



Ballarat Activity Centres Strategy

Prepared for
City of Ballarat

Final December 2012



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DEFINITION OF TERMS

Census Collection District (CCD) – the smallest geographic area defined in the Australian Standard Geographical Classification (ASGC). It can be defined as an area which one census collector can cover delivering and collecting census forms in a specified period. On average there are about 150 - 250 dwellings per CCD.

Principal Activity Centres – these centres provide a range of retail, business, community and recreation facilities creating an important focus for the surrounding community. They have a very large catchment area and generate a high number of trips and therefore should form part of a network of centres linked by public transport. They should also be the primary location for government and private investment and development providing a sympathetic mix of employment and housing options.

Major Activity Centres – these centres have a similar mix of uses to Principal Activity Centres yet differ on account of the scale of their catchment area. These centres provide a range of grocery and higher order goods as well as some commercial and service business options that support rather than detract from the role of Principal Activity Centres(s). Consistent with the higher order centres, Major Activity Centres should be connected to public transport networks and provide a broad range of employment and non-employment generating uses.

Neighbourhood Activity Centres – these centres provide a mix of retail and commercial businesses that serve the needs of the immediate community. They generally provide weekly or convenience shopping options with Large Neighbourhood Centres providing one or more supermarkets. These centres should be prioritised in areas that are close to community infrastructure (i.e. libraries, schools and health services) and that are also served by public transport, cycleways and pedestrian networks. Higher density housing is encouraged within / surrounding Neighbourhood Activity Centres to provide a range of convenient and well serviced housing options.

Local Activity Centres – these centres provide convenience or ‘top up’ shopping options and may include a small supermarket or convenience store and some limited opportunity for small business functions. They are easily accessible by walking and cycling.

Travel Zone – a small geographic area used as the basis for Transport Data Centre (TDC) modelling and data analysis. Travel Zones provide a level of analysis between Census Collection District (CD) and Statistical Local Areas (SLA) as defined by the Australian Bureau of Statistics.

LIST OF ABBREVIATIONS

Australian Bureau of Statistics	ABS
Australian and New Zealand Standard Industrial Classification	ANZSIC
Census Collection District	CCD
Economic Impact Assessment	EclA
Floor space Ratio	FSR
Gross Domestic Product	GDP
Gross Floor Area	GFA
Gross Lettable Area	GLA
Local Government Area	LGA
Land Quotient	LQ
Moving Area Turnover	MAT
Statistical Local Area	SLA

STRATEGY SUMMARY

This Strategy Summary profiles the actions and recommendations provided by the City of Ballarat Activity Centres Strategy (hereafter referred to as the Strategy). This document in particular identifies and describes:

1. The vision and guiding principles for Ballarat's centres;
2. Ballarat's existing and proposed hierarchy of centres and proposed changes to centre boundaries; and
3. Key actions to be implemented by the City of Ballarat and other stakeholders to achieve key objectives.

In the interests of brevity this document does not profile the methodology, research or assumptions that underpin the preparation of the Strategy. For this level of analysis we recommend a review of Parts A to D of the Strategy.

Strategy Objectives

By way of context, the City of Ballarat is forecast to experience significant growth and change over the next 20 years in line with State Government objectives and trends relating to population growth and lifestyle requirements. Given that population and employment changes directly influence demand for retail, commercial and social services, a Strategy was commissioned to determine how Ballarat's existing and planned Activity Centres could support change sustainably.

The Strategy provides clear and transparent policy recommendations to facilitate the short (2011 – 2016), medium (2017 – 2021) and longer term (2022 – 2030) planning of Ballarat's centres so that they meet the needs of a range of stakeholders. The Strategy focuses on the City of Ballarat's 13 existing and 3 planned Activity Centres.

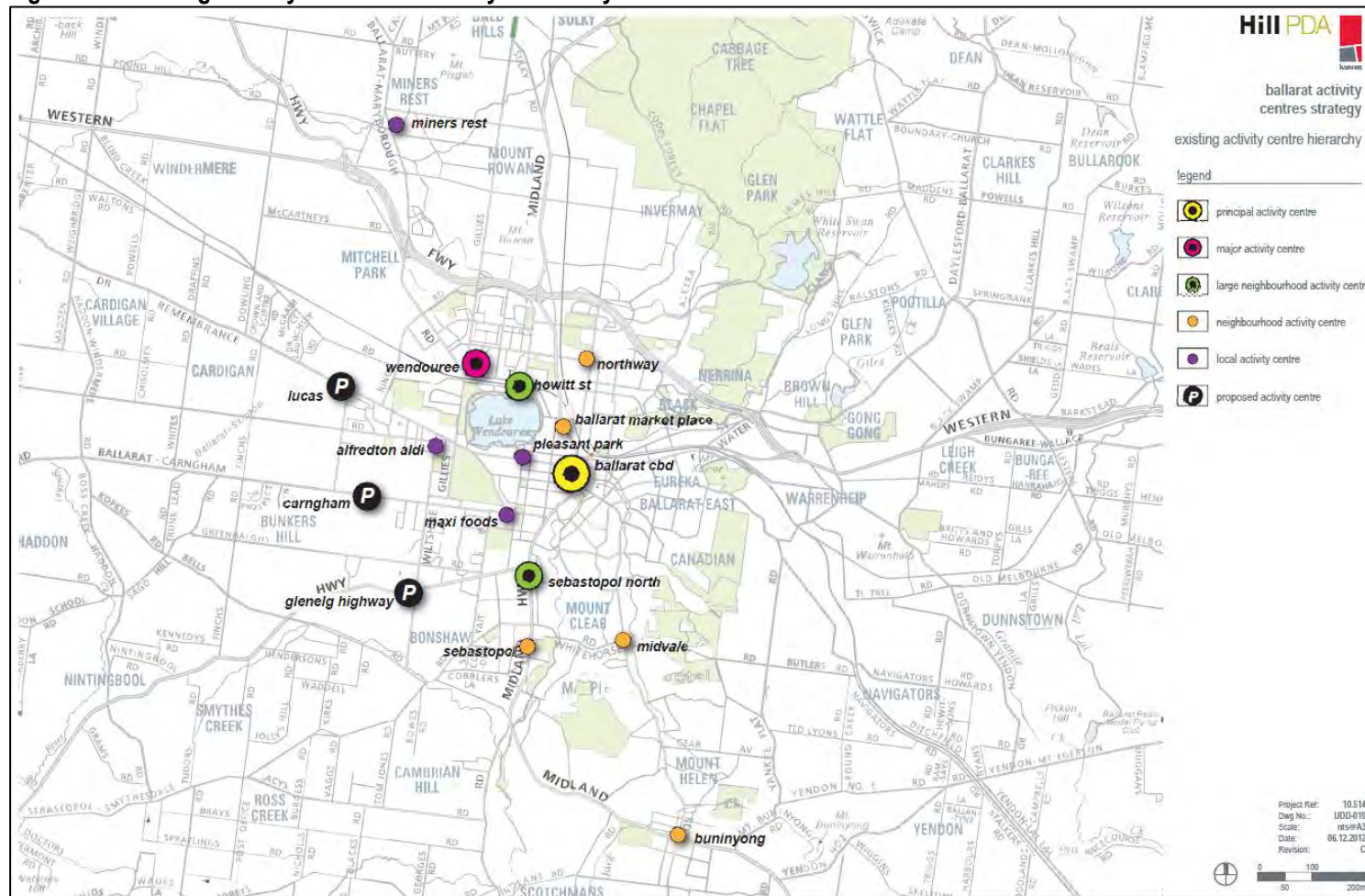
In preparing the Strategy careful regard was given to its objectives, being the need to:

- Provide a robust policy environment to support the long term planning and viability of retail, commercial and social activities in addition to residential development within each Activity Centre;
- Protect the primacy of Ballarat CBD as the Principal Activity Centre for retail, commerce, entertainment and development in the City whilst supporting the growth and development of other Activity Centres;
- Identify the existing and potential future hierarchy of Activity Centres in light of State planning policy, forecast retail expenditure and centre performance;
- Identify land use and infrastructure requirements for each centre;
- Identify opportunities for further investment to support the growth of Ballarat through the creation of new business and employment opportunities in addition to enhancing the diversity of retail, commercial and social activities; and
- Provide a long term vision for the City to become the most significant retail destination in regional Victoria.

The City of Ballarat's Existing Centre Hierarchy

An Activity Centre hierarchy establishes the order (with respect to scale and function) of one Centre compared to another. For the purposes of the Strategy, and in keeping with State Government policy, each of the City of Ballarat's existing or planned Activity Centres have been categorised within a hierarchy.

Figure 1 - Existing Activity Centres Hierarchy in the City of Ballarat



A CENTRES STRATEGY FOR BALLARAT

The following provides a clear direction for the future planning and development of Activity Centres within the City of Ballarat including a summary of guiding principles for their planning and development, in addition to indicative net additional floorspace by 2030 for their prospective growth.

The Strategy's Vision

Based on the background research undertaken for the Strategy and discussions with key stakeholders during its preparation, the following vision for the City of Ballarat's Activity Centres has been prepared:

A strong and diverse network of Activity Centres that provides vibrant, sustainable and accessible shopping, employment, entertainment, social and community focal points throughout the City. A network which meets the needs of Ballarat's existing and future population, residents of the broader region, in addition to Ballarat's visitors.

A network of centres that reinforce the primacy of the Ballarat Central Business District and the complementary role of other centres in the hierarchy. A network that can accommodate future demand for retail, employment, entertainment, social and community services and facilities as a consequence of forecast population growth, changing socio-economic characteristics, retail and economic trends.

Flexibility for centres to change over time to accommodate the changing needs of their communities, with the opportunity for local communities and business groups to be involved in determining the distinctive identity which evolves for each centre.

This is an overarching vision for the entire Activity Centre network. It is important however to acknowledge the need for communities and traders associated with each centre in the hierarchy to develop a more localised vision for their Activity Centre. These and other principles are discussed in more detail below.

Recommended Planning Principles

A number of bespoke principles (the Principles) have been developed for the City of Ballarat to guide future planning, development and decision making. The Principles are summarised in the following table, yet discussed at greater length in Part C of the Strategy.

It is important to note that in the formulation of the Principles, this Activity Centres Strategy has deliberately moved away from a purely retail and commercial approach to Activity Centre planning, towards a more holistic vision of the role and function of the City's Activity Centres and diverse focal points for the community. This is consistent with directions established within the *Ballarat Interim Activity Centre Strategy* and other relevant policies.

Table 1 - Recommended Planning Principles for Ballarat's Activity Centres

Overarching Principles
<p><u>Define and Reinforce a Hierarchy of Activity Centres in the City of Ballarat</u></p> <p><i>Principle 1.</i> Define an appropriate hierarchy for Activity Centres within the City of Ballarat which define the roles and function of different types of Activity Centres and the associated requirements to service the full range of needs of the community of Ballarat and the wider region.</p> <p><i>Principle 2.</i> Provide clear directions to guide the future planning and development of different types of Activity Centres within the municipality into the future.</p> <p><u>Primacy of the Ballarat CBD</u></p> <p><i>Principle 3.</i> Retain and enhance the role of the Ballarat Central Business District (CBD) as the pre-eminent Activity Centre within the City and the wider region, and as the centre which provides higher order retail, commercial, entertainment, service, community, cultural and related activities for the entire City of Ballarat and its wider region.</p> <p><i>Principle 4.</i> Ensure that retail development in other Activity Centres within the City of Ballarat, particularly Major Activity Centres and the designated Bulk Goods Centre, support the role of the Ballarat CBD as the pre-eminent Activity Centre within Ballarat and the wider region.</p> <p><i>Principle 5.</i> Provide a network of Neighbourhood Centres, to support Ballarat CBD and Major Activity Centres and which will provide for the daily and weekly shopping and social needs of the communities they serve.</p> <p><u>Activity Centres as Diverse and Conveniently Located Focal Points for the Community</u></p> <p><i>Principle 6.</i> Encourage a network of Activity Centres throughout the municipality which are highly accessible, mixed use and diverse focal points and social meeting places for the communities they serve.</p> <p><i>Principle 7.</i> Broaden the range of uses and activities in existing Activity Centres that are currently predominately 'shopping centres', to include a wider range of retail, office, entertainment and community services, and which are open over longer hours into the evening and on weekends.</p> <p><i>Principle 8.</i> Ensure that any new centres which are developed include a diverse range of uses and activities, consistent with the above principles, and are not developed as 'retail only' centres.</p> <p><u>Consolidate Retail and Commercial Activities in Existing and Planned Activity Centres</u></p> <p><i>Principle 9.</i> Encourage new retail and office development (other than local daily convenience shops) to locate in existing or planned Activity Centres, including bulky goods retailing.</p> <p><u>Discourage Out of Centre Retail and Commercial Development</u></p> <p><i>Principle 10.</i> Discourage new retail and office development (including bulky good retailing) from locating out of existing or planned Activity Centres.</p> <p><i>Principle 11.</i> Discourage bulky goods retail from occurring on industrial zoned land.</p> <p><i>Principle 12.</i> Only consider new retail and office development (including bulky goods retailing) outside of existing or planned Activity Centres in the following circumstances:</p> <ul style="list-style-type: none"> ▪ Where an economic assessment clearly identifies a need for additional retail and / or office development in the area; ▪ Where there is no opportunity to accommodate the development within, or if not within, adjacent to an existing or planned Activity Centres; ▪ Where the new centre meets Activity Centre principles in terms of: accessibility by public transport, walking and cycling; the mix and diversity of uses proposed; and its role as a community focal point; ▪ Where an economic assessment identifies that the development will not adversely impact on the role and function of other Activity Centres; and ▪ Where there is a clear net community benefit.

Orderly and Economically Sound Development of Planned New Activity Centres

Principle 13. Identify locations of new Activity Centres that will be required to service residential growth areas in Ballarat and to provide staging plans to allow for the orderly planning and development of those centres over time.

Adequate Opportunity to Expand Activity Centres to Accommodate Future Needs

Principle 14. Ensure adequate zoned land is available in, or adjacent to existing and planned Activity Centres to accommodate the expansion and development of Activity Centres (retail, commercial and social floorspace) having regard to changes in population and lifestyle characteristics and to changing trends in retail and community service provision.

Economically Viable Centres, Enhanced Choice and Competition

Principle 15. Support a diversity of retail uses and activities within Activity Centres to enhance consumer choice as well as the economic strength of Centres.

Principle 16. Ensure new trends in retailing can be accommodated (i.e. larger formal stores and more convenient layouts) within existing and planned Activity Centres where appropriate and where there is a net benefit to the community.

Busy Vibrant Active Centres with Individual Identities

Principle 17. Develop vibrant Activity Centres with clear individual identities through bespoke branding and marketing mechanisms.

Employment and Business Growth

Principle 18. Work with local business networks and stakeholders to enhance the appeal of investing and developing in the City of Ballarat to generate jobs.

Safe and Convenient Movement for Pedestrians and Cyclists

Principle 19. Ensure the design and layout of Centres adequately considers pedestrian scale and movement.

Housing Mix and Accessibility

Principle 20. Increase residential densities in and around Activity Centres.

Environmental Sustainability

Principle 21. Establish a pattern and distribution of Activity Centres throughout the urban area of Ballarat and the wider municipality that enhances the sustainability of the Ballarat urban areas. This is to be achieved by:

- Clustering a wide mix and diversity of uses in Activity Centres to promote multi-use trips; to provide alternatives to travelling by car by encouraging public transport use / walking / cycling and to minimise the length of the trips; and
- Ensuring that buildings and public spaces within Activity Centres incorporate best practice sustainability measures in terms of the design, construction and ongoing operation of buildings and spaces.

Design Principles

Private Realm

Principle 22. Urban Design Principles for development in the private realm should seek to emphasise good design outcomes including: *a mix of uses that create a sense of vitality to Activity Centres and architectural detailing, materials and massing which achieves a high degree of visual interest and positively contributes to the vibrancy and character of the Activity Centre.*

Public Realm

Principle 23. Urban design principles for development in the public realm should seek to emphasise *good design outcomes as a priority including: the creation of public spaces which provide safe and comfortable informal gathering opportunities; bicycle parking, bins, seating, amenities and other street furniture in convenient locations; consistent landscape themes and water sensitive urban design treatments.*

Process Principles

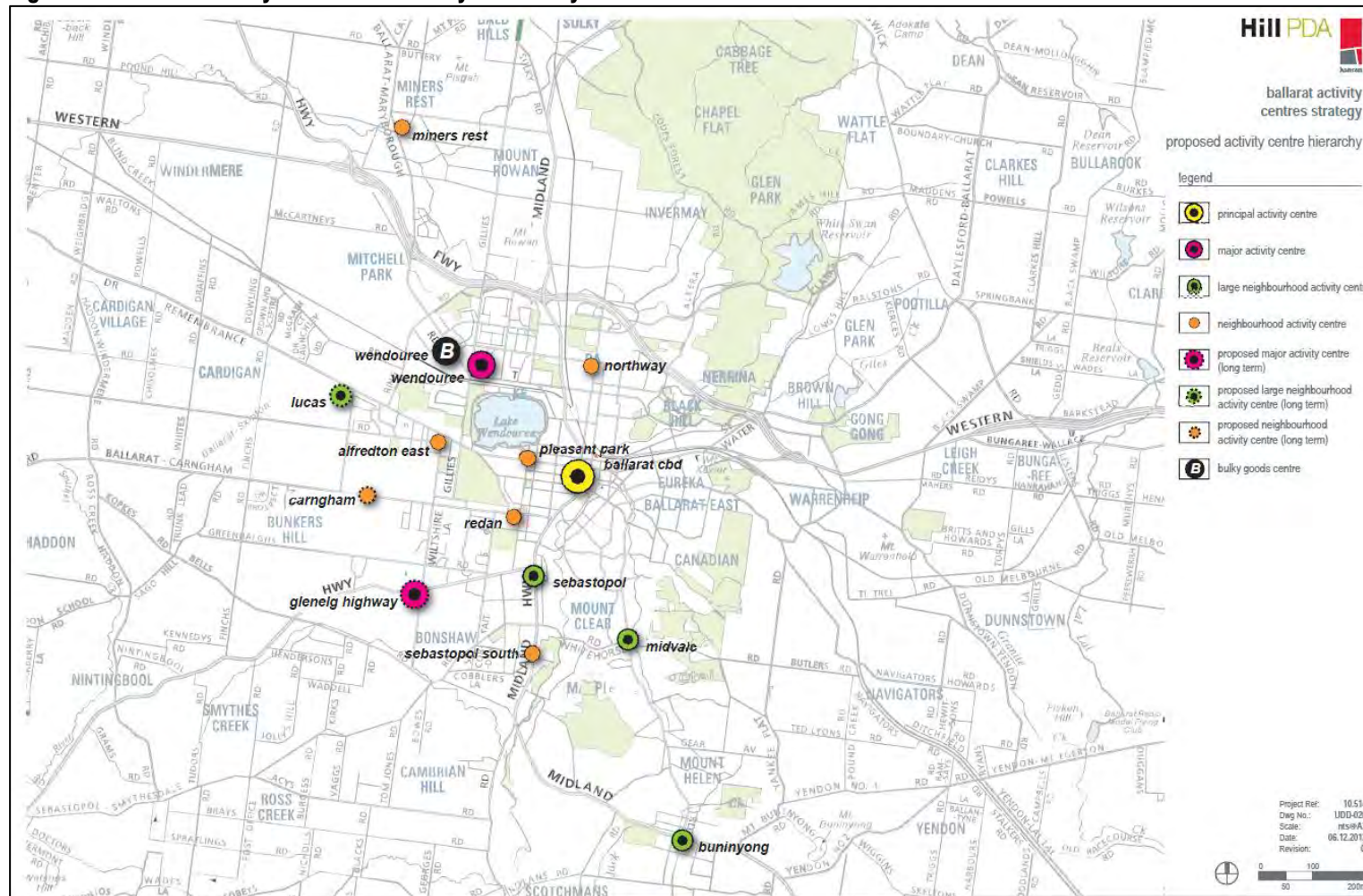
Economic Assessment and Net Community Benefit Assessment

Principle 24. Require a Net Community Benefit Assessment to be prepared by the proponent and to be submitted with any request to rezone land or any planning permit for a significant retail development (i.e. 1,000sqm or more).

The City of Ballarat's Future Centre Hierarchy

To plan for the City of Ballarat's future, a potential hierarchy of Activity Centres has been nominated and depicted in the map below.

Figure 2 - Future Activity Centres Hierarchy in the City of Ballarat



The Strategy also provides potential future zones and indicative net additional floorspace by 2030 based on the demand forecasts discussed in Parts B and C of the Strategy. The indicative net additional floorspace is distributed to each Activity Centre according to their potential future role.

Table 2 - Proposed Future Centre Hierarchy and Growth for the City of Ballarat to 2030

Centre	Previous Hierarchy	New Hierarchy	Current Zone	Future Zone	Indicative Net Additional Floorspace to 2030 (sqm NLA)				Centre Characteristics
					Retail *	Commercial **	Special Use***	Total	
Ballarat CBD	Principal Activity Centre	Principal Activity Centre	B1Z, R1Z, PUZ ACZ		16,500	55,000	66,000	137,500	Department stores, discount department stores, regional and sub regional office functions, peripheral sales, convenience retailing, supermarkets and a wide range of other retail, commercial, entertainment and tourism functions.
Wendouree	Major Activity Centre	Major Activity Centre	B1Z, R1Z, MUZ B1Z, R1Z		18,500	10,000	35,000	63,500	Discount department stores, supermarkets, neighbourhood convenience, major community infrastructure.****
Glenelg Highway	Proposed	Major Activity Centre over time - commences as a LNAC	UGZ	UGZ	23,000	15,000	3,000	41,000	Act as the main shopping precinct for Ballarat West and have a civic function (including library, community centre and early years hub). Accommodate two full-line supermarkets, discount department stores, specialty shops and services. Retail floorspace made up of 29,500sqm retail core and 20,000sqm restricted retail/bulky goods by 2050. Allow residential uses and encourage the introduction of office/ home developments around the periphery of the centre. Provision of floorspace will be staged in line with demand growth in the Ballarat West Growth Area catchment.*****
Sebastopol (formerly Sebastopol North)	Large Neighbourhood Activity Centre	Large Neighbourhood Activity Centre	BIZ, MUZ, R1Z	B1Z, R1Z	2,000	5,000	17,000	24,000	Supermarkets, specialty shops, major community and social infrastructure, office functions. *****
Midvale	Neighbourhood	Large Neighbourhood Activity Centre	B1Z, R1Z	B1Z	1,000	2,500	5,000	8,500	
Lucas	Proposed	Large Neighbourhood Activity Centre over time - commences as a NAC	-	-	5,000	2,500	2,000	9,500	
Buninyong	Neighbourhood	Large Neighbourhood Activity Centre	B1Z, MUZ	B1Z, MUZ	1,000	2,000	2,000	5,000	
Sebastopol South (formerly Sebastopol)	Neighbourhood	Neighbourhood Activity Centre	B1Z, MUZ	B1Z, SUZ, MUZ	1,000	1500	4,000	6,500	Small cluster of primarily food based retail activities. Can include a supermarket specialty shops, community facilities and personal services. Opportunities for small business.
Redan (formerly Maxi Food)	Local Activity Centre	Neighbourhood Activity Centre	B1Z, MUZ	B1Z	700	1,500	2,000	4,200	
Alfredton East (formerly Alfredton Aldi)	Local Activity Centre	Neighbourhood Activity Centre	B1Z	B1Z	500	1,500	500	2,500	
Northway	Local Activity Centre	Neighbourhood Activity Centre	B1Z	B1Z	200	750	500	1,450	
Miners Rest	Local Activity Centre	Neighbourhood Activity Centre	MUZ	B1Z	200	-	500	700	
Pleasant Park	Local Activity Centre	Neighbourhood Activity Centre	B1Z	B1Z	400	750	500	1650	
Carngham Road	Proposed	Neighbourhood Activity Centre	UGZ	UGZ	3,000	1,500	1,500	6,000	
Wendouree Bulky Goods Retail Centre	Part of Wendouree MAC	Bulky Goods Retail Centre			40,000	-	-	40,000	Concentration of bulky goods retail.
Total					113,000	99,500	139,500	352,000	

Table Footnotes:

* Note: Retail net additional floorspace based on a proportional share of forecast demand for retail floorspace over the study period (+117,000sqm) yet subtracting the approved 40,000sqm retail development. Accordingly resulting demand of approximately 72,000sqm has been distributed.

**Note: Commercial net additional floorspace based on a proportional share of forecast demand for commercial office space (+99,000sqm) and excludes accommodation and food category

***Note: Special Use category net additional floorspace (education, health and arts) based on a proportional share of forecast demand for special use floorspace (+327,000sqm)

****Note: : No growth nominated in parts of Howitt Street not designated as part of the Wendouree Centre will now be considered out of centre and may accommodate part of the 3.5% of floorspace nominated for these areas

*****Note: Floorspace as of 2030 not 2050 as per Structure Plan

*****Note: Floorspace target in relation to Lucas does not include that approved as part of Stage 1 of the Lucas Town Centre (PLP/2011/769).

Changes to the Classification of Existing Activity Centres

It is important to note that two of the centres identified in the *Ballarat Interim Activity Centres Strategy* have had their place within the new hierarchy reassessed in order to reflect their roles and compositions. These centres are discussed further below.

Wendouree and Howitt Street

Within the existing Activity Centre framework (documented in Part A of this Strategy) established through the Interim Activity Centres Strategy, Stockland Wendouree is identified as a stand-alone Activity Centre. This area also includes a large area of land to the west which accommodates existing and approved bulky goods development to the immediate west of the centre. Howitt Street, from Gillies Street North to the Sunraysia Highway is also identified a separate Activity Centre.

This Strategy proposes a reassessment of the extent and role of these centres to better reflect existing functions and preferred future roles. The proposed reconfiguration of these areas (from a policy perspective) is identified in Figure 3 which shows the existing identified centre boundaries and the changes proposed under this Strategy. These matters are discussed in more detail below.

Wendouree Bulky Goods Centre

Bulky goods retailing requires a different built form to traditional retail, particularly in relation to the emphasis placed on vehicular access associated with larger products that may be purchased in these stores. This Strategy seeks to recognise the different urban form that this is likely to entail.

While the preference is for all retail uses to be accommodated within designated Activity Centres as a first priority, where this is not possible, the Strategy has sought to ensure that these uses can be provided in a single cluster. As there is an existing homemaker centre on the western edge of Gillies Street North and a large area which has been rezoned by Ministerial Amendment to accommodate further bulky goods uses, this is considered an appropriate location for such a cluster.

This bulky goods centre has been separated from the Wendouree Major Activity Centre as different policy will apply to each of these areas. The bulky goods centre does not reflect, nor can it be guided by, State and local planning policy on Activity Centres, which seeks to achieve a mix of uses and place a priority on pedestrian movement. Instead, development in this area should be guided by the Interim Design Guidelines on Large Format Retail Premises.

While the precinct boundary shown seeks to include existing and proposed development (and largely reflects the existing Business 4 Zoning), the boundary should not be considered binding. Additional land currently zoned Industrial 1 adjoining this precinct could be considered for expansion in the future should any proposal demonstrate demand and that there will be a net community benefit from the expansion of this precinct.

Wendouree Major Activity Centre

The Wendouree Major Activity Centre, as defined in this Strategy represents an amalgamation of the existing Wendouree Centre, with part of the Howitt Street Activity Centre and land between. This will assist in consolidating the focus of the Wendouree Major Activity Centre closer to the intersection of Gilles Street north and Howitt Street.

It will also assist in retaining the eastern part of this area for lower intensity industrial and business uses, and other uses that do

not generate high levels of pedestrian movement. This new centre will essentially have two 'anchors' in the existing Stockland Centre and the existing, relatively vibrant strip of retail premises accessed via the service lane off Howitt Street.

The expansion of the land area encompassed by this new Activity Centre boundary reflects the range of land uses that should be accommodated within a Major Activity Centre, including community facilities, such as the Wendouree Performing Arts Centre, and opportunities for higher density housing.

The centre has been defined with a boundary that includes many opportunities for change and renewal, including the existing larger format and semi industrial uses to the west of the retail strip centre on Howitt Street. Particular attention should be paid in any structure planning process to urban renewal opportunities in this part of the centre.

The inclusion of Stockland Wendouree offers opportunities to further integrate and improve pedestrian connections and amenity between the eastern edge of the complex and Howitt Street.

Howitt Street, Wendouree

The remaining area of the previously identified Howitt Street Activity Centre, between Forrest Street and Creswick Road (Midland Highway), is proposed to be removed from the Activity Centre hierarchy. This portion of Howitt Street accommodates primarily semi-industrial uses, with a clustering of medical facilities in proximity to Forest Street.

Existing land uses and the physical extent of this area are not characteristic of an Activity Centre under current policy. There is little scope within the area to intensify land uses in a way which improves pedestrian access and encourages a reduction in car use and intensification of residential uses.

Given its existing uses, Howitt Street will remain an important economic and urban service corridor. This role is strongly supported by the Strategy, despite the removal of this area from the Activity Centre hierarchy. From a policy perspective it is important that the uses that occur within this corridor do not compromise the development of either Wendouree Major Activity Centre (to the immediate west), or Ballarat CBD to the south-east.

As such there needs to be clear policy direction that the corridor is not appropriate for uses such as shops (including restricted retail) which would be better located in the defined Activity Centres. Its current zone will remain to ensure that existing uses are not impeded upon as a result of the changes in the Activity Centre boundary.

As the land is zoned Mixed Use and in order to avoid inappropriate restrictions on potential alterations to existing businesses, careful consideration should be given to the uses which will be supported given it is not appropriate to specify maximum leasable floor areas within the schedule to this zone. This area is identified in Figure 3 as the Howitt Street Future Investigation Area 1.

The Strategy has also identified a number of existing uses on Howitt Street to the east of Creswick Road (the Midland Highway) through to Doveton Street North which have the potential to transition in use over time to support current uses in the locality. This area has not been identified in either this Strategy or in the Interim Activity Centre Strategy as part of an Activity Centre, accordingly the future uses in this area will need careful consideration to ensure that development supports rather than compromises the function and long term sustainability of commercial activity within the existing activity centre. As such, the area has been identified as the Howitt Street Future Investigation Area 2 in Figure 3 below. It is recommended that further detailed work is undertaken to determine the best long term use for the land in this area.

Figure 3 - Wendouree and Howitt Street Activity Centre Reclassification



Ballarat Marketplace

The *Interim Activity Centres Strategy* identified Ballarat Marketplace as a separate Activity Centre. This Strategy has found however that the mix of uses and cluster of bulky goods does not constitute a separate 'Activity Centre'. This area plays a peripheral role to retailing in Ballarat CBD. Whilst the main tenants are Bunnings, Officeworks and an Aldi supermarket, the remainder of the centre comprises either semi-industrial or remnant residential uses. There is little supporting retail, service or office development.

Given the existing land use and tenant type, the relatively isolated position of the centre (particularly for pedestrian access) and its proximity to the Ballarat CBD, this Strategy considers Ballarat Marketplace as being a peripheral part of the Ballarat CBD. However, it is recommended that the City of Ballarat further investigates the role and function of this part of the City either through a highest and best use assessment or similar study. Given Part B of this Strategy recognised significant retail and service provision (i.e. supply) within the periphery areas of the Ballarat CBD to which Ballarat Marketplace is part, this Strategy also recommends further investigation of the role and function of these periphery areas.

It is noted that there are some areas which were not identified in the Interim Activity Centre Strategy which would be logical to also include in any future assessment of this land. These have been identified by the dashed line in Figure 4 below.

Figure 4 - Ballarat Marketplace Area for Further Investigation



Existing Activity Centres to be Renamed

In Part A of the Strategy, the names and boundaries used in the *Interim Activity Centres Strategy* and other Council documents were adopted for consistency. However, further to the detailed analysis undertaken for this Strategy, and feedback from the community consultation programme, it was identified that a number of existing centres would benefit from being renamed.

The reasons for this are twofold. Firstly, in many cases the current names of centres do not reflect the roles the centres play in the Activity Centres hierarchy. Secondly, some of the centres have been named after anchor tenants. This is not considered appropriate moving forward given anchor tenants can change, and diversity of activities and uses are encouraged in centres.

Without prejudicing opportunities for the renaming of centres by the local community and stakeholders in the future, suggested new names of affected centres are as follows:

- Sebastopol – previously known as Sebastopol North;
- Sebastopol South – previously known as Sebastopol;
- Alfredton East – previously known as Alfredton Aldi; and
- Redan – previously Maxi Foods.

These ‘suggested’ names have been used in the Activity Centres Hierarchy and Action Plans in Part D of this Strategy.

New Activity Centres in Growth Areas

An assessment of the future role and function of Activity Centres within the City of Ballarat has been undertaken with an understanding and view of the role new Activity Centres may perform in Ballarat in the future. Three new centres have been identified as required in the municipality over the next 20 – 40 years within the Ballarat West Growth Area.

These centres will be supported by a network of smaller Local Activity Centres as specified in the Precinct Structure Plans. Additional comments are provided below.

Lucas

Lucas is identified as one of the new centres to be developed. It will initially be developed as a Neighbourhood Activity Centres, but has the potential to evolve into a Large Neighbourhood Activity Centre over time.

The centre will develop around a single primary retail anchor, with potential for a second anchor over time. The centre will also include a community hub and neighbourhood park, along with additional retail, medium density residential and employment opportunities. This composition is in keeping with the Activity Centres principles identified in this Strategy. It should be noted that a Precinct Structure Plan has been adopted for Alfredton West which includes the Lucas Activity Centre and it is now part of the Ballarat Planning Scheme. The Lucas Urban Design Framework was also approved in October 2011 in addition to a planning permit (ref No. PLP/2011/769) for buildings and works associated with Stage 1 of the Centre. The permit includes a 3,800sqm supermarket, a 313sqm medical centre, 20 specialty shops, car and bicycle parking and associated landscaping works.

Glenelg Highway and Carngham Road Activity Centres

The Glenelg Highway Major Activity Centre will act as the main shopping precinct for Ballarat West and have a civic function (including library, community centre and early years hub). The Centre will allow residential uses and encourage the introduction of office / home developments around the periphery of the centre. The Centre is a proposed Large Neighbourhood Centre that will develop into a Major Activity Centre over time, staged in line with the growth in demand in the Ballarat West Growth Area Catchment.

The Carngham Road Neighbourhood Activity Centre will provide for a mix of retail and services with opportunities for some offices. It will provide substantial community infrastructure, including multi-purpose community centre, early years hub and Town Park. Both the Glenelg Highway Major Activity Centre and Carngham Road Neighbourhood Activity Centre should be developed in accordance with the Ballarat West Precinct Structure Plan.

IMPLEMENTATION, MONITORING AND REVIEW

The following identifies how this Strategy can be implemented. There are a range of options available to City of Ballarat, including statutory law through the application of the planning scheme and changes to zoning controls. There are a number of additional place management and safety measures that are summarised in the 'action plans' prepared for the larger centres within the hierarchy.

Amendments to Activity Centre Boundaries

The Strategy proposes to adjust the boundaries of two Activity Centres. The justification for the proposed changes is provided below. It should be noted however, that suggested changes to the boundaries should be tested and finalised through a more detailed structure planning process¹. This is also true for other centres such as Sebastopol South and Buninyong, despite no specific changes to their boundaries being identified below.

Wendouree/ Howitt Street

The two Activity Centres previously known as Wendouree and Howitt Street (part) have been amalgamated by the Strategy as outlined in discussed in Section 9.3 (Changes to the Classification of Centres). Changes to the Activity Centre boundaries for these centres are also identified in Figure 3 above.

There are a number of sound planning reasons underpinning the recommended amendments to the boundaries of these centres being:

- It was identified that the western portion of Howitt Street functions as a smaller retail cluster independent of the more semi industrial uses occurring at the eastern end of Howitt Street. This eastern end is more appropriately characterised as an 'employment corridor' than as an Activity Centre. As the eastern and western ends operate differently, they have been considered independently.
- Given the proximity of the western end of Howitt Street to the existing Stockland Wendouree shopping centre (currently designated as Wendouree Major Activity Centre), it is rational to also draw a nexus between these two clusters, and adjacent community infrastructure (Performing Arts Centre and school) to form an integrated Major Activity Centre.
- Amalgamating the centres also allows for additional development of retail floorspace, and importantly offers clear opportunities for the development of higher density housing within the residentially zoned areas of the new Activity Centre boundary.
- The amalgamation will encourage Stockland Wendouree to engage with surrounding land uses. Given it is often beneficial for Activity Centres to have anchor destinations, there are opportunities to exploit the connection between Stockland and other important attractors (e.g. primary school, Performing Arts Centre and strip shopping centre), leading to a more inclusive and integrated Activity Centre.
- The separation of the Bulky Goods Centre to the west of Gillies Street North from the Wendouree Major Activity Centre is appropriate given the different land uses and the clear distinction in design treatments and interaction with the public realm.

¹ All structure planning should give due consideration to Practice Note 56- Activity Centre Zone and Practice Note 58 – Structure planning for Activity centres.

Sebastopol

The Activity Centre boundary of Sebastopol is recommended to expand to accommodate the anticipated need for additional floorspace as the centre develops over time into a Large Neighbourhood Activity Centre. While the areas identified for inclusion in the centre on the relevant Action Plan should be tested during a structure planning process, it is intended to offer a starting point for that process.

The boundary includes some additional land zoned Residential 1 and has been extended to form a more logical boundary. It was considered important to include sites such as the existing Eclipse car yard, Dalhsens, and the hotel site within the boundary to ensure that the boundary reflected the likely extent of development over time. It may be that a larger area is required in the future, but it is considered that this should be investigated further, in collaboration with landowners and stakeholders of the Sebastopol Activity Centre.

Midvale

It is recommended that the Activity Centre boundary of Midvale is expanded to accommodate the anticipated need for additional floorspace as the centre develops. An area to the north of the centre has been identified however there are also possibilities to expand to the east across the highway. While the areas identified for inclusion in the centre on the relevant Action Plan should be tested during a structure planning process, this Strategy's recommendations are intended to offer a starting point for that process.

Sebastopol South

Some adjustments to the activity centre boundary for Sebastopol South have also been identified in the Action Plan for that centre. The area to the north of the centre is recommended to become more of a transitional or peripheral area to the centre to concentrate activity in the key area of activity (around the supermarket and bowling club). The expansion of the centre to include the maternal and child health centre and the bowling club, which are currently excluded from the centre boundary, is also encouraged. Whilst the areas identified for inclusion in the centre on the relevant Action Plan should be tested during a structure planning process, the Action Plan is intended to offer a starting point for that process.

Centres that Require Additional Structure Planning

This Strategy represents a broad level strategic document, and as a result has recommended that more detailed analysis be undertaken in relation to many of the Activity Centres. The structure planning process should be initiated by Council for the following centres, as a first priority:

- Wendouree
- Sebastopol
- Midvale
- Buninyong
- Sebastopol South

The structure plans should adopt the Activity Centre boundaries identified within this Strategy, however those boundaries should be reviewed and redefined as part of the structure planning process. The identification of these centres for structure planning does not mean that there is no role for a similar process in other centres, only that a priority exists for structure plans to be prepared for these centres.

All structure planning should give due consideration to Practice Note 56- Activity Centre Zone and Practice Note 58 – Structure planning for Activity centres as well as other relevant considerations.

Potential Rezoning for Activity Centres

The structure planning process will consider in more detail the potential and suitability of areas for rezoning in specific centres. As part of the structure planning process, this Strategy has identified some matters that are considered worthy of further investigation with respect to rezoning. These include:

Sebastopol

Land within the new Activity Centre boundary identified on the Sebastopol Action Plan could be investigated for potential rezoning from Residential 1 Zone and Mixed Use Zone to a Business 1 Zone.

Wendouree

Land currently zoned for Mixed Use within the new centre boundary identified on the Wendouree Action Plan could be investigated for rezoning to Business 1, to promote retail and other business uses within the centre and to discourage residential development along the Howitt Street frontage.

Sebastopol South

Land within the northern portion of the centre, as identified in the Sebastopol South Action Plan, could be investigated for rezoning from Business 1 to a Mixed Use Zone. This may be considered appropriate in order to better reflect the nature of existing uses and to encourage the consolidation of non-residential uses at the southern end of this centre, where the highest level of activity is currently generated.

Areas no longer identified as Activity Centres

It is important to acknowledge that this Strategy does not propose any rezoning within the two areas which have been removed from the Activity Centre hierarchy. The existing Mixed Use Zoning along the south side of Howitt Street (and the small area to the north between Dowling and Essex Streets) may be reviewed through the structure planning process and may be considered to continue to be an appropriate zone to encourage the uses envisaged for this 'employment corridor'.

In relation to the previously identified Ballarat Marketplace, the existing Business 1 Zone may be considered appropriate to remain, as it does along Sturt Street beyond the boundary of the Ballarat CBD Principal Activity Centre. These matters will be confirmed subject to more detailed structure planning.

Amendments to the Planning Scheme

As part of the implementation of this Activity Centres Strategy it is recommended that the following modifications be made to the Ballarat Planning Scheme:

- Modify Clause 21.04 of the Ballarat Planning Scheme to include the principles, actions (Strategies) and definitions, contained within this Strategy. This generally applies to Sub-Clauses 21.04-4 and 21.04-6. Include this Strategy as a reference document to those clauses.

- Consider the need to include a new local policy on Activity Centres into Clause 22 of the planning scheme and include this Strategy as a reference document to that clause.
- Amend Clause 21.10 to include this Strategy as a reference document.
- Rezoning in accordance with Section 10.3.

It is recommended that changes also be made to terms presently used to describe Activity Centres in the Ballarat Planning Scheme, particularly in Clause 21.04-4 'Retail / Commercial' (i.e. regional centre, sub-regional centre), to ensure consistency with the terms used in State Policy and in this Strategy.

Smaller Activity Centres

It should be noted that this Strategy only identifies and includes Activity Centres that were identified in the *Interim Ballarat Activity Centres Strategy* or which are included at Clause 21.04 of the Planning Scheme.

It is acknowledged however, that there are a number of other smaller Activity Centres located throughout the City of Ballarat. Therefore, it is recommended that Council undertake further work to address the remaining smaller Activity Centres that have not been identified within this Strategy. This would involve a survey of the retail and service offer at these smaller centres, as well as a mapping exercise to determine their walking catchment. If the project identifies a large area within the existing residential area of Ballarat which does not have access to an Activity Centre, consideration should be given to developing smaller centres within the existing urban area.

Infrastructure

The provision of appropriate and high quality buildings, public spaces and infrastructure is critical to establishing Activity Centres that are valued by their communities. Council can play a major role in revitalising and attracting private investment to Activity Centres by leading the way with urban design and other infrastructure initiatives in centres. Potential areas for infrastructure improvement in relation to Activity Centres includes the following:

- Shelter and weather protection;
- Street tree planting;
- Street furniture and seating;
- Improvements to pedestrian access, particularly for those with limited mobility;
- Improved pedestrian crossings, particularly across busy roads;
- Improved public transport generally and better public transport connections between centres;
- Improvement or the establishment of footpaths in many centres;
- Public toilets;
- Centre branding, signage and feature lighting;
- Lighting;
- Community notice boards;

- Access for deliveries;
- Car parking; and
- Local area traffic management within and around centres.

The infrastructure requirements for individual centres needs to be identified as part of a more detailed structure planning and / or urban design framework process. Given the principle of this Strategy to engage the local community in determining the future and identity of their centres, it is essential that community input occurs in the identification and prioritisation of infrastructure projects in each centre. What is required is a capital works program for each centre which identifies the highest priority projects for that centre, their cost and the timing of provision.

Notwithstanding this, some actions such as the planting of trees within median strips, could be undertaken immediately, in areas not expected to undergo change as a result of any future structure planning process. This will allow for some immediate 'on the ground' improvements in some centres. However, it is recommended that the provision of hard infrastructure such as seating, the appropriate placement of which will be influenced by the future movement patterns of pedestrians, should be considered as part of a structure planning process, which will consider this in more detail. Improvements to footpaths and working with the landowners within the various centres to improve weather protection, can also commence immediately.

Timescales and Phasing of Implementation

Timing and phasing of the implementation of this Strategy is highlighted in the Implementation Plan provided below. The plan identifies short (2011-2016), medium (2017-2021) and long term (2022-2030) timeframes for the implementation of actions.

As a first priority it is considered that the following should be pursued by the City of Ballarat:

- The incorporation of the Ballarat Activity Centres Strategy into the Ballarat Planning Scheme;
- The structure planning of the five activity centres as identified in Section 10.2; and
- Work with key stakeholders to develop an Investment Attraction Strategy for the identified centres. This may include a Target Tenancy Strategy (to attract key anchors or services presently identified as lacking). The Strategy may also include guidelines to facilitate efficient and cost effective development as well as enhanced opportunities for engagement with Council's Development and Infrastructure Department and branding opportunities for the centres.

Implementation Plan

This Strategy recommends a number of additional actions for implementation to achieve the objectives of the Strategy. These actions are summarised within the following Implementation Plan.

Table 3 - Ballarat Activity Centres Implementation Plan

Activity Centre	Action	Timeframe	Lead
Overall Actions	Prepare a planning scheme amendment to incorporate the findings of the Ballarat Activity Centre Strategy into the Ballarat Planning Scheme.	Short Term	City of Ballarat
	Prepare structure plans for Activity Centres as identified in Section 10.2.	Short Term	City of Ballarat
	Undertake a review of the CBD periphery areas and Local Activity Centres not addressed within this Strategy to identify the community's needs in relation to local shopping opportunities and services outside of larger Activity Centres.	Short / Medium Term	City of Ballarat
	Investigate the role and function of the Ballarat Marketplace site either through a highest and best use assessment or similar study.	Short to Medium Term	City of Ballarat
	Investigate the best use and future development of the land identified within the Howitt Street Future Investigation Areas 1 and 2.	Short Term	City of Ballarat
	Consider a Place Manager for centres other than Ballarat CBD. The Place Manager(s) would help shape the future of the City by providing direct links between Council and community, including local business people, retailers, shoppers and residents. A Place Manager should be considered for Wendouree, Sebastopol, Midvale, Sebastopol South and Buninyong.	Short Term	City of Ballarat
Ballarat CBD	Continue to implement the Ballarat CBD Strategy Implementation Plan, including the work of the appointed Place Manager.	Short / Long Term	City of Ballarat
	Implementation of the Activity Centres Zone over the area to guide future development.	Short Term	City of Ballarat, DPCD
Wendouree	Undertake a structure planning process for the Major Activity Centre. This plan could consider the following: <ul style="list-style-type: none"> ▪ The appropriate final boundary for this Activity Centre; ▪ The preferred name for the amalgamated centre and rebranding, should a change be supported; ▪ Connections for pedestrians across Howitt Street and to Stockland Wendouree; ▪ Access to public toilets and seating within the centre, as well as additional lighting and disabled access points; ▪ The intensification of retail and commercial development to the west of the Howitt Street service lane, including repairing the street edge; ▪ Better integration of land uses (for example: the aged care accommodation); and ▪ Medium density housing opportunities 	Short Term	City of Ballarat, local community and stakeholders within and around the centre, DPCD
	Work with Stockland to improve public realm interfaces and amenity around the Stockland Shopping Centre and pursue improved pedestrian and vehicular linkages from the Shopping Centre to both Howitt Street and the Wendouree bulky goods	Short to Medium term	City of Ballarat, Stockland Wendouree Centre Management

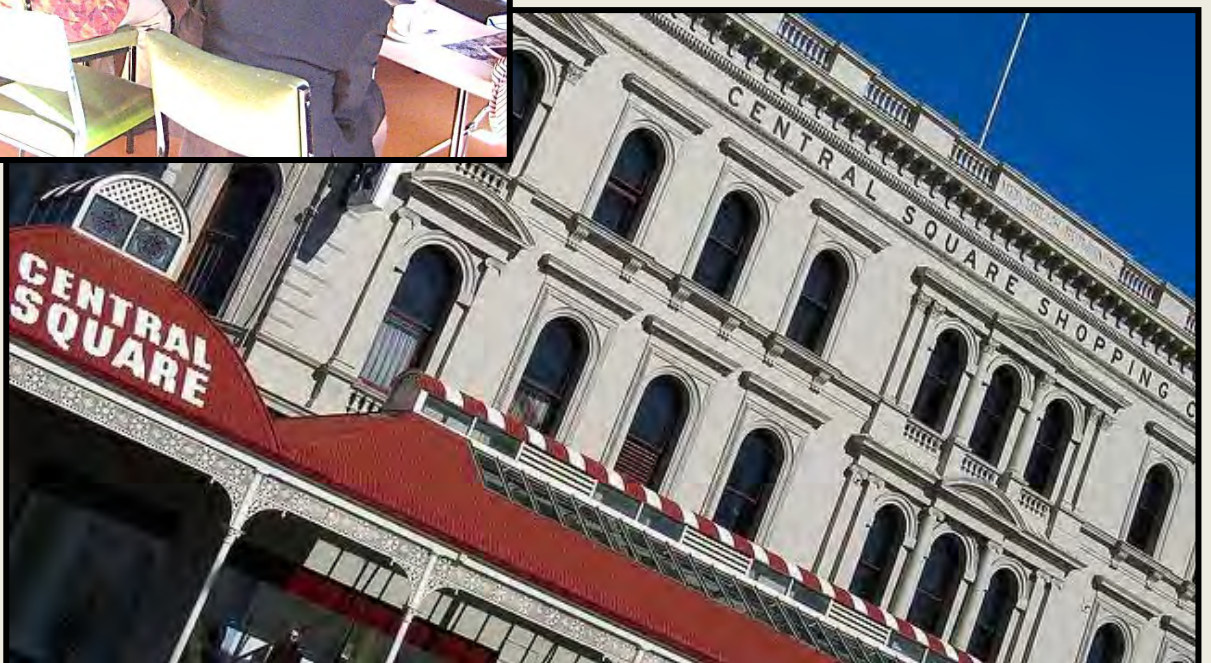
Activity Centre	Action	Timeframe	Lead
	centre. This should include greater activation of the eastern elevation of the centre.		
	Separate to the Structure Planning process, work with stakeholders to develop an Investment Attraction Strategy including a Target Tenancy Plan. This would consider branding improvements and aim to increase the range of service and retail opportunities available in the centre.	Short to Medium Term	City of Ballarat, local business associations, trader groups and business networks
	Council to identify short term actions to improve the amenity of the centre, including tree planting on the Howitt Street median and footpath together with improvements to pedestrian pavement surfaces to intensify centre amenity.	Medium Term	City of Ballarat, local community, business owners and other stakeholders in Sebastopol
Glenelg Highway	Implement the Precinct Structure Plan for the Ballarat West Growth Area (Bonshaw Creek Precinct) which includes the Glenelg Highway Activity Centre.	Short Term	City of Ballarat
	Define the Glenelg Highway Activity Centre as a Large Neighbourhood, until such time as the retail capacity, public transport provision and residential population proximate to the centre exist to support the designation of the centre as a Major Activity Centre.	Short Term	City of Ballarat
Sebastopol	Undertake a structure planning process for the centre. This plan could consider the following: <ul style="list-style-type: none"> ▪ The appropriate final boundary for this Activity Centre; ▪ Appropriate zoning for land within the final boundary of the Activity Centre; ▪ Weather protection and the provision of services such as public toilets, disabled access, street furniture and lighting; ▪ Opportunities for outdoor dining and other mechanisms to increase activity and passive surveillance within the centre; ▪ Pedestrian linkages across the Midland Highway, as well as the pedestrian environment along the road corridor (including reducing crossovers); ▪ Medium density housing opportunities in close proximity to the centre; ▪ Key redevelopment sites; ▪ Social and community infrastructure opportunities within the centre; and ▪ The intersection treatment at the junction of Hertford Street and the Midland Highway. 	Short Term	City of Ballarat, local community, business owners and other stakeholders in Sebastopol, DPCD, VicRoads
	Separate to the Structure Planning process, work with stakeholders to develop an Investment Attraction Strategy including a Target Tenancy Plan. This would consider branding improvements and aim to increase the range of service and retail opportunities available.	Short to Medium Term	City of Ballarat, local business associations, trader groups and business networks
	Develop a Safety and Security Improvement Plan for the Centre and promote the consideration of Crime Prevention Through Environmental Design (CPTED) principles.	Medium Term	City of Ballarat, local community, business owners and other stakeholders in Sebastopol
	Work with transport providers to improve public transport access to the Centre.	Medium to Long Term	City of Ballarat, DoT, Local transport operators
	Council to identify short term actions to improve the amenity of the centre, including establishing coordinated canopy tree planting along footpaths, roundabouts and central medians, as well as improvements to the pedestrian pavement surface.	Immediate	City of Ballarat, VicRoads

Activity Centre	Action	Timeframe	Lead
Midvale	Undertake a Structure Plan that investigates and addresses: <ul style="list-style-type: none"> Connections from the rear car park to the retail areas; Additional medium density residential development proximate to the centre; and A café and children's play area within the centre. 	Short Term	City of Ballarat, local community, business owners and other stakeholders in Midvale, DPCD, VicRoads
	Investigation of the establishment of a community services hub within or in close proximity to the centre.	Short to Medium Term	City of Ballarat
	Work with transport providers to improve the provision of public transport access to this centre.	Medium to Long Term	City of Ballarat, DoT and local transport operators
	Council to identify short term actions to improve the amenity of the centre.	Immediate	City of Ballarat
Lucas	Implement the Precinct Structure Plan that has been developed for the Alfredton West Precinct in the Ballarat West Growth Area.	Short Term	City of Ballarat, DPCD
	Define the centre as a Neighbourhood Activity Centre, until such time as the retail capacity and residential population proximate to the centre exists to support the designation of the centre as a Large Neighbourhood.	Short Term	City of Ballarat
Buninyong	Undertake a structure planning process for the centre. This plan could consider the following: <ul style="list-style-type: none"> A community meeting space or focal point within the centre; Pedestrian connectivity across the Midland Highway; Additional residential development in proximity to the centre, diversifying housing choice and mix; The development of sites for tourism accommodation in and around the centre, including B&Bs and homestays; Enhance opportunities for evening entertainment for a range of age groups in Buninyong; and Infill development opportunities around the key junction of the Midland Highway and Warrenheip Street. 	Short Term	City of Ballarat, local community, business owners and other stakeholders in Buninyong VicRoads, DPCD, Tourism Victoria
	Work with stakeholders to develop an Investment Attraction Strategy including a Target Tenancy Plan that would aim not only to brand the centre, but to also increase the range of service and retail opportunities available. As part of this Investment Attraction Strategy consider development of a comprehensive marketing and tourism promotion plan to capitalise on local tourism attractions (heritage and environmental assets) and entertainment opportunities for tourists as well as local City of Ballarat visitors.	Short to Medium Term	City of Ballarat, local community, business associations, trader groups, tenants, landowners and business networks, Tourism Victoria
	Work with local transport providers to increase the frequency and availability of public transport between Buninyong, residential areas and the University of Ballarat.	Short to Long Term	City of Ballarat, DoT and local transport operators
	Council to identify short term actions to improve the amenity of the centre.	Immediate	City of Ballarat
Sebastopol South	Undertake a structure planning process for the centre. This plan could consider the following: <ul style="list-style-type: none"> The appropriate final boundary for this Activity Centre; Appropriate zoning for land within the final boundary of the Activity Centre; Pedestrian connections across the Midland Highway in proximity to the Bowling Club and the Library/ Maternal and Child Health Centre; The preferred name for the centre; 	Short Term	City of Ballarat, local community, business owners and other stakeholders in Sebastopol South, DPCD, VicRoads

Activity Centre	Action	Timeframe	Lead
	<ul style="list-style-type: none"> ■ Improve the existing Library area with a community meeting space and outdoor landscaping improvements including seating areas; ■ Streetscape amenity (e.g. through tree planting, weather protection and improved footpaths for pedestrians); ■ Provision of public toilets, disabled access and other street furnishings; and ■ Opportunities for outdoor dining and other mechanisms to increase passive surveillance within the centre. 		
	Develop a Safety and Security Improvement Plan for the centre and promote the consideration of CPTED principles.	Short to Medium Term	City of Ballarat
	Work with Coles to improve the presentation, safety and retail offer of the existing supermarket (possibly through redevelopment of the site), which in turn would encourage new and additional tenancies providing a wider range of goods.	Short to Medium Term	City of Ballarat, Coles management group and/or land owner.
	Work with transport providers to improve access to the centre by public transport.	Short to Long Term	City of Ballarat, DoT and local transport operators
	Council to identify immediate projects to improve amenity of the centre, and commence establishing coordinated canopy tree planting along footpaths and central medians, as well as improvements to the pedestrian pavement surface.	Immediate	City of Ballarat, VicRoads
Redan	Prepare and implement a streetscape masterplan for the Latrobe Street median / kerbside planting scheme.	Short to Medium Term	City of Ballarat
	Work with the community and key business stakeholders to agree on a suitable name for the centre such as the suggested 'Redan'.	Short Term	City of Ballarat, local community, business owners and other stakeholders in the area
	Improve weather protection, provision of public toilets, disabled access and other street furnishings, such as seating and lighting.	Long Term	City of Ballarat
	Construct generous and continuous footpaths along Latrobe Street (south side) with adjoining shade planting.	Medium Term	City of Ballarat
Alfredton East	Prepare a streetscape masterplan for the centre and implement consistent landscape, treatments, paving and street furniture treatments throughout.	Short to Medium Term	City of Ballarat
	Provide an outdoor community meeting space with seating and community information.	Short to Medium Term	City of Ballarat
	Work with the community and business stakeholders to agree on an appropriate name for the centre such as the suggested 'Alfredton East'.	Short Term	City of Ballarat, local community, business owners and other stakeholders in the area
	Work with property owners to pursue a north-south link between Sturt Street and Jelbart Place.	Short to Long Term	City of Ballarat
	Improve connections and visual links between the centre and surrounding parkland.	Short to Long Term	City of Ballarat, centre landowners and tenants
Northway	Undertake an assessment of existing public facilities in the centre and provide universal access and toilet facilities where required.	Short to Medium Term	City of Ballarat
	Review weather protection and pursue improvements where required.	Short to Medium Term	City of Ballarat
Miners Rest	Review the extent of the Mixed Use zone and define a smaller area of Mixed Use zoning to support the establishment of a compact centre.	Short Term	City of Ballarat

Activity Centre	Action	Timeframe	Lead
	Undertake an assessment of existing public facilities in the centre and provide universal access and toilet facilities where required.	Short to Medium Term	City of Ballarat
	Review weather protection and pursue improvements where required.	Short to Medium Term	City of Ballarat
Pleasant Park	Investigate options for provision of additional on-street angled car parking to the immediate north of the centre along Sussex Street.	Short to Medium Term	City of Ballarat
	Investigate opportunities for increased landscaping in and around the centre to build on its proximity to City Oval.	Short to Medium Term	City of Ballarat
	Review weather protection and pursue improvements where required.	Short to Medium Term	City of Ballarat
	Undertake an assessment of existing public facilities in the centre and provide universal access and toilet facilities where required.	Short to Medium Term	City of Ballarat
Wendouree Bulky Goods Centre	Ensure the <i>Interim Guidelines for Large Format Retail Premises</i> (DPCD) are incorporated as a reference document within any policy on Activity Centres.	Short to Long Term	City of Ballarat
	Improve connections to the Wendouree Major Activity Centre.	Short to Medium Term	City of Ballarat
	Ensure on-going monitoring of the take up of land for bulky goods retailing in the area to allow consideration of additional land if a net community benefit can be established.	Short / Long Term	City of Ballarat

Introduction



1. INTRODUCTION

The following document provides a comprehensive Activity Centres Strategy for the City of Ballarat. The Activity Centres Strategy (hereafter referred to as the Strategy) draws together existing research and data with population forecasts and trend analysis to identify the specific role and function each Activity Centre may play in furthering the economic role of Ballarat as the major centre for the Western Region of Victoria.

The Strategy also seeks to provide the City of Ballarat (the Council) with a range of mechanisms by which to facilitate better decision making regarding the allocation of services and infrastructure. It also seeks to inform where investments are required to create new business and employment opportunities.

1.1 Strategy Structure

For clarity and ease of reading, the Strategy has been divided into four parts as set out below.

- Part A** – **Ballarat Today:** this part of the Strategy reviews and explores the characteristics of the City's existing resident population, labour force, industries of employment and its centres. Part A provides an important analysis of Ballarat today in order to inform the Strategy.
- Part B** – **Ballarat Looking Forward:** this part of the Strategy builds on the information provided in Part A to forecast growth and change in Ballarat up to 2030. Part B seeks to better understand demand for floorspace in Ballarat's Activity Centres and the opportunities and constraints of each centre.
- Part C** – **The Strategy:** This part of the Strategy translates the key findings of Parts A and B into visions and recommendations for Ballarat's Activity Centres. The recommendations are communicated as planning principles, strategies and design objectives for each centre. Part C provides a future hierarchy of Activity Centres, a framework by which to assess the next community benefit of future developments as well as benchmark retail and employment information.
- Part D** – **Implementation and Management:** to conclude, Part D of the Strategy provides a comprehensive summary of recommendations and an appropriate plan for implementation. This part includes a development action plan for each centre and key infrastructure requirements for Ballarat's Activity Centres. It also provides recommendations as to the planning process to implement the Strategy in addition to timeframes and key responsibilities.

1.2 Strategy Brief and Scope

The Strategy focuses on 13 existing and three planned Activity Centres in the City of Ballarat. Accordingly the Strategy focuses on centres designated for retail and commercial office uses as well as centres that generate employment through special uses such as health and education.

The Strategy has been broken down into the following timescales:

- Short Term (2011 – 2016);
- Medium Term (2017 – 2021); and
- Long Term (2022 - 2030).

The key objectives of the Strategy are to:

- Provide a robust policy environment to support the long term planning and viability of retail, commercial and social activities in addition to residential development within each Activity Centre;
- Protect the primacy of Ballarat CBD as the Principal Activity Centre for retail, commerce, entertainment and development in the City;
- Support the appropriate growth and development of other Activity Centres without significantly impacting the primacy of Ballarat CBD;
- Identify the existing and potential future hierarchy of Activity Centres in light of state planning policy, forecast retail expenditure and centre performance;
- Identify land use and infrastructure requirements for each Activity Centre;
- Identify opportunities for further investment to support the growth of Ballarat through the creation of new business and employment opportunities in addition to enhancing the diversity of retail, commercial and social activities; and
- Provide a long term vision for the City of Ballarat to become the most significant retail destination in regional Victoria.

1.3 Methodology

In order to inform this Strategy, a range of methods were adopted including:

1. A review of prior Council studies and surveys;
2. A review of local and regional planning policies;
3. Site visits to each centre;
4. A survey of retail and commercial floorspace in each centre;
5. A survey of shoppers, visitors and businesses;
6. Consultation with Council officers and other key stakeholders;
7. Analysis of ABS Census and Council statistics and forecasts;
8. The preparation of a retail expenditure model to forecast retail supply and demand; and
9. Preparation of strategic guidance for Council to inform decision making and the development of future plans.

Part A Ballarat Today



This part of the Strategy reviews and explores the **characteristics of the City's** existing resident population, labour force, industries of employment and its centres. Part A provides an important analysis of Ballarat today in order to inform the Strategy.



2. WHAT DOES BALLARAT LOOK LIKE TODAY?

The City of Ballarat is the principal economic centre of Western Victoria. The City is one of the largest inland cities in Australia and the third largest City in Victoria. Located at the junction of four major highways, on a major passenger rail line and within 115km (1.5hour drive) of Central Melbourne, Ballarat is a central and accessible City.

The City of Ballarat is bounded by the Golden Plains, Moorabool, Hepburn and Pyrenees local government areas. It is nominated as one of three major regional centres in Victoria which also includes Geelong (1 hour drive south-east of Ballarat) and Bendigo (2 hours north-east of Ballarat). Accordingly, the State Government anticipates that Ballarat, together with Geelong and Bendigo, will help to accommodate the 477,000 people forecast to relocate in Regional Victoria between 2006 and 2036.

The City also plays an important employment, retail, business and service role for the broader Region. With respect to health, Ballarat's two major regional hospitals, Ballarat Base Hospital and the St John of God Health Care Centre, provide rural and regional health services to Western Victoria. The City's primary, secondary and tertiary education facilities also serve the broader Region. Tertiary institutions include the University of Ballarat, Australian Catholic University, the Deakin University Medical School and the University of Melbourne Rural Clinical School.

The following Chapter provides a profile of how the City of Ballarat is functioning today including a review of its residents, workforce and businesses. This analysis is important for the formulation of the Strategy as the socio-economic composition of the City will have a significant bearing on: the range of goods and services that are required, demand for social and commercial services, and will influence household spend in centres.

Where appropriate this profile has been compared with the state of Victoria to identify Ballarat's social characteristics and trends. Various sources of data have been used to inform this analysis including:

- The Demographic and Residential Assessment Stage 1 Report Ballarat, MacroPlan (June 2010); and
- The City of Ballarat Economic Strategy 2010 – 2014, SGS Economics & Planning (May 2010).

Additional population and employment figures have been derived from ABS Census Data and the Victoria in the Future (VIF) population projections (2008).

2.1 Population and Growth Trends

The Victoria in Future (VIF) 2008 population and household projections represent the most recent projections provided by the Victorian State Government. The data indicates that in 2006, the City of Ballarat had a population of 88,437 persons.

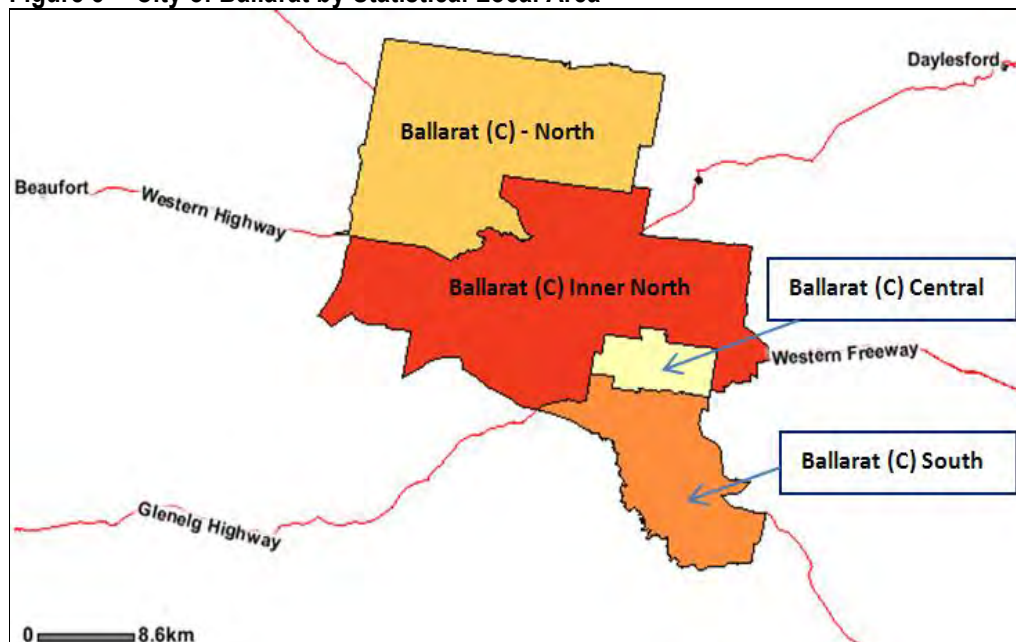
Table 4 - City of Ballarat Population by SLA (2006)

SLA	Number of Residents	Proportion of Total
Central	34,300	38%
Inner North	29,910	34%
North	1,018	1%
South	23,209	27%
City of Ballarat	88,437	100%

Source: Victoria in Future Population Projections (2008)

The population was largely concentrated in the Ballarat Central (38%) and Inner North (34%) statistical local area's (SLA's). The least densely populated precinct was Ballarat North which accounted for approximately 1% of the City's population.

Figure 5 - City of Ballarat by Statistical Local Area



Source: ABS, as amended by Hill PDA

Population estimates prepared for the City of Ballarat indicate that as at June 2009, Ballarat's resident population was approximately 94,000 people, equivalent to an average annual growth rate of 1.5% or 1,620 new residents per annum² since 2001. The majority of this growth (60% or 6,276 persons) occurred in the Inner North SLA. By comparison, the population of the North SLA declined marginally (-56 people).

In light of the high levels of population growth recently experienced in the City, analysis of migration trends provides an indication of where population growth, above natural increase, will come from. Based on past assessments of Ballarat's migration over the period 2001 to 2006³:

- The main inflow of migration into Ballarat was from Regional Victoria (excluding Melbourne) comprising over 54% of all migrants;
- The highest source of intrastate migration was from Golden Plains–North West, Hepburn–West and Moorabool West which together comprised 10% of new Ballarat residents;
- Melbourne accounted for only 23% of all migrants;
- 9% of migrants were from overseas and 14% of 'in migration' was from interstate;
- Net migration accounted for around 76% of population growth between 2001 and 2006; and
- Over 70% of the population who migrated to Ballarat were under 44 years of age.

² The population of Ballarat City in 2001 was 79,794 persons (Source: ABS 2001 Census)

³ Source: ABS Migration Data (2006) and MacroPlan Australia (2010)

These trends not only indicate Ballarat's linkages with surrounding localities, it also shows the strong pull the City has on surrounding areas based on the provision of higher order employment and tertiary education and opportunities.

2.2 Age Distribution

The population of Ballarat is characterised as having the same median age as Victoria (36 years). However it is a population which is ageing at a faster rate compared to the State average. By way of example, over the period 2001 to 2006 the median age in the City of Ballarat rose from 34 to 36 years, whilst the median age in Victoria rose from 35 to 36 years.

In forecasting likely age distribution within the City of Ballarat to 2021, Council data indicates that from 2006 Ballarat is expected to experience a marginal decline in the proportion of the population aged under 24 years (-4%) and an increase in the proportion of the population aged 55 to 74 years (+5%). While the trend towards an ageing population is projected Australia wide, the decline in the proportion of younger residents may be attributed to a number of factors. These factors are likely to relate to the movement of younger residents out of the area for education and employment opportunities coupled with the national trend of declining household sizes.

2.3 Household Structure

The average household size in the City of Ballarat was 2.5 persons per dwelling in 2006 and was relatively consistent with the Victorian average (2.6). However the City has a notably lower proportion of family households (68%) compared to state wide trends (71%).

Consistent with national trends, the proportion of couples with children in the City fell significantly from 63% in 2001 to 42% in 2006. Concurrently, the City of Ballarat experienced a growth in the proportion of couples with no children which increased by 15% (to 38%) over the same period. This trend may be attributed to a number of factors including the ageing of the population, declining fertility rates, changing social trends and Ballarat's growing popularity with professional couples without children.

Consistent with declining fertility rates, a steady decrease in household sizes has been experienced in Australia over much of the last century. Accordingly, in forecasting likely dwelling requirements for Ballarat, it has been estimated that household sizes will fall from 2.4 in 2010 to 2.3 by 2030 and further again to 2.2 by 2050.

Whilst household structure in the City of Ballarat remained relatively stable over the 2001 to 2006 period, Ballarat has a notably higher proportion of lone person households (28%) compared to Victoria (24%). The number of lone person households is predicted to further increase in line with the ageing of Ballarat's population, and is likely to be a key contributor in the demand for housing types across the City.

2.4 Household Income

The median weekly household income in Ballarat as at 2006 was \$838, relatively lower than the state average of \$1,021. The following table shows the distribution of incomes in the City of Ballarat showing the main proportion of households earning within medium to low income brackets.

Table 5 - City of Ballarat Weekly Household Income Distribution (2006)

Weekly Household Income	City of Ballarat	Victoria
\$0-349	18%	15%
\$400-\$799	25%	22%
\$800-\$1,399	25%	24%
\$1,400-\$2,499	16%	19%
\$2,500+	5%	10%
Partial income stated	7%	8%
All incomes not stated	3%	3%
Total	100%	100%
Median Weekly Household Income	\$838	\$1,021

Source: 2006 ABS Census

2.5 Employment

The ABS estimates that the City of Ballarat had a labour force of 36,861⁴ people. Analysis of 2006 ABS Journey to Work data, indicates 91% or 32,000 resident workers live and work within the City of Ballarat. The remainder (3,141 people) travel outside of the City for employment. The largest flow of working residents outside of the City is to Melbourne and Hepburn, although this represents only a small proportion of the total labour force.

Based on ABS 2006 Census Data, the City of Ballarat generated 37,974 jobs. However, the Ballarat Economic Strategy prepared by SGS⁵ provides alternative employment figures which take into account the ABS undercount and other survey errors. This data estimates that actual employment within the City in 2006 was in the order of 42,700 jobs. The top employment generating industries in 2006 were found to be manufacturing (14.6% of all jobs), health and community services (14.5%), retail trade (13.6%), education (9.6%), construction (7.6%) and property and business services (6.8%).

Other demographic characteristics pertaining to the City of Ballarat are provided in Appendix 1.

2.6 Key Implications

The demographic profile of the City of Ballarat identified the following key implications for this Strategy:

- Lower income levels will impact not only on the range of goods and services being demanded but also on quality, with centres needing to provide cost effective options.
- An ageing population, together with decreasing couples with children, and a decrease in household size will influence the need for centres to meet the needs of older residents through increased social services and wider housing choice.
- The provision of more jobs in the City than working residents indicates the City has the potential to capture retail expenditure from workers who reside outside of the local government boundary.

⁴ It is important to note that the ABS Census data undercounts the population and may give less accurate counts of labour force participation than the official estimates derived from the monthly ABS Labour Force Survey.

⁵ Source: City of Ballarat Economic Strategy 2010 – 2014, SGS Economics & Planning (May 2010).

3. EXISTING CENTRES IN BALLARAT

The following Chapter provides a profile of existing and planned Activity Centres within the City of Ballarat. A description of each centre is provided based on data gathered through site visits, floorspace surveys, community consultation and prior studies. The Chapter establishes how centres in Ballarat are presently performing in addition to the role they play within Ballarat's existing Activity Centres hierarchy. The Chapter also discusses opportunities to enhance the ability of centres to meet the needs of local residents as well as visitors to the City.

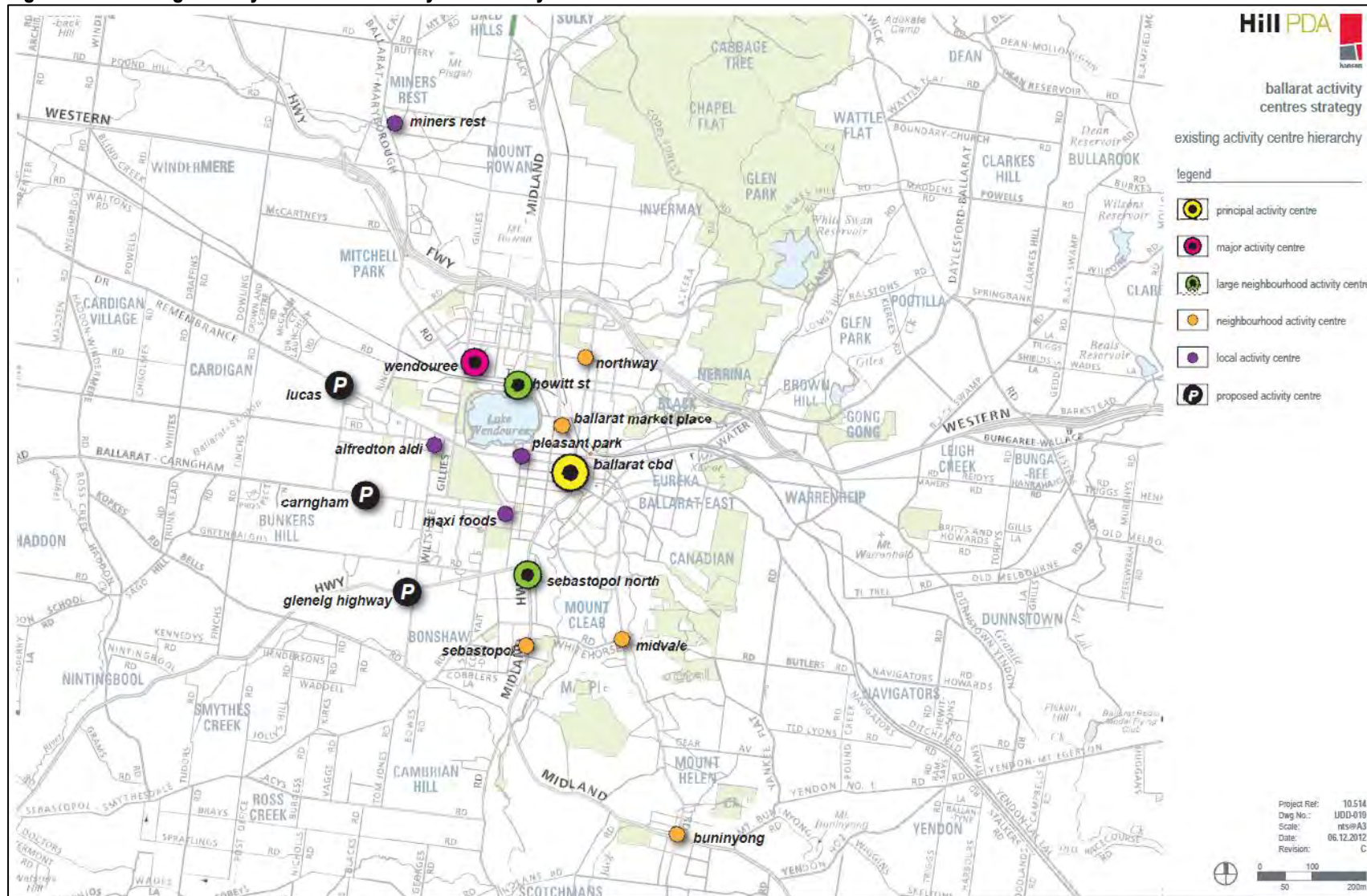
3.1 Existing Centre Hierarchy

The City of Ballarat has 13 existing Activity Centres of varying scales and role which are the subject of this Strategy. In addition Council has designated land for three additional centres to be developed within Ballarat's growth areas referred to as the proposed Glenelg Highway and Lucas Activity Centres.

It should be noted that Hill PDA's survey of the City of Ballarat identified a number of additional retail stores and clusters outside of Activity Centres that are part of this Strategy and which in many cases could be identified as Local Activity Centres. These are noted in Section 3.17.

The following map shows existing Activity Centres in the City of Ballarat.

Figure 6 - Existing Activity Centres Hierarchy for the City of Ballarat



For the purposes of this Strategy, and in keeping with State Government Policy, each of the existing centres have been categorised within a hierarchy. For the purposes of defining their place in the hierarchy we have applied the following definitions which have been based on the objectives and definitions of the Melbourne 2030 Strategy, as well as the definitions used by prior retail studies undertaken for Council⁶. These definitions are subsequently revised for future use and the categorisation of centres in the proposed hierarchy in Part C, Chapter 9 of this Strategy.

Principal Activity Centres

These centres provide a range of retail, business, community and recreation facilities creating an important focus for the surrounding community. They have a very large catchment area (over 200,000 people), thereby providing over 100,000sqm in retail floorspace.

Principal Activity Centres generate a high number of trips and therefore should form part of a network of centres linked by public transport. They should also be the primary location for government and private investment and development providing a sympathetic mix of employment and housing options.

Major Activity Centres

These centres have a similar mix of uses to Principal Activity Centres yet differ on account of the scale of their catchment area. These centres may provide between 40,000sqm and 100,000sqm of retail floorspace.

These centres provide a range of grocery and higher order goods as well as some commercial and service business options that support rather than detract from the role of Principal Activity Centres(s). Consistent with the higher order centres, Major Activity Centres should be connected to public transport networks and provide a broad range of employment and non-employment generating uses.

Neighbourhood Activity Centres

These centres provide a mix of retail and commercial businesses that serve the needs of the immediate community. These centres are generally less than 10,000sqm in scale and provide weekly or convenience shopping options for a trade area up to 30,000 persons. The larger of these centres may however exceed 10,000sqm.

These centres should be prioritised in areas that are close to community infrastructure (i.e. libraries, schools and health services) and that are also served by public transport, cycleways and pedestrian networks. Higher density housing is encouraged within and/or surrounding Neighbourhood Activity Centres to provide a range of convenient and well serviced housing options.

Local Activity Centres

These centres provide convenience or 'top up' shopping options and may include a small supermarket or convenience store. Their offer is predominantly retail and they service a catchment of between 3,000 and 5,000 people. They are generally under 4,000sqm in floorspace.

The existing hierarchy of centres is summarised in the table below.

⁶ Including Ballarat West Growth Area Economic Assessment (2010) and Ballarat Interim Activity Centres Strategy (2010)

Table 6 - Existing Hierarchy of Activity Centres for the City of Ballarat

Hierarchy	Activity Centres
Principal Activity Centres	Ballarat CBD
Major Activity Centres	Wendouree (incl. Stockland Wendouree)
Neighbourhood Activity Centres (<i>Large</i>)	Sebastopol North Howitt Street, Wendouree
Neighbourhood Activity Centres	Sebastopol Ballarat Marketplace (incl. Bunnings) Midvale Northway Buninyong
Local Activity Centres	Pleasant Park Maxi Food Alfredton ALDI Miners Rest IGA
Proposed Activity Centres	Glenelg Highway Lucas Carngham Road

3.2 Existing Floorspace Supply

In order to inform the Strategy, in December 2010 Hill PDA completed a floorspace survey of Ballarat's existing Activity Centres. The surveys calculated the number and type of retail and commercial premises within the City, together with an approximation of floorspace by land use type. For the purposes of analysing supply, retail premises were organised into the following categories.

Table 7 - Retail Store Types

Retail Store Type	Examples
Department Store	Myer
Discount Department Stores	Big W, Kmart, Target
Supermarket	Woolworths, Coles, IGA, ALDI, Maxi Food
Specialty Food	Butcher, baker, deli, liquor store
Specialty Non Food	Newsagent, pharmacy, book store
Cafes & Restaurants	Bibo Café, Eureka Bistro, L'Espresso
Take-away Food	Indian take-away, fast food
Convenience Store	Coles Express (attached to a petrol station)
Clothing	Just Jeans, Payless Shoes, Sportsgirl
Bulky Goods	Harvey Norman, Bunnings, Sleep City
Personal Services	Hairdressers, video/dvd hire, dry cleaning

Source: Hill PDA (2010)

Other types of premises (not including industrial) were organised into the following groups.

Table 8 - Other Land Use Types

Land Use Type	Examples
Commercial – Finance	Banks, building societies, financial planners, accountants
Commercial – Government	Centerlink, Department of Human Services, Council, employment services
Commercial – Legal	Solicitors, legal services
Commercial – Medical	Medical practice, dentist, optometrist
Commercial – Real Estate	Real estate agent
Commercial – Travel Agent	Travel agent
Commercial – General	Floorspace above retail units
Auto Related Businesses	Car sales, auto repair, petrol station

Land Use Type	Examples
Community	Libraries, art galleries
Entertainment	Bowling clubs, cinemas
Recreation and Fitness	Gymnasiums
Accommodation	Hotels, accommodation, licenced venues (pubs and night clubs)
Automotive	Automotive repair yards, automotive equipment yards.
Other	Storage yards, second level storage, residential units above retail
Vacant	Vacant shop front and commercial units

Source: Hill PDA (2010)

Hill PDA's 2010 survey found that the City's 13 Activity Centres accounted for almost 688,900sqm of floorspace. Of this over half was associated to retail floorspace (348,583sqm) with a further 24.8% associated to commercial floorspace (170,589sqm).

It is important to note that a number of floorspace surveys have been undertaken by various experts over the past decade. The results of the surveys and estimated quantum of floorspace vary across each centre as a result of matters such as methodology, extent of centre and land use surveyed. For this reason the floorspace figures provided in this section should be used for indicative purposes only and not relied upon as a basis for influencing the timing, staging or location of new retail floorspace within the City of Ballarat.

Table 9 - City of Ballarat Floorspace by Land Use (sqm)

Land Use Category	Floorspace (sqm)	Proportion of Total
Department Store	10,433	1.5%
Discount Department Store	27,293	4.0%
Supermarket	41,442	6.0%
Specialty Food	17,878	2.6%
Specialty Non Food	99,304	14.4%
Convenience Store	2,916	0.4%
Cafes & Restaurants	26,492	3.8%
Take Away Food	5,141	0.7%
Clothing	22,462	3.3%
Bulky Goods	74,699	10.8%
Personal Services	20,523	3.0%
Total Retail Floorspace	348,583	50.6%
Commercial - Finance	27,181	3.9%
Commercial - General	70,871	10.3%
Commercial - Government	25,956	3.8%
Commercial - Legal	9,926	1.4%
Commercial - Medical	25,312	3.7%
Commercial - Real Estate	8,605	1.2%
Commercial - Travel	2,738	0.4%
Total Commercial Floorspace	170,589	24.8%
Community	6,133	0.9%
Entertainment	6,041	0.9%
Recreation and Fitness	2,981	0.4%
Hotel / Pub / Club	63,354	9.2%
Automotive	28,276	4.1%
Other	29,453	4.3%
Vacant	33,471	4.9%
Total Floorspace	688,881	100.0%

Source: Hill PDA (2010)

The greatest share of floorspace, equivalent to 426,662sqm or 61.9% of all floorspace was located within Ballarat Central Business District (CBD). Other centres of note include Howitt Street, Wendouree (69,981sqm or 10.2% of floorspace) and Wendouree including Stockland (57,918sqm or 8.4%).

Table 10 - City of Ballarat Floorspace by Centre (sqm)

Centre	Retail	Commercial	Community	Other	Vacant	Total	Proportion of Total
Alfredton ALDI	3,698	100	-	-	54	3,852	0.6%
Ballarat CBD	194,749	123,428	3,851	86,083	18,551	426,662	61.9%
Ballarat City Peripheral	23,635	25,974	1,922	15,037	3,008	69,576	10.1%
Ballarat Marketplace	14,767	-	-	-	-	14,767	2.1%
Buninyong	2,470	3,060	-	555	374	6,459	0.9%
Maxi Food	2,658	542	-	111	-	3,311	0.5%
Midvale	4,199	563	-	74	46	4,882	0.7%
Miners Rest IGA	1,779	-	-	150	-	1,929	0.3%
Northway	1,708	-	-	-	-	1,708	0.2%
Pleasant Park	1,990	694	-	-	-	2,684	0.4%
Sebastopol	4,668	909	360	3,209	55	9,201	1.3%
Sebastopol North	14,718	520	-	308	405	15,951	2.3%
Howitt Street, Wendouree	35,305	10,722	-	21,162	2,792	69,981	10.2%
Wendouree	42,239	4,077	-	3,416	8,186	57,918	8.4%
Total Floorspace	348,583	170,589	6,133	130,105	33,471	688,881	100.0%

Source: Hill PDA (2010)

The results above indicate the greatest proportion of retail floorspace is located in Ballarat CBD, followed by Wendouree (including Stockland) and Howitt Street. Ballarat CBD accounts for the majority of commercial floorspace in the City, with the most shopfront vacancies also being in Ballarat CBD, followed by Wendouree.

3.3 Ballarat CBD – Principal Activity Centre

Location and Role

The Ballarat Central Business District (CBD) is situated in the heart of the City of Ballarat and performs a regionally significant role in the provision of goods and services to its catchment population. In addition to retail, the centre performs a strong administrative and civic role providing a range of employment opportunities.

The CBD, as defined by the Ballarat Planning Scheme, incorporates Mair Street, Grenville Street, Lydiard Street, Armstrong Street, Doveton Street, Main Road, Peel Street South, Main Road, Victoria Street and Dana Street. Sturt Street and Bridge Mall form the central spine of the CBD running east to west and accordingly the main concentration of retail and commercial activity is within this area.

Bridge Mall to the east of the CBD comprises a pedestrian shopping mall which occupies a section between Grenville Street and Humffray Street providing traditional high street retailing. The largest indoor shopping mall in the CBD is the Central Square Shopping Centre which is located on Armstrong Street South. There are also a number of larger format warehouse retail units and trade stores situated within the northern and eastern peripheries of the CBD.

Ballarat CBD has a diverse mix of both national retailers and independent traders. Key retail attractors include the Myer and Target department stores in the Central Square Shopping Centre and the Big W discount department store on Curtis Street. The CBD is also anchored by two Coles supermarkets and a Woolworths supermarket.

In addition the CBD performs an important civic function being the main office location for the City of Ballarat, Ballarat Law Courts, the Town Hall and the regional police headquarters. Other civic uses include a public library and government offices for a number of state and federal agencies.

The CBD also plays a strong educational role containing several major secondary schools to the west and south-east of the CBD, higher education facilities and a campus of the University of Ballarat. It offers a range of arts, entertainment and cultural facilities such as a cinema, theatre and art gallery in addition to two hospitals, the Ballarat Base Hospital and St John of God.

Planning Designation

The majority of Ballarat CBD is designated as Business 1 Zone (B1Z) in accordance with the Ballarat Planning Scheme, which permits uses such as shops, offices, food and drink premises and restaurants, without requiring a permit (subject to consistency with the other controls in the Scheme and the B1Z schedule.)

Additional zones which apply to periphery areas of the CBD include Residential 1 Zone (R1Z), Public Use 2 Education Zone (PUZ2), Mixed Use Zone (MUZ) and Special Use 5 Zone (SUZ5) – Private Education Establishment.

The CBD is also affected by a range of overlay controls as follows:

- The majority of the CBD is affected by precinct wide Heritage Overlays (HO171 and HO176) while a large number of buildings within the centre are also covered by individual Heritage Overlays.
- The area around Bridge Mall is affected by Design and Development Overlay - Schedule 1, Bridge Mall which seeks to create a high quality pedestrian environment with a low rise unified built form.
- A central site at the corner of Dana and Grenville Streets is affected by an Environmental Audit Overlay.
- A small area to the northwest of the Activity Centre is also affected by a DDO (Schedule 7 Urban Character Area 11) which is identified for its high Edwardian and inter-war characteristics and a Vegetation Protection Overlay (Schedule 2 – Urban Character Vegetation); and
- It is noted that there are no existing Floodway or Land Subject to Inundation Overlays currently applied to the CBD, although flooding is an issue in parts of the CBD.

Ballarat CBD is also subject to the adopted *Ballarat CBD Strategy* which nominates plans and actions to guide development in the CBD for the next 20 years. The Strategy builds upon the City's key strengths and ensures the CBD will meet the needs of the community into the future. The City has committed to implementing the initial stages of the Strategy. Immediate actions include:

- Appointment of CBD Manager (complete);
- Town Hall Plaza concept;
- Updated car parking strategy;
- Sturt Street pavement works;
- Bridge Mall lighting and furniture upgrades;
- Armstrong Street North re-configuration concept;
- Stage one of Mair Street upgrade;

- Development of upper level development guidelines; and
- Expand heritage grants/verandas project.

As a result, this Ballarat Activity Centres Strategy aims to complement the *Ballarat CBD Strategy* where appropriate and supports the role of the *Ballarat CBD Strategy* in planning for the future of Ballarat CBD.

Provision of Floorspace

Hill PDA's 2010 survey found Ballarat CBD provided 426,662sqm of floorspace, of which 194,749sqm was associated to retail, representing 45.6% of all CBD floorspace. A further 28.9% or 123,428sqm was associated to commercial uses. Ballarat CBD floorspace is further broken down by land use category in the following table.

Table 11 - Existing Floorspace in Ballarat CBD⁷

Category	Floorspace (sqm)	Proportion of Total
Department Store	10,433	2.4%
Discount Department Store	19,462	4.6%
Supermarket	13,201	3.1%
Specialty Food	7,863	1.8%
Specialty Non Food	69,632	16.3%
Convenience Store	455	0.1%
Cafes & Restaurants	15,647	3.7%
Take Away Food	921	0.2%
Clothing	17,780	4.2%
Bulky Goods	29,828	7.0%
Personal Services	9,527	2.2%
Total Retail Floorspace	194,749	45.6%
Commercial - Finance	19,842	4.7%
Commercial - General	54,927	12.9%
Commercial - Government	23,717	5.6%
Commercial - Legal	9,402	2.2%
Commercial - Medical	7,868	1.8%
Commercial - Real Estate	5,167	1.2%
Commercial - Travel	2,505	0.6%
Total Commercial Floorspace	123,428	28.9%
Community	3,851	0.9%
Entertainment	1,334	0.3%
Recreation and Fitness	882	0.2%
Hotel / Pub / Club	57,616	13.5%
Automotive	5,999	1.4%
Other	20,252	4.7%
Vacant	18,551	4.3%
Total Floorspace	426,662	100.0%

Source: Hill PDA (2010)

Apart from retail strip retailing, Ballarat CBD includes Bridge Mall and Central Square shopping areas. Central Square, located on Armstrong Street accounted for 22,400sqm of floorspace and is anchored by a 9,100sqm Myer

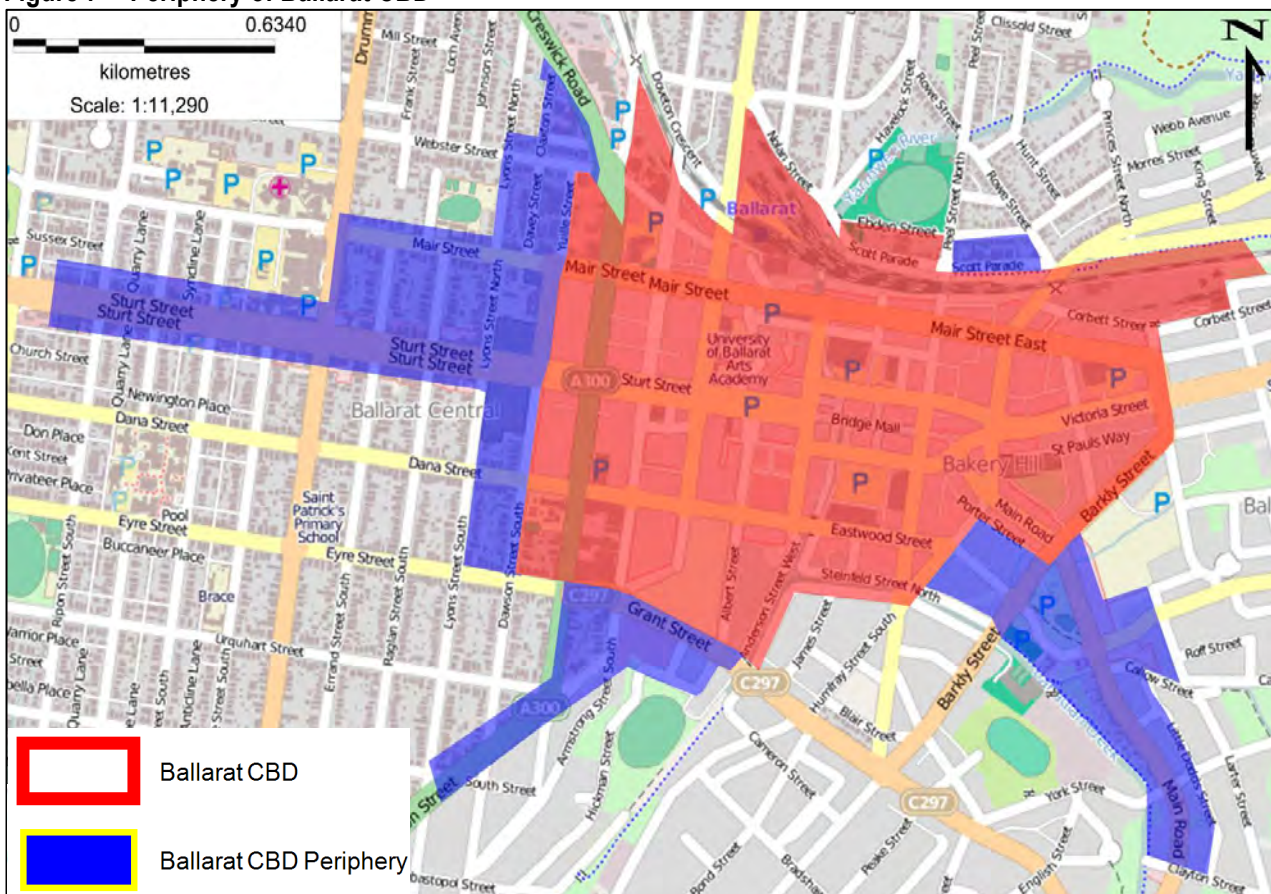
⁷ Please note that estimates regarding existing floorspace supply vary based on methodology used. The estimate contained within the Strategy should not be relied upon as a basis for influencing the timing, staging or location of new retail floorspace within the City of Ballarat.

and 7,165sqm Target. Central Square reported a moving annual turnover⁸ of \$90.17m in 2010, equating to \$4,154/sqm. This was significantly below the median of \$6,783/sqm for similar sized centres⁹, ranking it 98 out of 100 centres. Central Square’s specialty stores traded at \$6,281/sqm in 2010, significantly below the \$7,780/sqm median.

Around 4.3% of all floorspace within Ballarat CBD was vacant at the time of survey. This represented a healthy level of vacancy with 3% generally considered low and over 10% being considered high. However, this should be reviewed with caution, as consultation with local stakeholders revealed that whilst vacancy was generally low in the CBD there was a high turnover of businesses and tenants.

In addition to the floorspace located in Ballarat CBD is floorspace on the periphery of the CBD. The extent of the periphery surveyed by Hill PDA is shown in the following map.

Figure 7 - Periphery of Ballarat CBD¹⁰



Source: MapInfo (2010) and Hill PDA (2010)

At the time of survey an additional 69,576sqm of floorspace was located within the CBD’s peripheral area. Almost equal proportions of this floorspace was associated to retail and commercial floorspace which together accounted for over 49,600sqm of floorspace.

⁸ Source: Shopping Centre News Little Guns (2010)

⁹ Little Gun shopping centres are defined as centres with a GLA over 20,000sqm and up to 45,000sqm. Stockland Wendouree is also within this category.

¹⁰ Please note that the Ballarat CBD boundary shown above reflects the boundary applied in the Ballarat CBD Strategy. This boundary varied from that which originally informed this centres strategy. Accordingly some floorspace results for the periphery and CBD may vary and should be considered indicative only.

Table 12 - Existing Floorspace in the Peripheral Area of Ballarat CBD

Land Use Category	Floorspace (sqm)	Proportion of Total
Specialty Food	1,637	2.4%
Specialty Non Food	8,673	12.5%
Convenience Store	892	1.3%
Cafes & Restaurants	6,360	9.1%
Take Away Food	103	0.1%
Clothing	512	0.7%
Bulky Goods	684	1.0%
Personal Services	4,774	6.9%
Total Retail Floorspace	23,635	34.0%
Commercial - Finance	5,039	7.2%
Commercial - General	7,456	10.7%
Commercial - Government	855	1.2%
Commercial - Legal	524	0.8%
Commercial - Medical	8,689	12.5%
Commercial - Real Estate	3,246	4.7%
Commercial - Travel	165	0.2%
Total Commercial Floorspace	25,974	37.3%
Community	1,922	2.8%
Hotel / Pub / Club	4,605	6.6%
Automotive	1,459	2.1%
Other	8,973	12.9%
Vacant	3,008	4.3%
Total Floorspace	69,576	100%

Source: Hill PDA (2010)

Trade Area Identification

Primary Trade Area

The Primary Trade Area (PTA) for the Ballarat CBD may be defined as the area from which it draws the majority of its trade particularly for regular food and grocery shopping. On this basis, the PTA will be affected by the presence of supermarkets and food stores around the City. Given that there is little differentiation between either the types of goods provided by such retailers or their prices, residents generally tend to use their nearest supermarket based centre.

The extent of the PTA of the CBD is limited by the presence of the Howitt Street and Stockland Wendouree Activity Centres to the north and west, Alfredton ALDI to the west and Sebastopol and Midvale to the south. On this basis, the CBD is likely to capture most of the food and grocery expenditure from residents in the east of the City which are not served by supermarkets that can compete with the strong offer of the CBD.

As a result, the geographical extent of the trade area includes the suburbs of Golden Point, Mt Pleasant, Ballarat Central, Ballarat East, Brown Hill, Soldiers Hill, Black Hill and Nerrina. It is estimated that the PTA of Ballarat CBD accounts for around 27,000 residents¹¹.

¹¹ Based on a variety of sources including ID forecasts and Victoria In Future (2008)

The CBD will also benefit from the retail spend of workers, students and tourists. Whilst these groups may spend a small component of their expenditure in supermarkets and grocery stores, it is likely the majority of their expenditure goes to the likes of specialty food, banking, personal services, cafés and restaurants.

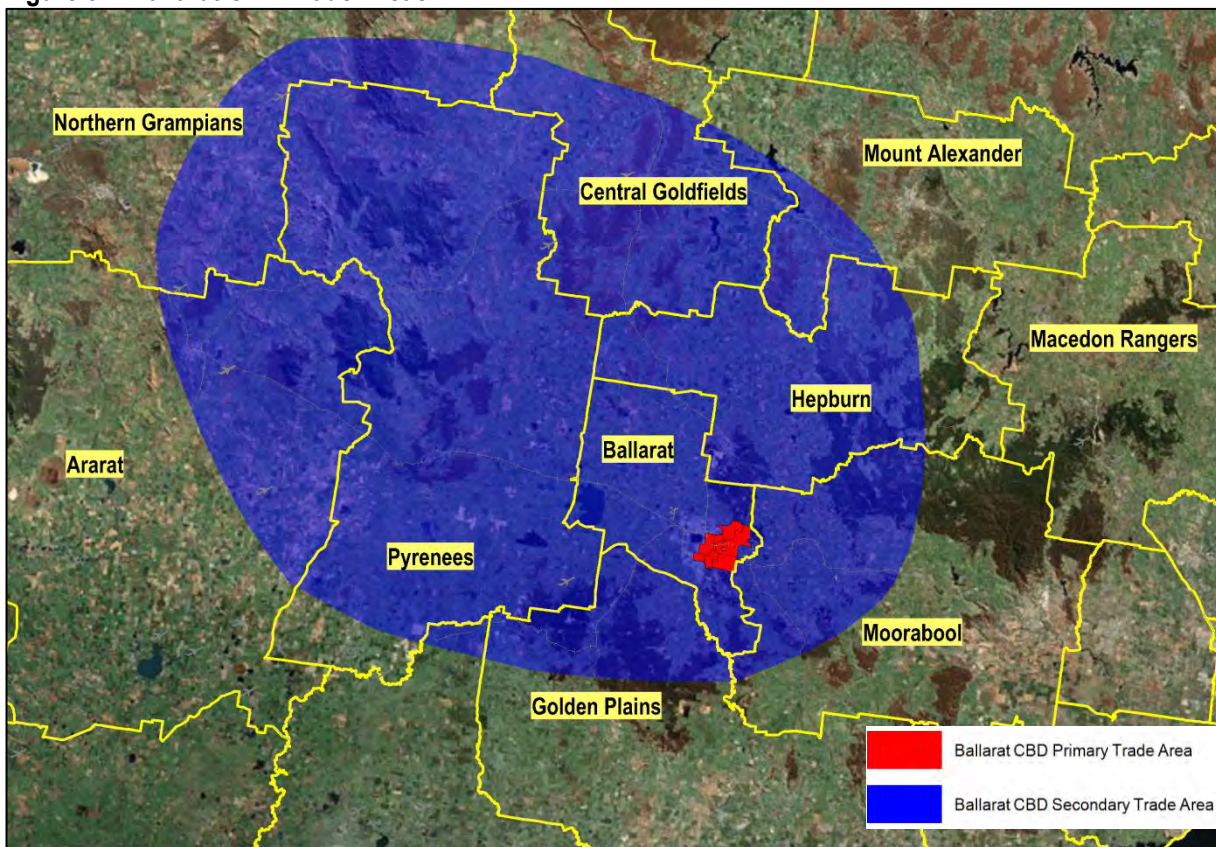
Secondary Trade Area

Ballarat CBD contains the largest concentration of retail and commercial floorspace in the City and a number of key attractors including Myer, Big W, Target, JB Hi-Fi and The Good Guys. It also performs an important civic and administrative role, accommodates a significant number of jobs in the commercial and retail sectors, provides education facilities, and is the focus for culture and entertainment. As such, it attracts people from across the City and from areas beyond.

On this basis, the Secondary Trade Area (STA) is likely to encompass around 160,000 people including residents of the City, plus a minor proportion of residents from adjacent local government areas such as Ararat, Central Goldfields, Corangamite, Golden Plains, Hepburn, Moorabool, Mount Alexander and the Pyrenees.

The trade areas of Ballarat CBD are illustrated in the following map.

Figure 8 - Ballarat CBD Trade Areas



Source: MapInfo (2010) and Hill PDA (2010)

Urban Design

Typically Ballarat CBD features wide streets, historic architecture with robust buildings of two and three storeys. The pedestrian realm is well developed with covered public footpaths in areas of high retail activity.

There is a distinct lack of street tree planting throughout much of the CBD, however provision of footpath canopies does provide some weather protection in those parts lacking vegetation.

Car parking in an array of angled, perpendicular and parallel arrangements contribute to quite extensive asphalt areas and wide carriageways. Pedestrian crossings are provided at regular intervals with median 'refuges' to assist with the wide road crossings.

Ballarat CBD forms a series of distinct areas, with Bakery Hill, the Bridge Mall area, Sturt Street boulevard, key historic area and peripheral areas all having distinct character. Connection between these areas are not however always coherent, for example, there is little connection in activity between the western ends of the Sturt Street boulevard (i.e. the 300 and 400 blocks) and the Bridge Mall.

The background documentation for the recently completed Ballarat CBD Strategy 'Making Ballarat Central' (2010) contains a sound and more detailed analysis of the existing characteristics of Ballarat CBD that should be considered.

Transport and Access

Within Ballarat CBD, Doveton, Sturt and Victoria Streets carry the majority of through vehicle traffic. Prior studies have identified the amenity appeal and importance of these streets to visitors to Ballarat, yet indicating the need to reduce existing congestion relating to day to day traffic. Accordingly initiatives such as improvements to Mair Street are presently being implemented to assist in the bypass of non-essential traffic and heavier vehicles through the CBD Strategy.

On street car parking is provided on some streets around the CBD. Surface level car parks are provided at Curtis Street and Little Bridge Street and the Central Square Shopping Centre has a multi-storey car park. The Ballarat CBD Strategy (2010) identified the development potential of the Curtis Street and Little Bridge Street sites by identifying opportunities to create an active building frontage onto adjacent core pedestrian areas whilst maintaining their off street car parking functions.

Ballarat Railway Station is located in the north of the CBD on Lydiard Street North and provides direct connections to Melbourne, Ararat and Maryborough. During peak hours the Ballarat to Melbourne services run every half hour with the journey taking approximately 1.5 hours. Public bus services radiate from the CBD to surrounding suburbs and towns with 17 of the 19 municipal bus routes circulating or converging on the CBD.

A frequent comment raised during the survey process related to the need to consolidate the CBD so that it was more convenient to visit a range of retail facilities without the need to drive between them. Prior studies have also identified the need to improve pedestrian connections between the different areas of the CBD through footpath upgrades, the provision of weather protection and the benefits of redevelopment of some strategic sites. It is understood that Council is presently addressing issues regarding the CBD's connectivity through the implementation of a Pedestrian Wayfinding Strategy.

The CBD is the focus of a number of on and off road bicycle routes which provide access to the wider City of Ballarat.

Existing Strengths and Weaknesses

Extensive work has been conducted by Council to identify the existing strengths, weaknesses and opportunities for Ballarat CBD. The most recent study was the preparation of the Ballarat CBD Strategy (2010). The following section draws on some of the key findings and conclusions of this Strategy in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- Ballarat CBD's historical and heritage significance.
- Diverse offer of businesses and facilities including retail goods and services, civic, health, educational and cultural, arts and entertainment options.
- Largest quantum of established retail and business uses in the City.
- Serves as the main transport hub for the City of Ballarat.
- Historic character, unique architecture and large boulevard along Sturt Street.
- The topography provides interest and opportunities for attractive views and vistas.
- The presence of the University of Ballarat in the CBD increases its profile and encourages visitors from a wider area.
- Attracts national and international tourists.
- Strong demand for commercial office in the CBD.

Weaknesses

- The CBD lacks identity, focus or direction and the existing retail precincts lack integration.
- The CBD hosts events which attract visitors yet road closures and other operational changes during events mean that access to existing businesses is hindered.
- The visitor information centre was moved, its previous position was viewed by stakeholders as better.
- Greater competition from other regional centres such as Horsham, Geelong, and Bendigo.
- Competition between centres within the City of Ballarat for anchor retailers and national brands (e.g. between Ballarat CBD and Stockland Wendouree).
- Low vacancy rate but high turnover of retail tenants.
- Small sites, highly fragmented ownership patterns, heritage and flooding constraints make parts of the CBD difficult to redevelop.
- The streetscape and public realm around Bridge Mall are dated.
- The CBD does not directly benefit from its worker population – however it is recognised this may be due to either the limited range and provision of retailers and services, or other factors such as a lack of integration in the CBD.
- Poor perception of safety, particularly at night and around car parks, railway underpasses and night time venues (lack of passive surveillance).
- Steep topography around some parts of the centre creates access constraints for the mobility impaired or parents with children.
- Poor foot traffic as the CBD is very car orientated and used predominantly for destination shopping/visits – not browsing.
- Number of pedestrians and passing trade falls dramatically after 5pm. There is a lack of night time activity except around the night club area in Lydiard and Camp Streets.
- Lack of public toilets.
- There is a Ballarat Farmers Market but it is vulnerable to weather conditions and is relatively small.
- Lack of ethnic food suppliers, café's and restaurants.



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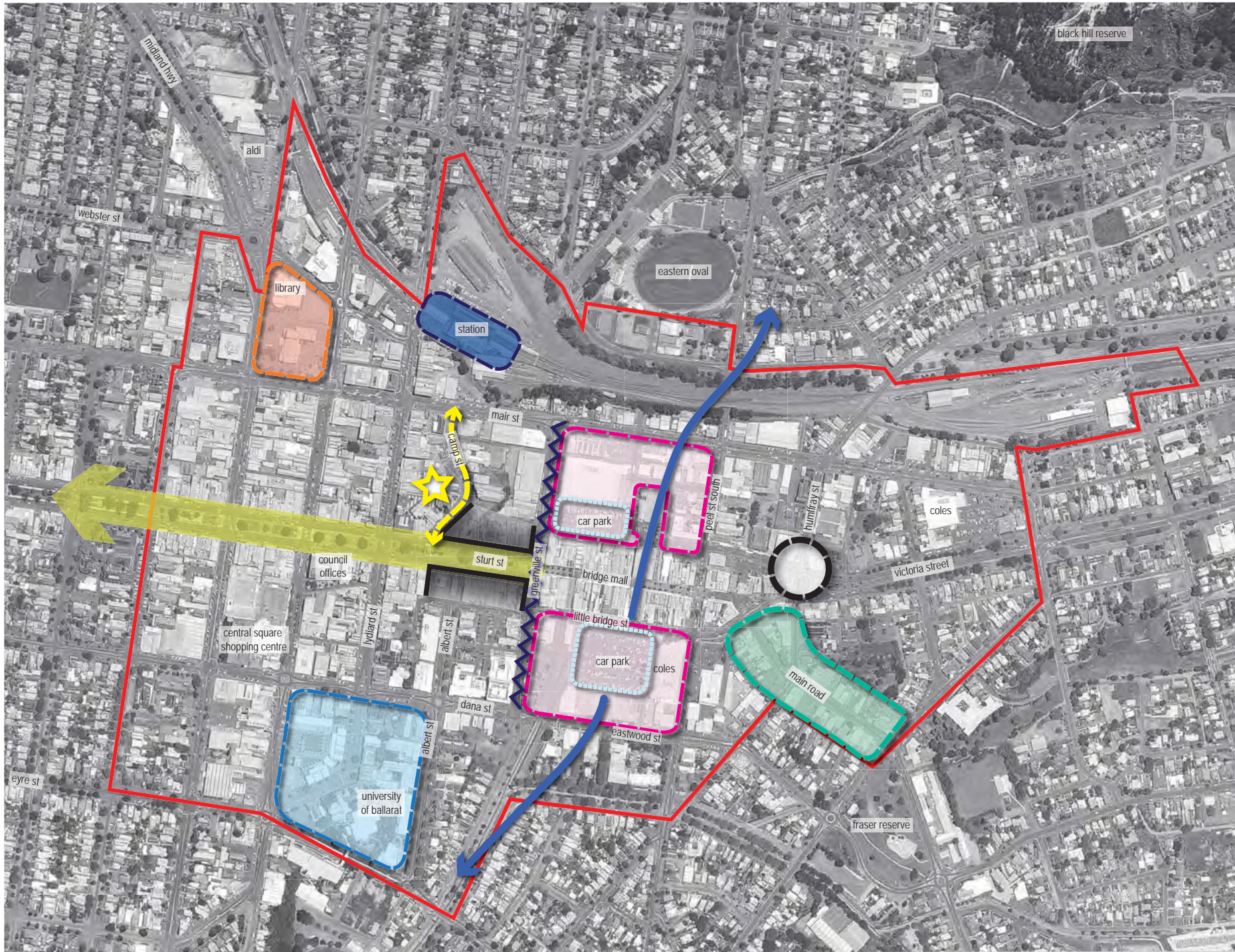


ballarat activity centres strategy

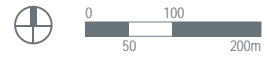
ballarat cbd opportunities and constraints

Legend

-  activity centre boundary
-  focus for renewal and key development opportunities
-  high quality boulevard lined with heritage buildings
-  high quality retail strip
-  presence of university- education focal point
-  station proximity to retail core
-  focus for renewal and community focal point
-  low lying land - Yarwee River (underground)
-  sleep topography
-  barrier and distinction between east and west activity and presentation
-  arts precinct potential
-  poor entrance to town



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3.4 Wendouree – Major Activity Centre

Location and Role

Wendouree is defined as a Major Activity Centre that provides an alternative convenience and comparison retail option to the Ballarat CBD. It is situated adjacent to Gillies Street approximately 6km to the northwest of the CBD.

The Activity Centre is anchored by the Stockland Wendouree shopping centre which accommodates the key retail attractors of Kmart, Coles and Safeway. Directly opposite Stockland Wendouree on Gillies Street are a number of bulky goods operators which function together as a homemaker centre and add to the retail attraction of Wendouree. Key occupiers include Freedom Furniture, Adairs, Harvey Norman, Domain and Beacon lighting amongst other traders.

To the southwest of this precinct are a number of departmental offices fronting Learmonth Road. These include VicRoads and the Department of Transport Regional Office, the Central Highlands Water Regional Office, Centrelink Call Centre and the Department of Sustainability and the Environment.

Planning Designation

The Stockland Wendouree shopping centre is zoned Business 1 Zone (B1Z) in the Ballarat Planning Scheme. The retail cluster on the western side of Gilles Street is zoned Business 4 Zone (B4Z). There is also an area of Business 2 Zone (B2Z) within the existing Activity Centre boundary. Heritage Overlay Schedule 156 covers the former Redemptorist Monastery, which includes the Harvey Norman on the corner of Howitt and Gillies Street.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey, Wendouree Activity Centre accounts for close to 58,000sqm of floorspace. At the time of survey, the centre provided just over 42,200sqm of occupied retail space and 4,000sqm of commercial floorspace.

Table 13 - Existing Floorspace in Wendouree

Land Use Category	Floorspace (sqm)	Proportion of Total
Discount Department Store	7,831	13.5%
Supermarket	6,715	11.6%
Specialty Food	2,090	3.6%
Specialty Non Food	5,328	9.2%
Clothing	2,760	4.8%
Bulky Goods	16,075	27.8%
Personal Services	1,440	2.5%
Total Retail Floorspace	42,239	72.9%
Commercial - General	3,837	6.6%
Commercial - Finance	120	0.2%
Commercial - Medical	120	0.2%
Total Commercial Floorspace	4,077	7.0%
Automotive	3,416	5.9%
Vacant	8,186	14.1%
Total Floorspace	57,918	100.0%

Source: Hill PDA (2010)

The largest proportion of floorspace related to bulky goods (16,000sqm or 27.8% of total floorspace), followed by discount department stores (7,831sqm or 13.5%) and vacancies (8,186sqm or 14.1%).

At the time of survey, the Wendouree Activity Centre had a reasonably high vacancy rate, which was consistent with the findings of the *Interim Activity Centres Strategy*. It is important to note that the majority of vacant floorspace related to that area west of Gillies Street North as opposed to Stockland Wendouree. Discussions with Stockland's centre management identified that the indoor shopping centre was operating with a low level of vacancy (1 vacant tenancy as of December 2010).

Stockland Wendouree accounts for 25,250sqm (GLA). In 2010 Stockland Wendouree had a moving annual turnover¹² of \$153.6m in 2010. This equates to around \$6,305/sqm, which is slightly below the median of \$6,783/sqm for similar sized centres. By comparison, the centre traded at \$5,966/sqm in 2008/2009. Stockland Wendouree's specialty stores traded at around \$7,000/sqm in 2010, below the \$7,780/sqm median for similar sized centres.

Further investment and development into the Wendouree Activity Centre is planned with the State Government recently approving a Woolworths hardware megastore at 21-53 Learmonth Road and 5-7 Grandlee Drive Wendouree. Approval has been granted for 5 tenancies equating to 37,000sqm of floorspace and includes an Oxygen hardware store. A further 2 tenancies are subject to a future application equivalent to an additional 10,300sqm of floorspace. 1,615 at grade car parking spaces also form part of the development approval. The home improvement Oxygen store anchor will include the following components:

Table 14 - Oxygen Store Components

Component	Floorspace (sqm)
Restricted Retail / Trade Supplies	8,428
Trade Section	2,280
Landscape Garden Supplies	2,066
Back of house	874
Mezzanine	412
Total	14,060

Source: Oxygen Wendouree 21-53 Learmonth Road & 5-7 Grandlee Drive, Planning Report, URBIS

Trade Area Identification

Primary Trade Area

The PTA is the catchment from which the majority of food and grocery shopping occurs. The PTA of Wendouree is likely to comprise the suburb of Wendouree itself, with the trade area to the south and south-west restricted by Alfredton ALDI in the south, and Ballarat CBD and Northway to the east.

As a result and based on data provided by Stockland Wendouree¹³, the PTA for the Wendouree Centre includes the suburbs of Wendouree, Miners Rest, Mitchell Park, Alfredton, Lake Wendouree, Newington and Lake Gardens together with rural areas to the west. This catchment contains around 20,000 persons.

¹² Source: Shopping Centre News Little Guns (2010)

¹³ Stockland Wendouree Retailer Marketing Plan (May 2010)

Secondary Trade Area

Whilst various supermarket based centres both within and outside the City are meeting the everyday food and grocery shopping needs of their residents (e.g. Alfredton, Ararat and Maryborough), they lack a range of clothing and specialty non-food stores. As a result, their residents travel to the likes of Stockland Wendouree for occasional shopping trips (fortnightly and monthly trips). A further attractor of the centre is the provision of at grade car parking and a large bulky goods cluster, which results in dual shopping trips.

Given the offer and mix of retail at Stockland Wendouree, it's recognised that the only other centre of comparison is Ballarat CBD, which would constrain the trade area of the centre to the east. This is reflected in the City's face-to-face survey results which indicated that 26% of participants travelled to the Wendouree Activity Centre from Ballarat Central, Ballarat West, Alfredton, Soldiers Hill, Mt Clear and Mt Pleasant locations. A further 21% travelled from Delacombe and Sebastopol, 17% from Invermay and Miners Rest and 16% from Mitchell Park and Wendouree.

However, the centre's trade area would also include much of the rural areas outside of the City's boundaries to the north and west given a lack of suitable discount department store and other comparative good shopping in these areas. As a result, the STA includes much of the City of Ballarat and extends past the City's boundaries to the north and west. It is estimated that the centre's STA captures around 100,000 people¹⁴.

Urban Design

The Wendouree Activity Centre is largely focussed around the standalone Stockland Wendouree shopping centre and the adjacent bulky goods centre which are separated from each other by Gillies Street. Both facilities have expanses of at-grade car parking surrounding them.

There is generally inclusion of retail and active uses around the edges of Stockland Wendouree, such as the community library, outdoor cafe and some retail frontages direct to the car park. Whilst the main building to Stockland Wendouree is setback from Gillies Street, the design considers some key aspects of 'place making' and 'animation' of the external spaces (i.e. pedestrian links through the car park, positioning the taxi rank to the building front, and configuration of some retail and community uses around the edges facing out to the car park). Sporadic tree planting in the car park assist to offset the expanses of at-grade parking. Recent additions and the refurbishment of the centre has sought to animate external walls with patterned concrete surfaces which give the building a better presentation. Streetscape planting is present in Gillies and Norman Street as well as Park Street.

There is however little integration or correlation between Stockland Wendouree site and the bulky goods centre on the opposite side of Gillies Street. Furthermore the aged care facility to the south presently disconnects the precinct from the western extents of the Howitt Street precinct.

The Homemaker Centre in the bulky goods centre is a relatively recent construction and the building form is typical of this type of development, being a large U-shaped single storey complex set around a large area of at-grade car parking. Loading is provided via a perimeter service road and, while still relatively immature, landscaping has been provided throughout the car park.

¹⁴ Stockland Wendouree Retailer Marketing Plan (May 2010)

The Harvey Norman site to the southern end of the centre (at the junction of Gillies and Howitt Streets) appears to be designed to integrate with the heritage building to the north. This attempt is relatively unsuccessful. As access to the Harvey Norman site and the adjoining commercial development to the east is via Howitt Street, these buildings relate more to the Howitt Street centre than to the Wendouree centre as currently designated by this Strategy.

Transport and Access

Gillies Street is a dual carriageway providing good connections to the western and northern residential areas of the City of Ballarat and the Ballarat CBD. Turning lanes provide access to Stockland Wendouree from Gillies Street, while the homemaker centre is accessible only via a left in, left out arrangement. Gillies Street also connects directly to the Western Freeway in the north and to Howitt Street and Sturt Street in the south accommodating a broad trade area. On account of its excellent road connectivity, Stockland Wendouree estimates that over 90% of their visitors travel by car, 3% walk, 3% travel by bus, a further 3% by taxi and 1% by other means (i.e. cycling). Accordingly, Stockland Wendouree provides free parking for up to 1,200 cars.

Five bus routes provide access to the Activity Centre (routes 1, 2, 6, 16 and 17). Wendouree railway station is located to the south of the centre and is the final stop on many of the fast rail services between Ballarat and Melbourne. On road bicycle routes are provided along both Norman Street and Gillies Street North.

The centre is pedestrianised and on a single level which aides ease of movement around the centre by foot. Moving between Stockland Wendouree and the bulky goods retail car park is more difficult and involves traversing the busy Gillies Street. Owing to the nature of retailing in this area, it is likely that connection between both sides of the centre is via vehicle.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths


- Good accessibility by car to a broad trade area, with specific reference to areas outside of the City of Ballarat to the north.
- An established retail and service centre that was recently refurbished and provides some key retail attractors including Kmart.
- A large portion of the centre is managed by one organisation (Stockland) facilitating a co-ordinated marketing, promotional and management approach.
- Community spirit is very strong as a result of a number of initiatives.
- Stockland promotes activities over and above retail – shopping centres are the ‘21st century village green’ – places to meet and congregate reflecting the needs of the local community.
- Strong bulky goods cluster further enhanced by the future Oxygen development.
- Stockland Wendouree has a 600 strong workforce.
- Wendouree has a wide trade area – including many rural areas outside the City boundaries.

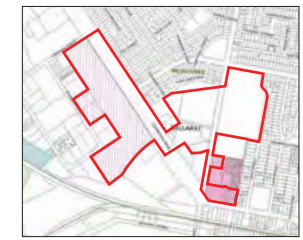
Weaknesses

- Limited mix of uses other than retail (i.e. community, café, restaurant and entertainment).
- Poorly performing Safeway supermarket with the Stockland food court in need of a significant upgrade.
- Escape expenditure is an issue, particularly with the growth of Horsham and Geelong, however this not only affects Wendouree but the whole City.
- Hard to attract national brands or department stores that will not compete with Ballarat CBD.


ballarat activity centres strategy

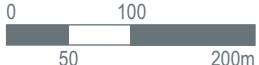
wendouree activity centre

legend
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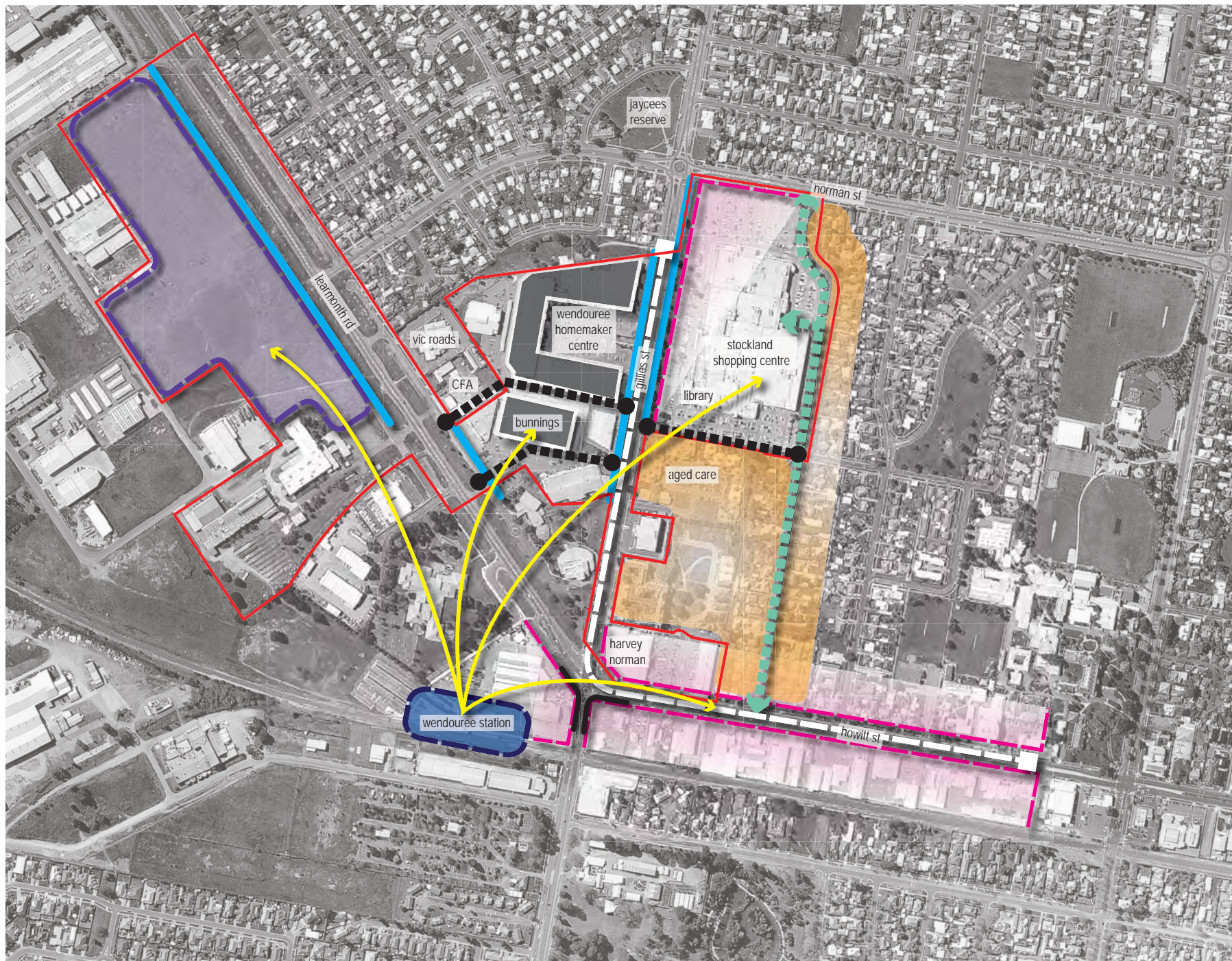
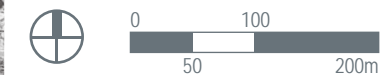
ballarat activity centres strategy

wendouree activity centre opportunities and constraints

legend

-  activity centre boundary
-  future development including 'oxygen'
-  consolidation opportunity
-  viable bulky goods retail
-  improve physical links to wendouree station
-  opportunity to strengthen presentation to key street fronts
-  good highway exposure to passing traffic
-  opportunity for better link and coordination between stockland and howitt st centres
-  through link connection between nodes
-  opportunity to improve pedestrian and cycle legibility
-  lack of corner definition

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3.5 Sebastopol North – Large Neighbourhood Activity Centre

Location and Role

Situated approximately 5km to the south of Ballarat CBD, the Sebastopol North Activity Centre extends primarily along Albert Street (the Midlands Highway) from Rubicon Street in the north to Gray Street in the south. Extending back from the centre are a range of residential uses and to the south there is a cluster of industrial uses.

The centre provides a number of large, purpose built retail units in addition to smaller more traditional shop units. Sebastopol North functions as a Large Neighbourhood Activity Centre, providing for the day-to-day and weekly shopping needs of residents in the surrounding communities. The centre is located around 500m north of the Sebastopol Activity Centre.

The centre's highest order retail functions are two large supermarkets, a Safeway and ALDI. Another major attractor is the Dahlsens hardware store in the south eastern section of the centre north of Sayle Street. The centre predominantly provides grocery, fast food and bulky goods. It has limited civic or commercial functions apart from a place of worship. A number of car dealerships occupy the northern part of the centre.

Planning Designation

The centre is designated Business 1 Zone (B1Z) by the Ballarat Planning Scheme. A small number of retail units are located outside the Activity Centre's boundary to the north-west at the junction of Albert Street and Rubicon Street. This cluster is designated Mixed Use Zone (MUZ). The centre is not affected by any overlay controls.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey, the centre provided almost 16,000sqm of floorspace which predominately included retail uses (14,718sqm) which accounted for over 90% of all floorspace in the Sebastopol North Activity Centre.

Table 15 - Existing Floorspace in Sebastopol North

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	4,769	29.9%
Specialty Food	971	6.1%
Specialty Non Food	1,092	6.8%
Cafes & Restaurants	265	1.7%
Take Away Food*	1,497	9.4%
Clothing	103	0.6%
Bulky Goods	5,230	32.8%
Personal Services	791	5.0%
Total Retail Floorspace	14,718	91.6%
Commercial - Finance	178	1.1%
Commercial - General	342	2.1%
Total Commercial Floorspace	520	3.2%
Recreation and Fitness	308	1.9%
Vacant	405	2.5%
Total Floorspace	15,951	100.0%

Source: Hill PDA (2010) * This includes floorspace provided at KFC and McDonalds. Although these are located outside of the Activity Centre boundary, but within close proximity to it, they nevertheless contribute towards the retail offer of the centre and therefore should be considered within this assessment of existing floorspace.

The largest proportion of floorspace related to bulky goods (5,230sqm or 33% of total floorspace), followed by supermarkets (4,796sqm or 30%), and take-away food stores (1,497sqm or 9%). The low provision of specialty retail such as clothing (0.6%), cafes and restaurants (1.7%), specialty food (6%) and personal services (5%) is also notable. At the time of survey the centre had a modest vacancy rate of 2.5% .

Trade Area Identification

Whilst Sebastopol North and Sebastopol are two separately defined Activity Centres, from the evidence gathered during the face-to-face and telephone survey process it appears that local residents view the centres as a single centre - 'Sebastopol'. Nonetheless the two centres have very different functions, retail provision and anchors. Therefore they also have different trade areas.

Sebastopol North has a good mix of uses including two anchor supermarkets (Safeway and ALDI), various retail specialties and commercial services. Outside of the Activity Centre boundary but adjacent to it are also several fast food restaurants (McDonalds and KFC).

The trade area in Sebastopol North will be restricted due to:

- The proximity of competing centres with anchor supermarkets – particularly Ballarat CBD, Midvale and Stockland Wendouree; and
- The locations of other ALDI stores – particularly in Alfredton and Ballarat Marketplace which will contain the trade area to the north-east and west.

However, Sebastopol North is viewed by the local community as providing a wider range of goods and a better shopping experience than Coles Sebastopol, and therefore it is likely the centre will not only capture expenditure from residents living in Sebastopol but will extend towards the southern boundary of the City. This is supported by the results of the face-to-face surveys which indicated that 56% of shoppers in Sebastopol were drawn from the immediate surrounding suburban area, with a further 25% being drawn from the south and west of the City.

On this basis, the trade area for Sebastopol North includes the suburbs of Sebastopol and Delacombe, and to a certain extent Redan, Golden Point, Mt Pleasant, Canadian, Mt Clear, Mt Pleasant and Buninyong. This immediate trade area contains approximately 30,000 people.

It should also be noted that Sebastopol North is likely to capture trade from outside the City boundary to the south and south-west (i.e. Golden Plains) due to limited provision outside the City and the capture of passing trade afforded by the Midland Highway.

Urban Design

The centre is concentrated to the east of Midland Highway; however one of the key anchors in the centre (Dahlsens) is located to the west. The centre can be characterised as having four distinct areas. As a whole the centre is also lacking in landscaping, both in the private realm, and within the verges and medians of the public realm. The combination of pad sites, large format retail and fine grain strip shops creates a centre which lacks a coherent image or sense of place.

From a design perspective the centre is fragmented in its presentation with older residential dwellings in the Business 1 Zone (B1Z) appearing to offer redevelopment potential. The first of these is to the northeast of the Hertford Street and Midland Highway intersection and is characterised by larger scale single storey building forms set back from the street frontage behind at-grade parking areas.

On the eastern side of the centre below Hertford Street the building forms are predominantly residential in character, with the exception of the large Dahlsens store which is reminiscent of the forms further to the north.

The western side of the centre focuses on the area around the Safeway store and associated free standing complex of shops positioned to the junction corner. This free standing form has active frontages to the east (Midland Highway) and to the car park to the south. The frontage to Hertford Street is not activated. The Safeway building is set back significantly from the frontage resulting in the car park dominating the character of the area. This is further highlighted due to the lack of landscaping provided.

Further to the north is a small continuous strip of single storey shopfronts which wraps around the corner. A two storey shopfront marks the corner, and the current paint colour (bright pink) serves as a local landmark. These shopfronts are provided with almost continuous awnings but while bike racks, seating and bins are provided, the lack of consistent character and any landscaping reduce the amenity of the area.

The Midland Highway dissects the centre forming a mental and physical barrier. The speed of traffic along the road and the expanse of the roadway and on street car parking result in a significant disincentive for movement across this barrier. The extent of roadway also exerts an influence on the amenity of the centre, reducing the sense of the human scale and increasing feeling of insecurity for pedestrians within the centre.

Transport and Access

Albert Street is the main vehicular access to the centre and forms part of the Midland Highway which connects directly to Ballarat CBD to the north and to Geelong in the south. Accordingly the centre is highly accessible by car reflecting its highway convenience role. A grassed median runs along the highway. The junctions with Hertford Street and Rubicon Street have roundabout treatments.

To accommodate vehicle access, the larger retail anchors within the centre have dedicated at grade car parking for customers mostly along the site frontage. Coles, ALDI, Dahlsens, Hertz and Eclipse Ford all have separate car parking facilities. Loading for the supermarkets is provided via the Midland Highway in the case of ALDI and from Beverin Street in the case of the Safeway.

The area is serviced by bus routes 12 and 19, while an on-road cycle path is provided along Hertford Street. Owing to the busy bus nature of Albert Street and the linear nature of the centre, pedestrian connectivity is limited to key road intersections. The only priority pedestrian crossing point on Albert Street is a signalised crossing close Brumby's Bakers and the other specialist retailers in the Safeway car park.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- Local community is very proud and very close knit.
- The centre has great opportunities for growth owing to new residents in Ballarat West.
- Highly visible location which benefits from passing trade.
- Strong food and grocery offer.

- McDonalds and KFC are used as congregating places, particularly for younger community members.
- Good accessibility by car from across the southern portion of the City.

Weaknesses

- Spread out over a long expanse of road with the different parts of the centre isolated from each other and effectively functioning as separate entities rather than as part of a combined centre.
- Poor pedestrian connectivity between different parts of the centre.
- Lack of continuity in use and poor standard of public realm including landscaping and meeting places.
- High speed zone (60km) along the length of the centre.
- Proximity of Sebastopol North to second centre in Sebastopol (to the south) and the difficulties in distinguishing between the centres.
- Retail offer focused on food and grocery shopping, a greater diversity of shops may attract more shoppers and further investment in the centre.
- Perceived stigma to the Sebastopol name.
- Safety concerns of visitors, shop owners and patrons of the centre.
- Sebastopol is the gateway to the City from the south – but does not give that impression currently.
- The centre is highly fragmented in terms of land use.
- Midland Highway is a physical and mental barrier. It's hard and unsafe to cross with limited signalised crossings.

ballarat activity centres strategy

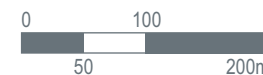
sebastopol north

legend

study area 



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ballarat activity centres strategy

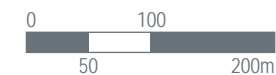
sebastopol opportunities and constraints

legend

-  activity centre boundary
-  residential interface limits expansions and fragments centre
-  strategic expansion and consolidation opportunities
-  good highway connections
-  poor quality pedestrian environment but good exposure to passing traffic
-  activity centre focal areas opportunity to link and expand in future
-  opportunity to consolidate mixed use and medium density residential
-  infill commercial to achieve activity centre frontage



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3.6 Howitt Street – Large Neighbourhood Activity Centre

Location and Role

Howitt Street functions as a Large Neighbourhood Activity Centre or corridor providing a broad retail offer predominantly on the southern side of Howitt Street between the junction of Gillies Street and Creswick Road. A small area of retail to the north of Howitt Street is also included within the centre boundary between the junction of Dowling Street and Essex Street. The centre is linear in nature extending around 2.5km east to west. The centre is located to the north of Ballarat CBD and Lake Wendouree.

The focus of retail activity is to the west of Forest Street, anchored by a Woolworths supermarket in addition to a range of other food, clothing and household goods retailing. A secondary retail core is located to the east of Dowling Street and includes a number of independent traders. Other retailers located in the centre include Autobarn, Home Hardware Store, Michaels Furniture, Ballarat Holden, Drummond Golf, and a number of banks.

Adjacent to the existing boundary of the centre are a number of education and community facilities (e.g. Anglican Church, Wendouree Primary School, and the Ballarat Grammar School to the north). The Wendouree Performing Arts centre is located to the north side of Howitt Street, west of Forest Street.

The east portion of Howitt Street has developed over the past 15 years as a mix of land uses – retail, residential, commercial and industrial – with no particular form or function. Parts of Howitt Street in this location could be defined as meeting an ‘employment precinct’ role more than an Activity Centre role. It is acknowledged Howitt Street has two distinct roles (retail and employment lands) – although there are probably some synergies between them. Likewise there are synergies between the retail/commercial/medical functions of Stockland Wendouree and Howitt Street.

Planning Designation

The majority of the Howitt Street Activity Centre is designated as Mixed Use Zone (MUZ) by the Ballarat Planning Scheme. A small part of the centre which comprises the core retail offer (located to the west of the Howitt Street and the Forest Street junction) is designated as Business 1 Zone (B1Z). The eastern most portion of the centre is affected by an Environmental Audit Overlay but the remainder is unconstrained.

Provision of Floorspace

Based on Hill PDA’s 2010 floorspace survey, the centre provided almost 69,000sqm of floorspace with approximately 50% or 35,305sqm relating to retail and a further 15% or 10,722sqm relating to commercial uses. Automotive services were the largest users of floorspace (17,402sqm or 25%) followed by specialty non-food stores (13,109sqm or 19%) and medical services (6,629sqm or 10%).

A more detailed breakdown is provided in the following table.

Table 16 - Existing Floorspace in Howitt St, Wendouree

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	3,508	5.0%
Specialty Food	1,923	2.8%
Specialty Non Food	13,109	18.7%
Convenience Store	1,258	1.8%
Cafes & Restaurants	3,161	4.5%
Take Away Food	616	0.9%
Clothing	1,307	1.9%
Bulky Goods	9,150	13.0%
Personal Services	1,273	1.8%
Total Retail Floorspace	35,305	50.3%
Commercial - Finance	1,075	1.5%
Commercial - General	2,813	4.0%
Commercial - Government	205	0.3%
Commercial - Medical	6,629	9.5%
Total Commercial Floorspace	10,722	15.3%
Entertainment	2,154	3.1%
Recreation and Fitness	1,606	2.3%
Automotive	17,402	24.9%
Vacant	2,792	4.0%
Total Floorspace	68,981	100.0%

Source: Hill PDA (2010)

Trade Area Identification

Given the Harvey Norman on the corner of Howitt Street and Gillies Street is grouped within the trade area of Stockland Wendouree (consistent with the Activity Centre's boundary), the main retail attractor of Howitt Street is the Woolworths supermarket and adjacent retail facilities west of Forest Street, which form part of the identified Howitt Street shops.

Given the pull and offer of Stockland Wendouree, the role and function of the Howitt Street shops is to meet the everyday grocery shopping needs of local residents and those shopping en-route to home or work via Howitt Street.

However, the centre also contains a significant cluster of medical services to the eastern end of Forest Street which is also a very strong attractor and anchor for the Activity Centre. Furthermore, the centre includes a wide range of specialty food, specialty non-food and commercial services (including banks).

Howitt Street itself is as an arterial road which is very accessible from the west of the City. Stockland Wendouree is located close to Howitt Street and it is likely that the trade draw of Howitt Street is similar to that of the food and grocery element of Stockland Wendouree.

The face-to-face surveys undertaken in Howitt Street revealed 38% of participants lived within Lake Gardens, Mitchell Park and Wendouree and 31% were from the wider Ballarat area (comprising Ballarat Central, Ballarat West, Alfredton, Soldiers Hill, Mt Clear and Mt Pleasant). This reflects the ease of accessibility afforded by Howitt Street and the Sunraysia Highway to the remainder of the City.

For the above reasons, the trade area for Howitt Street is likely to focus on the north and north-east suburbs of the City including Wendouree, Ballarat North and Invermay Park. It is estimated that the trade area for Howitt Street will be similar in extent to that of the primary trade area of Stockland Wendouree and includes a catchment of around 20,000 people.

Urban Design Issues

The most notable characteristic of this centre is the elongated form, with the centre largely stretching along predominantly one side of Howitt Street for a distance of approximately 2.5 kilometres. The majority of this centre is characterised by predominantly large single storey warehouse and semi industrial style buildings, setback to varying degrees, many with at-grade car parking provided to the Howitt Street frontage.

The centre has a notable lack of street trees with minimum width footpaths and minimal verge landscaping which contribute to an unappealing pedestrian environment. However it is the length of the centre and the spread of uses that are the main inhibitors of pedestrian movement.

The retail focus around the Woolworths and Forest Street intersection provides a transition from the eastern extent of the centre and provides a more traditional 'strip' shopping centre form clustered around a service road. Recent improvement of this centre through the use of signage and the provision of relatively new street furniture and landscaping treatments, along with established canopy tree plantings ensures a relatively high level of amenity in the area west of Forest Street.

The recent Woolworths redevelopment is configured with active frontages directly to the street edge and is consistent with the retail strip to the west in terms of activating the street edge and providing a more interesting public realm.

To the west of the strip centre, the centre again becomes dominated by larger building forms set back from Howitt Street, with extensive at grade parking within the frontages and a reduced level of landscaping.

Transport and Access

Howitt Street is a major arterial route. It is a dual carriageway connecting to the Midland Highway to the east and Gillies Street to the west. It is easily accessible from Ballarat CBD. There is also a one-way service street which runs off the main road to the south between Forest and Lake Streets.

The main railway line of Ballarat separates the centre from the residential areas to the south, with Wendouree train station located to the west of Gillies Street. Bus services to the centre include routes 1, 6, 16 and 17 which provide access from the north, north west, south and to the Ballarat CBD. Informal bike routes are identified along Howitt Street and south down Gillies Street. Howitt Street is also accessible via informal routes along Lake, Browns, Dowling and Burnbank Streets. It is noted that none of these routes are formal on-road paths.

Pedestrian movement around the centre is hindered primarily by the length of the centre. Access to the centre by foot is hindered by the barrier created by Howitt Street, with barrier fencing present in the central median to prevent crossing. Signalised junctions at major intersections provide the only opportunity for crossing apart from the unsignalised crossing point between the main strip of retail shops and the new performing arts centre.

Large areas of at-grade car parking are provided with most of the commercial premises in the western half of the centre, predominantly at the street frontage, in addition to on-street parallel parking. A number of retail units and both of the core retail areas have off-street surface level car parking for customers which is provided free of charge.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- An established centre that provides a range of retail goods and services and has strong community spirit.
- Easily accessible by a range of modes of transport, with the exception of walking.
- The Grammer School and Wendouree Performing Arts Centre (although currently located outside the Activity Centre boundary) are great anchors of the centre, contributing to its role and function.

Weaknesses

- The centre extends over a wide geographical area and lacks a cohesive character or built form.
- Significant areas defined as mixed use are being used for residential purposes.
- Parking and traffic flow is an issue for both Howitt Street and Stockland Wendouree, and for around the Wendouree Performing Arts Centre.
- The Howitt Street Activity Centre is effectively split in two – industrial/auto at the eastern end and retail at the western end.



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3.7 Sebastopol – Neighbourhood Activity Centre

Location and Role

The Sebastopol Neighbourhood Activity Centre serves the everyday shopping needs of communities located largely to the south of Ballarat CBD. The centre is located south of Sebastopol North on the western side of Albert Street (Midland Highway) between the junctions of Ophir Street and Vickers Street. The centre provides a range of retail and commercial services including a supermarket, specialty retail, healthcare services, and a library.

Planning Designation

The centre is designated Business 1 Zone (B1Z) by the Ballarat Planning Scheme. It includes a small area of land designated Special Use Zone 2(SUZ2) – Emergency Services.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey, the centre provided 9,200sqm of floorspace, with over half (4,668sqm) associated to retail uses as shown in the table below.

Table 17 - Existing Floorspace in Sebastopol

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	1,967	21.4%
Specialty Food	547	5.9%
Specialty Non Food	475	5.2%
Cafes & Restaurants	285	3.1%
Take Away Food	494	5.4%
Bulky Goods	292	3.2%
Personal Services	608	6.6%
Total Retail Floorspace	4,668	50.7%
Commercial - Finance	282	3.1%
Commercial - Government	52	0.6%
Commercial - Medical	452	4.9%
Commercial - Real Estate	55	0.6%
Commercial - Travel	68	0.7%
Total Commercial Floorspace	909	9.9%
Community	360	3.9%
Recreation and Fitness	2,553	27.7%
Hotel / Pub / Club	656	7.1%
Vacant	55	0.6%
Total Floorspace	9,201	100.0%

Source: Hill PDA (2010)

Whilst not located within the current Activity Centre boundary, the largest occupier of floorspace being the Sebastopol Bowling Club (2,553sqm or 28%) located on the eastern side of Albert Street. The other anchor is the 2,000sqm Coles supermarket.

Trade Area Identification

Community consultation sessions revealed that the Sebastopol Neighbourhood Centre is largely used as a top-up shopping destination when compared to Sebastopol North. In many cases due to the minimal retail mix and offer (Coles Sebastopol is viewed as providing less product lines than Safeway in Sebastopol North), residents in the south

of the City will drive past the Sebastopol Activity Centre preferring to visit the two anchor supermarkets (Safeway and ALDI) at Sebastopol North. Furthermore, compared to other centres, Sebastopol and its anchor supermarket are viewed as having significant security and safety issues which also deter residents from shopping there.

Notwithstanding this, the centre is located on the Midland Highway at the junction of Bridge Street (providing direct access to Mt Clear and Buninyong via Whitehorse Road), and is therefore subject to significant passing trade. Although, again it's likely the majority of these vehicles drive on to Sebastopol North.

As a result, whilst Sebastopol will share much of the same trade area as Sebastopol North it will capture less overall retail expenditure. The centre may capture some expenditure from the rural areas to the south outside of the City boundary (Golden Plains) and from parts of the Canadian Valley (Buninyong, Mt Clear and Mt Helen) but again this is unlikely to account for a significant amount of the total expenditure available to the centre.

On this basis, the trade area of Sebastopol is likely to include the suburbs of Sebastopol, the southern part of Delacombe and parts of Buninyong (and Rural South). This area has a catchment of around 14,000 people.

Urban Design Issues

This centre comprises single and double storey premises and appears relatively poorly maintained with a number of shop fronts having hand painted signage and/ or boarded windows.

To the south of Birdwood Avenue, the building stock resembles more traditional commercial forms, being built primarily to the street frontage although there is still a significant variety in the forms. Immediately north of Birdwood Avenue is a notable building of historic appearance. The Coles supermarket is set in a large area of surface car parking. Pedestrian connectivity, amenity and safety around this supermarket could be improved.

The centre as a whole has little weather protection elements and few canopy trees which creates a relatively uninviting pedestrian realm. The proximity to the library, maternal and child health centre and bowling club (across the road from the Activity Centre) are poorly linked to the rest of the centre and adds to the fragmented image and identity of this centre. Pedestrian paving is relatively poorly maintained and is not uniform in appearance, while much of the street furniture and facilities such as the phone booth, bears evidence of vandalism, although new bins appear to have been provided in front of the Coles.

The Midland Highway currently forms a strong barrier at the eastern edge of the centre. The speed of traffic along the road and the expanse of the roadway and on street car parking result in a significant disincentive for movement across this barrier. The extent of roadway also exerts an influence on the amenity of the centre, reducing the sense of the human scale and increasing feeling of insecurity for pedestrians within the centre.

Transport and Access

The centre is directly accessible via Albert Street which forms part of the Midland Highway and links to Ballarat CBD in the north, to Buninyong and Geelong in the south-east. The roundabout intersection at the junction of Albert Street and Bridge Street provides direct access to Mt Clear to the east. Local bus services (routes 12 and 19) link Sebastopol to Ballarat CBD and other suburbs to the west. There is no turning provided into the supermarket for those coming from the north, although entry to the at-grade car park is also possible from Victoria Street.

While the centre is relatively compact and movement on foot is unrestrained despite the lack of consistent pathways, the Midland Highway presents a serious impediment to pedestrian movement into the centre from the east, with one signalised crossing just north of the supermarket site.

Surface level car parking facilities are provided adjacent to the Coles supermarket as mentioned above and additional angled or parallel car parking is provided along much of Albert Street.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- A highly accessible and visible centre that is capable of capturing passing trade from vehicles driving between Geelong, Golden Plains and Ballarat CBD.
- Although currently outside the Activity Centre boundary, Sebastopol Bowling Club is a destination and major anchor for the local area.


Weaknesses

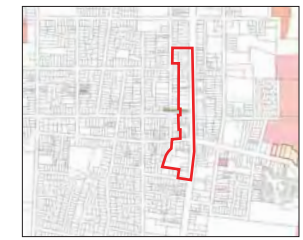
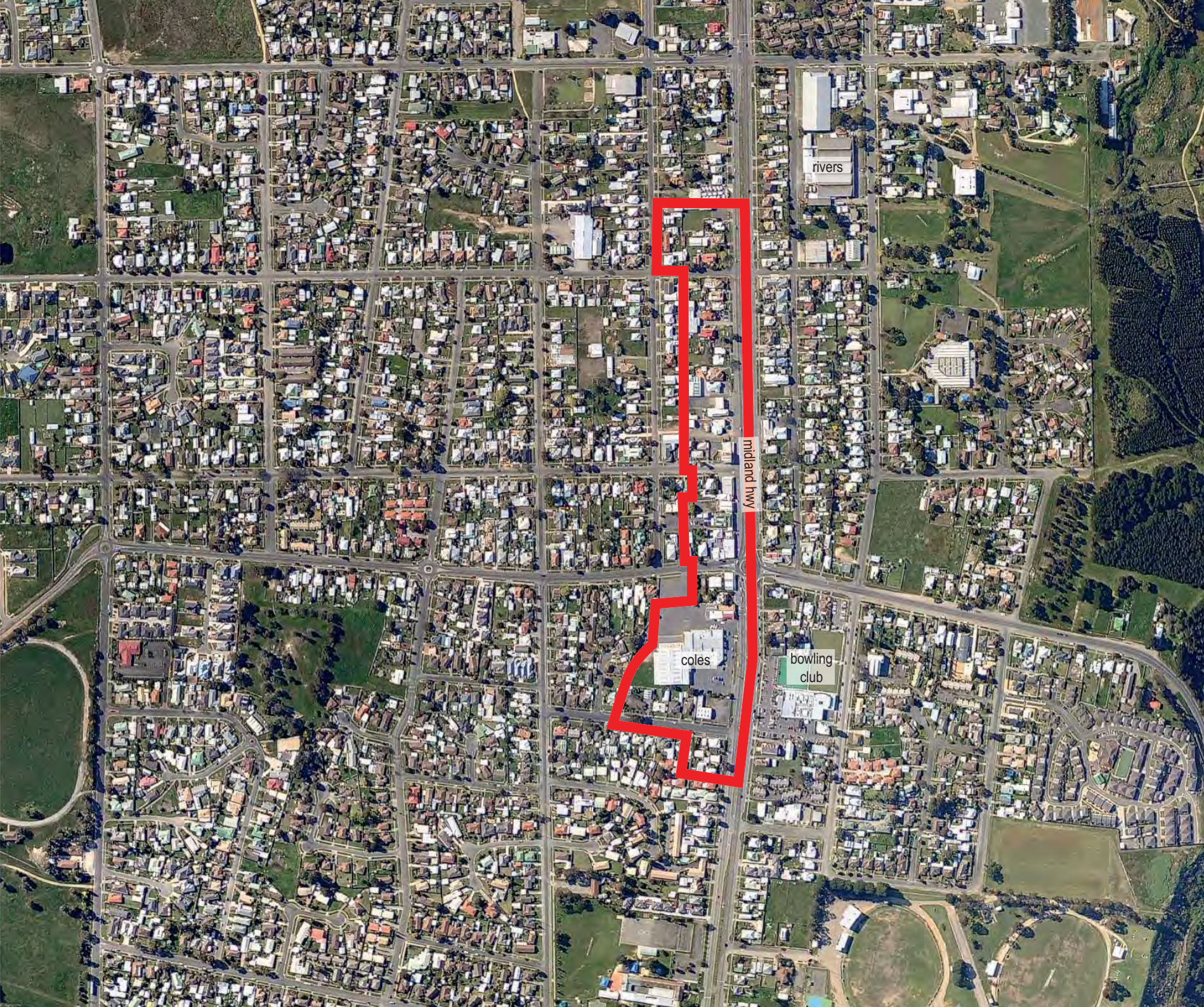
- The centre is in need of a significant upgrade and investment.
- A lack of distinction between the Sebastopol and Sebastopol North centres.
- Poor connectivity between the supermarket and the other specialist retailers in the centre.
- Perceived stigma to the Sebastopol name.
- Centre fails to provide a positive shopping experience.
- Coles in Sebastopol has a perception of being unsafe at night, especially when compared to Safeway in Sebastopol North. Coles has improved security in recent years, however a number of dark spaces remain with little surveillance.
- Sebastopol is viewed as being 'out of town'.
- Sebastopol is the gateway to the City from the south – but doesn't give than impression.
- Midland Highway is a physical and mental barrier. It's difficult and unsafe to cross.

ballarat activity centres strategy

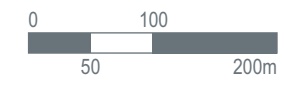
sebastopol

legend

study area 



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Revision: B

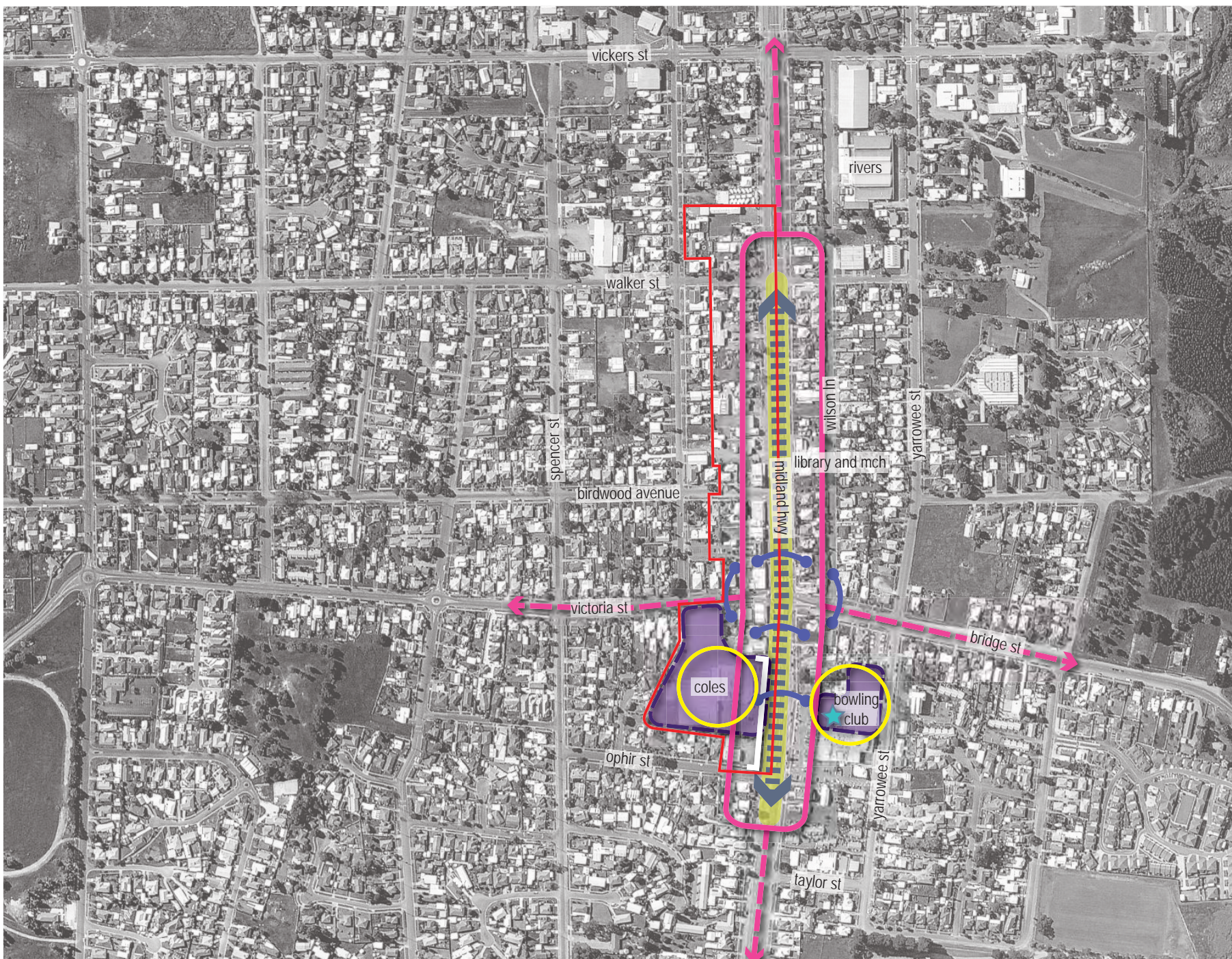


ballarat activity centres strategy

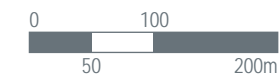
sebastopol south opportunities and constraints

legend

-  activity centre boundary
-  opportunity to consolidate and update image and function
-  opportunity for focal activities to better integrate with surrounds
-  improve pedestrian interface to street
-  opportunity to improve poor pedestrian realm and enhance street trees
-  good regional connections
-  extended centre length fragments activity
-  redevelopment can invigorate community activities focus
-  lack of safe pedestrian crossing points at key nodes
-  high speed traffic environment detracts from pedestrian amenity



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3.8 Ballarat Marketplace – Neighbourhood Activity Centre

Location and Role

This centre is located to the north-west of the Ballarat CBD on the eastern side of Creswick Road to the north of the junction with Doveton Street North. The centre operates as a regional level bulky goods cluster due to the presence of a new Bunnings store and Officeworks. The centre also provides discount grocery goods with an ALDI supermarket located south of Officeworks.

Planning Designation

The two clusters of retail uses and the land adjoining them to the east of Creswick Road are zoned Business 1 Zone (B1Z) in the Ballarat Planning Scheme. Heritage Overlay – Schedule 172 Creeks and River Channels Heritage Precinct affects a small portion of the centre.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey, the centre (as currently defined) provided approximately 14,767sqm of retail floorspace as shown in the table below.

Table 18 - Existing Floorspace in Ballarat Marketplace

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	1,327	9%
Bulky Goods*	13,440	91%
Total Retail Floorspace	14,767	100%

Source: Hill PDA (2010) * Comprises Bunnings and Officeworks

The largest proportion of floorspace (13,440sqm) related to bulky goods (11,700sqm Bunnings and 1,740sqm Officeworks) followed by the ALDI supermarket of around 1,300sqm of floorspace.

Trade Area Identification

Although this centre is classified as a Neighbourhood Centre it is not typical of such centres and currently does not accord with the definition of an Activity Centre given its offer and retail mix.

Whilst they will compete with other bulky goods, hardware and department stores in the City, the Officeworks and Bunnings will also have wide trade areas given their destination status and the lack of similar provision in the City.

The trade area in Ballarat Marketplace will be restricted due to:

- The proximity of competing centres with anchor supermarkets – particularly Bridge Mall in Ballarat CBD and Stockland Wendouree;
- The locations of other ALDI stores – particularly in Sebastopol and Alfredton which contain the trade area to the east, west and south; and
- Dahlsens in Sebastopol and the proposed Woolworths Oxygen hardware store in Wendouree.

As a result, Ballarat Marketplace has a trade area which extends to include all or parts of the following suburbs: Ballarat Central, Ballarat East, Brown Hill, Soldiers Hill, Black Hill, Nerrina, Ballarat North, Invermay Park, Lake Wendouree, Newington, Lake Gardens and Wendouree. Cumulatively these suburbs contain some 44,000 residents.

Urban Design

Commercial development within the centre comprises large format buildings with substantial setbacks from street frontages dominated by expanses of at-grade car parking. This urban form leads to a poor sense of address and relationship between the public and private realm. Development in this centre does not relate across sites, with each of the primary commercial uses (Officeworks, ALDI and Bunnings) having little relationship.

There is also a notable disparity in the building forms within the centre, with a notable amount of single storey conventional residential stock, vacant land, car yards and heritage style buildings, in addition to the large format retail outlets.

Landscaping along the street frontages softens the overall presentation of the place however it is not an environment that encourages walkability principles.

Transport and Access

Ballarat Marketplace is located at the northern interface of Ballarat CBD and benefits from the high level of accessibility enjoyed by the CBD including a bus route along Creswick Road (route 3) in addition to its close proximity to the Ballarat Railway Station.

Notwithstanding this, owing to the bulky nature of goods sold in the centre it may be expected that the majority of people travelling to the centre arrive by vehicle. Vehicle access is provided via Creswick Road, as an existing service road, which forms part of the Midland Highway and provides direct connections to Ballarat CBD to the south and the Western Freeway to the north. The southern portion of the centre is also accessible via Doveton Street North.

The Bunning's, ALDI and Officeworks all have associated customer at-grade car parking, with additional angled on-street parking provided along both the Midland Highway and Doveton Street North.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- Highly accessible by car.
- Contains three popular anchor stores – Bunnings, ALDI and Officeworks.
- Successful destination centre.

Weaknesses

- Limited retail offer.
- Does not currently function as a neighbourhood centre as it lacks locally orientated shopping facilities.
- The centre is disjointed and lacks a cohesive character.

ballarat activity centres strategy

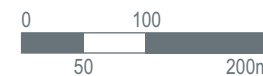
ballarat marketplace

legend

study area 



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3.9 Midvale – Neighbourhood Activity Centre

Location and Role

The Midvale Neighbourhood Activity Centre is located at the junction of Geelong Road and Whitehorse Road. The centre is anchored by an IGA supermarket and includes a post office, butcher, a newsagent, a gym and a medical facility. The centre also successfully serves as an afternoon meeting place for parents and carers waiting for their children to finish school given the proximity of Mt Clear Primary School on Geelong Road together with local school bus routes.

Planning Designation

The centre is zoned Business 1 Zone (B1Z) by the Ballarat Planning Scheme. The centre is not affected by any overlays.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey, the centre provided almost 4,900sqm of floorspace as shown in the table below.

Table 19 - Existing Floorspace in Midvale

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	2,109	43.2%
Specialty Food	431	8.8%
Specialty Non Food	603	12.4%
Take Away Food	756	15.5%
Personal Services	300	6.1%
Total Retail Floorspace	4,199	86.0%
Commercial - Finance	417	8.5%
Commercial - Medical	146	3.0%
Total Commercial Floorspace	563	11.5%
Recreation and Fitness	74	1.5%
Vacant	46	0.9%
Total Floorspace	4,882	100.0%

Source: Hill PDA (2010)

The largest proportion of floorspace (2,100sqm or 43.2%) related to the IGA supermarket followed by take-away food stores (756sqm or 15.5%) and non-food specialties (603sqm or 12.4%). Commercial uses only comprised 11.5% of total floorspace.

Trade Area Identification

Given the geographical location of Midvale and the presence of a relatively new IGA, Midvale is a popular centre meeting the food and grocery needs of a relatively large trade area – being the Canadian Valley (Mt Clear and Mt Helen). This role is supported by the presence of local primary schools, higher education facilities, and the fact that Midvale is the only shopping centre between the University campus, University of Ballarat Technology Park, and Ballarat CBD.

The extent of the trade area will be restricted in the west by the retail facilities available in Sebastopol and by Ballarat CBD in the north, which contains greater choice, larger and more varied supermarkets (Coles, Safeway and ALDI), together with services not currently available in Midvale.

These assumptions are supported by the results of the face-to-face surveys which indicated that half of the participants in Midvale were drawn from Mt Clear and Mt Helen, with the majority of the remaining respondents from Sebastopol (17%) and Buninyong (8%). Midvale is also likely to capture passing trade, given its location on Geelong Road, the main thoroughfare between Ballarat and Geelong.

On this basis the trade area has a catchment of around 9,000 people.

Urban Design Issues

The centre is dominated by two free standing structures, the recently developed IGA and the shopping complex to the south. As with many of Ballarat's centres, the frontage to the junction of the roads is dominated by at-grade car parking. This, along with the large area of at-grade parking between the two main buildings and exerts a strong influence on the centre's presentation. The southern complex has a prominent entrance and provides awnings along the shopfronts.

There is a generally coherent presentation of this centre, notably through the consistent red brick paving both in the public and private realm and its single storey form. As yet the building setback from Geelong Road to the IGA frontage has not been landscaped to the same standard as the remainder of the centre, which includes some garden beds within and adjoining the car park. Pedestrian walkways are provided through the original shopping complex to the IGA and car park to the west and a direct path is provided across the verge to the bus stop on Geelong Road.

There is a lack of continuous paved public footpaths along Geelong Road in front of the IGA and up to the north. The crossing point provided across Geelong Road is not signalised. The steep slope of the median that runs along the middle of this road to the north of the centre also impedes pedestrian movement into the centre from the east.

The centre also includes additional land to the west and north which are developed with a range of building styles, incorporating varying setbacks. The buildings in these areas are more typical of light industrial development being 'shed' type structures with at grade parking to the street frontage. There is also a significant amount of undeveloped land in proximity to the centre which contributes to the relatively 'low key' and almost rural feel of the centre.

Transport and Access

Geelong Road provides the main vehicular access and forms part of the Midland Highway which connects the centre to Ballarat CBD. A service lane runs along Geelong Road in front of the IGA and lots to the north. The junction with Whitehorse Road, provides access to Sebastopol to the west, is controlled by a roundabout.

Midvale is served by a series of off-street at-grade car parks situated around the main shopping parade which comprises the core retail area. These areas are accessible from two entrances on Whitehorse Road (with turning lane provided), one on Geelong Road and an additional entry point from the west (Waverly Lane), accessible via Cartledge Avenue. Loading is provided to the IGA from the western car park and to the southern complex from Whitehorse Road.

The centre is also served by public transport on the Buninyong bus route. The centre is accessible via a shared bike path both along Whitehorse Road, which ultimately connects with the Canadian Creek corridor and associated shared path. No bike path is provided along Geelong Road. Given the compact nature of the centre, pedestrian movement around the centre is easily facilitated, although the relatively heavy traffic and lack of signalised crossing points may impede movement across Geelong Road. There is a school crossing point to the primary school to the immediate south of the centre.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- Provides a range of day-to-day shopping and service requirements for the communities of Mount Clear and Mount Helen.
- Good range of “core” shops and services.
- A compact and internally pedestrian friendly centre.
- Good integration between the specialty stores and the supermarket.
- The site is one of the few smaller centres in the City of Ballarat with expansion opportunities due to the size and configuration of the site.
- A recently built IGA supermarket which should meet the needs of the trade area for the foreseeable future.


Weaknesses

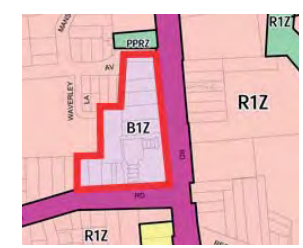
- Potential expansion of the centre to the north is constrained by surrounding land uses.
- The car park is at capacity – although the rear car park is underutilised by shoppers.
- Tight parking and vehicle movements outside the specialty stores.
- Heavy traffic congestion along Geelong Road during peak times.
- No pedestrian access across Geelong Road and Whitehorse Road except during school times.
- Survey respondents viewed the centre as having limited community, commercial or leisure uses.
- Lack of disabled access.





ballarat activity centres strategy

midvale shopping centre

legend
study area 



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Dwg No.: UDD-007
Scale: 1:2000@A4
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ballarat activity centres strategy

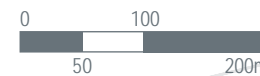
midvale shopping centre opportunities and constraints

legend

-  activity centre boundary
-  opportunity to build on landscape character image
-  future potential connection centre to creek
-  continuous highway frontage development opportunity
-  lack of pedestrian path
-  convoluted pedestrian access inhibits movement
-  designated road realignment reserve
-  public reserve managed by DSE
-  vacant site consolidated development opportunity
-  opportunity to take advantage of highway frontage for more activity and positive image
-  pedestrian crossing issues due to different road surface levels
-  poor blank wall interface needs to be addressed
-  opportunity to integrate development with surrounds
-  proximity to community hub and opportunity to build synergies with commercial and community activities



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3.10 Northway – Neighbourhood Activity Centre

Location and Role

Located at the junction of Doveton Street and Norman Street, the Northway Neighbourhood Activity Centre is a compact retail convenience centre. It is located approximately 2km to the north-west of Ballarat CBD and provides for the needs of Ballarat North and to an extent, Invermay Park.

The centre is anchored by an IGA supermarket. Other occupants include a hairdresser, beauty salon, bakery, a pharmacy and a number of take-away food stores.

Planning Designation

The centre is zoned Business 1 Zone (B1Z) by the Ballarat Planning Scheme. The centre is not affected by any planning overlays.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey the centre provided around 1,700sqm of retail floorspace. The centre did not provide any commercial uses nor did it have any vacancies at the time of survey.

Table 20 - Existing Floorspace in Northway

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	1,071	62.7%
Specialty Food	289	16.9%
Cafes & Restaurants	74	4.3%
Personal Services	274	16.0%
Total Floorspace	1,708	100.0%

Source: Hill PDA (2010)

The largest proportion of floorspace (1,071sqm or 63%) related to the IGA supermarket followed by specialty food stores (289sqm or 17%) and personal services (274sqm or 6%).

It is understood that Ryan's Supa IGA has met with Council about a possible extension to their centre to include a café and additional weather protection. They are in the process of preparing permit application reports for the proposed additions.

Trade Area Identification

The trade area of Northway is fairly restricted by its limited offer and proximity and short drive times to Ballarat Marketplace (ALDI), Ballarat CBD and Stockland Wendouree. However, to the east and north there are few other food and grocery alternatives, with this Centre easily accessible via Doveton Street and Norman Street. As a result, the centre meets the need of surrounding residential areas including Ballarat North and Invermay Park.

This modest trade area is likely to extend as far west as the railway line and Creswick Road, and to Howitt Street to the south and the Western Freeway in the north and east, therefore comprising around 6,000 persons.

Urban Design Issues

This is a small car based centre with the building forms set to the western and southern boundaries of the site and at-grade car parking provided to the junction frontage. The centre is distinctly separate from the adjoining development, turning its back on the Queen Elizabeth Midlands Centre to the west and the Midlands Terrace Retirement Village to the south. The built form is single storey and has a low profile, notably when viewed from Norman Street. The centre generally lacks the extent of landscaping encouraged in newer centres. Verges have been reduced in width along Norman Street for angled kerbside parking which further serves to highlight the minimal landscape provision.

The loading areas to the west of the centre create a fairly visually unappealing streetscape from this approach along Norman Street. Anecdotally, sightlines for vehicles exiting the car park onto Norman Street (at the western exit) are difficult due to the positioning of parked cars and the configuration with footpaths for pedestrian movement.

Transport and Access

Doveton Street and Norman Street are single carriageways with a roundabout junction and provide connections to local destinations. No turning lanes are provided into the centre from these roads. The centre is serviced by a bus route (route 4 Invermay) which operates along Doveton Street, while both Norman and Doveton Street North have formal on-road cycle tracks. Loading facilities for the centre are provided from Norman Street adjacent to the Queen Elizabeth Midlands Centre.

The centre is focussed around a free at-grade car park which accommodates the majority of shoppers who arrive by vehicle. An additional 16 angled car parks are provided along the Norman Street frontage. The compact nature of the centre facilitates ease of access by pedestrians.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- A compact pedestrian friendly centre.
- Performs its role in the provision of basic goods and services to its catchment population.
- An easily accessible centre by car, bus or cycle.
- Strong growth is predicted for the local area due to future higher residential densities.
- The centre performs better than other Ryan's Supa IGA based centres with regards to access and traffic movement.

Weaknesses

- The centre is modest in size and constrained by surrounding land uses which restricts opportunities for expansion.
- The low availability of car parking reduces its attraction to shoppers, particularly during peak periods.
- The most requested improvement to the centre according to Ryan's Supa IGA is a coffee shop. However this will be difficult to provide due to limited expansion opportunities.
- Right turn out of driveway onto Doveton Street North during peak times is difficult and leads to traffic congestion.

ballarat activity centres strategy

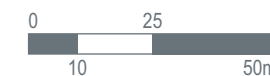
northway shopping centre

legend

study area 



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Revision: B



3.11 Buninyong – Neighbourhood Activity Centre

Location and Role

The Buninyong Neighbourhood Activity Centre is located at the southern end of the City along Learmonth Street and Warrenheip Road. The centre provides for the everyday needs of the local community. It also has a strong attraction to tourists and visitors owing to its heritage character, cafes and restaurants and location on the Midland Highway.

The key attractors to the centre are located in the defined core retail area and include a small Foodworks supermarket, a pharmacy and a newsagent. Other services in the core retail area include a real estate agent, a bank, a petrol station, physiotherapist, a Country Fire Authority Station, a community hall and several cafes, restaurants and drinking establishments. The secondary retail core includes a branch of Australia Post, a hairdresser and a café.

Planning Designation

The core and secondary retail areas are designated as Business 1 Zone (B1Z) by the Ballarat Planning Scheme. An additional area at the northern end of the centre on Warrenheip Road is designated Mixed Use Zone (MUZ). The town centre is also affected by an Heritage Overlay Schedule 181 (Buninyong Heritage Precinct), as well as having some individually listed buildings within the centre (Schedule 134 Buninyong Town Hall and Schedule 135 Former Library, both of which are on the Victorian Heritage Register).

Buninyong is also subject to the Canadian Valley Outline Development Plan (ODP 2005). The Canadian Valley ODP is based on limiting future residential development to land currently zoned for residential purposes (R1Z), and encourages infill development in suitable locations within existing developed residential areas.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey, the centre provided 6,459sqm of floorspace, of which 2,470sqm was related to retail and a further 3,000sqm commercial floorspace.

Table 21 - Existing Floorspace in Buninyong

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	300	4.6%
Specialty Food	443	6.9%
Specialty Non Food	294	4.6%
Convenience Store	95	1.5%
Cafes & Restaurants	538	8.3%
Take Away Food	151	2.3%
Personal Services	649	10.0%
Total Retail Floorspace	2,470	38.2%
Commercial - Finance	228	3.5%
Commercial - General	802	12.4%
Commercial - Government	1,027	15.9%
Commercial - Medical	866	13.4%
Commercial - Real Estate	137	2.1%
Total Commercial Floorspace	3,060	47.4%
Hotel / Pub / Club	327	5.1%
Other	228	3.5%
Vacant	374	5.8%
Total Floorspace	6,459	100.0%

Source: Hill PDA (2010)

The largest single proportion of floorspace is related to government premises (1,027sqm or 16%) followed by medical premises (866sqm or 13%) and general commercial floorspace (802sqm or 12%). At the time of survey, the centre had a vacancy level of 6%.

Trade Area Identification

Buninyong provides for the local top-up shopping needs of its residents. However given the relatively limited range of goods and services and the small sized supermarket, the trade area would not extend far to the north or west given competing centres such as Midvale, Sebastopol and Ballarat CBD.

Notwithstanding this, owing to its location on the Midland Highway, the centre has the potential to be a successful stop point for those travelling between Ballarat and Geelong. Focus group sessions revealed many tourists and visitors to Ballarat often drive through Buninyong using it as a 'service centre', although it was recognised that improvements were required to lengthen their stay and spend.

On this basis, the trade area for Buninyong incorporates the Buninyong settlement, extending north into Mount Helen as far as the Geelong Road and Gear Avenue junction. The trade area also extends west to Magpie, and to the boundary of the City of Ballarat to the south and east. The assumed primary trade area contains around 5,000 people.

Urban Design Issues

The historic presentation of buildings in the centre, with particular reference to the grandeur of civic buildings, wide boulevard style streets and the low scale built form with streetscape verandas, creates a distinctive traditional character.

It is noted that much of the township is developed with residential dwellings which are primarily historic in character and set back from the street frontage in contrast to the areas in closer proximity to the Learmonth/ Warrenheip Street junction.

Established street tree planting and wide landscaped verges create a 'green' street presentation which is also a very distinctive and valued feature. The presence of De Soza Park within the centre adds to this 'green' feel. The centre overall, also retains a 'rural' character in keeping with the township as a whole.

There are large gaps in the street edge throughout the centre to the Crown Hotel with parts of the centre to the west relatively isolated. A large at-grade car park which accommodates a drive through bottle shop dominates the western side of Warrenheip Street north of the Crown Hotel. The wide streets also serve to separate the areas north and south of Learmonth Street and there is also a sense of disconnection between the activity on Learmonth Street and those occurring on Warrenheip Street.

Service lanes which are associated with the centre are provided along Learmonth Street, but not Warrenheip Street. The centre lacks connected pedestrian paths in parts of the centre which could be improved (including around bus stops) to better facilitate walking.

Transport and Access

The centre is located on the Midland Highway and is easily accessible by car from Ballarat CBD to the north. As mentioned service lanes provide access to the areas of the centre fronting Learmonth Street, which also accommodate car parking associated with these businesses / services. Parking along Warrenheip Street is provided on street in the form of angled spaces. Bus services (route number 10) connect the centre with Ballarat CBD and Ballarat Railway Station and also connect the town centre with Ballarat University. The core of the centre can be easily navigated by pedestrians despite some disconnections, including barriers along medians on Learmonth Street.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- A passionate and very close local community.
- Higher household incomes in the trade area.
- Strong demand from tourists for attractions and weekend trade.
- Unique historical character of the centre.
- Potential benefits from the high level of passing traffic using the Midland Highway.
- The centre has the potential to leverage off its sporting and outdoor attractions, as well as its proximity to the University and Ballarat Technology Park.


Weaknesses

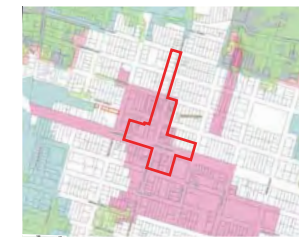
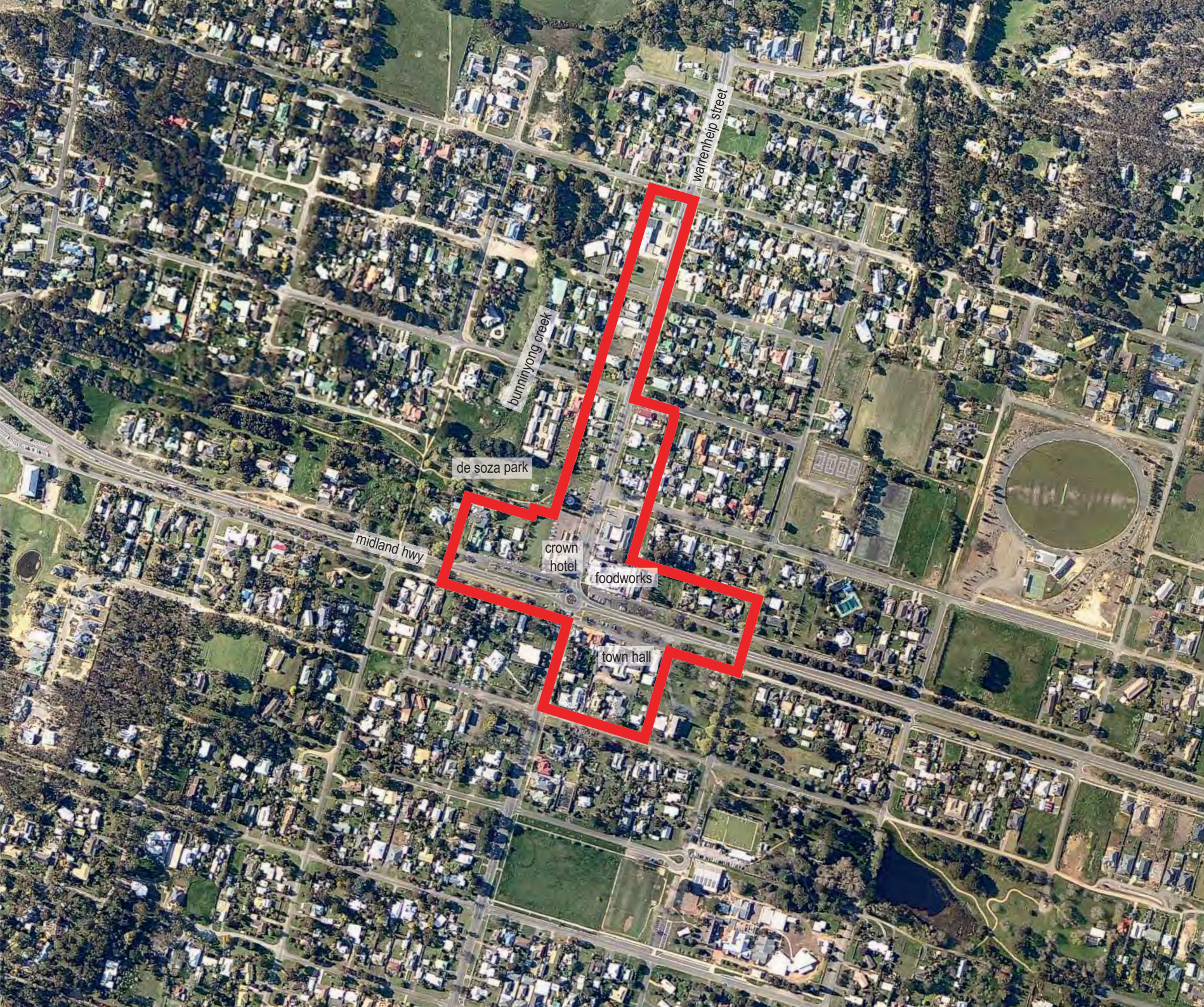
- The supermarket is small with local shoppers still required to visit the likes of Midvale and higher order centres for larger supermarkets.
- Capacity of the centre to cater for growth is questioned by the community – lack of supply of housing and housing types.
- Public transport frequency and routes needs improving particularly with an ageing population.
- The tourism industry has declined which has an adverse impact to vitality and viability of centre. The community views this as largely being due to:
 - Perception of safety;
 - Lack of hotel and other accommodation options;
 - The use of Buninyong as a service centre, rather than overnight stays;
 - Tired tourism attractions; and
 - Lack of weekend trade.
- Heavy traffic travelling through the centre.
- The centre is losing its character and its point of difference from Ballarat CBD.

ballarat activity centres strategy

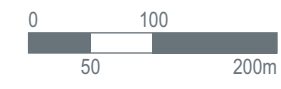
bunninyong town centre

legend

study area 



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Dwg No.: UDD-009
Scale: 1:6000@A4
Date: 18.02.11
Revision: B



ballarat activity centres strategy

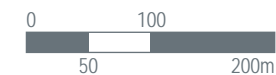
buninyong town centre opportunities and constraints

legend

-  activity centre boundary
-  opportunity to infill fragmented frontage
-  key opportunity to fill gaps in development along street
-  overcome road width and associated pedestrian crossing challenges
-  retain high quality boulevard treatment
-  opportunities for landscape street treatment
-  heritage area opportunity for tourism and identity improvements
-  opportunity to strengthen recreational linkages
-  mixed use area development opportunity to reflect traditional image and scale
-  opportunity to consolidate development along highway frontage



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3.12 Pleasant Park – Local Activity Centre

Location and Role

The Pleasant Park Local Activity Centre is located to the west of Ballarat CBD on the Sturt Street and Pleasant Street junction south-east of Lake Wendouree. It comprises of a small shopping centre, anchored by an IGA supermarket that caters to the daily (and in part weekly) needs of its resident catchment population. The purpose built shopping centre is arranged around a car park.

Whilst the centre is anchored by an IGA, the Crawford's Pharmacy is the second largest tenancy and also performs an anchor role. Other retailers in the centre include a bakery, café, hairdresser and a tanning salon. A service station is located directly opposite the centre on the southern corner of the Sturt Street and Pleasant Street intersection, and a Best Western Motel is situated to the north of the centre on Pleasant Street.

Planning Designation

The centre is zoned Business 1 Zone (B1Z) by the Ballarat Planning Scheme. The centre itself is affected by Design and Development Overlay Schedule 10 (Urban Character Area 17) and Heritage Overlay Schedule (167 Sturt Street Heritage Precinct), while the area to the immediate west of the centre is affected by Vegetation Protection Overlay – Schedule 2 (Urban Character Vegetation). The DDO10 and HO167 both recognise the historic values and character of the area. DDO10 and VPO2 both provide the impetus for retaining landscaping and enhancing the amenity of the centre.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey, the centre provided approximately 2,684sqm of retail and commercial floorspace of which 74% (1,990sqm) related to retail floorspace as shown in the table below.

Table 22 - Existing Floorspace in Pleasant Park Shopping Centre

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	1,047	39.0%
Specialty Food	233	8.7%
Specialty Non Food	98	3.7%
Cafes & Restaurants	162	6.0%
Personal Services	450	16.8%
Total Retail Floorspace	1,990	74.1%
Commercial - General	694	25.9%
Total Floorspace	2,684	100.0%

Source: Hill PDA (2010)

The largest single proportion of floorspace (1,047sqm) related to the IGA supermarket followed by 694sqm of general commercial premises and 450sqm of personal services. At the time of survey, the centre did not have any vacancies.

Trade Area Identification

The trade area of Pleasant Park is restricted by its proximity to Ballarat CBD to the east, however given its location on an arterial road (Sturt Street) it is likely to be used by the surrounding residents of Lake Wendouree as an alternative to the CBD for frequent, day-to-day and some weekly shopping trips.

Given the accessibility of the centre, passing trade will also significantly add to expenditure captured by this centre (home from work shopping). The face-to-face surveys revealed that 60% of participants originated from Ballarat Central, Ballarat West, Alfredton, Soldiers Hill and Mt Pleasant.

The trade area of Pleasant Park will be localised and is likely to extend to Eyre Street in the south, Drummond Street North in the east, Morrison Street in the west and Mill Street in the north. Further north the trade area will be restricted by the Howitt Street, Stockland Wendouree, and Alfredton centres in the west, and in the south by the Maxi Food Activity Centre. This trade area contains around 5,000 people.

Urban Design Issues

Pleasant Park is a compact centre with a low building profile which is entirely single storey and part of a single constructed centre. The centre is inward focussed towards the car park which results in blank side walls to Sussex Street and Pleasant Street North. Wall detailing to Pleasant Street North has however sought to provide visual relief to what could otherwise be perceived as an unattractive and inactive edge. This detailing also provides reference to the area's heritage characteristics. There is an additional freestanding form at the south west corner of the centre which provides an active frontage to Pleasant Street North (accommodating additional retail outlets) but an inactive frontage to the car parking area.

The centre is provided with a continuous covered pedestrian path albeit a relatively narrow space for pedestrians, immediately abutting the car park. This cover is provided in the form of a bullnose veranda which is presumably intended to reference the centre's location within a key heritage precinct.

While the centre is located immediately opposite City Oval, and benefits from the mature plantings opposite the centre, the centre itself suffers from a lack of landscaping. However, there is the opportunity to develop landscaping in the centre to reflect the proximity to City Oval.

Transport and Access

The centre is easily accessible via Sturt Street and contains dedicated on and off-street car parking facilities for shoppers. Users of the centre also have access to angled parking along both sides of Pleasant Street North and along Sturt Street. It is noted however, that the provision of parking in this centre is restricted.

Three bus routes operate along Sturt Street (routes 15, 16 and 18) providing connections to the western and northern suburbs of Ballarat. The centre is considered to be highly accessible by bus in comparison to other centres. The centre is located within a reasonable walking distance from Ballarat CBD.

Loading facilities for the supermarket are provided off Sussex Street, with a secondary small loading area provided towards the south west corner of the centre.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- Adequately performs its role in the provision of goods and services to a localised catchment.
- Is located in a highly accessible location with good access to Ballarat's growth areas.

- High income households in the trade area.
- Good retail mix on site.
- There are no vacant units in the centre which suggests that it is performing well.


Weaknesses

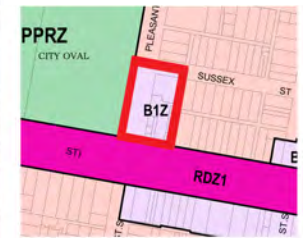
- The centre lacks landscaping amenity and provides some blank frontages to surrounding roads. Bringing such frontages into more active use would create a better impression and would improve environmental quality.
- The centre has no room to expand due to physical constraints of the site.
- The car park is at capacity, although the car park at City Oval when not in use provides some parking relief.




ballarat activity centres strategy

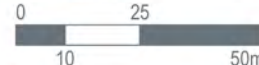
pleasant park shopping centre

legend
study area 



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 Revision: A





3.13 Maxi Food – Local Activity Centre

Location and Role

The Maxi Food Local Activity Centre is located at the junction of La Trobe and Pleasant Streets. It is situated to the south-west of the Ballarat CBD and is anchored by the Maxi Food store. The centre performs a convenience retail role supporting the needs of the local catchment.

Planning Designation

The Maxi Food shopping centre is zoned as a Mixed Use Zone (MUZ). The area is affected by a number of overlays including an Environmental Audit Overlay, a Vegetation Protection Overlay – Schedule 2 (Urban Character Vegetation) and a Design and Development Overlay – Schedule 4 (Urban Character Area 22). It is noted that the latter two overlays affect only a small portion of the centre to the north east. VPO2 recognises the value of canopy trees in the private realm whilst DDO4 seeks to retain the garden character and traditional form and scale of built form in the area.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey, the centre provided approximately 3,300sqm of floorspace of which 80.3% related to retail uses as shown in the table below.

Table 23 - Existing Floorspace at Maxi Food

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	2,449	74.0%
Specialty Food	209	6.3%
Total Retail Floorspace	2,658	80.3%
Commercial - Medical	542	16.4%
Total Commercial Floorspace	542	16.4%
Recreation and Fitness	111	3.4%
Total Floorspace	3,311	100.0%

Source: Hill PDA (2010)

The largest single portion of floorspace in the centre related to the supermarket (2,449sqm) followed by medical premises (542sqm) and specialty food stores (209sqm). At the time of survey, the centre did not have any vacancies.

Trade Area Identification

Given the presence of competing shopping facilities at Sebastopol North and Stockland Wendouree, the trade area of the centre is restricted to the local surrounding residential neighbourhood. On this basis, the trade area is likely to include Redan and may include small parts of the adjoining suburbs of Lake Wendouree, Newington, Lake Gardens, Ballarat Central, Golden Point, Mt Pleasant, Sebastopol and Delacombe. It is estimated that the trade area for this centre includes around 6,000 people.

In addition, the centre is likely to capture expenditure from workers in the industrial precinct to the west.

Urban Design Issues

The centre occupies the block between Latrobe Street and Foster Street to the south and has two clear areas, the first of these being the recently developed Maxi Foods supermarket with the remainder of the centre to the west being predominantly undeveloped as a commercial centre. That area includes some housing and warehouse style buildings with a wide range of setbacks, some with extensive at-grade car parking to Latrobe Street (such as Aus Dent). These buildings are all single storey in height. The footpath provided in front of the Maxi Foods development does not extend along the Latrobe Street frontage for the rest of the centre, although 'desire lines' indicate some level of pedestrian usage.

Having been recently developed the Maxi Foods portion of this centre follows a similar format to other neighbourhood Activity Centres in the City of Ballarat. That is, the centre comprises of predominantly single storey buildings that are aligned against the side and rear boundaries of the centre whilst the two street frontages are abutted primarily by at grade car parking.

The Maxi Foods supermarket is built to the street boundary with glazed frontages providing a good connection with the street, however the extensive use of dark tinted glass throughout detracts from the sense of passive surveillance of the public realm that might otherwise be achieved with clear glazing.

The footpaths along the building edges and frontages are relatively narrow. Perimeter landscaping enhances the image and presentation of the centre, noting that much of the tree planting is recent and relatively immature. There is little planting within the rest of the centre and extensive use of concrete.

While there is little connection to the remainder of the centre to the west, there is potential for this connection to be improved if this area was developed, particularly as the loading areas associated with the supermarket are accessed via a different frontage.

Transport and Access

The centre is located at the junction of two roadways which provide easy access to surrounding suburbs and residential areas. Turning lanes are provided into the Maxi Foods centre from both Latrobe and Pleasant Streets. Bus route 13 runs along Pleasant Street between Delacombe and the CBD. Loading and service entrances for many of the buildings, including the supermarket is provided via Foster Street.

Retailing in the centre is predominantly arranged around a large surface level car park which dominates the centre.

Existing Strengths and Weaknesses


The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

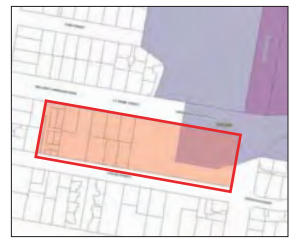
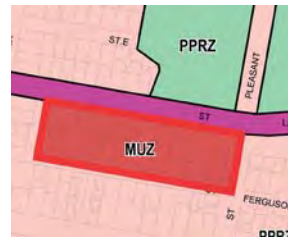
Strengths

- The centre is anchored by a medium sized supermarket and has no vacancies indicating it is performing well.
- The centre is relatively new in its development representing an attractive and fresh convenience and weekly shopping option for the local community.
- There are currently no vacancies in the centre.

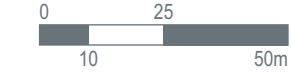
ballarat activity centres strategy

maxi food shopping centre

legend
study area 



Project Ref: 10.514
Dwg No.: UDD-011
Scale: 1:1500@A4
Date: 18.02.11
Revision: B



3.14 Alfredton ALDI – Local Activity Centre

Location and Role

The Alfredton ALDI Local Activity Centre is situated on Sturt Street to the west of Ballarat CBD between the junction of Gillies Street and Vale Street.

The centre functions as a retail convenience centre providing an ALDI store as a key anchor in addition to a discount pharmacy, a post office, general store, liquor store, petrol station with convenience retail and a number of take away food outlets.

Planning Designation

The centre is zoned Business 1 Zone (B1Z) by the Ballarat Planning Scheme. The centre is not affected by any overlay controls.

Provision of Floorspace

Based on Hill PDA's 2010 floorspace survey, the centre provided 3,852sqm of floorspace of which 96% related to retail uses as shown in the table below.

Table 24 - Existing Floorspace at Alfredton ALDI

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	1,777	46.1%
Specialty Food	1,242	32.2%
Take Away Food	242	6.3%
Personal Services	437	11.3%
Total Retail Floorspace	3,698	96.0%
Commercial - Government	100	2.6%
Total Commercial Floorspace	100	2.6%
Vacant	54	1.4%
Total Floorspace	3,852	100.0%

Source: Hill PDA (2010). Note the bottle shop (832sqm) is noted within Specialty Food.

The largest proportion of floorspace (1,777sqm) related to the ALDI supermarket followed by the bottle shop (832sqm) and personal services (437sqm) which includes a hairdresser and dry cleaning services.

Trade Area Identification

The Activity Centre's trade area will be influenced by:

- The proximity of competing centres with anchor supermarkets – particularly Stockland Wendouree, Howitt Street and Sebastopol North; and
- A lack of any ALDI supermarkets near Stockland Wendouree or Howitt Street.

The face-to-face surveys indicate that shoppers were attracted from Invermay and Miners Rest (20%), Delacombe and Sebastopol (17%) and Ballarat Central, Ballarat West, Alfredton, Soldiers Hill, Mt Clear and Mt Pleasant (13%).

As a result, the trade area for Alfredton ALDI includes much of the north and west of Ballarat, including the suburbs of Alfredton, Lake Wendouree, Newington-Lake Gardens, and Wendouree. These suburbs contain some 25,000 people.

Urban Design Issues

The centre is relatively disjointed with a service station, strip shops, the ALDI Supermarket and hotel having little relationship to each other. The building forms are similarly disparate, with varying alignments and setbacks. The heights within the centre are generally single storey, with the exception of a portion of the hotel building which is two storeys. The centre essentially functions as two portions with either side of Longley Street having a separate service road and car parking area associated with it.

Pedestrian access is compromised within the centre with no clear, legible path, thus there is evidence of pedestrians traversing garden beds and also having to navigate retaining walls, potentially causing damage to landscaping. In addition, the centre is dominated by car orientated structures such as petrol stations, drive through bottle shops and extensive at-grade car parking.

The ALDI car park is relatively barren with no shade structures or trees. The public realm does however incorporate well with the established canopy of trees forming a boulevard planting treatment.

Transport and Access

Sturt Street forms the main east-west arterial route into Ballarat CBD and connects to the Western Highway. Gillies Street is also a major local road. In light of the position of the centre at the junction of these two major roads it is well connected to the road network and easily accessible by car and by public transport – both bus route 15 and 18 run past this centre. No dedicated cycle paths run adjacent to the centre.

As mentioned, access to the centre are provided via dedicated service lanes, both of which provide on-street parking with parallel spaces provided to the north and angled parking immediately adjacent to the shopfronts. Parking (two hours) is free. The ALDI store has dedicated off street car parking and loading provided via Vale Street.

Existing Strengths and Weaknesses

The following section draws on some of the key findings from previous studies in addition to the comments raised during focus group sessions and through observation during site visits.

Strengths

- Situated at a key road junction and therefore benefits from good accessibility and passing trade.
- Provides a range of retail goods and services which reflects its role in the local shopping hierarchy.

Weaknesses

- Limited opportunities to expand the centre given that it is surrounded by residential uses and Sturt Street.

ballarat activity centres strategy

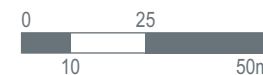
alfredton aldi

legend

study area 



Project Ref: 10.514
Dwg No.: UDD-012
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Date: 18.02.11
Revision: B



ballarat activity centres strategy

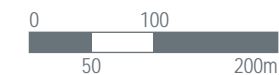
alfredton east opportunities and constraints

legend

-  activity centre boundary
-  opportunity to establish continuous active frontage and capitalise on main road exposure
-  opportunity to create positive pedestrian/residential interface
-  opportunity to develop and demarcate reinforce positive centre image
-  opportunity to reiterate landscape themes in surface car parks
-  opportunity to redevelop and consolidate commercial uses
-  opportunity for infill development to street frontage with eastward expansion
-  opportunity to establish laneway link for servicing access



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3.15 Miners Rest – Local Activity Centre

Location and Role

The Miners Rest Local Activity Centre is located to the north-west of the City but connected to the urban area via Howe Street. The centre is anchored by an IGA supermarket and complemented by a service station. The centre provides daily and some weekly shopping options to residents of Miners Rest and in the surrounding rural hinterlands whilst the service station and ancillary retail also support passing trade. On account of the distance and perceived separation of this centre from others in the City of Ballarat, it may be argued that this centre acts as a separate 'township' rather than another suburban centre.

Planning Designation

The retailing area in Miners Rest is zoned Mixed Use Zone (MUZ) on the Ballarat Planning Scheme. An Environmental Significance Overlay – Schedule 2 (Streamside and Watercourse Protection) affects a portion of the Activity Centre and seeks to identify watercourses prone to environmental impacts by development.

Provision of Floorspace

Based on Hill PDA's 2010 survey the centre provided approximately 1,929sqm of floorspace as shown in the table below.

Table 25 - Existing Floorspace in Miners Rest

Land Use Category	Floorspace (sqm)	Proportion of Total
Supermarket	1,563	81.0%
Convenience Store	216	11.2%
Total Retail Floorspace	1,779	92.2%
Hotel / Pub / Club	150	7.8%
Total Floorspace	1,929	100.0%

Source: Hill PDA (2010)

The largest proportion of floorspace related to the supermarket (1,563sqm). At the time of survey the centre did not have any vacant floorspace.

Trade Area Identification

The Miners Rest Activity Centre is anchored by a large and relatively new IGA supermarket of around 1,500sqm. The catchment of this centre would be restricted by Creswick in the north (where the existing Foodworks supermarket is currently being expanded) and Stockland Wendouree in the south.

Miners Rest provides for the day-to-day and some weekly shopping needs of residents in Miners Rest and Mitchell Park. It is estimated that this area contains around 3,000 people.

Urban Design Issues

The centre comprises a large, irregularly shaped area, which comprises predominantly low profile, single storey residential development. The commercial component of the centre is located to the south. This centre fronts Howe Street which provides a connection to the City of Ballarat urban area.