

**WONTHAGGI
ACTIVITY CENTRE PLAN**

JANUARY 2021

**ACTI
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PLAN**

PREPARED FOR BASS COAST SHIRE COUNCIL



WONTHAGGI ACTIVITY CENTRE PLAN

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Executive Summary

This report, the Wonthaggi Activity Centre Plan (WACP) provides strategic and overarching guidance for the continued development of Wonthaggi for the next 20 years.

The WACP is the second and final output of a two-part project (the Wonthaggi Activity Centre Plan project), which began with:

**Component 1:
Community
Engagement for
Placemaking.**

This initial phase involved the preparation of the *Wonthaggi Placemaking Strategy* which involved extensive community consultations to inform this report, which forms Component 2.

**Component 2:
Preparation of
the Wonthaggi
Activity Centre Plan.**

Preparation of the WACP involved a series of workshops, site visits and literature reviews, which assisted in the analysis of existing conditions, characteristics, issues and opportunities.

This was followed by the preparation of a vision and key directions that have been developed and refined in consultation with Bass Coast Shire Council. Further consultation with the community, Council officers and Councillors will be required prior to the finalisation of the WACP.

The vision and directions are represented in a series of guiding plans, objectives, strategies and actions relating to Land Use, Access and Movement, Built Form and Public Realm.

THE WACP ALSO PROVIDES SEVERAL PLANNING SCHEME
RECOMMENDATIONS AND GUIDANCE ON KEY SITES AND
POTENTIAL PUBLIC WORKS TO ACHIEVE THE PREFERRED VISION
AND OUTCOMES FOR A GROWING REGIONAL CENTRE.



1.1 Purpose of the Plan

INTRODUCTION

The purpose of this Structure Plan is to guide decision making regarding the future development of the Wonthaggi Activity Centre for the next 20 years

WONTHAGGI'S SIGNIFICANCE AS A REGIONAL CENTRE IS SET TO INCREASE DUE TO PROJECTED AND PLANNED GROWTH. AS SUCH, BASS COAST SHIRE COUNCIL (COUNCIL) HAS ENGAGED MESH PLANNING (MESH) TO PREPARE THE WACP.

Guidance is provided within this document based on the following four key directions:

- 1. Land Use and Activity**
- 2. Access and Movement**
- 3. Built Form**
- 4. Public Realm.**

The WACP also provides further design guidance for four key strategic sites/public spaces, which have been identified for future key capital projects.

The following sites have been identified as having an important role in further activating the Wonthaggi Activity Centre:

- 1. Apex Park**
- 2. McBride Avenue**
- 3. Graham Street**
- 4. Former Wonthaggi Secondary College (McBride Campus).**



1.1 Purpose of the Plan



It should be noted that the WACP is not intended to directly guide permit applications and processes, rather it seeks to guide the Bass Coast Planning Scheme and other influencing tools and mechanisms.

These include but are not limited to:

- Statutory planning tools (i.e. changes to policy, zones and overlays);
- Master planning;
- Audits and studies;
- Streetscape, landscaping and transport/road works and improvements; and
- Education, relationship building and advocacy with landowners, the development industry, utility and service providers, as well as other stakeholders.

Ultimately, the Wonthaggi Activity Centre Plan aims to enhance the quality and the character of the Wonthaggi Activity Centre to reinforce its status as a regional centre. This process involves building on previous strategies developed for the centre and gaining an understanding of the centre's key issues and opportunities, with a view of enhancing the liveability and quality of life of current and future communities of Wonthaggi.

1.2 What are Activity Centre Structure Plans?

A structure plan is a strategic planning tool that sets out an integrated vision for the preferred direction of future development of places such as activity centres.

Activity centre structure plans seek to translate the vision and broad strategic objectives into practical and implementable actions. It also defines how the future development of an activity centre will be managed.

But what are activity centres and why plan for them?

The State Government identifies activity centres as areas that provide:

“Focus for housing, commercial, retailing, community, employment, transport, leisure, open space, entertainment and other services and are places where people shop, work, meet, relax and live.”¹

State planning policy recognises that activity centres are ideal places for future growth. Thus, rigorous and holistic planning and management are required to ensure that activity centres have the capacity, services and amenities to meet the needs of future residents and contribute to improving overall liveability. Ultimately, activity centres should change in the context of growth of the surrounding area.

 **Click here to see the State Government planning policy for Activity Centres.**

1.3 Study Area

The study area of the WACP mainly comprises of the commercial area within the town, as well as the surrounding areas which influence or are influenced by the town centre.

The boundary has been set with the intention to encourage consolidation and activation within Wonthaggi's town centre, as such other areas or precincts such as the Education Precinct, all surrounding residential areas and the Health Precinct have not been included within the study area.

¹ *The State of Victoria Department of Environment, Land, Water and Planning, 2018. Planning Practice Note 58: Structure planning for activity centres.*
<https://www.planning.vic.gov.au/publications/planning-practice-notes>

1.3 Study Area

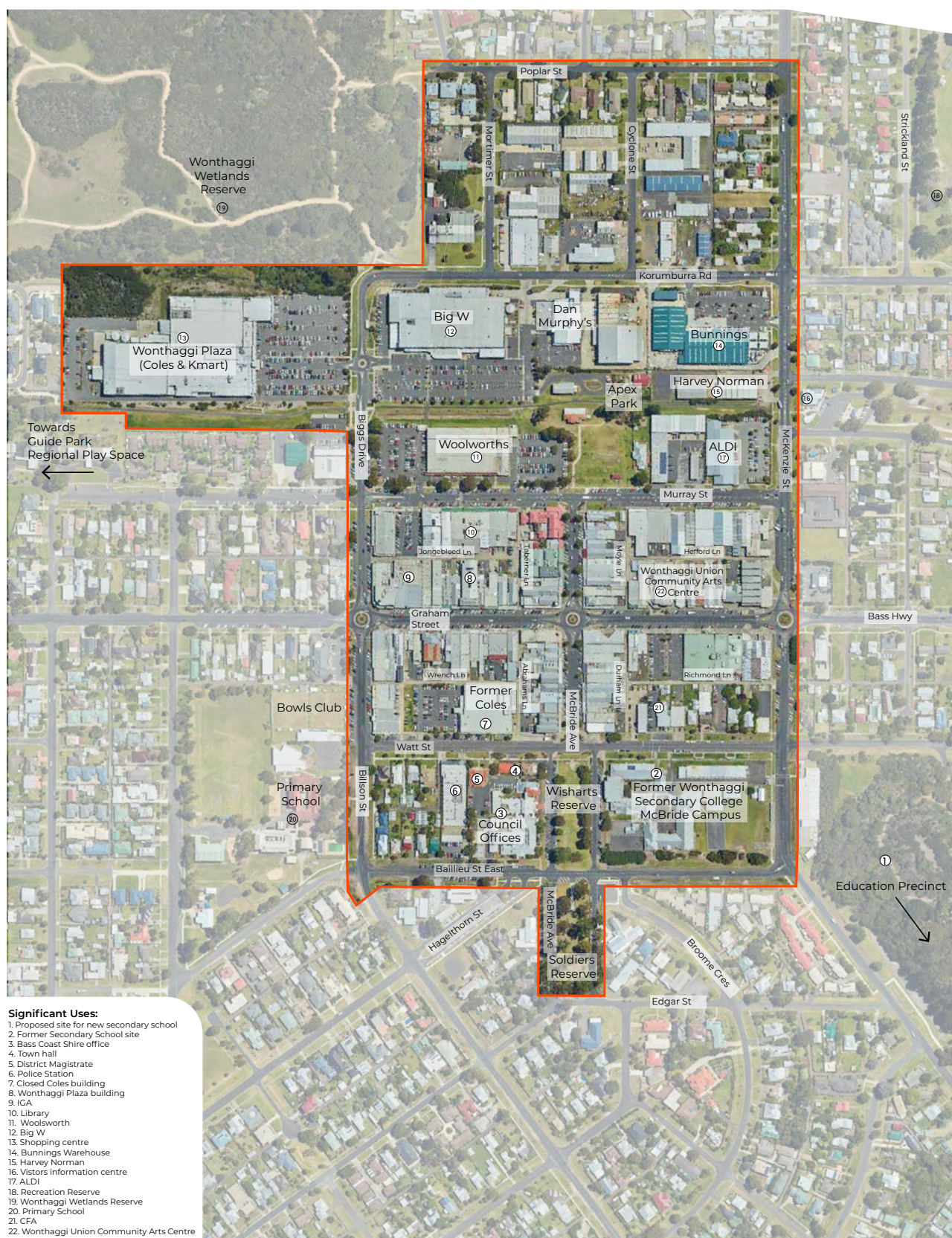


Figure 1. Wonthaggi Activity Centre Structure Plan Study Area

1.4 Report Structure

The overall structure of the document is provided in Table 1 below.

Activity centre structure plans seek to translate the vision and broad strategic objectives into practical and implementable actions. It also defines how the future development of an activity centre will be managed.

Chapter 1 Introduction	A brief outline of the purpose of and methodology to prepare the Wonthaggi Activity Centre Plan and the methods undertaken to prepare the WACP.
Chapter 2 Context and Analysis	Provides a summary of the regional and local context of the Wonthaggi Town Centre and the influence of recent planning approaches on the role and structure of the town.
Chapter 3 Vision	Sets out the shared vision and overarching principles to inform future directions for the activity centre.
Chapter 4 Key Directions	<p>Builds on the vision and principles for Wonthaggi based on the four directions:</p> <ul style="list-style-type: none"> → Land Use and Activity → Public Realm → Built Form → Access and Movement. <p>Each direction is supported by a group of:</p> <ul style="list-style-type: none"> → Objectives Outcomes that are sought to be achieved. Objectives can be general or specific and must be clear and implementable. → Strategies Statements that outline how an objective is to be achieved. → Actions A series of recommended actions to implement the objectives and activate the strategies via the Planning Scheme or other relevant implementation tools that are to be delivered by responsible authorities.
Chapter 5 Key Sites	<p>Provides design guidance and concepts for key sites identified within the study area for future capital projects to further activate the Wonthaggi Activity Centre. The sites include:</p> <ul style="list-style-type: none"> → Apex Park → McBride Avenue → Graham Street → Former Wonthaggi Secondary College (McBride Campus) <p>Note: the design concepts are indicative only and are subject to further community consultation.</p>
Chapter 6 Implementation	Outlines the recommended approach to implement the WACP via the Planning Scheme and other tools for implementation such as public works and improvements, undertaking studies or relationship building and advocacy.

Table 1. Overview of report structure

1.5 Methodology

The Wonthaggi Activity Centre Plan project was undertaken based on two components these include:

Component 1: Community Engagement for Placemaking.

Community engagement is essential within the structure planning process, particularly in the initial stages. It assists in forming a shared vision for the centre and in understanding the local issues and opportunities that are identified by the community.

As part of Component 1, Bass Coast Shire Council with the assistance of CoDesign Studio sought to implement community-led placemaking projects and prepare the *Wonthaggi Placemaking Strategy* (2018). The placemaking strategy sets up a blueprint for how Council and the community can improve public spaces in the Wonthaggi Town Centre. Mesh Planning was engaged through the process of developing the strategy to clearly understand key learnings in preparation for Component 2.

Developing the strategy involved extensive community consultations, which have informed Component 2.

Component 2: Preparation of the Wonthaggi Activity Centre Plan.

Bass Coast Shire Council with the assistance of Mesh Planning implemented Component 2 for the preparation of the WACP.

The process involved the following stages:

Stage 1	Project Inception Meet with Council to understand Council's vision and desired outcomes; and participate in placemaking strategy workshops (i.e. Component 1).
Stage 2	Analysis and engagement Undertake literature review; desktop analyses; site visits; facilitate Council officers' workshop; and engage with State stakeholders.
Stage 3	Draft Activity Centre Plan Synthesise all prior analysis and engagement findings from Component 1, Stage 1 and Stage 2; followed by a community exhibition and consultation of the draft plan.
Stage 4	Final Activity Centre Plan Reviewing feedback, and refining and finalising the WACP.
Further Consultation + Studies	<p>Community consultation was undertaken on 1 August 2019 for Apex Park, one of the key sites identified within the study area. Input from the consultation session helped to refine the concept and design guidelines as outlined in Section 5 of this document.</p> <p>Council engaged the Institute for Sensible Transport to prepare the <i>Smarter Choices – Access and Movement Study</i> (July 2020) for Wonthaggi's Activity Centre. The study outlines a holistic vision regarding access and movement in Wonthaggi for the next 30 years.</p>

2.1 Context

CON TEXT AND ANA LYSIS

Wonthaggi is a regional centre located inland from the coast situated within Bass Coast Shire in the West and South Gippsland region of Victoria.

WONTHAGGI IS
APPROXIMATELY

60_{MINUTES}
DRIVE FROM
CRANBOURNE

90_{MINUTES}
DRIVE FROM
MELBOURNE CBD



2.1 Context



Context and History

The town began as a makeshift tent town for miners in the black coal mining industry. The industry thrived and the State Coal Mine was opened and operated from 1909 to 1968.²

The mining boom and the introduction of the Victorian Railway system meant rapid growth soon followed, which presented an opportunity for the development of a planned community.³

In 1910, the Government reserved land to build Wonthaggi to provide housing and services to the mine workers and service providers.⁴

The name 'Wonthaggi' is derived from the Australian Aboriginal name meaning 'borne, to drag or to fetch'.⁵ The registered group is the Bunurong people, who are the indigenous people of south-eastern Victoria.

² Parks Victoria, *State Coal Mine Heritage Area*

³ Heritage Victoria, *Heritage Victoria, Coal Mine Sites Identification: Coal Mining Heritage Study*

⁴ Ibid

⁵ Bunce's Language of the Aborigines of the Colony of Victoria (1859)

2.1 Context

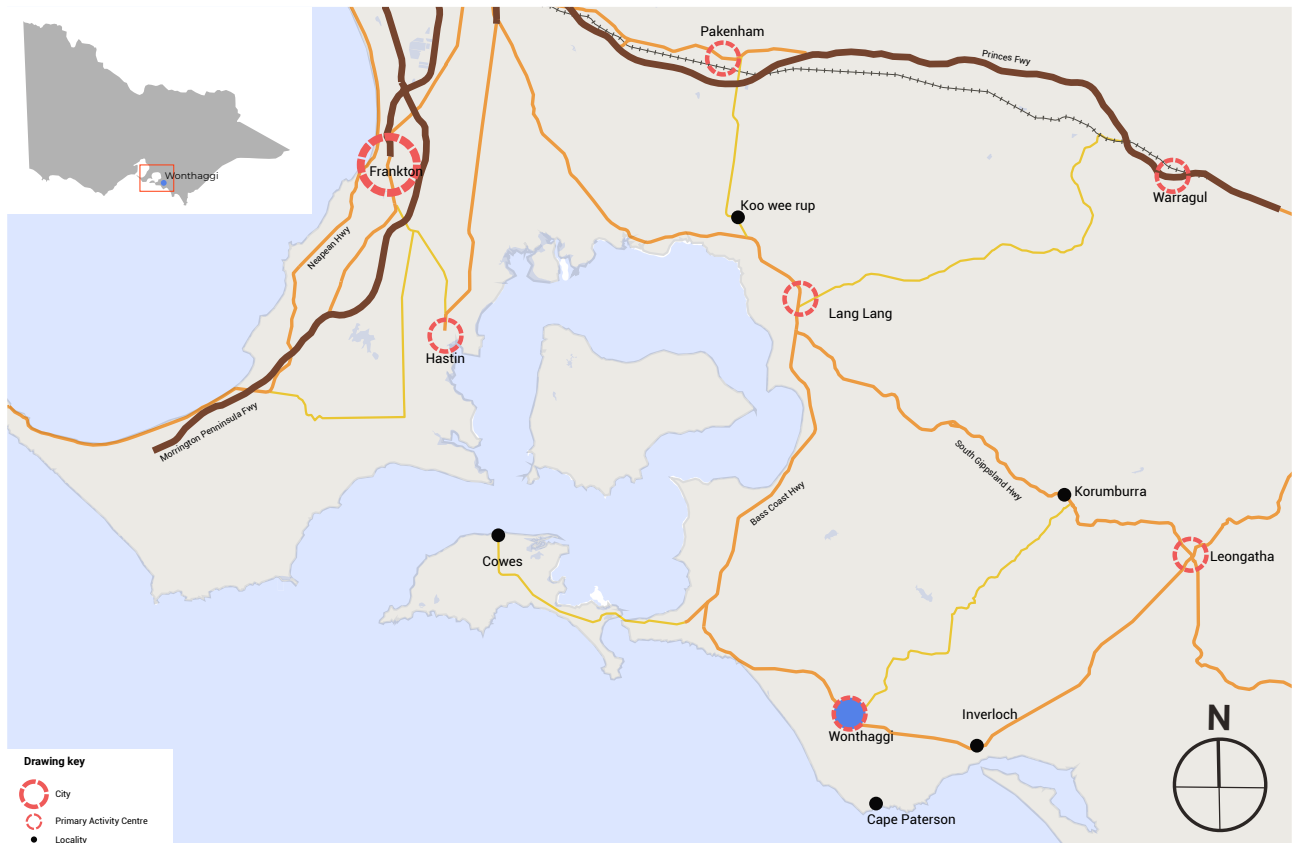
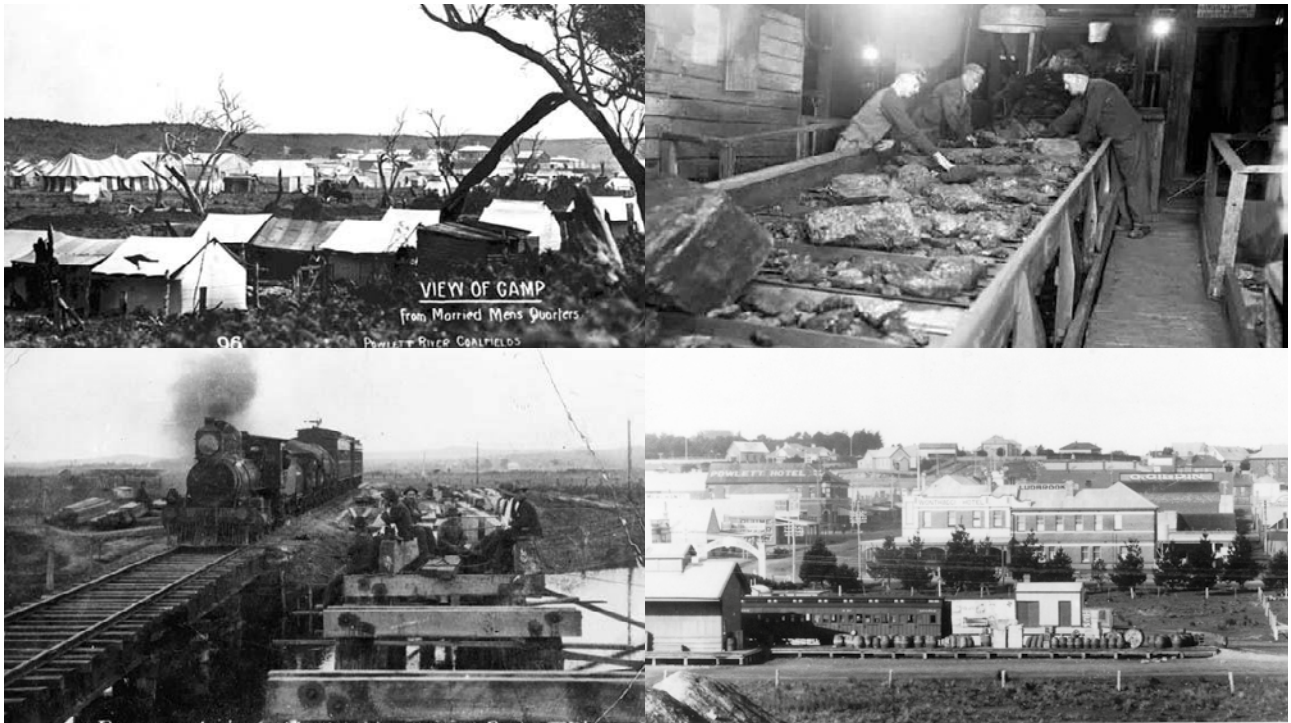


Figure 2. Regional Context



Tent city and the State Coal Mine

Wonthaggi Station

2.1 Context

Policy Context

Today, Wonthaggi is identified as a regional centre in the Bass Coast Planning Scheme and the *Gippsland Regional Growth Plan* (2014).

A regional centre is defined as:

“A settlement with large, diverse population and housing base with all essential services, including education, hospitals and interchange points for public transport. Large employment bases with strong connections with surrounding settlements.”

(See Clause 22.02-1 of the Bass Coast Planning Scheme). As such, the type of development expected within this Activity Centre should be reflective of its designated role as a regional centre.

In the last two decades, several strategic documents, studies and guidelines have been prepared and are pertinent to this project. A list of relevant documents are included in **Appendix A**.

It is important to have regard to previous strategic work that influence the Wonthaggi town centre. Those of particular relevance are briefly discussed below.

Plan Melbourne 2017-2050

As a long-term strategic document, *Plan Melbourne 2017-2050* has been prepared by the Victorian Government to provide guidance on how Melbourne will change and grow to 2050. Several outcomes, which are sought to be achieved by 2050 are identified in the plan. Of most relevance to the WACP is:

Outcome 7: Regional Victoria is productive, sustainable and supports jobs and economic growth.

This is supported by the following key principles:

- 7.1 Invest in regional Victoria to support housing and economic growth; and
- 7.2 Improve connections between cities and regions.

These principles have been developed considering the expected growth in overall regional population from 4.5 million to 8 million by 2051 as well as the increasing importance of economic linkages between cities and regions within Victoria. As a regional centre, Wonthaggi is expected to accommodate a portion of this expected growth.



Growth Summary

**Regional
Population**



3.5 million
Additional People

2020

4.5 million

2051

8 million

The objectives and processes undertaken in developing the WACP are consistent with the principles highlighted within *Plan Melbourne 2017-2050* with consideration for the local context, challenges and opportunities that are specific to Wonthaggi.

2.1 Context

Policy 7.1.2 Support planning for growing towns in peri-urban areas

A number of towns in peri-urban areas have capacity for more housing and employment-generating development without impacting on the economic and environmental roles that surrounding non-urban areas serve. Those towns include Warragul–Drouin, Bacchus Marsh, Torquay–Jan Juc, Gisborne and Kyneton. Other towns identified by Regional Growth Plans as having potential for growth include Wonthaggi, Kilmore, Broadford, Seymour and Ballan.

Peri-urban towns can provide an affordable and attractive alternative to metropolitan living. However, strategies need to be developed for the timely delivery of state and local infrastructure to support growth and protect their significant amenity.

Most importantly, development in peri-urban areas must also be in keeping with local character, attractiveness and amenity. Growth boundaries should be established for each town to avoid urban sprawl and protect agricultural land and environmental assets.

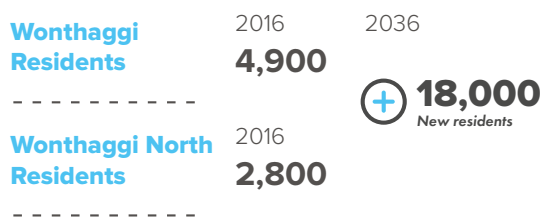


Figure 3. Victoria's connected cities and regions (Source: Plan Melbourne 2017-2050)

2.1 Context

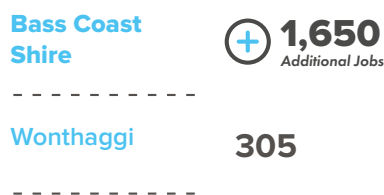
As of 2016, there are approximately 4,900 residents within Wonthaggi, and a further 2,800 residents in North Wonthaggi, making a total population for the town of 7,700⁶, the numbers are expected to grow with an estimated 18,000 new residents within the catchment by 2036⁷.

Catchment Summary



Furthermore, employment projections estimate that 1,650 additional jobs are expected to be accommodated within the Bass Coast Shire, of which 305 additional jobs will be located in Wonthaggi.⁸ The WACP will assist in planning for this future population.

Jobs Created



Wonthaggi North East Precinct Structure Plan

The Wonthaggi North East Precinct Structure Plan (WNEPSP) is the latest strategic work by Council and the Victorian Planning Authority (VPA). The PSP is a key consideration in planning for the activity centre.

In particular:

- It provides land for housing for up to 12,000 new residents. This growth is transformative and will place considerable pressure on the existing Activity Centre. It will also bring significant opportunity, by creating drivers for retail and commercial development, which can be steered to achieve positive economic and built form outcomes for the town.
- Approximately 60 hectares of land along Inverloch Road have been designated for business and industrial purposes. While this hub will be subordinate and differentiated from the primary town centre.
- The PSP will also deliver new road and pedestrian/cyclist infrastructure, which will integrate into the town network. This is likely to enhance the vibrancy of the Activity Centre. Linkages will need to be considered as part of recommended enhancements within the study area.

⁶ Australian Bureau of Statistics, 2017, *2016 Census QuickStats, Wonthaggi, North Wonthaggi*

⁷ Urban Enterprise, 2017, *Wonthaggi Commercial and Industrial Land Assessment*

⁸ Ibid.

2.1 Context

Wonthaggi Access and Movement Study

The study was prepared by the Institute of Sensible Transport in July 2020 on behalf of Council. The study outlines a holistic vision and a suite of objectives and scenarios regarding access and movement in Wonthaggi for the next 30 years.

The study recognises the following vision for Wonthaggi:

“Access to and within Wonthaggi is safe and sustainable, for the whole community. The transport system supports the creation of a vibrant, people focused township” (p. 3, 2020).

It also considered relevant aspects of the *Draft Wonthaggi Activity Centre Plan* (2019). Findings from the study have been incorporated in this document and reflected in the proposed objective, strategies and actions set out in **Section 4.2** regarding access and movement.

Apex Park Implementation Plan

The Apex Park Implementation Plan provides guidance for Apex Park. It includes implementation actions and preferred staging (i.e. short, medium and long term) to assist with the implementation of the objectives and vision for Apex Park that were outlined in the *Draft Wonthaggi Activity Centre Plan* (2019), which has since been updated to inform this document, *Wonthaggi Activity Centre Plan* (2020).

Wonthaggi Secondary College Masterplan Pre-feasibility Study

Council was awarded \$40,000 in financial and in-kind support from the VPA to undertake a masterplan for the former Wonthaggi Secondary College site in the 2019 Streamlining for Growth Grant Program. Council most recently undertook a pre-feasibility study for the Wonthaggi Secondary School Site in early 2020. Work on a master plan is still underway.

Wonthaggi Opportunity Unlocked

The document was adopted by Council in September 2020 as a branding and advocacy tool to assist with promoting Wonthaggi as a regional centre that attracts future residents and visitors. The document includes a profile of the town, recent investments and plans and strategies to inform Wonthaggi's future. The document also provides branding elements that can be adopted across future Wonthaggi-related documents. Graphic elements used in *Wonthaggi Opportunity Unlocked* (2020) have been adopted in this document.

2.1 Context

Existing Conditions and Characteristics



Figure 4. Local Context Plan

Wonthaggi Activity Centre's current conditions and characteristics are reflective of the historical influences of mining and of the legacy of previous planning practices. The Activity Centre and its surrounding area boast an array of notable features which contribute to its country town feel.

The following text provides a snapshot of the study area's characteristics, and Figure 4 and 5 show the local context and existing conditions of Wonthaggi.

2.1 Context

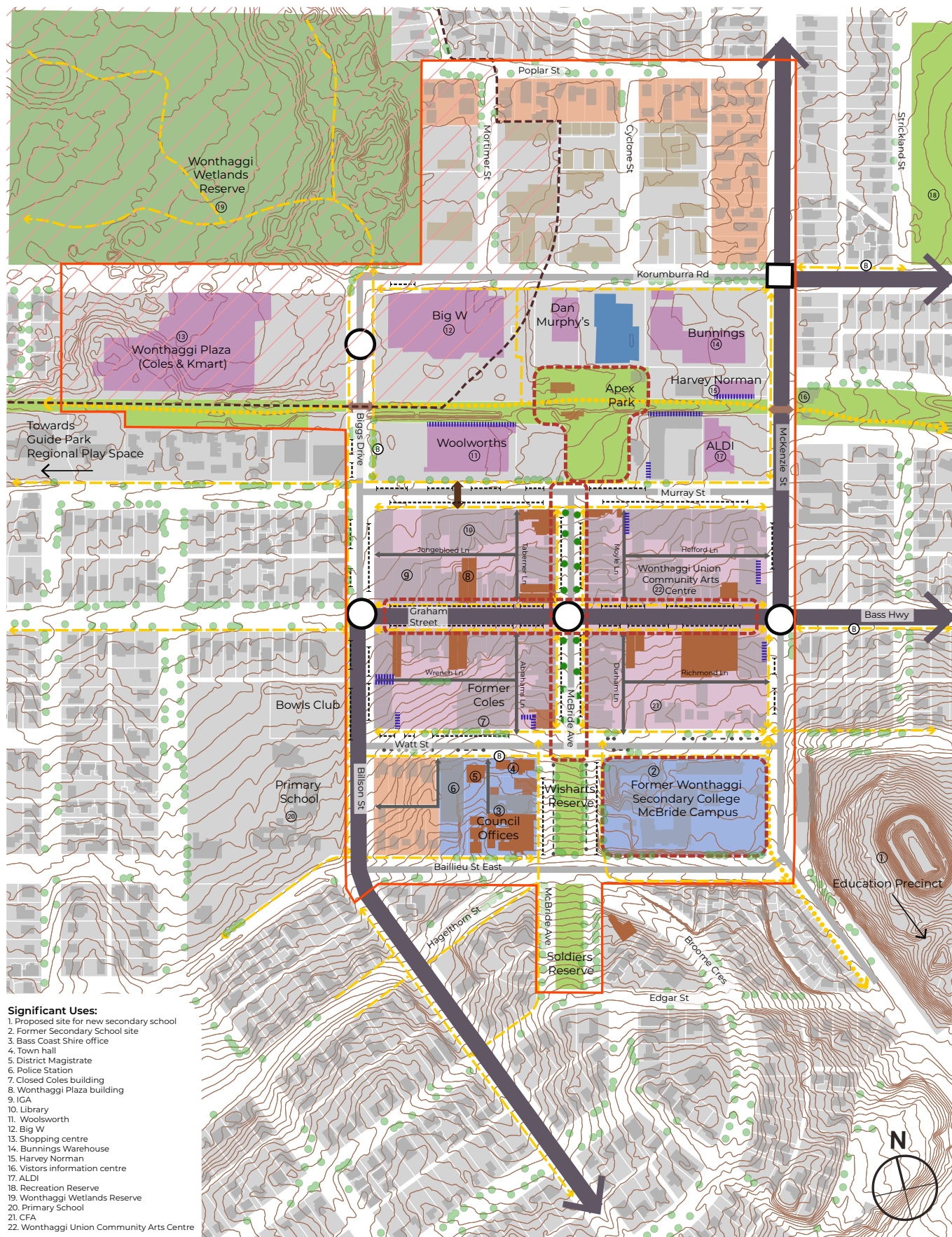


Figure 5. Existing Conditions Plan

2.1 Context

General Characteristics

- Identified as a regional centre for the Bass Coast Shire and Victoria.
- Gradually increasing slopes to the south provide northern views of the town from the Soldiers Reserve through to Wisharts Reserve.
- Historical buildings of heritage significance that reflect the strong coal mining history, which began in the 1850s. The town grew and evolved to become the regional centre for south-western Gippsland.⁹

Town Centre Structure

- The Activity Centre and its relationship to surrounding residential and recreational spaces was developed through effective planning at the time of settlement.
- The historic structure of the town has fostered the creation of a ‘fine grain’ environment within the retail core, with tenancies having narrow frontages and addressing the street by means of glazing and street trading.
- Large format or ‘big box’ developments and large at-grade car parks have fragmented the relationship between uses to the north and north-east.
- Bisected by Graham Street, which has become a main east-west thoroughfare for freight movement given it links to Bass Coast Highway.
- The Bass Coast Rail Trail provides an east-west link for cyclists through a network of open spaces.
- Laneways within the Activity Centre serve as a means of circulation and as part of the public realm, with its local art and murals.

Open Spaces and Community Facilities

- The town includes an enviable open space network, which includes Apex Park, Guide Park (which includes a regional play space,) Wisharts and Soldiers Reserves, the State Coal Mine Historic Area and Wonthaggi Wetlands Reserve.
- Well serviced with an array of community facilities including schools, health services and civic buildings. Most of which are concentrated to the south of the study area.

Notable Key Sites

- **Apex Park** – Located to the north of the study area in Murray Street; includes the former railway station, which is now occupied by the Wonthaggi Historical Society; and currently displays a real mine whistle tower.
- **McBride Avenue** – Primary retail and hospitality strip; lined with iconic Norfolk Island Pine trees and a mix of cafés, restaurants and commercial buildings; and provides a north-south connection.
- **Graham Street** – Serves as a primary arterial road that links to Bass Coast Highway; secondary retail and commercial strip with a built form dominated character; and is under the jurisdiction of Regional Roads Victoria.
- **Former Wonthaggi Secondary College (McBride Campus) school site** – Located to the south of the Activity Centre along McBride Avenue. This site was vacated by Wonthaggi Secondary College in 2020. The former school campus presents an opportunity for urban renewal to include a mix of uses to establish a civic or arts hub.

⁹ BCSC 2018, *Wonthaggi Structure Plan*

2.1 Context



Northern view from Wisharts Reserve towards Apex Park



Street art



Looking south along McBride Avenue from Apex Park



Former Wonthaggi Secondary College (McBride Campus)



Heritage buildings - Whistlestop Bakery, shops and offices

2.2 Issues and Opportunities

The following issues and opportunities are based on findings collated from Council officer workshops, site visits, desktop analyses and community consultations.

Community consultations were undertaken in **Component I: Community Engagement for Placemaking**, which was carried out by Bass Coast Shire Council with the assistance of CoDesign Studio.

Wider Issues

- ➔ Development over the years has compromised elements of character, sense of place, legibility, accessibility and streetscape quality.
- ➔ Since the completion of the Wonthaggi Plaza Shopping Centre, Wonthaggi has experienced a split retail economy (i.e. one area grows faster than another), whereby:
 - › Traditional main town retailers within the Activity Centre have marginal profitability and weaker performance; and
 - › Conversely, 'big box' shopping centre tenants have significantly higher turnover densities and rents.¹⁰
- ➔ Slow retail growth is expected in the short-term.
- ➔ The Activity Centre is spilling onto external areas, with dental surgeries, medical and allied practitioners, and fast food establishments locating outside the core area.
- ➔ Certain types of uses such as auto repairs contribute little towards street activity within the Activity Centre.
- ➔ General lack of housing diversity and opportunities within the Activity Centre.

Refer to Figure 6 for the issues plan and notations which represent the issues on the following page.

¹⁰ Urban Enterprise, 2017, *Wonthaggi Commercial and Industrial Land Assessment*

2.2 Issues and Opportunities

Uses and Built Form Issues

- 1.** The Wonthaggi Plaza and big box retailers on Biggs Drive along with the industrial estate interrupt the spatial relationship between the Activity Centre, the Wetlands Reserve, and residential areas to the north.
- 2.** Large format retailers in Wonthaggi tend to lack positive relationships with streets, open spaces, and other land uses within the Activity Centre.
- 3.** Town entrances:
 - a.** The entrance from the north at Korumburra Road and McKenzie Street is visually poor due to large format developments and large areas for car parking.
 - b.** The entrance from the south at Baillieu Street and Billson Street lacks definition and way finding with no significant landmarks along the approach.
 - c.** The entrance from the east at Bass Highway and McKenzie Street is characterised by a sharp transition from traditional residential uses to large retail uses with little landscaping to soften the transition.
 - d.** The entrance from the east at Graham Street and Billson Street is dominated by on street parking but otherwise benefits from some large trees and architectural address.

Access and Movement Issues

- 4.** Movement on Graham St:
 - a.** The street is excessively vehicle orientated, and experiences high traffic volumes and speeds.
 - b.** The intersection of Graham Street and McBride Avenue represents a key pedestrian node but crossing for pedestrians and cyclists is very difficult.
 - c.** Pedestrian desire lines at Durham Lane, Abrahams Lane, and the Wonthaggi Arcade are broken by heavy vehicular traffic on Graham Street. Pedestrians are unable to safely and legally cross the street.
- 5.** Poor pedestrian access to the activity centre from residential areas to the east. This is due to the nature of Bass Coast Highway and the dominant uses along it, which cater to freight and vehicles. Uses include loading docks, car washes and service stations.
- 6.** The main bus interchange is spatially disconnected from land uses / activity within the town.
- 7.** There are conflicts between vehicular and pedestrian movements within the IGA car park, located between Murray Street and Jongebloed Lane.
- 8.** Lack of dedicated north-south bicycle routes.

Public realm and Open Space Issues

- 9.** Main streets:
 - a.** Graham Street severely lacks landscaping and public realm enhancements.
 - b.** McBride Avenue - the pine trees are iconic and contribute considerable value, but ground level landscaping and enhancements are limited.
- 10.** Apex Park:
 - a.** Experiences drainage issues for a large proportion of the year.
 - b.** Caters well for large groups of people (such as markets) but until recently catered poorly for smaller groups and children.
 - c.** Inactive edges exacerbated by large car parking interfaces.

2.2 Issues and Opportunities

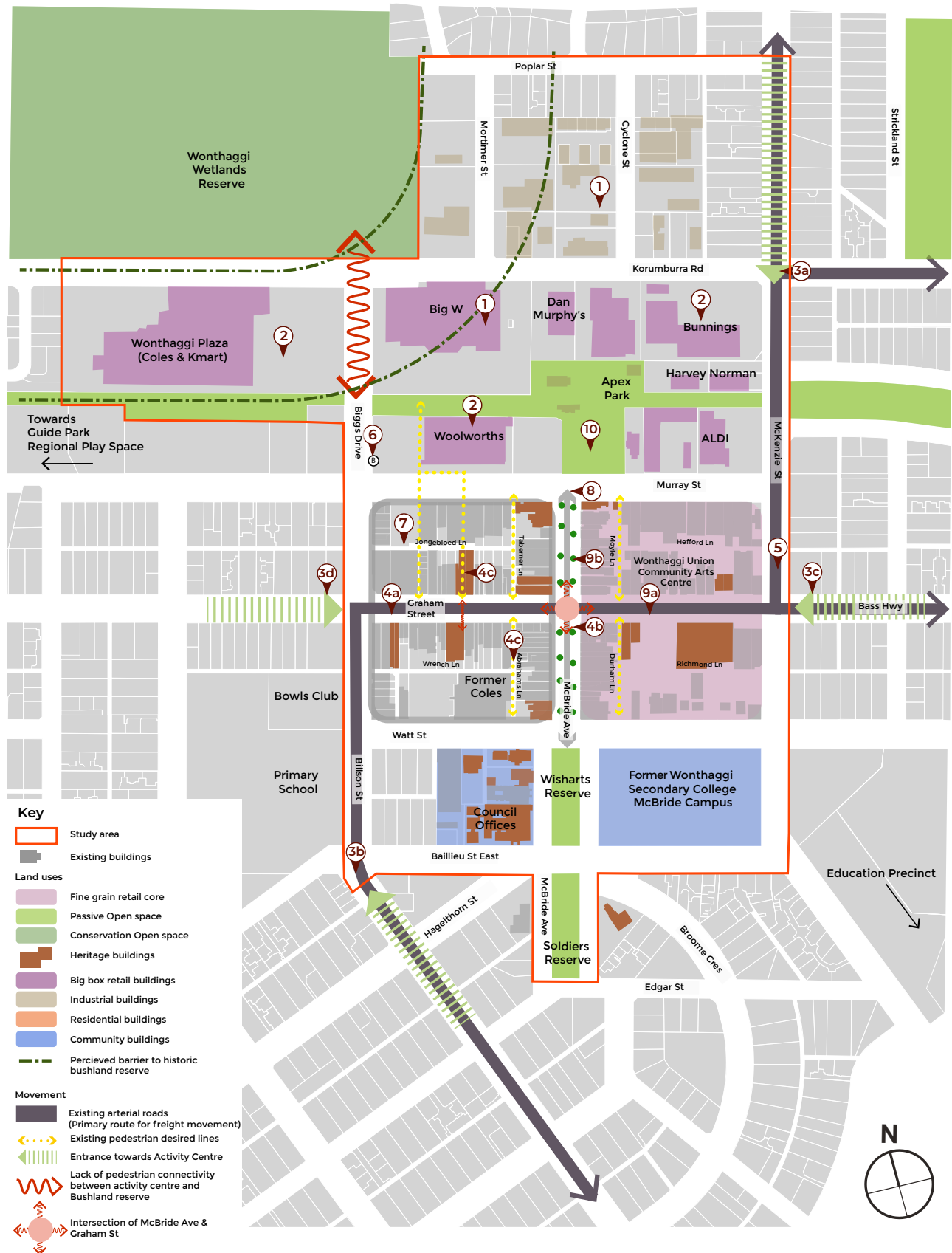


Figure 6. Study Area – Issues

2.2 Issues and Opportunities

General Opportunities

- Unprecedented growth in the medium to long term
- Great urban structure, with open spaces and community facilities
- Ability to accommodate business and industrial uses in the Wonthaggi North East Growth Area, potentially allowing for land use renewal inside the activity centre.
- Opportunities to celebrate Wonthaggi's rich history:
 - › Recognising and celebrating the traditional owners of the land and the relationship of the coast and the town
 - › Celebrating the town's settlement history as a coal mining town and the influence of the Victorian Railway system.
 - › The town demonstrates its rich history in several heritage significant places and buildings, which greatly contribute to Wonthaggi's rural town character and sense of place
- Open space network within and outside the study area provides scope for strong green linkages.
- The hospital's expansion and upgrade to the west of the study area provide a source of increased patronage for the Activity Centre and is crucial for Wonthaggi's role as a regional centre

Refer to Figure 7 for the opportunities plan and notations which represent the following opportunities.



Wonthaggi Hotel located on McBride Avenue

2.2 Issues and Opportunities

Uses, Redevelopment and Built Form Opportunities

1. There are several redevelopment sites which can serve to catalyse development within the broader Activity Centre.

Key Sites

Sites identified within the WACP for future key capital projects. The following sites have been identified as having an important role in further activating the Wonthaggi Activity Centre:

- a. Apex Park
- b. McBride Avenue
- c. Graham Street
- d. Former Wonthaggi Secondary College (McBride Campus)

Opportunity Sites

Sites that have been identified as having potential for future works and improvements and are subject to future investigation. As such, these sites have not been considered in detail within the WACP and no concept plans or design have been proposed. It should be noted that some sites are currently privately owned.

Opportunity sites include:

- e. Northern industrial area (proposed mixed-use renewal area)
 - f. Former CFA site
 - g. Former Coles sites
 - h. Bunnings Warehouse & Harvey Norman
 - i. IGA car park (improvements to access, movement and safety)
 - j. Council-owned car parks
2. There is potential to activate areas abutting Apex Park, such as the Woolworth's car park.
 3. The McBride Campus provides an unprecedented opportunity for urban renewal and redevelopment within the Activity Centre. It presents an opportunity to further establish a civic hub to the south of the town centre.
 4. There is an opportunity to enhance the built form outcomes particularly at the McBride Avenue and Graham Street intersection. This can be done by utilising and drawing inspiration from the existing heritage buildings, which significantly contribute to the character of the town centre.

2.2 Issues and Opportunities

Access and Movement Opportunities



New Orleans Street Market Example



Lygon Street Alfresco Example

5. Redirect freight through-traffic from the town centre, using the existing road network and road upgrades through partnership with the State Government.

6. The central axes along McBride Avenue and Graham Street have potential to further improve pedestrian and cyclist access and movement.

7. Opportunity to utilise laneways to improve pedestrian movement and create new public realms for retail activities, public art and murals. Both functions can be strengthened as part of the towns long term development.

8. Opportunity to investigate Council-owned car parks for potential future development or multi-level car park, and to consolidate car parking to edge of activity centre in off-street parking lots.

9. Opportunity to explore undercroft parking options in the redevelopment of the former secondary school site.

Public Realm and Open Space Opportunities

10. There is a strong north-south axis along McBride Avenue (and beyond), which can be visually enhanced for retail and leisure activity.

11. Graham Street has considerable scope for visual and spatial improvements.

12. The Bass Coast Rail Trail is an excellent link to the town's north-south axis and provides a historic narrative which can be developed further through public realm improvements.

13. Apex Park, the Wonthaggi Historical Society, Railway Museum, Men's Shed, Bass Coast Artists Society and the Neighbourhood Centre are concentrated to the north, providing opportunities to create a community activity hub.



VI SI ON

This vision has been developed having regard to the community aspirations articulated through the Future Wonthaggi Focus Group, the *Wonthaggi Placemaking Strategy* and the analysis undertaken during preparation of this WACP.

The following vision has been prepared to define the future outcomes sought for the Activity Centre.

WHAT IS THE VISION FOR THE
WONTHAGGI ACTIVITY CENTRE?

THE WACP IDENTIFIES AN OVERARCHING
VISION AND KEY DIRECTIONS TO GUIDE
THE FUTURE DEVELOPMENT OF THE
WONTHAGGI ACTIVITY CENTRE.



3.1 What is the Vision for Wonthaggi?

THE WONTHAGGI ACTIVITY CENTRE WILL EMBRACE ITS ROLE AS A KEY CENTRE SERVICING THE GIPPSLAND REGION.

It will become a vibrant place for people by:

→ **Offering a range of uses and spaces**

for activities that support the activation of the retail core and its fine grain uses. (Note: 'fine grain uses' refers to uses that are able to be accommodated within buildings with small-scale frontages);

→ **Enhancing the safety, functionality and presentation**

of McBride Avenue, a key amenity and food and entertainment corridor; and Graham Street, a key retail and movement corridor;

→ **Enhancing pedestrian and cyclist movement and safety**

for all people (i.e. of all ages, gender and sexual orientation, and abilities) through street improvements;

→ **Creating community nodes and local destinations**

that anchor the north and south of McBride Avenue; and

→ **Reinforcing Wonthaggi's character through streetscape**

and open space improvements that tell Wonthaggi's story.



Artist's impression of the future of McBride Ave

3.1 What is the Vision for Wonthaggi?

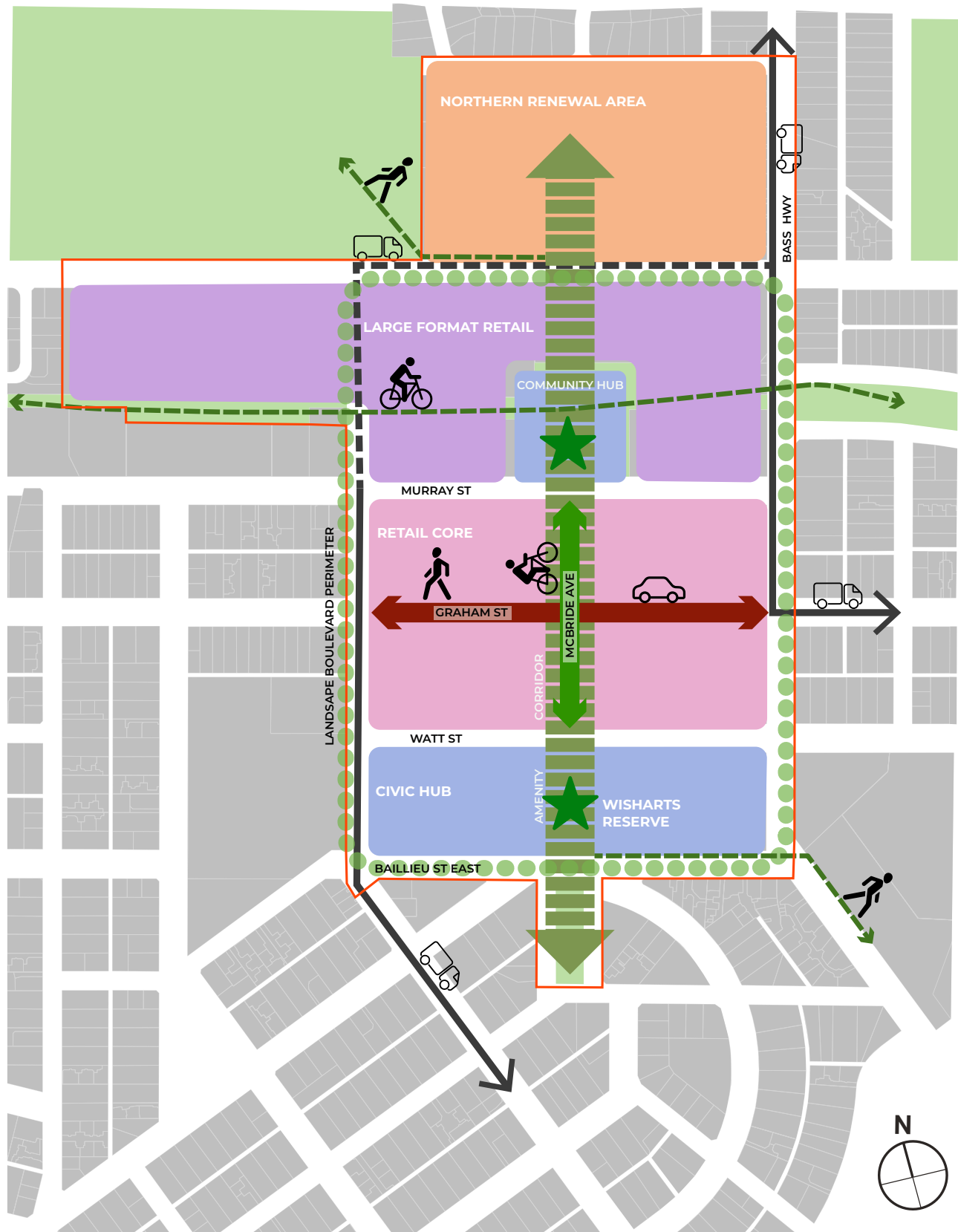


Figure 8. Urban Form Diagram

Note: Urban form does not indicate land uses. This diagram visually conceptualises the ideas that have ultimately driven the vision and overall framework of the WACP.

KEY DIR ECT IONS

THIS SECTION IDENTIFIES THE OBJECTIVES FOR EACH DIRECTION. EACH OBJECTIVE IS SUPPORTED BY A SERIES OF STRATEGIES AND ACTIONS, WHICH SET OUT HOW THE OBJECTIVES ARE TO BE ACHIEVED AND SPECIFIES THE TOOLS FOR IMPLEMENTATION. THE STRATEGIES AND ACTIONS ARE DISCUSSED THROUGH CHAPTERS 4.1 TO 4.4.

CHAPTER 6 INCLUDES A SUMMARY OF ALL ACTIONS, THE PROPOSED TIMING, RESPONSIBLE AUTHORITY AND COST ESTIMATES.

To achieve the vision for the Wonthaggi Activity Centre, a suite of objectives, strategies and actions have been identified and arranged based on four key directions:

- Land Use and Activity
- Access and Movement
- Built Form
- Public Realm.

Objectives

Specifies the outcomes that are sought to be achieved. Objectives can be general or specific and must be clear and implementable.

Strategies

Statements that outline how an objective is to be achieved.

Actions

A series of recommended actions to implement the objectives and activate the strategies via the Planning Scheme or other relevant implementation tools that are to be delivered by responsible authorities.



Key Directions

Land Use and Activity

- LU1** ➤ To create a vibrant mixed-use centre that serves as the central retail, office and community hub for Wonthaggi.
- LU2** ➤ To activate the retail core as a gathering place for the community during the day and night.

Access and Movement

- AM1** ➤ To create a movement network that prioritises pedestrian and cyclist amenity and safety.
- AM2** ➤ To provide convenient and safe car parking that meets the needs of the whole centre.
- AM3** ➤ To enhance access to public transport.

Built Form

- BF1** ➤ To deliver built form of a scale and design that enhances the streetscape experience.
- BF2** ➤ To encourage activation within the retail core.
- BF3** ➤ To enhance key gateways, sites, heritage buildings and the overall spatial relationship between the centre and its surrounding areas.

Public Realm

- PR1** ➤ To establish McBride Avenue as the main north-south amenity corridor that contributes to the preferred function and character of the Activity Centre.
- PR2** ➤ To enhance Graham Street as a key axis which conveys sustainable landscape approaches and promotes safety.
- PR3** ➤ To emphasise Apex Park as a key recreational node and the rail trail as a key passive and recreational axis.
- PR4** ➤ To enhance the Activity Centre edges and gateways to improve amenity and their relationship with surrounding activity nodes.

Table 3. Summary of Objectives

4. Key Directions

Key Directions

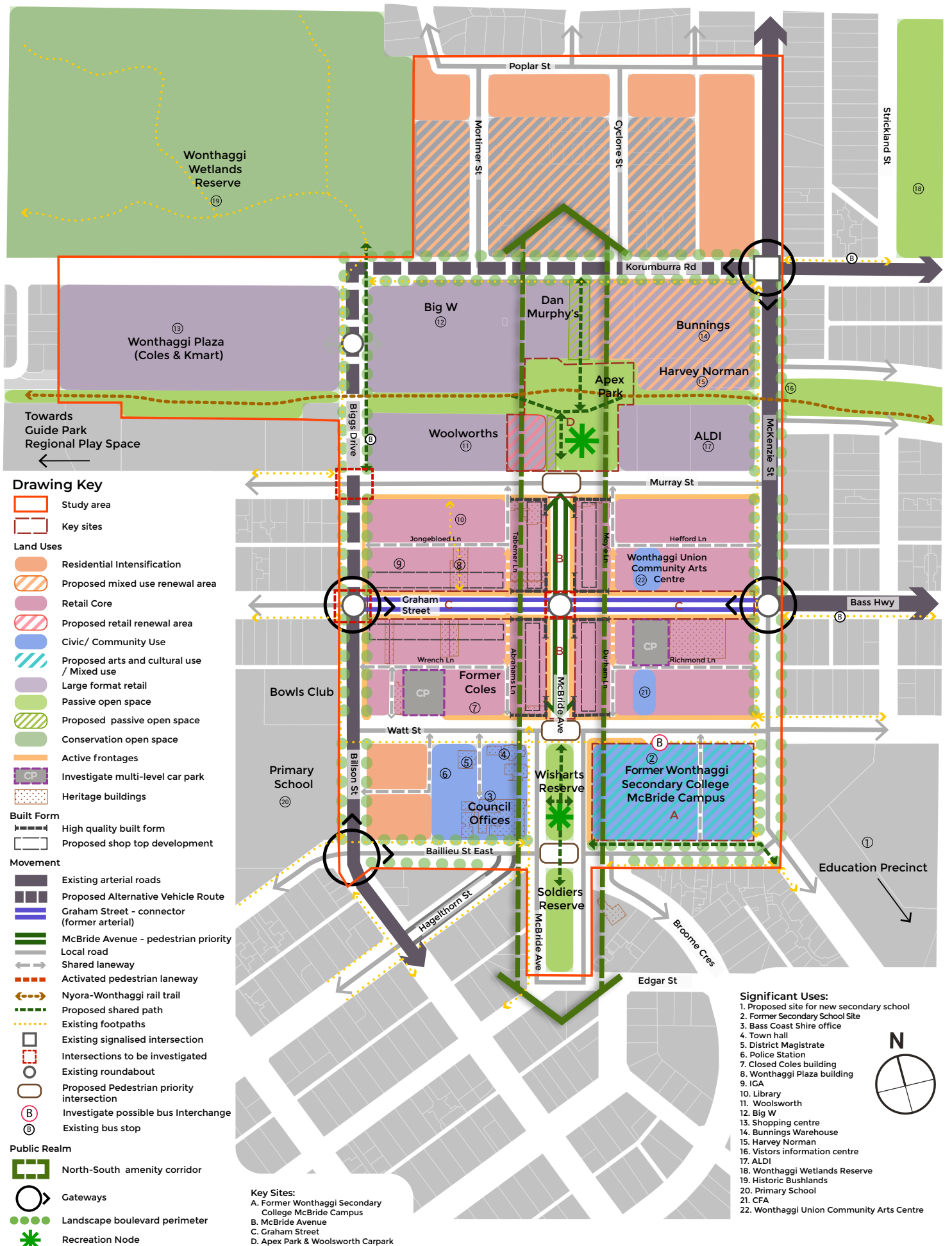


Figure 9. Wonthaggi Activity Centre Structure Plan

LAND USE AND ACT IVITY

LAND USE AND ACTIVITY WITHIN THE TOWN CENTRE ARE HEAVILY INFLUENCED BY EVOLVING PLANNING PRACTICES, THE CURRENT URBAN STRUCTURE AND THE RETAIL LANDSCAPE.



The Land Use Plan (Figure 10) and Table 4 are provided to give guidance to achieve the following objectives regarding land use:

- To create a vibrant mixed-use centre that serves as the central retail, office and community hub for Wonthaggi.
- To activate the retail core as a gathering place for the community during the day and night.

Wonthaggi Activity Centre has experienced a shift in its retail focus from fine grain retail uses within the main streets of McBride Avenue and Graham Street to large format retail at the periphery to the north. Other large format developments such as those for industrial uses also dominate the north. Due to the type of development, these tend to lack integration with the surrounding retail and residential uses.

Plans for the Wonthaggi North East Precinct present an opportunity for 60 hectares of industrial and trade uses to be accommodated elsewhere. This would alleviate pressure within the Activity Centre and allow for more compatible uses such as retail, commercial and residential uses to contribute positively to the town centre. Ultimately, the WACP seeks to reactivate the main streets, while recognising the important role of 'big box' supermarkets and by utilising key open space nodes as anchors for activity.

4.1 Land Use and Activity

Retail core

The retail core (bounded by Murray Street, McKenzie Street, Watt Street, and Billson Street) features the greatest intensity of small-scale retail and hospitality services. This retail core consists of a fine grain urban fabric and heritage buildings that reflect the town centre's history as a planned rural community in the 1900s. It includes McBride Avenue, which is the main north-south axis and acts as the primary retail and hospitality strip; and Graham Street, which is the main east-west axis and the secondary but highly important retail and commercial strip. An activated and consolidated retail core that retains its fine grain urban fabric is sought, whereby preferred uses such as retail and hospitality services (e.g. cafés and restaurants) contribute to the local economy and street life.

Large Format Retail and Industrial Uses

The industrial area in the north is currently undergoing pressure to contain their activities due to their proximity to residential areas.¹¹ The area is also considered desirable for higher density residential development.¹² These industrial uses will progressively transition to land within the growth area of the Wonthaggi North East Precinct. The potential relocation provides an opportunity for the area to be redeveloped for mixed use.

On the other hand, large format retail will have an ongoing role within the town centre and will require improved integration with surrounding uses. Currently, big box retailers lack street address and integration within the Activity Centre and its surroundings. Large format retail developments and their at-grade car parks can be configured to better address surrounding uses such as passive open spaces, particularly Apex Park.

Open Spaces

The retail core is situated between two key open space nodes, Apex Park to the north and Wisharts and Soldiers Reserve to the south. These destinations anchor each end of the Activity Centre and play a role in creating a sense of place, providing amenity and recreational services and encouraging pedestrian traffic through the retail core. As such, these open space nodes should be maintained and/or enhanced by improving connectivity, streetscapes and overall amenity for users. See Chapters 4.4 Public Realm, 5.2 Apex Park for further details.

Residential

Housing is an essential component of the Wonthaggi town centre given its role as a Regional Activity Centre and its growing population. Currently, there is a limited number of residential uses at the periphery of the study area. As industrial areas to the north transition to the growth area, there will be opportunity to provide for increased residential uses within the town centre.

There is potential to introduce or intensify housing within the following:

- Urban renewal areas to the north could potentially accommodate a mix of uses including housing; and
- Existing residential areas along Watt Street and Baillieu Street East, McKenzie Street and Poplar Street may have the potential to accommodate higher density housing.

The secondary school site provides an opportunity to accommodate a mix of housing including affordable and/or social housing.

¹¹ BCSC, 2018. *Wonthaggi Structure Plan*. ¹² Ibid

4.1 Land Use and Activity

Civic/Community Uses

To the south of the retail core is an array of civic and community facilities such as the Council offices, town hall and the Wonthaggi Secondary College McBride Avenue Campus, which has been relocated. The relocation of the secondary school offers an opportunity for redevelopment that incorporates a range of uses that further supports the creation of a civic hub to the south. Further details are provided regarding the secondary school site in the following section, Renewal areas and key sites and in Chapter 5.5.

Renewal Areas and Key Sites

Proposed mixed use renewal areas are proposed within the northern industrial area, which is subject to further investigation. It is envisaged that these areas would include a mixture of residential (potentially incorporating affordable housing), civic and community uses, retail and offices.

Furthermore, the key sites listed below have been identified as having an important role in activating the town centre. These have been recognised for future capital projects to encourage activity and enhance the public realm, amenity and safety for visitors and residents. Further design guidance for these key sites are referred to in Chapter 4.4 Public Realm and Chapter 5 Key Sites.

Apex Park

Potential for retail/commercial activation along the car park interface to the west of Apex Park. Subject further investigation and discussion with key stakeholders

McBride Avenue

Streetscape and landscaping improvements.

Graham Street

Streetscape and landscaping improvements.

Secondary School Site

This area will form part of the civic hub to the south of the town centre and is envisaged to include a mix of uses to accommodate a proposed arts and cultural hub. The area could provide housing, retail, commercial and community uses subject to further investigation.



Shops along Graham Street (west)



Shops along McBride Avenue (north)



Woolworths parking viewed from Apex Park



Apex Park seating and the Neighbourhood Centre

4.1 Land Use and Activity

Objectives

LU1 To create a vibrant mixed-use centre that serves as the central retail, office and community hub for Wonthaggi.

- LU1.1** Encourage land use consolidation and intensification in accordance to Figure 10, which demonstrates the following urban form:
- Residential and mixed use to the north of Korumburra Road
 - Large format retail and mixed-use north of Murray Street
 - Retail core along McBride Avenue and Graham Street
 - Civic/Community uses, residential and mixed use to the south of Watt Street.

LU1.2 Support housing diversity within key locations such as the urban renewal areas north of Korumburra Road and within the former secondary school site.

LU1.3 Encourage residential intensification on the eastern side of McKenzie Street and to the south east of Billson Street, featuring long and/or short-term accommodation, to contribute to patronage and vibrancy of the Activity Centre.

LU1.4 Encourage relocation of land uses from the industrial area at the northern end of the Activity Centre to enable the redevelopment of the area for a mix of uses, potentially including residential, education, and commercial development that does not detract from the core retail functions of McBride Avenue and Graham Street.

LU1.5 Encourage relocation of bulky goods and trade uses from the current C2Z site to the business and/or industry area in the Wonthaggi North East PSP area.

LU1.6 Should bulky goods and trade uses relocate, encourage a mix of residential, commercial and/or community uses between the site, rail trail and McKenzie Street.

LU1.7 Plan for a civic hub within the former secondary school site that provides community services and facilities such as a library, learning services and an arts centre, with a mix of commercial, retail and/or residential uses.

LU1.8 Encourage redevelopment of the private car park at the interface with Apex Park, to create an activated interface. Consider the potential of incorporating café/restaurant uses

LU1.9 Support retirement living and aged care facilities to the west of the Activity Centre, generally between the Hospital and the Activity Centre.

LU1.10 Support office and residential development on upper levels of the retail core in proportion to increasing population and economic needs.

LU1.11 Reinforce the Wonthaggi Union Community Arts Centre as the region's premier community arts centre and support its renewal and upgrade where there is an opportunity.

4.1 Land Use and Activity

LU2 To activate the retail core as a gathering place for the community during the day and night.

- LU2.1** Emphasise the Activity Centre's retail axes by maintaining and strengthening McBride Avenue and Grahams Street's role as the major retail and food and entertainment axes.
- LU2.2** Encourage land use change and re-development to comprise:
- Small scale shops, hospitality, and other complimentary uses at the ground level, which contribute to street activity and appeal;
 - Residential and commercial uses (such as offices, gyms, consulting suites, and the like) at upper levels.
- LU2.3** Promote activation of laneways in accordance with a future laneway activation strategy. This may include pedestrianising sections of the laneways, encouraging redevelopment orientated towards the lanes and featuring alfresco dining within the laneway areas.
- LU2.4** Encourage and support land uses that have extended operating hours.
- LU2.5** Support opportunities for street trading and alfresco dining within the retail core.



4.1 Land Use and Activity

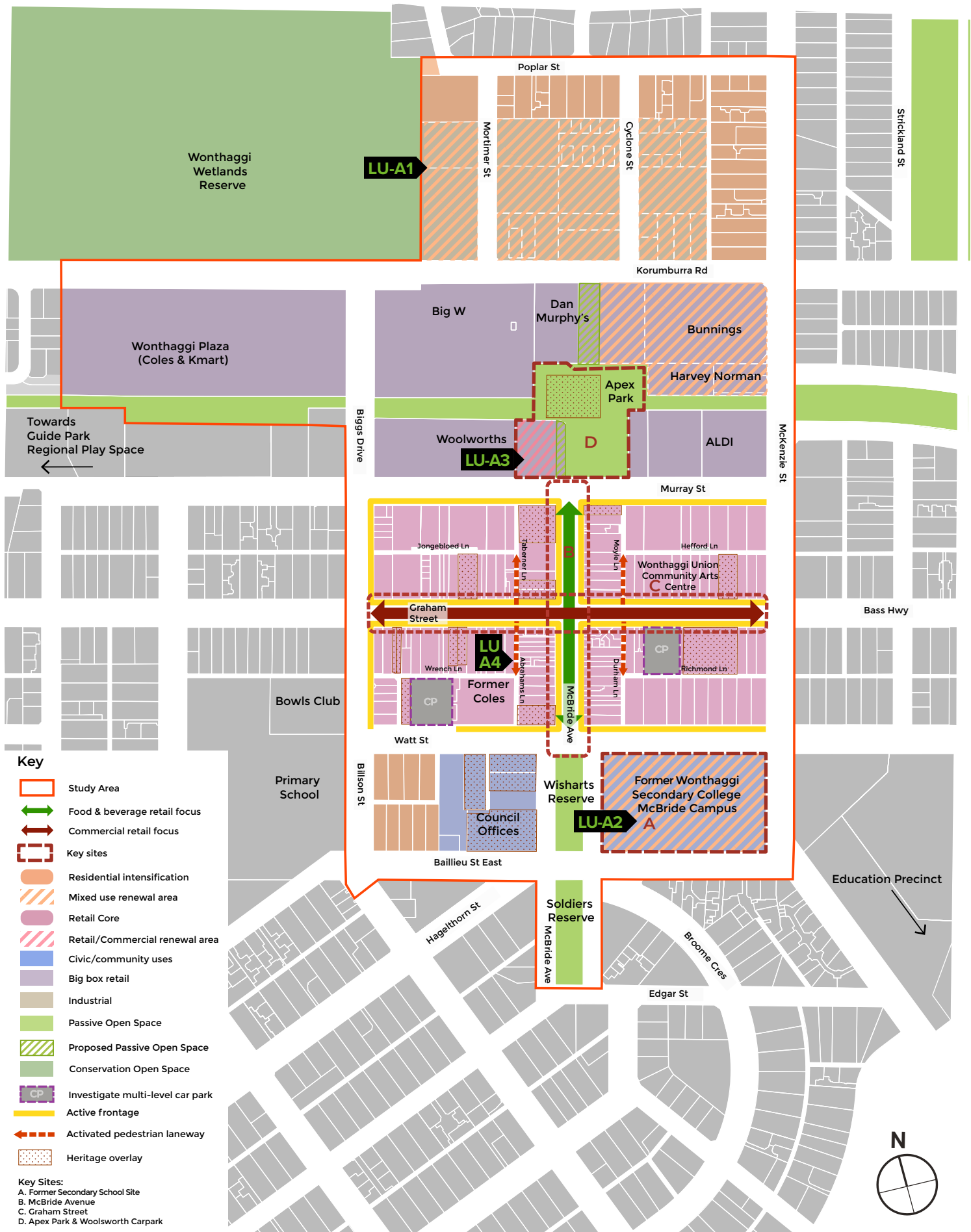


Figure 10. Land Use and Activity Plan

4.1 Land Use and Activity

Actions	
LU-A1	Investigate preferred future options for the northern industrial and bulky goods area, in consultation with the community and key stakeholders.
LU-A2	Investigate preferred future options for the secondary school site, in consultation with the community and key stakeholders. See Chapter 5.5 for design concept (note design concept is indicative only and subject to further community consultation).
LU-A3	Advocate for the redevelopment of the private car park at the interface with Apex Park and engage the community and key stakeholders.
LU-A4	Prepare a laneway activation strategy.
LU-A5	Implement the actions relating to an active local economy in the <i>Wonthaggi Placemaking Strategy</i> once approved.

Table 4. Land Use and Activity Objectives, Strategies and Actions

ACCESS AND MOVEMENT

PROVIDING A HIGHLY CONNECTED ACTIVITY CENTRE
THAT IS EASILY AND SAFELY ACCESSIBLE BY A RANGE
OF TRANSPORT MODES IS CRUCIAL TO ACHIEVING
A VIBRANT AND ACTIVATED CENTRE.



The Access and Movement Plan (Figure 11) visually represents the vision and outcomes sought for the movement network of the Wonthaggi town centre.

The objectives for access and movement are as follows:

- To create a movement network that prioritises pedestrian and cyclist amenity and safety.
- To provide convenient and safe car parking that meets the needs of the whole centre.
- To enhance access to public transport.

Wonthaggi is serviced by the Bass Highway and a network of higher order roads and local connector roads, which connect several key townships, such as Dalyston, Cape Paterson and Inverloch. The current network prioritises vehicular movement, particularly along the main streets of McBride Avenue and Graham Street. The centre offers a range of opportunities for parking at convenient locations along the main streets and abutting large retailers. There is scope to improve movement networks for pedestrians, cyclists and buses. Currently, these networks are poorly connected, and pedestrians and cyclists lack safe and convenient crossing points. As such, the WACP seeks to improve access and the experience for pedestrians and cyclists. A summary of the key considerations that have informed the Movement and Access Plan and framework are provided below.

4.2 Access and Movement

Arterial Road Network

Graham Street, an arterial road managed by Regional Roads Victoria (RRV) is currently a freight route connecting to the Bass Highway. Its current status as a heavy vehicle route presents safety and amenity issues for pedestrians and cyclists. In the short to medium-term the WACP proposes a reconfiguration of the existing arterial network, whereby traffic is redirected from Graham Street to Biggs Drive and Korumburra Road, while working with RRV to divert freight and through-traffic around the Wonthaggi township through the construction of alternative truck routes.

Pedestrians, Cyclists and Public Transport

The central axes along McBride Avenue and Graham Street have potential to accommodate improved pedestrian and cyclist movements. McBride Avenue could provide a north-south bicycle route linking to the Bass Coast Rail Trail, a key east-west route for walking and cycling.

Currently, the Activity Centre is serviced by a public bus network. Transport analysis undertaken by the Institute of Sensible Transport recommend additional bus stops around the town centre to reduce distances between destinations for bus users.

The location of new bus stops or relocation of existing bus stops should be decided in consultation with the community. The WACP proposes for further investigation to be undertaken for the provision of a bus stop located in front of the secondary school site, which is proposed for civic and mixed uses. Anticipated desire lines such as between the Wonthaggi Union Community Arts Centre and the future mixed use former McBride Campus present an opportunity for improvement and a new bus interchange (subject to further investigation).

McBride Avenue

As the main north-south axis, McBride Avenue provides a visual and physical link between two main public space anchors, Apex Park and Wisharts/Soldiers Reserve. It should therefore be enhanced in its connectivity and amenity. Pedestrian movement can be improved by introducing safe mid-block pedestrian crossings and pedestrian and cyclist priority crossings at the McBride Avenue and Graham Street intersection. Further investigation should be undertaken regarding the form of the intersection, particularly in the short term and given the role of the existing roundabout in contributing to the centre's character.

Laneways

Wonthaggi town centre is currently serviced by a network of laneways that assist in pedestrian circulation and access. These laneways will continue to have an important role for the town's long-term development, particularly in enhancing pedestrian movement. Pedestrian desire lines to Durham Lane, Abrahams Lane and the Powlett Arcade can be formalised with the provision of mid-block crossings along Graham Street

Car parking

Car parking is a key concern for residents. The current car parking arrangement within the Activity Centre are mostly on-street angle car parking situated in front of shops and other parking areas along Graham Street and Watt Street. Council-owned car parks have the potential to provide more formalised parking, such as multi-level car parks to meet demand (subject to further investigation).

4.2 Access and Movement

Objectives

AM1 To create a movement network that prioritises pedestrian and cyclist amenity and safety.

AM1.1 Plan for the redirection of heavy vehicle traffic from Graham Street as illustrated in Figure 11 and in association with Regional Roads Victoria,

AM1.2 Promote McBride Avenue as the main north-south pedestrian and cyclist route within the retail core.

AM1.3 Promote Graham Street as the secondary pedestrian east-west connection within the retail core.

AM1.4 Encourage pedestrian priority areas in laneways, specifically parts of Taberner Lane, Moyle Lane, Durham Lane and Abrahams Lane, with the support of streetscape improvements and improved locations for crossing as illustrated in Figure 10.

AM1.5 Provide additional shared paths along Baillieu Street East, Wisharts Reserve and within Apex Park to improve pedestrian and bicycle movements as illustrated in Figure 11.

AM1.6 Plan for improved safety at key pedestrian crossings as illustrated in Figure 11 and improve pedestrian connectivity at the intersection and mid-block of McBride Avenue and Graham Street.

AM1.7 Provide safe urban paved sidewalks along McBride Avenue and Graham Street, as well as supporting local roads along Billson Street, Murray Street, Watt Street and McKenzie Street.

AM1.8 Explore opportunities to connect the Wonthaggi Union Community Arts Centre to the future Civic/Mixed Use Precinct at the former McBride Campus through strategic land acquisition and redevelopment.

AM2 To provide convenient and safe car parking that meets the needs of the whole centre.

AM2.1 Support development of consolidated (potentially multi-level) parking on Council-owned car parks to meet demand (subject to further investigation).

AM2.2 Require any redevelopment of key sites to include integrated car parking.

AM3 To enhance access to public transport.

AM3.1 Encourage integration of bus access in the Activity Centre at key nodes.

AM3.2 Provide bus stops and interchanges at key locations.

Actions

AM-A1 Liaise with Regional Roads Victoria to redirect heavy vehicles and freight from Graham Street.

AM-A2 Investigate proven design solutions to improve the McBride Avenue and Graham Street intersection and the Graham Street and Biggs Drive intersection.

AM-A3 Introduce mid-block pedestrian crossings along desire lines within McBride Avenue and Graham Street as shown in Figure 11.

AM-A4 Further explore the feasibility of a designated bike lane along McBride Avenue (**See Chapter 5.3 for design guidance**).

AM-A5 Support the upgrade of car parking facilities on Council-owned car parks and/or other potential private or public car parking opportunities in proximity to the Activity Centre.

AM-A6 Undertake community consultation on potential bus stop relocations within the Activity Centre and liaise with PTV and investigate the feasibility of a new bus interchange location in proximity to the proposed civic hub and retail core as shown on Figure 11.

AM-A7 Create a north-south pedestrian link from the Wonthaggi Union Community Arts Centre to the future civic/mixed use precinct at the former McBride Campus.

Table 5. Access and Movement Objectives, Strategies and Actions

4.2 Access and Movement

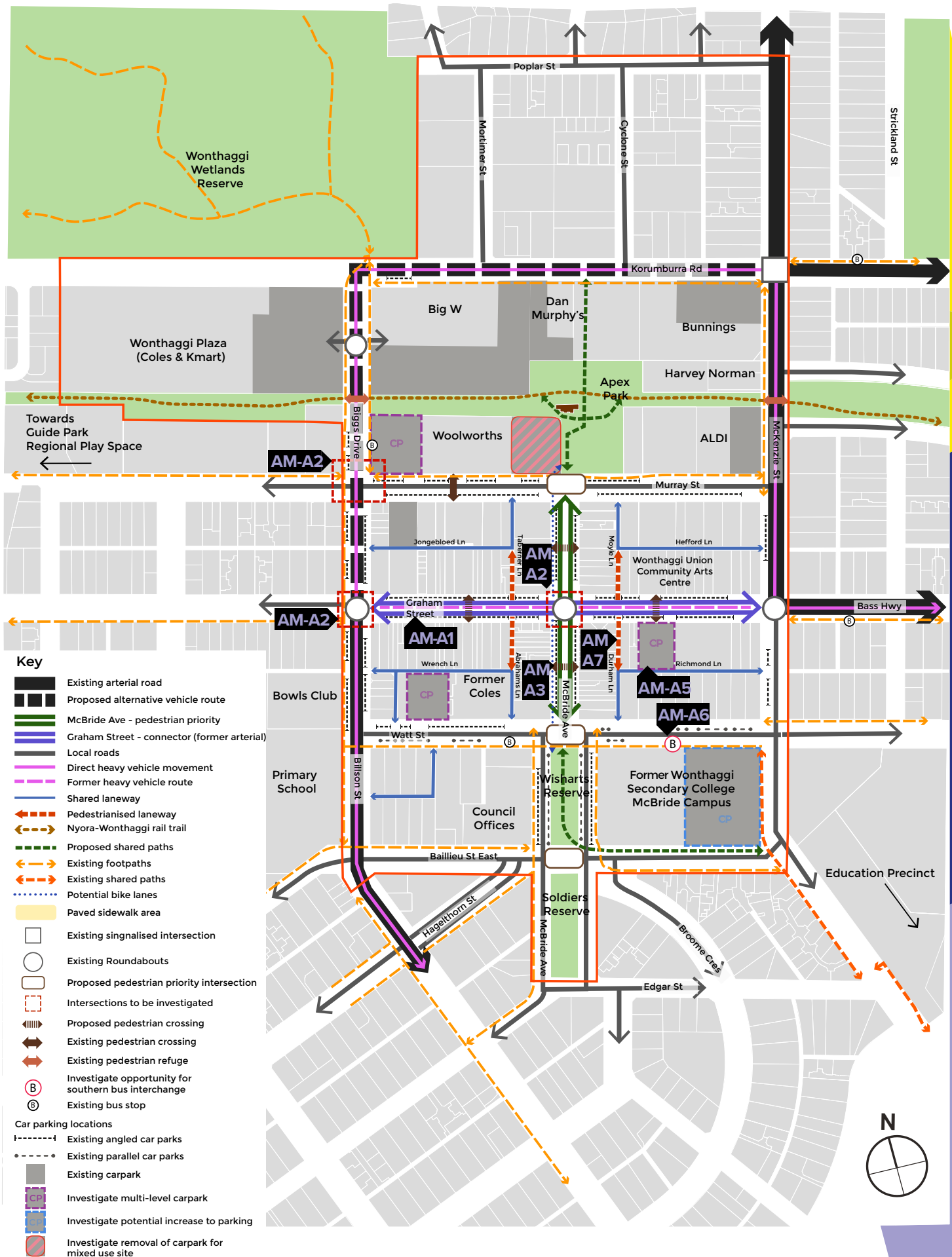


Figure 11. Access and Movement Plan

WONTHAGGI ACTIVITY CENTRE PLAN

BUILT FORM

THE ACTIVITY CENTRE SITS ON GENTLY SLOPING
TERRAIN THAT INCREASES TOWARDS THE SOUTH, WHICH
PROVIDES AN ICONIC NORTH-SOUTH VIEW CORRIDOR,
PARTICULARLY WHEN VIEWED FROM SOLDIERS RESERVE.

THE VIEWS ARE MADE MORE DISTINCT
BY THE ACTIVITY CENTRE'S LOW-SCALE
BUILDINGS ALONG MCBRIDE AVENUE.



The Built Form Plan (Figure 12) visually represents the outcomes sought for the overall built form of the Wonthaggi Activity Centre.

The guidelines to these outcomes are provided in Table 6 and the overarching Built Form objectives are as follows:

- To deliver built form of a scale and design that enhances the streetscape experience.
- To encourage activation within the retail core.
- To enhance key gateways, sites, heritage buildings and the overall spatial relationship between the centre and its surrounding areas.

Wonthaggi Activity Centre's current built form and character is reflective of its era of development, which varies between the early 1900s to the 2000s. The general pattern of development consists of newer developments to the north of Murray Street characterised by large format retail and older fine grain retail to the south of Murray Street. It is envisaged that the town centre will continue to have low scale built form that celebrates its fine grain retail uses and heritage buildings along McBride Avenue and Graham Street. However, key redevelopment sites have potential for built form at a greater scale and intensity. Key sites present opportunities for contemporary architectural design that has regard to the historic context of the centre.

4.3 Built Form

Preferred Building Heights

The WACP does not propose placing strict height restrictions on buildings, rather it provides guidance on the potential heights of future developments, provided they meet design requirements. The preferred building heights vary from 1-6 storeys. Low to moderate building heights are proposed for majority of the study area.

Key sites such as the secondary school site present opportunities for higher development. However, this does not necessarily mean that all the buildings on the site will be built up to the maximum permissible height of 6 storeys. Further design and built form considerations will be required and imposed during planning permit stage to ensure that the preferred design and built form outcomes are achieved.

Large Format Development

Large format retail developments will continue to serve the town centre. However, these generally are not hospitable for pedestrians due to their significant setbacks, large car parks and continuous blank walls. There is scope to engage with the community and key landholders to improve the relationship of big box developments to create for a more active and hospitable environment for pedestrians.

Fine Grain and Shop Top Development Within the Retail Core

Low-scale development, active frontages, heritage buildings and generous footpaths contribute to the fine grain nature of the retail core. These characteristics also provide passive surveillance and contribute to the small-town feel that is inviting to pedestrians and should therefore be maintained. Several heritage buildings occupy prominent corner sites that provide a sense of arrival and place, which should be enhanced to reflect Wonthaggi's character.

There is also opportunity for future built form to accommodate residential uses and further activate the retail core. 'Shop-top' developments, which include housing above commercial or retail uses should be encouraged along areas of Graham Street and McBride Avenue.

Gateways and Transition Interfaces

Gateways and interfaces play a key role in defining key areas and creating a sense of arrival that is reflective of the character of a town centre. At present, the town gateways and interfaces are poorly defined. The built form around these gateways and interfaces should ultimately contribute to creating a sense of arrival.

Transition interfaces are proposed primarily along the periphery of the study area as seen in Figure 11. Transition interfaces identify areas where articulation is required to positively address surrounding areas, these are primarily around residential interfaces. Along these transition interfaces, blank continuous walls and inactive interfaces are discouraged. Future built form along these interfaces should provide articulation (e.g. explore glazing options, awnings and materials) and consider building orientation to more positively address surrounding areas.

4.3 Built Form

Objectives

BF1 To deliver built form of a scale and design that enhances the streetscape experience.

- BF1.1** Encourage building heights to be in accordance with the heights identified in Figure 12.
- BF1.2** Encourage low-scale built form along McBride Avenue to retain its low-scale fine grain character and protect downhill north-south views.
- BF1.3** Support the development of taller built form, particularly in key locations such as the former secondary school site, in recognition of the important function of the Wonthaggi Town Centre.
- BF1.4** Require new developments above 2 storeys to demonstrate architectural excellence and provide a satisfactory urban design response that meets the preferred scale, form, setbacks and articulation.
- BF1.5** Encourage large format retailers to activate key sections of their car parks by providing street orientated tenancies, such as to the west of Apex Park.
- BF1.6** Avoid sharing entrances between commercial and residential uses in mixed-use buildings.
- BF1.7** Use facade materials and elements such as balconies and windows to assist individual dwellings to be identified from the streets, add a sense of ownership and place for residential areas.
- BF1.8** Encourage all redevelopment abutting the rail trail and open space areas to orientate towards and integrate with the rail trail and open spaces.
- BF1.9** Encourage artistic murals or green wall vegetation on blank walls associated with large format retail developments, where alterations to the street or open space frontages are not expected.

BF2 To encourage activation within the retail core.

- BF2.1** Avoid monotonous and repetitive use of standard glazing types, particularly along McBride Avenue.
- BF2.2** Encourage active frontage on core retail interfaces as shown in Figure 12.
- BF2.4** Encourage glazing / entries to comprise 80 percent of the street frontage of lots along McBride Avenue and Graham Street.
- BF2.5** Encourage glazing / entries to comprise 70 percent of the street frontage of lots within the retail core, excluding McBride Avenue and Graham Street.
- BF2.6** Encourage the use of awnings, that awnings that contribute to the preferred future character of McBride Avenue where appropriate (see Chapter 5.1 for design themes and ideas).
- BF2.7** Encourage built form to orientate ground and upper levels towards the laneways for activation and passive surveillance within the pedestrianised sections of Taberner, Abrahams, Moyle, and Durham Lanes.

4.3 Built Form

BF3 To enhance key gateways, sites, heritage buildings and the overall spatial relationship between the centre and its surrounding areas.

- BF3.1** Encourage high-quality built form at important corner sites identified in Figure 12.
- BF3.2** Encourage all redevelopment within the Activity Centre core to provide a minimum two-storey street wall, except where heritage façades are single storey.
- BF3.3** Require redevelopment to be designed to have regard to heritage buildings within the Activity Centre.
- BF3.4** Where buildings of two or more storeys do not have heritage value, set back upper levels a minimum of 5 metres behind the building line.
- BF3.5** Where buildings comprise of a heritage façade of two or more storeys, set back upper levels a minimum of 5 metres behind the building line.
- BF3.6** Where heritage façades are single storey, require a minimum 2 metre setback from the façade to enable the appreciation of the façade, with an additional 3 metre setback above the second level.
- BF3.7** Encourage development on the eastern side of McKenzie Street to be designed so that entries, windows, balconies / verandas, living spaces, landscaping and other such development components are orientated towards the street.

Actions

- BF-A1** Apply DDO to implement maximum heights and other strategies relating to design and built form within the WACP.
- BF-A2** Apply appropriate planning controls for key sites once further planning investigations have been undertaken, particularly the former secondary school site to provide guidance on built form.
- BF-A3** Confirm existing heritage buildings and sites and investigate heritage value of other sites.
- BF-A4** Develop Heritage Design Guidelines to provide guiding principles and information about preferred approaches to works relating to heritage significant buildings.
- BF-A5** Liaise with large format retailers and the community to find creative responses to developing active edges/interfaces.
- BF-A6** Continue laneway mural and art projects as identified in the *Wonthaggi Placemaking Strategy*.
- BF-A7** Facilitate local design competitions and consider funding artists (in whole or in part) to paint winning mural entries.

Table 6. Built Form Objectives, Strategies and Actions

4.3 Built Form

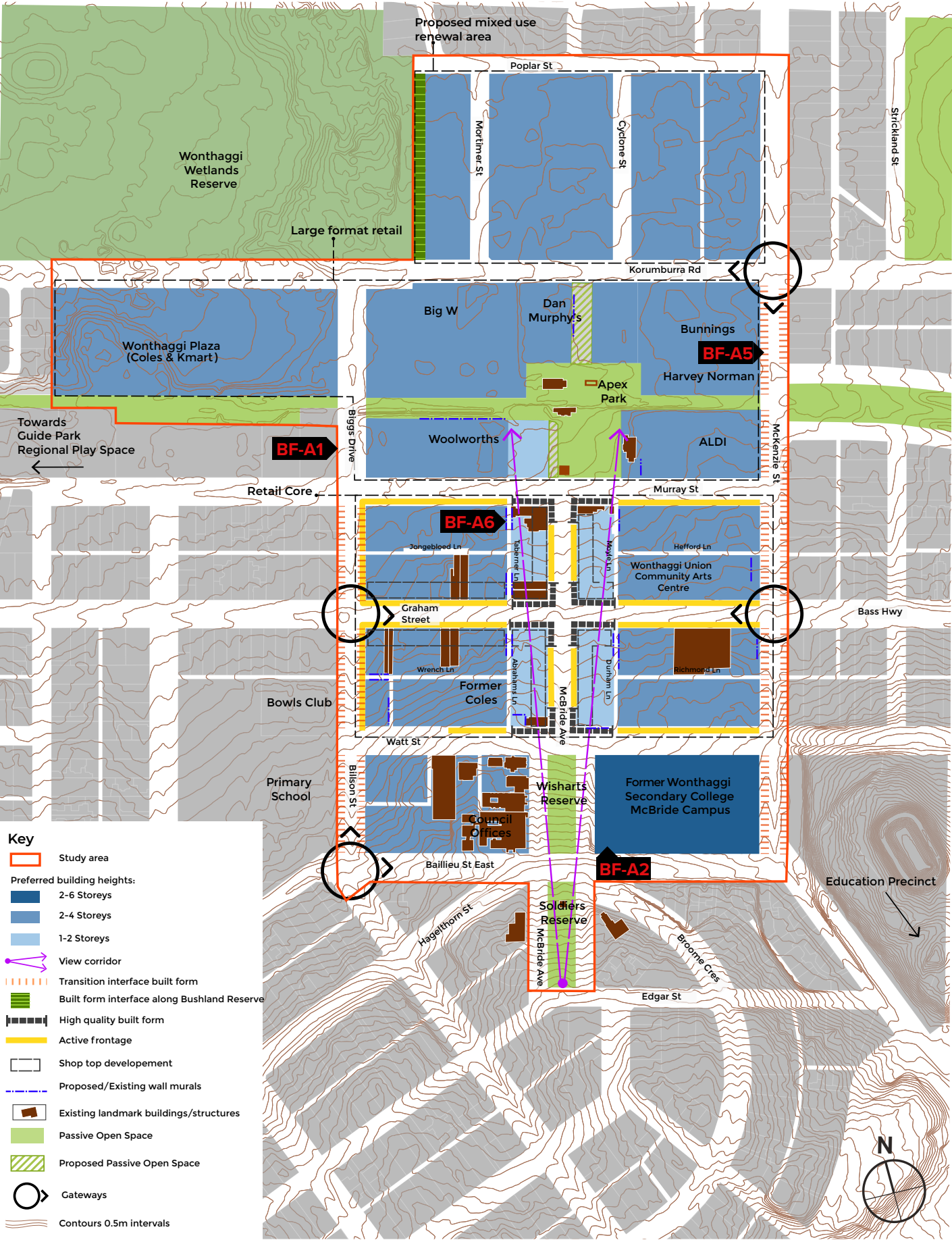


Figure 12. Built Form Plan

Note: Figure 12 does not propose placing strict height restrictions on buildings, rather it provides guidance on potential heights of future developments. The maximum preferred heights do not apply to all areas. Hence a range of heights are provided, which indicate that there is potential for sites to meet the maximum preferred height/s, should they meet design requirements.

4.3 Built Form



Wonthaggi Hotel



Fine grain shop fronts



Large format retail buildings



Plaza Arcade, one of several heritage buildings



Railway Museum

PUBLIC REALM

THE WONTHAGGI ACTIVITY CENTRE AND ITS IMMEDIATE
SURROUNDING AREA ENJOY ENVIABLE ACCESS TO A NETWORK
OF OPEN SPACES, PUBLIC STREETS AND LANEWAYS.

ASSETS WITHIN THE ACTIVITY CENTRE,
SUCH AS APEX PARK, THE BASS COAST
RAIL TRAIL TO THE NORTH AND WISHARTS/
SOLDIERS RESERVE TO THE SOUTH,
ARE LOCATED ON KEY AXES WHICH
INTEGRATE ACTIVITY CENTRE SPACES.

The design, management and maintenance of the public realm have significant influence on the functionality and quality of the public realm, town centre character and amenity. The public realm guidelines provided in this WACP include aspects of landscaping and wayfinding (see Figure 13 and Table 7).

To ensure the delivery of high-quality public spaces within the town centre, four objectives are provided.

These are:

- To establish McBride Avenue as the main north-south amenity corridor that contributes to the preferred function and character of the Activity Centre.
- To enhance Graham Street as a key axis which conveys sustainable landscape approaches and promotes safety.
- To emphasise Apex Park as a key recreational node and the rail trail as a key passive and recreational axis.
- To enhance the Activity Centre edges and gateways to improve amenity and their relationship with surrounding activity nodes.



4.4 Public Realm

Apex Park, Wisharts Reserve and Soldiers Reserve are identified as key open space nodes that anchor the north and south of McBride Avenue, which is the main retail and amenity corridor. The WACP seeks to improve the public realm in a meaningful way that both enhances the experience of pedestrians and cyclists, while incorporating aspects of Wonthaggi's rich history (See Chapter 5.1 for Design Themes and Drivers for further details on landscaping concepts for the town centre).

The full potential of the Activity Centre's public spaces is yet to be realised. Planning for public realm improvements within and surrounding the Activity Centre focusses on these matters. The overarching goal is to incorporate high quality and safe open spaces that encourage community engagement and enhance the character of the Wonthaggi Activity Centre. Detailed concept plans for key sites include public realm improvements can be read in further detail from Chapter 5.2 to 5.5. For a summary of the potential public works involved see Chapter 6.3.



4.4 Public Realm

Objectives

PR1 To establish McBride Avenue as the main north-south amenity corridor that contributes to the preferred function and character of the Activity Centre.

PR1.1 Provide streetscape enhancements such as landscaping and street furniture within McBride Avenue (see Chapter 5.1 and 5.3 for design guidance)

PR1.2 Enhance the War Memorial Gardens at Soldiers Reserve as a reflective and commemorative community space.

PR1.3 Enhance the McBride Avenue Gardens Wisharts Reserve as a recreational space that builds on the north-south axis and integrates with the State School re-development site.

PR1.4 Create a safe and inclusive public realm environment on McBride Avenue which includes all parts of our community

PR2 To enhance Graham Street as a key axis which conveys sustainable landscape approaches and promotes safety.

PR2.1 Provide streetscape enhancements such as landscaping and street furniture within Graham Street (see Chapter 5.1 and 5.4 for design guidance)

PR2.2 Support incorporation of Water Sensitive Urban Design (WSUD) within Graham Street.

PR2.3 Create a safe and inclusive public realm environment on Graham Street which includes all parts of our community

PR3 To emphasise Apex Park as a key recreational node and the rail trail as a key passive and recreational axis.

PR3.1 Install underground drainage (and associated infrastructure) to remove the open drain along the rail trail, between Biggs Drive and McKenzie Street.

PR3.2 Consider landscape improvements within Apex Park that seeks to contribute to surveillance, amenity and enhances spatial relationships with surrounding uses and buildings (see Chapter 5.2 for design guidance).

PR3.3 Utilise vegetation to assist in managing climate conditions such as strong winds.

PR3.4 Improve the accessibility of the park and activity centre through provision of an all-access toilet facility (such as "changing places") in Apex Park.

PR4 To enhance the Activity Centre edges and gateways to improve amenity and their relationship with surrounding activity nodes.

PR4.1 Ensure that key gateways into the Activity Centre are well designed and contribute to a sense of arrival and include signage and wayfinding elements.

PR4.2 Create a landscaped / boulevard perimeter along Korumburra Road, Biggs Drive, Baillieu Street East, and McKenzie Street.

Note. Potential landscaping on Korumburra Road and Biggs Drive will need to be designed to be consistent with Regional Roads Victoria requirements to enable a road exchange.

PR4.3 Provide street trees and landscaping leading to the redeveloped secondary school site and Wonthaggi Recreation Reserve to improve the pedestrian experience between these areas and the Activity Centre.

4.4 Public Realm

Actions	
PR-A1	Consider the stages of public realm improvements to ensure that preferred outcomes are met and are not compromised.
PR-A2	Consider small-scale landscape installations that can be provided prior to undertaking a formal master planning process for Apex Park, McBride Avenue and Graham Street. See Chapter 5 for design ideas.
PR-A3	Undertake a formal master planning exercise (in consultation with all key stakeholders) to further develop the concept for McBride Avenue. See Chapter 5.2 and 5.3 for design concepts.
PR-A4	Work with Regional Roads Victoria to implement the extent of streetscape changes which can be undertaken in the interim without a road exchange for Graham Street.
PR-A5	Undertake a formal master planning exercise (in consultation with all key stakeholders) to translate the concept for Graham Street following discussions with Regional Roads Victoria regarding the road exchange, in accordance to AM-A1.
PR-A6	Support public events in the retail core and within Apex Park in accordance with the <i>Wonthaggi Placemaking Strategy</i> .
PR-A7	Co-ordinate proposed public realm improvements in Apex Park.
PR-A8	Investigate landscaping concepts and improvements for Korumburra Road, Biggs Drive, Baillieu Street East, and McKenzie Street.

Table 7. Public Realm Objectives, Strategies and Actions

4.4 Public Realm

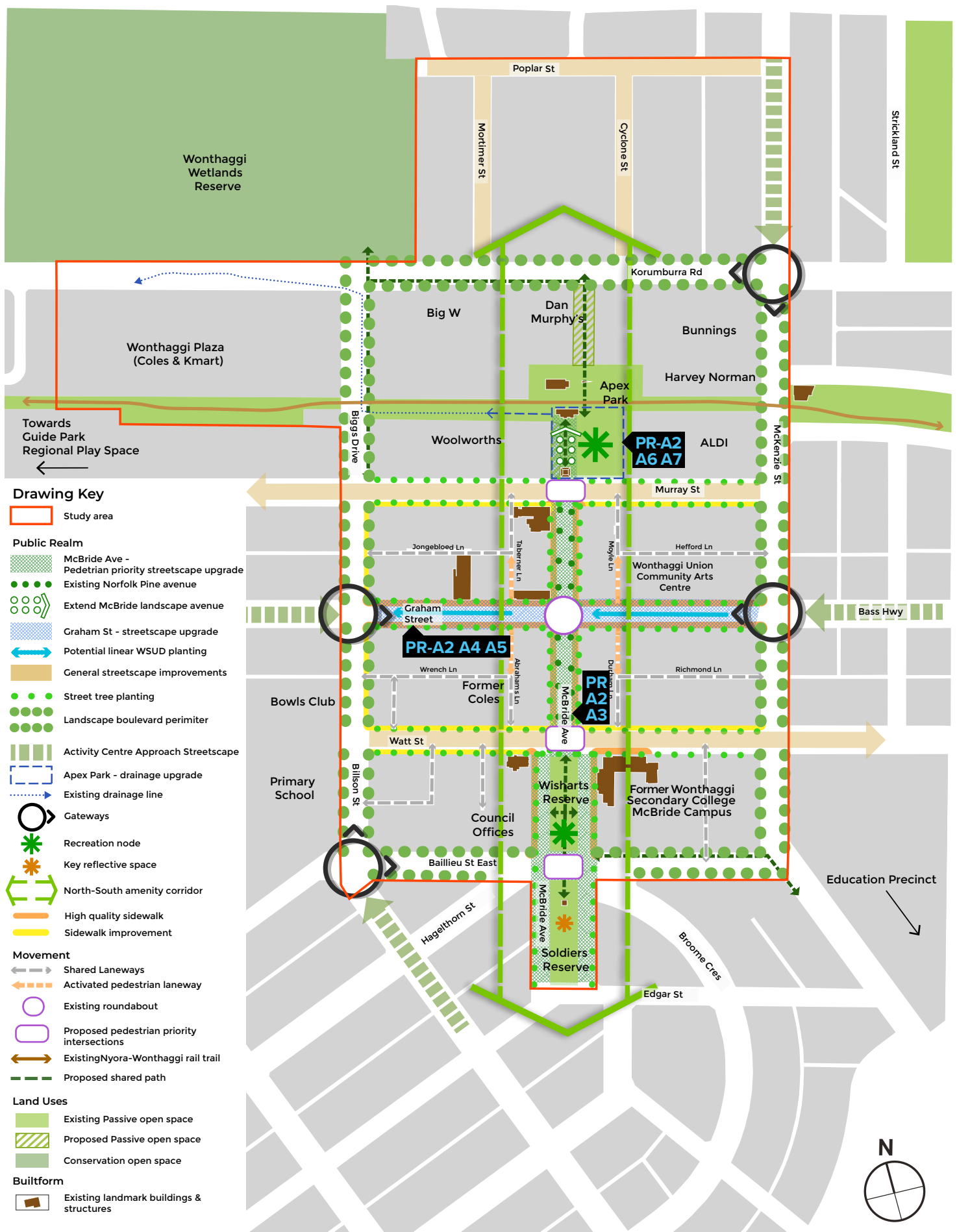


Figure 13. Public Realm Plan

4.4 Public Realm



McBride Avenue Streetscape



Street materiality and seating



Apex Park



Streetscape along Graham Street

KEY SITES

The sites identified are:

- a. Apex Park
- b. McBride Avenue
- c. Graham Street
- d. Wonthaggi
Secondary College
(McBride Campus)

THIS CHAPTER PROVIDES MORE DETAIL AND PLAN-BASED
GUIDANCE FOR KEY SITES WITHIN THE STRUCTURE PLAN AREA.

5. Key Sites

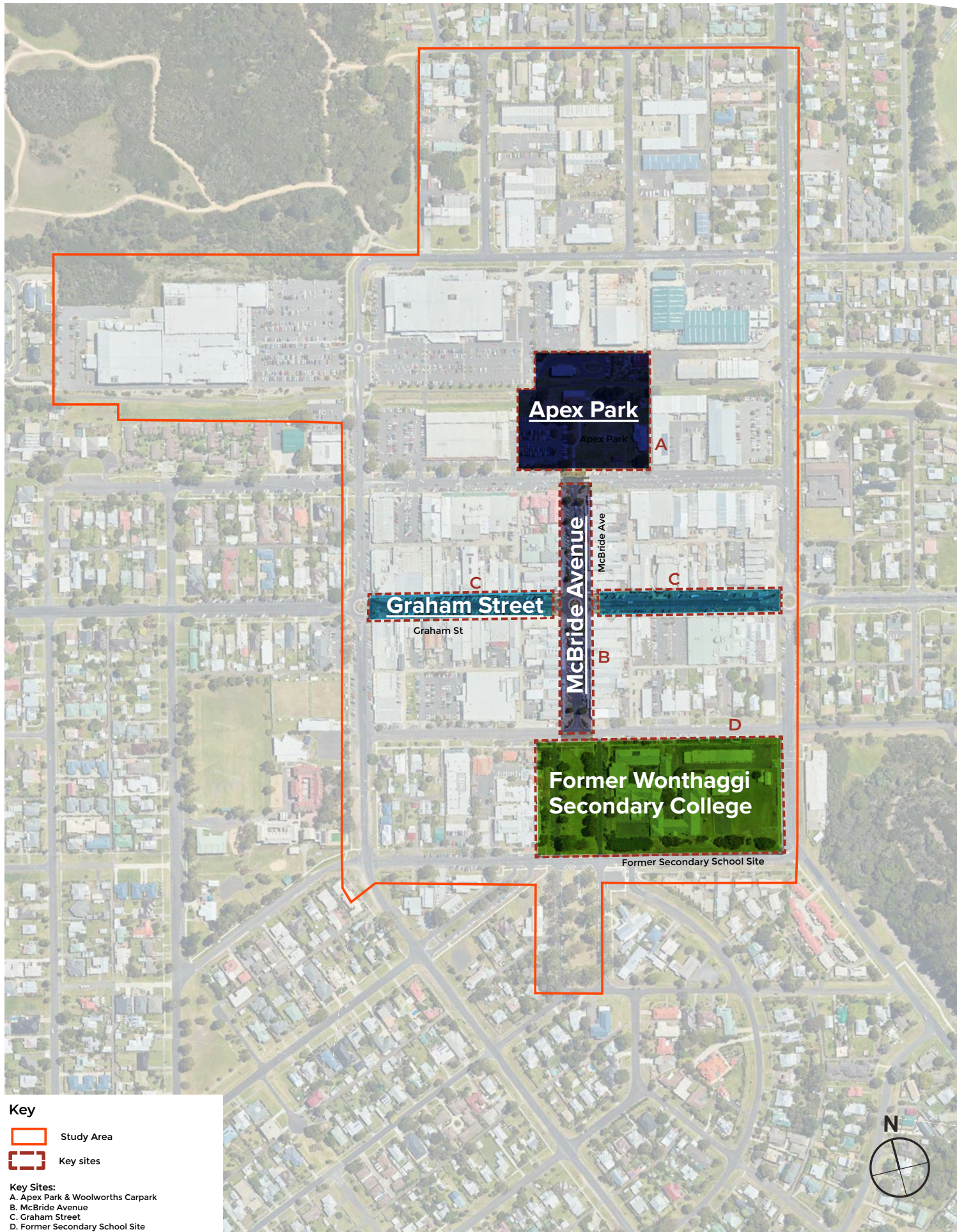


Figure 14. Map of Key Sites

5.1 Design Themes and Drivers

This section provides specific guidance to build on the preferred character for the four key sites identified. The proposed themes have been created through a process of overlaying a timeline of Wonthaggi's rich history and representations of the regional landscape in a linear manner along McBride Avenue, the key amenity corridor.

The design themes and drivers for the key sites seek to guide future character and enhance Wonthaggi's status as a regional centre.

The historic timeline overlay has been used as inspiration for the proposed landscape features and the regional landscape overlay has informed the proposed landscape materials, as shown in Figure 15 Design Themes and Concepts Plan.

Valued elements such as the Norfolk pines, early era buildings and architecture, the mine whistle tower and the former train station, now museum, will be incorporated in the design to build on Wonthaggi's unique character.

The historical timeline is proposed to begin at Wisharts Reserve and finish at Apex Park. A summary of the key themes and ideas within particular spaces along McBride Avenue corridor is provided on the following page.

5.1 Design Themes and Drivers



Figure 15. Design Themes and Concepts Plan

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5.5 Wonthaggi Secondary College **83**

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The WACP envisions Apex Park to become a key recreational and community hub that anchors McBride Avenue and enhances the overall experience and amenity within the Activity Centre.

5.2



5.2 Apex Park Issues and Opportunities

Apex Park is located strategically at the northern end of McBride Avenue, the main north-south amenity corridor. The park includes a display of a mine whistle tower and the former railway station to the north, which is now occupied by the Wonthaggi Historical Society.

Apex Park has been identified as a significant public asset that experiences several issues, but also provides various opportunities that have informed the proposed design concept and design guidelines, which were further refined following community consultation undertaken in August 2019. The issues and opportunities considered are outlined below:

Issues	Opportunities
<ul style="list-style-type: none"> ▶ Drainage issues for a large proportion of the year. ▶ Poorly caters to smaller groups and children but caters well for large groups of people and events such as markets. ▶ Inactive edges exacerbated by large car parking interfaces. ▶ Experiences strong winds. 	<ul style="list-style-type: none"> ▶ Apex Park provides buildings and space for a variety of community groups and events including the Wonthaggi Historical Society, Railway Museum, Bass Coast Artist Society, Men's Shed, Bass Coast Makers and Growers Market and the Neighbourhood Centre are concentrated to the north, providing opportunities to create a community activity hub. ▶ The Bass Coast rail trail to the north of Apex Park is an excellent link to the town's north-south axis and provides a historic narrative which can be developed further through public realm improvements. There is scope for part of the rail trail to be better connected to the Wonthaggi Railway Museum and park to create a stronger connection to the events area and McBride Avenue. ▶ Opportunity to co-ordinate proposed public realm improvements with the Rail Trail Illumination project. ▶ Potential to activate areas abutting Apex Park, such as the Woolworth's car park. ▶ Extend the proposed formalised streetscape planting along McBride into Apex Park to visually connect the two spaces together and reinforce the mining tower as a key landmark and terminating vista along the streetscape.

5.2 Apex Park Design Guidelines

The following design considerations and recommendations have been used to inform the concept plan:

- a)** Consider providing a raised textured pavement at the intersection of Murray Street and McBride Avenue to slow traffic and provide a safe crossing point for pedestrians between Apex Park and McBride Avenue. Consider using bollards to protect vehicles from driving onto verge in the absence of a kerb in this area.
- b)** Consider using garden beds / low groundcover plantings / signage / public art at the entry to Apex Park to provide a gateway into the park, and to encourage pedestrians to cross at the designated crossing points across Murray Street into McBride Avenue.
- c)** Retain existing heritage structures as part of the gateway experience and create links to the coal mining history of Wonthaggi.
- d)** Consider a high-quality promenade link into Apex Park under the Mining Whistle structure to the former station, whilst reinforcing the vista along McBride Avenue.

This promenade should consider:
 - I.** Opportunities for interpretation within the pavement surface (textures, inlays, sand blasting imagery etc.) to reflect the specific coal mining heritage and history of the buildings etc.;
 - II.** A boulevard of deciduous trees as an extension of the McBride Avenue streetscape into the parkland;
 - III.** Bespoke seating running perpendicular to the path at regular intervals and reinforce the journey along the vista. Seating to be multifunctional and contemporary design to compliment the promenade path and heritage context; and
 - IV.** Artful lighting along the path and heritage structures at either end to create a visual link along the vista at night.
- e)** Encourage redevelopment of the existing car park to the west for retail / mixed use are in the long term to provide an active edge to the park and improve passive surveillance.
- f)** Protect and maintain the former railway station building as a link to history and as the terminating vista along McBride Avenue amenity corridor. Encourage activation of the building by complementing the museum with a café / restaurant or function rooms.
- g)** Support expansion of the railway building to the west to preserve and be respectful of the façade facing Murray Street. Any proposed expansion / extensions/ adjoining or adjacent buildings should be contemporary in design, sensitive to the historical context, of high quality and designed in consultation with a heritage architect and strictly avoid any faux architectural interpretations.
- h)** Formalise the setting of the former railway station by implementing a high-quality pavement forecourt and low groundcover planting that will enhance the heritage architecture whilst not disrupting views of the façade facing Murray Street.

5.2 Apex Park Design Guidelines continued

- i) Consider realignment of the Rail Trail to the front (south) of the former station building to draw activity into the park and improve its use and surveillance. Establish an avenue of native canopy trees flanking the path to provide shelter, amenity and structure to the park, that is in keeping with the character of the vegetation in the area.
- j) Consider retaining the existing path as a secondary pathway link behind the station and reinterpreting it as a potential art and sculpture area (subject to community consultation). Consider incorporating railway theme in forms and materials.
- k) Retain existing trees (subject to arboricultural assessment).
- l) Maintain open grassed area for events, markets and passive recreation. Define space through an arc of canopy trees to provide shelter and amenity.
- m) Implement drainage strategy to improve surface drainage and increased use of the site during wet seasons.
- n) Consider paved area / stage / shelter for performance events located in view of potential crowds in the open grassed area.
- o) Proposed small play area. Opportunity to integrate play with existing railway platform, trees and slope. Opportunity for play structures to reference the railway.
- p) If the adjacent properties to the north redevelop continue shared path to weighbridge and beyond to connect to Korumburra Road to improve access to the future mixed-use renewal areas.
- q) Redesign carpark and access to the community centre to maximise traffic efficiency whilst minimising land take.
- r) Expand Men's Shed and community garden to the west up to the edge of the proposed shared path and improve access via a redesigned car park. Maintain semi-transparent low fence as an interface between the community gardens and the park.
- s) Support expansion of the Goods Shed to the west. Any proposed expansion should be contemporary in design, sensitive to the historical context and high quality.
- t) Create a path along the eastern boundary of the park to define the park from the adjacent childcare without the need for fencing. Consider screen planting along the existing paling fence or replacement of fence with a higher-quality semitransparent fence.
- u) Integrate new public toilets into the new buildings inside or immediately adjacent to Apex Park and/or upgrade the existing public toilet.

NOTE:

The design concepts are indicative only and are subject to further community consultation.

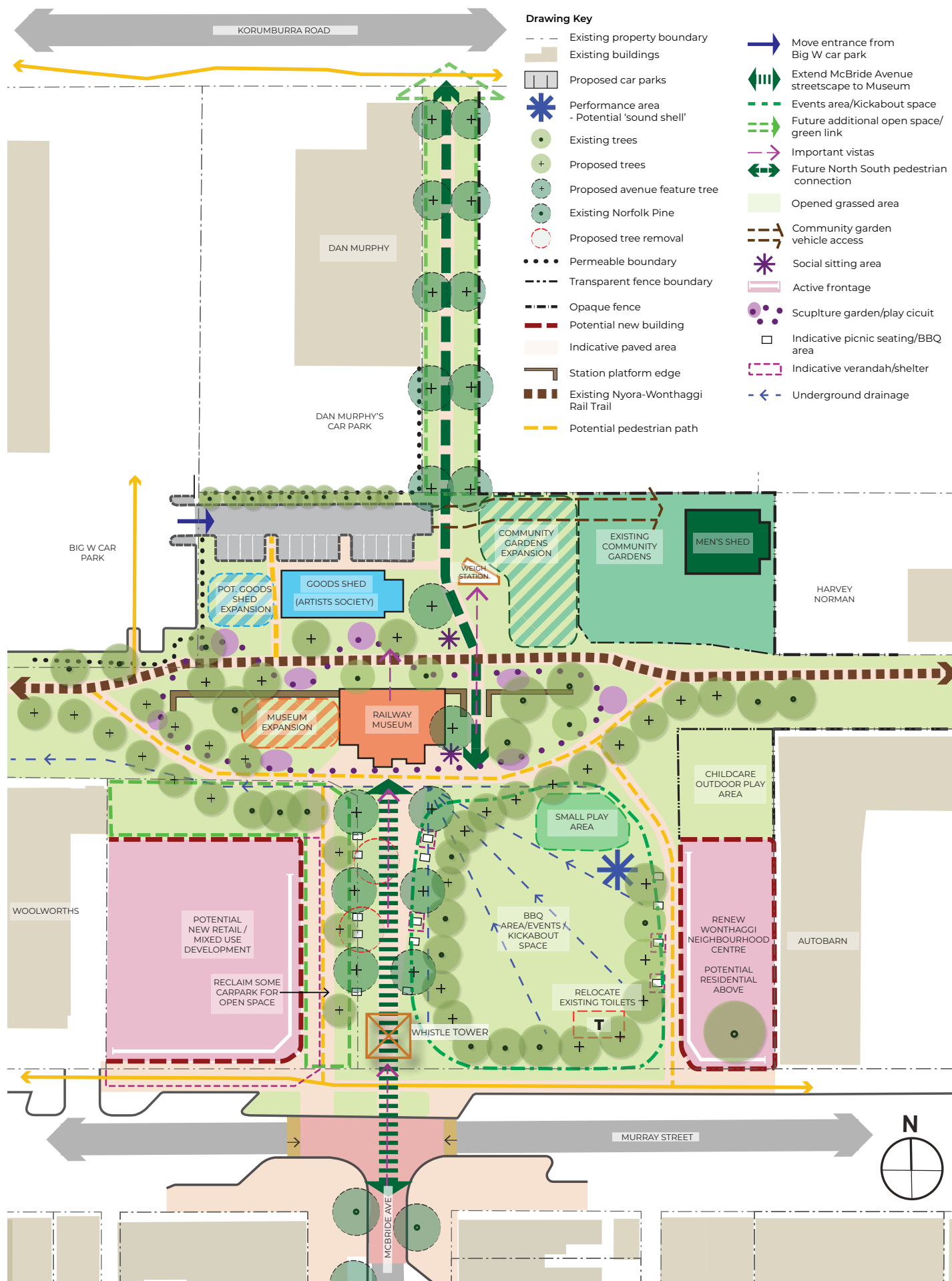


Figure 16. Apex Park Concept Plan

5.2 Apex Park Reference

Photos and images of history and place that should be referred to in preparation of designs for this site in keeping with the design theme and Figure 15.



Wonthaggi Station and the Victorian Train Industry

5.2 Apex Park Materials

The following materials (or equivalent) should form the primary material pallet for future landscape works within the site. Additional materials and textures should complement these materials.



Charcoal coloured granite



Corten Steel Plate

5.2 Apex Park Features

The following images should be considered when designing or implementing landscape features for the site.



Stalen Lichtmasten



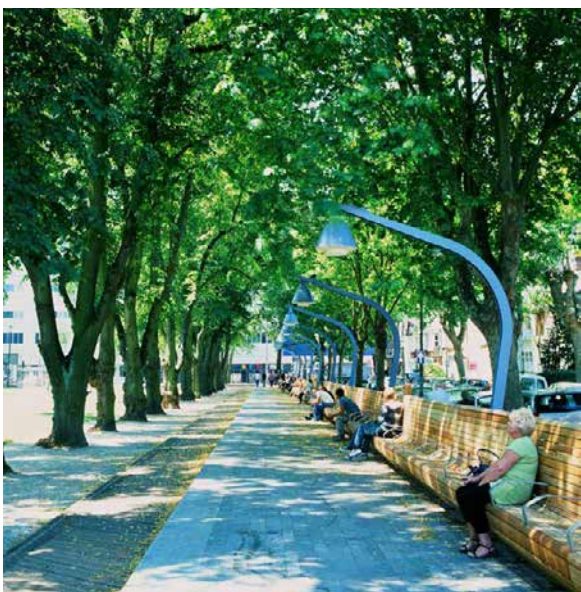
Rail inspired play



Sitzbank Henne Cortenstahl



Kids play area Warragul



Avenue of Trees - Warrior Square, UK



Movies in the park

5.3 McBride Avenue Existing Conditions

McBride Avenue functions as the main north-south connection within the Wonthaggi Activity Centre. It provides a visual and physical link for pedestrians and cyclists between two main public space anchors, Apex Park and Wisharts/Soldiers Reserve.

McBride Avenue also functions as the primary retail and food and entertainment strip. The area is characterised by large iconic Norfolk Island Pine trees and a diverse mix of uses that largely consist of cafés and restaurants in the southern block and community clubs and fine-grain commercial buildings to the northern block. The street is lined with on-street angled parking, which restricts views and presents challenges for vehicular and pedestrian safety. The lack of safe mid-block pedestrian crossings further compromises pedestrian movements and connectivity from one side of the street to the other. The current proposed concept for McBride Avenue seeks to enhance functionality, amenity and safety (see Figure 19).

McBride Avenue’s existing key characteristics, issues and opportunities are summarised below.

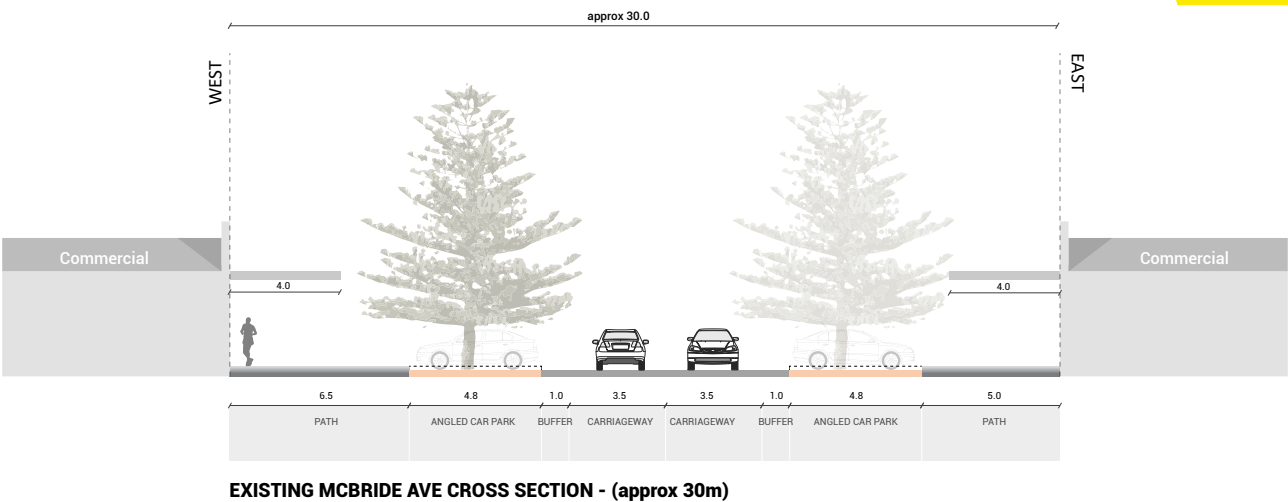


Figure 17. McBride Avenue existing cross-section

Existing Characteristics	Description
Street cross-section width	30 m width (approx.)
Average speed	50 km/h
Footpath width	6.5 m wide footpath on the west and 5 m wide to the east
Carpark	80 carparks and predominantly angled parking
Intersection type	Roundabouts

Table 8. McBride Avenue - Summary of existing characteristics

The WACP envisions
McBride Avenue to
enhance functionality,
amenity and safety.

5.3



5.3 McBride Avenue Issues and Opportunities

Issues

- ▶ Lack of pedestrian crossing points and connections between key pedestrian routes.
- ▶ Lack of north-south bicycle connections.
- ▶ Pedestrians have trouble crossing the McBride Avenue and Graham Street intersection.
- ▶ Visual dominance of car parking.
- ▶ Amount of asphalt and hard surfaces.
- ▶ Absence of a gateway to the McBride precinct.
- ▶ Tired street furniture and limited landscaping.

Opportunities

- ▶ Existing iconic Norfolk pine trees are asset to the streetscape.
- ▶ Wide verge provides opportunity for alfresco dining and multi-functional activities.
- ▶ Width of the existing street cross section offers room for different design scenarios.
- ▶ Proximity to the Bass Coast Rail Trail.
- ▶ Incorporate and celebrate the local mining history of Wonthaggi within the landscape installations.

5.3 McBride Avenue Overall Design Guidelines

The following design considerations and recommendations have been used to inform the two design options proposed.

- ▶ Maintain a vegetation corridor/ boulevard along McBride Avenue to be designed as part of the masterplan
- ▶ Utilise the verge along McBride Ave as a multi-functional space.
- ▶ Encourage alfresco dining.
- ▶ Investigate bike lane to provide a physical link between Wisharts Reserve, Apex park and the rail trail.
- ▶ Opportunity to create a visual green link through canopy of trees.
- ▶ Enhanced street furniture to reflect the local mining history of Wonthaggi.
- ▶ Consider different surface treatments to reduce the amount of asphalt.
- ▶ Provide raised platforms at regular intervals to ensure low speed zone.
- ▶ Improve pedestrian experience along McBride Ave through placemaking strategies.
- ▶ Consider design solutions to improve the intersection at Graham St & McBride Ave to improve pedestrian and cyclist safety.

5.3 McBride Avenue Design Concept

The proposed concept for McBride Avenue seeks to enhance amenity and safety, particularly for pedestrians and cyclists with the inclusion of a designated two-way bike lane (see Figure 19 for the concept and Appendix B Cross Section 1).

The lane adopts the Copenhagen bike lane arrangement, which provides safe movement for pedestrians, cyclists and cars.

5.3 McBride Avenue Design Recommendations

- a)** Encourage cyclist movement by introducing a dedicated bike path along the west verge of McBride Avenue.

This will require converting parking on the west side to be parallel to allow enough space.
- b)** The bike path should be level to the pedestrian verge but defined as separate by:

 - › Using alternative smoother paving;
 - › Bordering the bike path with a thin line of rough paving;
 - › Plant trees on the west side of the path;
 - › Locate seating or temporary planter beds on the west side of path.
- c)** Consider installing a designed bike path so that it can be closed for cyclists and adapted for events (e.g. street markets and festivals).

d) Provide mid-block pedestrian crossings along pedestrian desire lines and consider the use of raised platforms for these crossings.

e) Consider modular landscape installations such as planter beds along the east side to minimise the hard edge.

Existing Characteristics	Description
Footpath width	6.5 m wide footpath on the west and 5 m wide to the east
Carpark	57 angled carparks Note: Some car parking spaces may need to be removed. The loss can be mitigated by providing additional car parking nearby. This is subject to further investigation.
Proposed tree planting	14 proposed and 16 existing trees
Defining features	Two-way bike lane on verge on west side Parallel parking on west side with mid-block pedestrian crossing

Table 9. McBride Avenue Design Concept- Summary of Characteristics

5.3 McBride Avenue Design Recommendations continued

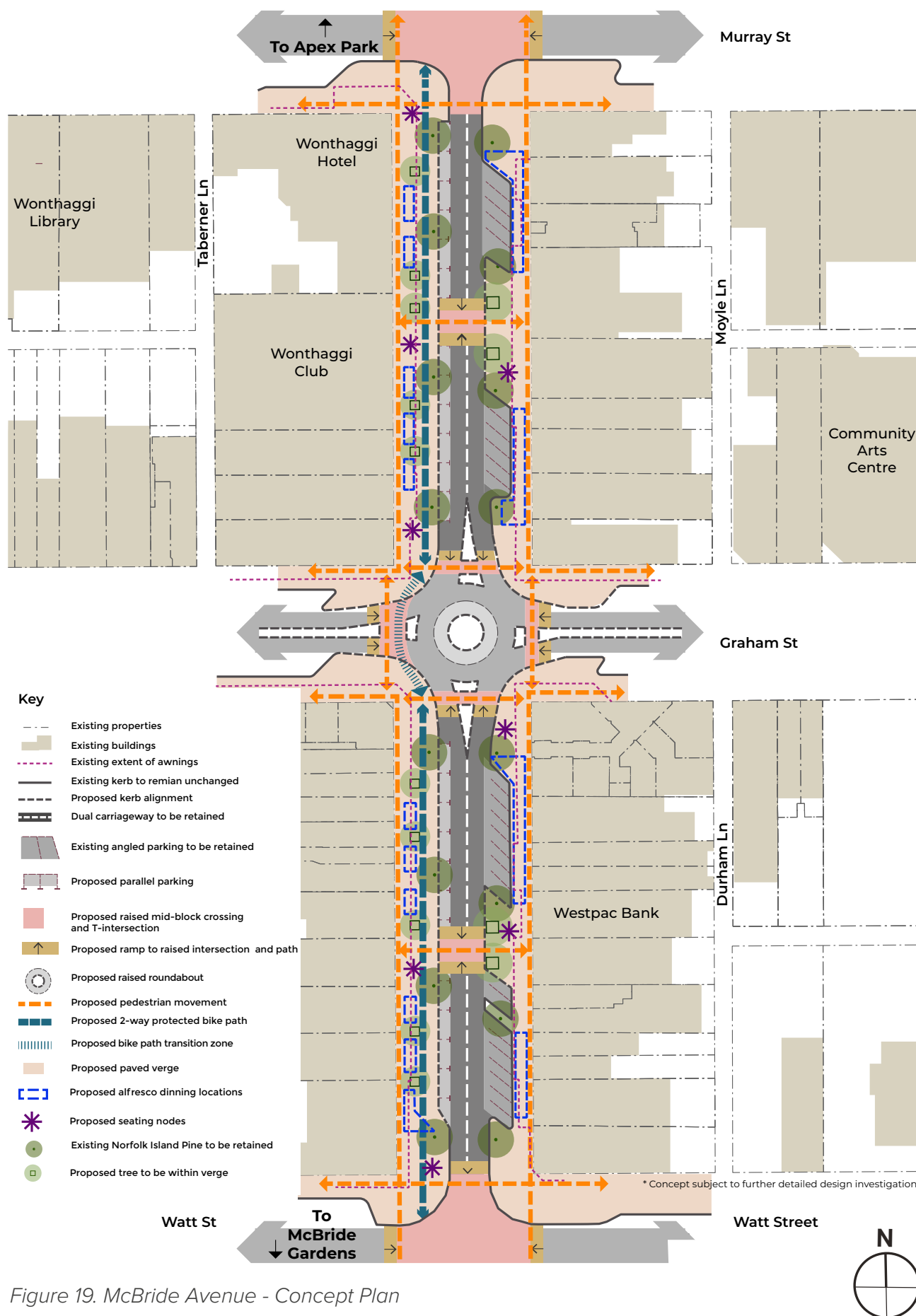
Aspect	Description
Visual Amenity	
Refers to the extent and quality of landscaping and streetscape enhancements that contribute to the preferred character and visual appeal of an area.	Temporary landscape installations and additional trees would enhance the visual amenity, particularly in the short term. The retention and/or enhancement of the existing roundabout would also contribute to the current preferred character.
Function	
Assessment based on:	Level of functionality and safety at the roundabout will depend on effectiveness of detailed design solutions (e.g. clear signage and pedestrian priority crossings).
→ whether the design prioritises pedestrians and cyclists.	Raised mid-block crossings would contribute to safer pedestrian movement.
→ Allows the street to perform multiple roles safely and efficiently.	Reductions to car parking (<i>loss can be mitigated by providing additional car parking nearby. This is subject to further investigation</i>). Includes a designated bike path.
Cost	
Refers to the estimated financial resources required to implement the design.	Costs of landscaping, inclusion of raised mid-block crossings and designated bike path. Retention of roundabout rather than the introduction of a signalised intersection can help minimise costs.

Table 10. McBride Avenue Design Concept - Assessment

Note: The design concepts are indicative only and are subject to further community consultation.



Figure 18. Artist's impression of McBride Avenue Design Concept



5.4 Graham Street Existing Conditions

Graham Street functions as the main east-west connection within the Wonthaggi Activity Centre (see Figure 21 and 22 for concepts and Appendix B Cross Section 2).

Currently, it primarily serves as an arterial road for the movement of vehicles, including heavy vehicles such as freight trucks. The WACP recommends that Graham Street is assigned to a connector road and an alternative heavy vehicle route is provided elsewhere to redirect heavy vehicle traffic from the retail core (see Chapter 4.2). This provides an opportunity for landscaping and safety improvements on Graham Street in accordance to the objectives of the WACP.

The street is currently under the management and jurisdiction of Regional Roads Victoria. Graham Street also acts as the secondary but highly important retail and commercial strip. The area is dominated by hard surfaces, cars and 1-2 storey buildings, some of which are of heritage significance. Its built form dominated character is exacerbated by the lack of street vegetation and landscaping.

McBride Avenue's existing key characteristics, issues and opportunities are summarised on the next pages.

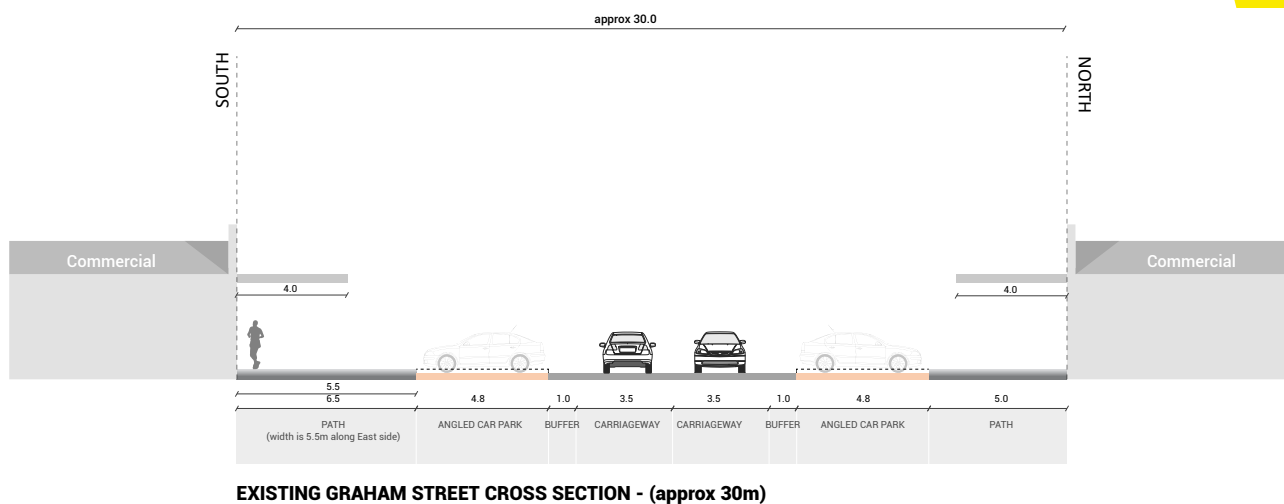


Figure 20. Graham Street existing cross-section

The WACP envisions
Graham Street to
provide an opportunity
for landscaping and
safety improvements.

5.4



5.4 Graham Street Existing Conditions continued

Existing Characteristics	Description
Street cross-section width	30 m width (approx.)
Average speed	60 km/h
Footpath width	5.5 m wide to the north 6.5 m wide footpath on the south (west of McBride Avenue). 5.5 m wide footpath on the south (east of McBride Avenue).
Carpark	71 carparks east of McBride Avenue 90 carparks west of McBride Avenue
Intersection type	Roundabouts
Other characteristics	East <ul style="list-style-type: none">→ Extended kerb in front of arts & cultural centre→ Employment/semi-industrial areas→ Wonthaggi Workmen’s Club West <ul style="list-style-type: none">→ 6.5m wide footpath on the west and 5m wide on the east side→ Average speed is 60 km/h→ Tired street furniture 30m (approx.) existing street cross section

Table 11. Graham Street - Summary of existing characteristics

5.4 Graham Street Issues and Opportunities

Issues	Opportunities
<ul style="list-style-type: none"> ▶ Visual dominance of car parking. ▶ Excessively vehicle oriented. ▶ Lack of pedestrian crossing points and connections between key pedestrian routes. ▶ High traffic volumes and speeds. ▶ Absence of any form of vegetation. ▶ No gateways to mark entry/exit. ▶ Currently not in Council jurisdiction. 	<ul style="list-style-type: none"> ▶ The width of the existing street cross section offers room for different design scenarios. ▶ Graham St has different character areas which warrants for a specific design response, these areas are: West (Retail), Cultural & Employment (West), interface with lanes and McBride Ave. ▶ Connecting key pedestrian desired lines along the North-South Axis. ▶ Opportunity to create an east-west cycle route connecting Guide Park and Education Precinct.

5.4 Graham Street Overall Design Guidelines

The following design considerations and recommendations have been used to inform the two design options proposed.

- ▶ Safer and demarcated crossings of Graham St that respond to North-South pedestrian links.
- ▶ Reduce visual dominance of car parks along the street.
- ▶ Demarcate the gateways on the east and west of Graham St.
- ▶ Change the role from an arterial road accommodating heavy freight movement to an east-west connector road.
- ▶ Design streetscape in response to specific land use and buildings.
- ▶ A number of scenarios should be considered based on different cost and interventions.
- ▶ Investigate pedestrian and cycle route through Graham St linking Guide Park and Education Precinct in the long term.
- ▶ Passively slow traffic through streetscape works to improve safety in the street.
- ▶ A consistent landscape theme should be applied for the full extent of Graham Street between McKenzie Street and Billson Street which focuses on the significant role that Powlett River played in the settlement of Wonthaggi.
- ▶ Investigate the use of native tree and ground cover planting.
- ▶ Investigate the use of water sensitive urban design methods to sustainably treat and use storm water run-off.

5.4 Graham Street Design Concept

The proposed concept for Graham Street seeks to introduce a low-level planted Water Sensitive Urban Design (WSUD) median, which will enhance amenity and character, manage traffic, reduce car park removal, and provide pedestrian thresholds to make it easier and safer for pedestrians to cross the road.

5.4 Graham Street Design Recommendations

- a) Consider implementing a central median to enhance the visual character and ease pedestrian movement across the street. The median should contain tree plantings and low-level ground plantings. WSUD should be considered in the median.
- b) Maintain the existing alignment of the northern kerb to reduce the amount of work required.
- c) Locate pedestrian crossings at existing desire lines along Graham Street to prioritise pedestrian movement, particularly between the Wonthaggi Union Community Arts Centre and public car park.
- d) Consider creating WSUD rain gardens at the key junctions or nodes in the drainage network or before stormwater enters existing underground drainage.
- e) Opportunity to extend the kerb in front of laneways to allow for informal pedestrian crossing between laneways.
- f) Retain the existing driveways from the public car park and south Gippsland Motors.
- g) Consider design solutions to improve the intersection at Graham St & McBride Ave to improve pedestrian and cyclist safety.
- h) Allows flexibility for a bicycle route to be introduced in the distant future (subject to further investigation). In the short-term, east-west bicycle movement will continue along the Bass Coast Rail Trail.

Characteristics	Description
Footpath width	5.5 m wide footpath on the north
	5.5 m wide to the south
Carpark	71 angled carparks east of Graham St
	83 angled carparks west of Graham St
Proposed tree planting	26 proposed trees
Defining features	2 m wide central median
	Mid-block pedestrian crossings

Table 12. Graham Street Design Concept - Summary of characteristics

5.4 Graham Street Design Recommendations continued

The design concept for Graham Street has been assessed based on visual amenity; functional aspects; and streetscape activation.

Aspect	Description
Visual Amenity	
Refers to the extent and quality of landscaping and streetscape enhancements that contribute to the preferred character and visual appeal of an area.	Tree-lined median strip to soften the streetscape but no additional trees or garden beds along the street. Also, no WSUD.
Function	
Assessment based on:	Level of functionality and safety at the roundabout will depend on effectiveness of detailed design solutions (e.g. clear signage and pedestrian priority crossings).
→ Whether the design prioritises pedestrians and cyclists.	Raised mid-block crossings would contribute to safer pedestrian movement.
→ Allows the street to perform multiple roles safely and efficiently.	No designated bike path.
	Reductions to car parking (<i>loss can be mitigated by providing additional car parking nearby. This is subject to further investigation</i>).
	Median strip can potentially accommodate bicycle facilities such as bike rails.
Cost	
Refers to the estimated financial resources required to implement the design.	Costs of landscaping and inclusion of raised mid-block crossings. Retention of roundabout rather than the introduction of a signalised intersection can help minimise costs.

Table 13. Graham Street Design Concept - Assessment

Note: The design concepts are indicative only and are subject to further community consultation.

5. Key Sites

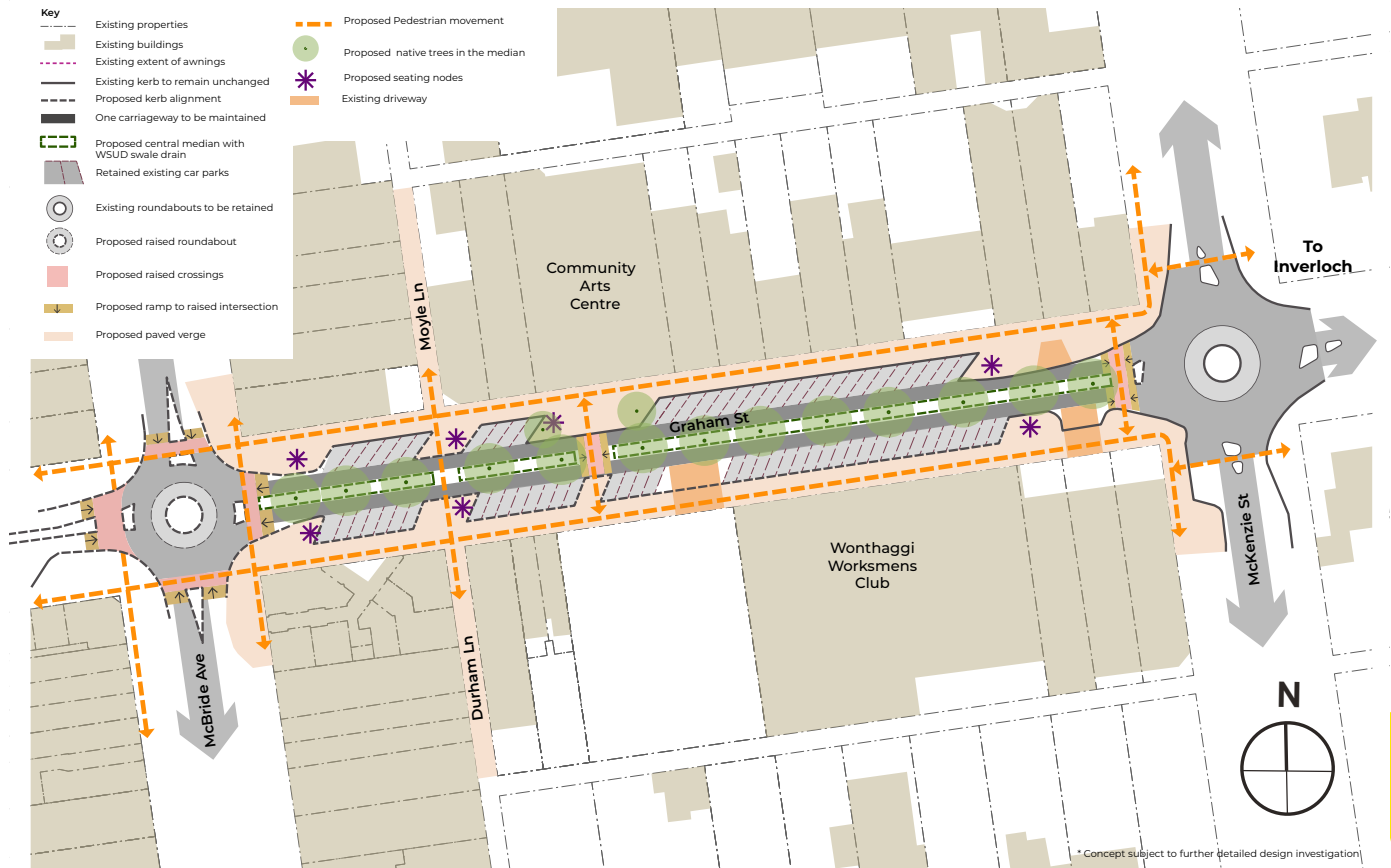


Figure 21. Graham Street - Concept Plan (East)

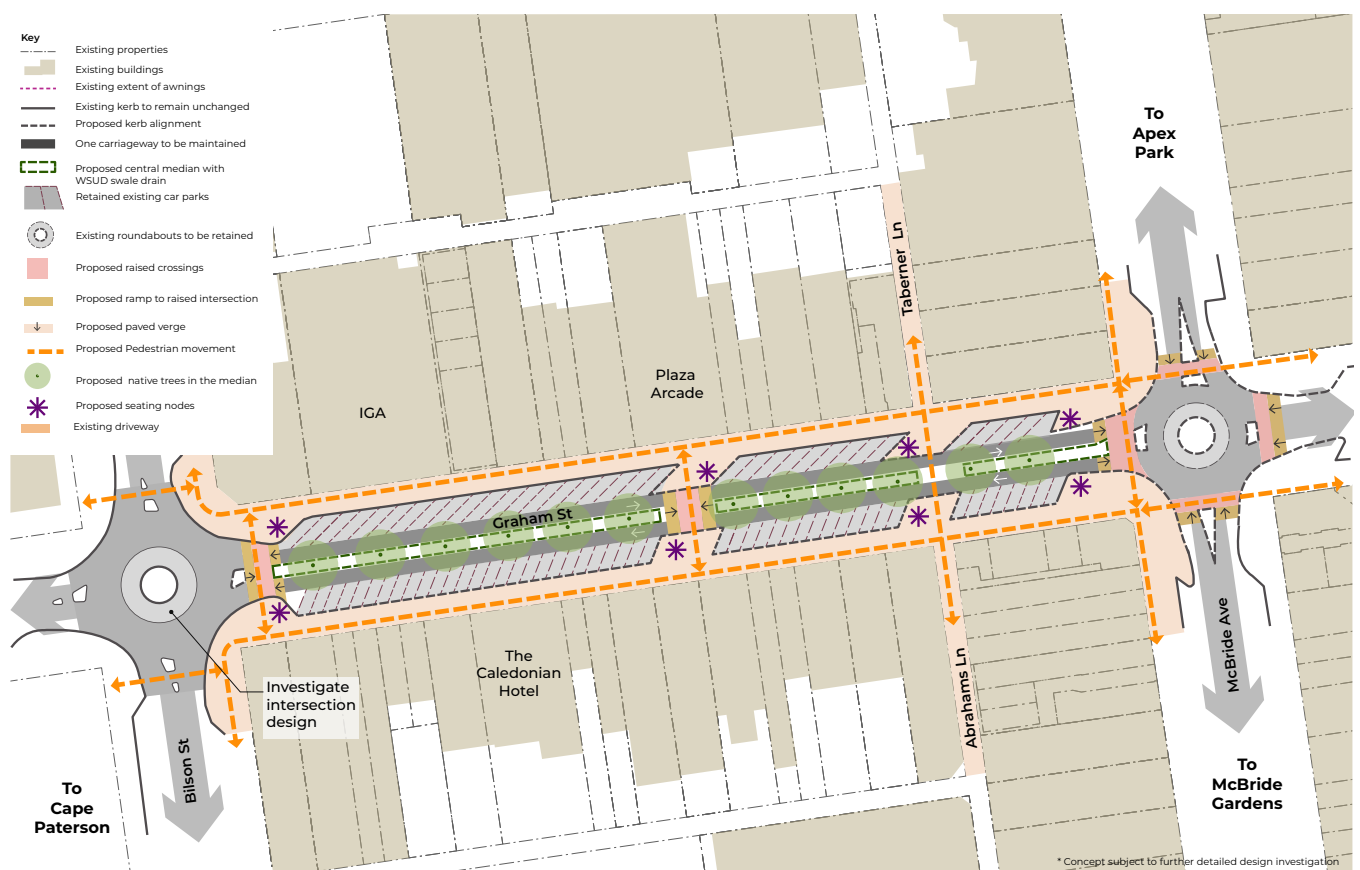


Figure 22. Graham Street - Concept Plan (West)



The WACP envisions Wonthaggi Secondary College to establish the area as a civic hub that includes a mix of uses such as housing, retail, commercial and community uses.

5.5



5.5 Wonthaggi Secondary College Existing Conditions

Former Wonthaggi Secondary College (McBride Campus)

This key site was formerly occupied by the Wonthaggi Secondary College McBride Campus, which recently relocated to the newly developed Wonthaggi Education Precinct.

The site is strategically located in proximity to the retail core to the north; a future education precinct to the east; and various civic and recreational uses to the west including Wisharts Gardens and the Council office. The site provides an opportunity for a key redevelopment site that further establishes the area as a civic hub that includes a mix of uses such as housing, retail, commercial and community uses.

The general outcomes sought for the former secondary school site are provided on the following page and are visually represented in Figure 23.

5. Key Sites

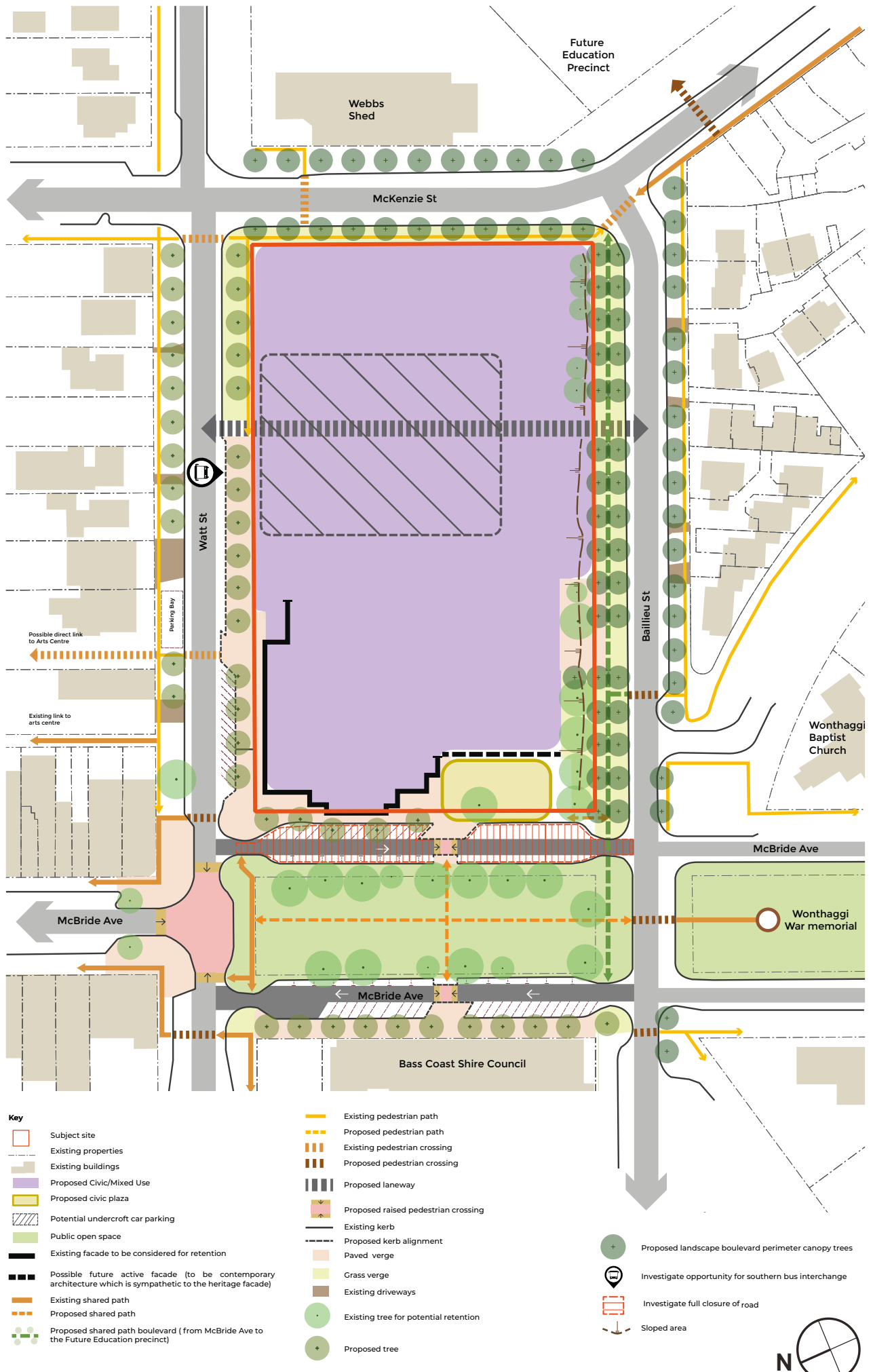


Figure 23. Former secondary school site Concept Plan

5.5 Wonthaggi Secondary College Overall Design Guidelines

- ▶ Design as an iconic site within a growing regional centre.
- ▶ Design for the consolidation of civic uses in the precinct leveraging off the amenity of Wisharts and Soldiers Reserves.
- ▶ Residential/Accommodation located to the east of the site to interface with existing residential and future education precinct.
- ▶ The plan is flexible and showing only high-level detail for use in negotiating the scale and floor area of ultimate uses.
- ▶ Future uses can potentially accommodate arts and cultural events and activities.
- ▶ Integrate the development with the existing road and pedestrian movement network including connections to the Wonthaggi Union Community Arts Centre.
- ▶ Require the creation of pedestrian connections through the site, internally and externally.
- ▶ Identify unique site features to be considered by the future architecture of the site.
- ▶ Where possible existing established and healthy trees should be incorporated into the design for continuity of character and provision of shade.
- ▶ Any future development of the site should also incorporate significant landscaping of the surrounding streetscapes. There is opportunity for substantial tree planting within the verge along all boundaries of the site.
- ▶ Investigate opportunity to upgrade Wisharts/Soldiers Reserve along with the redevelopment of the site.

5.5 Wonthaggi Secondary College Design Recommendations

- a) Future built form should be contemporary and sympathetic to the original building; this will create an opportunity for new architectural character with a fusion between the local heritage and the contemporary style.
- b) The site has two large existing trees in the centre. These trees provide a unique setting for a potential internal courtyard for the future public building. The central courtyard will enable a permeable pedestrian network and enhance solar access into the building.
- c) Opportunity to include medium density residential/accommodation/mixed use into this development which will ensure that the eastern edge along McKenzie St has an engaging built form. The residential area will be serviced through a new laneway and shared central parking area.
- d) The proposed internal central car park will need to be scaled according to the requirements of the ultimate land uses. The car park should be shared by all uses of the site and remain consolidated. The natural slope of the site presents an opportunity for undercroft car parking
- e) Utilise the wide road reserves for additional formalised convenience parking along Watt St and encourage a transition to paved verges in this area.
- f) Opportunity to create a strong shared path avenue within the 10m wide north verge of Baillieu St East, adjacent to the southern boundary of the site. This will connect the future education precinct directly to the McBride Avenue landscape corridor.
- g) Investigate the part/full conversion of road to open space at the east side of McBride Ave in front of the proposed civic plaza. This would prioritise pedestrian movement between the site, Wisharts Reserve and the Wonthaggi Civic Centre and Town Hall. This may require the western section of McBride Ave to convert to a two-way street, and for parking provisions to be re-considered and dispersed across the precinct.
- h) Create a strong pedestrian connection and visual relationship between the site and the Council buildings by providing pedestrian crossings and new paths and landscaping.
- i) Consider holistic upgrade of Wisharts and Soldiers Reserves concurrently with the former school site redevelopment.
- j) Create new civic plaza with relationship to the war memorial at Soldiers Reserve, Wisharts Reserve and the Wonthaggi Civic Centre and Town Hall. The plaza will contain seating, landscaping and high-quality paving to emphasise the future main entrance.
- k) New development should respect the existing residential interface to the south in the way they are designed and landscaped.
- l) Opportunity to upgrade landscaping along the north side of Watt St and find opportunities for tree planting and removal of driveways to improve the interface to the new development.
- m) Opportunity to retain large exotic existing trees in the south west corner of the site within the sloped area.
- n) New buildings will need to respond to the level change along the southern boundary.

IMPLEMENTATION

THIS CHAPTER IDENTIFIES SEVERAL PLANNING SCHEME
RECOMMENDATIONS REQUIRED TO IMPLEMENT THE
STRATEGIES AND DIRECTIONS OF THE WACP.

The timing, estimated cost and type of actions to be considered are as follows:

Timing

Short 1-5 years

Medium 5-10 years

Long 10+ years

Indicative cost

\$ Less than \$50,000

\$ \$ \$50,000 to \$200,000

\$ \$ \$ More than \$200,000

Type of actions

- Planning Scheme implementation
- Master planning
- Audits, studies and further strategic work
- Streetscape, landscaping and transport/road works and improvements;
- Advocacy
- Community project/events



6.1 Planning Scheme Implementation

There are no significant changes to the Local Planning Policy Framework as the current Bass Coast Planning Scheme identifies many of the broader strategic aims within the Wonthaggi Activity Centre Plan. Limited changes are recommended to the existing Bass Coast Planning Scheme.

These recommendations are listed below in Table 14 below.

Actions	Type	Timing	Responsibility / Stakeholder(s)
Include the Wonthaggi Activity Centre Plan and key objectives in the Bass Coast Planning Scheme.	Planning Scheme implementation	S	Council
Apply DDO to implement maximum heights and other strategies relating to design and built form within the WACP. See BF-A2.	Planning Scheme implementation	S	Council
Maintain the Commercial 1 Zone.	Planning Scheme implementation	NA	Council
Apply appropriate planning controls for key sites once further planning investigations have been undertaken, particularly the former secondary school site, to provide guidance on built form. See BF-A1.	Planning Scheme implementation	M-L	Council

Table 14. Planning Scheme implementation summary

6.2 Actions Summary

Table 15 outlines further actions required to implement the WACP in addition to the Planning Scheme implementation.

No.	Actions	Type	Timing	Responsibility / Stakeholder(s)	Indicative Cost
Land Use and Activity					
LU-A1	Investigate preferred future options for the northern industrial and bulky goods area, in consultation with the community and key stakeholders.	Master planning	M	Council, Community, Retailers	\$ - \$\$
LU-A2	Investigate preferred future options for the secondary school site, in consultation with the community and key stakeholders. See Chapter 5.5 for design concept (note design concept is indicative only and subject to further community consultation).	Master planning	S	Council, Community	\$ - \$\$
LU-A3	Advocate for the redevelopment of the private car park at the interface with Apex Park and engage the community and key stakeholders.	Advocacy	S - M	Council	\$
LU-A4	Prepare a laneway activation strategy.	Audits, studies and further strategic work	S	Council	\$
LU-A5	Implement the actions relating to an active local economy in the <i>Wonthaggi Placemaking Strategy</i> once approved.		S-M	Community, Council	\$ - \$\$

Table 15. Implementation actions

No.	Actions	Type	Timing	Responsibility / Stakeholder(s)	Indicative Cost
Access and Movement					
AM-A1	Liaise with Regional Roads Victoria to redirect heavy vehicles and freight from Graham Street.	Advocacy	S - M	Council, Regional Roads Victoria	\$
AM-A2	Investigate proven design solutions to improve the McBride Avenue and Graham Street intersection and the Graham Street and Biggs Drive intersection.	Streetscape, landscaping and transport/ road works and improvements	S	Council	\$\$
AM-A3	Introduce mid-block pedestrian crossings along desire lines within McBride Avenue and Graham Street as shown in Figure 11.	Streetscape, landscaping and transport/ road works and improvements	S	Regional Roads Victoria	\$\$\$
AM-A4	Further explore the feasibility of a designated bike lane along McBride Avenue (See Chapter 5.3 for design guidance).	Audits, studies and further strategic work	S	Council	\$
AM-A5	Support the upgrade of car parking facilities on Council-owned car parks and/or other potential private or public car parking opportunities in proximity to the Activity Centre.	Audits, studies and further strategic work	S - M	Regional Roads Victoria	\$ - \$\$
AM-A6	Undertake community consultation on potential bus stop relocations within the Activity Centre and liaise with PTV and investigate the feasibility of a new bus interchange location in proximity to the proposed civic hub and retail core as shown on Figure 11.	Audits, studies and further strategic work	M - L	Council, PTV, Community	\$
AM-A7	Create a north-south pedestrian link from the Wonthaggi Union Community Arts Centre to the future civic/mixed use precinct at the former McBride Campus.	Streetscape, landscaping and transport/ road works and improvements	M-L	Council	\$ - SS

6.2 Actions Summary continued

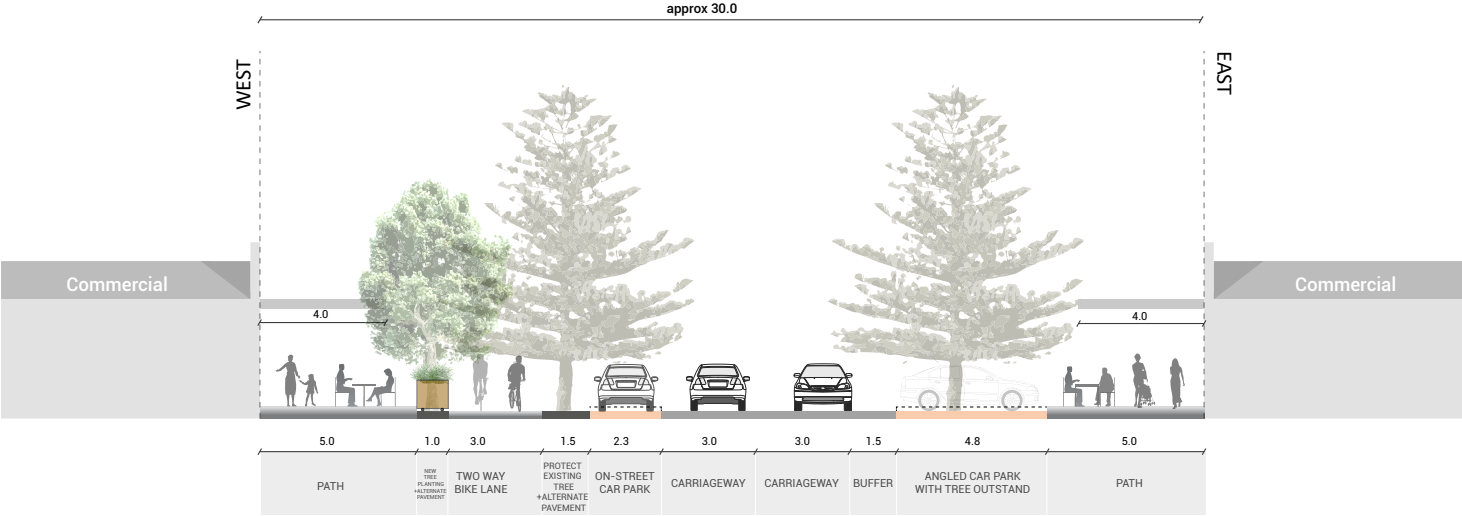
No.	Actions	Type	Timing	Responsibility / Stakeholder(s)	Indicative Cost
Built Form					
BF-A1	Apply DDO to implement maximum heights and other strategies relating to design and built form within the WACP.	Planning Scheme implementation	M-L	Council	\$
PR-A2	Apply appropriate planning controls for key sites once further planning investigations have been undertaken, particularly the former secondary school site to provide guidance on built form.	Planning Scheme implementation	M-L	Council	\$
PR-A3	Confirm existing heritage buildings and sites and investigate heritage value of other sites.	Audits, studies and further strategic work	M	Council	\$
PR-A4	Develop Heritage Design Guidelines to provide guiding principles and information about preferred approaches to works relating to heritage significant buildings.	Audits, studies and further strategic work	M	Council	\$
PR-A5	Liaise with large format retailers and the community to find creative responses to developing active edges/interfaces.	Advocacy	S	Council, Retailers	\$
PR-A6	Continue laneway mural and art projects as identified in the <i>Wonthaggi Placemaking Strategy</i> .	Master planning	Ongoing	Community, Council	\$
PR-A7	Facilitate local design competitions and consider funding artists (in whole or in part) to paint winning mural entries.	Community project/event	S	Council	\$

No.	Actions	Type	Timing	Responsibility/ Stakeholder(s)	Indicative Cost
Public Realm					
PR-A1	Consider the stages of public realm improvements to ensure that preferred outcomes are met and are not compromised.	Audits, studies and further strategic work Master planning	S	Council	\$ - \$\$
PR-A2	Consider small-scale landscape installations that can be provided prior to undertaking a formal master planning process for Apex Park, McBride Avenue and Graham Street. See Chapter 5 for design ideas.	Streetscape, landscaping and transport/road works and improvements	S	Council	\$ - \$\$
PR-A3	Undertake a formal master planning exercise (in consultation with all key stakeholders) to further develop the concept for McBride Avenue. See Chapter 5.2 and 5.3 for design concepts.	Master planning	S-M	Council	\$\$
PR-A4	Work with Regional Roads Victoria to implement the extent of streetscape changes which can be undertaken in the interim without a road exchange for Graham Street.	Advocacy Streetscape, landscaping and transport/road works and improvements	S	Council, Regional Roads Victoria	\$
PR-A5	Undertake a formal master planning exercise (in consultation with all key stakeholders) to translate the concept for Graham Street following discussions with Regional Roads Victoria regarding the road exchange, in accordance to AM-A1.	Master planning	S-M	Council	\$\$
PR-A6	Support public events in the retail core and within Apex Park in accordance with the <i>Wonthaggi Placemaking Strategy</i> .	Advocacy Community project/event	Ongoing	Community, Council	\$
PR-A7	Co-ordinate proposed public realm improvements in Apex Park.	Advocacy Master planning Streetscape, landscaping and transport/road works and improvements	S-M	Community, Council	\$\$
PR-A8	Investigate landscaping concepts and improvements for Korumburra Road, Biggs Drive, Baillieu Street East, and McKenzie Street.	Streetscape, landscaping and transport/road works and improvements	S - M	Council, Regional Roads Victoria	\$\$

APPENDIX A: List of Literature Reviewed

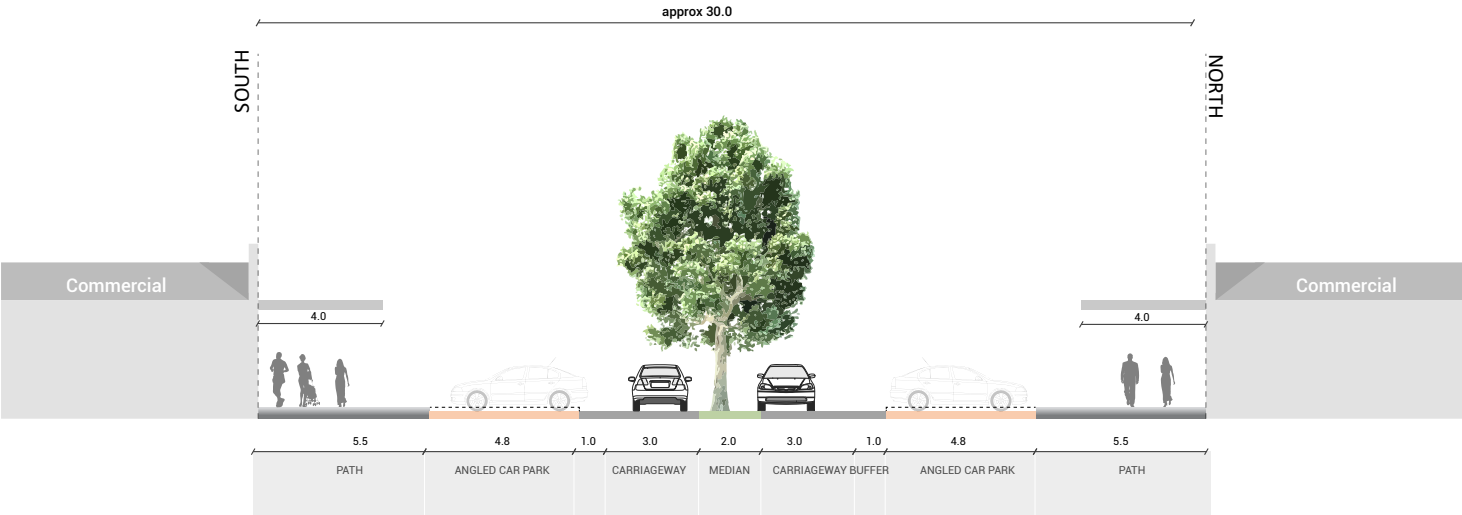
Year	Strategies and frameworks	Studies, surveys and others	Structure/ implementation plans
2000 - 2006	<p>Wonthaggi Commercial Area Strategy (Peter McNabb and Associated Pty Ltd, 2000)</p> <p>Wonthaggi Urban Design Framework (Michael Smithy Landscape, Architecture and Urban Design, 2001)</p>		
2007 - 2012	<p>Bass Coast Open Space Plan (Bass Coast Shire Council, 2008)</p> <p>Wonthaggi Road Network Action Plan report (URS, 2012)</p>	<p>Wonthaggi Development Plan Traffic Impact Assessment (CPG, 2009)</p> <p>Shire of Bass Coast Heritage Study – Stage 2 (Built Heritage Pty Ltd, 2009)</p> <p>Wonthaggi CBD Traffic Impact Study (URS, 2011)</p>	<p>Wonthaggi Structure Plan (BCSC) – 2018</p>
2013 - 2018	<p>Gippsland Regional Growth Plan (2014) – formerly Gippsland Integrated Land Use Plan</p> <p>Project Plan for Wonthaggi Town Centre ‘Heart’ (Tract and Socom, 2014)</p> <p>Plan Melbourne 2017-2050 (State Government of Victoria, 2016)</p> <p>Aspirational Network Pathways Plan (Bass Coast Shire Council, 2016)</p> <p>Playspace Strategy 2017 (Bass Coast Shire Council, 2017)</p> <p>Council Plan 2017-2021 (Bass Coast Shire Council)</p> <p><i>Wonthaggi Placemaking Strategy</i> (Codesign Studio)</p>	<p>Bass Coast Land Supply and Demand Assessment 2017-18</p> <p>Township Character Study (Hansen Partnership, 2014)</p> <p>Future Wonthaggi Focus Group Workshop – Community Representative Report (Future Wonthaggi Focus Group, 2016)</p> <p>Wonthaggi CBD Car Parking Survey (Bass Coast Shire Council, 2016)</p> <p>Industrial and Commercial Land Assessment Report (Urban Enterprise, 2017)</p>	<p>Wonthaggi North East Area Development Plan: Final CPG 2009</p>
2018 - 2020		<p>Wonthaggi Access and Movement Study (Institute for Sensible Transport, 2020)</p>	<p>Draft Wonthaggi Activity Centre Plan (Mesh Planning, 2019)</p> <p>Apex Park Implementation Plan (Mesh Planning, 2020)</p> <p>Wonthaggi Opportunity Unlocked (Bass Coast Shire Council, 2020)</p> <p>Wonthaggi North East Precinct Structure Plan (VPA, 2020)</p> <p>Wonthaggi Activity Centre Plan (this document)</p>

APPENDIX B: Proposed Cross Sections



PROPOSED INDICATIVE MCBRIDE AVE CROSS SECTION - (approx 30m)

Cross Section 1.



PROPOSED INDICATIVE GRAHAM ST CROSS SECTION - (approx 30m)

Cross Section 2.



DISCOVER
OUR SECRET

WONTHAGGI

ACTIVITY CENTRE PLAN

JANUARY 2021

PREPARED FOR BASS COAST SHIRE COUNCIL