structures and urban art.
 - ✓ An opportunity to create a 'gateway' entrance from Dyson Drive exists which would comprise of a prominent built form with a minimum height of two storeys, whilst other corner allotments have the opportunity to present prominent built forms to address the street and create 'anchor' points within the NAC.
 - ✓ Throughout the public open spaces and Town Square, street art, sculptures and street furniture would be incorporated to enhance the landscape and attractiveness of NAC as well as providing visual interest and improving the amenity of the neighbourhood. Refer to Figure 8.
- Design corner sites, where the 'Main Street' meets an intersecting road, to provide a built form that anchors the 'Main Street'.
 - ✓ Corner sites located at the east and west ends of the 'Main Street' should be developed with higher built forms equivalent to at least two storeys to create a 'gateway' and anchor the 'Main Street'. Refer to Fig. 12.
 - ✓ Prominent architectural features, both in form, scale and height may be designed particularly to the intersection at Dyson Drive and the 'Main Street' to mark the key entry point to the NAC.

6.3 Activity Centre Composition

- Plan for and encourage a variety of employment and business opportunities (including retail, non-retail commercial, community and residential uses) to maximise the success of the NAC and thus promote its activation.
 - ✓ A mix of large and small retail outlets, offices and community services are proposed along the 'Main Street' to accommodate a mix of business and employment opportunities to activate and enliven the NAC.
 - ✓ An additional Employment Area that will primarily cater commercial offices has been identified to increase the diversity and mix of business opportunities in the precinct. The variety of businesses will also result in various activities throughout the day to ensure passive surveillance and activity is maximized. Refer to Figure 10
- Service the existing and future residents of Alfredton and the wider area as the primary NAC in this area of Ballarat while recognising the primacy of the Ballarat CBD.
 - ✓ The NAC will cater for future residents of the AWSPS as well as existing residents of Alfredton. Its location at the corner of Remembrance Drive and the proposed Ballarat Western Link Road will provide source of activity and employment opportunity for the future Ballarat West community and will play a support role to the Ballarat CBD



- Encourage buildings with a variety of widths and floor areas to promote a diversity of occupancies and opportunities.
 - ✓ A mix of buildings with flexible floor spaces will be designed to along the 'Main Street' to diversify the mix of retail and office tenancies and provide a mix of employment opportunities. Refer to Figure 9
 - ✓ A similar variety of floor spaces is proposed within the Employment Area.
- Facilitate convenience through encouraging variety and choice of a viable mix of uses and facilities.
 - ✓ A mix of uses including retail, food & beverage, commercial and community facilities will be proposed along the 'Main Street' to encourage a mix of uses and activities to activate the street.
 - ✓ The diverse mix of tenancy sizes and key destination points located at opposite ends of the 'Main Street' will help facilitate movement and encourage activity with the NAC, thus providing passive surveillance and a higher sense of security.
 - ✓ A well designed Town Square and other Public Open spaces is proposed to support other activities and to promote social interaction.
- Ensure ground floor uses address the street to maximise exposure to passing trade, promote active frontages and facilitate social interaction, surveillance, safety and active meeting places.
 - ✓ Where appropriate, tenancies with street frontages should be designed to maximise full height glazing to promote passive surveillance, exposure and active street activity. Extensive 'white washed' advertising to shop fronts is discouraged and should be avoided.

6.4 Public Transport & Movement

- Provide priority for pedestrian movement within the NAC.
 - ✓ The 'Main Street' and other public open spaces will be designed and detailed to be safe and attractive for pedestrian traffic. Traffic control measures such as zebra crossings, raised crossings and signage will assist in giving priority to pedestrian traffic and control traffic speeds within the NAC. Refer to Landscape concepts.
 - ✓ Dedicated pedestrian links to the north and south link roads from the 'Main Road' will be provided and separated from vehicular access to ensure pedestrian safety is maintained and crossings avoided.
- Provide adequate car parking to meet the needs of the NAC.
 - ✓ Short term on street car parking will be provided along the 'Main Street' to increase activity and movement within the NAC whilst off street car parks will be provided to accommodate parking needs of the NAC.



- Locate parking areas to the rear and/or side of street based retail frontages.
 - ✓ Off street car parks will be located behind retail premises and so as not to take up prime position along the 'Main Street' or create pockets of in-activity within the 'Main Street'.
- Design car parking areas that accommodate alternative temporary uses at specified non-peak parking times.
 - ✓ Off street car parks have the ability to cater for other activities such as local weekend market stalls, to add to the mix and vibrancy of the NAC. Its use and permit is subject to the approval of the relevant authorities and the NAC management.
- Include on-street, short-stay parking to encourage easy access and activity.
 - ✓ On-street car parking will be provided along the north and south circuits as well as through the Main Street where appropriate. Refer to the concept Landscape Plan.
- Design appropriate vehicle/pedestrian linkages to the existing residential area of Alfredton.
 - ✓ The proposed street and site block layout of the NAC will provide easy and convenient access from Dyson Drive. Buildings and access along Dyson Drive will be the main interface between the NAC and existing residential areas of Alfredton, therefore it will be designed to be easily accessible to ensure the successful integration of the NAC with the wider Ballarat community.
- Locate retail and other commercial or community anchors separately (and ideally at opposite ends of the main street) to promote pedestrian traffic that maximises movement along the length of the 'main street'.
 - ✓ Large retail anchors and the proposed Community Hub has been located at either ends of the 'Main Street' to maximise the activity within the NAC and encourage pedestrian traffic along its length.
- Design footpath widths to allow for comfortable movement and access for pedestrian including those with restricted mobility, outdoor seating and eating spaces including any hoarding or temporary enclosure fencing, approved footpath display and sales areas and access to parked vehicles, along the 'main street' frontages.
 - ✓ The 'Main Street' will accommodate for the majority of activity in the centre. Footpath widths will be designed to allow for comfortable pedestrian traffic flow whilst accommodating outdoor seating and outdoor café/restaurant patronage to increase activity and 'life' within the NAC. Refer to Landscape concepts.
 - ✓ North-South pedestrian links should be designed and treated to allow for comfortable movement through the NAC, as well as contributing to the overall aesthetic and not treated as an afterthought.



- Concentrate heavy vehicle movements associated with loading/unloading to the rear and/or side of street based retail frontages.
 - ✓ Heavy service vehicles will not be permitted into the 'Main Street', with buildings designed to accommodate loading and unloading requirements to the rear of secondary access streets. Designated loading bays to accommodate light delivery vehicles may be located at the rear of smaller retail outlets within off street car parks.

- Promote efficient and safe movement of pedestrians to and from key destinations in the NAC by careful location of bus stops and taxi bays.
 - ✓ The 'Main Street' will be designed to promote pedestrian activity and passive modes of transport such as cycling. Restricted vehicular speeds and traffic control measure will help assist in pedestrian safety.
 - ✓ It is proposed future NAC bus stops and taxi bays are to be located along Dyson Drive adjacent to the 'Main Street'/Dyson Drive intersection to avoid conflict. The proposed location along Dyson Drive is easily accessible from passing traffic and will assist in promoting pedestrian traffic through the "Main Street" rather than vehicular traffic once alighting from public vehicles.

- Ensure car parking entry and exit points are limited in accordance with an approved traffic and parking study of the NAC and designed to minimise pedestrian / vehicle conflict.
 - ✓ A limited number of entry and exit points to off street car parks from the "Main Street" is proposed. Two entry points from the "Main Street" into off street car parks are proposed whilst only one exit point is proposed. This would help restrict exiting traffic on to the "Main Street" and help minimise pedestrian and vehicular conflict.
 - ✓ Additional exit and entry points from off street car parks will be included along the North and South Circuits where by pedestrian traffic will be minimal in comparison.

- Provide bicycle parking facilities in safe, convenient and accessible locations and in numbers, in accordance with the Planning Scheme, to the satisfaction of the Responsible Authority.
 - ✓ Bicycle parking facilities will be provided along the 'Main Street' where appropriate, the Town Centre and designated locations throughout the NAC. The inclusion of bicycle parking facilities along shared foot paths will help increase activity and provide passive surveillance giving the public a sense of security and encourage alternative modes of transport into the NAC.



6.5 Supermarkets and other Large Floor Space Occupancies

- Locate and design supermarkets and other large floor space occupancies to assist with the planned movement of people to activities and destinations within and outside the NAC.
 - ✓ A proposed supermarket and large retail tenancy will be located at the prominent corner at the entrance of the 'Main Street' and Dyson Drive. This will create anchors and destination points in the NAC.
- Design and site supermarkets and other large floor space occupancies to provide an appropriate response to the entire public realm, including car parking areas, walking/ cycling links, streets and other public places.
 - ✓ Large retail anchor stores will have secondary entrances, however main entry points will be located off the 'Main Street' and identified with feature architectural elements. This will include: high canopy entrances, feature entry elements, signage, landscape treatment and material finishes.
 - ✓ Where appropriate, large floor space stores will have full glazed frontages on the ground floor to allow for views in and out of the store, promote activity and provide passive surveillance in the public realm. Refer to Figure 11
- Ensure secondary access to supermarkets and other stores from car parking areas do not diminish the role of a key access from the "Main Street".
 - ✓ Key entrances to large retail tenancies will be easily identifiable with architectural features and way finding measures clearly depicting the hierarchy between primary and secondary access.
 - ✓ Design features such as canopies, lighting, signage and material treatment will be adopted to help delineate the roles between primary and secondary access.
- Ensure supermarkets and other large floor space occupancies with street frontages are glazed to allow views into and out of the building from the street.
 - ✓ Large floor space occupancies as well as other specialty occupancies will have full height glazing where appropriate to increase visual engagement between outside and inside spaces and increase passive surveillance.
 - ✓ White washed advertising to glazing should be avoided, however where required, permits may be issued at the discretion of the responsible authority.



Figure 11: Large Supermarket treated as anchor stores, with full height glazing frontages and specialty shops wrapping parts of the façade.



- Design supermarkets and other 'anchor' stores to have a key access point that directly addresses the 'main street' so that the use integrates with and promotes activity within the 'main street'. 'Veneer' the perimeter of such supermarkets and other stores with specialty shops and other uses where possible.
 - ✓ Smaller retail tenancies will 'wrap' around larger anchor stores to create a small 'mall' type configuration which will better articulate the building elevations to large floor plate tenancies and provide a more comfortable scale between the public and buildings.
- Design large floor plate offices to allow views to and address the Avenue of Honour.
 - ✓ Buildings located in the area designated as an office based Employment Area will have facades designed to address the street frontage and allow for views through to the Avenue of Honour (AOH). Buildings designed with 'back/rear' elevations will be avoided so as not create the sense of 'back lanes' to create a feeling of unease.
 - ✓ Buildings along the AOH will be designed to meet any Urban Design Guidelines relating to the Avenue of Honour.
- Design large floor plate offices to ensure that large car parking areas and services are screened from the Avenue of Honour.
 - ✓ Car parking areas servicing the Employment Area will be screened from the Avenue of Honour by the proposed buildings whilst parking bays along the Avenue of Honour will be screened through vegetation and landscape, to soften the interface between the two.

6.6 Service Areas

- Design service areas (such as loading bays, trolley storage and waste holding / collection areas) away from main pedestrian areas wherever possible.
 - ✓ Access to Heavy and light service vehicles in the NAC will be separated and restricted. No heavy service vehicles will be permitted into the 'Main Street' so as not to disrupt the preferred pedestrian traffic
 - ✓ Light service vehicles may be accommodated within the 'Main Street' during off peak times only, however this should be further reviewed and conditioned by the responsible authority.
- Design service areas, wherever possible, to separate maneuvering and access of heavy delivery and service vehicles from car park access lanes and entry / exit points.
 - ✓ Loading and unloading services will be obscured from the public and located along secondary access streets to avoid conflict with sensitive uses.



Figure 12: Prominent corners treated with architectural gestures that can be easily



- Design and locate service areas including their screening (acoustic and visual) to minimise visual and acoustic amenity impacts.
 - ✓ Services will be screened where appropriate to minimise the visual amenity impact and designed to be integrated into the overall building form to create a cohesive appearance in building form and style.

6.7 Advertising Signage

- Incorporate advertising signs in the design of buildings and not as an 'afterthought'.
 - ✓ Appropriate advertising signage will be incorporated into the building design to ensure well-articulated facades and a high quality built form. Signage can be incorporated as feature elements and used to anchor the buildings presence and provide visual interest throughout the NAC. Further details will be reviewed during the design development and documentation stages. Refer to figures 12, 13 & 14
- Ensure planning permits for buildings and works include conditions discouraging excessive window advertising.
 - ✓ Window signage will be avoided as this will impinge on the transparency and surveillance between the public realm and indoor areas.
- Minimise large free-standing pole signs preferably to no more than one pole sign for the NAC advertising its existence and its traders.
 - ✓ Pylon signage will be restricted to its east entry from Dyson Drive, to allow for traffic to know of its existence. Smaller standalone signage incorporating way finding measures may be introduced at particular locations in the NAC.
- Ensure signage developed along the Avenue of Honour is appropriate and complies with the urban design guidelines adopted by the responsible authority.
 - ✓ An employment/business zone is proposed as the main frontage of the NAC to the Avenue of Honour (AOH). Signage along the AOH should be restricted to façades of buildings, where they have been setback from the reserve and will not dominate views along the AOH.
 - ✓ Free standing signs will be avoided.

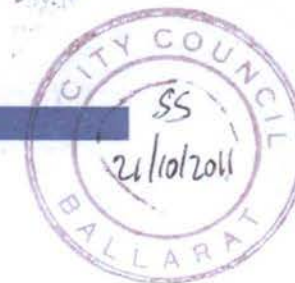


Figure 13 & 14: Signage incorporated into feature elements.



6.8 Landscaping

- Design the landscapes and streetscapes in accordance with the approved landscape masterplan for the NAC.
 - ✓ A landscape masterplan for the NAC is attached. Materials will generally be in keeping with the traditions of the public open space detailing in the City of Ballarat.
- Design car parking areas to allow large growing trees to be planted and provide shade.
 - ✓ Trees will be located throughout large off street car parks to soften hard areas associated with car parks whilst also providing some shade in the area. Rather than using physical barriers, large trees and vegetation will be used to help delineate car park boundaries and development sites around the NAC.
 - ✓ Explore the use of Water Sensitive Urban Design (WSUD) to support large growing trees in car park areas.
- Design the 'town square' to be a flexible urban space and to allow for significant use patterns.
 - ✓ The town square which will be the focal point of the NAC will have a varied palette of materials and finishes to create visual interest. Paving finishes will help create a variety of spaces whilst canopy trees and street furniture will also be provided. The Town Square has been designed to allow flexibility of use by the community, for example weekend markets.
- Design the landscape of the NAC to make it an attractive place to work, do business and live.
 - ✓ The landscape design should be a mix native and water efficient plants to provide a sustainable landscaped setting.
 - ✓ Hard paving treatments should be developed to have a mix of textures and colours that may help delineate spaces and uses within the NAC
 - ✓ Elements such as street furniture and lighting will assist in the attractiveness of the landscape and promote the NAC's usability.
- Design landscape treatments to minimise the visual bulk of large featureless walls that are visible from public areas of the NAC and surrounds.
 - ✓ Where expansive walls to large tenancies are unavoidable, this should be restricted to off street car park areas and not the "Main Street" or other pedestrian linkages.
 - ✓ Expansive walls should be treated with some articulation and relief in the façade to help break down the mass and bulk of the building. Screen planting or larger trees should be planted and designed to soften the appearance of expansive walls.



6.9 Sustainability

- Incorporate water conservation and reuse measures such as the installation of rain water tanks for toilet flushing, WSUD and storm water harvesting.
 - ✓ Water sensitive design will be incorporated into the NAC which will include water tanks for toilet flushing and irrigation and drought resistant planting. Storm water retention and other water sensitive urban design measure will be further detailed during the design and development phase may be provided in car park areas and along the main street.
- Encourage solid waste recycling and provide adequate storage space for recycling bins.
 - ✓ Dedicated waste storage and recycling facilities will be provided to encourage recycling. These areas will be well lit and screened so as to minimise the impact to visual amenity and incorporated into the overall building design.
- Encourage natural ventilation of buildings to reduce the reliance on non-renewable energy for heating and cooling.
 - ✓ Office and commercial buildings in the Employment Area will be designed with flexible openings to allow for good cross ventilation as well as being well insulated providing passive and cooling heating in the buildings thus reducing energy consumption.
- Maximise passive solar orientation.
 - ✓ The street pattern and site orientation in the NAC will provide North South orientated buildings to maximise solar and natural light access particularly to public areas such as Town Square and office/commercial outlets to minimise the reliance of artificial lighting during the day.
- Incorporate high environmental standards into the NAC to reduce greenhouse gas emissions, such as water conservation, storm water harvesting, landscaping, WSUD, energy conservations and waste management.
 - ✓ Prior to any development taking place, a Waste Management Report must prepared to the satisfaction of the responsible authority detailing the proposed waste generated and treated including, general, recyclable and garden waste.
 - ✓ Rainwater harvesting should be incorporated, where appropriate, into the design of the NAC for landscape use. Buildings in the Employment Area should allow for rainwater harvesting to assist in toilet flushing and for general landscape purposes to reduce the consumption of potable water.
 - ✓ A storm water retention system should be incorporated for the management of storm water runoff from hard paved surfaces in the NAC.



- Incorporate appropriate energy efficiency measures and initiatives that reflect current best practice in building design.
- Building design should be consistent with environmentally sustainable design (ESD) principles.
 - ✓ Building façade and glazing systems should be designed to exceed the minimum relevant Building Codes for energy efficiency.
 - ✓ Passive energy efficient design features such as, double glazing, shading and solar systems should be standard practices in NAC buildings especially to buildings located in the Employment Area.

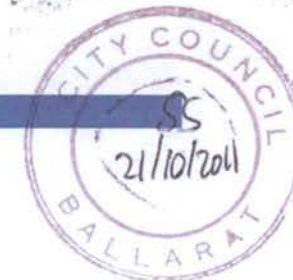
6.10 Integration

- Design the NAC and employment precinct to provide a sympathetic transition between the two precincts including through: building design (massing and configuration); street and path network (linking for vehicles and pedestrians); an overall landscape treatment; and the potential for expansion.
 - ✓ The NAC and Employment Area will be linked through the overall landscape treatment of the precinct, whilst a network of access ways to accommodate, pedestrians, cyclist and motorists will link the two precincts together. The use of a similar palette of materials and height restrictions will ensure a cohesive building design is maintained.

7. Implementation

A planning permit to use or sub-divide land, construct a building or construct and carry out works within the NAC of the AWPSP must be generally in accordance with this Urban Design Framework.

The Urban Design Framework may be amended to the satisfaction of the Responsible Authority.



APPENDIX A: Activity Centre Guidelines

1. URBAN STRUCTURE

<i>Objectives</i>		<i>Urban Design Framework Response</i>
1.1	To develop a street layout with a focus on public transport services.	A functional and permeable street network is proposed with a street and block layout that allows for local public transport services to connect to principal public transport networks.
1.2	To provide a well-connected road network with co-located access for all users.	The street network will integrate with surrounding streets. The street design will provide safe and convenient access for cyclists, pedestrians and vehicles by interconnecting bicycle and footpaths. Ensure vehicular traffic is accommodated whilst not impacting on the amenity of pedestrians and cyclists and provide access for commercial vehicle loading and service activity.
1.3	To provide appropriate street widths.	Street widths will be designed in accordance with the Alfredton West Precinct Infrastructure Plan and the City of Ballarat Standard Road Cross Sections.
1.4	To integrate activity centre streets into the local network.	Activity centre streets will have direct access links to surrounding neighbourhoods and roads whilst secondary access between centre streets allow for greater access and permeability within the Centre.
1.5	To encourage a diverse mix of uses within the centre	The centre will comprise a range of commercial and retail uses which would have different hours of operation to ensure the centre does not become a "ghost town" after certain hours. Opportunities exist to provide commercial/retail and community facilities alongside medium density housing to further diversify land use mix.
1.6	To intensify active uses along street frontages.	Street frontages will be active through the concentration of retail uses at the ground floor, with buildings constructed flush to footpaths and comprise extensive glazing with setbacks and alcoves avoided.
1.7	To physically connect surrounding residential neighbourhood to the uses in the activity centre.	The surrounding residential neighbourhood will be integrated into the activity centre through access ways, pathways, landscaping and sightlines through the network of permeable streets.

2. TRAIN STATIONS & PUBLIC TRANSPORT INTERCHANGE ENVIRONMENTS

<i>Objectives</i>		<i>Urban Design Framework Response</i>
2.1	To encourage public transport use by providing convenient, prominent and active stations and interchanges.	Bus stops or transport interchanges would not be located within the main street, but would be located prominently and conveniently along local transport routes to better integrate with existing public transport facilities.
2.2	To provide high quality passenger amenity.	Weather protected stops is proposed and integrated with the streetscape alongside with lighting to provide secure and safe active areas. Signage and locally relevant travel information would also be incorporated to assist visitors.
2.3	To provide safe, attractive and direct pedestrian and cycling access to stations, interchanges and transit stops.	Convenient and safe access to existing and proposed transport interchanges outside the Activity Centre will be provided. Bicycle and pedestrian paths would be provided throughout and integrated with existing adjoining paths.
2.4	To minimise the dividing effect of railway corridors on activity centres.	No railway corridors are proposed

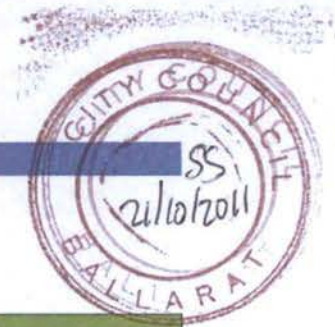


3. STREET DESIGN

<i>Objectives</i>		<i>Urban Design Framework Response</i>
3.1	To design streets that comfortably and safely accommodate pedestrians and cyclist.	Streets will comfortably and safely accommodate pedestrians and cyclists. Future collector roads around the Activity Centre will have dedicated cycling and pedestrian paths clearly delineated from vehicular access ways.
3.2	To ensure vehicle traffic does not compromise good walking and cycling environment.	Walking and cycling environments would be clearly delineated through grading, paving materials, landscaping and signage.
3.3	To design and plan street edges to enhance the pedestrian environment.	The Activity Centre would be designed to enhance the pedestrian environment. Buildings will comprise extensive glazing and zero setbacks from footpaths at ground floor. Landscaping will be provided along pedestrian paths to enhance the pedestrian paths and streetscapes. A mix of uses are proposed will occupy main street frontages to encourage spill out or activity into the street.

4. PUBLIC SPACES

<i>Objectives</i>		<i>Urban Design Framework Response</i>
4.1	To provide generous, purposeful and well defined public spaces.	Generous areas of landscaped public open space will be provided throughout the centre. A town square is proposed on the south side of the main street, with north facing access to allow for good sun and light penetration.
4.2	To provide public space elements that are engaging, convenient and encourages use.	Open space areas will include appropriate lighting throughout complimented by native landscaping and street furniture. Opportunities exist in the town square to provide street art or sculptures to enhance the public areas.
4.3	To ensure that the appearance of public space is continually maintained.	High quality and robust street furniture and public art would be used for easy maintenance and longevity. An Owners Corporation/Centre Management body will ensure privately owned public spaces are continually maintained.
4.4	To ensure landscaping contributes positively to quality public space.	Landscaping will make a positive contribution to the Activity Centre and public spaces promoting its attractiveness. Soft landscaping will complement the hard surfaces such as foot paths and street furniture. A landscape Masterplan has been prepared for the Activity Centre.
4.5	To provide conveniences for public comfort.	Accessible and safe public amenities will be provided in convenient locations around the Centre. Signage, seating and shaded areas will be provided to further enhance public comfort and amenity.
4.6	To maintain good air quality in public space	Good air quality will be maintained through the provision of open spaces and landscaping. The provision of well-kept pedestrian and cycling paths will ensure sustainable modes of transport within the Centre, whilst larger heavy service vehicles would have restricted access away from main public open spaces.
4.7	To provide focus for the local community and reinforced a local sense of place and identity.	The proposed Town Square cradled amongst a mix of retail outlets will provide the centre and local residents a focal point and sense of identity for the Centre. Street art, furniture and proposed landscaping will further create a sense of place distinctive to the Alfredton West area.



5. BUILDING DESIGN

<i>Objectives</i>		<i>Urban Design Framework Response</i>
5.1	To incorporate new development in heritage areas sensitively.	The proposed Activity Centre development within the Alfredton West Precinct would be built on land that was predominantly used as farmland. Sites of cultural heritage sensitivity had been identified with the precinct as evidence of past Aboriginal occupation. A Cultural Heritage Management Plan will be prepared to address these issues and will be incorporated into the development if any. The heritage values of the AOH will also be addressed via appropriate setbacks to the road reserve and careful consideration of building heights and signage.
5.2	To minimise the energy consumption of new buildings.	Street and building design has encouraged north south orientations to maximise solar access whilst minimizing the potential for east west frontages.
5.3	To minimise waste generation.	Buildings will be designed and constructed to be adapted for a variety of uses. Adequate site storage and access points for the separation of recyclable and waste materials will be provided.
5.4	To minimise water consumption and storm water run-off from new buildings.	Indigenous vegetation would be promoted as part of the landscape plan, whilst opportunities exist to incorporate water recycling systems into smaller retail/commercial buildings.

6. MALLS AND LARGE STORES

<i>Objectives</i>		<i>Urban Design Framework Response</i>
6.1	To improve pedestrian and cycling access and amenity between malls/large stores and the rest of the activity centre and surrounding neighbourhood.	High quality pedestrian and cycling paths will be provided within the Activity Centre between large and small stores as well integrating the pathways with the surrounding residential neighbourhoods.
6.2	To ensure malls and large stores address streets with active frontages.	Large stores will be designed to anchor the main streets with smaller specialty uses wrapping around the edges to provide active street frontages and well-articulated front facades avoiding blank walls facing main streets and public open spaces.
6.3	To ensure malls/large stores maximise the opportunity for increased mix of use.	Large stores will be designed to allow for smaller scale retail outlets to wrap around large 'box' stores to create an increased mix of retail and commercial use.
6.4	To integrate the built form of malls and large stores into activity centres and their surrounding neighbourhoods.	The built form of large stores will be integrated into the activity centres through articulated façade treatments, varying scales, volumes and surface treatments that would reflect the scale in the street.



7. HIGHER DENSITY HOUSING

<i>Objectives</i>		<i>Urban Design Framework Response</i>
7.1	To maximise higher density housing opportunities in activity centres.	An area for future medium density housing has been located within the Neighbourhood Activity Centre. Higher density housing opportunities can be accommodated at the upper levels of buildings in the Activity Centre.
7.2	To ensure the scale and form of higher density housing in activity centres is appropriate.	Higher density housing will be designed to be of an appropriate scale, having regard to its role within the centre and its proximity to existing neighbouring dwellings. The proposed medium density housing will act as a transition in scale between the higher densities and the more conventional density residential areas.
7.3	To ensure good amenity for residents of higher density housing and the surrounding development.	Higher density housing within the centre will increase natural surveillance within the activity centre and ensure the centre does not become a "ghost town" after hours. The proposed Town Square and Public Open Spaces will provide well sized meeting places/recreational facilities to meet the needs of future residents.
7.4	To integrate the activity centre into the surrounding neighbourhoods.	The activity centre will integrate with the surrounding neighbourhoods through the provision of vehicular, cycling and pedestrian connections. Where possible the proposed buildings will have frontages facing residential areas while large blank walls would be avoided through various façade treatments or landscape buffers.
7.5	To ensure higher density housing sensitively responds to the surrounding neighbourhoods.	Future residential development in the centre will respond positively to the surrounding neighbourhoods by ensuring new buildings do not overwhelm neighbouring buildings and where relevant, respond appropriately to the AOH.

8. CARPARKING

<i>Objectives</i>		<i>Urban Design Framework Response</i>
8.1	To maximise on street parking opportunities.	Where appropriate, on street parking has been provided throughout the site and particularly within the proposed main retail and commercial street.
8.2	To use on street parking efficiently.	On street parking will be efficiently allocated to maximise availability without affecting the amenities of pedestrians or decrease pedestrian safety.
8.3	To minimise off street car parks visually dominating public space.	Off street parking will not visually dominate public space as it would be obscured by proposed landscaping throughout the site as well as being placed behind large and small stores along the proposed main activity street.
8.4	To improve pedestrian and cycling safety and amenity in and around off street parking.	Off street car parking will be well lit and clearly signed with tree planting around to provide a more attractive appearance. Pedestrian routes to off street car parks will also be well maintained and treated to ensure a high level of safety and passive surveillance.



APPENDIX B: Safer Design Guidelines

1. URBAN STRUCTURE

Objectives	Urban Design Framework Response
1.1 CONNECTION: To ensure a well-integrated urban structure that increases activity by maximizing connections between neighbourhoods.	The Neighbourhood Activity Centre (NAC) will integrate with the surrounding area through pedestrian, cycling and vehicular links. The proposed upgrade to Dyson Drive will also provide additional network links to the surrounding neighbourhood.
1.2 ACTIVITY: To develop urban areas with 'walkable neighbourhoods' and active neighbourhood centres.	Tree lined pedestrian and bicycle paths will be provided within the NAC to integrate with surrounding networks. Public transport routes will also provide further inks with the surrounding area.
1.3 LEGIBILITY: To design an easily navigable and legible network of streets, providing convenient access for all users across neighbourhoods and to activity centres.	A functional and permeable network of streets which have block layout provide an easily navigable network. Interconnections between large streets are proposed to increase access and safety.
1.4 DIVERSITY: To encourage active neighbourhoods where people are present during most hours of the day.	A mix of commercial and retail uses as well as proposed medium to high density housing is proposed to promote activity during most hours of the day.
1.5 SURVEILLANCE: To design neighbourhoods that maximises visibility and surveillance of public space to enhance real and perceived safety.	The activity centre will be safe and maximise surveillance of public spaces with active and public uses located on street level. Fully glazed facades to retail and commercial outlets will provide passive surveillance into public spaces. The inclusion of medium-high density housing will provide residences with additional passive surveillance.
1.6 SUB DIVISION DESIGN: To connect new residential subdivisions to adjacent subdivisions through a physically integrated and direct movement/street network.	A proposed future medium density residential area has been allocated to the North West of the NAC. This is ideally located with direct access to main and collector roads as well being adjacent to future lower density housing with direct access to pedestrian paths.
1.7 STREET DESIGN: To provide the highest level of natural surveillance and 'eyes on the street' by encouraging walking and cycling.	Walking and cycling paths would be provided throughout the NAC with these paths treated with varying surface treatments and grades to provide a high level finish and thus encouraging walking cycling.
1.8 STREET DESIGN: To design street layouts which minimise direct access to secluded private open space.	This is Not Applicable.
1.9 RESIDENTIAL LOT DESIGN: To provide for natural surveillance of streets by ensuring future buildings have windows facing streets and public spaces.	The indicative layout of the NAC ensure that proposed buildings will have street frontages with full glazed frontages to provide passive surveillance. Medium density housing areas would all have frontages addressing the street.
1.10 RESIDENTIAL LOT DESIGN: To maintain natural surveillance of streets and public open space while clearly defining private and public property.	The public and private realm will be clearly delineated through appropriate signage landscaping, building forms and treatments. Medium density housing would have their private open spaces located at the rear of residential lots whilst semi private front yards facing the street will provide a passive form surveillance and security.



2. ACTIVITY CENTRES

Objectives	Urban Design Framework Response
2.1 To maximise surveillance of streets by increasing the level of activity within buildings and on the street.	A mix of retail, commercial and community facilities will front streets with active uses integrating with the street through glazing and zero setbacks.
2.2 To provide a compatible mix of uses and activities to maximise natural surveillance and support 24 hour public presence in activity centres.	A variety of uses including cafes, restaurants will help to create appropriate levels of day and night time activity within the NAC. Where possible upper floor housing to provide passive surveillance beyond business hours.
2.3 To support night-time uses by providing easily accessible public transport and parking facilities.	Easily accessible parking facilities are provided within the NAC which will be visible and well lit to ensure safety and security. Well lit public transport stops and connections to bike and pedestrian paths also provide another level of safety and surveillance.
2.4 To develop activity centres that are well connected and provide direct pedestrian links to surrounding residential neighbourhoods to maximise use and natural surveillance.	The proposed NAC will be well connected to existing neighbourhoods through vehicle, bicycle and pedestrian access ways.
2.5 To ensure streets and public spaces are attractive and well used to signal care and attention and support people's feeling of safety.	Streets will be well designed through the provision of landscaping and paving treatments throughout. The integration of the streets, public spaces, street furniture and signage in the NAC will promote usability and perceived safety.

3. BUILDING DESIGN

Objectives	Urban Design Framework Response
3.1 BUILDING FRONTAGE: To design buildings that contributes to the natural surveillance of adjacent streets and public space.	The use of extensive glazing to ground floor retail outlets on building frontages provide passive surveillance to streets and public spaces. While zero setbacks between buildings and pedestrian paths provide a direct line of sight and minimises the opportunity for spaces to hide or entrap.
3.2 BUILDING FRONTAGE: To encourage active uses along streets to increase the 'eyes on the street'.	Active uses along street, such as shops, cafes and restaurants will increase passive surveillance and street activity.
3.3 BUILDING ENTRIES: To design entrances which provide easy access to all users, afford visibility to and from the street, and minimise the potential for hiding spots.	Building entries, particularly to larger stores will be clearly identifiable with signage and articulated architectural treatments. Awnings and canopies would be proposed to provide transitional spaces between the outside and inside whilst providing a level of weather protection to pedestrians and street activity.
3.4 FENCES AND WALLS: To maintain visibility and natural surveillance of the public environment and private entrances.	Fences and walls within retail and commercial areas of the NAC would not be proposed whilst fences to proposed medium density housing areas will be kept to low front permeable fences to ensure passive surveillance is not inhibited.
3.5 FENCES AND WALLS: To minimise the occurrence of graffiti on walls and fences to signal care and attention and support people's feeling of safety.	Blank walls in the NAC will be discouraged. Where unavoidable, various surface and material treatments will be introduced to minimise the occurrence of graffiti or vandalism.
3.6 FENCES AND WALLS: To minimise the potential for walls and fences to be used to gain access to private space.	High fences within the proposed medium density housing areas would be restricted to the rear and side of lots to protect private open spaces, while low and permeable front fencing will ensure easy surveillance of unwanted access and delineate between public and private space.



4. PARKS AND OPEN SPACE

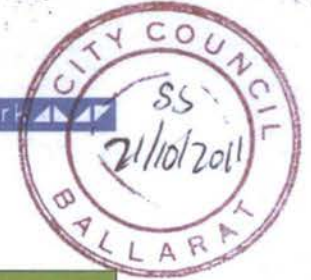
<i>Objectives</i>		<i>Urban Design Framework Response</i>
4.1	To maximise natural surveillance of parks and open spaces to encourage use and support people's perceptions of safety.	Buildings with active frontages will border public open spaces to enhance perception of safety and increase passive surveillance.
4.2	To encourage the use of parks and open space by a range of users at all times of the day to improve the quality of life for the community and improve perceptions of safety in public places.	The proposed Town Square and other public open spaces will be provided with appropriate street furniture, lighting and landscaping to promote a variety of uses and enhance comfort and safety.
4.3	LIGHTING: To ensure lighting is carefully integrated to further enhance visibility and natural surveillance of parks and open spaces.	Appropriate lighting will be integrated into the NAC whilst areas such transport interchanges and off street car parks will have additional dedicated lighting to promote safety and security.
4.4	LANDSCAPING: To ensure landscaping maintains sightlines of paths in parks and open spaces and allows for natural surveillance.	A landscape Masterplan has been prepared with appropriate landscaping nominated to enhance the attractiveness of the NAC and ensure that clear sightlines are maintained for pedestrian, cyclists and vehicle movement.

5. WALKING AND CYCLING PATHS

<i>Objectives</i>		<i>Urban Design Framework Response</i>
5.1	To co-locate pedestrian, cycle and vehicle movement routes, where practical, to maximise activity and natural surveillance opportunities.	Vehicle, pedestrian and bicycle routes will be co-located where practicable within the NAC.
5.2	To provide convenient paths with generous proportions to encourage walking and cycling and promote natural surveillance.	Generously proportioned paths will be provided to encourage walking and cycling whilst also maintaining street activity. Vehicular paths would be designed in accordance with the City of Ballarat Standard Road Cross Sections.
5.3	To maintain long sightlines along paths and into adjacent spaces to maximise visibility	The proposed street and building layout, proposed landscaping and assisted lighting will be in locations that will maintain visibility and clear sightlines throughout the NAC.

6. PUBLIC TRANSPORT

<i>Objectives</i>		<i>Urban Design Framework Response</i>
6.1	To provide access routes to public transport stops and stations which are direct and maximise natural surveillance and visibility	No public transport access routes are proposed within the NAC but bus stops along the periphery and on existing collector and arterial roads are proposed. These will be well connected through vehicular, bicycle and pedestrian access ways.
6.2	To ensure maximum natural surveillance of public transport stops and increase their visibility for users safety.	No public transport routes are proposed within the NAC. The proposed bus stops located on the periphery and existing collector and arterial routes will be conveniently located adjacent to the NAC main access routes which would provide easy accessibility and visibility.
6.3	To provide signage to assist in way finding.	Appropriate signage will be provided throughout the NAC as well as transport stops to assist in way finding.
6.4	To ensure all facilities are well maintained and graffiti is promptly removed to promote a perception of safety and encourage use.	The facilities will be well maintained and graffiti will be promptly removed. The proposed Owner's Corporation will ensure a high standard is maintained.



7. CARPARK AREAS

<i>Objectives</i>		<i>Urban Design Framework Response</i>
7.1	To ensure that pedestrian amenity and safety in the street is not degraded by car park siting and design.	On street car parking will be located within the NAC where appropriate, whilst larger off street parking is located behind main activity areas so as not to degrade pedestrian amenity and safety.
7.2	GROUND LEVEL OFF-STREET CAR PARK AREAS: To design all car parking areas to maximise natural surveillance and pedestrian visibility.	Off street parking areas will be surrounding by buildings and public spaces to provide passive surveillance whilst lighting and sightlines through the site will ensure pedestrian visibility.
7.3	GROUND LEVEL OFF-STREET CAR PARK AREAS: To ensure pedestrian access to car park areas from the street is convenient and assists way-finding by maximising visibility	Appropriate signage and way finding measures will be incorporated to ensure easy access
7.5	MULTI-LEVEL CAR PARKS: To design multi-level car parking to maximise natural surveillance inside, and to and from, the parking structure to ensure user safety.	This is Not Applicable to the proposed development.

8. PUBLIC FACILITIES

<i>Objectives</i>		<i>Urban Design Framework Response</i>
8.1	AUTOMATIC TELLER MACHINES: To provide automatic teller machines in highly visible and accessible locations to promote their use and enhance user's safety.	This will be resolved during the detailed design and documentation stages. The proposed street layout, building design and landscape will ensure ATM's are located within safe and accessible environment.
8.2	PUBLIC TOILETS: To provide public toilets in highly visible and accessible locations to promote their use and enhance people's perception of safety	This will be resolved during the detailed design and documentation stages
8.3	PUBLIC TELEPHONES: To provide public telephones in highly visible and accessible locations to enhance user safety.	This will be resolved during the detailed design and documentation stages
8.4	CYCLE PARKING: To provide cycle parking in highly visible and accessible locations to enhance user safety.	Bicycle parking will be located in highly visible and accessible areas. This includes areas such as the Town square and other various high activity areas within the NAC.



9. LIGHTING

<i>Objectives</i>		<i>Urban Design Framework Response</i>
9.1	To position lighting appropriately to improve visibility for pedestrians and cyclists and enhance natural surveillance opportunities.	Lighting will be integrated into the activity centre to ensure a high level of visibility for pedestrians and cyclists. Public opens spaces, off street car parks and public transport stops will have additional lighting dedicated to improve visibility and surveillance. .
9.2	To ensure lighting intensity and direction is appropriate and improves visibility and surveillance of the public environment at night.	All lighting will be provided in accordance with Australian Standards and Council requirements.
9.3	To ensure the quality of light enhances people's visibility to see at night and enhances public safety.	Appropriate lighting will be installed to support visibility for pedestrians, cyclists and motorists. These will also be designed and installed to meet Council requirements.
9.4	To ensure lighting is easily maintained and minimises potential for willful damage.	Lighting will be well maintained with lighting types and designed to minimise the potential for willful damage.

10. SIGNAGE

<i>Objectives</i>		<i>Urban Design Framework Response</i>
10.1	To locate signage where it will assist in way-finding to ensure people feel confident and safe in a public place.	Signage will be located to provide clear directions to visitors to the centre particularly at main entrances, public transport spaces and key intersections.
10.2	To ensure signage contains current and relevant information to encourage use, particularly the use of public facilities after dark.	Signage will contain relevant information to encourage use of the centre and locations of key facilities within the NAC.
10.3	To provide maps to assist in directing pedestrians so they feel safe and confident using public places that are unfamiliar.	Signage and way finding map will be located at key locations within the NAC, whilst a broader neighbourhood map will be located at public transport stops and key public open spaces such as the town centre.
10.4	To design signage that is easy to see, read and understand. This will assist people to interpret their surroundings and help their way-finding.	Strong colours and clear contrasts would be used to ensure signage is clear and legible. Where applicable illuminated signs will be used for better legibility and for after-hours way finding.

APPENDIX C: Landscape Masterplan



10 Neighbourhood Activity Centre (NAC)

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The NAC is the key retail, dining, commercial, and community services area to the Lucas site and the broader Alfredton area. The landscape treatment of the NAC will promote a 'main street' structure, with a permeable network of streets, walking / cycling links and public space. The NAC is to be predominately a hard landscape with high quality surface finishes.

The key public realm types in the NAC are as follows:

Main Street

A hard, urban street with retail and dining opportunities. The Main Street is characterised by high quantities of feature unit pavers and generously planted garden beds.

Town Square

An iconic meeting and gathering place in the heart of the Main Street. It is to provide capacity for local markets and seasonal events, outdoor cafe and dining opportunities, as well as pleasant resting places at the day to day scale. The detailed design of the town square will reflect the adjacent tenancies.

Circuit Streets

Important network streets in the NAC as well as providing back of house servicing to the major retailers, which removed service vehicle traffic from the main street.

Off Street Carparks

Carparks are privately owned and maintained. Off street carparks are to be generously planted. Planted raingardens are to be provided in the main carparks. Rain gardens are to be distributed

appropriately to provide treatment to the catchment area. Further raingardens are recommended as they give 'passive irrigation', and improved soil conditions, that provide better growing conditions than standard garden beds.

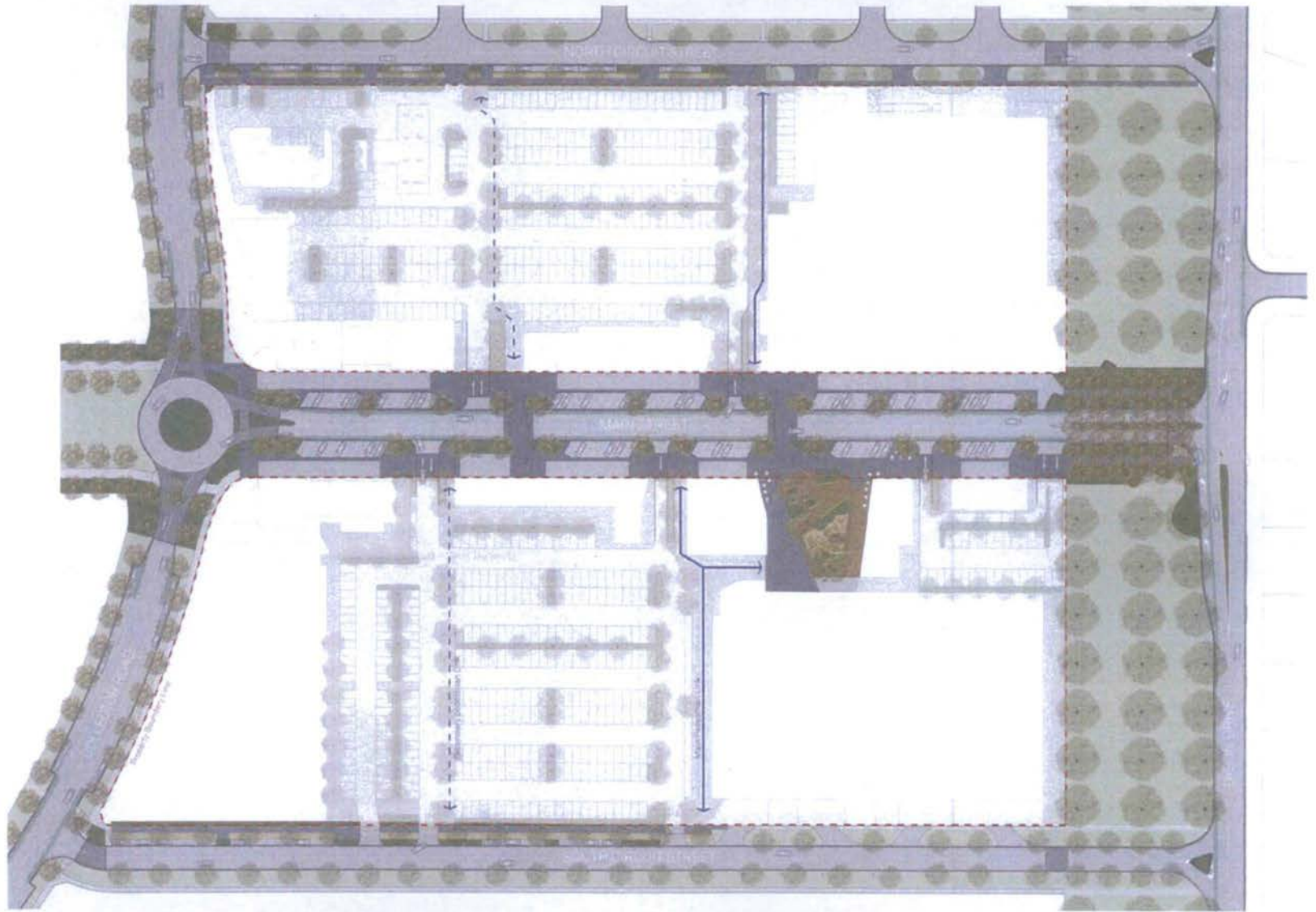
Tree plantings are to be in garden beds adequately sized to allow for the healthy growth of trees, and to provide protection from damage from vehicles. Trees are not to be planted in 'cut outs' between carparks as shown in Figure 04.

Direct pedestrian links are to be provided through both major carparks that connect the employment land (north), and educational, retirement, and medium density housing district (south), with the Main Street. The 'Primary Link' is a minimum 4m wide pedestrian priority path, unbroken by vehicular crossing, and sheltered by tree canopies.



- 01. Main Street benchmark - Ipswich Street - Dandenong
- 02. Town Square benchmark - Linsdale Street Plaza - Dandenong
- 03. Carpark benchmark - Large - Garden bed and tree planting
- 04. Floor wear plate Carpark Planting





Overall NAC - Indicative Concept Plan

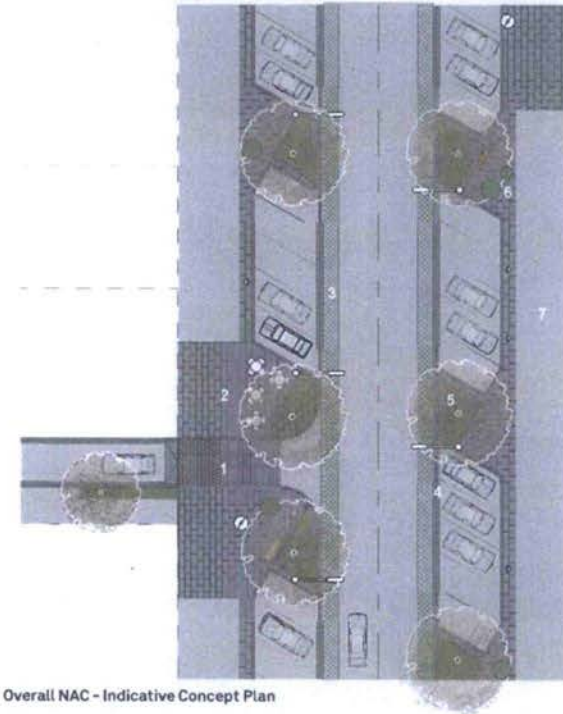
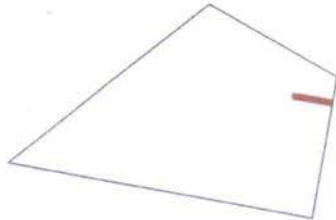
10.1_ Main Street

The Main Street is to have the highest quality materials, finishes and fixtures in the Lucas development. This is the busiest street and it is important that clear hierarchies are established at all intersections of pedestrian, bicycle, and car realms.

Key elements of the Main Street are:

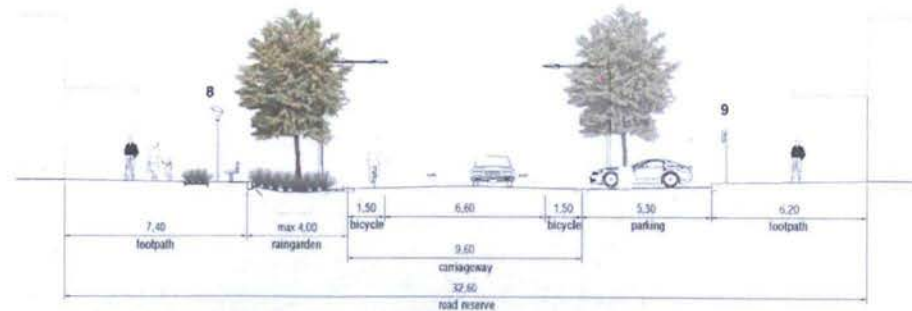
- In situ concrete kerbing tinted (bluestone colour) with regular 1m ruled jointing, to give the appearance of stone kerbing. Kerb jointing is to align to jointing in the footpath pavement.
- Unit paving (bluestone or similar) is located at key intersections along the street and in a band following the back of kerb to add a level of detail and quality to the streetscape. All signage poles are to be located centrally in this paving band.

- Footpaths are to be expressed as pedestrian priority at all carpark entry locations.
- On-street raingardens as required to provide treatment to the road and pavement catchment areas.
- Garden beds have been shaped with the 60 degree parking to allow for wider sections of pavement. These spaces allow for the installation of street furniture and provide opportunities for kerbside cafes without cluttering the pavement.
- An additional smaller light pole is to be provided, to light the pavement at a pedestrian scale.
- Furniture in the Main Street is to be the contemporary urban suit, and different from the developments' parks and reserves. These elements are described in Section '14.0_ Furniture'.



- Key**
1. Pedestrian priority along footpath
 2. Feature unit pavers
 3. Green cyclelanes along main street
 4. In situ concrete Kerb - Bluestone colour
 5. Raingardens
 6. Cutout planting in footpath
 7. Asphalt footpath
 8. Pedestrian scale lighting
 9. Signage

Overall NAC - Indicative Concept Plan



10.2_ Circuit Streets

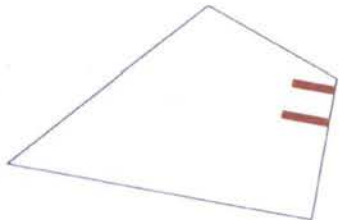
The north and south circuit streets provide access to and circulation through the off street car parks, as well as servicing the back of house requirements of the major retailers. This avoids conflict with the pedestrianised Main Street.

The 'NAC side' of the Circuit Streets are to be hard urban streets, as they will carry significant pedestrian traffic and take higher volumes of on street parking.

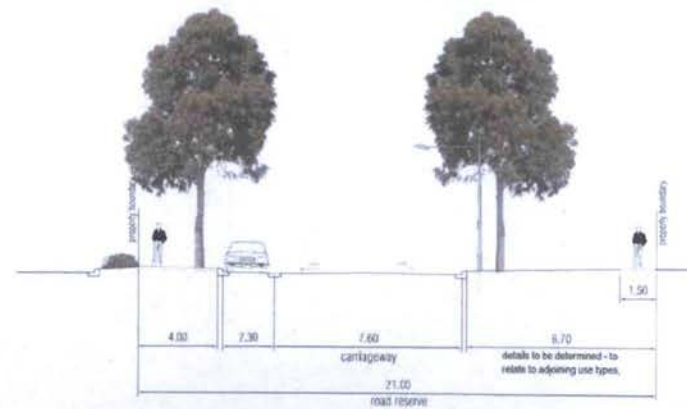
Tree planting is to be provided in a strip of permeable pavement directly behind the back of kerb.

Kerbs and footpaths on the 'NAC side' are to be coloured concrete (bluestone colour) with jointing at regular 1m centres.

The detail of the 'non NAC side' road is yet to be confirmed.



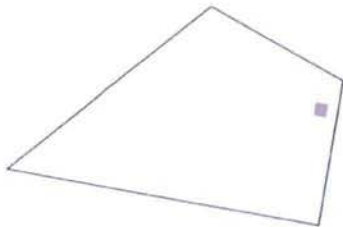
- Key**
- 1. Coloured concrete footpath
 - 2. Granitic sand strip for street trees
 - 3. In situ concrete kerb - Bluestone colour
 - 4. Planted garden bed



10.3_ Town Square

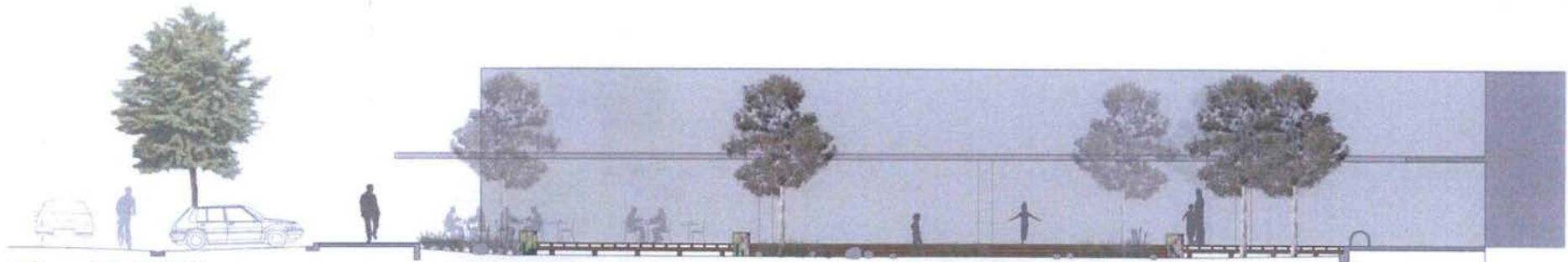
The town square is to be a predominantly hard surface urban public space. As the main public space in the NAC it is to represent the highest quality in materials, design, and detailing in the Lucas development. The Town Square is to provide:

- an attractive and well design open space at the heart of the Main Street;
- capacity for local markets and seasonal events;
- opportunities for seating, resting and gathering places at the day to day scale;
- outdoor cafe and dining opportunities;
- incorporate passive irrigation principals to minimise water use for irrigation;
- ground cover and canopy plantings;
- activated edges, with open and clear sight lines across the square; and
- lighting for safety, access and amenity.

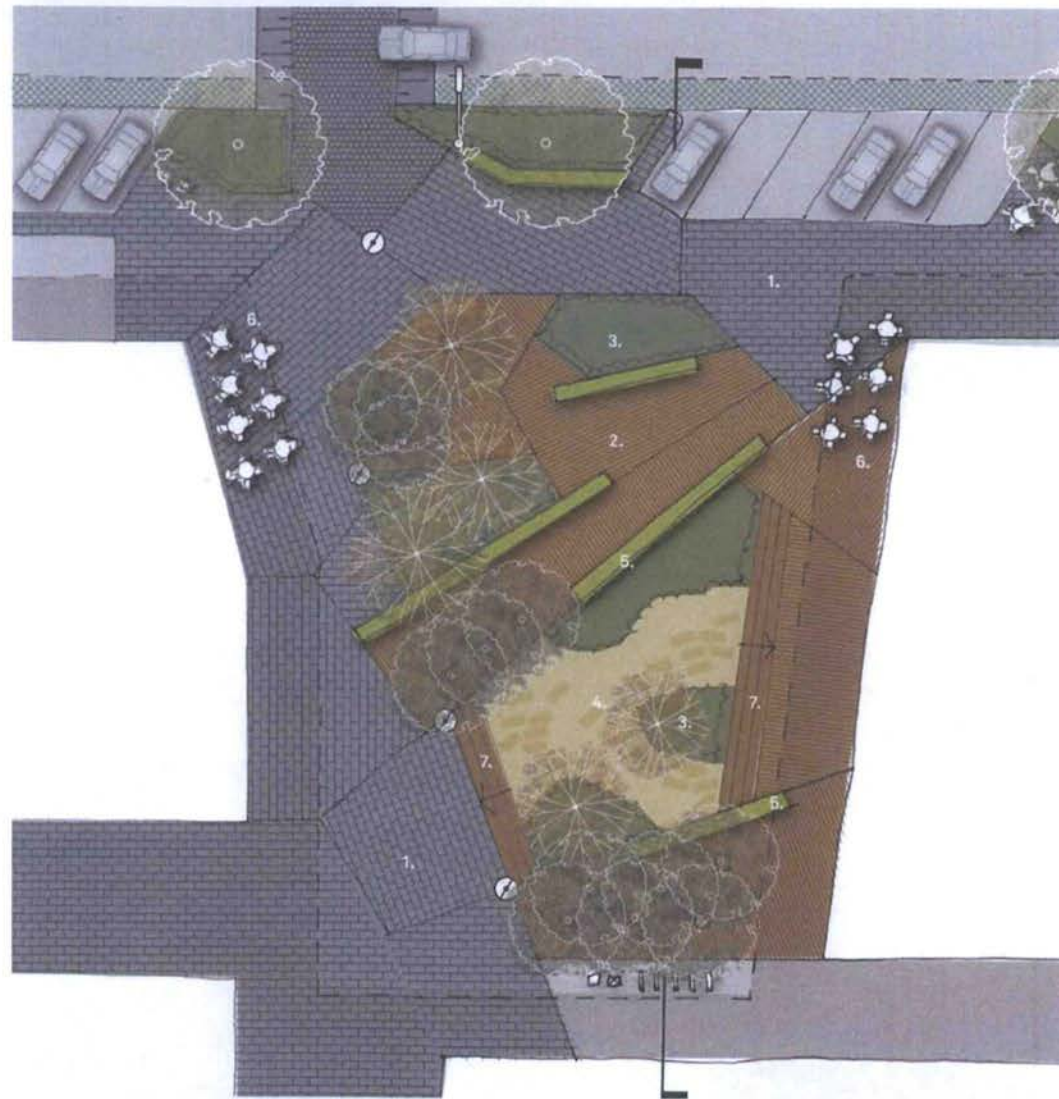
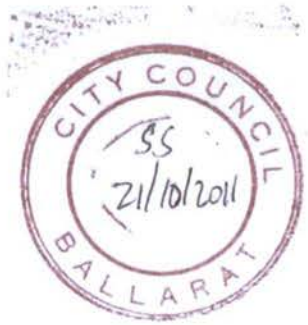


Reference Images

- 01_ Timber plantings with seating edges
- 02_ Activated edges, Jacaranda Square
- 03_ Ground cover and canopy plantings
- 04_ Passive irrigation and gravel



Section A - Town Square Section



Note:
The Landscape concept will be revisited based on the detailed development plans for the buildings. The design of the town square is to respond to the particular requirements of each shop type.

**Town Square
Indicative Concept Plan**

- 1. Sawn stone or unit paving
- 2. Decking
- 3. Sunken bioretention square with planting
- 4. Gravel surface with steppers
- 5. Feature seating walls
- 6. Outdoor dining area
- 7. Timber steps