

Figure 1.5 Building use

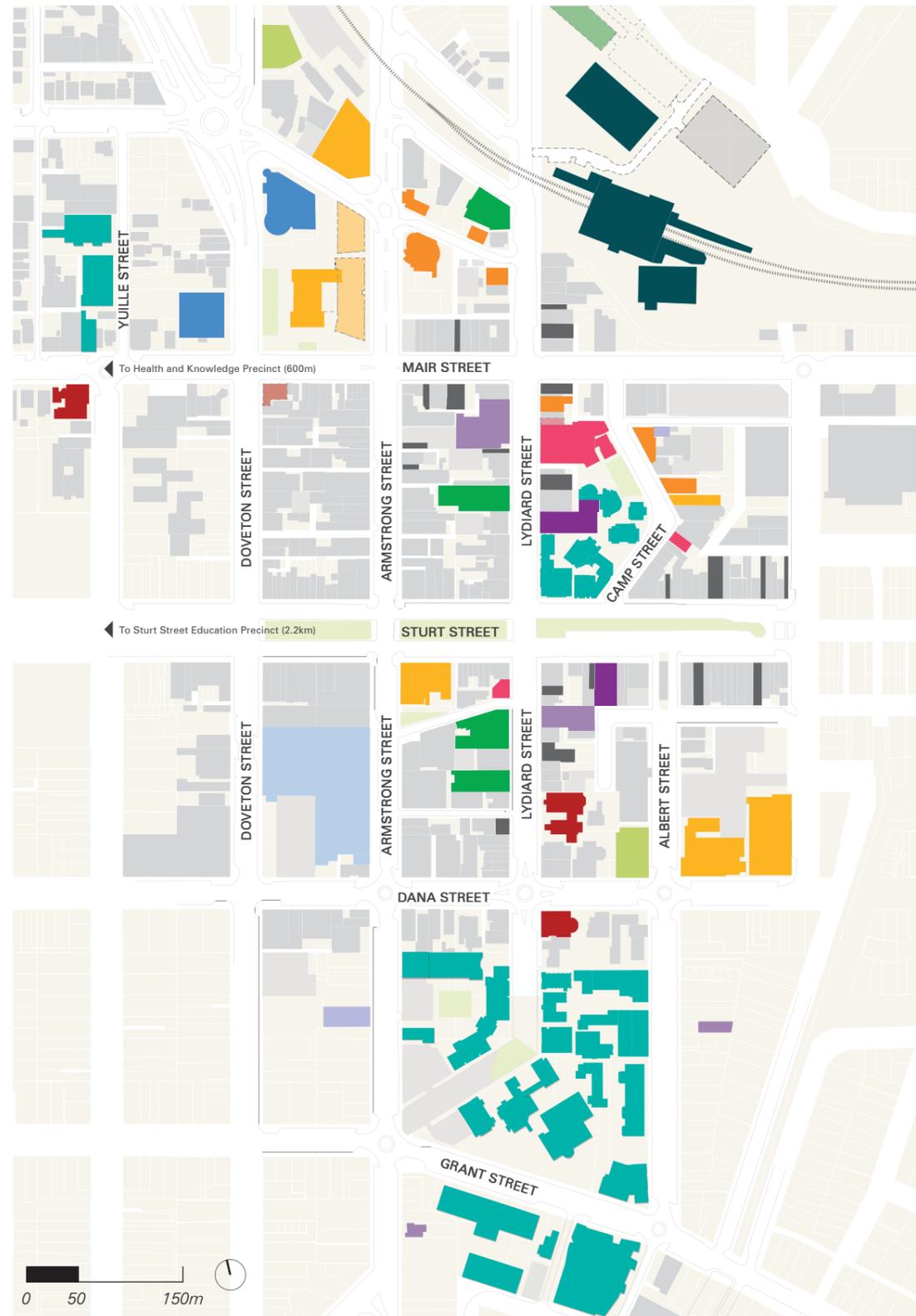
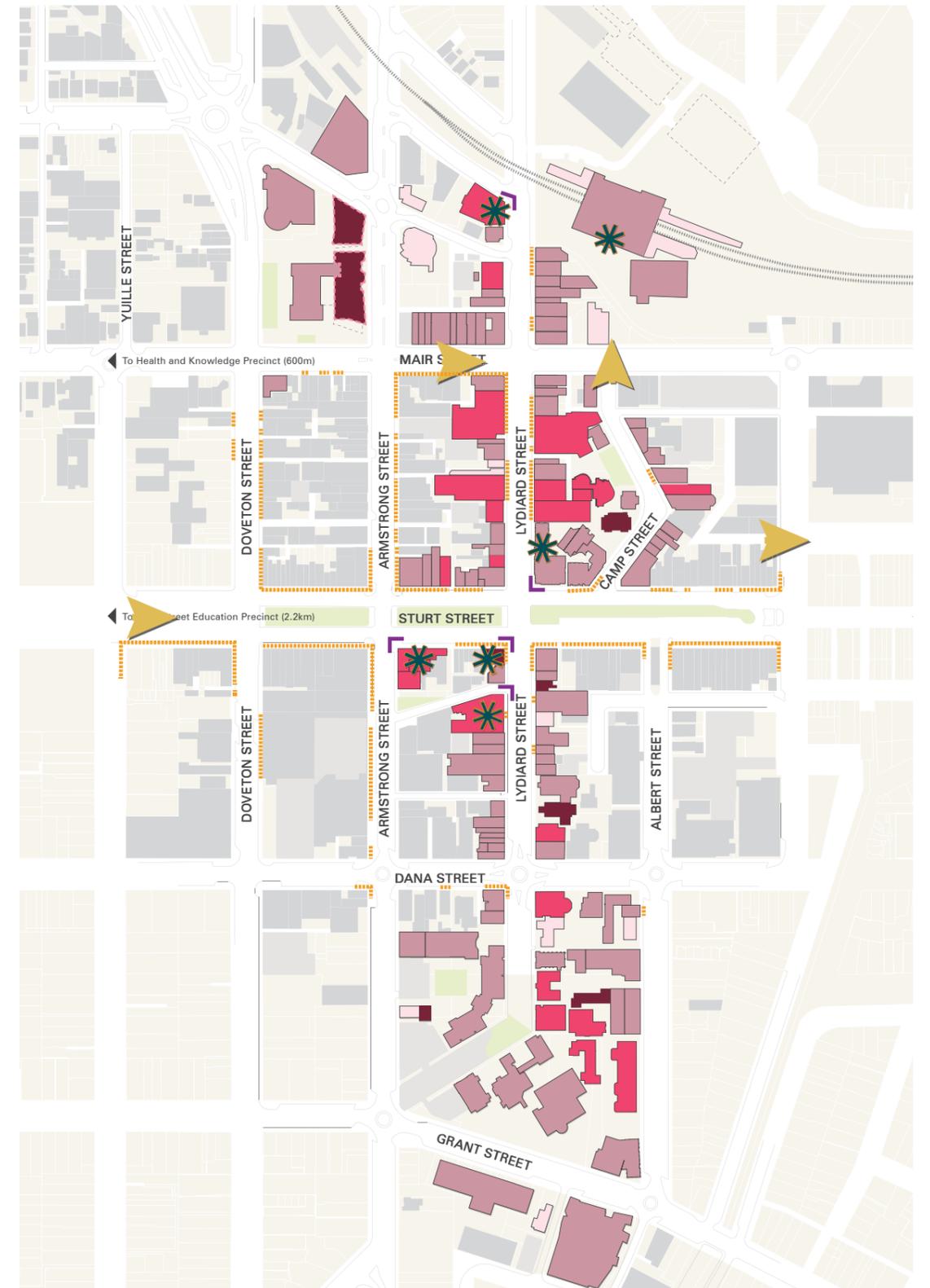


Figure 1.6 City skyline



- Legend**
- Building use**
- Art gallery
 - Federation University
 - Theatre + performance
 - Civic destination
 - Community destination
 - Religious building
 - Hotel
 - Live music venue
 - Retail destination
 - Vacant building (for lease or sale)
 - Ballarat train station
- City skyline**
- 0 - 5 meters
 - 5 - 10 meters
 - 10 - 15 meters
 - 15 + meters
 - Landmark spires/towers
 - Significant corners
 - Existing canopy over footpath
 - Important long distance views

1.12_EXISTING PUBLIC REALM

Existing public realm character

Sharing the road

Streets and public realm spaces within central Ballarat are dominated by cars, with the vast majority of available space dedicated to road carriageways, on street parking spaces and traffic medians. There are few obvious cues to make pedestrians and cyclists feel welcome, however space does exist to accommodate a greater range of users through the redistribution and sharing of space between users.

Comfort for people

Connections between key destinations are difficult or lack legibility and the interface with the station remains difficult. Improvements to the primary street grid, supported by a network of upgraded laneways and cycle routes would enhance connectivity.

Cycle and pedestrian connections

Connections between key destinations lack legibility and the interface with the station remains difficult. Improvements to the primary street grid such as clear wayfinding, supported by a network of upgraded laneways and cycle routes would enhance connectivity.

Public realm quality

The treatment of streets and spaces varies in quality across the city centre, is cluttered with signage and other street infrastructure and generally falls short of the benchmarks set by outstanding heritage buildings. There are great opportunities to introduce consistency of treatment and reflect the quality of the architecture in the public realm through appropriate design and material selection.

Identity and interest

Generously proportioned streets and footpath spaces characterise the central city. A lack of intensity of activity in the public realm gives the impression that space is underutilised and lacks vibrancy. However, there is a high level of community interest in better utilising the public realm to reflect the stories of Ballarat and reinforce its place identity.

Access and Movement

Ballarat's city centre benefits from its proximity to public transport amenities that connect to other important regional and metropolitan destinations. Located to the north of the Creative Precinct, the Ballarat Line is the second busiest regional rail line in Victoria, with trains running from Ballarat to Melbourne every hour.

The bus network in Ballarat's city centre connects a wide geographical catchment. Bus services connect the city centre to several important education facilities. Routes 21 and 22 run every 15 minutes connecting Federation University Mt Helen Campus and Technology Park to Ballarat Station in approximately 30 minutes. Route 11 runs approximately every 30 minutes connecting Lake Wendouree to Ballarat Station in approximately 11 minutes. Routes 15 runs every 13 minutes connecting Eureka Stockade to Ballarat Station in approximately 15 minutes.

Vehicular transport is the most frequently used mode of transport in Ballarat given the vast number of car parking available, both on and off street. Along streets with high pedestrian activity, such as Lydiard and Armstrong Streets, a 40km/h zone reduces the speed of vehicles.

Within the Ballarat CBD, cycle connectivity is limited to on-road cycling. Along Sturt Street on-street cycle lanes connect the city centre to Lake Wendouree and several secondary education facilities to the west.



– Existing public realm character adjacent to the Town Hall | Armstrong Street



– Some existing activated breakout space | Armstrong Street

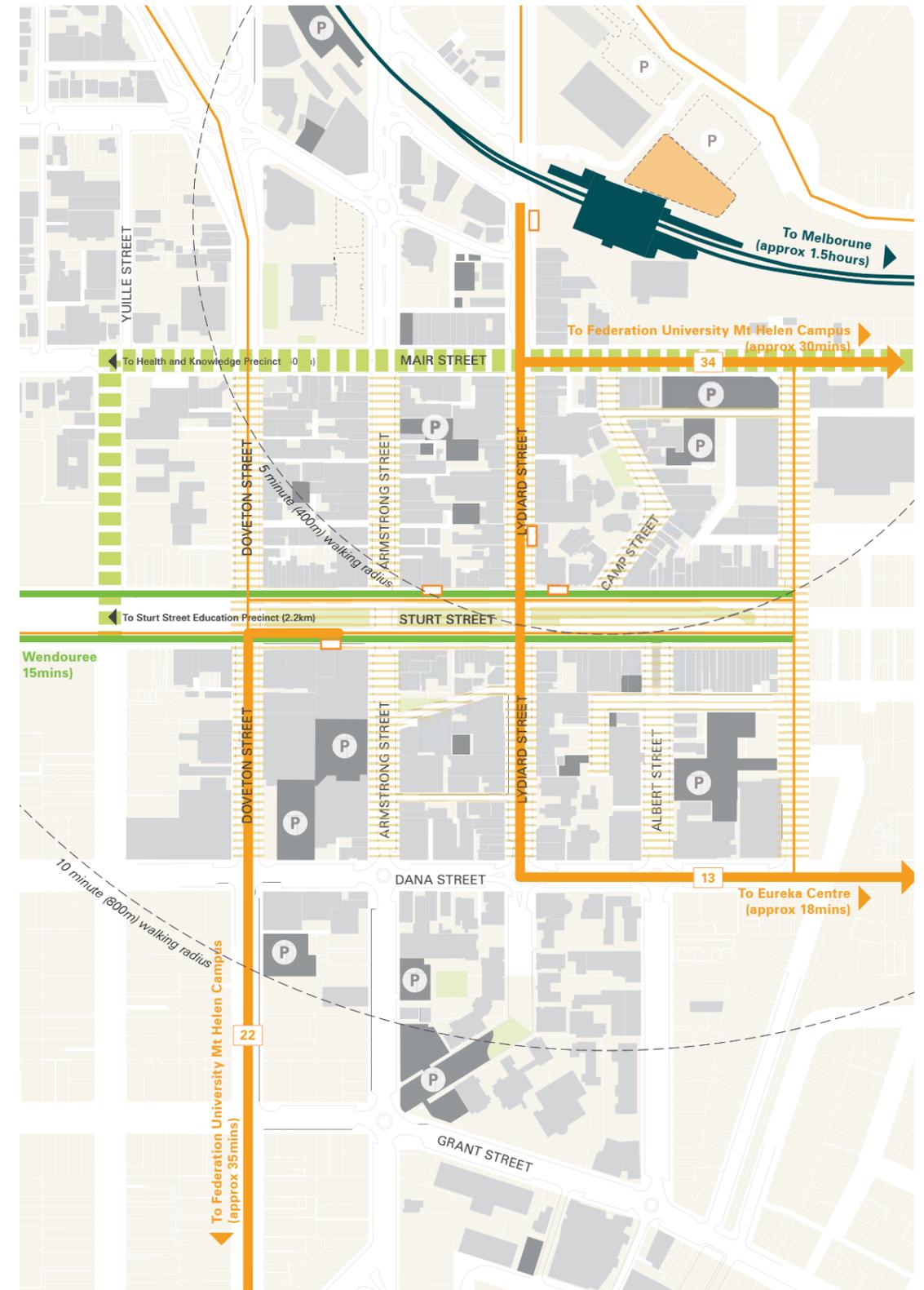


– Low-quality outdoor space outside Her Majesty's Theatre | Lydiard Street

Figure 1.7 Public realm



Figure 1.8 Access and movement



- Legend**
- Public realm**
- Car park
 - Car park under development
 - Laneway
 - Footpath
 - Green space
 - Potential sites for green space enhancement
 - Tree
- Access and movement**
- Off-street car park
 - Car park under development
 - Train line
 - Bus route
 - Bus stop
 - Future bus interchange
 - On-street cycle lane
 - 40km/h zone
 - Mair Street upgrade
 - 5 minute (400m) walking radius from Ballarat Train Station



Vision and Actions



2.1_VISION CREATIVE CITY STRATEGY

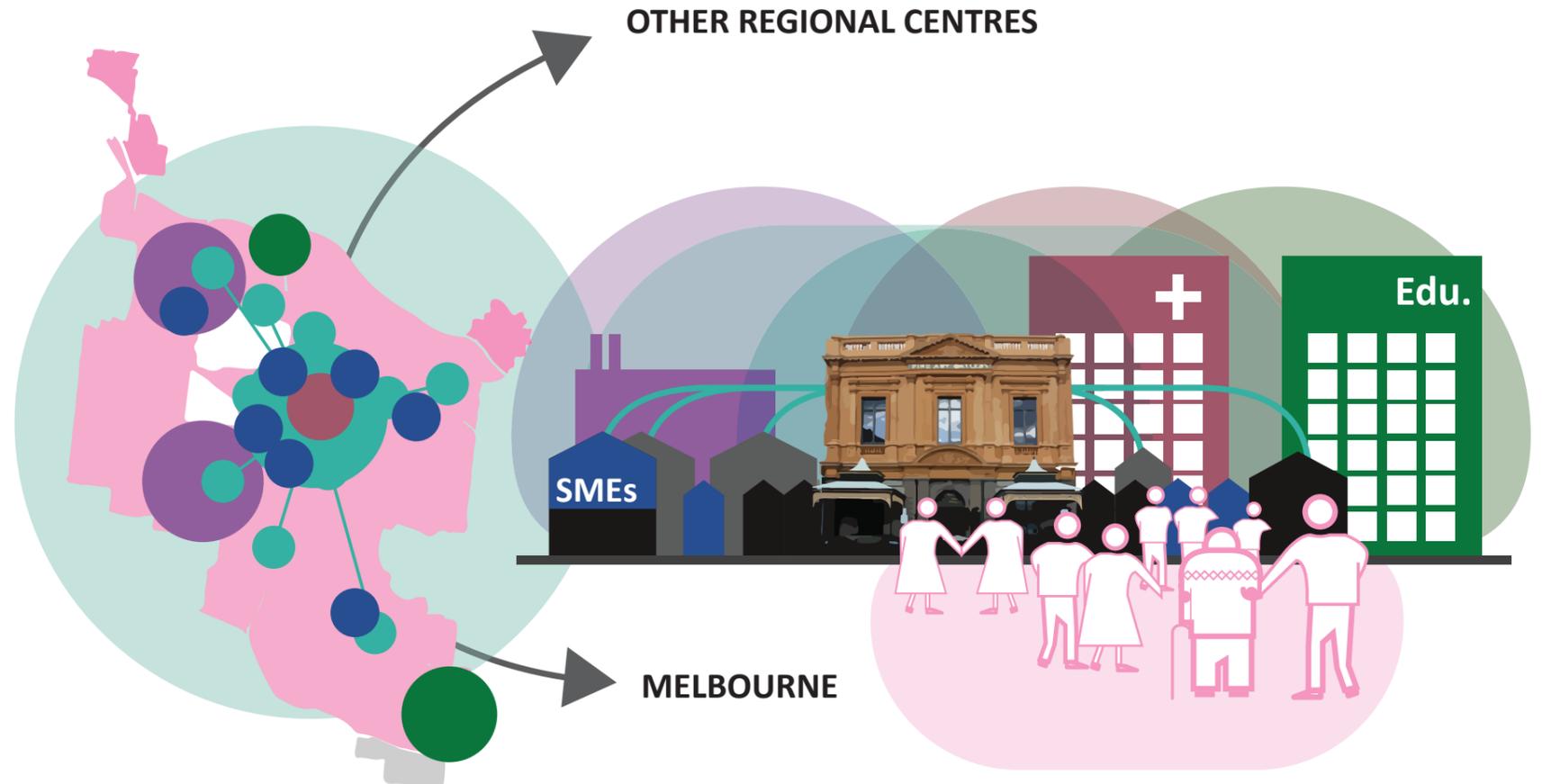
Ballarat is an iconic city which inspires creativity, demands discovery and rewards the inquisitive.

To achieve this vision, our mission is to develop Ballarat as an economy and a community powered by STEAM (Science, Technology, Engineering, Arts and Maths).

STEAM is centred around harnessing the unique set of creative thinking skills associated with arts, design and the humanities, to respond to the challenges posed by a world driven by technology.

Ballarat's Creative Precinct will support a STEAM powered community which seeks to:

1. Maintain and enhance a leading arts and culture core, investing in creative initiatives and individuals within the region.
2. Extend the reach of arts and culture, creative initiatives and design thinking across all aspects of the wider Ballarat community.
3. Attract and retain the brightest and best of all creative sectors to the City and support them in their growth and development.
4. Facilitate connections and brokers linkages between creative sectors, industry, institutions and individuals to create new, or refine existing, markets and innovations.
5. Monitor the economic, cultural and social impact of arts and culture initiatives upon the community; track the growth of new initiatives and measure the wider impact on the wellbeing and cohesion of the Ballarat community.



– Creative City Strategy Vision | SGS Economics and Planning



– White Night Ballarat



– Passeig De St Joan Boulevard | Barcelona | Lola-Domènech

Ballarat's Creative Precinct becomes a welcoming place for people to place to live, create, study and visit. Varied and adaptable streets and public spaces will support a broad program of activities, showcasing the city's assets and expressing the creative energy of its community.

2.2_CREATIVE PRECINCT ACTIONS INTRODUCTION

The Precinct Actions outlined in this document provide a precinct-wide approach to support visitors, residents, community and creativity.



1 A master plan implemented and owned by everyone

Strategies:

- Continue to refine implementation and staging outline in the Precinct Master Plan
- Commit to ongoing consultation with the community, government and institutions
- Create a participatory governance structure for effective implementation of the Precinct Master Plan
- Encourage institutions to share facilities and collaborate



2 A place to live, create, study and visit

Strategies:

- Invite residents, artists and creative workers to the Creative Precinct
- Support lifelong learning in the Creative Precinct
- Create a place where artists and creatives can prosper
- Make the Creative Precinct a great place to visit

To achieve each Precinct Action, the following have been identified to guide implementation.

Vision:

Outlines the future vision of the Creative Precinct.

Strategies:

Provides a list of strategies, that could, over time, combine to realise the vision.

Quick Wins:

Provides a list of short-term and/or temporary intervention to activate the Precinct.

Image from left:
– Harmony Festival | Ballarat
– Framework co-working space | Carlton



3 A place that showcases and celebrates Ballarat's assets, stories and people

Strategies:

- Align the role of institutions with the Creative City Strategy and improve their visibility
- Celebrate, conserve and reinstate heritage of the built form and public realm
- Develop a marketing campaign and wayfinding strategy for the Creative Precinct
- Showcase a diversity of Ballarat's stories through the public realm, public art and programming



4 A place that supports playfulness, flexibility, experimentation and vitality

Strategies:

- Designate places for experimentation
- Create events and spaces that enable exchange of ideas
- Strategically use interventions from festivals to incrementally upgrade the public realm
- Create a system for temporary activations and installations



5 A place of people-friendly streets and comfortable spaces that celebrate Ballarat's seasons

Strategies:

- Prioritise people in public spaces
- Create safe and attractive spaces
- Improve comfort and celebrate the seasons
- Strengthen connections and improve legibility
- Provide activated outdoor spaces that attract people to the Precinct

Image from left:
 – Image: Ballarat International Foto Biennale
 – Kensington Street | Sydney
 – New Road | England | Landscape Projects with Gehl Architects

2.2.1 ACTION 1 A MASTER PLAN IMPLEMENTED AND OWNED BY EVERYONE

In order for the Precinct Master Plan to be successful, it needs to be collectively owned by key stakeholders, such as the local community, large and small institutions and businesses, and all levels of government. Rather than operating in silos, these key stakeholders will develop a collective vision for the central city and work together to deliver it.

Quick wins:

- Refine vision and goals for the Creative Precinct.
- Council to set up regular meetings between institutions and events organisers to encourage collaboration.

Strategies:

Continue to refine implementation and staging outline in the Precinct Master Plan

- Build on the work undertaken as part of the Creative City Strategy and Precinct Master Plan to develop a strong narrative for the Creative Precinct.
- Underpin this narrative with incremental goals to ensure progress is made towards the vision.
- Commit to ongoing consultation with the community, government and institutions**
- Continue to consult with the community, government, key institutions and businesses about the future of the Creative Precinct, ensuring that it has widespread currency and support.
- Create a digital platform that tracks progress of the Precinct Master Plan and allows engagement with the process.

Create a participatory governance structure for effective implementation of the Precinct Master Plan

- Create a taskforce of key stakeholders that meets quarterly to track progress, assign roles and responsibilities, and enable collaboration between institutions.
- This taskforce could include representatives from local and state government; educational institutions such as Federation University; key landowners and businesses; key creative and cultural institutions; and residents and community groups.
- Create a governance structure that clearly maps a decision making process for managing change.
- Introduce a Design Review Panel for major building and public realm projects within the Creative Precinct.

Encourage institutions to share facilities and collaborate

- Create an online booking system to allow easy use of spaces across different institutions.
- Set up regular meetings between institutions and events organisers, to encourage collaboration.
- Support joint grant applications and briefings for major projects.



– Lydiard Street transformed during White Night | Ballarat



– Innovation at Ballarat Tech School | Image: Ballarat Tech School

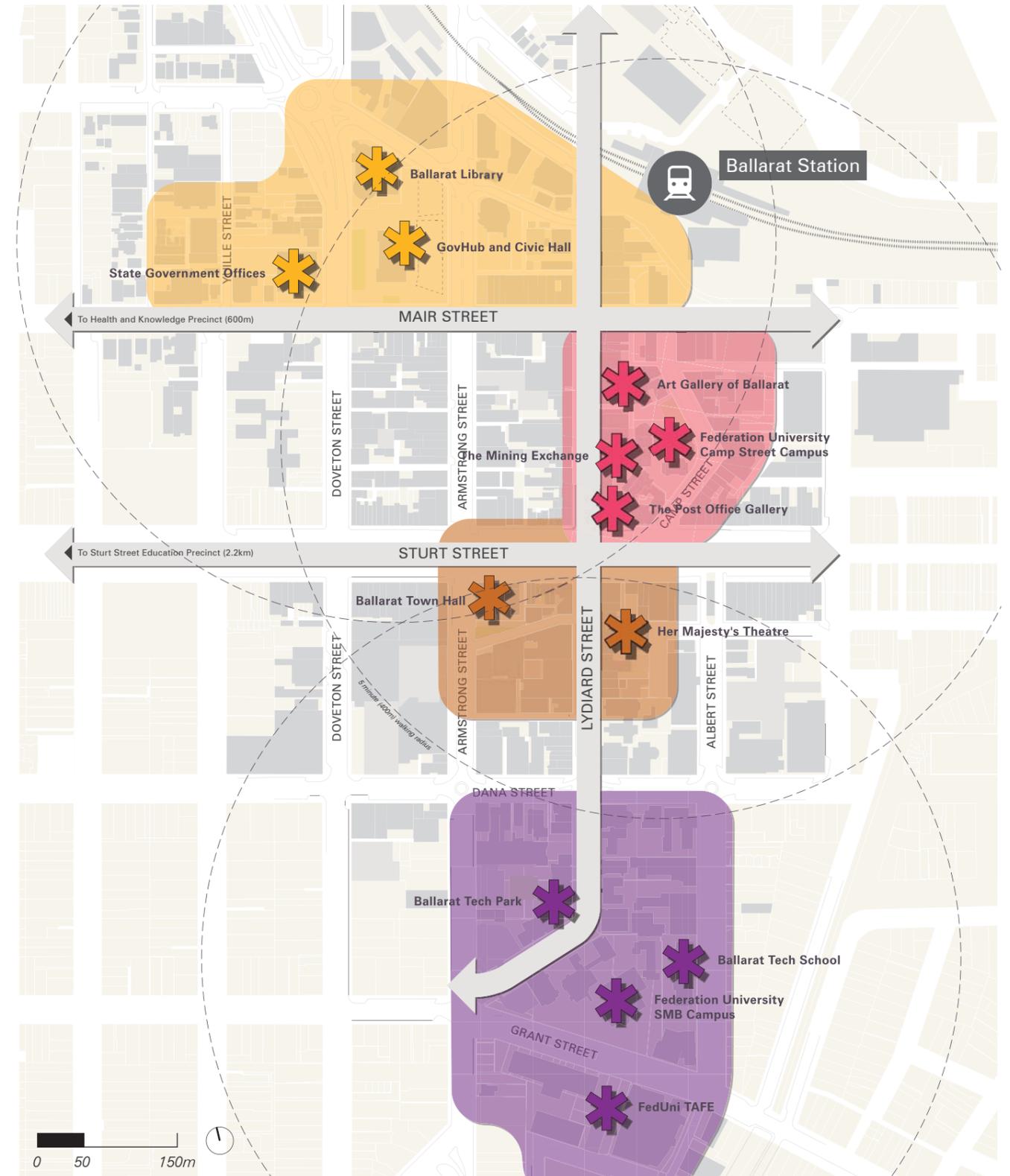
“The population of creative practitioners here is growing, and the quality is improving, and we have a world-class public gallery that includes local artists in its programming.”

Quote from a community member via the City of Ballarat’s MySay website, 2018



– Day of the dead festival | Ballarat

Figure 2.1 A master plan implemented and owned by everyone



2.2.2 ACTION 2 A PLACE TO LIVE, CREATE, STUDY AND VISIT

Ballarat's creative community would like to see more spaces for collaboration visible to the public, with 92% of respondents to the MySay survey seeing collaboration and co-working spaces as very important in bolstering vibrancy within the Creative Precinct.

The Creative Precinct has the benefit of being easily accessible by train, has world-class heritage streetscapes, is home to major institutions such as the Art Gallery of Ballarat and Federation University, and will have 1000 state government employees located in the GovHub. It has great potential to build on its strengths and become a vibrant place to live, create, study and visit.

Quick wins:

- Continue to convert vacant spaces into studios as part of Ballarat Evolve.
- Support bars, cafes and restaurants in the Creative Precinct by inviting more people to Ballarat.

Strategies:

Invite residents, artists and creative workers to the Creative Precinct

- Continue to activate vacant shops and warehouses in the Creative Precinct for use as artist and creative studios as part of the Ballarat Evolve project.
- Increase the number of people living in the Creative Precinct by encouraging the adaptation of vacant upper floors for residential use. The City of Ballarat can guide landowners through this process by providing a planning, heritage and fire safety advice, rate holidays and other incentives.
- Ensure the Creative Precinct is an accessible and inclusive place for all, by increasing affordable housing opportunities close to places of employment, transport and services.
- Increase the number of people living in the Creative Precinct by encouraging the redevelopment of strategic sites for housing, to accommodate students, workers and creatives. Strategic landholdings, owned by Federation University and the state government in the vicinity of the station, GovHub and Health Precinct show potential for such redevelopment.
- Continue to grow the role of the Innovation Neighbourhood as a hub for creative industries incorporating the Technology Park, BILDS incubator space, Runway co-working space and Lab79 Fab Lab.

Support lifelong learning in the Creative Precinct

- Support Federation University's plans to bring additional students into the Creative Precinct, with the move of selected faculties, such as the Business School, into this area.

- Support lifelong learning through better integration and sharing of facilities between different educational institutions, such as Federation University, FedUni TAFE, secondary schools, the City of Ballarat's library service and the Art Gallery of Ballarat.
- Reimagine the role of the Ballarat Library into a digital learning hub, with stronger connections to those who work and live in the Ballarat CBD.
- Create technology enabled neighbourhoods to make the Creative Precinct a great place to create, work and study. Introduce a wide-bandwidth Wi-Fi network to key public spaces such as the areas near the Station, Civic Hall, Gov Hub and Library, Camp Street and Alfred Deakin Place, Town Hall and the Innovation Precinct.
- Build on outcomes outlined in the Digital Services Strategy to harness emerging technologies and enhance and support innovation.

Create a place where artists and creatives can prosper

- Provide pathways for artists to exhibit and perform through dedicated spaces across major institutions.
- Improve access to specialised facilities for those working in creative industries by promoting the sharing of facilities between universities and institutions.
- Establish hubs of business support, hosting workshops and support for artists and creatives.

Make the Creative Precinct a great place to visit

- Convert an existing building such as the former Law Courts or Post Office into an Arts Hotel, providing a boutique visitor experience.
- Provide a high-quality hospitality experience for residents, students, workers and visitors within the Creative Precinct.



– Affordable housing close to amenity | Kyme Place Rooming House | MGS Architects



– High-quality co-working spaces | WeWork Melbourne



– Henry Jones Arts Hotel | Hobart

Note: designating specific locations for sites of development is beyond the scope of this document and will require additional investigation.

Figure 2.2 A place to live, create, study and visit

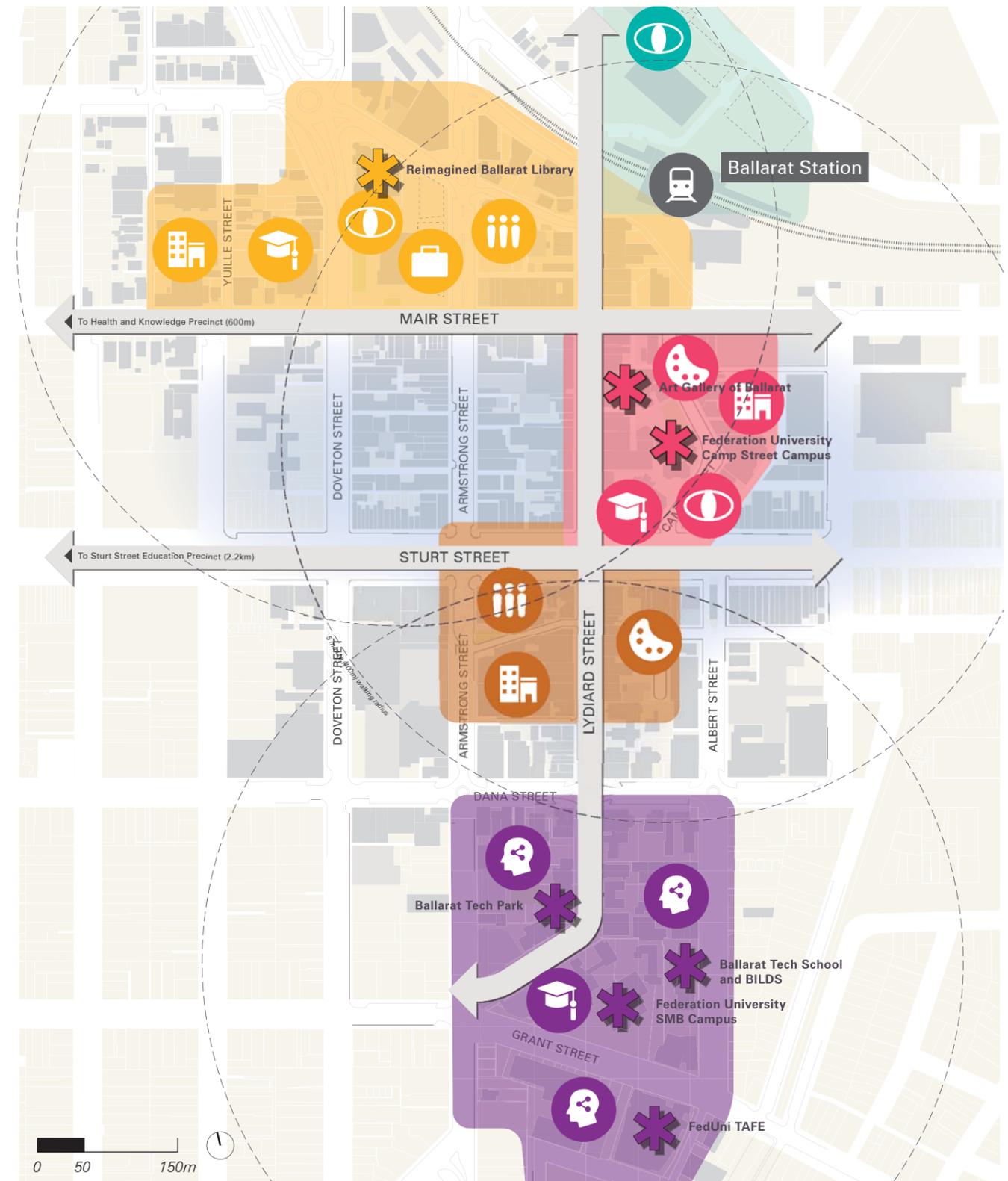


– The Grounds of Alexandria | Sydney

“I love the fact that artists and creative professionals are increasingly moving here and working here... it has an energy about it, a feeling that anything is possible. And there is wonderful art here.”

Quote from a community member via the City of Ballarat’s MySay website (2018)

- Legend**
- Civic Hall Neighbourhood
 - Camp Street Neighbourhood
 - Town Hall and Theatre Neighbourhood
 - Innovation Neighbourhood
 - Ballarat Station Precinct
 - Retail core
 - Live
 - Create
 - Study
 - Visit
 - Work
 - Innovate
 - Community
 - Better integrated and shared facilities
 - Key connections
 - 5 minute (400m) walking radius from neighbourhoods



2.2.3 ACTION 3 A PLACE THAT SHOWCASES AND CELEBRATES BALLARAT'S ASSETS, STORIES AND PEOPLE

Ballarat's built, cultural and environmental heritage is regarded as a point of difference for the city and a legacy that should be sustained over time. In developing the Precinct Master Plan, 88% of the MySay survey respondents believe the 'interpretation of Ballarat's stories and history' is important in renewing connections to its past and promoting the distinctiveness of the city.

Additionally, Ballarat's world-class institutions, rich heritage and diverse communities will be made visible and celebrated throughout the Creative Precinct.

Quick wins:

- Secure funding for the redevelopment of the Art Gallery of Ballarat.
- Continue heritage grant scheme for storytelling.

Strategies:

Align the role of institutions with the creative city strategy and improve their visibility

- Complete a feasibility study for potential works or expansion of the Art Gallery of Ballarat to align with realisation of the creative city vision.
- Better connect the Art Gallery of Ballarat, Mining Exchange, Alfred Deakin Place and Federation University's Camp Street campus in response to the Creative City Strategy, with a focus on opening up institutions to the public and the sharing of facilities and programming.
- Ensure that any new buildings or retrofits of existing buildings prioritise visibility and activation of the ground floor, especially when interfacing important pedestrian walks and places.

Celebrate, conserve and reinstate heritage of the built form and public realm

- Adopt the Heritage Urban Landscape (HUL)'s holistic and multi-dimensional approach to managing change in historic cities, enabling the celebration of the built form and public realm together with social and cultural practises and values.
- Reinstate heritage shopfronts, windows, doors and canopies - particularly in historic buildings such as the Art Gallery of Ballarat, Her Majesty's Theatre and the Post Office - in order to provide better transparency between indoor and outdoor activities and provide protection from sun and rain.
- Where suitable, introduce new contemporary entrances to heritage buildings from side and rear laneways, such as an entry to the Art Gallery of Ballarat from Police Lane.
- Support contemporary insertions in historic laneways and side and rear frontages of heritage buildings, following the principles of the Burra Charter.
- Reinstate the 19th century streetscape in sections of Lydiard Street by providing high-quality building to building paving.

- Along Camp Street, building to building paving will give rise to activated and engaging spaces. On both streets, vehicular access will be retained but this treatment will encourage cars to drive more slowly to prioritise pedestrians visiting key institutions.
- Protect the heritage streetscape within the CBD core by ensuring that all future built projects complement existing roofline articulation and provide opportunities for both inward and outward connective views of the city skyline.

Develop a marketing campaign and wayfinding strategy for the Creative Precinct

- Develop a marketing strategy and campaign for the Creative Precinct, building on its existing institutions and events.
- Develop an interactive app for visitors showing a walking route linking art and creative destinations, public art and Indigenous storytelling.
- Create a wayfinding strategy incorporating permanent and creative temporary signage and installations.
- Introduce a system of temporary signage in the form of banners, lighting and e-ink boards to provide a high-quality and flexible experience during events.

Showcase a diversity of stories through the public realm, public art and programming

- Continue the work of the City of Ballarat's heritage team in promoting a diversity of stories through their new grant scheme for projects that help tell Ballarat's stories.
- Pilot the City of Ballarat heritage team's Storytellers Network program in the Creative Precinct, to connect storytellers and provide tools for leveraging local stories for economic and social gain.
- Increase understanding and visibility of Ballarat's rich Aboriginal cultural heritage, through interventions such as a Yarning Circle close to the Civic Hall.
- Commission new significant public art in the precinct.



– Integration of lighting into outdoor paving | Torico Square | Spacin b720 Fermín Vázquez Arquitectos



– Danish National Gallery Extension | Copenhagen



– Public art to activate and transform outdoor spaces | Hop Temple Lane | Ballarat



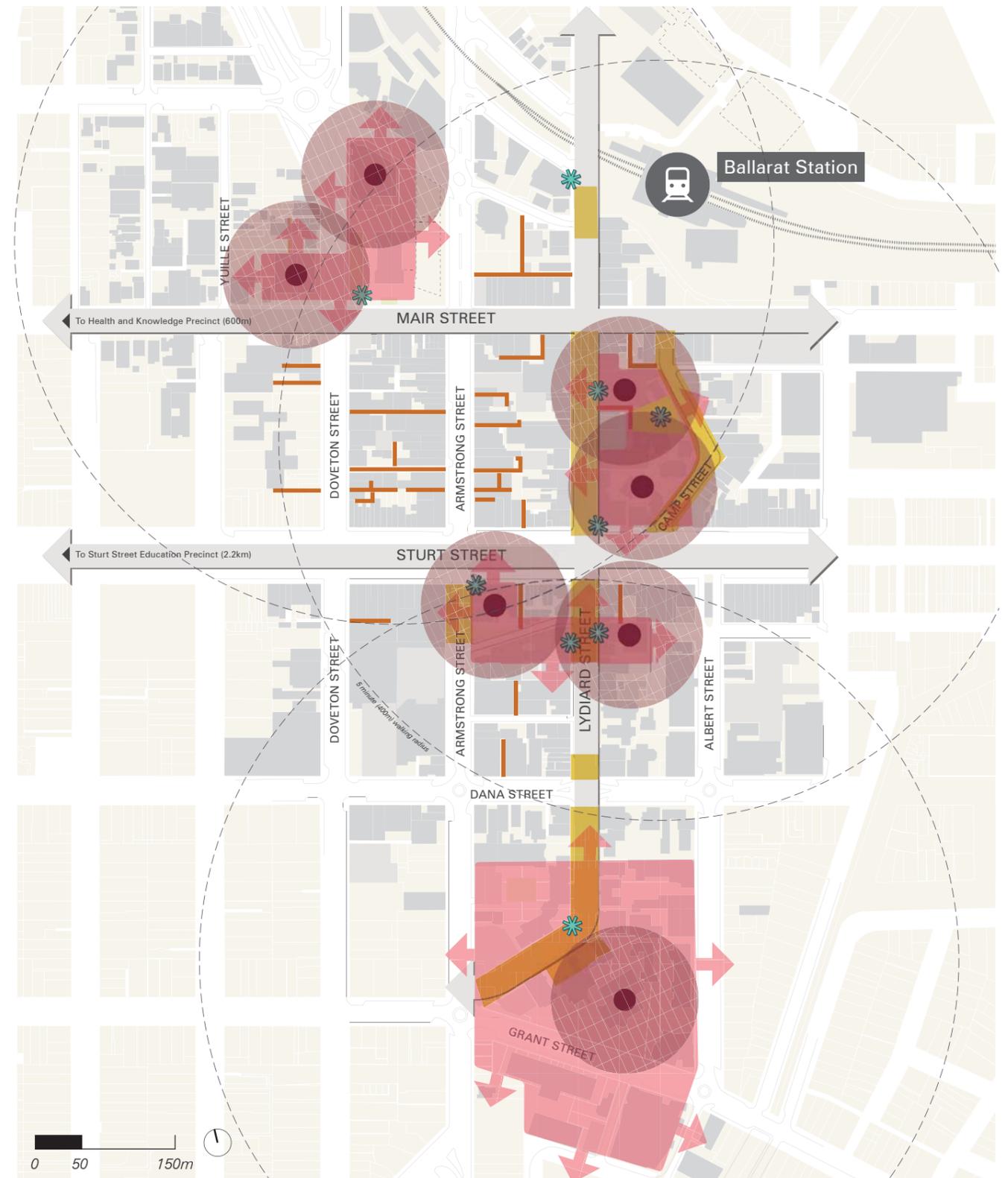
– Indigenous garden | Ngarara Place at RMIT | Melbourne

“We moved to Ballarat because we could see the potential of the city as a creative hub. A very affordable base to start something new here. The amount of unused and under-used spaces in our city are just begging to be reinvented in a creative way...”

Quote from a community member via the City of Ballarat’s MySay website, 2018

- Legend**
- Better connected areas through aligned institutions and wayfinding
 - Visible institutions
 - Contemporary public art and programming in laneways
 - High-quality building to building pavement areas
 - Storytelling in prominent public spaces
 - Key connections
 - 5 minute (400m) walking radius from neighbourhoods

Figure 2.3 A place that showcases and celebrates Ballarat’s assets, stories and people



2.2.4 ACTION 4 A PLACE THAT SUPPORTS PLAYFULNESS, FLEXIBILITY, EXPERIMENTATION AND VITALITY

Having places for 'people to express themselves', through activities such as busking or exhibiting, is a key part of a successful and inclusive creative precinct, with 96% of respondents to the MySay survey supporting this as an important inclusion future of Ballarat's Creative Precinct. The Creative Precinct will enable playfulness and experimentation, in order to bring vibrancy to the precinct.

Strategies:

Designate places for experimentation

- Designate small areas of the Creative Precinct as experimentation zones, allowing any activity to take place 'as long as it is legal'. Activities such as busking, painting a mural or instigating a flash mob would no longer require a permit, enabling spontaneity and creativity.
- Allow for experimentation zones to have a temporal component – for example experimentation could take place during an event or on the weekend.
- Introduce incentive program to recognise and reward innovation and creative expression in designated areas.

Create events and spaces that enable exchange of ideas

- Create regular meet up groups, workshops and events for artists and creatives to encourage socialising, networking and exchange of ideas.
- Encourage greater sharing and collaboration between institutions for event and performance spaces, to ensure their use and promotion.

Strategically use interventions from festivals to incrementally upgrade the public realm

- Coordinate with organisers of major events such as Biennale of Australian Art (BOAA), Ballarat International Foto Biennale (BIFB) and White Night to strategically use interventions such as lighting, pedestrian bridges and public art, to incrementally upgrade the public realm.

Create a system for temporary activations and installations

- Rather than temporary activations and installations happening in an ad hoc manner, create a 'kit of parts' system or guidelines to ensure their quality and consistency. Elements both temporary and permanent, such as signage, bollards, lighting, street furniture and planter boxes, could be designed together, giving a high-quality experience.
- Introduce a system of hooks in strategic locations to enable temporary signage such as banners, and temporary public art to be installed. This would enable the changing of installations over time, and support their temporary removal if filming of heritage buildings needed to take place.



– Playful public street art | Hop Temple Lady | Ballarat



– Transforming places for people | Harvard University

Quick wins:

- Designate experimentation zones within the Creative Precinct.
- Introduce a system of hooks in strategic locations to enable temporary signage and public art to be installed.



– Celebrating traditional ceremonies and culture of the Kulin nations | Tanderrum 2014 at Federation Square | Melbourne

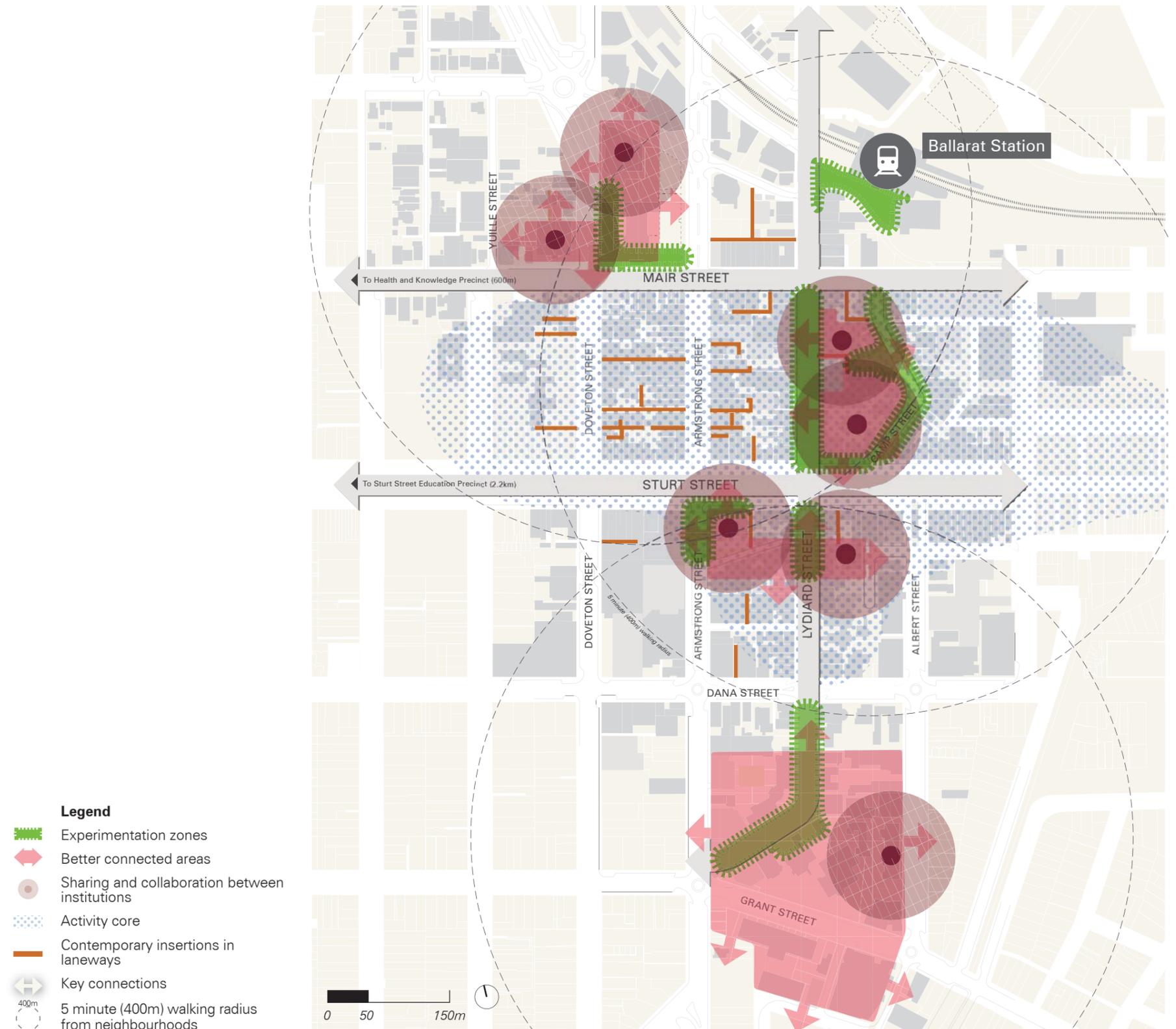


– Temporary and playful transformation of existing city fabric | Mierigi! | Latvia | Evelina Ozola with Tom Kokins

“We are new to Ballarat and are delighted with how much there is to do here! There are so many creative events that we have to pick and choose what to do on any given weekend!”

Quote from a community member via the City of Ballarat’s MySay website, 2018

Figure 2.4 A place that permits playfulness, flexibility, experimentation and vitality



- Legend**
- Experimentation zones
 - Better connected areas
 - Sharing and collaboration between institutions
 - Activity core
 - Contemporary insertions in laneways
 - Key connections
 - 5 minute (400m) walking radius from neighbourhoods

2.2.5 ACTION 5 A PLACE OF PEOPLE-FRIENDLY STREETS AND COMFORTABLE SPACES

In developing a successful Precinct Master Plan, promoting 'ease of access' and 'a general sense of safety' have been key considerations, an approach supported by 95 per cent of respondents to the MySay survey. Additionally, 93 per cent of respondents to the MySay survey voiced that 'green spaces and parklands' and 'public art' were important elements for the future success of Ballarat's Creative Precinct. The Creative Precinct's high-quality public realm will welcome and engage people and contribute to the enduring success of Ballarat as a place of people-friendly streets and comfortable spaces that celebrate the authentic experience of Ballarat's seasons.

Quick wins:

- Introduce a car parking strategy that encourages shared precinct parking to free up space for people.
- Introduce vegetation opportunistically as part of a Greening Strategy to reduce heat island effect starting at Lydiard Street.

Strategies:

Prioritise people in public spaces

- Increase pedestrian space by reconfiguring street cross sections. Minimise dimension of road carriageways and rationalise on-street parking to reduce the dominance of cars in streets.
- Share space better between cars, pedestrians and cyclists. Avoid space dedicated to the exclusive use of vehicles. Prioritise shared spaces and design for flexibility of use such as temporary events.

Create safe and attractive spaces

- Improve safety for people in the public realm. Design for passive surveillance; provide appropriate lighting and generally increase activation of the public realm.
- Improve quality and perceived value of public realm. Invest in good design and consistent, high-quality materials.

Improve comfort and celebrate the seasons

- Design and programme the public realm to support year round activity.
- Increase weather-protection between key destinations to encourage walking in all weather.
- Use trees and canopies to create spaces that are sunny in winter and shaded in summer
- Provide ample seating for all ages and abilities and site these appropriately. Provide drinking fountains and other street furniture to encourage people to linger.
- Implement a greening strategy to create urban cooling.
- Establish clear targets for percentage cover of canopy trees and area of vegetated surface.
- Incorporate water sensitive urban design (WSUD) principles in landscaped spaces where appropriate.

Strengthen connections and improve legibility

- Develop a clear signage and wayfinding to improve pedestrian connections between important destination.
- Provide a high-quality train station experience that enhances its role as a precinct arrival space and improves connections for pedestrians.
- Develop clear and safe cycle paths linking key destinations within the Precinct and provide good bike parking facilities.
- Enhance legibility of the public realm through a cohesive material palette, using variations to highlight key locations and important thresholds.
- Improve crossing points to allow for people to walk safely along the length of Sturt Street gardens.

Provide activated outdoor spaces that attract people to the Precinct

- Provide a network of spaces of different scales and types, to support various programmes.
- Integrate laneways into the public realm.
- Ensure freely accessible Wi-Fi network within the Precinct.
- Provide flexible spaces to support a changing event program.
- Showcase rich Indigenous and post-colonial heritage .
- Integrate public art into the public realm.



– Comfortable and shaded places to relax | New York



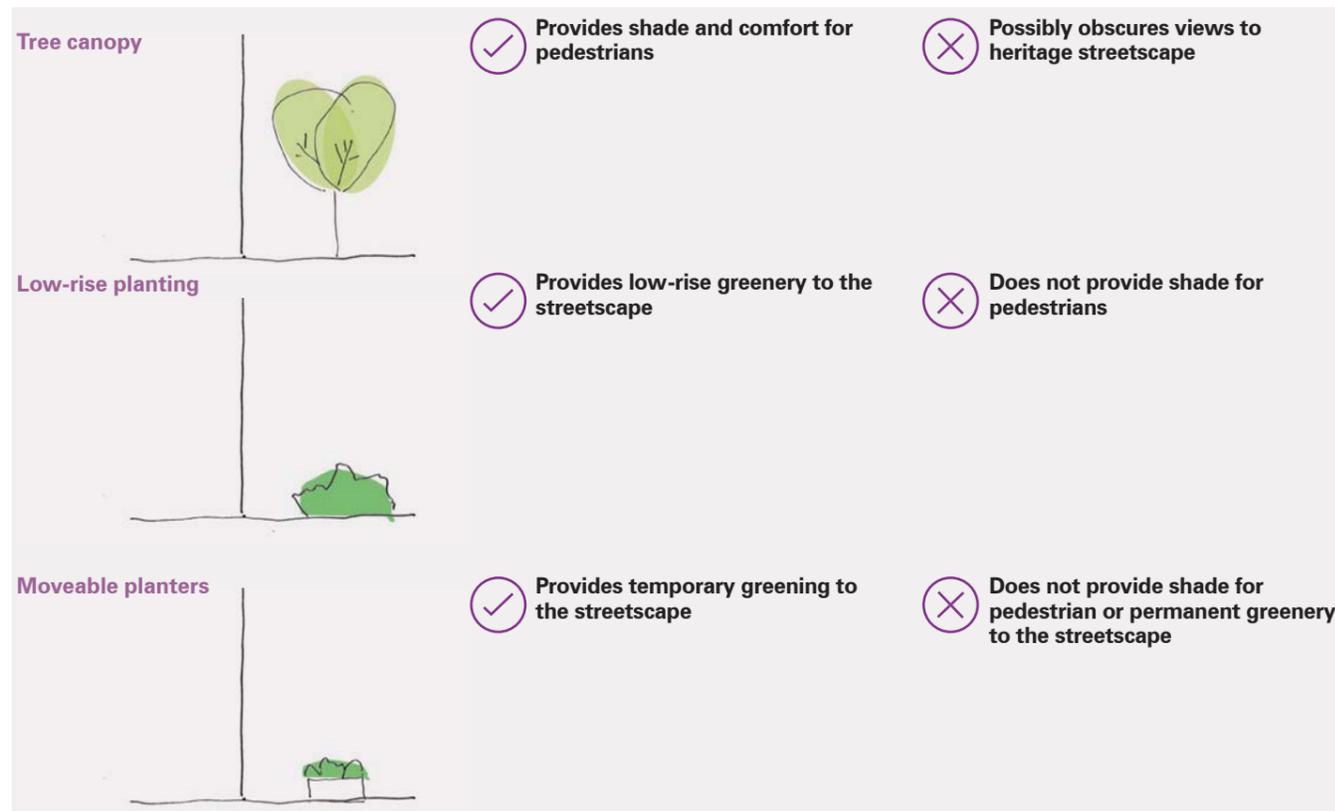
– Integrate art and stories | Biennale of Australian Art | Artist: Marlene Gilson



– High-quality paving and public spaces | Place de la Paix | France | Mutabilis Landscape Architecture

Note: any additional tree planting within the Creative Precinct needs to be individually considered and place-base to consider major architectural/built features and the location of pedestrian and cycle paths and on-street car parking.

Figure 2.5 A place of people-friendly streets and comfortable spaces that celebrate Ballarat's seasons



– Greening Lydiard Street options

Note: all three greening options could be used in different parts of Lydiard Street based in the street's characteristics.



“Humanise the streets – make them comfortable to walk, sit, eat outdoors. Create communal spaces both outdoor and indoor that feel comfortable and welcoming. Value comfort and vibrancy over high-tech and cool/architecturally designed.”

Quote from a community member via the City of Ballarat's MySay website, 2018



– Corner of Lydiard and Sturt Streets facing south-west

Implementation

3

3.1 TYPES OF PROJECTS AND PARTNERS

In order for the Precinct Master Plan to be successful, it will require coordinated, collaborative and strategic actions from a broad range of stakeholders. Partnership projects and sharing of facilities will be required. Interventions will relate to the physical, with upgrades to extend the public realm and built form, but also extend to enabling policies, events and programs. These projects have been largely informed by the extensive consultation and stakeholder engagement throughout the project.

The Creative Precinct is divided into four neighbourhoods, each with their own character. Each neighbourhood consists of the following:

- A brief introduction to both the existing conditions and future vision, followed by a description of planned and potential future projects;
- An illustrative map highlighting where these particular projects will be located; and
- Illustrative sections that focuses on the landscape and streetscape character of important pedestrian areas within the neighbourhoods.



Public realm and public art

Potential Partners:

- City of Ballarat
- Regional Development Victoria
- Local artists
- Businesses



Reactivation of institutions

Potential Partners:

- State government and agencies
- Federation University
- Art Gallery of Ballarat
- City of Ballarat



Enabling policies

Potential Partners:

- State government and agencies
- City of Ballarat



Enabling events and programs

Potential Partners:

- State government and agencies
- Federation University
- Art Gallery of Ballarat
- Visit Ballarat
- City of Ballarat

- Image from left:
- Pedestrian friendly Slovenska Street | dekleva gregoric architects
- Activating existing institutions | Art Gallery of Ballarat
- Policy to enable change Postcode 3000
- Social events to generate ideas | New Architects Melbourne

Neighbourhood Key

- 1 Civic Hall Neighbourhood**
 Civic Hall
 Future GovHub
 Former State Government Offices
 Ballarat Library
 Station entrance
 Federation University landholdings

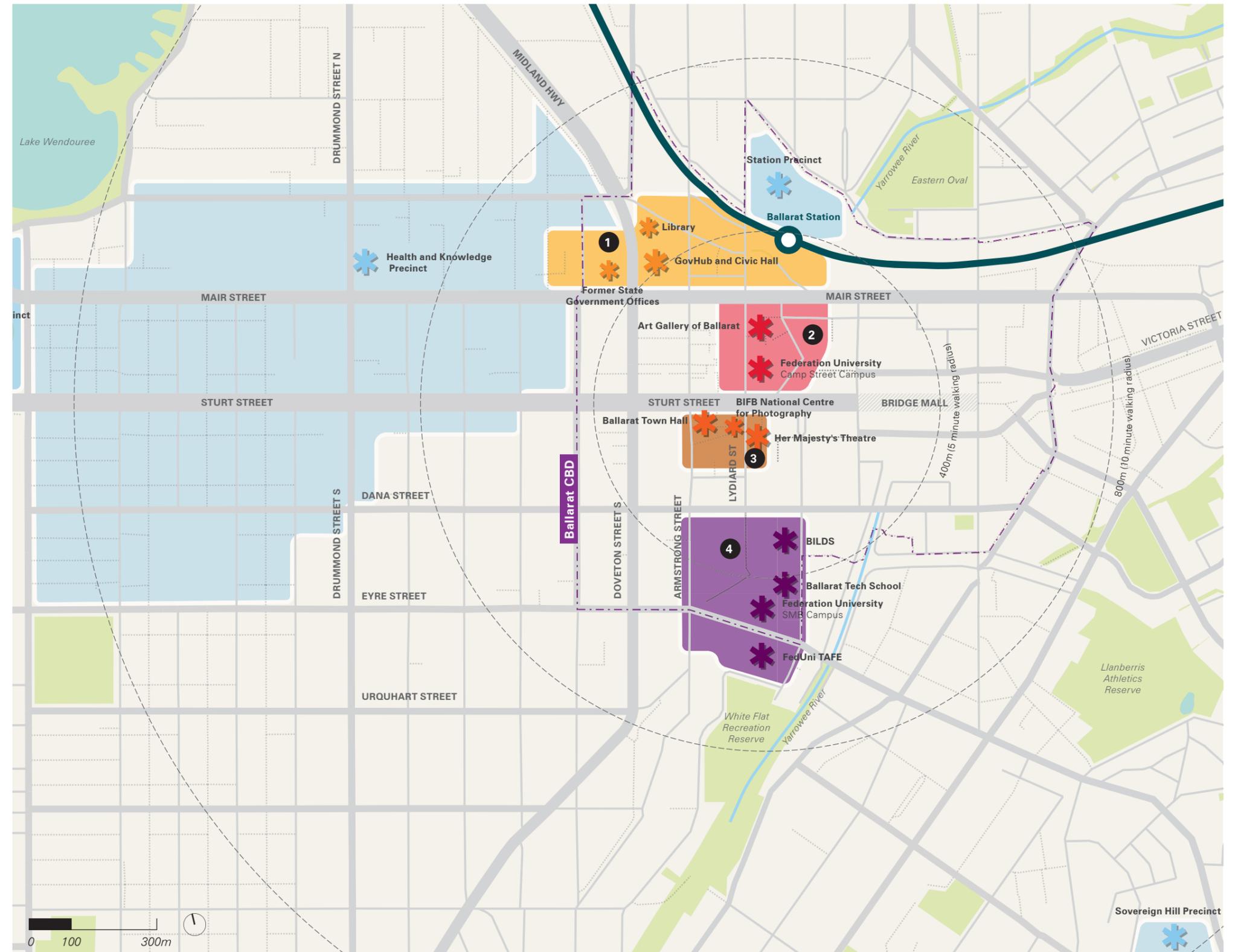
- 2 Camp Street Neighbourhood**
 The Art Gallery of Ballarat
 The Mining Exchange
 Federation University Camp Street Campus
 Regent Cinemas
 The George Hotel
 Lost Ones Gallery
 Ballarat Trades Hall

- 3 Town Hall and Theatre Neighbourhood**
 Ballarat Town Hall
 Her Majesty's Theatre
 Craig's Royal Hotel
 National Centre of Photography

- 4 Innovation Neighbourhood**
 Federation University SMB Campus
 Ballarat Tech School
 Ballarat Technology Park Central
 FedUni TAFE
 Ballarat Innovation Lab and Digital Space (BILDS)

- Legend**
- Civic Hall Neighbourhood
 - Camp Street Neighbourhood
 - Town Hall and Theatre Neighbourhood
 - Innovation Neighbourhood
 - Other important neighbourhoods

Figure 2.1 Creative Precinct Neighbourhoods



3.2 STAGING

Action 1: A precinct master plan implemented and owned by everyone	Short term (to 2019)	Medium term (to 2022)	Long term (to 2030+)
Develop a collective vision for the Creative Precinct	Refine vision and goals for the Creative Precinct (Creative Precinct Taskforce).		
Commit to ongoing consultation with the community, government and institutions	Create a website for the Precinct Master Plan (Creative Precinct Taskforce).	Continue consultation with key stakeholders (Creative Precinct Taskforce).	
Create a governance structure for effective implementation of the Precinct Master Plan	Establish a Creative Precinct Taskforce (City of Ballarat, Federation University, RDV, Creative Victoria and others); Create a governance structure for decision making (Creative Precinct Taskforce).	Introduce a Design Review Panel for major building and public realm projects (City of Ballarat, RDV).	
Encourage institutions to share facilities and collaborate	Set up regular meetings between institutions and events organisers to encourage collaboration (City of Ballarat, Federation University, Art Gallery of Ballarat, Ballarat International Foto Biennale, BOAA etc.).	Create an online booking system to allow easy use of spaces across different institutions (City of Ballarat, Federation University); Support joint grant applications and briefing for major projects (Creative Precinct Taskforce).	
Action 2: A place to live, create, study and visit	Short term (to 2019)	Medium term (to 2022)	Long term (to 2030+)
Bring residents, artists and creative workers to the Creative Precinct	Continue to convert vacant spaces to studios as part of Ballarat Evolve (Ballarat Evolve); Develop a guide and incentives to encourage vacant shoptop spaces to be converted to residential (City of Ballarat).	Grow the role of the Innovation Neighbourhood as a hub for creative industries (Federation University)	Investigate the opportunities to incorporate affordable housing for students, key works and creatives within the Precinct (Federation University, RDV); Investigate implementing a Floor Area Uplift Scheme in the Creative Precinct (City of Ballarat).
Support lifelong learning in the Creative Precinct	Encourage sharing of learning environments in the Camp Street Neighbourhood (Art Gallery of Ballarat, Federation University).	Bring the Business School into the Creative Precinct (Federation University); Introduce wide broadband Wi-Fi networks in key public spaces (City of Ballarat, Federation University, RDV).	Reimagine the role of the library as a city library for those who work and live in the Ballarat CBD (City of Ballarat).
Create a place where artists and creatives can prosper	Provide pathways for artists to exhibit and perform through dedicated spaces major institutions (City of Ballarat, Federation University); Improve access for those working in creative industries to specialised facilities (Federation University, Tech School).	Establish hubs of business support hosting workshops and support for artists and creatives (City of Ballarat).	
Make the Creative Precinct a great place to visit	Support bars, cafes and restaurants in the Creative Precinct (City of Ballarat).	Convert the former Law Courts or Post Office into an Arts Hotel (Creative Precinct Taskforce).	

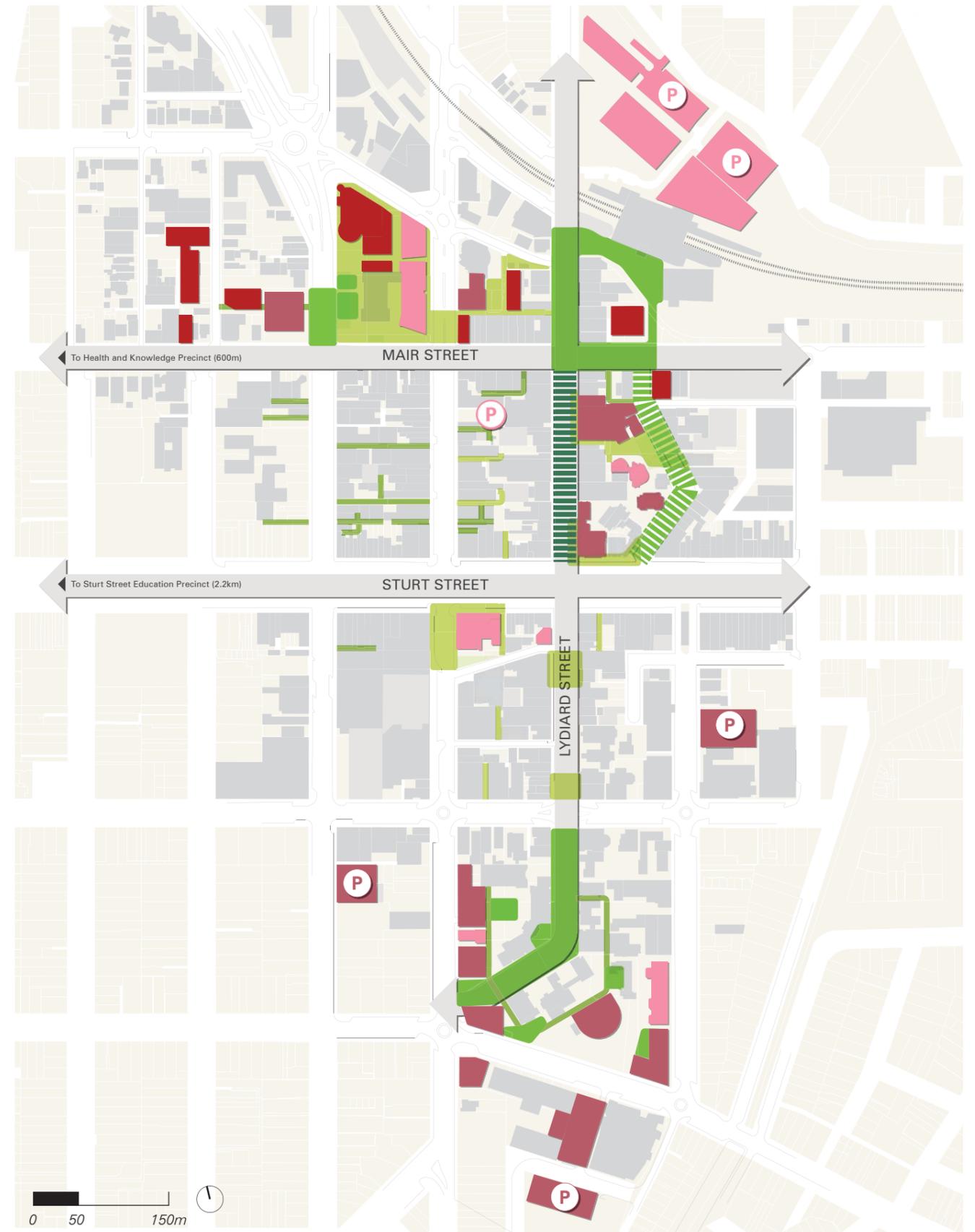
Action 3: A place that showcases and celebrates Ballarat's assets, stories and people	Short term (to 2019)	Medium term (to 2022)	Long term (to 2030+)
Align role of institutions with the Creative City Strategy and improve their visibility	Secure funding for the redevelopment of the Art Gallery of Ballarat (City of Ballarat); Ensure that any new buildings or retrofits of existing buildings prioritise visibility and activation of the ground floor (City of Ballarat).	Complete redevelopment of the Art Gallery of Ballarat including upgrade of Alfred Deakin Place (City of Ballarat). Redevelop Federation University building facing Alfred Deakin Place.	
Celebrate, protect and reinstate heritage of the built form and public realm	Adopt the Heritage Urban Landscape (HUL)'s holistic and multi-dimensional approach to heritage (City of Ballarat); Strengthen protections to prioritise intactness of Lydiard Street as a world heritage quality Victorian streetscape (City of Ballarat); Undertake a detailed City skyline analysis (City of Ballarat).	Reconstruct historic windows and doors of Art Gallery of Ballarat and Post Office to improve visibility of activities inside (City of Ballarat, Federation University).	Continue to work with property owners to redevelop low quality buildings to reinforce established heritage character (City of Ballarat).
Develop a marketing campaign and wayfinding strategy for the Creative Precinct	Develop marketing and wayfinding strategies for the Creative Precinct (Creative Precinct Taskforce).	Introduce a system of temporary signage and wayfinding (City of Ballarat); Develop a creative Precinct map for visitors (City of Ballarat, Visit Ballarat).	
Showcase a diversity of stories through the public realm, public art and programming	Continue heritage grant scheme for storytelling (City of Ballarat); Continue to commission and support significant contemporary public art (permanent and temporary) in the creative precinct City of Ballarat).	Implement and promote interpretive network in the Creative Precinct (City of Ballarat, Visit Ballarat, Indigenous leaders).	Introduce a Yarning Circle close to Civic Hall (City of Ballarat, Visit Ballarat, Indigenous leaders). Document and promote an interpretive network across the city, connecting places of cultural significance to all sections of the Ballarat community (City of Ballarat).

3.2 STAGING

Action 4: A place that supports playfulness, flexibility and experimentation	Short term (to 2019)	Medium term (to 2022)	Long term (to 2030+)
Designate places for experimentation	Designate experimentation zones within the Creative Precinct (City of Ballarat, Federation University).		
Create events and spaces that enable exchange of ideas	Host events and workshops for artists and creatives at spaces such as the Art Gallery of Ballarat and The Lost Ones Gallery (Art Gallery of Ballarat, The Lost Ones Gallery, Federation University).	Encourage greater sharing and collaboration between institutions for event and performance spaces (Creative Precinct Taskforce).	
Strategically use interventions from festivals to incrementally upgrade the public realm		Coordinate with organisers of major events to strategically use interventions upgrade the public realm (City of Ballarat, BOAA, Ballarat International Foto Biennale and White Night).	
Create a system for temporary activations and installations	Introduce a system of hooks in strategic locations to enable temporary signage and public art to be installed (City of Ballarat).	Design a 'Kit of Parts' for temporary activities and installations (City of Ballarat, Federation University).	
Action 5: A place of people-friendly streets and comfortable spaces that celebrate Ballarat's seasons	Short term (to 2019)	Medium term (to 2022)	Long term (to 2030+)
Prioritise people in public spaces	Introduce a Car Parking Strategy that encourages shared precinct parking to free up space for people (City of Ballarat).	Upgrade public realm to prioritise pedestrians (City of Ballarat).	Consider Lydiard Street a destination not a thoroughfare, regularly hosting mass attendance events with full pedestrian priority at selected times (City of Ballarat).
Create safe and attractive spaces	Complete a Lydiard Street Landscape Masterplan to create a coordinated approach for public realm upgrades and deliver stage one (City of Ballarat).	Complete the delivery of Lydiard Street improvements.	
Improve comfort and celebrate the seasons	Introduce vegetation opportunistically as part of a Greening Strategy to reduce heat island effect starting at Lydiard Street (City of Ballarat).	Expand the Greening Strategy to the Central City Precinct (City of Ballarat).	
Strengthen connections and improve legibility	Introduce a Movement Strategy, focusing on improving access by public transport, cycling and foot; and work to reduce speed limits in the Creative Precinct (City of Ballarat).	Complete the Ballarat Train Station southern forecourt and Market Street improvements (Regional Development Victoria).	
Engage people and activate spaces	Create an Integrated Public Art Strategy, building on the work of HUL in telling Ballarat's stories through public art (City of Ballarat).	Create a Laneway Strategy and prioritise key projects (City of Ballarat).	
	Upgrade Alfred Deakin Place and parts of Camp Street (City of Ballarat).	Complete the Camp Street shared space project (City of Ballarat).	
		Introduce seasonal gardens and civic spaces to celebrate Indigenous heritage near the Civic Hall and GovHub (City of Ballarat).	

Figure 2.2 Staging plan

- Legend**
- Built form*
 - Short term
 - Medium term
 - Long term
 - Public realm*
 - Short term
 - Medium term
 - Long term
 - Car parking*
 - Short term
 - Medium term





3.3 PLANNING SCHEME CHANGES

In order for the Precinct Master Plan to be implemented, it will require some changes to the planning scheme in order to reinforce and help implement its goals.

Parking

This section outlines high-level principles for car parking provisions in Ballarat's Creative Precinct only. Additional studies will need to be undertaken to understand the implication of these options.

The provision of car parking will need to be carefully managed to ensure an accessible precinct that is people-friendly as the city grows and support state government initiatives such as regional growth. Given the prevalence of cars as a means of travel in Ballarat, car parking will need to be provided close to destinations such as shops, work places and institutions.

To effectively meet the needs of all users, car parking will need to be carefully managed in order to create people-friendly streets, where pedestrians and cyclists are given priority in key locations throughout the precinct. This is particularly the case in areas of higher public transport use, most notably in and around the

railway station, and along key corridors flanked by education. Areas surrounding major workplaces such as health and government institutions will also be given priority, as a higher proportion of workers and students will choose to ride or walk where it is safe to do so. Finally, tourism rich locations where both destinations and streets seek to support vibrant activity will be prioritised. This Precinct Master Plan has highlighted the strategic importance of Lydiard and Mair Streets as major pedestrian and cycle links, and acknowledges the future role of Sturt Street for pedestrians and cyclists.

Consequently, as developed in many best practice regional settings, commercial shared multi-deck car parking will need to be provided in key locations a short walking distance to major destinations and Lydiard and Mair Streets. Rather than each new building having expensive basement parking that is typically only used on some occasions and which diminishes the quality of streetscapes and walking environment, parking will be shared by residents, students, visitors and workers in the precinct. Options for developers to financially contribute to infrastructure should be investigated. This model has been successfully implemented in many jurisdictions including Glen Waverley and Cato Street, Prahran in Melbourne. It has been implemented in precincts of high heritage value in regional settings including Newcastle, Geelong and Bendigo. In these locations car parking is typically attached to larger precincts of institutions such as shopping centres, corporations, council offices and railway stations.

Any multi-deck car parks should be adaptable for other uses, such as artists studios or co-working spaces for, or for other uses in the instance that personal cars are no longer in such demand in the future.

Building heights

The majority of existing built form character of central Ballarat is an asset of the city, and should be celebrated, retained and enhanced through the Precinct Master Plan. Ballarat is unusual in the scale of its historic core with many of the areas having an established street wall of an effective three or more levels and block depths of considerable magnitude, affording substantial potential for new growth and capacity even in a context of incremental built form change.

In other parts of the precinct, large areas of low rise, lower quality built form has the potential to be replaced with strategic developments that respect the qualities of the Ballarat CBD, but also allow for new uses such as workplaces, expanded institutions, education facilities and affordable accommodation to bring those areas to life. New nodes of higher scale around the hospital are to soon be joined by taller built form at the Civic Hall Neighbourhood and in the Station Precinct.

A detailed City skyline analysis to be undertaken by the City of Ballarat will provide guidance for building heights and roof-line articulation in the CBD, based on analysis of the CBD's nuanced character and distinctive skyline, landmarks and views. In addition, an investigation of whether a Floor Area Uplift Scheme to grant additional floorspace to new buildings would be appropriate in the Ballarat context could be undertaken. In keeping with the City skyline analysis, however, built projects within the core Ballarat CBD must complement existing roofline articulation provide opportunities for both inward and outward connective views of the city skyline.

3.4.1_CIVIC HALL NEIGHBOURHOOD PLANNED AND POTENTIAL FUTURE PROJECTS

The Civic Hall Neighbourhood will be an important regional employment hub. Important developments within this area, such as the future GovHub building, will increase the number of people living and working in this neighbourhood.

1



– New Generation Bendigo Library | Bendigo | MGS Architects

Reimagined institutions

- 1.1 In order to support the growing population of Ballarat and continue to be an important community and education destination, the Ballarat Library will be reimagined and expanded as a digital learning hub.

2



– McIntyre Drive Social Housing | Altona | MGS Architects

Supporting accommodation, office and community facilities

- 2.1 This village will host several built to rent, student and key worker accommodation options, along with supporting outdoor spaces.
- 2.2 An extension to Child and Family Services with a new entrance from Market Street. This facility will include art therapy for parents and children.
- 2.3 A new high-quality office and residential building with upper floor green space will support the growing population of Ballarat.

4



– The Trainshed Way | Geelong | Hassell

Supporting public realm

- 4.1 The Ballarat Station Precinct will become a vibrant, mixed-use community, transport and commercial hub. Several public plazas will make this precinct a desirable destination and provide a high-quality train arrival experience and clear, comfortable pedestrian connections within the neighbourhood and beyond.
- 4.2 A new parklet in Market Street and upgrade of the streetscape establishes this route as an important link to the emerging employment hub.
- 4.3 An enhanced green space at the Civic Hall marks the arrival from the west and provides a key opportunity to express Ballarat's Indigenous heritage and celebrate the ongoing creative contribution of traditional owners in a high-profile public space.

ILLUSTRATIVE PLAN

Note: any additional tree planting within the Creative Precinct needs to be individually considered and place-base to consider major architectural/built features and the location of pedestrian and cycle paths and on-street car parking.

Figure 3.2 Civic Neighbourhood



3.5.1_CIVIC HALL NEIGHBOURHOOD LANDSCAPE CHARACTER

Note: any additional tree planting within the Creative Precinct needs to be individually considered and place-base to consider major architectural/built features and the location of pedestrian and cycle paths and on-street car parking.

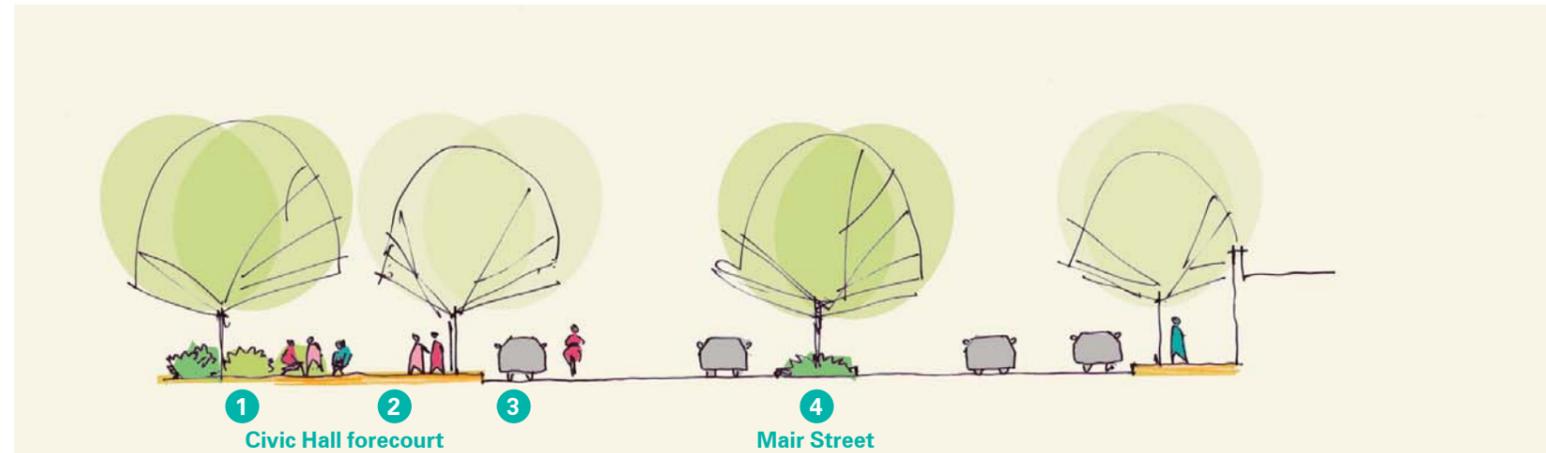


Figure 3.3 Mair Street

Mair Street

- 1 Civic Hall forecourt with Indigenous garden
- 2 Street trees within footpath
- 3 On-street cycle path
- 4 Street trees in median

Lydiard Street North

- 5 Opportunities for greening Lydiard Street will be investigated
- 6 Raised pedestrian crossing

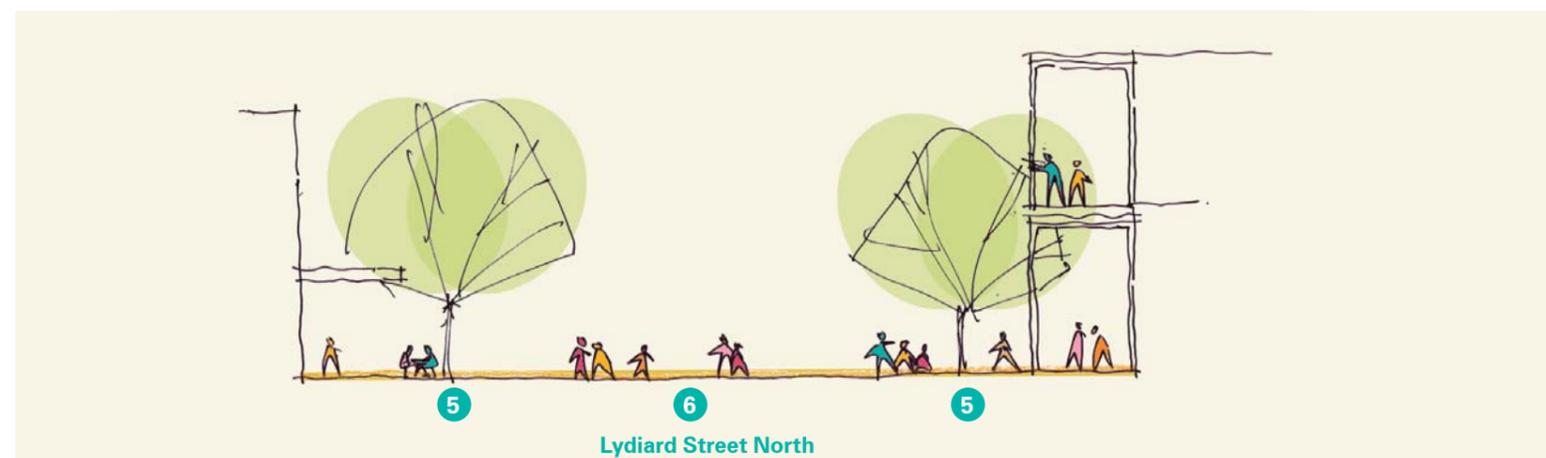


Figure 3.4 Lydiard Street North



1 – Inviting forecourt | Mitsui Garden Hotel Osaka Premier | Japan | STGK



1 – Indigenous garden | Ngarara Place | RMIT | Greenway Architects



2 – Street trees and footpath | Jellicoe Street, North Wharf & Silo Park | Auckland | Taylor Cullity Lethlean with Wraight + Associates



3 – On-street cycle paths | New Slovenska Street | Ljubljana | dekleva gregoric architects



5 – Green streetscape Lonsdale Street Redevelopment | Dandenong | BKK Architects with Taylor Cullity Lethlean



6 – Raised pedestrian crossing

3.4.2_CAMP STREET NEIGHBOURHOOD PLANNED AND POTENTIAL FUTURE PROJECTS

The Camp Street Neighbourhood will be a high-profile arts destination. Architectural canopies and planting, lighting installations and integrated art in streets and spaces make this a comfortable and engaging neighbourhood for people at different times of the year, day/night.

1



– The National Gallery of Denmark | Copenhagen

Reimagined institutions

- 1.1 The Art Gallery of Ballarat will become a world-class arts destination. Partnership between other near-by creative institutions, such as Federation University and the Mining Exchange, will ensure that the gallery continues to contribute to the success of Ballarat's creative economy.
- 1.2 The reimagined New North building at Federation University Camp Street Campus will become a creative collaborative hub, providing places for artists, students and the broader community to learn, create and engage.
- 1.3 Federation University's Old Law Courts building will be transformed into a world-class Arts Hotel.
- 1.4 The Ballarat Trades Hall will create additional new community meeting spaces. It will bolster its role as an affordable and inclusive community space and will support creativity and expression in the forms of performance, music, arts and culture.

2



– Shared pop-up space | Beenleigh Town Square | Queensland | AECOM

Improved street experience

- 2.1 A high-quality upgrade to Lydiard Street establishes this iconic location as centrepiece of the neighbourhood and premier public space for Ballarat.
- 2.2 Camp Street becomes a shared space and arts-based community event space.

3



– Weather protected areas | Bendigo Library | MGS Architects

Supporting public realm

- 3.1 Alfred Deakin Place is re-crafted to become a vibrant public place for the study, appreciation and making of art. Additional landscaped and weather protected spaces will ensure this space is comfortable at all times of the year.
- 3.2 A new public space marks the Post Office corner and improves connection to the Sturt Street central garden.
- 3.3 A curated public realm approach supports a rich programme of planned and spontaneous displays of creativity.

ILLUSTRATIVE PLAN

Note: any additional tree planting within the Creative Precinct needs to be individually considered and place-base to consider major architectural/built features and the location of pedestrian and cycle paths and on-street car parking.

Figure 3.5 Camp Street Neighbourhood



3.4.2_CAMP STREET NEIGHBOURHOOD LANDSCAPE CHARACTER

Note: any additional tree planting within the Creative Precinct needs to be individually considered and place-base to consider major architectural/built features and the location of pedestrian and cycle paths and on-street car parking.

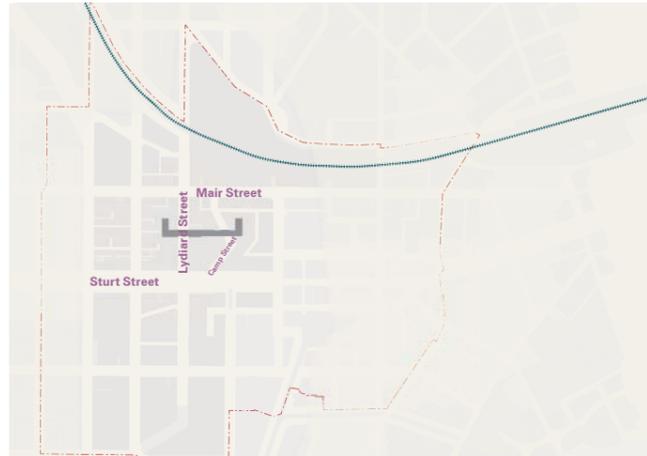


Figure 3.6 Lydiard Street - Business as usual

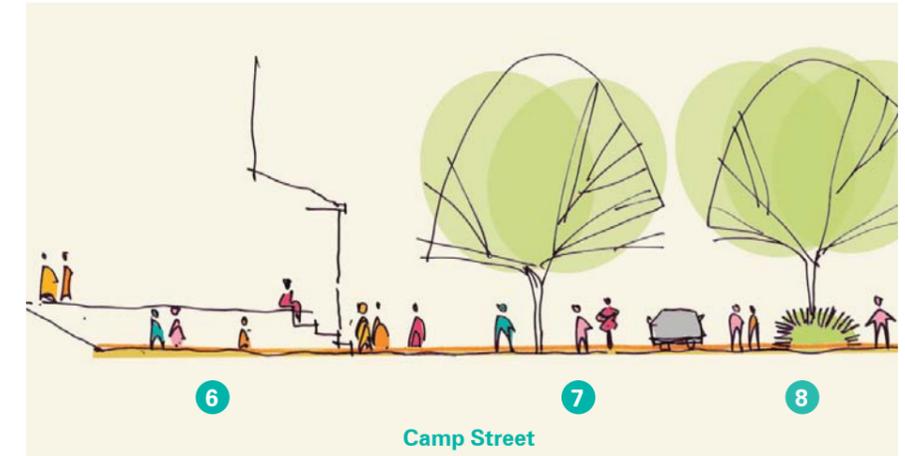


Figure 3.7 Camp Street - Shared zone

Lydiard Street

- 1 Extended footpath
- 2 Minimised space dedicated to road surface and parking
- 3 Facade to facade paving
- 4 Opportunities for greening
- Lydiard Street will be investigated
- 5 Flexible event space

Camp Street

- 6 Alfred Deakin Place reimagined
- 7 Shared space
- 8 Street trees and planting
- 9 Flexible events space



Figure 3.9 Lydiard Street - Event mode



Figure 3.8 Camp Street - Event Mode



– Improved street experience | New Slovenska Street | Ljubljana | dekleva gregoric architects



– High-quality paving | Gustafson Porter + Bowman's | London



– Flexible events space | Coburg food truck festival



– Shared zone | New Road | Brighton | Landscape Projects and Gehl Architects



– Flexible events space

3.4.3_TOWN HALL AND THEATRE NEIGHBOURHOOD PLANNED AND POTENTIAL FUTURE PROJECTS

The Town Hall and Theatre Neighbourhood will become a pedestrian friendly area, with a series of outdoor plaza spaces to support key destinations.

1



– New Architects Melbourne

Reimagined institutions and vacant buildings

- 1.1 The Town Hall will be transformed into a civic collaborative hub.
- 1.2 Further developing innovative initiatives such as Ballarat Evolve, vacant buildings will be transformed into spaces of creativity and activity.

2



– Integrated public art to improve wayfinding and | Time and Tide | Simon Patterson

Improved street experience

- 2.1 Footpaths are enlarged with high-quality public realm materials to improve the street experience and create desirable outdoor spaces close to key venues including Her Majesty's Theatre, the National Centre for Photography and the Mechanics Institute. Opportunities for greening Lydiard Street will be investigated.
- 2.2 Increased greening and planting to improve the comfort and amenity of Sturt Street and reinforce its garden character. Lighting and public art mark the building's significant frontage to Sturt Street.

3



– Temporary closure of streets for social activities | Mexico

Supporting public realm

- 3.1 A new public space is created at the Town Hall with shade trees to create a comfortable gathering space on Armstrong Street.

ILLUSTRATIVE PLAN

Note: any additional tree planting within the Creative Precinct needs to be individually considered and place-base to consider major architectural/built features and the location of pedestrian and cycle paths and on-street car parking.

Figure 3.10 Town Hall and Theatre Neighbourhood



3.4.3 __TOWN HALL AND THEATRE NEIGHBOURHOOD LANDSCAPE CHARACTER

Note: any additional tree planting within the Creative Precinct needs to be individually considered and place-base to consider major architectural/built features and the location of pedestrian and cycle paths and on-street car parking.

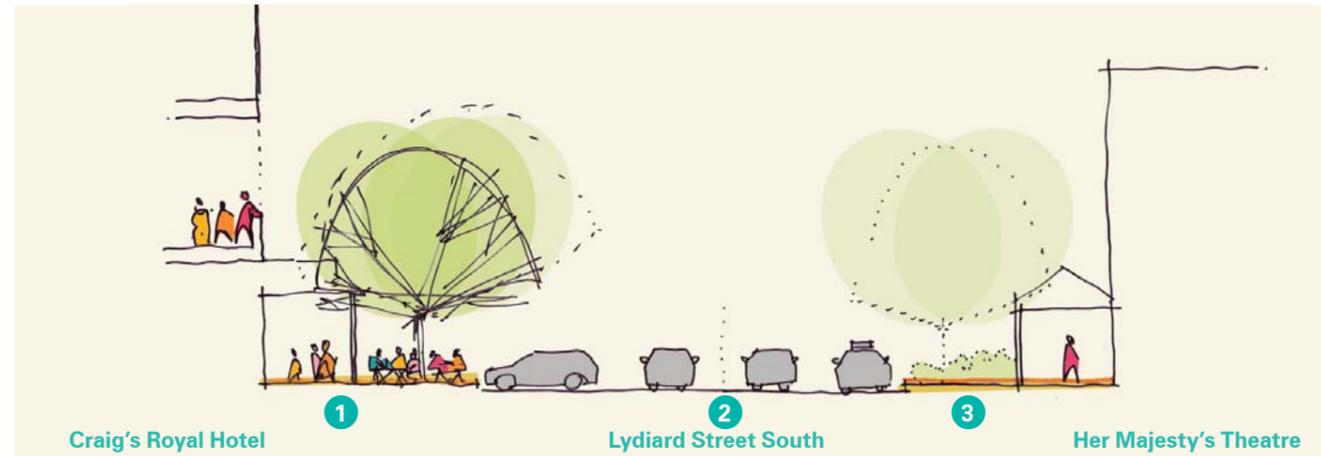


Figure 3.11 Lydiard Street South

Lydiard Street South

- 1 Enlarged footpath with permanent and temporary furniture in key locations and opportunities for greening Lydiard Street will be investigated
- 2 Minimise space dedicated to road surface and parking
- 3 Pause point in the public realm and space for temporary / permanent exhibition

Armstrong Street South

- 4 Flexible shared space
- 5 Enlarged public space at outside the Town Hall for temporary or permanent engaging art

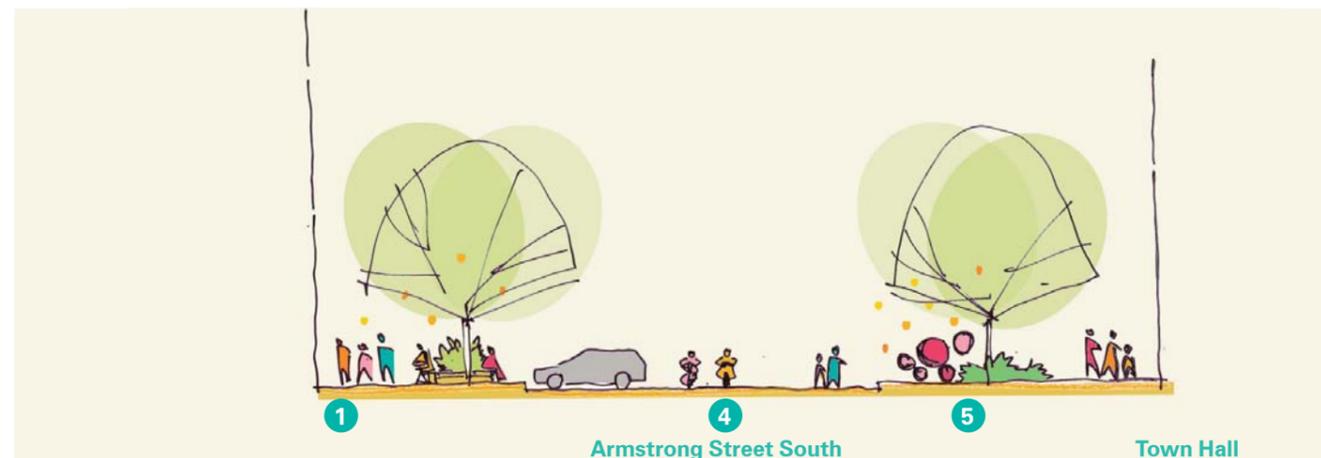


Figure 3.12 Armstrong Street South



– Temporary or permanent street furniture | Kardinaal Mercier Square | OMGEVING landscape architecture urbanism



– Engaging public installation | London's Royal Academy of Arts



– Engaging with history through public artworks | Place de la Paix | France | Mutabilis Landscape Architecture

3.4.4 __INNOVATION NEIGHBOURHOOD PLANNED AND POTENTIAL FUTURE PROJECTS

The Innovation Neighbourhood will be an exciting place for innovation and education. Key anchors include the Ballarat Tech School, the Ballarat Tech Park, FedUni TAFE, BILDS and a potential future Creative Arts Hub. The public realm will be a flexible space, supporting events and engaging activities to occur.

1



– Melbourne School of Design | John Wardle Architects

Supporting education and partner buildings

- 1.1 A new creative arts hub will transform the existing library at Federation University SMB Campus into an activated centre for learning.
- 1.2 A new shared facility will provide world-class learning and teaching spaces for students and to support the growth of FedUni TAFE.
- 1.3 A new shared learning and teaching building fronting Grant and Albert Streets will provide spaces for both the FedUni TAFE and Ballarat Tech School to expand.
- 1.4 New partner buildings will support the growth of partnerships and start-ups within this neighbourhood and build on BILDS which, in the future, will provide start up accelerator programs, a fab lab and co-working space.

2



– Prioritising pedestrians | New Road | England | Landscape Projects with Gehl Architects

Improved street experience

- 2.1 Lydiard Street becomes a safe and well connected shared space for pedestrians, cyclists and cars.

3



– Transforming public spaces through contemporary events | Melbourne University

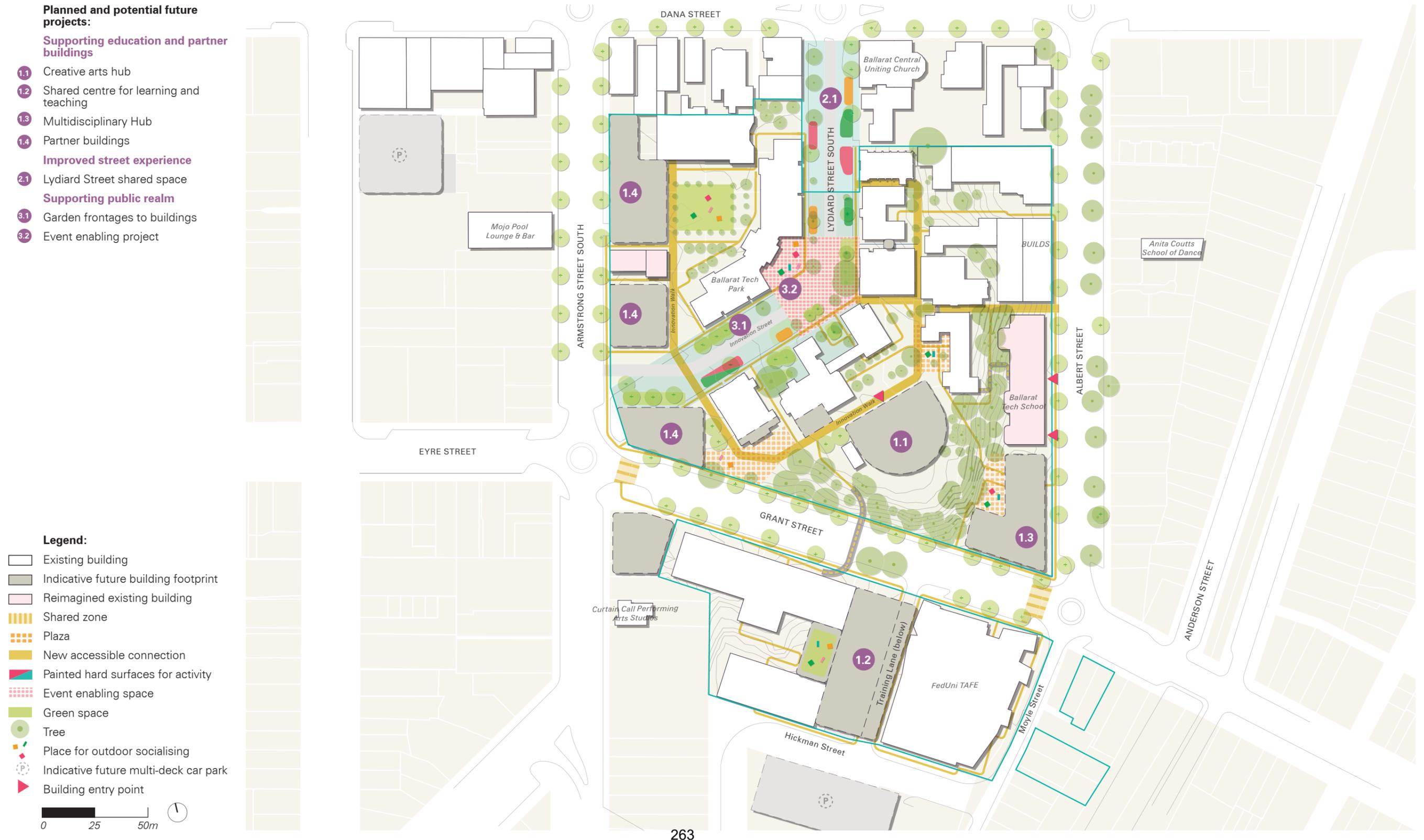
Supporting public realm

- 3.1 Garden spaces incorporating water sensitive urban design are established within building setbacks and forecourts, and these become comfortable social spaces within the campus and the broader precinct.
- 3.2 Service connection points are designed-in to support community events. Free Wi-Fi and device charging points are provided in the public realm.

ILLUSTRATIVE PLAN

Figure 3.13 Innovation Neighbourhood

Note: any additional tree planting within the Creative Precinct needs to be individually considered and place-base to consider major architectural/built features and the location of pedestrian and cycle paths and on-street car parking.



3.4.4 _INNOVATION NEIGHBOURHOOD LANDSCAPE CHARACTER

Note: any additional tree planting within the Creative Precinct needs to be individually considered and place-base to consider major architectural/built features and the location of pedestrian and cycle paths and on-street car parking.



Figure 3.14 Innovation Neighbourhood | Shared Zone

Innovation Neighbourhood Shared Zone

- 1 Place for outdoor social activity
- 2 Shared space
- 3 Garden frontages to heritage buildings with WSUD

Innovation Neighbourhood Event Mode

- 4 Ballarat Tech Park forecourt
- 5 Shared space closed to traffic for 'Event Mode'



Figure 3.15 Innovation Neighbourhood | Event Mode



1 – Places for social activity | Metcalfe Park | Sydney | Aspect Studios



2 – Temporary shared zones | Latvia | Fine Young Urbanists



3 – Improved street experience | New Slovenska Street | Ljubljana | dekleva gregoric architects



4 – Comfortable spaces | New York | Lincoln Centre Plaza

BALLARAT'S *Creative City* STRATEGY

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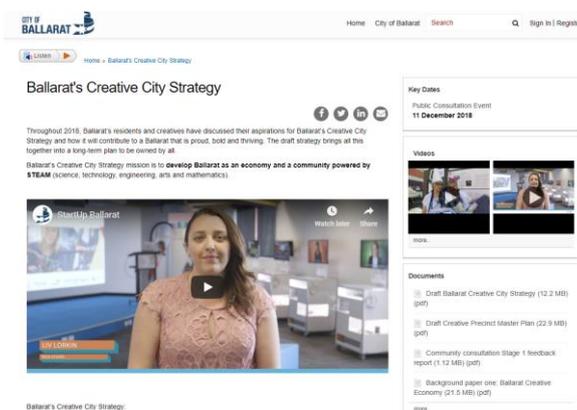
BALLARAT'S *Creative City* STRATEGY

1. Background

Throughout 2018, Ballarat's residents and creatives discussed their aspirations for Ballarat's Creative City Strategy and how it will contribute to a Ballarat that is proud, bold and thriving. As a result, the draft *Ballarat's Creative City Strategy* and *Creative Precinct Master Plan* were released for public consultation on 28 November 2018. The drafts brought the input and feedback received during the two consultation phases in 2018 together into a long-term strategy to be owned by all.

1.1 Project website and MySay Submissions

The consultation period ran from 28 November to 1 February, with the drafts being made available online for public viewing, and responses ('submissions') being elicited via the City of Ballarat's MySay project website (<https://mysay.ballarat.vic.gov.au/creative-city>).



1.2 Direct invitations to stakeholders to respond

A series of email invitations and updates were sent to approximately 420 stakeholders throughout the consultation period, inviting them to view the draft reports, respond with feedback and attend the public consultation event.

1.3 Consultation Videos

The consultation period was supported by a series of three videos, circulated via social media and hosted on the project webpage, which sought to further explain aspects of the drafts and encourage community members to respond.



Ballarat – powered by STEAM



Creatives Unite: Consultation Event

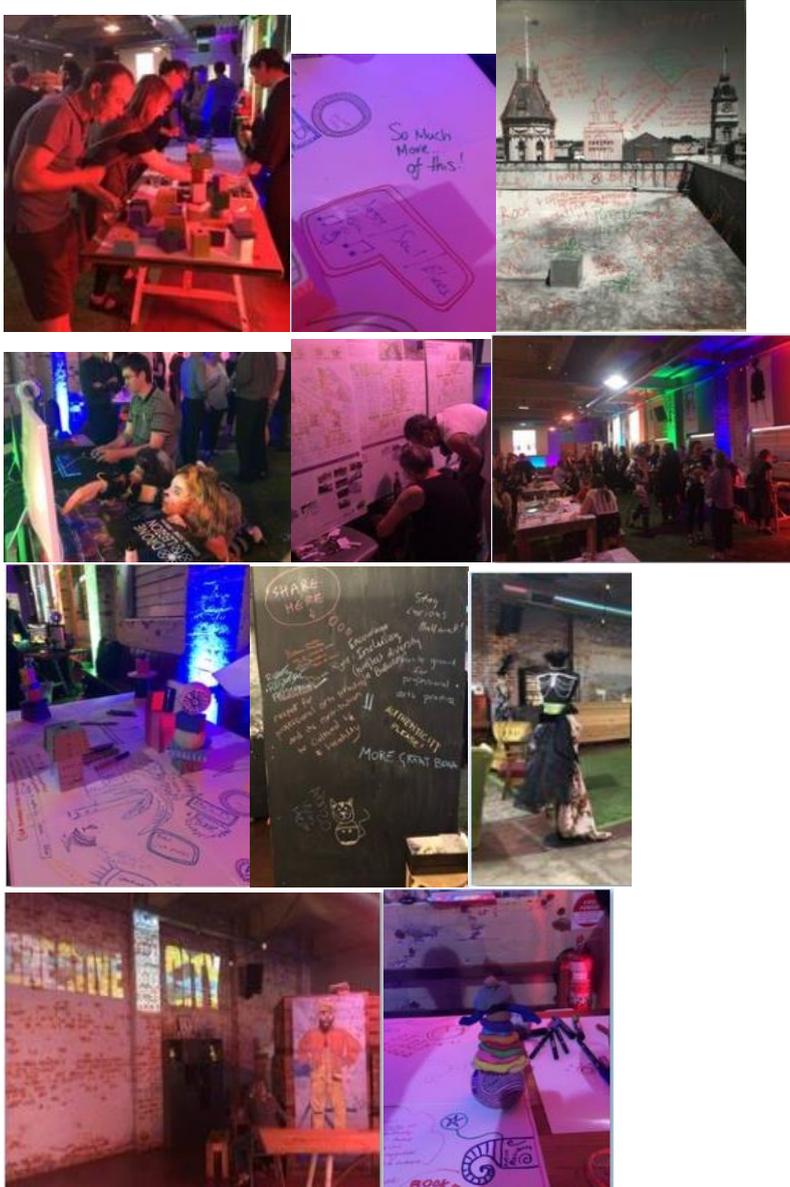


The Pike-lettes in Police Lane

BALLARAT'S *Creative City* STRATEGY

1.4 Public Consultation Events

The consultation on the drafts was launched with a public event on 11 December 2018, which was attended by over 150 community members. This event engaged a range of 'creative ambassadors' to facilitate discussions, and in return saw feedback provided by the attendees in a range of mediums – including drawings, photographs, video messages, graffiti, postcards and conversations.



Community engagement also took place at Ballarat's Springfest Festival at Lake Wendouree in late November, where conversations about the strategy were held with community members enjoying the day.



BALLARAT'S *Creative City* STRATEGY

1.5 Creative-led Response: Soapbox Billboard

Finally, community feedback on the drafts was also independently encouraged by two local artists, known as the Pike-Lettes, who posted the draft strategy up in Police Lane in the creative precinct during late January for 2 weeks. They also held readings and performances to encourage responses. This resulted in some rich feedback in the form of graffiti messages on the paste-up, as well as media interest.



2. Responses received and the approach to analysis

The public consultation on the drafts produced a large amount of welcome feedback from the community in a variety of forms, as follows:

- 37 submissions
- Soapbox Billboard comments
- Public Consultation Event feedback:
 - 3 submissions
 - 3 voxpops from video booth
 - photographs from photo booth
 - 16 comments left in feedback box
 - 'visionary landscape' artwork and comments
 - chalkboard graffiti
 - neighbourhood graffiti walls
 - precinct consultation suggestions
 - feedback from facilitators at the event

The public consultation event on 11 December by its design invited a creative response to the draft strategy and master plan. This is certainly something we received! Some of the responses provided, for example photographs and drawings, were not ones we could directly interpret into feedback on the strategy – however they have sparked further thought about how difficult it can be to measure the creative response, and challenged us to consider how we are going to monitor the impact of creativity in the city as the strategy is implemented in the future.

Our analysis of the feedback has also enabled conversations about setting in motion creative energies, and how the City can help 'light the creative spark' – without knowing where that spark is going to end up. Creativity does have a tendency to be unpredictable! We will further explore this notion of 'the creative spark' in the final version of the strategy.

In analysing the consultation feedback, we distilled 305 individual issues raised, which were then grouped into 32 themes. Each of those 32 themes is discussed, with our response provided, in the following section. A number of these have resulted in a change to the strategy or master plan, which is also indicated where relevant.

3. Themes arising from the consultation

3.1 *Statements about creativity*

“Creativity is a way of being, to be truly creative absorbs the whole person...Some of us make art/be creative because it is the only way of being that we know...”

Several submitters provided their thoughts on what it means to be creative, and what their vision for a creative Ballarat is, for example:

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“How could every creative student of Ballarat, young and old, be an ambassador for our town, raising awareness of what we do and making creative professionals interested in visiting?”

Response:

The Creative City Strategy encourages the notion that all people are inherently creative, whatever their practice, and whether or not they wish to make a living from it.

Changes to Strategy?

No

3.2 Support for the draft Creative City Strategy

“Loving the strategy's positivity and vibrant outlook for all and think it's important for all to remain open-minded, positive and creative in their mindsets to create stronger connections in the community”

There was some encouraging support for the draft strategy, with praise for its ‘bold strategic vision’; endorsement of the recognition of the wider creative industries and the STEAM-based approach to innovation and creativity; and excitement about the leadership being demonstrated.

Response:

The Creative City Strategy seeks to articulate a bold strategic vision for Ballarat’s creative future

Changes to Strategy?

No

3.3 Feedback on the public consultation event on 11 Dec

“So much more of this!”

A few people provided feedback on the public consultation event held on 11 December 2018. Responses were mixed; whilst there was thanks for bringing the arts community together to network and congratulations on doing things differently, there was also some expression of disappointment that the event did not encourage more public discussion of the strategy on the evening, as per more traditional consultation events. Feedback from the creative facilitators on the evening, however, suggested they had received a lot of positive comments on the format.

Response:

The City of Ballarat wanted to provide a public gathering that would invite our creative community to consider the documents in their own time. The evening was about capturing immediate thoughts and issues in a creative way, facilitated by members of our creative community.

Changes to Strategy?

No

3.4 Alignment with other organisations' strategies

Two organisations noted the alignment between their own strategies and goals and those outlined in the Creative City Strategy.

Response:

The Creative City Strategy is intended to be delivered by collaborative effort.

Changes to Strategy?

No

3.5 Accessibility of the strategy document

There were a few comments on how the document itself was presented, in terms of length and terminology used. For example, one person said the document was long and intimidating to read, two others questioned the use of the term 'creatives' – whether it should simply be 'artists' and who it actually included, and two people suggested the STEAM diagram used was not clear or explanatory.

Response:

Agree that the length of the Creative City Strategy may be inaccessible for some people. The implementation phase which follows will produce more succinct collateral targeted to particular audiences in due course. The strategy is aligned to the Victorian Government's Creative State, and as such explores the wider notions of 'creative industries'; we will make this clearer in the introduction to the strategy. We will also seek to provide a clearer explanation of what is meant by the STEAM diagram.

Changes to Strategy?

Yes – definition of 'creative industries' in the introduction; clearer explanation of the STEAM diagram where it is used, using other analogies where possible.

3.6 Level of ambition of the strategy

“This is a vision for the conventional present, not the extraordinary future”

There were a few submitters who expressed quite divergent views on the level of ambition expressed in the strategy. One suggested that the vision was not extraordinary enough and that we didn't at present have the quality work locally to 'really fire an audience's imagination'; with more work needed as to what audiences want. On the other hand, someone suggested it was overly-ambitious; that the reach for having world-class institutions was unrealistic and we should instead aim for a 'capital city experience'. Another suggested this was not a strategy unique enough to Ballarat.

Response:

The Strategy is just a starting point. It is indeed uniquely "Ballarat", expressing a collective vision and direction from this community for its creative future, based on a great deal of community input. We believe we are already offering a capital city experience in many respects; this sets our long-term ambition. Action 10 'properly understand audience segments and their aspirations' should assist with this.

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Changes to Strategy?

No

3.7 Ballarat's creative ecology

“Ballarat's creative culture is strong with current festivals and events”

There were a few submissions that made statements pertaining to Ballarat's existing and recent arts ecology – for example the impact of festivals and events; that Ballarat community arts has thrived recently under previous employees of the City's Arts and Culture unit, and that we should not underestimate the importance of Federation University Australia as an incubator, habitat and creative hub in our city. There were also requests that the strategy specifically reference some of the constituent parts of the Ballarat arts ecology.

Response:

Agreed

Changes to Strategy?

Yes – the new National Centre for Photography and our fantastic established grassroots independent arts organisations will be referenced in the section describing Ballarat's competitive advantages (flagship institutions / creative ecology).

3.8 Concerns with tone of some aspects of the strategy

“I feel the focus on a ‘cultural core’ has been unhelpful. I think this is because it limits the conversation about what creative industry is, and it narrows the window of analysis of the various types of relationships and flows happening in the ecosystem to a very shallow base”

One submitter suggested the ‘cultural core’ notion of the STEAM diagram (ie start with traditional arts and culture and then keeping adding to it) makes those in creative industries feel left out – they suggested starting with a more open mind about where creative industry lies and how it interacts with other sectors. Another couple of submitters stated they were not comfortable with the language used in Catapult 9 ‘Love and embrace the heritage canvas’ as well as the word ‘playful’ used in Goal 7 relating to the precinct. A further two submitters suggested they found some of the section ‘The Actions: How might we support them?’ patronising. Another suggested this appeared to be a diffusion of responsibility by Council.

Response:

The suggestion regarding the ‘cultural core’ is agreed. We will provide a clearer explanation of the STEAM diagram that does not make this distinction. The wording of catapult 9 and goal 7 reflect what the community told us. The strategy is suggesting that everyone has a part to play in working towards the goals of the strategy, including Council, and provides some ideas about things that are already happening to do this, and which might

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be taken further. Council's contribution will be further articulated in subsequent implementation plans based on the strategy.

Changes to Strategy?

Yes – reference to the 'cultural core' will be removed and a clearer explanation of creative industries provided. The section 'The Actions: How might we support them?' will make clear that these are only suggestions and often reflect things that are already happening.

3.9 Suggestions regarding some of the goals of the strategy

"Whilst we agree with the sentiment of a community unified and supporting a creative city strategy, it is basically unrealistic and potentially undesirable"

Three submitters made some specific comments relating to the goals of the strategy. Firstly, one submission suggested the reach of Goal 1 ('the entire Ballarat community participates in and is represented by Ballarat as a creative city') was too broad, and it should be specific to the 'arts, music, writing and performance' sectors only. The same submission also suggested resistance to Goal 5 ('strong representation of a variety of creative industries') – expressing concern that digital arts and gaming should not be seen as a 'replacement' for more traditional arts. A second submission expressed concern about Goal 4 ('Ballarat's cultural visitor economy and market is continually growing') – saying that if there was 'branding' around Ballarat's creativity it might exclude some creatives who didn't fall in line. Finally, a third submitter suggested re-ordering the goals and changing Goal 1 to 'Ballarat is a creative city with entire community participation'.

Response:

The strategy is intended to benefit our whole community; it intentionally takes a different direction to enrich the Ballarat community in creativity in all its forms - not only those involved in the traditional sectors. There was a strong push from the creative community for coordinated marketing about Ballarat as a creative city throughout the consultation period. The strategy does not pursue branding of a specific type of creativity - in fact the opposite...

It is agreed that a rewording of goal 1 would make it more succinct.

Changes to Strategy?

Yes. Change Goal 1 to 'Ballarat is a creative city with entire community participation'

3.10 Suggestions regarding some of the actions of the strategy

There were 3 suggestions regarding specific actions of the strategy. A comment was made that Action 20 should not limit the creative precinct to showcasing only Ballarat stories. Another suggested a new action – to 'provide funding for creative participation'; whilst a third suggested an action 'provide opportunities for the general public to engage with creative ideas, practices and experiences'.

Response:

With respect to Action 20, it is agreed this action is not intended to limit what can be showcased in the precinct; rather, to highlight the opportunity to tell Ballarat's stories. With respect to an action about providing funding for creative participation – there is not enough information to suggest how this would differ to the existing actions

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which focus on sustainable funding and investment models for the creative sector. Finally, with regards to the final suggestion, it could be said this is covered by actions A1, A7, A8, A19.

Changes to Strategy?

No

3.11 Suggestions regarding some of the catapults of the strategy

There were 3 comments made regarding specific catapults of the strategy. A comment was made about Catapult 4 ('New audiences and participants'): that we could think about food being something included in diversity of creative expression which brings in new participants. Furthermore, another suggestion was made that catapult 4 could be reworded to 'new audiences, participants and *markets*'. Finally, a comment was made that more needs to be done with response to Catapult 7 ('Unleash the thinkers, doers and influencers') – ie more needs to be articulated regarding how the 'doers' will be rewarded.

Response:

It is agreed that it would be appropriate to include 'markets' in the wording of catapult 4; the related actions focus on increasing the participants and hence finding new 'market' sectors for creative participation. We agree that food and the fantastic and growing food scene in Ballarat is another expression of our creative diversity, and this should be reflected in our future implementation plans and related marketing campaigns. We will also add 'gastronomy' to our examples of 'creative sectors' in the introduction. With respect to rewarding the 'doers' – there are actions and suggestions in the strategy which indicate Council's intention under 'Catapult 2 – improving access, sustaining creative industry professionals' to provide a facilitative environment to navigate Council's regulatory processes as well as continuing strategic partnership arrangements with festivals and events which in turn support local creatives and their ambitious ideas.

Changes to Strategy?

Yes. Change catapult 4 to 'New audiences, participants and markets'. Add 'gastronomy' to the creative sector categories highlighted in the introduction to the strategy.

3.12 Comments regarding some of the targets of the strategy

There were comments made regarding 3 of the targets relating to the strategy goals. Firstly, there were 2 divergent comments regarding the target of indigenous programming being evident in at least 30 per cent of the City's creative and cultural events calendar by 2030. On one hand it was asked whether this target was high enough; on the other, there was a caution that it could be too high; that we could struggle to maintain diversity of content, with the same artists being commissioned over and over again. There was also one suggestion that we should change the target for Goal 1 to '100% of Ballarat households *should* take part in at least one cultural / creative program each year'. Finally, there was a question raised about whether the target of increasing the number of professionally employed artists and creatives by 5 would simply be dealt with by organic population growth.

Response:

We understand the target of 30% indigenous programming may be a stretch target; but we decided to push for it regardless. The target of 50% of Ballarat households will take part in a cultural event by 2030 will remain as it is measurable ('should' is not). The target of a 5-fold increase in professionally employed artists and creatives is still ambitious, as our population is not expected to grow by 5 times (ie to over 500,000) by 2030.

Changes to Strategy?

No.

3.13 Concerns regarding a 'small business model' for professional arts practice

"Art is soul driven not dollar driven - we should not have to be business minds"

Three responses indicated concerns that the strategy was expecting artists to gain business skills, when they may not wish to do that. One submission suggested that Council should take more responsibility for developing artists by establishing marketing networks for them rather than 'setting them up to fail by expecting them to be sole traders'. Another suggested that some artists don't necessarily want to gain business skills or 'become capitalists'.

Response:

The strategy states a clear vision for Ballarat to be able to provide those creatives who wish to sustain their creative practice financially, the support, skills and conditions to assist them to do that. The response will be multi-facteted and involve a number of different sectors, not just Council. Creatives themselves will of course be key players in this, should they choose to be.

Changes to Strategy?

No.

3.14 Concerns regarding 'gentrification' in the city

"We are wary of claims that creative professionals will 'naturally' benefit in a trickle-down sense from any planned creative renaissance. Our fear is that in actuality, if gentrification and economic growth occur, rents will increase and we will simply be priced out of houses in our area and be forced to move somewhere else."

This was a concern raised by a few submitters, who were looking for reassurances or support to mitigate the likelihood of rising property prices forcing them out of their 'spaces'.

Response:

This is an economically complex issue which Council will seek to influence as we are able.

Changes to Strategy?

No.

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3.15 Specific requests for new inclusions or acknowledgements in the strategy

There were a number of submissions that made a specific request for something to be added or included in the strategy. These requests will be dealt with in turn:

3.15.1 Acknowledge the importance of the museums and collections to Ballarat's creative economy

Response:

Agreed. 'Libraries, archives and museums' are included in our definition of 'creative industries', were analysed in the economic background paper for the Creative City Strategy project and should also be referenced accordingly in the strategy. The current accepted classification is 'galleries, libraries, archives and museums' ('GLAM').

Changes to Strategy?

Yes. Include 'galleries, libraries, archives and museums' in the definition of creative industries, and mention their local presence in the introduction to the strategy

3.15.2 Acknowledge the creative sector outside of the CBD precinct and Sovereign Hill's role as a flagship institution in Ballarat's creative sector.

Response:

Agreed. 'The Sovereign Hill precinct' is referenced in the Creative Precinct Master Plan as an 'important neighbourhood'. Sovereign Hill is a strong contributor to our creative economy and ecology and should also be referenced in the strategy.

Changes to Strategy?

Yes. Include in section 'What are Ballarat's unique qualities that will make our vision possible?'

3.15.3 Acknowledge 'amateur creativity', ie for those who do not need to make money from their practice, yet still need support with spaces and advertising.

Response:

Agreed. This is a legitimate and important sector of our creative community, which should be clear in the strategy

Changes to Strategy?

Yes. Include in the explanation for catapult 5 ('Can-do creativity') a note that creative people are not necessarily professional and seeking to make a living from their practice; can-do creativity is about being creative in whatever you do.

3.15.4 Include reference to libraries being part of Council's current creative offering

Response:

Agreed.

Changes to Strategy?

Yes. Include in description of Council's current contribution in section 'The actions: how might we support them?'

3.15.5 The strategy should mention the value we place on the contribution and participation of indigenous Australians, those with disabilities, and LGBTQIA community.

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Response:

The strategy is intended to be all-embracing; whilst we do of course place value on these particular communities, we would prefer to focus on community inclusivity in its broadest sense.

Changes to Strategy?

Yes. Include in the explanation of catapult 4 that we place value on embracing diversity in our community. Also reference that Ballarat is Australia's first 'intercultural city'.

3.15.6 Request for inclusion of BIFB in the strategy and master plan as a major festival and NCFP as a major flagship institution - and inclusion in related working groups and coordinated lobbying for funding

Response:

The National Centre for Photography has already been included in the master plan and will also be mentioned in the strategy. However a decision has been made to remove reference to all festivals and events from the strategy, as these can change over time and we want the strategy to be a long-term document. Festivals and events will instead form part of the implementation and business plans which are short to medium term in nature. These shorter-term implementation plans will also give rise to working groups etc.

Changes to Strategy?

Yes. Include reference to the National Centre for Photography as a flagship institution in the strategy and precinct master plan. Remove references to specific festivals and events from the strategy, in order to future-proof it as a long-term reference document.

3.15.7 The strategy should acknowledge the loss of traditional employment for artists in the TAFE and Higher Education sectors and decline in production of new and original theatre in this region, which reduces cross-fertilisation between various art disciplines.

Response:

Noted; however, the strategy does not seek to chart the changing nature of Ballarat's arts community over recent decades.

Changes to Strategy?

No.

3.15.8 CCS needs more emphasis on theatre and the strong tradition of amateur and independent theatre which offers people creative and skill-based learning

Response:

Our rich legacy of community theatre companies and performing arts schools is referenced in the executive summary, our love of theatre is referenced at catapult 1, and support for community theatre groups and productions are the subject of a number of suggestions for how the actions might be implemented in the appendix. Most of the actions apply to a wide range of creative endeavours, which would include theatre. More granular actions to support amateur and community theatre would appropriate for the more detailed implementation and business plans.

Changes to Strategy?

No.

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3.16 Specific suggestions for consideration by Council in implementing their aspects of the strategy

There were a number of submissions that made a specific suggestion about something they thought Council should be doing when it came time to implement the strategy. These requests will be dealt with in turn:

3.16.1 CoB will need to be brave and bold and outlay real money to achieve the objectives

Response:

Agreed. However Council resources are limited; we will advocate for additional funding from other sources as we are able.

Changes to Strategy?

No.

3.16.2 Concern that local artists will perpetuate current exclusive cliques via their involvement in implementation of the strategy. Need to involve new perspectives in implementation.

Response:

Noted. As an all-encompassing, all-of-city strategy the implementation should involve new perspectives and involvement by new stakeholders. This is an issue for consideration in the implementation of the strategy.

Changes to Strategy?

No.

3.16.3 Concerned that future investment needs to be made as much into the people, programming and marketing of the strategy objectives as into master plan capital works

Response:

Noted. This is an issue for consideration in the implementation of the strategy and master plan.

Changes to Strategy?

No.

3.16.4 Council should be able to assist with funding discussions with federal and state government, but is this truly possible with the impact of competing funding priorities for Council?

Response:

Ultimately Council will pursue and take opportunities when we can. Funding partnerships with others will be crucial

Changes to Strategy?

No.

3.16.5 Include working artists on consultation groups / committees and in City Arts & Culture unit

Response:

Noted. Collaboration in all its forms is crucial to the success of the strategy.

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Changes to Strategy?

No.

3.16.6 Make the implementation of strategy fun, accessible

Response:

Agreed.

Changes to Strategy?

No.

3.16.7 Request for ability to provide continuous feedback at designated times

Response:

Noted. Collaboration in all its forms is crucial to the success of the strategy and this will need to be an inherent part of the implementation.

Changes to Strategy?

No.

3.16.8 Suggestion that a 'whole community approach' to delivering the actions, along with 'motherhood statements' are about 'letting Council off the hook for delivery'. Without detail and specificity there is no real commitment by anyone to do anything. The document should commit Council to real actions.

Response:

The strategy suggests that everyone has a part to play in working towards its goals, including Council. The strategy is deliberately intended to be visionary. The strategy will set Council's long-term commitment to the creative sector. The implementation plans which follow will commit Council to specific actions.

Changes to Strategy?

No.

3.16.9 Sustainable funding is critical for creative activities, events and outcomes and does not receive enough attention in the strategy

Response:

One of the three platforms of the strategy is 'creative participation is vibrant and sustainable', with a number of actions dedicated to investment and funding models, including Action 5: 'deliver creative industry funding models which are sustainable and increase investment in the local sector'. We believe the strategic intent is clear.

Changes to Strategy?

No.

3.16.10 Translation of the strategy and master plan into small achievable actions, requires all people of Ballarat to be aware of the role they need to play, and great facilitation and communication from Council.

Response:

Agreed.

Changes to Strategy?

No.

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3.17 Specific suggestions for the detailed implementation plans for the strategy

A large number of submissions that made a specific suggestion about something they thought should be included in the next stage: the implementation of the strategy. There were 58 instances of this occurring in total, with some suggestions being made by multiple submitters.

The suggestions can be grouped into the following themes:

- 3.17.1 Council to provide funding support in various ways (13 suggestions)
- 3.17.2 Creative incubator and artists spaces to be provided (8 suggestions)
- 3.17.3 Financial support and schemes for artists (6 suggestions)
- 3.17.4 Public art (6 suggestions)
- 3.17.5 Seek inspiration from other cities (6 suggestions)
- 3.17.6 STEAM – accessibility for the community (3 suggestions)
- 3.17.7 Theatre and performing arts to be supported (5 suggestions)
- 3.17.8 'Living Wage' for artists (pilot Centrelink program) (4 suggestions)
- 3.17.9 Artist residencies (3 suggestions)
- 3.17.10 Arts Education opportunities for local artist employment, and for student benefit (3 suggestions)
- 3.17.11 Business skills and networking opportunities for creatives (3 suggestions)
- 3.17.12 Council to provide in-kind support in different ways (3 suggestions)
- 3.17.13 Federation University Australia's contribution (3 suggestions)
- 3.17.14 Increasing creative skills (3 suggestions)
- 3.17.15 Ensuring involvement by diverse groups (3 suggestions)
- 3.17.16 Writing (3 suggestions)
- 3.17.17 Circular economy – recycling materials for art (2 suggestions)
- 3.17.18 Council structures and staffing (2 suggestions)
- 3.17.19 Grow markets beyond Ballarat (2 suggestions)
- 3.17.20 Role of history and heritage in communicating the Ballarat story (2 suggestions)
- 3.17.21 Libraries, museums and galleries and the role they have to play (1 suggestions)
- 3.17.22 Introduce more exciting art fiestas (1 suggestion)
- 3.17.23 Opera (1 suggestion)
- 3.17.24 Philanthropy (1 suggestion)
- 3.17.25 Research (1 suggestion)

Response:

Noted. Whilst the draft strategy does in many instances provide some suggestions as to how some of the above suggestions may be explored, it will be the subsequent implementation plans which will consider this in more detail. As such, all of the above suggestions will be further reviewed throughout the process of formulating those plans.

Changes to Strategy?

No.

3.18 Concerns about the process for developing the strategy

“Council should appoint a 'brains trust' of their own high calibre local creative elders and brightest new talent...no more external consultants please.”

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There were four comments made about the resourcing and governance of the project to develop the strategy. Three suggested discontent that consultants were appointed to assist with the project, indicating a belief that local Ballarat businesses and artists could have completed the work. One further submission stated a concern that 'arts workers' were not represented on the steering committee for the project.

Response:

Noted. The work to assist in developing the strategy and master plan was put out to competitive tender; nevertheless the brief made it clear that there was an expectation of a high degree of consultation with the local community throughout the project, which was the case – with three community consultation phases. In addition, City of Ballarat staff have been heavily involved in all of this work. The CEO of Regional Arts Victoria (RAV) has sat on the Steering Committee throughout. RAV is the peak body for regional artists and arts organisations.

Changes to Strategy?

No.

3.19 Support for the draft creative precinct master plan

“Our general response was to welcome this plan, developed with much input from the arts community in Ballarat. It espouses excellent principles; supporting the arts community of Ballarat, celebrating the heritage of the CBD, reducing visual clutter of signage, enhancing the experience of cyclists and pedestrians, and providing people-friendly civic spaces in the CBD. We applaud these principles.”

A number of submissions were supportive of the vision outlined in the draft master plan; demonstrating excitement about it providing potential for better spaces for pedestrians and socialising, support for its notions around supporting spaces for artists and students, celebrating our heritage and story, and suggesting it would revitalise Ballarat with arts and culture.

Response:

Noted.

Changes to Master Plan?

No.

3.20 Suggestions for activating the precinct

“Lydiard Street is a good hub located near the Art Gallery; lovely buildings and it can be sectioned off for live performances, music, dances etc. It would be good to see more cafes, pubs and dining venues provide live music...”

There were many suggestions made throughout the consultation on ways to implement the strategies outlined in the master plan. Most of these were provided at the public consultation event in December 2018. They include the following:

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- rooftop activations, trackless trams around the city for visitors within mapped arts trail;
- sanctioned graffiti space and artist studio space;
- CBD upper story activation – for artists and the homeless;
- Electronic billboard in creative precinct advertising arts and culture events at no or minimal cost;
- Festival atmosphere - dark events, eg fire festivals (like Dark MOFO), laneway music festivals;
- Galleries to provide live music and cabaret in the evenings;
- More live music of various disciplines;
- Open disused spaces and encourage creative discussion on how to activate;
- Public performances, eg aerial dance;
- Reflecting Ballarat's Chinese heritage in precinct;
- Reopen the mines;
- Section off Lydiard Street periodically for live music and performances, and include more live music in hospitality venues;
- Waiving Council rates for creatives in the CBD;
- Activating the precinct permanently by filling shops with tenants, not just occasionally for events;
- Ensuring accessible spaces for people with disabilities

Response:

Noted. These suggestions will be further reviewed throughout the process of formulating the next stages of plans for the creative precinct.

Changes to Master Plan?

No.

3.21 Further envisioning the Camp Street Neighbourhood

“An elevated walkway from the station to Camp Street and pedestrianising Camp and Lydiard Streets would be a city asset”

There were many suggestions made about what the community would like to see happen in the future in the Camp Street Neighbourhood. Most of these were provided at the public consultation event in December 2018. They include the following:

- Close Police Lane and adjacent access lane and create a 'laneway' space for outdoor activation (eg bar, bookshop outdoor space);
- An elevated walkway from the station to Camp Street and pedestrianising Camp and Lydiard Streets;
- Experimentation zones;
- Places to make art;
- Engaging public installations;
- Trees - as many as will fit!;
- No cars on Camp Street - make it pedestrian only;
- Pop-up events;
- Co-working spaces;
- Places to live and work;
- Upgraded Alfred Deakin Place;
- Outdoor places to socialise;
- Consolidated car parking;

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- Enlarged footpaths;
- Studio spaces for artists;
- Spaces with affordable rent for collaborative projects to grow - culturally diverse;
- Community meeting spaces;
- Trees (not in Lydiard Street, retain 19th century Victorian streetscape);
- Integrate public art;
- Trees in tubs;
- Driverless cars;
- Street cafes;
- Sculptures (modern);
- Projections;
- Festivals (Lydiard Street);
- Artist in residents (in the Art Gallery of Ballarat)

Response:

Noted. These suggestions will be further reviewed throughout the process of formulating the next stages of plans for the creative precinct.

Changes to Master Plan?

No.

3.22 Further envisioning the Civic Hall Neighbourhood

“High quality office spaces”

There were many suggestions made about what the community would like to see happen in the future in the Civic Hall Neighbourhood. Most of these were provided at the public consultation event in December 2018. They include the following:

- High-quality office spaces;
- Places to live and work;
- Learning spaces;
- Meeting spaces;
- Hub for new ideas and special enterprise to grow (eg. commercial kitchen, cafe, market place);
- Outdoor places to socialise;
- Shared zones;
- Street trees and planting;
- Pedestrian-friendly streets;
- Affordable housing;
- Convert empty retail and industry spaces into working spaces;
- Artists studio spaces (innovative city centre);
- Health, knowledge, city living and arts precinct (public art, events, BHS, ACU, St Johns);
- Activated laneways;
- Co-working spaces;
- Subsidised child care;
- Reimagined Ballarat Library;

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- High-quality train arrival experience;
- Civic Hall art space at no cost for BAA;
- address lack of pedestrian connectivity and traffic management issue around Creswick Road roundabout

It should be noted there were also a number of suggestions made with respect to the Ballarat Train Station, which borders, but is not strictly part of, the creative precinct. These included:

- Tidy the station area up and use local interpretive art in the area, including recognising indigenous culture;
- Ballarat station good shed and plaza space provide an opportunity for exhibition space (eg community art gallery)

Response:

Noted. These suggestions will be further reviewed throughout the process of formulating the next stages of plans for the creative precinct.

Changes to Master Plan?

No.

3.23 Further envisioning the Town Hall and Theatre Neighbourhood

“Town Hall as a civic collaborative hub”

There were many suggestions made about what the community would like to see happen in the future in the Town Hall and Theatre Neighbourhood. Most of these were provided at the public consultation event in December 2018. They include the following:

- Increased green and planting;
- Activated laneways;
- Working artists studios (in central city - clusters);
- A black box theatre under 200 seats;
- Shared zones;
- Engaging with history through public artworks;
- Town Hall as a civic collaborative hub;
- Outdoor rest / green gardens (yoga / performers / tai chi);
- Outdoor places to socialise;
- Lighting and public art;
- Solar panels on roofs - subsidised power;
- Consolidated car parking;
- Shared pop-up spaces;
- Built to rent accommodation with outdoor spaces;
- Flexible events space;
- Rooftop bars

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Response:

Noted. These suggestions will be further reviewed throughout the process of formulating the next stages of plans for the creative precinct.

Changes to Master Plan?

No.

3.24 Further envisioning the Innovation Neighbourhood

“Installation park - sculpture, light, sound, sensory experience”

There were many suggestions made about what the community would like to see happen in the future in the Town Hall and Theatre Neighbourhood. Most of these were provided at the public consultation event in December 2018. They include the following:

- Start-up and co-working space;
- Working artist studio spaces (central clusters, older and younger artists);
- World-class arts hotel;
- Safe cycle paths;
- Garden spaces;
- Outdoor social spaces;
- Places for creative activity;
- Great space;
- Children’s playground in CBD – eg near Uni;
- Artist in residence (Ballarat Tech School);
- Installation park – sculpture, light, sound, sensory experience

Response:

Noted. These suggestions will be further reviewed throughout the process of formulating the next stages of plans for the creative precinct.

Changes to Master Plan?

No.

3.25 Green spaces and planting

“Shade would be an important element...with trees to soften and shade the streetscape as well as to reduce heat”

“Lydiard Street between Dana Street and the Station had never had trees in the period of European settlement, and should never have trees to detract from the wonderful building facades of the street”

BALLARAT'S *Creative City* STRATEGY

A number of submissions specifically referenced greening and planting for the future creative precinct, with quite divergent opinion. Some submitters were supportive of green spaces and planting - requesting more trees to provide shade and encourage people to get out of their cars and walk; whilst others were concerned the outstanding Victorian streetscape of Lydiard Street should not have any permanent plantings (which could detract from the facades). The latter was an issue raised only with respect to Lydiard Street, however.

Response:

Support for more green spaces and trees (shade) in the creative precinct was strongly made during the initial consultation phases, with 93% of respondents to the first online consultation indicating a view this was an important consideration. That said, the draft master plan outlines a number of different greening options which could be considered for Lydiard Street, including trees, low-rise planting and planter boxes. Furthermore, it notes that “any additional tree planting within the Creative Precinct needs to be individually considered and placed-based to consider major architectural / built features and the location of pedestrian and cycle paths and on-street car parking”. We believe this provides a clear indication that further consideration and discussion with stakeholders would take place with respect to future greening of some of the more sensitive areas of the creative precinct (eg Lydiard Street).

Changes to Master Plan?

No.

3.26 History, heritage and creativity

“Consider incorporating history and heritage into the use of buildings and spaces in the city as a way of showing that heritage and creativity are not at odds but actually make a great partnership”

Several submissions addressed how the community feels about Ballarat’s heritage, asserting that whilst our heritage and stories of the city’s history should be incorporated into the precinct, they should be done so in a way that explores the evolution of the city, telling stories of our past as well as our present. Likewise, it was suggested that a combination of heritage and great contemporary architecture was desirable in the precinct.

Response:

The draft master plan adopts UNESCO’s Historic Urban Landscape (HUL) approach, for which City of Ballarat is a pilot city. This approach guides how historic cities can develop and change sustainably over time, by ensuring change is inspired by all the things that make local places distinctive. The approach recognises that heritage, identity, history, culture and creativity go hand-in-hand. Through the HUL approach we will work to ensure they continue to reinforce one another and play a critical role in the future of the precinct.

Changes to Master Plan?

No.

3.27 Transport and movement

“The continued traffic flow is good but should be minimized - much as it is for the Phoenix area of Armstrong Street South.”

BALLARAT'S *Creative City* STRATEGY

The design would be dramatically improved by creating drop off/pick up, and handicapped parking zones only, which would create a more space for a dynamic pedestrian and creative area.”

A couple of submissions made suggestions relating to traffic movement and flow and future implications for cycling and parking, which were divergent to a degree, eg:

- Minimise traffic flow in the precinct to create more space for a dynamic pedestrian and creative area
- Caution about any measures to stop traffic flow or reduce parking in Lydiard Street
- Need for another car parking facility to cater for demand

There were a greater number of submissions which indicated a desire for improved transport alternatives, such as cycling infrastructure and public transport. For example:

- Facilitate delivery of a number of actions in the strategy by providing better bus services to the CBD and other cultural sites in Ballarat and better public transport from other cities to Ballarat;
- Provision of improved bicycle infrastructure (including bike parking / racks as well as cycle lanes networks)

Response:

The draft master plan addresses issues of transport and movement, by highlighting the following opportunities which exist in the precinct: consolidation of parking to reduce the dominance of cars on the streets; development of clear and safe cycle paths linking key destinations in the precinct; and providing a high-quality train experience. Action 5 ‘a place of people friendly streets and comfortable spaces’ suggests such measures as: sharing space better between cars, pedestrians and cyclists; prioritising shared spaces for flexibility of use for temporary events; and developing clear and safe cycle paths with good bike parking facilities. We believe this supports the suggestions made.

Changes to Master Plan?

No.

3.28 Streetscape

“Walk. Bump into exciting people. Make Ballarat ‘pedestrian’ in the true sense of the word.”

There was a reasonable degree of feedback which focussed on the public realm and streetscape, the majority of which suggested walking as the desired mode of transport, for example:

- Completely pedestrianise the precinct, with trees and shelter;
- Develop a ‘walking precinct’, to benefit all;
- Facilitate more walking as the mode of transport

Other suggestions focused more on streetscaping, eg:

- Suggestions for seating, shading and lawns in Lydiard Street
- Take the design work further and encourage people to linger via streetscaping
- Make the creative precinct more visible through branding such as street signs, maps, pavement decals, flags, suggestion boxes, street artists, buskers and performance artists

BALLARAT'S *Creative City* STRATEGY

Response:

The draft master plan includes strategies to prioritise people in public spaces by increasing pedestrian space, creating better weather-protection, and upgrading and enhancing legibility of the public realm through a cohesive material palette and wayfinding strategies. These suggestions from the community will be considered as these strategies are progressed.

Changes to Master Plan?

No.

3.29 A master plan unique to Ballarat

Rather than 'aspire' to be a Copenhagen or Barcelona - more importantly should we confidently build upon our current strengths, our human scale, our intimacy, our creativity - like no other city.

One submission suggested that we could include more local Ballarat photography in the master plan, to highlight some of Ballarat's unique spaces – ie those in between the main streets and circulation routes (eg laneways and intimate spaces) – at a scale appropriate to Ballarat. Another submission also supported using more local photographic examples.

Response:

Agreed.

Changes to Master Plan?

Yes, more photographs of local 'in-between' spaces and places will be included in the master plan.

3.30 The Precinct concept – does it constrain us?

“Rather than a central precinct that seems elitist, expensive and not accessible for all, set up opportunities for creative industries to work, demonstrate, hold events and workshops where the people already go - shopping centres, sporting facilities, schools, health services etc”

There were a number of submissions that expressed caution about the concept of designating a creative precinct as such. Concerns included:

- Designation as a certain type of precinct could disadvantage small shops already operating there;
- Designation as a creative precinct could alienate those not interested in art, and will not take art out into the community;
- Whilst encouraging collaboration, a defined area may limit its impact

Another comment made was not supportive of designating 'neighbourhoods' within the creative precinct – suggesting one creative precinct would unite all better.

Finally, there were a number of comments suggesting the creative precinct should be expanded to other locations – to take it places beyond the CBD (for example Lake Wendouree).

BALLARAT'S *Creative City* STRATEGY

Response:

The creative precinct is intended to be one creative precinct, with the strategies and actions outlined in the master plan providing a precinct-wide approach to support visitors, residents, community and creativity. The introduction of the neighbourhood concept within the overall master plan reflects the type of dominant institutions which could be said to exist in the different neighbourhoods; nevertheless, there are creative institutions and organisations spread throughout all four neighbourhoods.

Whilst the Creative Precinct Master Plan is intended to guide the future development of that area of the CBD, the overarching Creative City Strategy applies to the whole city – this will provide the strategic intent necessary to facilitate the implementation of initiatives in suburbs and venues all over the City of Ballarat.

Changes to Master Plan?

No.

3.31 Specific requests for new inclusions or acknowledgements in the strategy

There were a number of submissions that made a specific request for something to be added or included in the master plan. These requests will be dealt with in turn:

3.31.1 Acknowledge the Registered Aboriginal Party (Wathaurung) in Section 1.5 (Aboriginal Culture)

Response:

Agreed.

Changes to Strategy?

Yes. Mention that the local RAP is Wathaurung Aboriginal Corporation , trading as Wadawurrung at the end of the section.

3.31.2 Mention the Ballarat Mechanics' Institute as one of the historic institutions in Section 1.5 ('The search for gold')

Response:

Agreed.

Changes to Strategy?

Yes. Mention the Ballarat Mechanics' Institute in the final paragraph of the section.

3.31.3 Mention Organs of the Ballarat Goldfields as one of the special events held in the creative precinct in Section 1.7

Response:

Agreed.

Changes to Strategy?

Yes. Mention Organs of the Ballarat Goldfields as one of the special events held in the creative precinct in Section 1.7

BALLARAT'S *Creative City* STRATEGY

3.31.4 Request for mention and prioritisation of the former Mutual Insurance Building on corner of Lydiard and Sturt Streets - this should be a priority for verandah restoration

Response:

Noted. Whilst not discounting verandah restoration being a possible future option for this building, this is not considered to be a strategic action pertaining to the high level master plan.

Changes to Strategy?

No.

3.32 Specific suggestions for Council's process for implementing the master plan

A few submitters provided some recommendations for how they would like to see Council manage the implementation of the strategy. Whilst making the observations that some more detailed concrete strategies would be needed and the master plan would require a great deal of ongoing resourcing, funding and commitment by successive Councils to deliver, there were also a couple of suggestions about using competitions to design the precinct. One submitter requested Council put further master plan design work out to wider competition (rather than using the 'usual architects'), whilst another suggested anonymous international competitions for publicly-commissioned architecture, to increase diversity.

Response:

Noted. These suggestions will be further considered throughout the process of formulating the next stages of plans for the creative precinct.

Changes to Strategy?

No.

10.4. PLP/2014/495/A - 203 AND 203A WENDOUREE PARADE, LAKE WENDOUREE

Division: Infrastructure and Environment
Director: Terry Demeo
Author/Position: Leah Clark - Coordinator Statutory Planning

OFFICER RECOMMENDATION

Council resolves to:

1. Proceed to the Victorian Civil and Administrative Tribunal with a position to support the amendment of Planning Permit PLP/2014/495 on the land located at 203 and 203a Wendouree Parade, Lake Wendouree for the development of 17 dwellings and reduction in visitor car parking requirements subject to the following permit conditions:

1. **Buildings and Works**

The development as shown on the endorsed plans must not be altered without the written consent of the Responsible Authority. All buildings and works must be constructed and or undertaken in accordance with the endorsed plans to the satisfaction of the Responsible Authority prior to the commencement of the use. All buildings and works must be located clear of any easements or water and sewer mains unless written approval is provided by the relevant authority.

2. **Colours and Materials**

Before the development starts, a schedule of construction materials, external finishes and colours must be submitted to and approved by the Responsible Authority. When approved, the schedule will be approved to form part of the permit.

3. **Maintenance of Landscaping Works**

Before the development starts, a landscape plan generally in accordance with the plans prepared by CDA Design Group Pty Ltd, Drawing No TP01B dated May 2014 must be submitted to and approved by the Responsible Authority.

The landscape plan must include:

- (a) a survey (including botanical names) of all existing vegetation to be retained and/or removed;
- (b) details of surface finishes of pathways and driveways;
- (c) a planting schedule of all proposed trees, shrubs and ground covers, including botanical names, common names, pot sizes, size at planting, sizes at maturity, and quantities of each plant.

All landscaping works must be carried out in accordance with the approved landscape plan and Council's Landscape Design Manual (August 2012).

When approved, the plan will be endorsed and will then form part of the permit. The plan must be drawn to scale with dimensions.

4. Completion of Landscaping Works

Prior to the occupation of the development, all landscape works forming part of the approved Landscape Plans must be completed to the satisfaction of the Responsible Authority. The landscaping shown on the approved landscape plans must be maintained to the satisfaction of the Responsible Authority for 18 months from the practical completion of the landscaping. During this period, any dead, diseased or damaged plants or landscaped areas are to be repaired or replaced during the period of maintenance and must not be deferred until the completion of the maintenance period.

5. Street Tree Provision

Prior to any works commencing on site, the permit holder shall prepare a plan for the provision of street trees within the road reserve adjacent to and within the proposed development at locations approved by the Responsible Authority. The street tree locations must accord with the requirements of section 5 of Council's Landscape Design Manual (August 2012).

Prior to occupation of the development, the street trees shall be planted within the road reserve in accordance with the approved plan. The trees shall be of semi-mature age and approved species and supplied, planted and maintained in accordance with the Responsible Authority's Tree Planting Guidelines. The permit holder is to provide a bond in the amount of \$500 per street tree. The tree/s shall be maintained for a period of 18 months from planting to the satisfaction of the Responsible Authority. The bond will be returned 18 months after completion of planting and maintenance works to the satisfaction of the Responsible Authority.

6. Tree Protection During Construction

Prior to the commencement of any works on site, a Tree Management Plan (TMP) must be prepared by a suitably qualified arborist to the satisfaction of the Responsible Authority. The arborist must be qualified to AQF Level 5 or more. Once prepared, the TMP must be submitted to, and approved by the Responsible Authority. Once approved, the TMP will be endorsed and will then form part of this permit.

The TMP must be prepared to incorporate:

- a) All of the tree protection measures as set out in section 5.3 of the report titled '*Arboricultural Impacts Assessment Report*' prepared by the firm Tree Dimensions dated 11 August 2014. Such tree protection measures must include the site and the adjoining property at No.205 Wendouree Parade, Lake Wendouree; and
- b) All of the tree protection measures as set out in section 11.2 of the Arbor Safe '*Arboricultural Report & Expert Witness Statement*' dated 18 August 2015 in relation to the Sweet Gum, Japanese Maple and Silver Birch on the adjoining property at No. 205 Wendouree Parade, Lake Wendouree.

In addition to the above, the TMP must be prepared pursuant to the Australian Standard *AS:4970-2009 Protection of Trees on Development Sites* and be further structured to include (but is not limited to) the following sections:

- a) Supervision, monitoring and reporting of all on and off site arboricultural works and actions;
- b) Pre-construction/demolition details to include the following:
 - Establishment of tree protection zones;

- **Types and heights of barriers to be installed around the tree protection zones;**
 - **The amounts and types of mulch to be placed above the tree protection zones;**
 - **Irrigation and/or nutritional requirements of retained trees and the methods of cutting and managing any roots or branches that extend beyond the established tree protection zones;**
 - **Details on the demolition of infrastructure within the tree protection zones of any retained trees on either property;**
 - **The approval of tree protection measures (once established) by the Responsible Authority and/or the project arborist, prior to the commencement of any works;**
 - **The exact location and construction method for the basement excavation adjacent to the protected trees on the adjoining property at No.205 Wendouree Parade to be determined, as alterations to the extent of the basement would increase the future health impacts upon them e.g via battering of the basement excavations in a westerly direction; and**
 - **No site levelling/scraping is to occur within the tree protection zones of any of the subject trees.**
- c) During Construction, details to include the following:**
- **Watering regimes during construction and the methods of protecting any exposed/severed roots and protecting canopy branches;**
 - **Provision for the project arborist to visit the site on a monthly or fortnightly basis during the period of construction to assess tree protection fencing, mulching and soil moisture levels etc. to ensure the retained trees are being effectively managed;**
 - **Details as to the demolition and construction of proposed boundary fencing, as this could have a significant impact upon the subject trees at 203 and 205 Wendouree Parade. These details need to be known prior to any construction as it could have a significant impact upon the trees at both properties;**
 - **The need for underground services (of all types) to be placed outside the tree protection zones of all retained trees. If this cannot be achieved, then a provision for them to be bored underground at a depth determined by the project arborist must be made;**
 - **Landscaping plans must detail the exact location and level of any proposed turf, irrigation and/or paved areas within the tree protection zone of any retained tree and must avoid soil levelling/scraping and the laying of impervious surfaces within them.**
- d) Post Construction details to include the following:**
- **The installation of any permanent watering systems and undertaking any necessary remedial works; and**
 - **A final inspection of the site and the subject trees on both properties must be made by the project arborist and thereafter approval given for tree protection fencing to be dismantled. Any further arboricultural and/or plant health care requirements that are applicable at this time are to be discussed with the site/project manager(s).**

All works and actions specified in the endorsed TMP must be implemented at the prescribed times and to the satisfaction of the Responsible Authority.

7. Construction Management Plan (CMP)

Prior to the commencement of works, a CMP must be prepared to the satisfaction of the Responsible Authority and endorsed as part of this permit.

The CMP must detail:

- a) Construction hours limited to 7.30am to 6.00pm weekdays and 8.00am to 1.00pm Saturdays, these hours do not relate to any rock excavation or blasting works required by the proposal;
- b) Any rock excavation or blasting works required to be undertaken on the site are only permitted to be undertaken between the hours of 8.00am to 5.00pm weekdays and 9.00am to 1.00pm Saturdays.
- c) Management of Dawsons Avenue and Wendouree Parade to ensure that free vehicle passage is maintained to abutting benefitting properties at all times, unless with the written consent of the Responsible Authority;
- d) Methods to contain dust, dirt and mud within the site and on the adjoining streets including the method and frequency of clean up procedures and the management of on-site storage waste construction bins and vehicle washing;
- e) Management of parking of construction machinery and workers vehicles to prevent adverse impact on nearby properties;
- f) Management of staging of heavy vehicles, site deliveries and unloading and lifting points with expected frequency, and traffic management in the vicinity to ensure routes to and from the site minimise disruption to residential properties;
- g) Measures to minimise noise and other amenity impacts from mechanical equipment, including idling trucks, and demolition or construction activities;
- h) The provision of adequate environmental awareness training for all on-site contractors and sub-contractors; and
- i) A liaison officer for contact by the public and the Responsible Authority in the event of relevant queries or problems experienced.

All works on the land must be undertaken in accordance with the endorsed CMP to the satisfaction of the Responsible Authority.

8. Internal Access Ways and Car Parking

Prior to the occupation of the development, the areas set aside for the parking of vehicles and access lanes as shown on the approved plans must to the satisfaction of the Responsible Authority be:

- a) Properly formed to such levels that they can be used in accordance with the plans; and
- b) Drained.

Car spaces and access lanes must be maintained and kept available for these purposes at all times.

Prior to the occupation of the development, all works shall be completed in accordance with plans submitted to and approved by the Responsible Authority.

9. Waste Management Plan

A waste management plan to the satisfaction of the Responsible Authority must be submitted to and approved by the Responsible Authority. The plan must be drawn to scale with dimensions. When endorsed, the plan will form part of the permit.

10. Vehicle Access

Prior to the commencement of the use and/or development, vehicle access to the site must be constructed in accordance with plans and specifications set under an approved Vehicle Crossing Permit to the satisfaction of the Responsible Authority.

11. Naturestrips

Prior to the occupation of the development, the naturestrip fronting the development shall be constructed in accordance with levels and specifications submitted to and approved by the Responsible Authority.

The works shall include:

- a) The reshaping of the naturestrip;
- b) Topdressing the area with a 75mm rolled depth of good quality loamy topsoil free of any weed or seed; and
- c) Seeding the area with an appropriate seed mix.

All works shall be completed in accordance with Council's Landscape Design Manual to the satisfaction of the Responsible Authority prior to an occupancy permit being issued.

12. Drainage Plans and Construction (Use)

Prior to works commencing on site, drainage, stormwater detention & stormwater treatment plans & computations must be submitted to and approved by the Responsible Authority. The drainage plans & computations must accord with the Infrastructure Design Manual, Council's Site Stormwater Management Systems Policy and Council's WSUD guidelines.

At the completion of the works 'as constructed' civil plans shall be submitted to the Responsible Authority.

All drainage works must be constructed in accordance with the approved plans and shall be completed to a standard satisfactory to the Responsible Authority prior to the use hereby approved commencing or occupation of the development.

Any proposed discharge of stormwater requiring a direct and/or modifying and existing connection to a designated waterway (as defined by the *Water Act 1989*) will require approval by the relevant Catchment Management Authority.

13. Sediments on Roadways

No material shall be deposited on any road external to the site by any means including construction vehicles or associated plant entering or leaving the land subject to this permit. Any material deposited on the road shall be removed by mechanical or manual means to the satisfaction of the Responsible Authority.

Note 1: Depositing such material on Responsible Authority's Roads is an offence under the *Environment Protection (Resource Efficiency) Act 1970* and penalties may apply.

Note 2: Any costs associated with a clean up of road surfaces borne by the Responsible Authority must be met by the permit holder.

14. Sediment Control Measures

Prior to the commencement of any works on site, a Sediment Control Plan detailing sediment control measures during construction must be submitted to the Responsible Authority for approval. Control measures should be consistent with the EPA publication 480 'Environment Guidelines for Major Construction Sites'. When approved the Sediment Control Plan shall form part of this permit. All sediment control measures shall be undertaken and remain in place until the completion of site works to the satisfaction of the Responsible Authority.

15. Contamination Assessment (Use)

Prior to works commencing on site a Preliminary Site Investigation Report prepared in accordance with AS4482.1-2005 shall be submitted to the Responsible Authority.

Should the Preliminary Site Investigation Report indicate that contaminating activities took place on the site or that contaminants are present, a Detailed Site Investigation in accordance with AS4482.1-2005 shall be undertaken. The Detailed Site Investigation report shall include any recommended remediation works.

If the Report is accepted by the Responsible Authority, the remediation works shall be completed by the applicant to the satisfaction of the Responsible Authority prior to the use hereby permitted commencing.

If there are concerns about the nature and extent of the contamination found in the Preliminary and Detailed Site Investigation reports, the Responsible Authority reserves the right to require a statutory environmental audit to be undertaken. In this case either:

- a) A certificate of environmental audit shall be issued for the land in accordance with Part IXD of the *Environment Protection Act 1970* prior to the issue of the Statement of Compliance; OR
- b) An environmental auditor appointed under the *Environmental Protection Act 1970* must make a statement in accordance with Part IXD of that Act that the environmental conditions of the land are suitable for the intended use prior to the use hereby permitted commencing on the site;
- c) Where a Statement of Environmental Audit is issued for the land, the development including subdivision hereby approved must comply with all the directions and conditions contained within the Statement
- d) Where a Statement of Environmental Audit is issued for the land, prior to the issue of a Statement of Compliance for each stage, a letter prepared by an Environmental Auditor appointed under section 53S of the *Environment Protection Act 1970* or such other qualified person to the satisfaction of the Responsible Authority must be submitted to the Responsible Authority to verify that the directions and conditions contained within the statement have been satisfied; and
- e) Unless otherwise approved in writing by the Responsible Authority, where a Statement of Environmental Audit is issued for the land, and any condition of that Statement requires any maintenance or monitoring of an ongoing nature, prior to the issue of a Statement of Compliance for any stage of the subdivision authorised by this permit, the permit holder must enter into an Agreement with the Responsible Authority pursuant to section 173 of the *Planning and Environment Act 1987*. All costs associated with setting up

the Agreement must be borne by the owner. The Agreement must be registered on Title and run with the land, and must provide to the satisfaction of the Responsible Authority:

- i. That the registered proprietor will undertake all required maintenance and/or monitoring in accordance with the statement; and**
- ii. Prior to the development commencing, application must be made to the Registrar of Titles to Register the section 173 Agreement on the title to the land under section 181 of the *Planning and Environment Act 1987***

16. Plant/Equipment or Features on Roof

No plant, equipment or related services other than those shown on the approved plans are permitted above the roof level of the building/s hereby approved without the further written consent of the Responsible Authority.

17. Lighting

External lighting must be designed, baffled and located so as to prevent any adverse effect on adjoining land to the satisfaction of the Responsible Authority.

18. Permit Expiry – Development Only

This permit will expire if one of the following circumstances applies:

- (a) The development is not started within two years of the issued date of this permit.**
- (b) The development is not completed within four years of the issued date of this permit.**

In accordance with Section 69 of the *Planning and Environment Act 1987*, an application may be submitted to the Responsible Authority for an extension of the periods referred to in this condition.

EXECUTIVE SUMMARY

On 18 January 2019 an Application was lodged with VCAT to amend Planning Permit PLP/2014/495 under section 87A of the *Planning and Environment Act 1987*. The original permit was issued at the direction of VCAT under its Order dated 25 September 2015.

The specifics of the proposed changes are as follows:

The most fundamental change is the increase in number of dwellings and associated mix of dwellings to that previously approved. An additional four dwellings are proposed, providing a total of 17 dwellings. The proposed dwelling mix comprises: 5 x 3 bedroom dwellings; 8 x 2 bedroom dwellings; and 4 x 1 bedroom dwellings. The previously approved dwelling mix was: 1 x 3 bedroom dwelling; 10 x 2 bedroom dwellings; and 2 x 1 bedroom dwellings.

A total of 22 car parking spaces are to be provided in the basement car park, providing car parking for each dwelling as per required standards. However, a reduction in visitor car parking spaces has been requested. The previous car park was designed to accommodate 20 car spaces which housed all required resident car spaces and visitor spaces with 5 spaces provided surplus to the planning scheme requirements.

In this instance, any variation to the originally approved Planning Permit and endorsed plans is specifically dealt with by VCAT in accordance with the direction under the original VCAT orders for the issue of the Planning Permit. Council is required to form a view in relation to the proposed amendment to the plans / development in this instance in order that VCAT has a complete position from all stakeholders in determining a formal position in relation to the proposed amendment.

The Amendment Application was advertised and VCAT has received 5 objections.

It is recommended that Council advises VCAT it does consent to the issue of an amended permit subject to conditions. The officer recommendation in this regard is based on the view that the overall building bulk is no more adverse to the neighbouring properties than was the case with the original proposal, and further that the impact of the additional dwellings is not of a nature which would justify the refusal of the proposed amendment on planning grounds.

APPLICATION DETAILS

Applicant:	Vernon Property Trust
Owner:	Vernon Property Trust
Date Lodged:	18 January 2019
Subject Site:	203 and 203A Wendouree Parade, Lake Wendouree
Current use:	Residential – single dwelling
Zone:	General Residential Zone (GRZ)
Overlays:	None
Ward:	Central
Number of Objections:	5
Mediation Meeting:	NA
Council Referral Trigger:	Significant Project of Public Interest
Covenant or S173	No
CHMP Required:	An approved Cultural Heritage Management Plan supported the original application. This will be required to be updated prior to VCAT deciding on the on the amended proposal
Applicant:	Vernon Property Trust

APPLICATION HISTORY

At its meeting on 30 January 2015 Council resolved to refuse to grant Planning Permit PLP/2014/495 for the construction of 13 dwellings. The application was refused on the following grounds:

- *The proposal fails to meet the requirements of Clause 15.01-2 'Urban Design Principles', 15.01-5 'Cultural Heritage and neighbourhood character' of the State Planning Policy Framework;*
- *The proposal fails to meet the objectives of Clause 21.03 'Built form and Amenity' of the Local Policy Framework;*
- *The proposal fails to meet the objectives of Clause 43.02, Schedule 6 'Design and Development Overlay, Schedule 6 – 'Urban Character Area 9' in that the scale, height and siting does not complement the traditional scale and garden character of the surrounding area.*
- *The proposal fails to meet the objectives of Clause 55 which include 'Neighbourhood Character and 'Amenity Impact' objectives in that the proposal fails to contribute to a preferred neighbourhood character and fails to respond to the neighbourhood character features of the surrounding area and would cause unreasonable detriment to the amenity of the surrounding area respectively.*

The applicant sought a review of Council's decision at VCAT. Planning Permit PLP/2014/495 was subsequently issued on 28 September 2015 at the direction of VCAT under its Order dated 25 September 2015 (VCAT Ref. P589/2015).

On 15 March 2018 an extension of time for Planning Permit PLP/2014/495 was granted. The permit expires if the development is not started by 28 September 2019 or, once started, if the development is not completed by 29 September 2021. To date, the development has not commenced.

On 18 January 2019 the permit holder lodged an Application with VCAT to amend the planning permit under section 87A of the *Planning and Environment Act 1987*. The amendment application was advertised to all property owners/occupiers that were notified of the original application.

PROPOSAL

The application seeks approval for amendments to Planning Permit PLP/2014/495.

The most fundamental change is the increase in number of dwellings and associated mix of dwellings to that previously approved. An additional four dwellings are proposed, providing a total of 17 dwellings. The proposed dwelling mix comprises:

- 5 x 3 bedroom dwellings;
- 8 x 2 bedroom dwellings; and
- 4 x 1 bedroom dwellings.

The previously approved dwelling mix was;

- 1 x 3 bedroom dwelling;
- 10 x 2 bedroom dwellings; and
- 2 x 1 bedroom dwellings.

A total of 22 car parking spaces are to be provided in the basement car park, providing car parking for each dwelling as per required standards. However, a reduction in visitor car parking spaces has been requested. The previous car park was designed to accommodate 20 car spaces which housed all required resident car spaces and visitor spaces with 5 spaces provided surplus to the planning scheme requirements.

An increase of six bicycle parking spaces is proposed providing a total of 16 spaces within the basement.

Other key changes are as follows:

- Modified total floor areas and consequential modifications of setbacks to south, west, north and east boundaries.
 - Storey heights between floors reduced resulting in a reduced overall building height by 550mm minimum.
 - Modified roof design at top floor level, with approved flat roof form replaced with a shallow hipped roof.
 - Modified basement entry with incorporation of one lane ramp in lieu of the approved two lane ramp.
 - Deletion of western pergola and communal courtyard to south elevation.
 - Increase in scale and variation to landscape planting along the southern boundary and the southern section of the western boundary.
 - Modified private open space layouts of dwellings 1, 2, 3, 5 and 7.
-

The following is a list of changes to the proposed landscape plan:

- General layout changes to match the modified architectural layout.
- Incorporate a seating area at the main pedestrian entry and a barbecue area near the north east site corner.
- Modify the layout of the private open spaces of dwelling 1 and 2 addressing Wendouree Parade.
- Modify the layout of the private open spaces of dwelling 3, 5 and 7 addressing Dawsons Avenue.
- Re-design the courtyard between dwelling 2 and 4.
- Re-design the courtyard to the south of dwelling 6.
- Increase the scale and create variation to the planting along the southern boundary and the southern section of the western boundary.

Plans and elevations are included at Attachment 1;
The landscape plan is included at Attachment 2; and
The previous VCAT decision is included at Attachment 3.

SITE AND SURROUNDS

An aerial map and site photo is provided below. The subject site is outlined in red.

