



precincts







# 5 precincts

The Warrnambool SP was divided into a number of Precinct areas (see Figure 11). The boundaries of these precincts have been defined through undertaking an analysis of each area's strategic planning opportunities. It is not proposed that each precinct is developed in isolation; collectively they form the wider Activity Centre and should be viewed in that context.

- A - Central Retail Precinct
- B - North Central Mixed Use Precinct
- C - Civic / Education Precinct
- D - Medical / Residential Precinct

The SP simplifies the precincts for ease of reference. In many cases, similar uses are shared amongst precincts, for instance retail across A, B and C, and Residential elements exist across the entire study area. The Key Directions outlined in Chapter 5 outline how the vision for the SP can be applied across these precincts via various strategies. Precinct descriptions and an area close up accompany Figures 12-15.

-  Precinct A  
- Central Retail
-  Precinct B  
- North-Central Mixed Use
-  Precinct C  
- Civic and Education
-  Precinct D  
- Medical and Residential Precincts

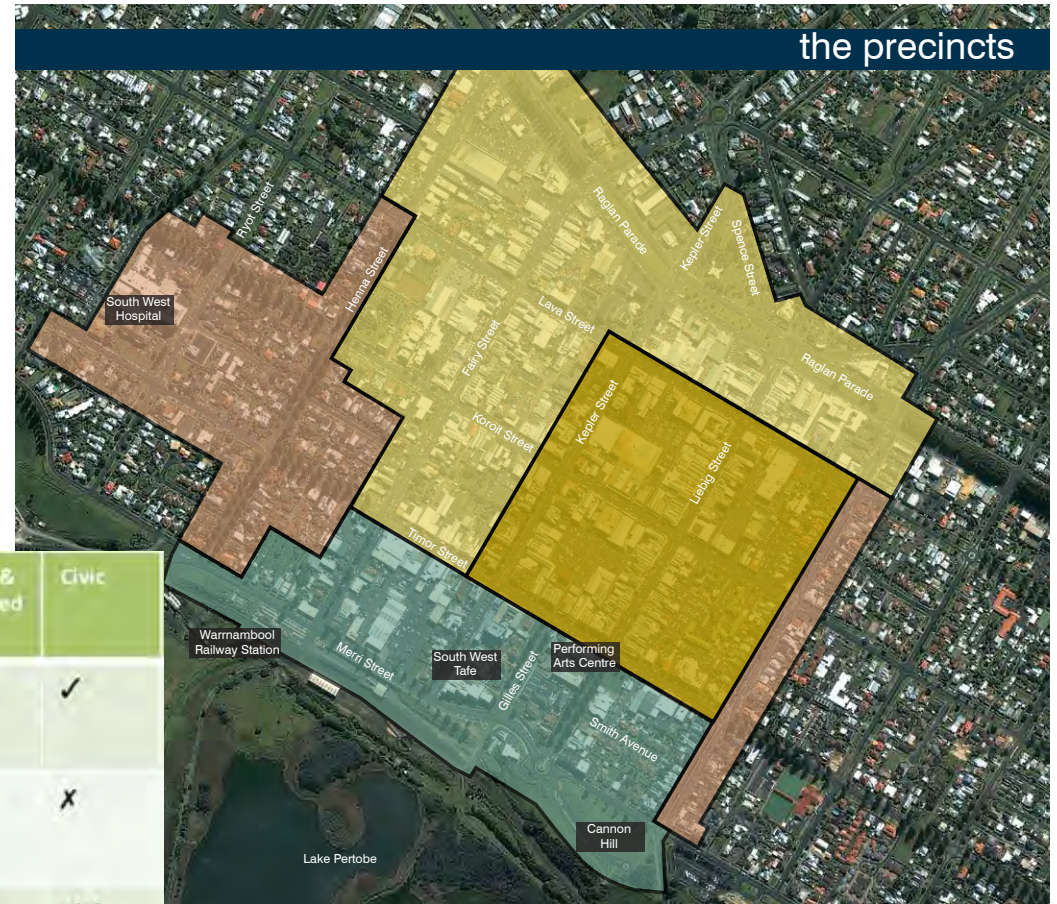


Figure 11 - the precincts

Precinct	Medium Density	Medical	Education	Office	Retail	Hotel & Serviced	Civic
A Central Retail	✓✓	✓	✓✓	✓✓	✓✓	✓✓	✓
B North Central Mixed Use	✓✓	✓	✓	✓	✓	✓	✗
C Civic & Education	✓	✗	✓✓	✓✓	✓	✓✓	✓✓
D Medical / Residential	✓	✓✓	✓	✓✓	✗	✓✓	✓✓



## 5.1 precinct a - central retail precinct

Known as the 'Central Retail Precinct', it is bound by Lava Street along the north, Banyon to the east, Timor to the south and Kepler to the west. It should be noted that the precinct boundary includes the first row of properties fronting Kepler on the western boundary.

The Central Retail Precinct is the City Centre's most significant retail precinct and is the principal location of retail shop front trade in the City of Warrnambool. It is a linear street-based precinct characterised by a consistent low scale environment punctuated by signature buildings. The intersection of Liebig and Koroit streets lies at its functional heart and the whole district lies within five minutes walk from this intersection, providing a compact, accessible retail environment. The precinct contains in excess of 800 metres of street-based retail frontages and approximately 300 metres of arcade frontages. It comprises a major discount department store,



a supermarket, several national chain fashion and household goods stores, banks and a wide range of services.

The area also contains the most heavily used off-street and on-street car parking resources in the City Centre, the most intensive pedestrian areas of the City and the major stop and access point for the City's suburban bus services.

It contains:

- the city's largest concentration of cafes and restaurants (about half of the City Centre's cafe and restaurant floorspace is located in the Precinct);
- the Lighthouse Theatre is considered a major regional attraction. It attracts a wide range of significant events and performances;
- the Warrnambool Art Gallery is an important regional cultural attraction. The gallery maintains a significant collection and hosts regular exhibitions and activities; and
- the Civic Green, the City Centre's sole green space and an important venue for summer events.

The Liebig South - Timor Street Precinct is an important part of the City Centre linking the Retail Core Precinct, the Western Precinct and the Civic-Education Precinct and is Warrnambool's historic restaurant district. The SP recognises the Liebig South - Timor Street Precinct as Warrnambool's pre-eminent nightlife, entertainment and arts area, important for residents and visitors to the city and its region.

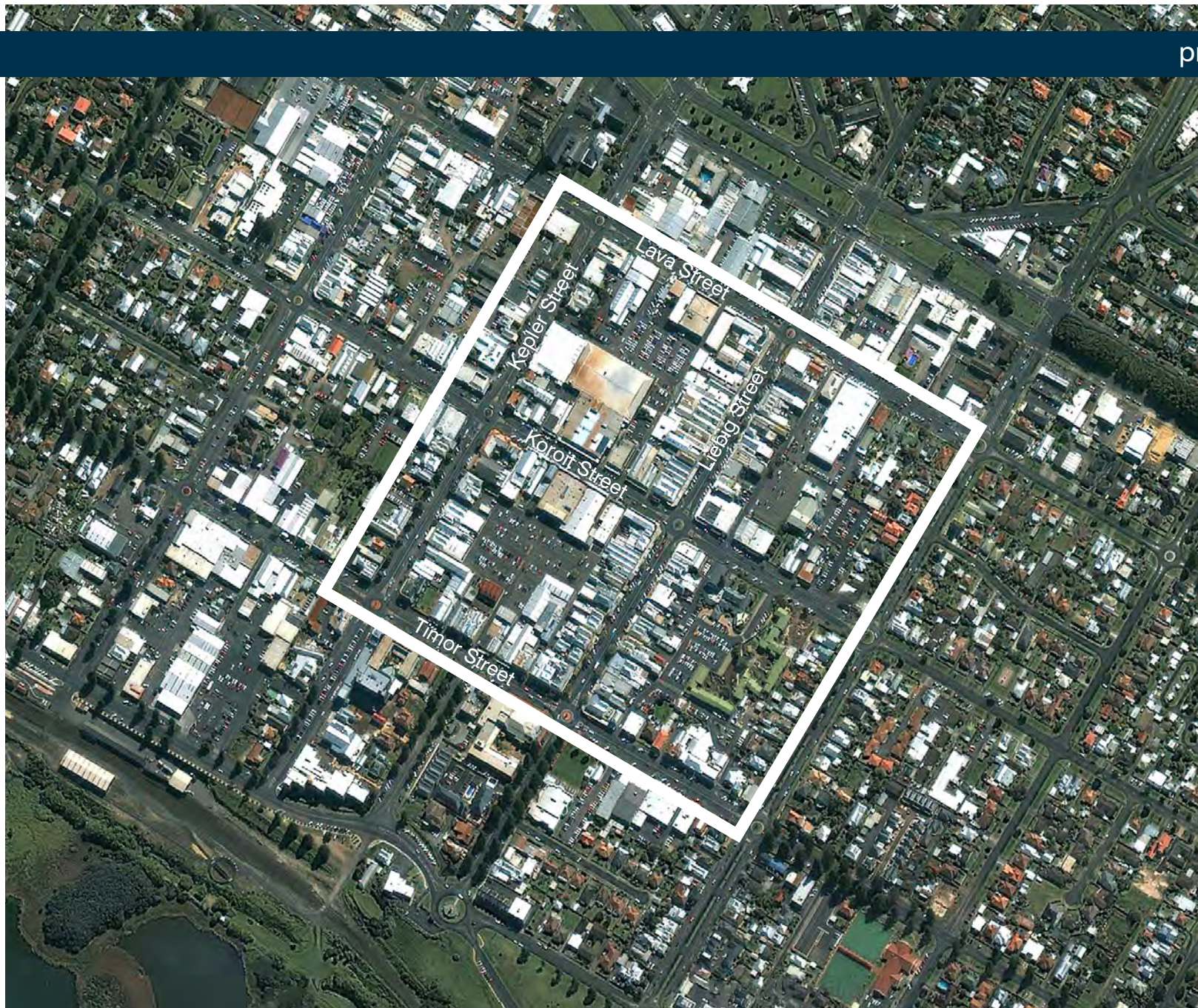


Figure 12 - precinct a



## 5.2 precinct b - north / central mixed use precinct

Known as the 'north-central mixed use' precinct, it is an irregular shape principally bound by just north of Raglan Parade, east to Banyan and a southern portion of Lava Street, south to part of Timor Street and west to Henna and Ryot streets. Raglan Parade provides both a regional arterial road function and an entry boulevard. Its magnificent plantations of Norfolk Island Pines and Moreton Bay Figs provide an iconic landscaped spine traversing Warrnambool's suburbs. The City Centre is sited tangentially to Raglan Parade and the avenue forms its northern boundary. The southern edge of Raglan Parade along this boundary, has evolved as a typical highway strip with several motels and trade services including service stations and mechanical repairs. The built form characteristics reflect the legacies of a highway strip. West from Kepler Street to Henna Street encompasses a wide diversity of commercial and professional services, trade services, supermarkets, cafes, specialty boutique stores, retail services, bulky goods and community services.

The Precinct constitutes a significant generator of employment and services for Warrnambool and provides complementary roles to those offered by other specialised precincts in the City Centre. The area is characterised by low-rise built form with precincts that are street-based and the clustering of particular activities gives added emphasis to the distinctive activity groupings, in particular streets, and the overall north-south, east-west patterning of activities across the areas.



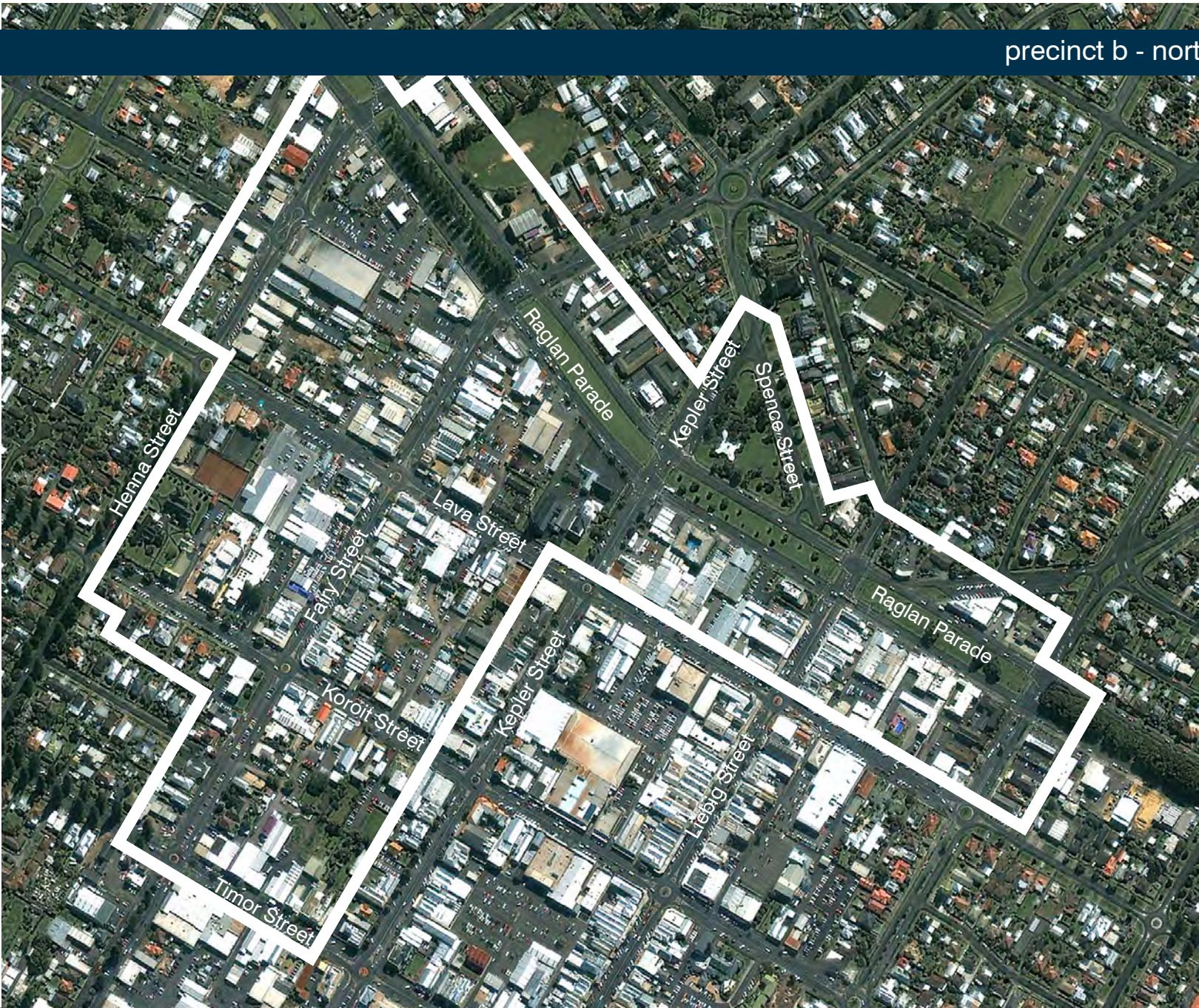


Figure 13 - precinct b



### 5.3 precinct c - civic and education precinct

The Civic and Education Precinct is bound by Timor Street to its north, Cannon Hill and the railway station to the south and Banyan Street to the east and Henna Street to the west. It is critically important to link both Cannon Hill and the railway station to the SP area, as both lay within 400m of the central activity centre of civic, education and entertainment. The Civic Precinct is an important focus for administration and education in Warrnambool and its region. It complements the adjacent Central Precinct (A) and is a significant generator of employment and services for the City Centre. This is reinforced by the presence of South West TAFE in the precinct. It is located on the corner of Kepler and Timor streets in the City Centre and currently employs over 600 people (full and part time). South West TAFE received 12,552 student enrolments during 2010 of which 73% attended the Warrnambool campus.



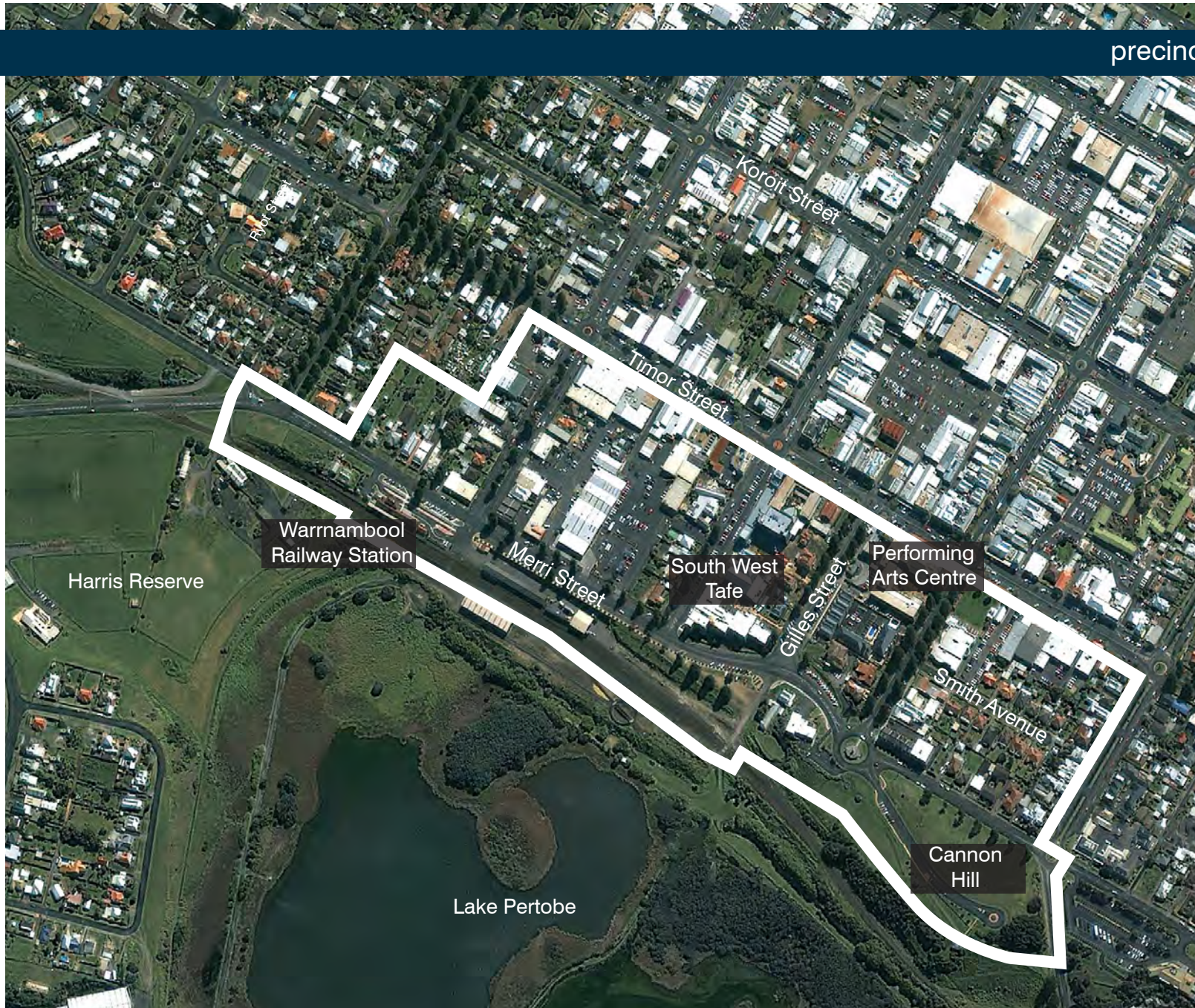


Figure 14 - precinct c





## 5.4 precinct d - medical + residential precinct

The western and eastern edges of the City Centre district contain extensive areas of largely intact residential precincts, of high amenity and value, including several which contain significant heritage values. Included in this precinct are the Warrnambool Base Hospital and its associated medical precinct.

The Warrnambool Base Hospital, in the west of the City Centre district. A separate master planning process has been undertaken for the hospital.

The eastern 'strip' of this precinct is along Banyan Street, and has been included as it is an area of change along its western side. Therefore, in order to preserve the residential 'edge' to the SP, the eastern side of Banyan Street has been included. For the western side of Banyan Street, offices and commercial uses have taken hold over time, reinforcing the city centre's

role. As such, it is recommended that Mixed Use Zoning be explored to better reflect the current suite of uses taking place in this strip between Merri and Timor streets. It is important that any potential zoning change seek to retain and enhance the heritage building stock where appropriate.

The residential precincts of the Warrnambool City Centre provide an important connection to the suburbs of central Warrnambool and are comprised of consistent, high amenity housing. These precincts also form a clear boundary for future urban development and provide an important strategic rationale to maintain their amenity and setting. Maintenance of the City Centre's existing residential precincts forms an important part of the Structure Plan and is intended to complement a major initiative to encourage and facilitate opportunities for new residential townhouse and apartment accommodation in a number of mixed use precincts in the City Centre.



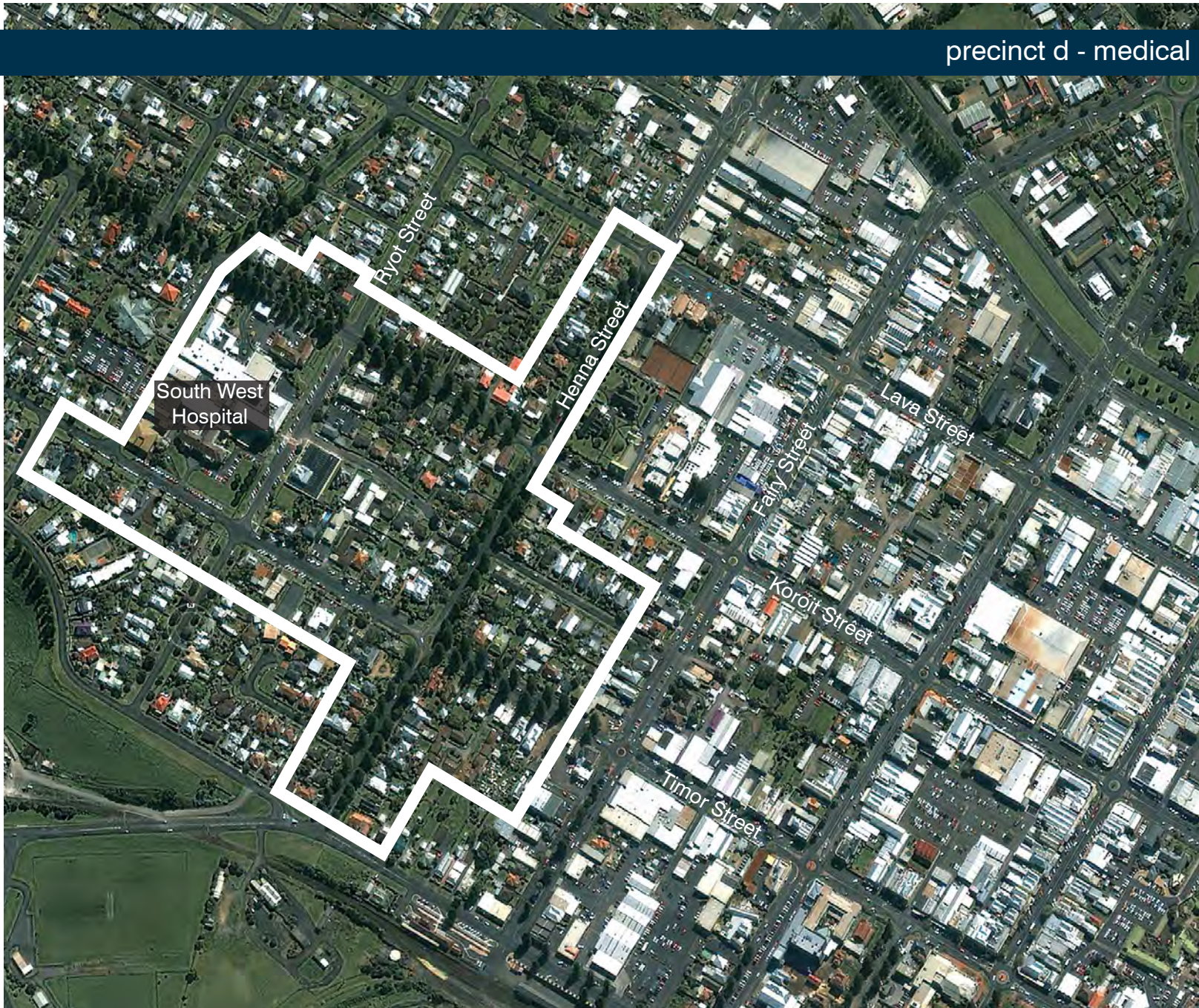
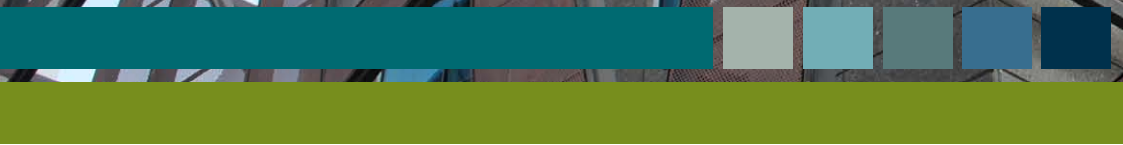


Figure 15 - precinct d



implementation



# 6 implementation

This section identifies the actions to be undertaken to implement the policies and recommendations of the SP.

The table outlines short, medium and long-term implementation milestones to be achieved over a five, ten and twenty year period. It is also important to note that different councils and governments will affect certain initiatives, but the general principles outlined in the Structure Plan should be used as the overarching guide. The implementation program outlines the priorities, actions and processes required to make the Structure Plan happen. The actions include amendments to the local planning policy framework and zoning controls within the activity centre, and Council priorities for asset development.

Implementing the SP will require involvement from a number of private and public organisations. The Warrnambool Planning Scheme is the main statutory tool to implement the recommendations of the SP, however it is not the only statutory mechanism that may be used by Council. Typically, most actions require input from Council; some require direct input and management by other parties.

The key tasks for items in the Implementation Plan are outlined in Chapter 4 Key Objectives and Strategies. The 2010 Background report contains a high level of detail regarding project brief requirements that could be used as a reference point when undertaking some of the initiatives outlined in the implementation plan.

*Council will consult key initiatives outlined in the Implementation Plan at the time each project is adequately scoped. What the SP provides is the rationale, visioning and over arching principles allowing the projects to be developed.*



# 6 implementation

ACTIONS - CITY WIDE	TIMEFRAME			RESPONSIBILITY					INVESTMENT		
	Short	Medium	Long	Council	DPCD	Vline/DoT	VicRoads	Private	Low	Medium	High
Adopt Warrnambool Structure Plan											
Prepare a Public Art Strategy and Demonstration Project to encourage the upgrade and activation of selected laneways and arcades, beginning with Precinct A											
Review necessity of DDO4 height controls post adoption of Structure Plan											
Adopt Car Parking Strategy and Implement including ongoing review of parking regime, reduction in loading bays and active enforcement of known parking 'hotspots' where utilisation is high											
Investigate public art installation and projections at key sites											
Introduce a local policy to the Planning Scheme to insert Structure Plan as Reference Document											
Employ an Implementation Manager for Structure Plan - allowing Council to actively roll out the Structure Plan											
Investigate lowering of Liebig Street speed limit											
Capital works improvements to ensure access for all levels of mobility, pedestrian, skateboard and cyclists where practice											
Develop built form and design guidelines for the city centre.											
Prepare Integrated Access Plan including City Centre Bus Loop System											
Protected bicycle lanes to be provided along Kepler Street and Timor Street utilising the 'Copenhagen Model' as key cycle routes											
Undertake a review of bicycle stands and secured parking facilities											
Review current suite of Design and Development Overlays for relevance, and if possible delete											
Prepare Warrnambool Wayfinding Strategy, incorporating look and feel of the Colour Palette											
Investigate opportunities to provide long-bay caravan and tourist bus parking options in key city centre locations											
Prepare a 'Development Investment Prospectus' outlining the key city centre structure plans for private investors and government agencies											
Prepare a Markets Strategy and roll out across different precincts											
Undertake feasibility study on park and ride options for the city. Must include the involvement of the local community at the conceptual planning stage.											
Work with bus operators, DOT and Council to explore bus interchange renewal or relocation											
Prepare signage policy to enhance heritage and provide reduction in visual clutter											
<b>ACTIONS - PRECINCT A</b>											
Undertake streetscape, urban design and public realm improvements to Liebig Street including pavement works to increase pedestrian priority and clearer bicycle paths											
Hai Bin Laneway – different hole in the wall uses / building as Community Arts Hub											
Investigate rezoning to better reflect the range of land uses, particularly bound by Koroit, Lava, Liebig and Banyan streets											

Figure 16 - implementation plan

ACTIONS - PRECINCT B	TIMEFRAME			RESPONSIBILITY					INVESTMENT		
	Short	Medium	Long	Council	DPCD	Vline/DoT	VicRoads	Private	Low	Medium	High
Introduce a new local policy and design control to ensure high quality development outcomes presenting to the highway											
Investigate rezoning of current Business Zones to Mixed Use or ACZ to better reflect the range of land uses, particularly bound by Koroit, Henna, Timor and Fairy streets											
Implement Kepler Street as the main north-south bicycle link by providing a protected or clearly marked lane											
Work with Commerce Warrnambool and landowners on redevelopment options for car park bounded by Lava, Kepler, Koroit and Fairy streets											
Work with Commerce Warrnambool and landowners on redevelopment options for car park bounded by Koroit, Kepler, Timor and Fairy streets											
Prepare landscape guidelines to improve entrances to City Centre on Raglan Parade											
<b>ACTIONS - PRECINCT C</b>											
Prepare Urban Design Framework for the precinct incorporating design options for Civic Green, Post office redevelopment and activation to the railway station precinct											
Undertake a feasibility on providing free wi-fi to Civic Green area allowing multi function utilisation of the space											
Farmers Market location at Civic Green to be investigated											
Link with Railway Precinct Masterplan Implementation											
Investigate feasibility of a mid-year teenage festival to be held in various locations of CBD, with first preference being Civic Green											
Prepare plans for a 'pop up' space in Civic Green with infrastructure such as temporary furniture, art, wifi and music as an after school gathering space between September – December											
Work with State Government on options for a Multi-Deck car park for eastern end of station											
<b>ACTIONS - PRECINCT D</b>											
Review the business interface on the block bounded by Lava, Liebig, Koroit and Banyan Streets and investigate a possible rezoning from R1Z to B1Z;											
Undertake Medical Precinct Study (interface with City Centre)											
Form a working group with DoT on future station upgrades and improvements to existing bus stops and infrastructure											

Figure 16 - implementation plan (cont.)

