

# Urban Design Framework Plan

A VISION FOR THE PRINCES  
HIGHWAY / GEELONG  
ROAD CORRIDOR

For Wyndham City Council

July, 2016

**ADOPTED** by Wyndham City Council

Special Council Meeting  
12 September 2016



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## PROJECT CONTROL

STATUS	VERSION	CHECKED PM	CHECKED PD	DATE RELEASED
Draft UDF	3	JM	MS	28/08/15
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Final UDF Report	2	KW	MS	27/07/16

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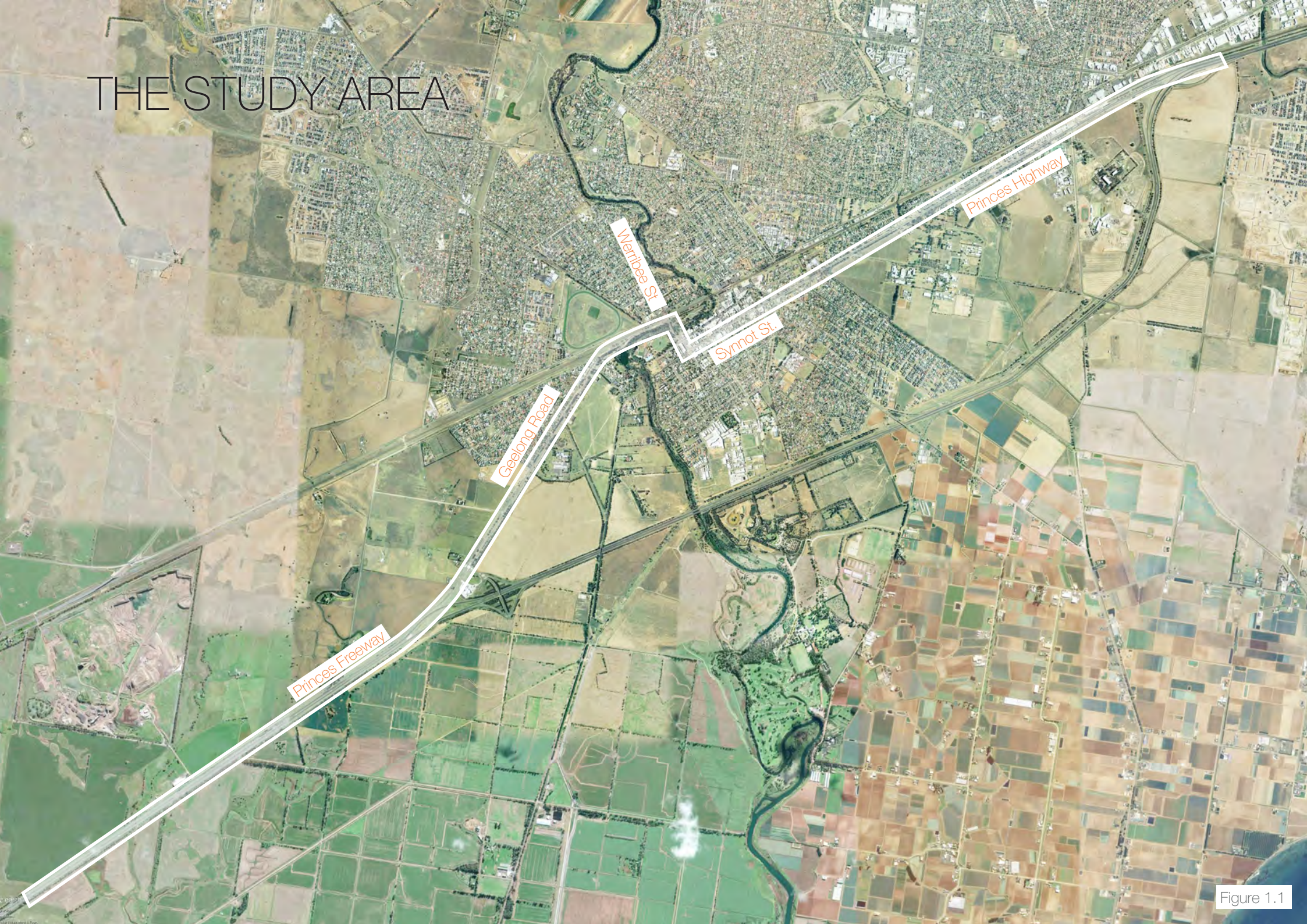




# 1

## INTRODUCTION & BACKGROUND

# THE STUDY AREA



Princes Freeway

Geelong Road

Meribee St

Symnot St

Princes Highway

Figure 1.1

# THE PROJECT

Wyndham City Council has commissioned Planisphere to prepare an Urban Design Framework for the Princes Highway / Geelong Road Corridor. The purpose of the Urban Design Framework is to articulate a vision for the corridor and provide guidance as to how the corridor will be developed to make a positive contribution.

The project comprised of five stages with this being the final adopted Urban Design Framework following consultation for public comment.

Stage 1: Project Inception

Stage 2: Background Research

Stage 3: Draft Urban Design Framework for Consultation

Stage 4: Consultation

## Stage 5: Finalisation of the Urban Design Framework

## PROJECT OBJECTIVES

Wyndham City Council outlined the following objectives at the beginning of the project:

- To recognise the importance of the role the corridor plays in providing an entrance to Wyndham's suburbs.
- To establish a vision for how future development will contribute to a positive sense of place and community identity.
- To analyse the corridor's planning context and make recommendations on appropriate

mechanisms to achieve a coherent transition between precincts.

- To identify mechanisms that will contribute to an improved public/private interface condition and upgrade the public realm to support the forecast changes to the precinct.
- To provide specific guidelines for Council to use as a decision-maker, to ensure that development in the public and private realms are of a high quality, amenity and have a positive interface with the corridor.
- To consider the role of canopy trees in road reserves and the landscaping themes to contribute to the character of the precinct and to lessen impacts of Urban Heat Island effect.
- To consider how road infrastructure and other public realm works might be undertaken to reflect the role of the corridor.
- To ensure that recommendations for works by Council or other agencies in the subject area consider maintenance practices and budgetary constraints.
- To identify key works that can be undertaken in the public realm to establish the corridor as a major gateway that is attractive and safe to use by pedestrians and cyclists
- To investigate planning scheme controls to guide:
  - » Advocacy for future Precinct Structure Plans;
  - » Guidance in permit applications; and

- » Public realm works / capital works / landscaping.

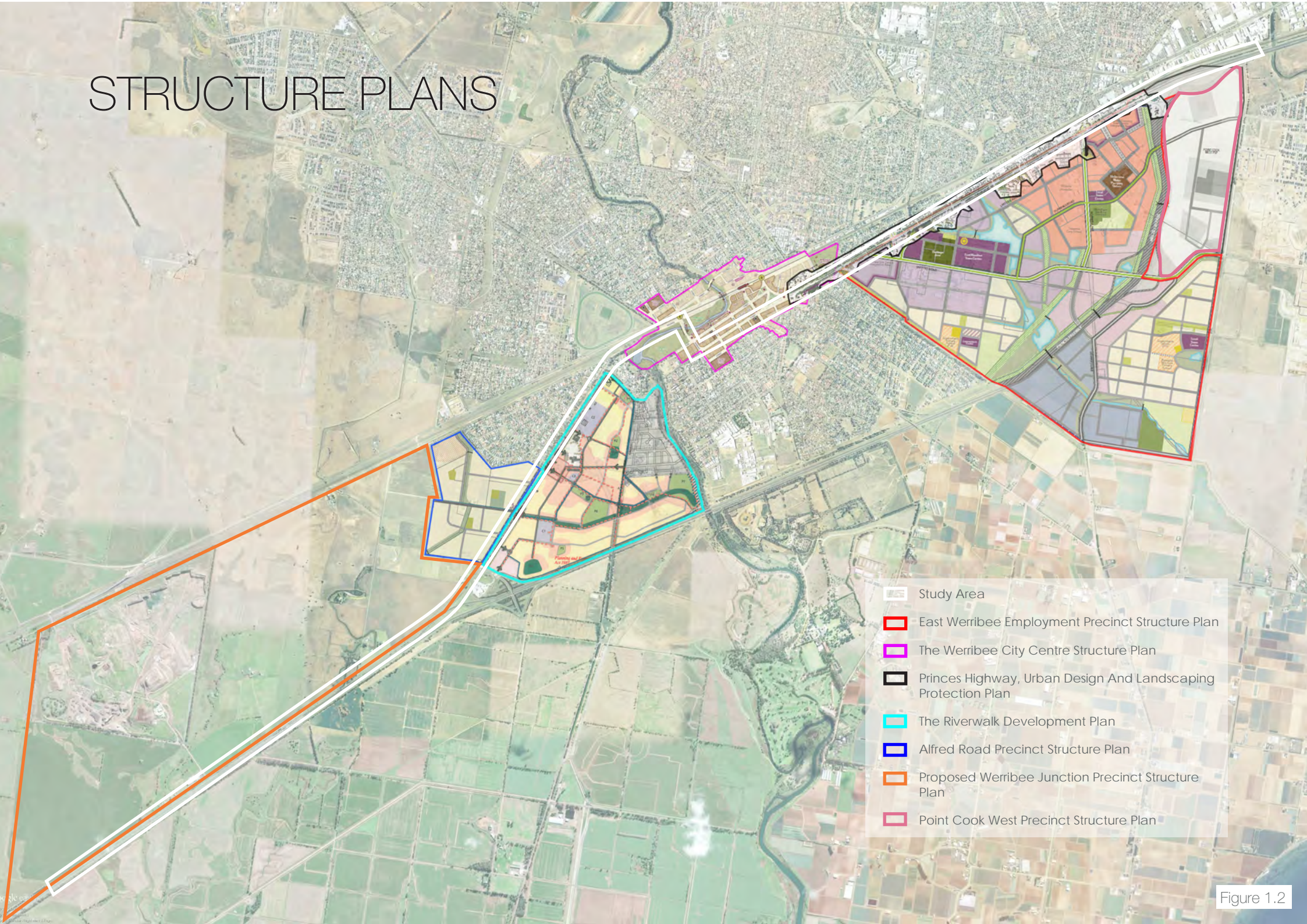
## THE STUDY AREA

The study area, as shown in Figure 1.1, extends south-west along the Princes Highway commencing from the Werribee turn-off from the freeway. It continues into the Werribee City Centre running down Synnot Street, crossing the Werribee River and continuing south-west down Geelong Road and connecting back to the Princes Freeway. The study area continues along the Freeway and terminates at the edge of the Urban Growth Zone and Metropolitan Melbourne.

The study area extends for a distance of approximately 16km from Hoppers Crossing to south-west of Werribee. The road reserves are owned by VicRoads, which are managed by Council.

The project is to provide recommendations for private land adjoining the road reservation and the public realm in the Corridor. The study area continues beyond the current urban boundary of Wyndham, the rationale for this is to ensure that future development of the Werribee Junction Precinct Structure Plan will consider the long term vision for the corridor. The Werribee Junction precinct is the first time Wyndham is visible from the west when City-bound from Geelong. It will change dramatically over time as development occurs and it is important that the corridor's vision considers the future character of Werribee Junction as well as for the existing areas, where more incremental change will occur.

# STRUCTURE PLANS



- Study Area
- East Werribee Employment Precinct Structure Plan
- The Werribee City Centre Structure Plan
- Princes Highway, Urban Design And Landscaping Protection Plan
- The Riverwalk Development Plan
- Alfred Road Precinct Structure Plan
- Proposed Werribee Junction Precinct Structure Plan
- Point Cook West Precinct Structure Plan

Figure 1.2



# BACKGROUND

A *Background Report* for the Princes Highway / Geelong Road Corridor Urban Design Framework Plan, was completed in June 2015.

As part of the background investigations for the project, a series of Council strategies, policies and guidelines were reviewed. The zoning and overlay provisions for the study area were closely examined and the applicable Structure Plans were analysed. This gave the project a detailed understanding of the policies, restrictions and current proposals for the highway corridor.

The background study also undertook a broad issues analysis to gain understanding of the site and the types of elements that would require further work as part of the Draft Urban Design Framework Plan.

## STRUCTURE PLANS

The proposed Urban Design Framework is affected by a string of Structure Plans and Development Plans. These are shown on the adjacent map in Figure 1.2. From west to east, these include -

- Werribee Junction Precinct Structure Plan (yet to be completed)
- The Alfred Road Precinct Structure Plan (2013)
- The Riverwalk Development Plan (2013)
- The Werribee City Centre Structure Plan (2013)
- Princes Hwy, Urban Design and Landscaping Protection Plan (1998)

- East Werribee Employment Precinct Structure Plan (2013)
- Point Cook West Precinct Structure Plan

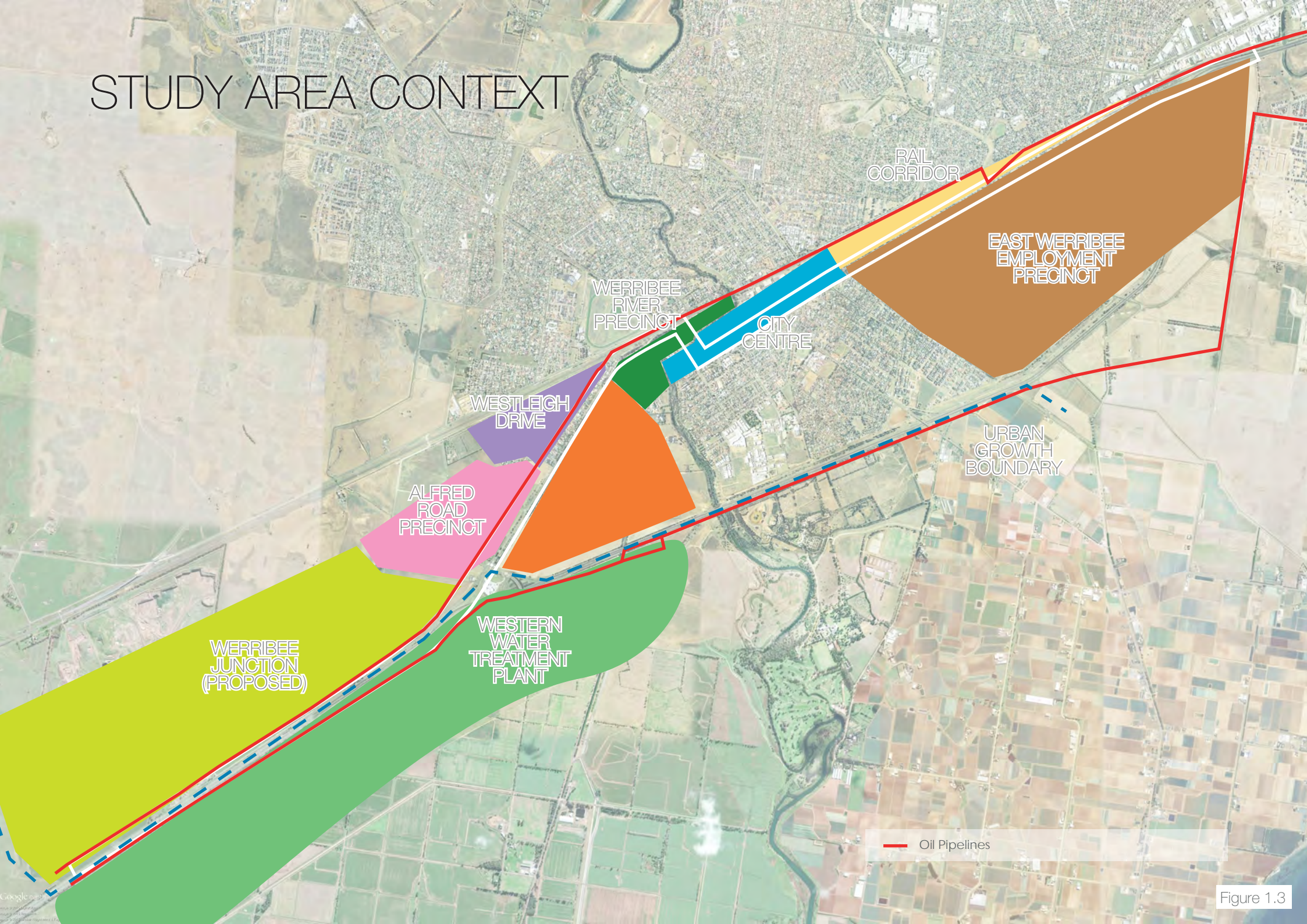
The Urban Design Framework (UDF) for the Princes Highway / Geelong Road Corridor has been guided by the various plans already produced for the corridor.

These plans specify built form guidelines for each precinct area, which the UDF expands upon within the study area. The UDF is intended to be a more holistic design vision for the corridor and therefore provides more specific guidelines around how these plans provide an interface with Geelong Road / Princes Highway and each other to achieve this vision.

## PIPELINE

A significant length of the study area is encumbered with high pressure oil pipelines (refer to approximate location shown on Figure 1.3). These pipelines are important infrastructure supplying much of Victoria's fuel needs. Any buildings or works and vegetation nearby will need to comply with requirements of the Pipelines Act in consultation with relevant authorities.

# STUDY AREA CONTEXT



— Oil Pipelines

Figure 1.3

# STUDY AREA ANALYSIS

The study area can be divided up into 9 precincts based on the existing Structure Plans and areas remaining outside those Structure Plans. These Precincts are not intended to be a definitive grouping for strategic purposes, but to begin the process of analysis of areas with similar issues.



## WESTERN WATER TREATMENT PLANT

South of the Princes Freeway is the area of Cocoroc owned by Melbourne Water as part of the Western Treatment Plant. The area is well known for its Ramsar wetlands (one of Australia's most important for waterbirds), diverse array of habitats, vegetation and wildlife. It creates a heavily vegetated entrance to Wyndham.

The North side of the Princes Freeway outside of the Urban Growth Boundary is also farmland, some of which is owned by Melbourne Water. The Outer Metropolitan Ring Road is proposed in this area.

Due to the zoning and use for public utilities the area is likely to remain undeveloped and remain as a vegetated buffer for the waste treatment works. However, it provides context when considering how development on the opposite side might be achieved to respect/enhance character along here.



## WERRIBEE JUNCTION

The Werribee Junction Precinct is subject to future precinct structure planning to be undertaken by the Metropolitan Planning Authority; in consultation with Wyndham City Council.

The site is north of the Princes Freeway, within the Urban Growth Zone, and in the future is likely to be predominantly employment. Currently the area is farm land with the Lollipop Creek, which is prone to flooding, meandering through it. Set back from the road is the Municipal Refuse Disposal Facility.

Wests Road runs parallel to the Freeway and development along here will act as a prominent entrance to the municipality in the future.



## ALFRED ROAD PRECINCT

Alfred Road Precinct Structure Plan (PSP) has been approved and is incorporated into the Wyndham Planning Scheme. It plans for residential development along the length of the interface with Geelong Road, together with a small convenience centre. All lots must front Geelong Road and there are likely to be service roads or internal loops at this interface. The PSP's key objective for the corridor is to 'enhance Geelong road's role as an entrance to Werribee'

Currently the area is farmland, while in the process of being subdivided. An oil pipeline runs parallel to Geelong Road which results in a linear space. There are few features of interest across the very flat site, with the rear (away from the study area) subject to flooding. Existing entrance flags/banners welcome residents and visitors to Wyndham as they enter the precinct.



## WESTLEIGH DRIVE

Located between the rail line and Geelong Road this precinct contains residential land and two pocket parks. The majority of the interface with Geelong Road is the back of fences facing the road.

These lots are large residential lots with covenants restricting further subdivision. The area is unlikely to go under any significant redevelopment change. A 40 metre reserve runs along this side of Geelong Road which contains an oil pipeline underground. A shared path made of concrete runs the length of the precinct.

The northern end has thirteen houses fronting a service road oriented towards Geelong Road, recommended for stronger planning controls to protect its unique character (Wyndham's Housing and Neighbourhood Character Strategy, 2015)



## RIVERWALK PRECINCT

The Riverwalk Precinct Structure Plan has been approved and is in the process of subdivision with some land sales underway. The land was previously used as an airfield and some existing aircraft hangers still remain with the B24 Liberator Restoration Group occupying a hanger that is recommended to be retained.

The remaining land is former grazing land with large significant specimen native trees located in clumps on the edge of Geelong Road in typical informal rural arrangement. The Riverwalk Development Plan envisages that some of the trees are retained as part of the development and that, with no plans to duplicate Geelong Road at this stage, many of the trees in the road reserve may be preserved.



## WERRIBEE RIVER PRECINCT

The Werribee River has little water that ponds east of the bridge and flows west of the bridge.

Wyndham Park and Chirside Park dominate the precinct with a distinctly indigenous vegetated appearance, giving the feeling of bushland in the centre of the city.

The bridge at Werribee Street is constructed of old stone and has been duplicated with a concrete structure directly alongside. The intersection is often a waiting point for people travelling in or out of the centre.

The road itself is at times congested due to various traffic lights and the railway level crossing, although the removal of V.Line services from the lines improved this.



## CITY CENTRE

The Werribee City Centre is a busy retail centre with shops on either side of the road. The main shopping street is Watton Street running parallel to the Princes Highway (known as Synnot Street in this section) which provides an important by-pass route, ensuring Watton Street provides a slower traffic environment. Synnot Street is currently fronted by many at grade car parks giving an appearance of 'back of the city' rather than a retail front, this is to be addressed by the approved Werribee City Centre Structure Plan.

The intersection at Werribee St/Synnot St is a large sweeping bend with a red brick surface around the carriageways.

The City Centre area also includes the municipal offices and some housing-come-medical centres in the eastern section of this precinct.



## RAIL CORRIDOR PRECINCT

The north side of the Princes Highway, east of the Wyndham City Council offices, is primarily a corridor of residential lots bordered by the railway line at the rear and the highway at the front. It is currently being considered for Residential Growth zoning (as per Wyndam's Housing and Neighbourhood Character Strategy, 2015), which would encourage substantial change in this area.

Some houses fronting the Highway have been converted to medical uses with the far eastern end consisting of light industrial / commercial uses. Parking issues occur in this area.

The Federation Bike Trail is also located in parts of this precinct and the High Pressure oil pipeline runs along the rail corridor at the rear of these properties.



## EAST WERRIBEE EMPLOYMENT PRECINCT

This precinct is of strategic importance as a National Employment cluster. The East Werribee Employment Precinct Structure Plan outlines future developments. The PSP is in the process of being developed with much farmland still remaining. The Werribee Mercy Hospital is a major feature on the Princes Highway as well as the University of Melbourne Veterinary Hospital, Victoria University and the Werribee Police Station.

The PSP includes requirements for design guidelines, but has limited reference to how development should respond to the Princes Hwy interface.

The landscape treatment along the road reserve consists of clumps of Sheoaks with new planting schemes tending to space them evenly. Eucalyptus trees are also a dominant feature.

# WHAT WE'VE HEARD

## PRELIMINARY WORKSHOPS

On 29 and 30 July and 4 August 2015, the study team's preliminary ideas were exposed and discussed at workshops attended by local people with a variety of interests in the study, including residents, land owners, business operators and community representatives. Here is a summary of what we heard.

### PRINCES HIGHWAY: A VITAL TRAFFIC ARTERY

The Princes Highway corridor through Werribee serves a variety of purposes, but its primary role is as a vital traffic artery. Traffic congestion and road safety are top of the list of community concerns. There are also practical issues to be addressed, like drainage, parking, and poor facilities at bus stops and pedestrian crossings. Resolution of the traffic issues should be the priority for public investment in the corridor.

#### Response

This project aims to complement traffic-related investment in the Princes Highway corridor, by proposing things like:

- Landscape treatments to accompany road works, as they occur.
- Ways of adapting parts of road reserves that can't be developed (eg the land above a pipeline reserve) for community use or benefit.

- Improved design of buildings either side of the road reserve.
- Planting guidelines that can be used by maintenance crews.
- Ideas for expressing the community's identity in projects that can form the subject of grant applications or direct action by the community.
- Ways of improving access and safety for all road users (not just cars).

Addressing the configurations of roads and intersections, or new infrastructure, is beyond the scope of this project, except in instances where such proposed works are already known and likely to occur regardless of the UDF.

### OTHER FEEDBACK

The workshops were presented with preliminary suggestions for a vision for the Princes Highway corridor and themes for each sector. Discussion tended to focus on practical solutions that could improve the area's image. There is strong support from the community to see Werribee present a positive image to visitors and people travelling through the municipality, and strong support for achieving this by showcasing local community culture, history and endeavour.

There was considerable discussion about the Werribee town centre (Urban Icon) sector. There is a view that the town centre should retain some of its country feel, or at least a 'community feel'. There are few old or heritage buildings. The scale of built form is commonly single storey, as in many country towns, but the approved activity centre

plan allows for up to 10 storeys. The unfinished and underdeveloped look of much of the land along Synnot Street may be a factor. There was agreement with the suggestion that the Chimside Park trees visible at the end of Watton Street provide a distinctive attribute of the centre, visually linking it to a naturalistic landscape setting. This is unusual for a metropolitan activity centre, giving Werribee both an urban and rural character.

Improvements to street lighting in the side streets accessing Watton Street from Synnot Street was suggested, and care should be taken more generally to avoid street tree foliage causing street lighting dark spots.

Other contributions from the workshops include:

- Improvements to the number and operation of crossings.
- Agreement that a safe shared pathway is a priority.
- Art installations and gateway treatments are seen as a positive feature.
- Moving west along the corridor there could be a feeling of becoming more rural in character.
- Expressing the landscape punctuation of creek proximity to crossings is important, capitalising on the river environs.
- Need for additional litter bins.
- Opportunity to recognise dry stone walls in the municipality throughout the corridor.

- The rural landscape was largely appreciated and duplication of the gum planting in road reserves is desirable. There was definitely concern that the landscaping would be lost.

### Additional Theme: Grow

One of the participants suggested that 'grow' could be a good theme for the corridor as it fits many aspects of Wyndham, such as it being a growth corridor, raising families, new employment precinct, market gardens, and new infrastructure.

## CONSULTATION ON DRAFT UDF

The Draft Princes Highway / Geelong Road UDF was publicly exhibited between 16 December 2015 and 12 February 2016.

The draft report was advertised via mailout, the Wyndham News publication, in local newspapers and online (Councils website and social media).

11 submissions were received, including support for the UDF and suggestions or changes for the final document. The following outlines a summary of submission responses.

### IMAGE AND GATEWAYS

Submissions were supportive of the UDF document, the overall vision and the creation of quality gateway treatments.

Enhancing the Activity Axis to enhance the rural

gateway feel was identified as an opportunity.

### TREES AND VEGETATION

Landscaping and the retention/planting of large trees was a common theme within submissions. Respondents were supportive of plans to enhance landscaping and protect trees within road reserves.

Suggestions were made to reinstate the Avenue of Honour and avoid removal of any vegetation along the Avenue, unless replaced and enhanced.

Melbourne Water specifically discussed the importance of enhancing and promoting the diverse array of vegetation and habitat that adjoins the Plains Boulevard precinct.

### TRAFFIC AND INFRASTRUCTURE

Some respondents raised concerns around traffic congestion at specific intersections and road configurations. While this is outside the scope of the project, the Implementation Plan will respond to these concerns with an action to undertake a further traffic assessment.

Enhancing the pedestrian and bicycle networks were discussed in submissions and supported by respondents.

### OTHER COMMENTS

Submissions detailed a number of other comments relating to specific sites, such as:

- Consideration to setbacks within the Activity Axis Sector
- Expressing concern for increased development that may increase noise and traffic congestion
- Protection of public reserves from development
- Need to provide greater road and pedestrian crossing points over Werribee River to cater for growth
- Improvements to lighting and removal of overhead powerlines
- Need to prepare a PSP for Werribee Junction to further detail and consider design guidelines
- Mounding along the freeway needs to be further investigated

Alterations to the final UDF report have been undertaken based on feedback received, as appropriate and after discussion with the Project Steering Committee and Council.







# 2 VISION, OBJECTIVES & PROPOSITIONS

# VISION

***“Wyndham’s vital artery: a corridor that celebrates the city’s civic, community and natural identity, and its fast emerging economic dynamism”***

The Princes Highway through Werribee was once the main arterial road from Melbourne to Geelong. In the decades since the Maltby bypass was constructed, the ribbon of residential development along the old highway has grown and extended, and the centre of Werribee has matured into a full blown activity centre and transport interchange. Both these changes have been gradual.

**Now we stand at a point in time when major changes to the corridor are an immediate prospect**, including realisation of the East Werribee Employment Precinct, which may ultimately drive the creation of 60,000 new jobs

The Princes Highway corridor is becoming more vital and multi-faceted than just an artery for the movement of traffic, though that role will remain. **It is time to re-imagine the corridor as a vital artery of Wyndham’s civic and community identity, and of its fast emerging economic dynamism.**

The Corridor should become:

- **A spine of strategic land uses, a corridor of destinations**
- **A primary connector of activity centre to employment hub**
- **A serial, image-defining, visual experience**

The vision needs to be implemented consistently throughout the corridor, but there are clear distinctions in the character of different sectors. The corridor profile has a dramatic change in uses from north-east to south west: freeway backed industry, residential sandwiched between road and rail, activity centre, river parkland, urban growth zone, and rural land.

For this reason, five Sectors have been identified, from west to east (see Figure 2.1):

1. **PRINCES FREEWAY PLAINS BOULEVARD.** From the future outer-ring road to the Geelong Rd / Werribee exit.
2. **GEELONG ROAD PRINCES PROMENADE.** From the Werribee freeway exit to Galvin St.
3. **WERRIBEE RIVER RIVERSIDE PARKWAY.** From Galvin St to the Werribee River crossing.
4. **SYNNOT STREET URBAN ICON.** From the Werribee River crossing to the Civic Centre.
5. **PRINCES HIGHWAY ACTIVITY AXIS.** From the Civic Centre to the freeway entrance.

Elements of the Vision can be applied consistently throughout the corridor, but in ways that implement specific Sector themes, as shown on the table below.

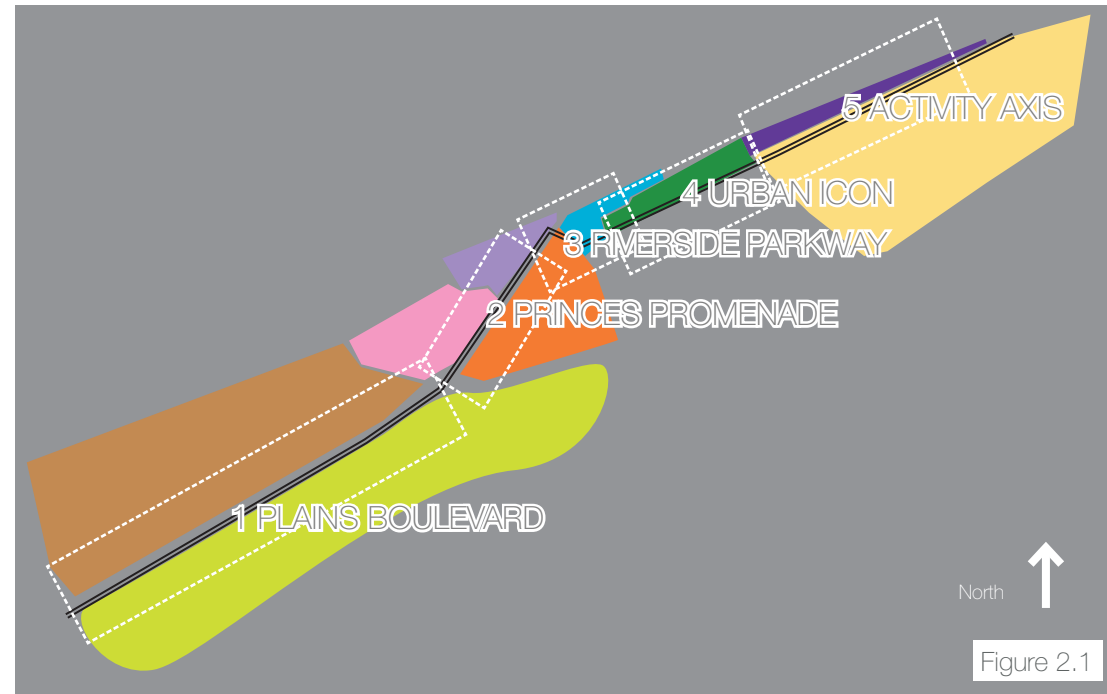






Figure 2.1

VISION ELEMENTS	CONSISTENT THROUGHOUT THE CORRIDOR
 <b>Expression of civic identity and community pride</b>	A high quality landscaping and built form vision is gradually implemented consistently across public and private realms throughout the corridor, with some common themes in the public realm treatments
 <b>Expression of community identity and wellbeing</b>	The values and history of the Wyndham community are showcased throughout the corridor
 <b>Expression of environmental values</b>	The essence of the corridor's Place DNA, including landscaping appropriate to the area's ecological heritage and image, is revealed throughout the corridor
 <b>Expression of economic dynamism</b>	The vitality of Werribee's transformation into a major centre of employment and economic activity is revealed in key Sectors of the corridor

# CORRIDOR OBJECTIVES

The following corridor objectives apply throughout the corridor. They are complementary to the Sector Themes, which propose a distinct identity for each of the five Sectors that make up the corridor. The 'Sector Themes', described in the following pages, include an assessment of the extent to which the Propositions satisfy the Corridor Objectives.

**Create environments that feel safe to use**

**Contribute to improving road safety**

**Match the form and scale of design to the speed at which it will be experienced**

**Provide opportunities for healthy activity**

**Enable access for all**    **Enhance landscaping opportunities**

**Help to mitigate the environmental impacts of urban development**

**Punctuate the corridor with revelations of features and expressions of identity**

**Design for practical and affordable implementation**

	<b>CORRIDOR OBJECTIVE</b>	<b>EXAMPLE TOPICS</b>
ROAD SAFETY	<b>Contribute to improving road safety.</b>	Pedestrian Safety Cyclist Safety Vehicle Safety
ACCESSIBILITY	<b>Enable access for all.</b>	Cars/Trucks Public Transport Pedestrians/Cyclists/ People with Limited Mobility
COMMUNITY SAFETY	<b>Create environments that feel safe to use.</b>	Perception of Safety Passive Surveillance OPTED (Crime Prevention Through Environmental Design)
COMMUNITY HEALTH	<b>Provide opportunities for healthy activity.</b>	Walking/Cycling Active Exercise Facilities Playgrounds
ENVIRONMENTAL SUSTAINABILITY	<b>Help to mitigate the environmental impacts of urban development.</b>	WSUD (Water Sensitive Urban Design) Urban Heat Island Mitigation Climate Change Mitigation
DESIGN FOR MOVEMENT	<b>Match the form and scale of design to the speed at which it will be experienced.</b>	Design for High Speed Design for Moderate Speed Design for Walking Pace
GATEWAYS AND TRANSITIONS	<b>Punctuate the corridor with revelations of features and expressions of identity.</b>	Expressions Of Arrival Or Community Identity Revealed Or Highlighted Features Transitions Between Sector Themes
ROBUSTNESS	<b>Design for practical and affordable implementation.</b>	Whole-of-Life Cycle Costs/Ease & Practicality of Maintenance Interplay with Essential Infrastructure Market Viability (Private Realm)/Ability to Attract Funding (Public Realm Works)
IMAGE AND LANDSCAPES	<b>Enhance landscaping opportunities.</b>	Shade and amenity 'Green' corridor / visual aesthetics Ecological heritage

# STRATEGY MAP

The Strategy Map opposite shows how the Urban Design Framework integrates with broader City of Wyndham policy goals, for example:

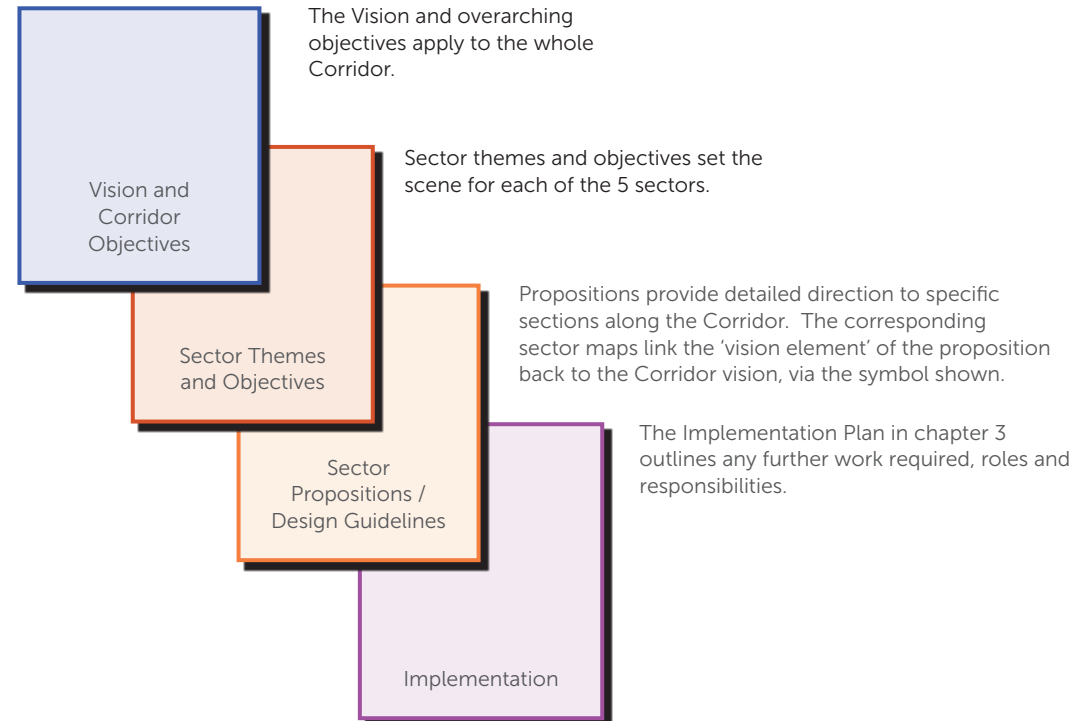
- Links to the coast and the tourism precinct based on Werribee Park
- Relationship to waterways, including the Werribee River

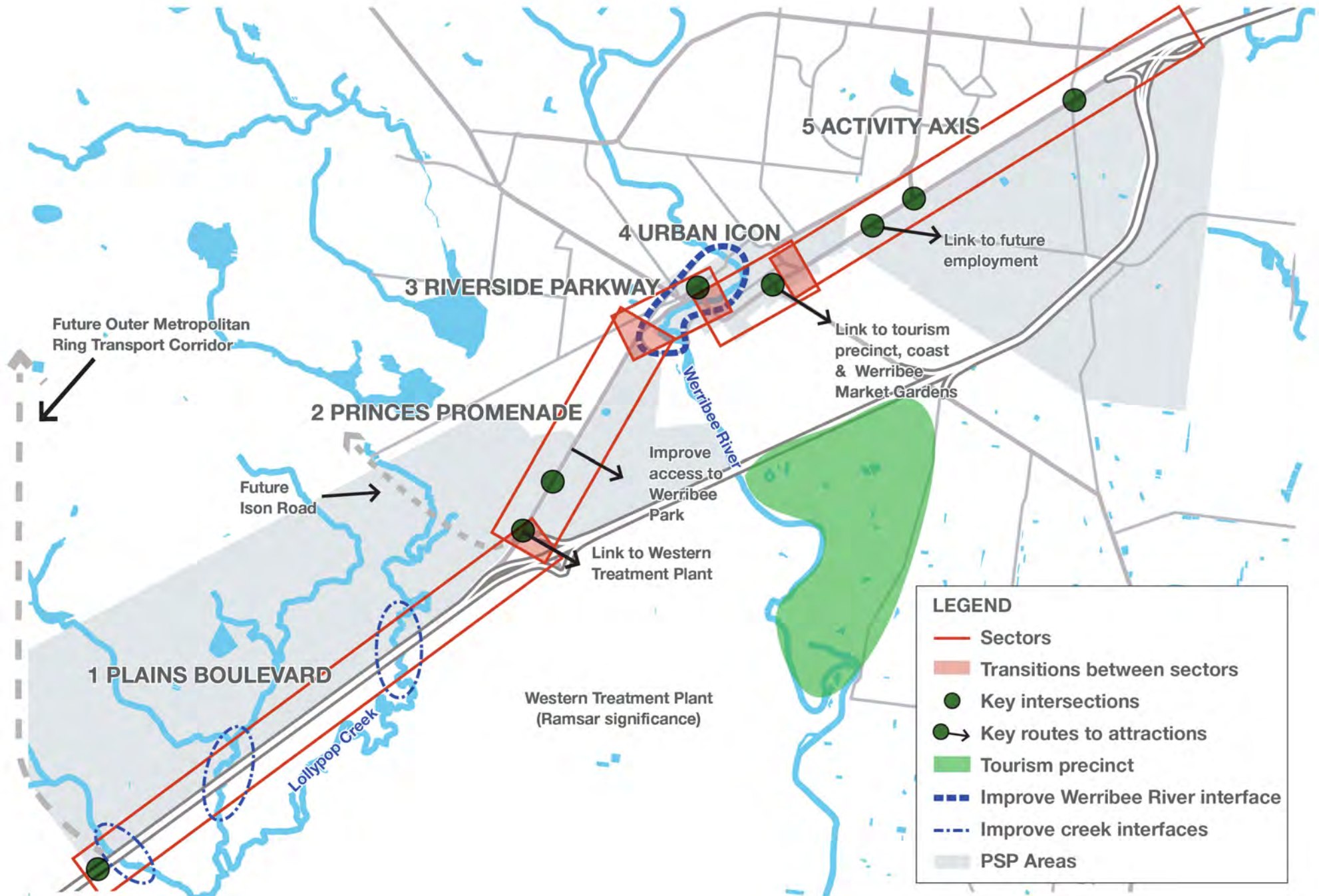
They also show:

- The Sector Themes, numbered 1-5 from West to East
- Key intersections
- The transition zones between adjoining Sector Themes

The transition zones articulate the change between each of the five Sector Themes, adding interest and a sense of progression to the experience of travelling along the corridor. Some of these are expressed as gateway treatments, in the design Propositions detailed in the following pages.

## VISION TO PROPOSITIONS





# PRINCES FWY PLAINS BOULEVARD

## SECTOR THEMES

Landscaped entrance to metro  
Melbourne and Werribee/Wyndham

A bush corridor revealing views of the big-  
sky Western Plains landscape

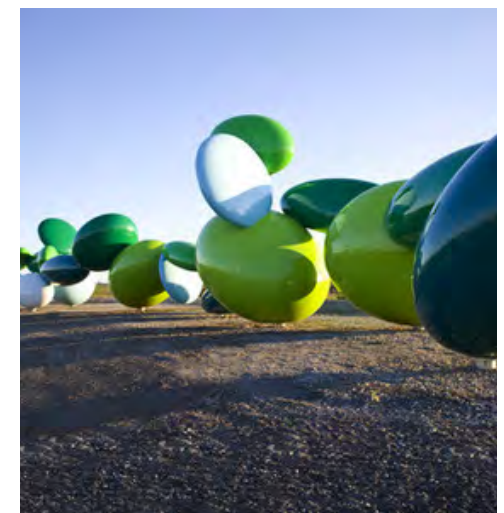
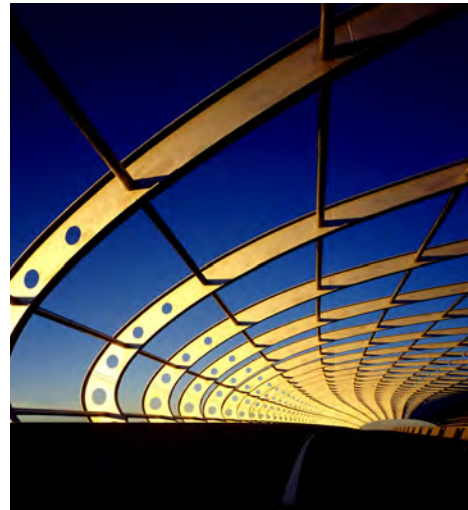
In the future, a showcase of Wyndham's  
economic vitality

This sector begins at the future edge of the Melbourne metropolitan area, where the Outer Metropolitan Ring Transport Corridor will spring off to the north, and ends at the turn off for Wyndham's capital, Werribee. Ultimately the land to the north of the freeway will be developed, at least in part with employment-related uses.

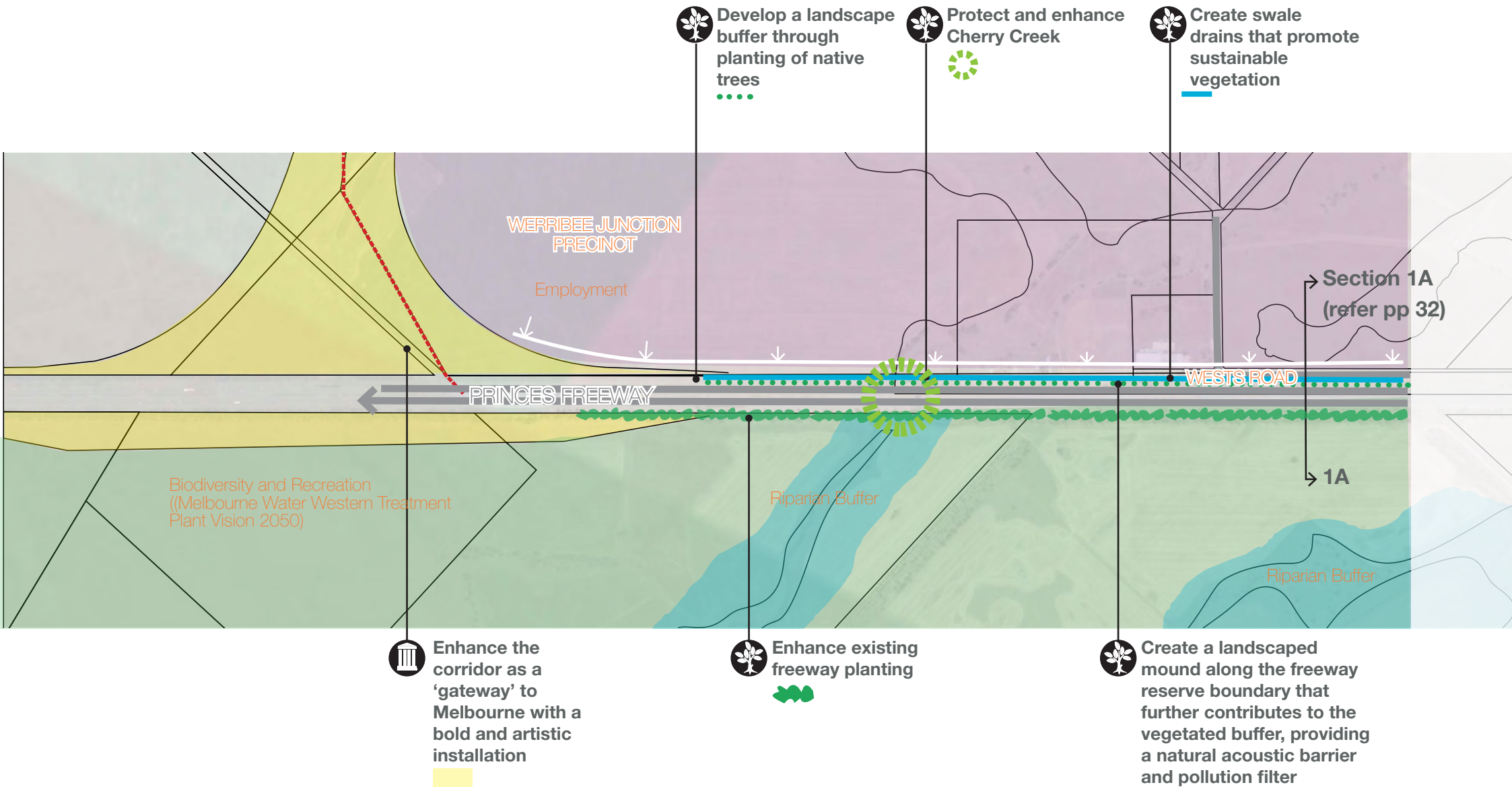


## SECTOR OBJECTIVES

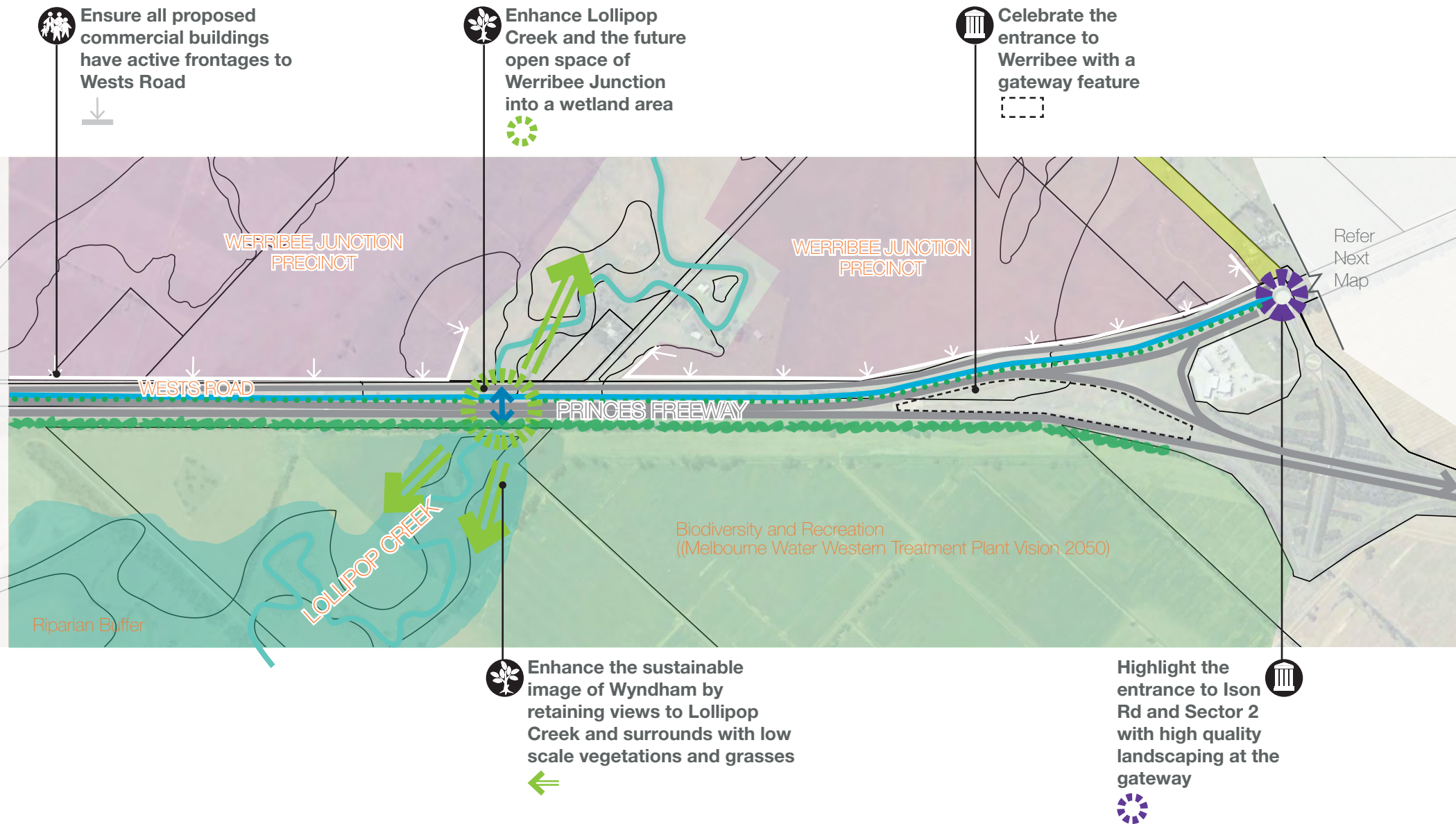
- 1.1 Mark the entry point to metropolitan Melbourne and Werribee with major gateway features, which express the aspirations of the community and Council.**
- 1.2 Create a high quality linear park with Lollipop Creek at the centre, visible from the highway, and framed by well-designed buildings.**
- 1.3 Ensure the waterways, particularly Lollipop Creek, are protected and enhanced as part of a blue infrastructure strategy.**
- 1.4 Mound the landscape buffer between the freeway and Wests Road to provide an acoustic barrier; plant it with natives to provide additional screening, native habitat, and provide filtration of particulates and other pollution.**
- 1.5 Ensure high quality and consistent design standards for buildings and signs visible from the freeway.**



# 1 PRINCES FWY PLAINS BOULEVARD



Map 1.1



Text Key:  
 Orange Words: Existing or anticipated context for the plan  
 Bold Grey Words: Proposition that will form part of this plan

Map 1.2

# 1 PRINCES FWY PLAINS BOULEVARD PROPOSITIONS

## INTRODUCTION

The Plains Boulevard sector in the future will be an important area, providing the first view of Werribee from the west. Urban design guidelines for this area have been written in a broad fashion so as to be applicable across a multitude of potential uses that could be proposed or developed in the future. The Werribee Junction Precinct Structure Plan (PSP) for this area should expand upon the guiding principles set out here and provide more design detail.

## MAJOR GATEWAY FEATURES

### **1.1 Mark the entry point to metropolitan Melbourne and Werribee with major gateway features, which express the aspirations of the community and Council.**

This Sector currently consists of predominantly agricultural land, but is envisioned to be the gateway to Wyndham and Metropolitan Melbourne in the future. Space should be reserved adjacent to the Princes Freeway at the eastern end for a major art feature or similar. This should be constructed to announce the arrival into Wyndham. Beyond this gateway area new housing and employment is currently being constructed and therefore will form the urban edge to Werribee in the short to medium term.

The *Werribee Junction Precinct Structure Plan* covers this Sector and in the longer term will provide a mix of employment and residential, becoming the south western edge of Metropolitan Melbourne.

Land should therefore be reserved adjacent to the freeway, or consideration given when constructing a new junction (the Outer Metropolitan Ring Transport Corridor, in the future), for the provision of a further gateway statement piece of artwork or landscape feature. This should express aspirations of Wyndham and its community.

As part of the proposed Ison Road intersection high quality landscaping should be implemented, which complements the proposed gateway and transition to Sector 2.



Example of bold artwork appropriate for gateways related to the freeway.

## HIGH QUALITY LANDSCAPE

### **1.2 Create a high quality linear park with Lollipop Creek at the centre, visible from the highway, and framed by well-designed buildings.**

A high quality planting scheme which integrates the more naturalistic creek areas with the road

corridor should be developed, enhancing views into the creek environs from the Freeway. Wests Road should be structured as a boulevard of mature trees, however with a less formal structure than traditional boulevards to highlight the open landscapes and wetland features of this environment.

The linear park should incorporate wetlands and be linked to the wider area as part of a Water Sensitive Urban Design strategy for the Werribee Junction precinct.

Development fronting Lollipop Creek at Wests Road should be of a higher quality architectural form that fronts and address both the road and the creek with the inclusion of windows, balconies and greater articulation, providing opportunities for passive surveillance and a consistent edge to the park. Prominent corner sites should enhance the creek junction as part of Wyndham's sustainable image. Colours and materials used will be considerate of this image. Opportunities for these buildings to be of a more sustainable construction, due to the longer term timeframe for implementation, should be pursued.

Industrial employment uses at this junction should incorporate significant levels of landscaping, locate parking to the rear of the building and provide screening of any loading or service areas.

Being visible from Geelong Road after exiting the Freeway, it should present a green and sustainable sense of arrival to Wyndham and be used to brand this area as green and vibrant. This opportunity could be used to complement the branding of proposed industries relating to recycling and used to attract companies involved in sustainable

manufacturing and other green businesses.

### **1.3 Ensure the waterways, particularly Lollipop Creek, are protected and enhanced as part of a blue infrastructure strategy.**

Using Water Sensitive Urban Design (WSUD) principles, this Sector will have a strong landscaping element throughout, focusing on the creeks and new waterbodies created as part of a Blue Infrastructure Strategy to manage stormwater runoff and water reuse.

A wetland area should be created as part of the water management plans for any new freeway intersection. This could also be utilised as part of a park if sufficiently acoustically insulated from the Freeway.

The strategy could link the Werribee Junction

Precinct to the adjacent Western Treatment Plant to promote sustainable water management.

### **1.4 Mound the landscape buffer between the freeway and Wests Road to provide an acoustic barrier; plant it with natives to provide additional screening, native habitat, and provide filtration of particulates and other pollution.**

Potential issues around the high pressure oil pipeline located in the landscape buffer area between Princes Highway and Freeway may need to be overcome with creative civil engineering solutions. A high quality landscaped design should be the desired outcome, rather than a standard noise attenuation barrier.

Creation of a landscaped 'mound' between the two roads will provide screening and local habitat, as well as buffering dust and the perception of noise.

Further work will be required at the detailed design phase to ensure the mound is deliverable, and what height and landscaping is appropriate.

Due to the potential constraints on implementation of this objective built form controls have been designed to relate to the Freeway as well as slower forms of traffic on Wests Road to ensure a quality environment, regardless of the status of this objective.

## BUILT FORM DESIGN

### **1.5 Establish consistent design standards for buildings and signage visible from the freeway.**

The Plains Boulevard sector should be developed as an attractive landscaped area, development such as billboards and oversized signage relating

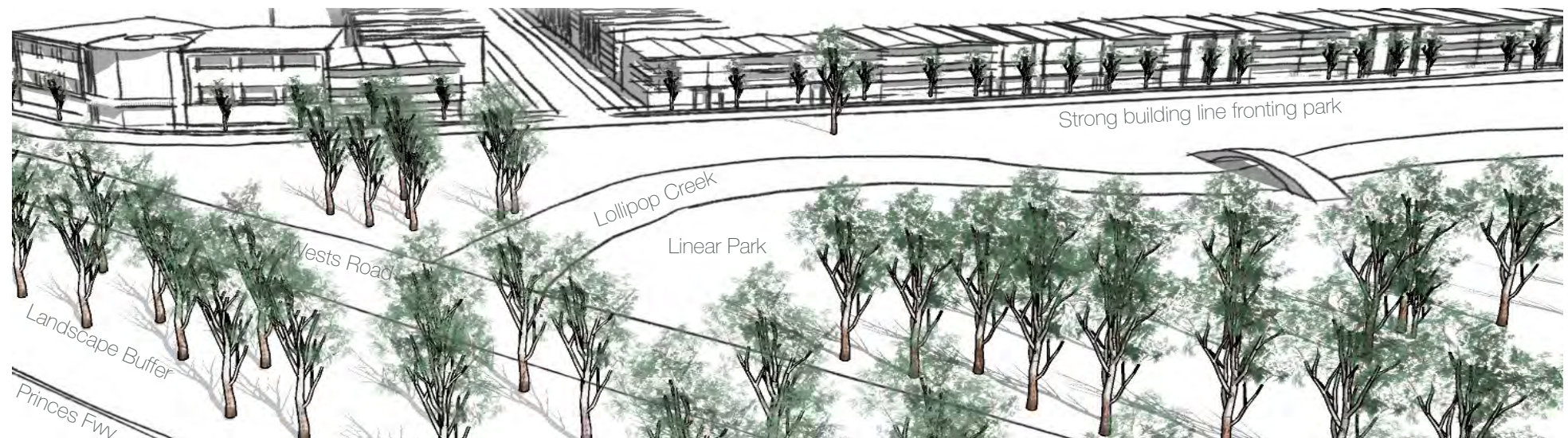


Illustration of design principles for Lollipop Creek linear park, showing built form fronting the park to provide passive surveillance and activity.

# 1 PRINCES FWY PLAINS BOULEVARD PROPOSITIONS

to large format and bulky goods retail stores should be avoided. Where signage does appear it should relate to the building and not protrude above roof height. Buildings, at street level, should relate to Wests Road and a human scale, quality landscape treatments should also be used to provide a pedestrian friendly environment.

Offices and pedestrian access to industrial buildings should front the highway. Windows and doors should be designed at a human scale, with larger delivery doors and transport access provided to the rear of buildings. Horizontal offsets between buildings should be minimised.

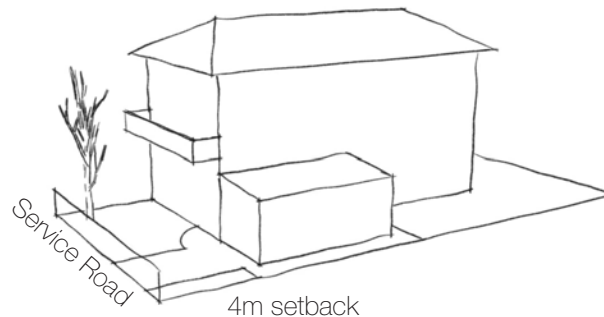
## Heights and massing

The *Werribee Junction Precinct Structure Plan* should set the heights and massing for this area, however fronting Wests Road development of 2 to 4 storeys should be encouraged.

Where employment uses are proposed high quality bold architecture at upper levels will be expected to present an image of economic prosperity and 'open for business' image for Wyndham. These buildings will be the first to be seen, either from the freeway or upon exiting onto Wests Road. At street level they should provide a high quality interface, but opportunities for bolder, large scale architecture should be embraced for upper storeys.

Any residential uses in the corridor should be higher density and create opportunities for overlooking and passive surveillance of the street. Balconies on upper floors fronting the street should be encouraged and also help to articulate the facade, increasing interest.

Where other uses appropriate to mixed use zones occur they should be collocated to create activity around intersections where connectivity is greatest. Uses which 'spill out' onto the street, such as cafés and restaurants will create additional street activity.



Example of residential setback and low permeable fence, with articulated front facade, and canopy tree planting.

## Setbacks

The following setbacks should be considered for buildings fronting the service road:

- Residential where a service road exists - a minimum 4 metre setback to allow for the planting of canopy trees.
- Commercial - buildings should be built within 4 metres of the front boundary. Front setbacks may provide for landscaping and must address the street through placement of windows, doors and balconies. Car parking and service areas should be located to the rear of the building. Loading bays and turning areas for trucks should be hidden from view by built form or vegetated screening so as not to detract from the streetscape.

Front fencing, if provided, must be low and permeable.

## Access

Wests Road will provide for some parallel parking to the front of businesses allowing for passing trade, however all on-site car parking should be located to the rear of the site or underground. Underground car parking and service access should not adversely impact the streetscape. Generally, access should be provided from rear laneways. Where access is provided from Wests Road, high quality design will be required to the satisfaction of Council.

## Shared Path

A shared path should be provided along the length of the corridor, to provide an uninterrupted safe and direct route for pedestrians and cyclists. Pedestrian crossing points should be provided at all intersections and sheltered bus stops provided to service the new development, where appropriate.

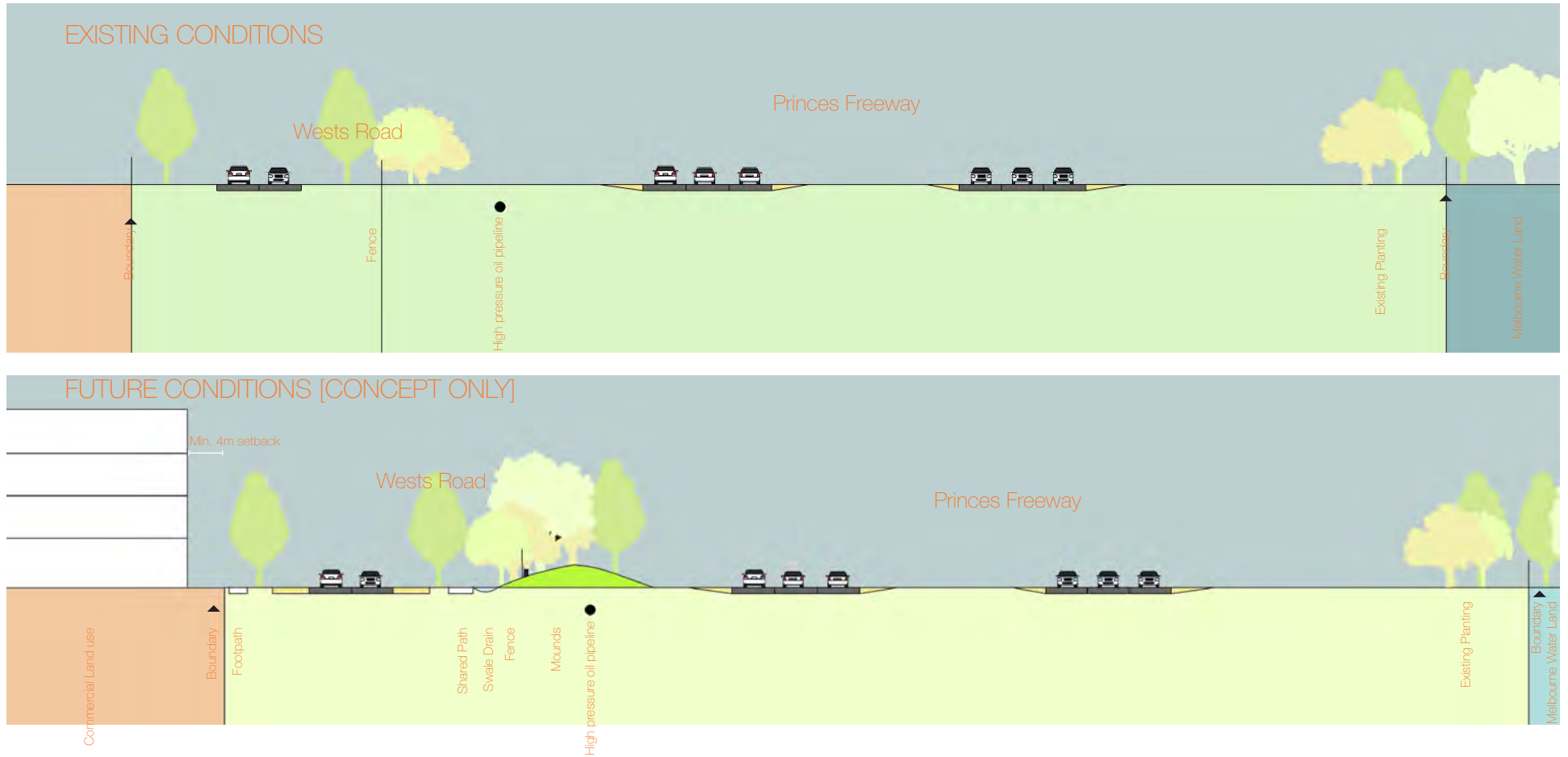
Bus stops should be well lit and not provide opportunities for concealment, particularly on the southern side of the road. It is not anticipated that development will occur to the south and therefore passive surveillance opportunities are likely to be limited, so it is important that bus stops are designed to be as safe and attractive as possible.

	<b>CORRIDOR OBJECTIVE</b>	<b>IN THIS SECTOR THE OBJECTIVE IS ACHIEVED BY:</b>
ROAD SAFETY	<b>Contribute to improving road safety.</b>	Providing a shared path* and service road, separating faster moving through traffic from slower moving and active transport modes.
ACCESSIBILITY	<b>Enable access for all.</b>	Ensuring sufficient at grade crossing points are provided for pedestrians and people with limited mobility. Ensuring road upgrades and an additional freeway junction are provided, appropriate to the level of expected traffic.
COMMUNITY SAFETY	<b>Create environments that feel safe to use.</b>	Fronting all new buildings to main streets and public open space, such as the Lollipop Creek linear park. Streets and paths will be well lit and designed to reduce conflict between modes of transport.
COMMUNITY HEALTH	<b>Provide opportunities for healthy activity.</b>	Providing a shared path* making a direct link through the corridor to allow easy access by bicycle to the City Centre and opportunities for walking shorter distances to local services.
ENVIRONMENTAL SUSTAINABILITY	<b>Help to mitigate the environmental impacts of urban development.</b>	Promoting greener design for buildings and reinvigorating the creeks with areas of open space and wetlands. Increasing canopy tree planting to assist with urban heat island mitigation.
DESIGN FOR MOVEMENT	<b>Match the form and scale of design to the speed at which it will be experienced.</b>	Providing gateway artwork features adjacent to the freeway, designed to be bold legible to fast moving traffic. Buildings will be designed at a human scale to increase enjoyment and activity on the adjoining streets.
GATEWAYS AND TRANSITIONS	<b>Punctuate the corridor with revelations of features and expressions of identity.</b>	Providing significant landscaping elements and linear open space adjacent to the road corridor, providing a different experience to other sectors. Gateway artwork will also mark arrival and departure points, such as at the Outer Melbourne Ring Transport Corridor junction, Princes Freeway exit and Ison Road intersection.
ROBUSTNESS	<b>Design for practical and affordable implementation.</b>	Creating landscaping designed for ease of maintenance and to limit impacts on the road network. High quality green space and good connectivity will be an attractive marketing proposition for developers.
IMAGE AND LANDSCAPES	<b>Enhance landscaping opportunities.</b>	Promoting sustainability through WSUD opportunities and blue infrastructure provisions, such as wetlands and raingardens. Focussing on a naturalistic setting and creating a high quality lanscape environment around Lollipop Creek.

\* Shared paths are to be designed in accordance with Austroad's 'Guide to Traffic Engineering Practice, Part 14 - Bicycles' and in particular must be a minimum width of 3.0 metres.

# 1 PRINCES FWY PLAINS BOULEVARD SECTIONS

## SECTION 1A-1A





# 1 PRINCES FWY PLAINS BOULEVARD



Landscape features should follow a rural theme.



Water Sensitive Urban Design drainage systems



Unattractive interface and large billboards should be avoided



The existing Werribee Junction Precinct.



Landscape buffer planting

# GEEELONG RD PRINCES PROMENADE

## SECTOR THEMES

An elegant, tree-lined avenue flanked by pedestrian promenades

Landscaped community fitness trails and playground facilities

Installations that tell the story of Wyndham's people and landscape

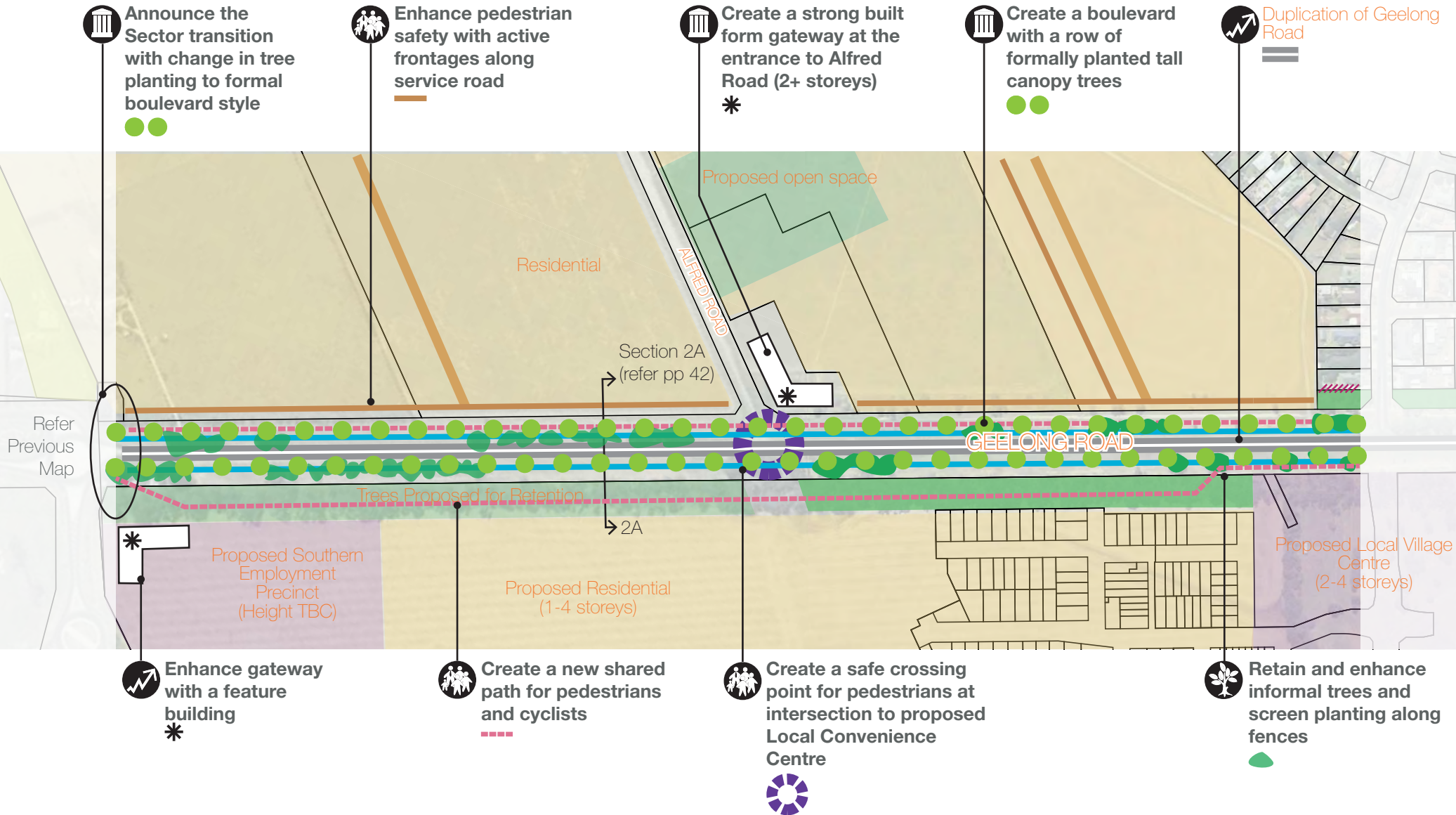
The promenade will set the scene for this developing residential sector of Geelong Road. It will be enhanced by a clear planting strategy of new large canopy trees in formal and regular arrangements, as well as maintaining existing trees.

## SECTOR OBJECTIVES

- 2.1 Augment existing canopy trees to create a formal bush boulevard, with a regular avenue of native trees.**
- 2.2 Transform the unused road reserve space to create a linear park that uses urban art to 'tell the story of Wyndham and its people'.**
- 2.3 Use the proposed service roads to allow buildings to address the road reserve; where back or side fences front the road reserve, use screen planting.**
- 2.4 Improve pedestrian crossings; allow for crossing in one signal cycle.**
- 2.5 Pedestrian crossing points should be more frequent, and a separate shared path and/or bicycle lane should be provided.**

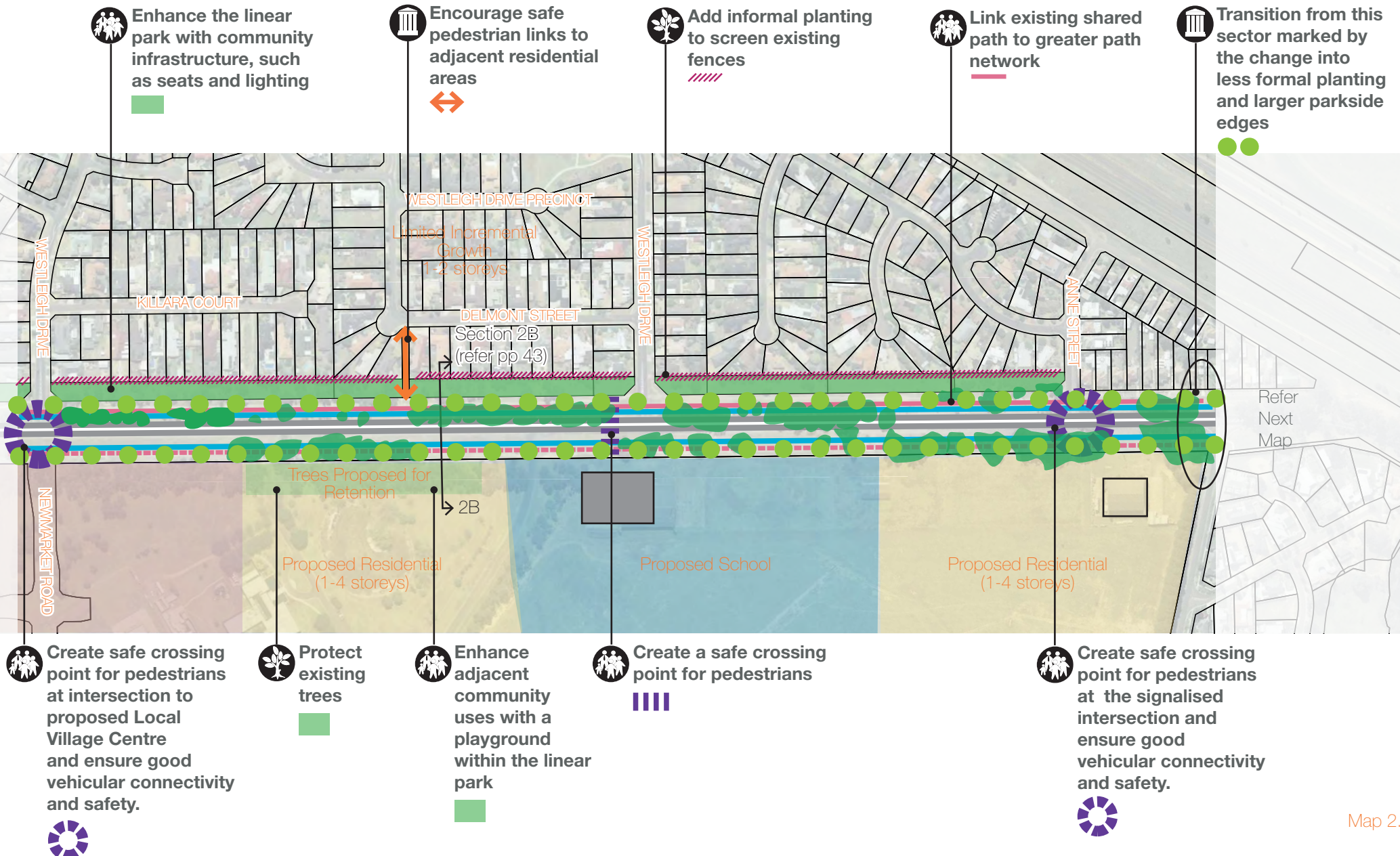


# 2 GEELONG RD PRINCES PROMENADE



Map 2.1

Text Key:  
 Orange Words: Existing or anticipated context for the plan  
 Bold Grey Words: Proposition that will form part of this plan



Map 2.2

# 2 GEELONG RD PRINCES PROMENADE PROPOSITIONS

## FORMAL BUSH BOULEVARD

### 2.1 Augment existing canopy trees to create a formal bush boulevard, with a regular avenue of native trees.

The Princes Promenade will be enhanced as a 'formal bush boulevard', fronted by predominantly residential uses. This will be undertaken through formalisation of the road itself, a gateway statement and consistent boulevard planting.

#### Built form gateways

Two gateway statements are proposed, including:

- A feature building at the corner of Geelong Road and the C109 access road to the freeway should be a minimum of four storeys and of a high architectural design standard. As part of the 'Southern Employment Precinct', this development should front and address the Highway, especially at the intersection, without the use of bold commercial signage.
- As proposed by the *Alfred Road Precinct Structure Plan*, the local convenience centre on the corner of Alfred Road should also form a strong gateway to the surrounding residential areas. This building should be built to the corner and be at least two storeys in height, with any vehicular access from the rear.

The transition to the Princes Promenade will be evident from the change to a more formal boulevard style of planting, thus creating a subtle entry statement to Werribee.

#### Carriageway

There is potential that duplication of the Geelong Road may be required in the future to cope with increased population growth. Sufficient space to the south of the existing road alignment should be maintained for potential duplication.

Ultimately, the Princes Promenade will:

- Be a tree-lined boulevard, with on-road cycle lanes and have formal concrete kerb and channel.
- Allow for the safe movement of vehicles, cyclists and pedestrians, with appropriate intersection treatments at Alfred Rd, Westleigh St and Anne St.
- Reduced traffic speeds appropriate to the residential nature of the Princes Promenade.
- Service roads, where possible, to allow for access and frontage onto the highway.

#### Planting

The existing canopy trees should be augmented by additional planting to create a formal bush boulevard. Tall canopy native trees should be used within the road reserve to create the formal structure of the boulevard, which will mature over time and provide shade for road users.

New development should include canopy trees within the front setback. Surface parking areas fronting the corridor should be avoided, but where they occur they should be broken up by canopy trees and other planting. Informal planting should be introduced as a means of screening existing back fences.



Example of shade trees lining a pedestrian promenade.

## LINEAR PARK

### 2.2 Transform the unused road reserve space to create a linear park that promotes activity and uses urban art to 'tell the story of Wyndham and its people'.

The primary residential function of this sector lends itself to tell the story of Wyndham and its community. Art installations by local artists and the community could be utilised to improve the local identity and sense of place. The story of Wyndham and its people should be a central theme to the artworks and be located periodically along the reserve to highlight and celebrate key people in Wyndham's history.

Opportunities exist to enhance the Princes Promenade as an active and community orientated environment that the people of Wyndham want to use.

## Linear park

Pedestrian promenades on either side of the Highway will be enhanced for community use by:

- A potential community fitness trail on the northern side along the path
- Urban and community art/sculptures along the shared path that highlight Wyndham's diversity and history
- Pedestrian scale lighting along both pedestrian promenades
- Directional signage for use at a pedestrian level along the shared path
- Bench seats appropriately located at intervals along both pedestrian promenades

Consistent seating, signage and other street furniture will provide a stronger image of Wyndham and will assist in bringing the adjacent residential areas together.

Lighting, paths and other installations should not have a negative impact on adjacent residential properties, particularly the rear of those in Westleigh Gardens.

## Playground

Compliment the *Riverwalk Development Plan* by enhancing the southern public realm between Newmarket Rd and the proposed school as a 'community node', through the inclusion of a playground within the public realm. The playground could be developed to create links with the historic precinct.



Example of playground.

## ADDRESS THE ROAD RESERVE

### **2.3 Use the proposed service roads to allow buildings to address the road reserve; where back or side fences front the road reserve, use screen planting.**

New development along the Princes Promenade must front and address the highway. However, much of the sector has already been developed with rear and side fences along the linear park. Screen planting will be used along these fences to soften the appearance. Increased pedestrian lighting should be installed to increase feelings of safety.

### **Heights and massing**

The *Wyndham Housing and Neighbourhood Character Strategy*, identifies the heights proposed within the residential areas and should be applied as appropriate:

- Riverwalk and Alfred Rd residential areas - 2 storeys
- Intensify development close to the local town centre with 3 storeys
- Existing residential areas around Westleigh Dr will remain 1-2 storeys
- Southern Employment Precinct - allow 2-3 storeys to front the highway, with a 3-4 storey gateway building to the intersection

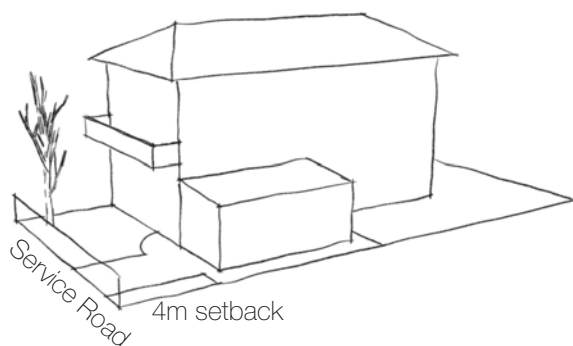
### **Setbacks**

The following setbacks should be considered for buildings fronting the highway:

- Residential, where a service road exists - a minimum 4 metre setback to allow for the planting of canopy trees.
- Residential, where no service road exists - a minimum 6 metre setback to allow for increased canopy trees and landscaping buffers.
- Commercial - buildings should be built within 2 metres of the front boundary. Front setbacks may provide for landscaping and must address the street through placement of windows, doors and balconies. Car parking and service areas should be located to the rear of the building.

Front fencing, if provided, must be low and permeable.

# 2 GEELONG RD PRINCES PROMENADE PROPOSITIONS



Example of residential setback and low permeable fence, with articulated front facade, and canopy tree planting.

## PEDESTRIAN CROSSINGS

### **2.4 Improve pedestrian crossings; allow for crossing in one signal cycle.**

Safe crossing points are proposed at the intersections of Alfred Road, Westleigh Drive and Anne Street. These intersections should provide for pedestrian crossing within one green light sequence.

Additional pedestrian 'zebra' crossings should be considered to link the residential areas on either side of the highway and provide easy movement to the local activity centre and schools. A safe pedestrian crossing point should be provided between the proposed school and adjacent to Westleigh Drive. Other crossings may become necessary as development progresses in the future.

The highway carriageway lighting should be supplemented, where required, by high quality pedestrian scale street lighting. Care should be taken not to detract from residential amenity due to light pollution of adjacent properties, but the lighting must be sufficient to improve feelings of safety at night.

## SHARED PATH

### **2.5 Pedestrian crossing points should be more frequent, and a separate shared path and/or bicycle lane should be provided.**

Shared pedestrian and cycle paths should be provided within the southern and northern verge widths and link into the wider Werribee bicycle network. The path network will allow for healthy and safe active transport with the inclusion of canopy trees for shade, appropriate directional signage and pedestrian scale lighting.



Example of shared pedestrian/bicycle path.

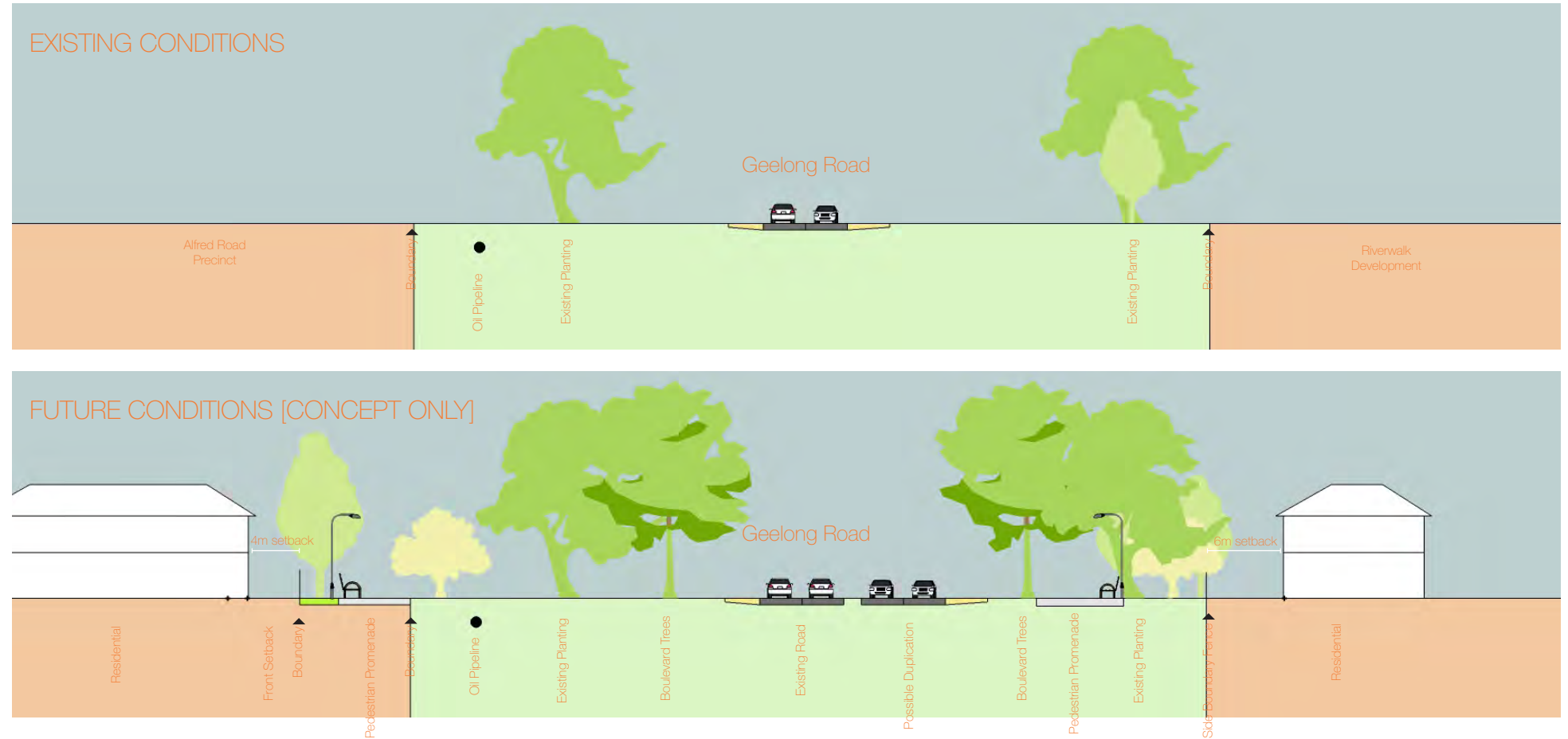


	<b>CORRIDOR OBJECTIVE</b>	<b>IN THIS SECTOR THE OBJECTIVE IS ACHIEVED BY:</b>
ROAD SAFETY	<b>Contribute to improving road safety.</b>	Improving intersections, crossings and lighting and providing shared paths* for pedestrians and cyclists.
ACCESSIBILITY	<b>Enable access for all.</b>	Providing separate service roads and shared paths* to allow for safe use of the road corridor by all modes of transport.
COMMUNITY SAFETY	<b>Create environments that feel safe to use.</b>	Ensuring all development fronts the road corridor and provides opportunity for passive surveillance of the shared path and linear park. Improving street lighting and crossing points.
COMMUNITY HEALTH	<b>Provide opportunities for healthy activity.</b>	Providing pedestrian friendly, well linked spaces, which encourage a more active lifestyle. Ensuring cycling is an efficient form of transport through the corridor and can be done safely.
ENVIRONMENTAL SUSTAINABILITY	<b>Help to mitigate the environmental impacts of urban development.</b>	Ensuring native plants or plants suited to the local area are used to provide benefits such as shading and urban cooling. Providing the opportunity for active modes of transport to reduce carbon emissions.
DESIGN FOR MOVEMENT	<b>Match the form and scale of design to the speed at which it will be experienced.</b>	Designing this sector for predominantly slow speeds, but also with consideration for faster moving through traffic on the highway.
GATEWAYS AND TRANSITIONS	<b>Punctuate the corridor with revelations of features and expressions of identity.</b>	Designing a formal urban boulevard of native trees, differentiated from the adjacent sectors. Well designed buildings and spaces will also improve the experience of the corridor and provide an interesting backdrop for those travelling along the highway.
ROBUSTNESS	<b>Design for practical and affordable implementation.</b>	Formalising the carriageway and providing planting appropriate to the conditions to limit the need for maintenance and irrigation.
IMAGE AND LANDSCAPES	<b>Enhance landscaping opportunities.</b>	Creating formal boulevards with rows of tall native trees and increasing shade opportunities to encourage active transport.

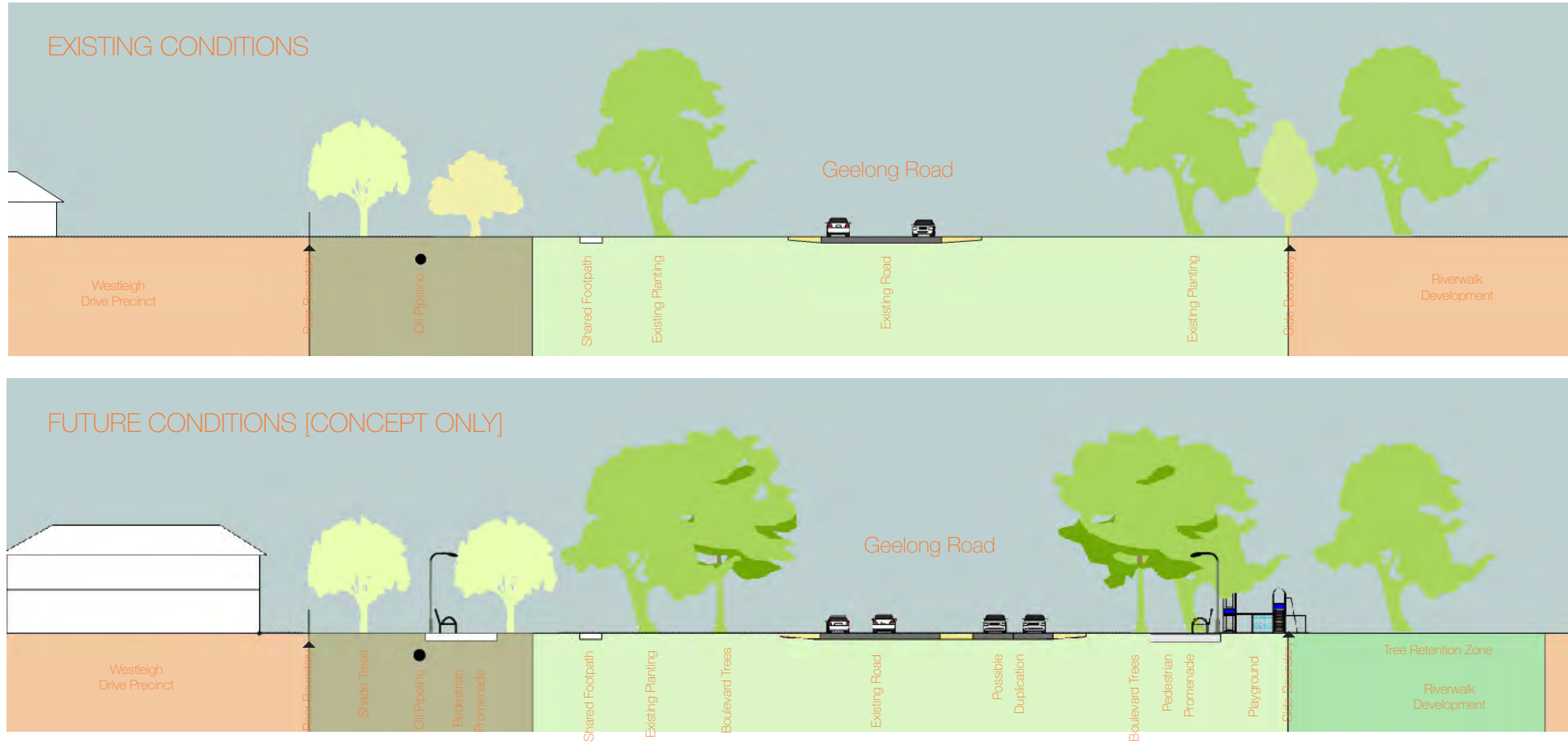
\* Shared paths are to be designed in accordance with Austroad's 'Guide to Traffic Engineering Practice, Part 14 - Bicycles' and in particular must be a minimum width of 3.0 metres.

# 2 GEELONG RD PRINCES PROMENADE SECTIONS

## SECTION 2A-2A



## SECTION 2B-2B



# WERRIBEE RIVER RIVERSIDE PARKWAY

## SECTOR THEMES

Avenue through a heavily treed,  
naturalistic, parkland environment

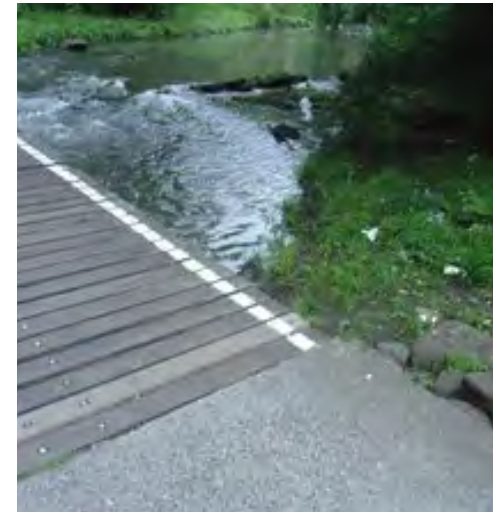
River valley made evident by planting and  
landscape design

Landmark transition from bridge crossing  
to urban activity centre

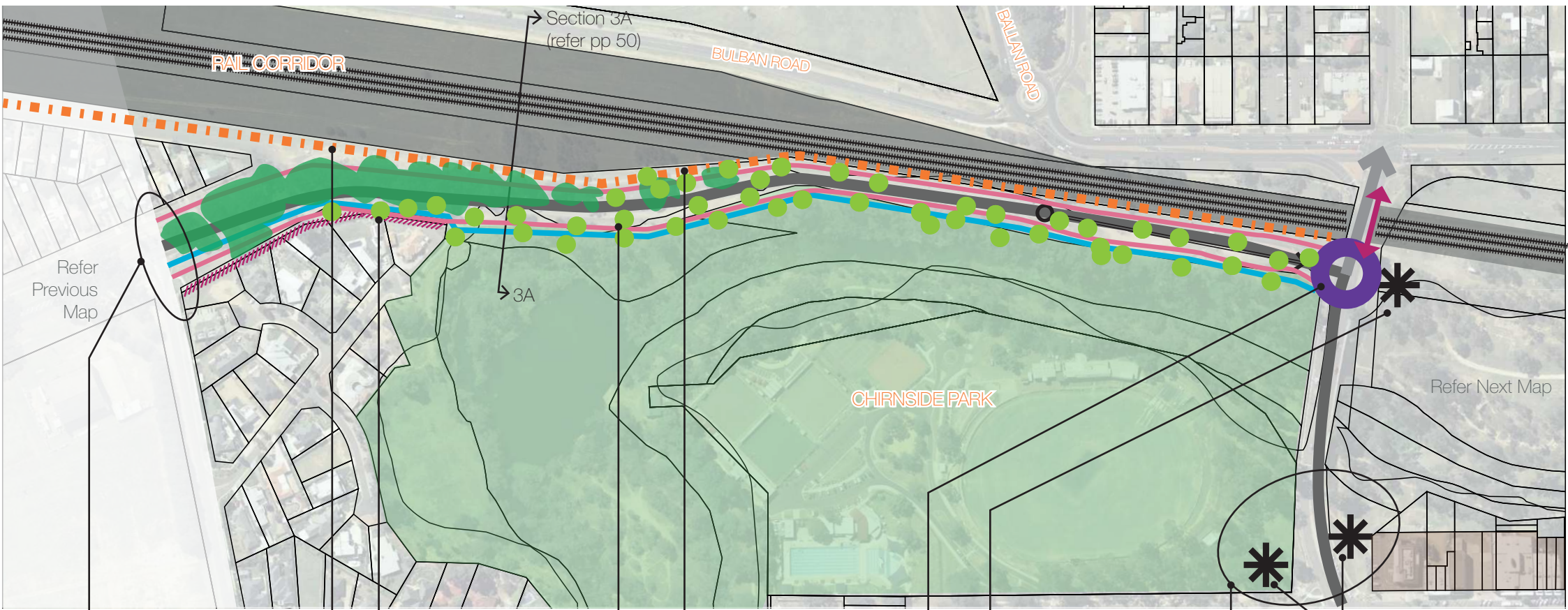
Enhancing the natural assets of the Riverside Parkway sector, Geelong Road will appear part of the parkland environment. Additional park side planting and railway fence screening will contribute to the 'greening' of the corridor.

## SECTOR OBJECTIVES

- 3.1 Improve the landscaping and pedestrian experience at the junction of Werribee Street and Geelong Road.**
- 3.2 A well integrated high quality shared path should run the entire length of the corridor.**
- 3.3 Create a high quality, informal landscape edge to Chirnside Park.**
- 3.4 Create a clear transition from this predominantly park land sector into the future high density Werribee City Centre.**
- 3.5 Improve the image of the rail line through the corridor.**



# 3 WERRIBEE RIVER RIVERSIDE PARKWAY




Refer Previous Map

Section 3A  
(refer pp 50)


3A

Refer Next Map

 **Transition to this sector marked by the change into less formal planting and larger parkside edges**


 **Screen existing fences with planting**  
////


 **Improve access to Chirnside Park with open and lit paths linked to the shared path**  
■■■



 **Create a visually exciting landscape or structural gateway element**  
\*

 **Create two gateway statements to signify arrival and departure to the City Centre**  
\*

 Upgraded railway crossing

 **Replace existing fence with one of a higher design quality and amenity value**  
—

 **Enhance the shared path with seating, lighting, and signage**  
●●

 **Enhance intersection with public realm improvements, including removing fence**  


 **Undertake landscape maintenance works to create a more formal civic feel to the transition to the city centre**

Map 3.1

Text Key:  
 Orange Words: Existing or anticipated context for the plan  
 Bold Grey Words: Proposition that will form part of this plan

# 3 WERRIBEE RIVER RIVERSIDE PARKWAY PROPOSITIONS

## PEDESTRIAN MOVEMENT

### 3.1 Improve the landscaping and pedestrian experience at the junction of Werribee Street and Geelong Road.

Improve pedestrian access to Wyndham Park, at the intersection of Geelong Road and Werribee Street, with a higher quality landscaped path linking to the street. The path should be made wider and more open to allow for increased foot traffic and create a more welcoming feel. Crossing the intersection should be improved to encourage pedestrians into Wyndham and Chirnside Parks on either side.

#### Shared Path

### 3.2 A well integrated high quality shared path should run the entire length of the corridor.

Limited and potentially unsafe crossing for pedestrians is available at the bridge. This could be managed with improved sign posting and other way finding infrastructure to direct users to a shared path across the Werribee Bicentennial Bridge, which offers an alternative route across the river for cyclists and pedestrians.

The potential for creating a shared path across the river closer to Geelong Road should be investigated, as stated in the *Werribee City Centre Structure Plan*'s Movement Framework, in order to create more space for pedestrians and cyclists and avoid use of the narrower crossing at the bridge.

#### Pedestrian Amenity

The Riverside Parkway sector is an important part of the Werribee pedestrian and bicycle network and as such should present a high level of pedestrian amenity.

Pedestrian scale lighting is vital to all new and existing paths within the sector, especially considering much of the sector does not provide opportunities for passive surveillance from buildings.

All paths should be wide and clear of low, bushy landscaping that creates areas of concealment. Entries into Chirnside Park must wide and clear to maximise viewlines.

Seating and directional signage should also be placed periodically along the shared path to encourage park users along the path networks.



Example of shared pedestrian and cycle path through a park.

## CHIRNSIDE PARK

### 3.3 Create a high quality, informal landscape edge to Chirnside Park.

Although the park is heavily vegetated the road reserve edge currently consists of grass and gravel. Additional planting on both sides of the road would contribute to this sector feeling much more like a park upon driving through.

Some of the gravel areas should be vegetated and other parts formalised into rest stops with facilities such as benches, bins, and shading provided by trees.

Incorporate tall canopy trees along the park edge that contribute to the park feel while maintain clear sight-lines for pedestrians.

Formalising kerb and channel may not be necessary and will assist in the informal, naturalistic and rural feel to the section.

#### Car Parking

Car parking for the bowls and tennis clubs detracts from the riverside's natural location. Removing or better screening the car parking in Chirnside Park should be considered.

Insufficient space is available for on-road car parking in this sector and should continue to be discouraged.

# 3 WERRIBEE RIVER RIVERSIDE PARKWAY PROPOSITIONS

## GATEWAYS

### 3.4 Create a clear transition from this predominantly park land sector into the future high density Werribee City Centre.

A gateway building on the north east corner of Werribee Street/Watton Street as part of the Riverbank Precinct should be developed. Heights of 2-7 storeys are allowable in this location and the upper end of this should be encouraged to maximise views and surveillance of Chirnside Park and the river.

Active uses fronting Watton and Werribee Streets as well as the river should be created. More than one business at ground level is likely to be required to articulate such a long facade and increase the interest at street level. Innovative solutions to service

these businesses from an underground location or the remaining side will be required.

Residential uses above ground floor should be stepped back after the fourth floor to maintain a pedestrian scale to the street and reduce the massing of the building.

Landscaping around the gateway sites (marked with an asterisk) should be high quality and transition smoothly to the riverside, helping to connect the Werribee River to the city centre. The inclusion of public art or structural gateway elements will enhance these key corners as visually exciting 'gateways'.

Fences around the gateway site at the corner of Geelong Road and Werribee Street should be removed and a high quality pedestrian interface provided along this street edge.

Bold commercial signage should be avoided and instead use of a colour/material palette that does not detract from the parkland environment.

## RAILWAY LINE

### 3.5 Improve the image of the rail line through the corridor.

The rail line and reserve is a considerable land take adjacent to the corridor. This location offers an opportunity for a point of difference from the majority of the rail line, which goes through open farmland or urban areas. Increasing the trees between Geelong Road and the rail line could help to bring the park feel to passengers on the train. The opportunity for additional tree planting within the, currently unused, rail reserve should be investigated with VicTrack.

As part of this strategy the railway fence should be replaced with one of a higher design quality, which still allows an open outlook from the road.

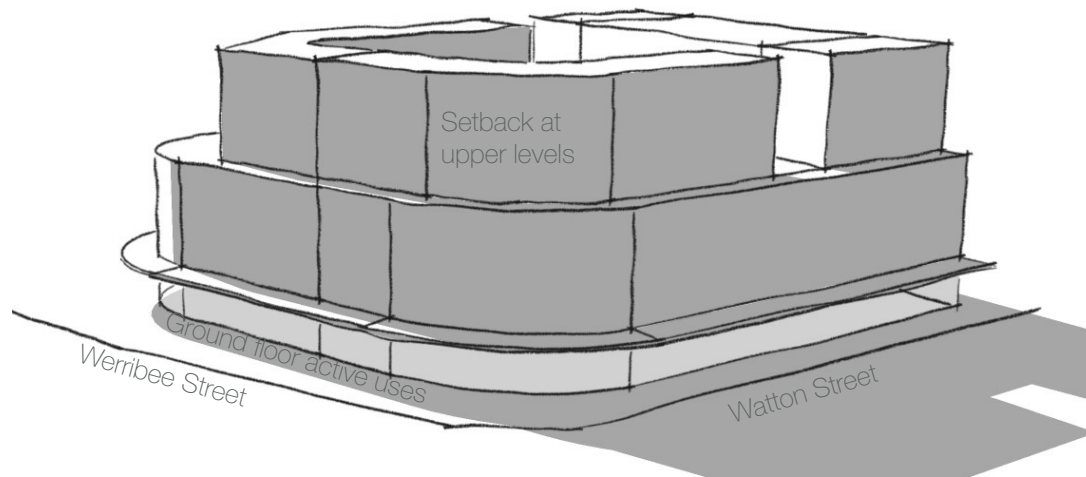


Illustration of the design principles for a landmark building for the Werribee Street/Watton Street intersection



Example of potential fence screening..

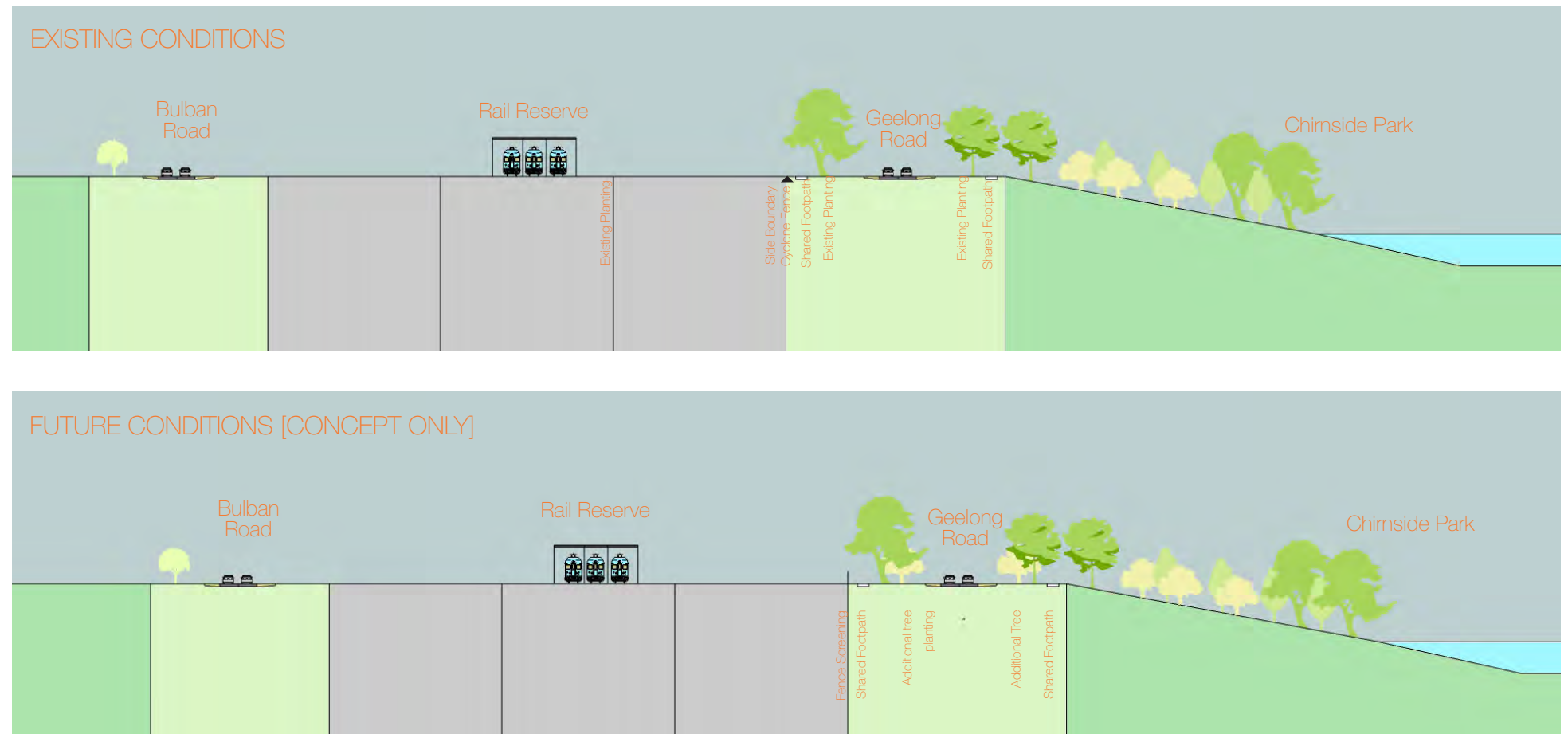


	<b>CORRIDOR OBJECTIVE</b>	<b>IN THIS SECTOR THE OBJECTIVE IS ACHIEVED BY:</b>
ROAD SAFETY	<b>Contribute to improving road safety.</b>	Improving the pedestrian amenity and crossing at the bridge, together with providing a shared path* for pedestrians and cyclists will improve safety and help to separate modes of transport, reducing conflict.
ACCESSIBILITY	<b>Enable access for all.</b>	Providing better paths and crossings will allow a wider section of the community access in an equitable way.
COMMUNITY SAFETY	<b>Create environments that feel safe to use.</b>	Ensuring paths are well lit and close enough from the road corridor to provide surveillance due to the parkland nature of much of the sector opportunities for passive surveillance from properties is limited.
COMMUNITY HEALTH	<b>Provide opportunities for healthy activity.</b>	Improving access to the park and other public realm improvements will promote a more active community and provide the opportunity for communities to use this sector as a connector to the city centre.
ENVIRONMENTAL SUSTAINABILITY	<b>Help to mitigate the environmental impacts of urban development.</b>	Additional tree planting will improve the biodiversity of the area, increase shading and cooling and reduce the urban heat island effect.
DESIGN FOR MOVEMENT	<b>Match the form and scale of design to the speed at which it will be experienced.</b>	Providing better access to Chirnside Park will allow for quiet reflection and enjoyment on foot, together with providing a unique environment adjacent to the city centre for vehicular traffic to move through.
GATEWAYS AND TRANSITIONS	<b>Punctuate the corridor with revelations of features and expressions of identity.</b>	Creating a rural landscape feeling for those travelling along the corridor will provide a connection to nature, before emerging into the future vibrant city centre. Gateway buildings and planting will enhance this experience.
ROBUSTNESS	<b>Design for practical and affordable implementation.</b>	Setting a longer term goal of improved pedestrian and cyclist access over the river, but also other interventions, such as gateway buildings, which can be delivered by the private sector.
IMAGE AND LANDSCAPES	<b>Enhance landscaping opportunities.</b>	Creating an enhanced parkland environment through increased and informal planting to edge of the road.

\* Shared paths are to be designed in accordance with Austroad's 'Guide to Traffic Engineering Practice, Part 14 - Bicycles' and in particular must be a minimum width of 3.0 metres.

# 3 WERRIBEE RIVER RIVERSIDE PARKWAY SECTIONS

## SECTION 3A-3A





Chirside Park, Werribee

# SYNNOT ST URBAN ICON

## SECTOR THEMES

Werribee City Centre's 'entrance hallway', designed to entice

Strong, memorable public realm design, compensates for weak urban edges

Improved functional and visual connections to Civic Centre

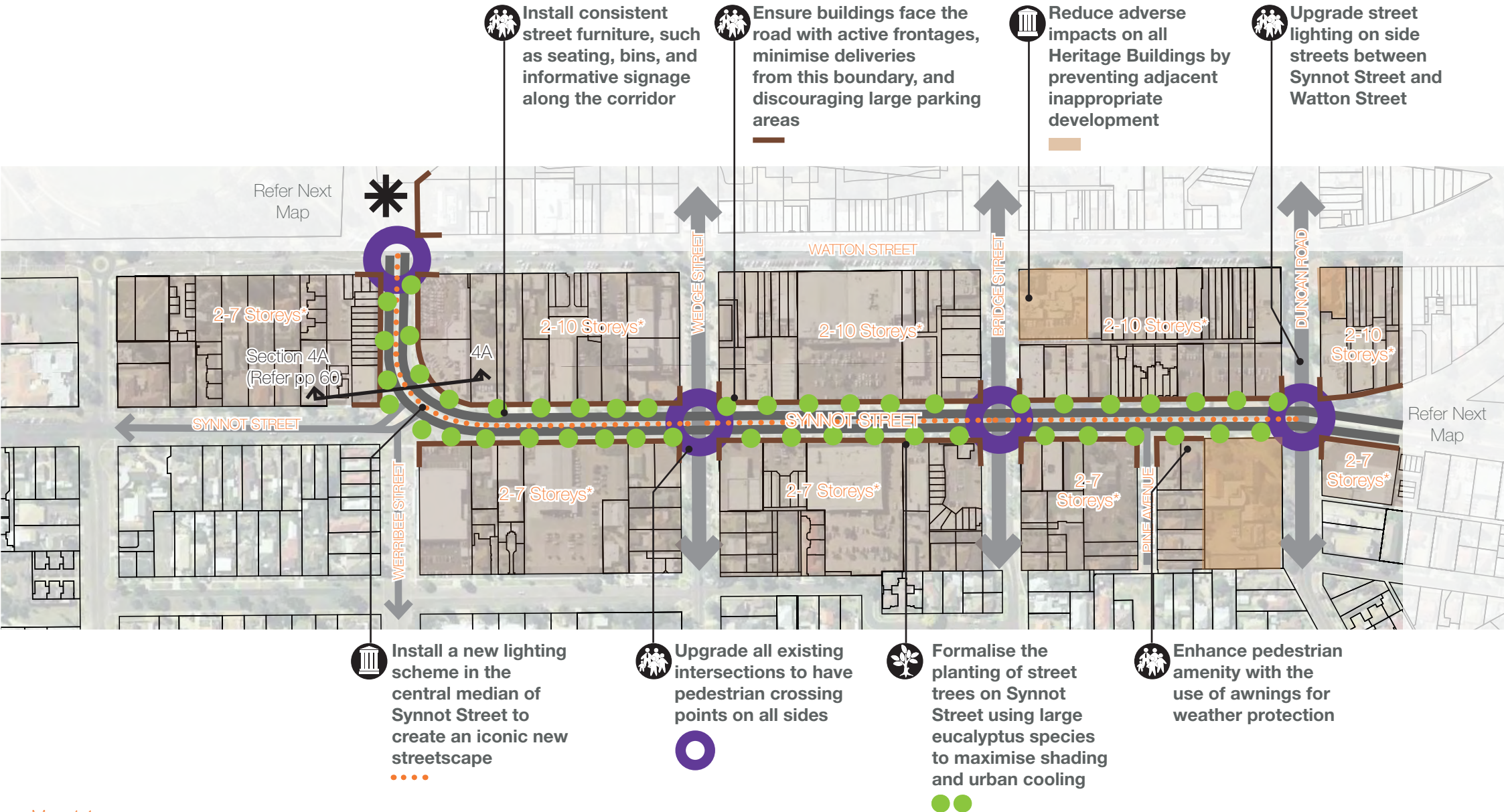
The Werribee City Centre will be enhanced as a key destination, with strong and iconic public realm features and built form. The city centre will be a safe corridor that prioritises pedestrian movement, but is visually exciting for all modes of travel.

## SECTOR OBJECTIVES

- 4.1** Install a special median lighting scheme in Synnot St, and for gateway treatments at Civic Centre, RSL triangle (Kelly Park), Chirnside Park and Werribee St/Watton St corner.
- 4.2** Ensure future buildings front Synnot St, not turn their backs, and use them to screen ground level car parks where possible.
- 4.3** Provide more frequent pedestrian crossing points.
- 4.4** Provide for a separate bike path or on-road bicycle lane.
- 4.5** Provide increased community infrastructure in the public realm, especially shelters at all bus stops.



# 4 SYNNOT ST URBAN ICON



Install consistent street furniture, such as seating, bins, and informative signage along the corridor

Ensure buildings face the road with active frontages, minimise deliveries from this boundary, and discouraging large parking areas

Reduce adverse impacts on all Heritage Buildings by preventing adjacent inappropriate development

Upgrade street lighting on side streets between Synnot Street and Watton Street

Install a new lighting scheme in the central median of Synnot Street to create an iconic new streetscape

Upgrade all existing intersections to have pedestrian crossing points on all sides

Formalise the planting of street trees on Synnot Street using large eucalyptus species to maximise shading and urban cooling

Enhance pedestrian amenity with the use of awnings for weather protection

Map 4.1

**Avoid barriers to crossing the street, such as fencing and level changes**

**Increase planting of eucalypts/giant fig trees within Kelly Park, to reflect the river setting and create a gateway into the city centre from the east**

**Create a continuous bicycle path off the main road and separate to pedestrian walkways**

**Add a pedestrian crossing point to improve connections between the eastern end of this sector**



**Enhance the planting along Princes Highway to ensure it is more structured and gives a consistent and high quality impression of the area**

**Link the existing shared path into the wider network and bus stops**

**Retain and enhance screening reserve**

**Upgrade bus stops providing shelters at all locations**

Text Key:  
 Orange Words: Existing or anticipated context for the plan  
 Bold Grey Words: Proposition that will form part of this plan

# 4 SYNNOT ST URBAN ICON PROPOSITIONS

## GATEWAY TREATMENTS

### 4.1 Install a special median lighting scheme in Synnot St, and for gateway treatments at Civic Centre, RSL triangle (Kelly Park), Chirnside Park and Werribee St/Watton St corner.

Synnot Street is the city centre of Werribee and therefore a key destination point within Wyndham. This sector will be enhanced as an 'Urban Icon' through the development of iconic and bold gateway treatments.

#### Lighting

A creative new lighting scheme in the central median of Synnot Street will assist in developing an iconic new streetscape at night. The lighting could be installed in an artistic or bold fashion that emphasises the turn from Synnot Street into Werribee Street.

Lighting must be designed not to impede use of medians for emergency vehicles etc.



Example of feature lighting to highlight the median along Synnot Street.

#### Built form gateways

Built form gateway statements are proposed in a few locations including:

- The civic centre - this existing development should continue to front and address the Highway and any future works should create a strong physical link to the highway with minimal car parking in the front setback.
- As detailed in the Riverside Parkway sector, two bold gateway statements will occur adjacent to Chirnside Park and the Werribee St/Watton Street corner. These developments will highlight the entrance into the urban core of Werribee through high quality architecture.

#### Art installations

Community art installations will be encouraged to be provided within the Urban Icon sector to enhance Synnot Street as a destination that 'tells the story' of Wyndham's diversity and people. Art installations could be considered within the public realm at Kelly Park and within the verge width.

#### Planting

Street tree planting will be formalised using large species that maximise shading opportunities for pedestrians/cyclists, while assisting in urban cooling. An 'avenue' of such trees should be provided within the verge widths, where overhead powerlines are not encumbering the space. However, the undergrounding of powerlines to allow for canopy trees should also be undertaken. If possible, in the urban centre where verge widths are narrow and paved, consider using smaller canopy trees that continue to provide for shading opportunities.

The inclusion of palm trees, together with eucalypts, and giant fig trees, in Kelly Park forms an important entry statement within the city core and creates a gateway into the sector from the east. Increased planting of eucalypts within Kelly Park will assist in creating a stronger riverside image for Werribee.

Surface parking areas fronting the corridor should be avoided, but where they occur they should be broken up by canopy trees and other planting. Informal planting should be introduced as a means of screening existing fences and blank walls.

Consider using landscaping treatments to transition / signify the entrance to the East Werribee Employment Precinct.



### Tree Species Selection

A critical element of successful delivery of the corridor objectives is to ensure tree species are carefully selected to suit the climate, minimise the need for irrigation or costly maintenance and respond to the themes of the sector (including, shade opportunities, 'boulevard' style where appropriate and avoiding areas of concealment).

## FUTURE BUILT FORM

### 4.2 Ensure future buildings front Synnot St, not turn their backs, and used them to screen ground lot car parks where possible.

#### Frontages

New development along Synnot Street must front and address the highway, with 'active' frontages, such as; glass, increased windows and doors and balconies. The use of awnings will assist in providing shelter and shade for pedestrians, while encouraging users to walk along these spaces.

Buildings are encouraged to 'spill-out' onto the street with uses such as cafés and shops that utilise the verge space.

Building frontages should minimise deliveries and avoid car parks. These service areas should be provided to the rear or side of a building.

Screen planting will be used along fences and vertical gardens are encouraged along blank walls to soften the appearance. Increased pedestrian lighting should be installed to increase feelings of safety.

### Heritage

Protection of heritage buildings is important and all new development must reduce any adverse impacts on heritage buildings by preventing adjacent inappropriate development. Bold colours, commercial signage and bulky forms should especially be avoided in these areas.

### Heights and setbacks

*Schedule 1 to the Activity Centre Zone (ACZ1)* identifies the heights and setbacks proposed within the Urban Icon sector and should be applied as appropriate:

- Precinct 1 (refer to Clause 5.1 of ACZ1) identifies a preferred building height of 8m to the frontage and 36m (precinct 1A) or 25.5m (precinct 1B) behind the frontage. A 0m front and side setback is preferred.
- Precinct 4 (refer to Clause 5.4 of ACZ1) identifies a preferred building height of 8m to the frontage and 25.5m (precinct 4A) or 18.5m (precinct 4B and 4C) behind the frontage. A 0m front and side setback is preferred.

Land outside the Activity Centre Zone consists of residential and civic uses to the north of Synnot Street. Buildings on this land should also front and address the highway with high quality architecture.

Residential areas will experience substantial change in the future and as per the *Wyndham Housing and Neighbourhood Character Strategy*, are proposed to be four or more storeys with minimal setbacks. Residential buildings with front setbacks should provide space for the planting of canopy trees.

Front fencing must be avoided.

## PEDESTRIAN PATHS AND CROSSINGS

### 4.3 Provide more frequent pedestrian crossing points.

Safe pedestrian crossing points should be provided on all sides of every main intersection, including Watton Street, Wedge Street, Bridge Street, Duncan Road and Cherry Street. Pedestrian crossing should be provided within one green-light sequence and access around the intersections must be maintained at a high level (including DDA compliant).

An additional pedestrian 'zebra' crossing should be considered between the Council offices and adjacent to Wattle Avenue to improve connections in this areas of the sector. Other crossings may become necessary as development progresses in the future.

Barriers that create obstacles to crossing the street, such as fencing and level changes, should be avoided. Changes in landscaping and/or path material could be used to differentiate spaces within the public realm, if required.

The highway carriageway lighting should be supplemented, where required, by providing high

# 4 SYNNOT ST URBAN ICON PROPOSITIONS

quality pedestrian scale street lighting. Lighting must be sufficient to improve perceptions of safety at night and encourage users to continue to use the public realm as an alternative to driving, after dark.

All pedestrian paths should be maintained at a high standard and consistent, high quality way-finding signage used along key routes and shared paths.

## SEPARATE BICYCLE LANE

### **4.4 Provide for a separate bike path or on-road bicycle lane.**

A separate and continuous bicycle path off the main road and separate to pedestrians should be provided for within the carriageway width and in the service road where available.

Refer to the Department of Transport's *Public Transport Guidelines for Land Use and Development, 2008* for information required for on-road bicycle lanes, bus capable roads and car parking.

## COMMUNITY INFRASTRUCTURE

### **4.5 Provide increased community infrastructure in the public realm, especially shelters at all bus stops.**

The Urban Icon sector will be highlighted as the primary destination in Wyndham. The Werribee Activity Centre is expected to experience substantial change and attract residents and visitors for its mix of uses and attractive built form. In order to support this vision for change, community infrastructure within the public realm will need to present a strong image for Werribee, while providing a clear function for users.

Consistent seating, signage and other street furniture will contribute to providing this strong image. It will also assist in tying together the other areas of the Geelong Road corridor.

Seating should be provided periodically along Synnot Street and within areas that provides shade or shelter. Therefore, under shop awnings and beneath tall canopy trees. Clusters of seating can be used to determine gathering spaces and encourage users to gather at Kelly Park and the Civic Centre open spaces.

Pedestrian scale lighting is an important consideration along all pedestrian paths and especially close to seating, bus stops and park spaces. Street lighting should also be upgraded on the side streets between Synnot Street and Watton Street.

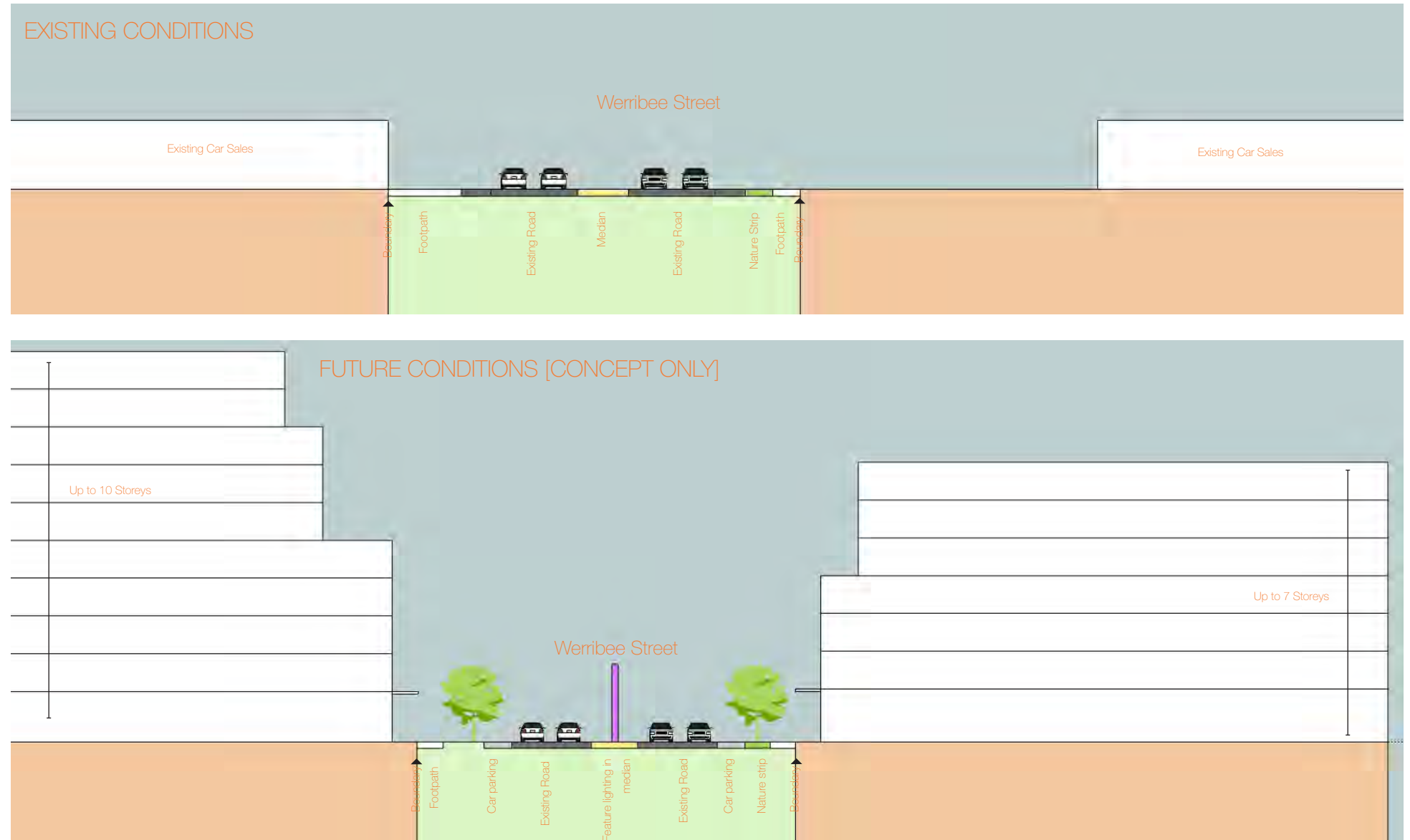
Upgrades to bus stops will provide shelters at all locations, that are safe, lit and avoid areas of concealment.

	<b>CORRIDOR OBJECTIVE</b>	<b>IN THIS SECTOR THE OBJECTIVE IS ACHIEVED BY:</b>
ROAD SAFETY	<b>Contribute to improving road safety.</b>	Upgraded pedestrian facilities, such as crossing points, to reduce potential for conflicts between road users in what will become an increasingly more vibrant area.
ACCESSIBILITY	<b>Enable access for all.</b>	Providing accessible bus stops throughout the city centre and improving the public realm will enable access for the whole of the community.
COMMUNITY SAFETY	<b>Create environments that feel safe to use.</b>	Creating a well defined, overlooked, and high quality streetscape, together with lighting installations will promote a more vibrant, safer city centre.
COMMUNITY HEALTH	<b>Provide opportunities for healthy activity.</b>	Providing a shared path* and bike lane, will promote cycling and walking and allow for more people to use active forms of transport for their local journeys.
ENVIRONMENTAL SUSTAINABILITY	<b>Help to mitigate the environmental impacts of urban development.</b>	Planting additional canopy trees, which will help to mitigate the urban heat island effect within the city centre.
DESIGN FOR MOVEMENT	<b>Match the form and scale of design to the speed at which it will be experienced.</b>	Providing a high quality environment and well defined street will provide interest, linked with public art and planting will create a slow speed experience. This sector will likely be experienced at the slowest speed of the whole corridor, due to the built up nature of the city centre and relatively frequent intersections and crossings.
GATEWAYS AND TRANSITIONS	<b>Punctuate the corridor with revelations of features and expressions of identity.</b>	Ensuring the city centre is the most vibrant, active, and highest density area of the corridor. This sector will be more enclosed and have a much more urban feel to the other sectors.
ROBUSTNESS	<b>Design for practical and affordable implementation.</b>	Placing reasonable and robust design controls on potential new development, much of the high quality environment envisioned will be delivered by, or in partnership, with the private sector.
IMAGE AND LANDSCAPES	<b>Enhance landscaping opportunities.</b>	Providing shade opportunities wherever possible. Enhancing the Kelly Park interface with increased Eucalypts and using informal planting to screen fencing.

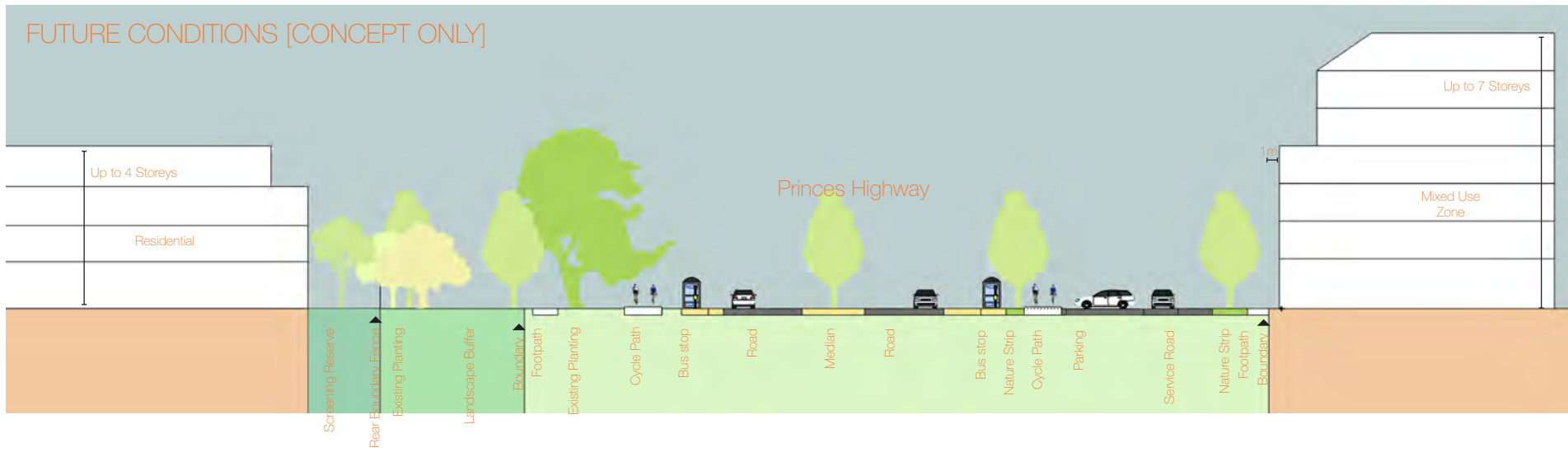
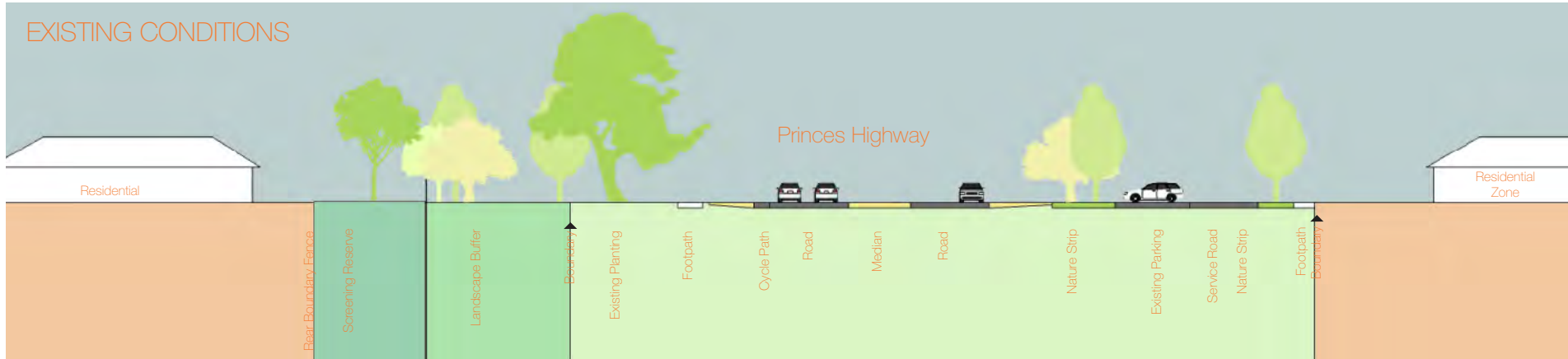
\* Shared paths are to be designed in accordance with Austroads's 'Guide to Traffic Engineering Practice, Part 14 - Bicycles' and in particular must be a minimum width of 3.0 metres.

# 4 SYNNOT ST URBAN ICON SECTIONS

## SECTION 4A-4A



## SECTION 4B-4B





# PRINCES HWY ACTIVITY AXIS

## SECTOR THEMES

From traffic throughway to urban activity axis

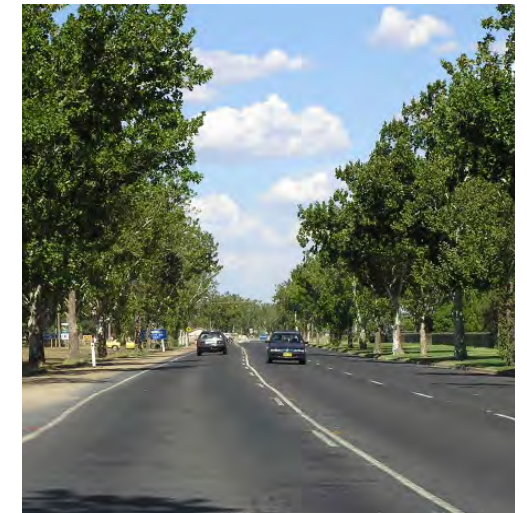
Showcase of Wyndham's economic, education and health services

Pioneer of an urban residential character new to Wyndham

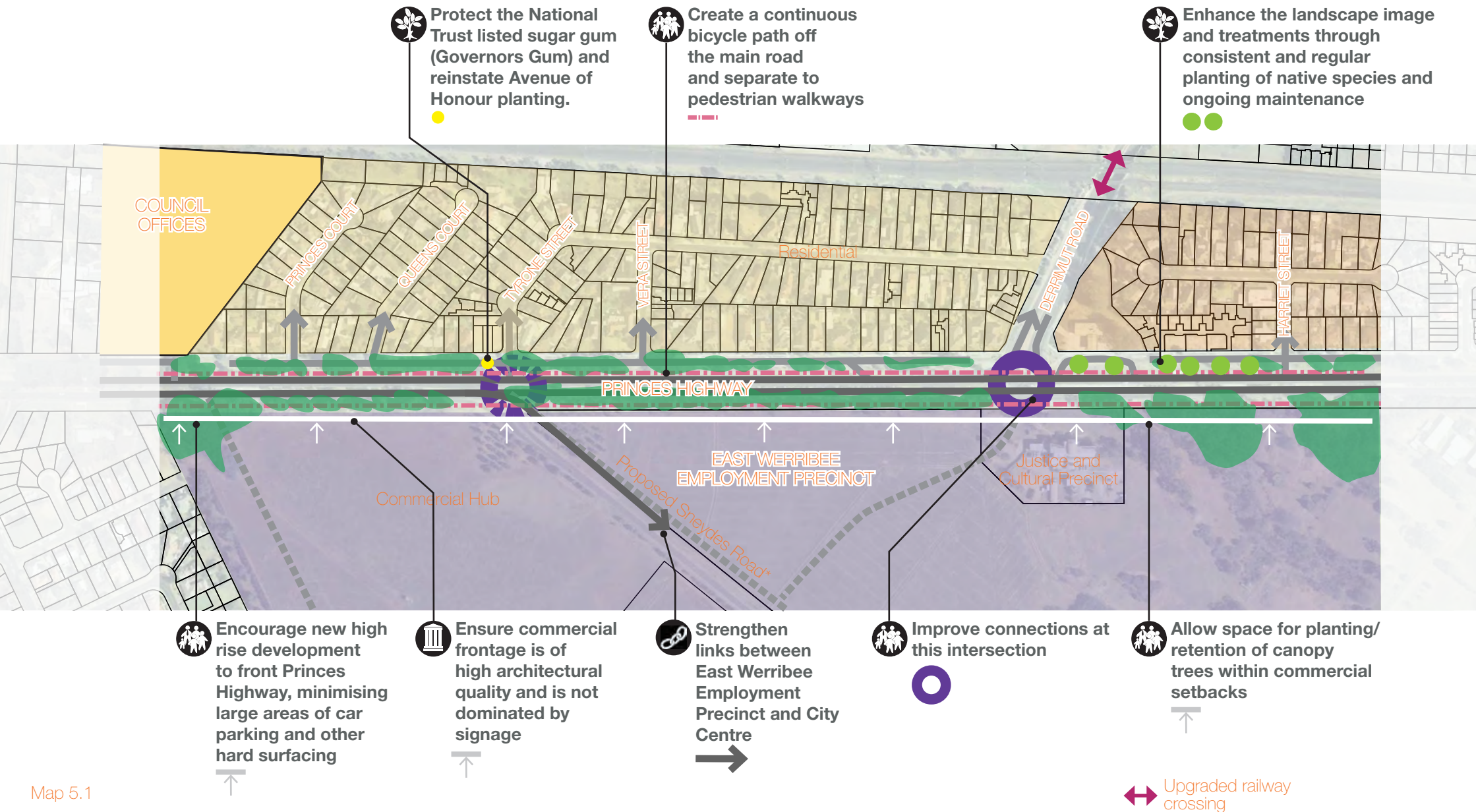
The East Werribee Employment Precinct will ultimately include several activity centres, cater for thousands of jobs and serve a fast growing residential area. The Activity Axis that connects this busy hub of activity will be enhanced as a key connector with safe and clear movement networks for all modes of transport, as well as setting the scene for the vibrant image of Werribee.

## SECTOR OBJECTIVES

- 5.1 Improve consistency of tree planting and other landscaping.**
- 5.2 Ensure expected residential redevelopment is high quality.**
- 5.3 Design and siting of buildings and signs in commercial or non-residential development needs to be consistent and appropriate.**
- 5.4 Ensure Seeds of Change installation at freeway turn off does not become hidden behind vegetation.**
- 5.5 Increase number and quality of pedestrian crossings.**



# 5 PRINCES HWY ACTIVITY AXIS



Map 5.1



# 5 PRINCES HWY ACTIVITY AXIS



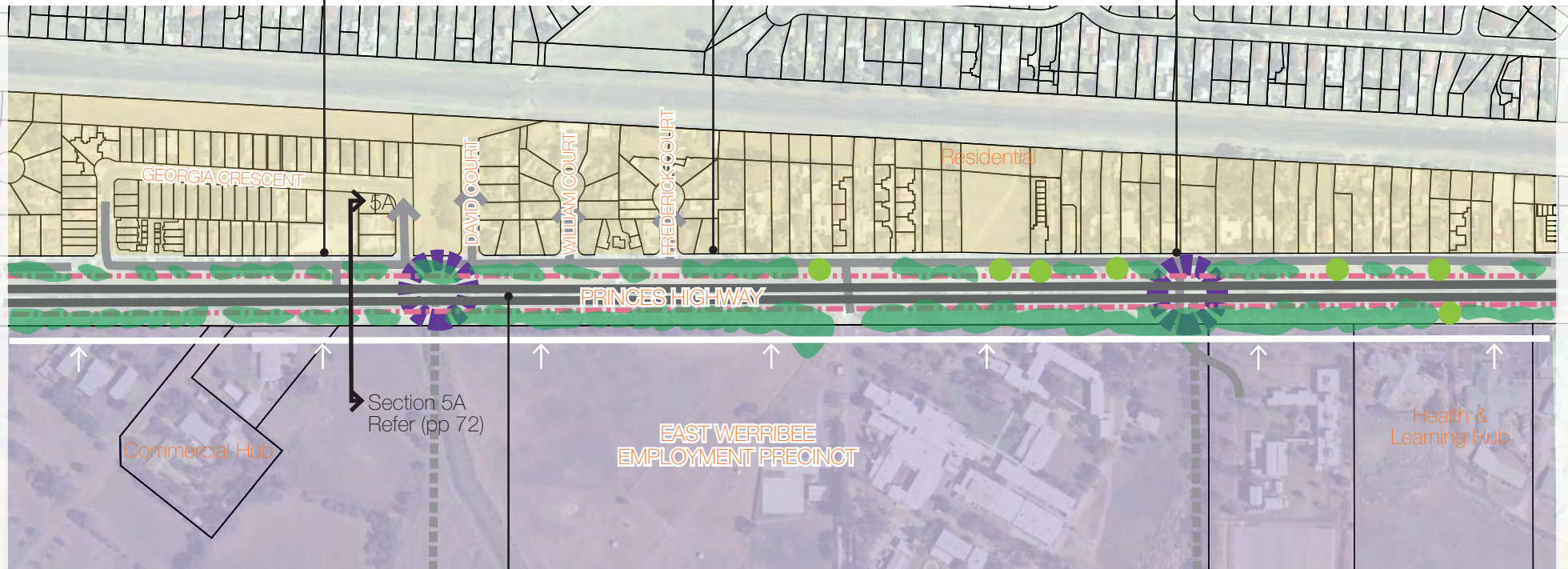
Ensure future high density residential buildings address the highway with high quality architecture and street surveillance



Discourage formalising on-street carparking in service roads, particularly at residential frontages to maximise landscaping opportunities



Ensure all proposed junctions offer well designed, accessible, pedestrian crossings creating regular opportunities to cross the corridor



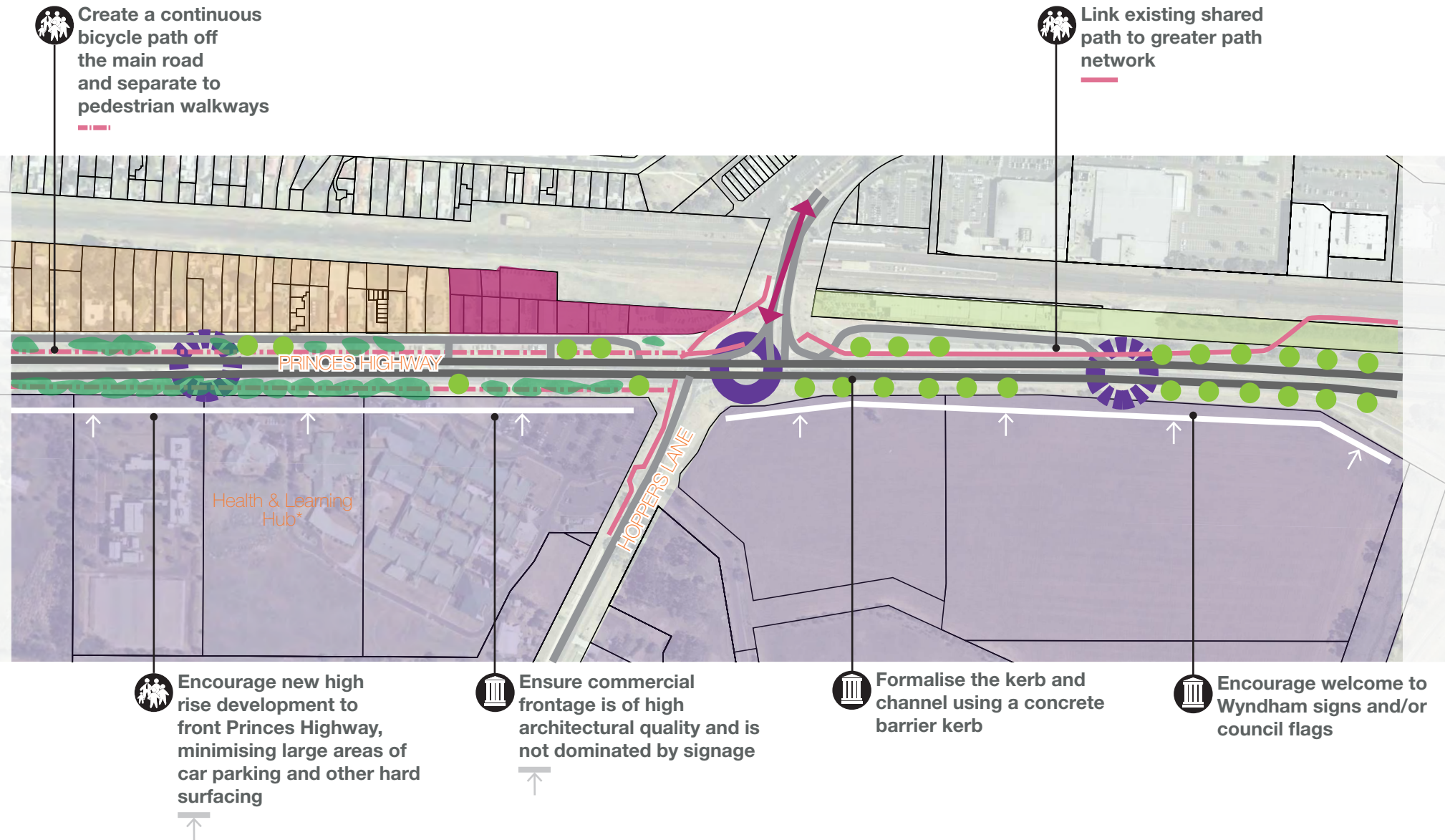
Enhance the median strip through planting and canopy trees consistent with street planting species

Text Key:

Orange Words: Existing or anticipated context for the plan

**Bold Grey Words:** Proposition that will form part of this plan

# 5 PRINCES HWY ACTIVITY AXIS



Map 5.3

↔ Upgraded railway crossing

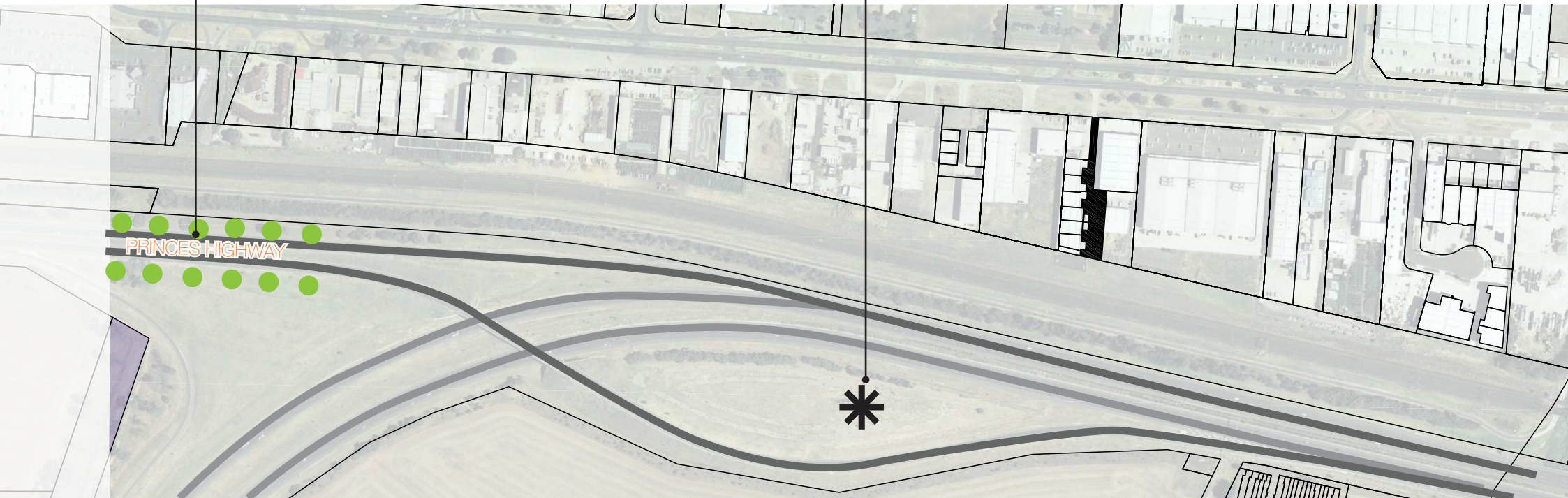
# 5 PRINCES HIGHWAY **ACTIVITY AXIS**



Enhance the landscape image and treatments through consistent and regular planting of native species and ongoing maintenance



Enhance the Werribee gateway sculpture through regular maintenance of the surrounding landscape



Text Key:

Orange Words: Existing or anticipated context for the plan

**Bold Grey Words:** Proposition that will form part of this plan

# 5 PRINCES HWY ACTIVITY AXIS PROPOSITIONS

## TREE PLANTING

### 5.1 Improve consistency of tree planting and other landscaping.

Additional formally arranged tree planting should be carried out to improve the canopy cover along the highway. Low shrub planting in the median strip currently causes maintenance issues, requiring closing lanes of the highway while works are carried out. If shrubs are replaced with grass for easy maintenance the loss in biodiversity and greening should be compensated for with additional canopy tree planting. Collaboration with VicRoads will be required to deliver additional tree planting to ensure safety of motorists.

Tree planting should be integrated with tree pits to alleviate issues of flash flooding with storm water and reduce the water stress of the street trees.

Tall canopy, native species should be considered to 'line' the highway on either side within the verge widths and in private setbacks, where possible.

The National Trust listed Sugargum (as shown on the map), must continue to be protected as future development occurs.

Vic Roads have entered into a Section 173 Agreement to reinstate the avenue planting, which will contribute to enhancing Wyndham's character and sense of arrival. The reinstatement of this planting will help contribute to this corridor as an entry.

### *The Avenue of Honour*

Reinstating the Avenue of Honour is an important aspect of this sector. The formal arrangement of The Werribee Avenue of Honour was planted along the Princes Highway in 1918 to commemorate the fallen soldiers from the First World War. The Governor Gum is thought to be one of the remaining remnants from the Avenue.

## RESIDENTIAL REDEVELOPMENT

### 5.2 Ensure expected residential redevelopment is high quality. Redevelopment of houses to units and apartments is expected.

The *Wyndham Housing and Neighbourhood Character Strategy*, identifies the residential land along the corridor in this sector as an area designated for 'Substantial' change.

The strategy guidelines highlight the level of change envisioned, including heights of greater than 4 storeys and minimal setbacks. Development, where it is adjacent to the highway corridor, should front and address the service road with articulated front façades, including balconies and windows for increased visual surveillance and amenity. Residential development fronting the highways should be 2-4 storeys, stepping back from the front facade above 4 storeys.

Minimal front setbacks will encourage activation of the street, however where possible, canopy trees should be planted to soften the appearance.

## COMMERCIAL DEVELOPMENT

### 5.3 Design and siting of buildings and signs needs to be consistent and appropriate.

Design and siting of buildings and signs needs to be of consistently high quality. Large billboards and advertising hoardings that are above the roofline or are dominating should be avoided as they detract from the streetscape. However, commercial signage is expected along the corridor and therefore should be designed within the form of the building, using high quality design elements and materials, avoid bright/bold colours and images.

Provision of residential units above commercial premises is encouraged.

Colours and materials of commercial buildings fronting the corridor should be carefully considered to create a very high quality standard for the Activity Axis. A colours and materials palette should be developed prior to future development approval.



Example of branding/signage designed into the facade of the building.

## Heights

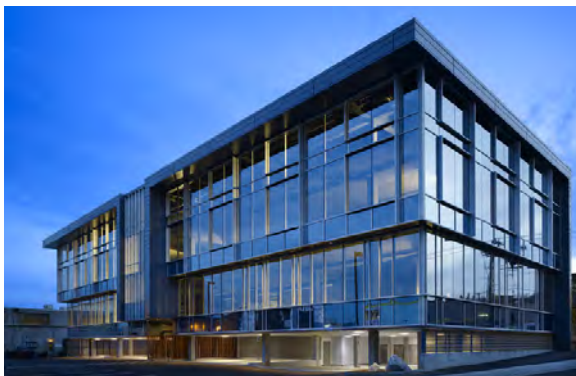
Buildings fronting the highway should continue to retain a sense of pedestrian scale. Therefore, any development should be constructed no more than 4 storeys at the front facade. Development may then be setback away from the highway to reach greater heights, dependent on the appropriate development plan for the site.

Setbacks for heights above 4 storeys will depend on the overall height proposed and will be at the discretion of the Council.

## Setbacks

Commercial buildings fronting the highway should be built within 4 metres of the front boundary. Front setbacks should provide for landscaping, including the planting/retention of canopy trees and must address the street through placement of windows, doors and balconies. Car parking and service areas must be located to the rear of the building.

Front fencing should be avoided, however if it must be provided, it should be low and permeable, addressing the street with activated façades.



Example of high quality commercial building

## GATEWAYS

### **5.4 Ensure ‘Seeds of Change’ installation at freeway turn off does not become hidden behind vegetation.**

The ‘Seeds of Change’ sculpture is an iconic entry into Werribee from the Princes Fwy that many residents and visitors identify as part of Wyndham.

A management strategy should be put in place to ensure the sculpture remains visible. The landscaping at this junction works together with this sculpture, however to ensure that it remains a prominent gateway feature, the vegetation should be managed and maintained to an acceptable level of visibility.



Princes Freeway ‘Seeds of Change’ sculpture.

## PARKING AND ACCESS

### Car parks

Car parks within the private realm should be avoided along the Activity Axis. Where required, car parks should be provided to the rear of the building and where possible, accessed via rear streets/laneways.

Where car park access is required from the highway or service road, building design must avoid sheer blank walls to the accessway and landscaping should be used to soften its appearance.

Formal on-street car parking will only be encouraged adjacent to commercial, mixed use and other non-residential areas.

### Roads

All road shoulders should be sealed using a concrete barrier kerb and channel to clearly delineate the road carriageways and avoid the need for unattractive metal barriers.

## PEDESTRIAN CROSSINGS & BUS STOPS

### **5.6 Increase number and quality of pedestrian crossings and integrate with bus stops.**

Safe crossing points should be provided periodically along the Activity Axis, with no obstacles to crossing the road near any bus stops (such as metal barriers and landscaping designed to discourage pedestrians).

Median refuges should be provided adjacent to all bus stops and consideration given to upgrading to lighted/zebra crossing points in some locations. Level changes should be avoided and paths between bus stops and other locations should follow pedestrian desire lines.

All lighted crossings should allow for crossing in one light cycle and where located at intersections all sides should include pedestrian crossings.

Movement between the East Werribee Employment Precinct and the proposed Derrimut Station at Derrimut Road should be improved, through wayfinding infrastructure and the provision of shade trees, to encourage pedestrians to walk between the two destinations and provide for increased safety.

Upgrades to bus stops will provide shelters and seating at all locations, that are safe, lit and avoid areas of concealment.

## COMMUNITY INFRASTRUCTURE

The Activity Axis sector is expected to experience substantial change and growth in the future. In order to support this vision for change and increase in population, community infrastructure within the public realm will need to present a strong image for Werribee, while providing a clear function for users.

Consistent seating, signage and other street furniture will contribute to providing this strong image. It will also assist in tying together the other areas of the Geelong Road corridor.

Seating should be provided periodically along the Activity Axis and within areas that provide shade or shelter, such as beneath tall canopy trees.

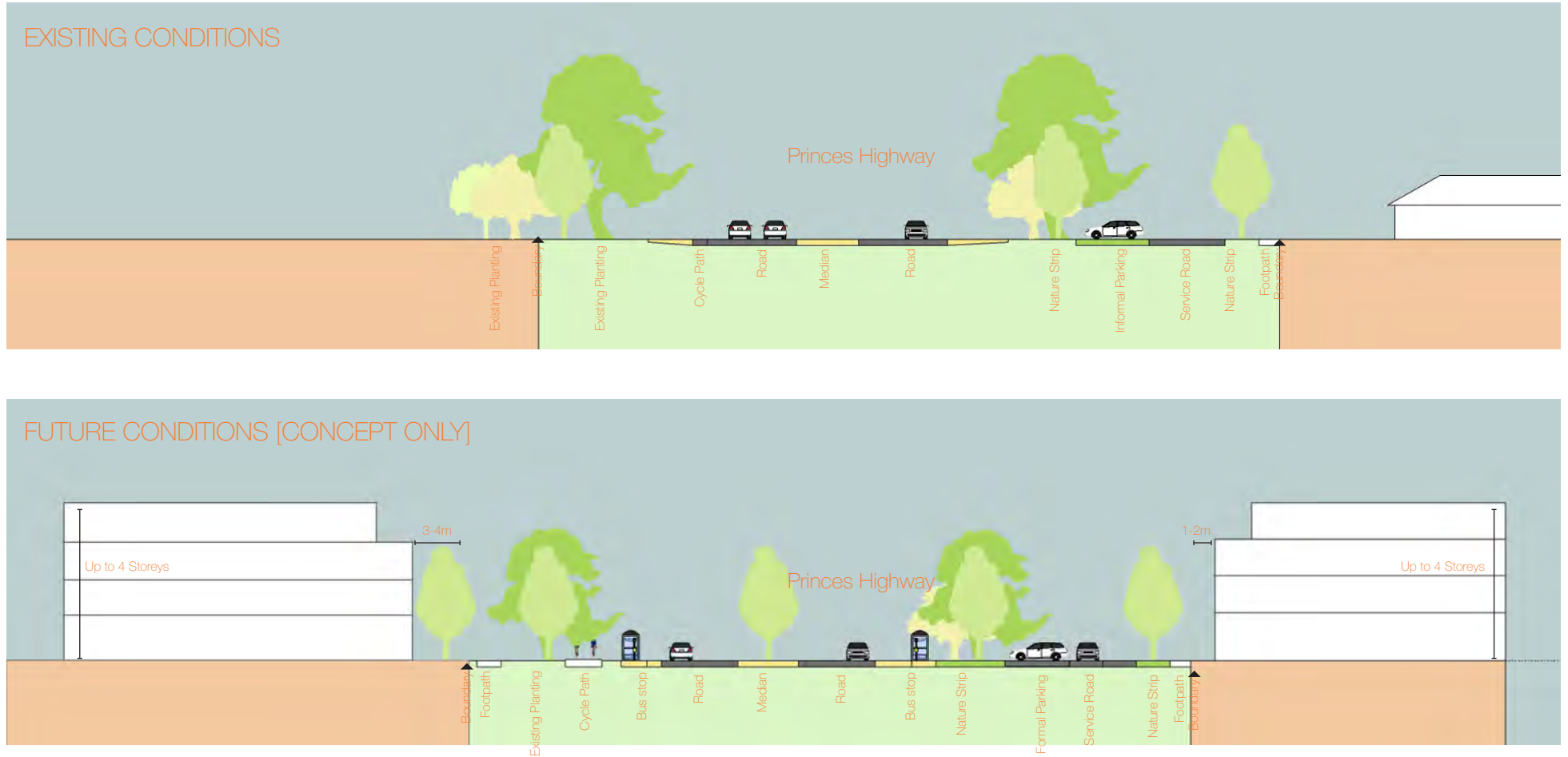
Pedestrian scale lighting is an important consideration along all pedestrian paths and especially close to seating, bus stops and open spaces.

	<b>CORRIDOR OBJECTIVE</b>	<b>IN THIS SECTOR THE OBJECTIVE IS ACHIEVED BY:</b>
ROAD SAFETY	<b>Contribute to improving road safety.</b>	Improving the number, and safety, of crossing points throughout the sector, reducing potential conflicts between road users.
ACCESSIBILITY	<b>Enable access for all.</b>	Providing at grade crossings and accessible bus stops, will provide equitable access for the whole community. Improved linkages to footpaths from the shared path* and additional road linkages to the freeway will improve access for all modes of transport.
COMMUNITY SAFETY	<b>Create environments that feel safe to use.</b>	Ensuring that redevelopment fronts the corridor and provides passive surveillance opportunities will make for a safer community. Upgraded street lighting will also provide a safer environment for pedestrians and cyclists.
COMMUNITY HEALTH	<b>Provide opportunities for healthy activity.</b>	Improved pedestrian and cycling facilities will encourage a more active community and allow for short trips to be undertaken by active transport, rather than vehicular modes.
ENVIRONMENTAL SUSTAINABILITY	<b>Help to mitigate the environmental impacts of urban development.</b>	Providing additional tree planting within the road corridor verges and median, and ensuring development fronting the corridor includes canopy trees, which will improve shading and the microclimate and reduce the urban heat island effect.
DESIGN FOR MOVEMENT	<b>Match the form and scale of design to the speed at which it will be experienced.</b>	Ensuring the existing 'Seeds of Change' gateway sculpture remains visible from the freeway and planting additional trees in the road corridor to provide a pleasant environment to drive through and also experience as a pedestrian or cyclist. Buildings fronting the road will be at a human scale and appropriate to the context of an increasingly vibrant area.
GATEWAYS AND TRANSITIONS	<b>Punctuate the corridor with revelations of features and expressions of identity.</b>	Controlling adjacent building form so that it frames the corridor and provides a quality environment as a transition to the higher density city centre of the future.
ROBUSTNESS	<b>Design for practical and affordable implementation.</b>	Ensuring planting regimes can be practically and efficiently maintained without impacting traffic flows. Having a long term vision, which can be implemented on an ongoing basis with general highway maintenance and upgrades, will ensure the implementation plan is deliverable.
IMAGE AND LANDSCAPES	<b>Enhance landscaping opportunities.</b>	Reinstating the formal Avenue of Honour planting and retaining large canopy trees wherever possible, to increase consistency and image along the Axis. Highlighting the transition between EWEP and the City Centre along Sneydes Road with the planting of canopy trees.

\* Shared paths are to be designed in accordance with Austroad's 'Guide to Traffic Engineering Practice, Part 14 - Bicycles' and in particular must be a minimum width of 3.0 metres.

# 5 PRINCES HWY ACTIVITY AXIS SECTIONS

## SECTION 5A-5A







Werribee Mercy Hospital - Princes Highway, Werribee





# 3

## IMPLEMENTATION

# ACTION PLAN

This section builds on the Propositions to present a consolidated Implementation Plan to realise the vision and objectives for the Princes Highway / Geelong Road Corridor. For each Action the Implementation Plan indicates the roles, responsibilities and the priority of the Action.

## COUNCIL'S ROLE

Wyndham City Council will play different roles in the implementation of this Strategy. These will vary between the roles of Planner, Provider, Advocate, Partner/Facilitator, Educator and Regulator. A description of these various roles is provided below.

- Planner – in developing detailed plans and drawings for construction, in relation to its urban and social planning responsibilities and as the planning or responsible authority in amending the Planning Scheme
- Advocate – representing community needs and interests to Commonwealth and State Governments and the private sector
- Partner / Facilitator – working closely with developers, landowners, residents and businesses
- Educator – providing information to businesses, residents and interest groups
- Regulator – ensuring that built form, infrastructure and other elements of the environment meet town planning, building, transport and public health regulations and expectations

## ACTION PLAN

The following tables present a consolidated action plan for implementing the Urban Design Framework, incorporating the objectives and actions discussed in the preceding chapters.

The following timelines apply to the priorities:

- Immediate : within 6-12 months of Plan adoption
- Short : 1-2 years
- Medium : 3-5 years
- Long : 6 years plus
- On-going : continual / as needs arise

ACTION	COUNCIL ROLE	PRIORITY	
<b>WHOLE CORRIDOR</b>			
1	Update Clause 21.02 'Settlement' to be consistent with the vision and objectives of the Urban Design Framework report.	Planner	Immediate
2	Update Clause 21.06 'Built Environment and Heritage' to be consistent with the vision and objectives of the Urban Design Framework report.	Planner	Immediate
3	Update Clause 21.08 'Economic Development' to be consistent with the vision and objectives of the Urban Design Framework report.	Planner	Immediate
4	Update Clause 21.09 'Transport' to be consistent with the vision and objectives of the Urban Design Framework report..	Planner	Immediate
5	<i>Optional</i> - Incorporate a new local policy into the LPPF that contains the Corridor vision, corridor/sector objectives and sector propositions of the Urban Design Framework report.	Planner	Immediate
6	Continue to advocate to State Government Departments for improved road infrastructure upgrades along the Corridor, particularly in relation to: <ul style="list-style-type: none"> <li>▪ Enhanced road reserve planting and the reinstatement of the Avenue of Honour</li> <li>▪ Improved traffic management and upgraded intersections, as required</li> <li>▪ Incorporating shared pedestrian/bicycle paths within road reserves</li> </ul>	Advocate	Short- ongoing
7	Prepare a tree and vegetation planting schedule, for inclusion in the planning scheme, to be applied to all land fronting the corridor, including both public and private, to ensure a consistent image is achieved.	Planner	Short
8	Provide safe pedestrian crossing points, including safe crossing sequences at all traffic lights, along the Corridor (including, continuing to advocate to Vic Roads for pedestrian safety improvements).	Planner / Advocate	Medium
9	Enhance public transport infrastructure with regular sheltered bus stops with seating and directional signage.	Planner / Advocate	Medium
10	Upgrade community infrastructure, including seating, lighting and drinking fountains, to be provided regularly along the Corridor, using a consistent approach to design, colours and materials.	Planner	Medium

ACTION		COUNCIL ROLE	PRIORITY
11	Review the directional signage along the Corridor to remove excessive and outdated signage and provide clear, consistent and directional information.	Planner/ Regulator	Medium
12	Continue to advocate for the undergrounding of power lines along the Corridor.	Advocate	Short/Ongoing
13	Prepare a Lighting Strategy for the corridor that details a special median lighting scheme within the Urban Icon sector.	Planner	Medium
14	Continue to liaise with Public Transport Victoria on the overall development of the corridor.	Advocate / Partner	Ongoing
<b>SECTOR 1: PLAINS BOULEVARD</b>			
15	Investigate landscape buffers between the Freeway and Wests Road	Planner	Medium
16	Prepare a Precinct Structure Plan for Werribee Junction that reflects that vision, objectives and propositions of the Urban Design Framework report.	Planner / Advocate	Medium
17	Prepare a Blue Infrastructure Strategy that aims to enhance and protect the watercourses in the sector and promotes sustainable water management, in collaboration with Melbourne Water, DELWP and Parks Victoria.	Advocate	Medium
18	Investigate potential designs for a gateway feature at the proposed Outer Metropolitan Ring Road alignment at the freeway exit.	Planner	Short / Medium
19	Continue to liaise with Melbourne Water to enhance the corridor for eco-tourism opportunities.	Partner	Short / Ongoing
<b>SECTOR 2: PRINCES PROMENADE</b>			
20	Prepare a Landscape Plan to detail the pedestrian promenades and linear parks on either side of Geelong Road, with two rows of large canopy trees on either side of the promenades and increased community infrastructure.	Planner	Short
21	Continue to liaise with VicRoads on the duplication of Geelong Road.	Planner / Advocate	Ongoing
22	Investigate the use of the linear park (sector map, page 37) for use as passive open space and installation of appropriate facilities.	Planner / partner	Medium / Long
23	Screen existing rear residential fences with increased vegetation.	Planner	Short

ACTION		COUNCIL ROLE	PRIORITY
<b>SECTOR 3: RIVERSIDE PARKWAY</b>			
24	Screen existing rear residential fences with increased vegetation.	Planner	Short
25	Review pedestrian access and landscaping between Chirnside Park and Geelong Road, to enhance user safety.	Planner	Short
26	Replace existing rail corridor fence to improve amenity and image, to be considered as part of the Wyndham Park Master Plan.	Planner/ partner	Medium
27	Advocate for Good Urban Design, amenity and Access Outcomes as part of any planned level crossing removal at Geelong Road / Werribee Street intersection.	Planner	Short
28	Investigate potential designs for a gateway feature at the corner sites as shown on sector map page 46.	Planner	Medium
29	Prepare a Landscape Plan to detail public realm improvements to the edge of Chirnside Park and at the Geelong Rd/ Werribee St intersetion.	Planner	Short
<b>SECTOR 4: URBAN ICON</b>			
30	Undertake arboriculture assessments of existing vegetation and enhance the landscaping theme within Kelly Park that is sympathetic to its heritage values.	Planner	Short
<b>SECTOR 5: ACTIVITY AXIS</b>			
31	Prepare a signage strategy for commercial development fronting the corridor to create consistent and non-dominant business signage.	Planner	Short
32	Provide 'welcome to Wyndham' signs/flags at the start of the Princes Highway.	Planner	Short / Medium
33	Liaise with Vic Roads to create a continuous off-road bicycle path, between Kelly Park and Hoppers Lane, linking into the greater shared path network.	Planner / Advocate	Medium
34	Formalise kerb and channel using a concrete barrier kerb.	Advocate	Short / Medium
35	Prepare a landscape maintenance plan, in collaboration with VicRoads, for the vegetation around the 'Seeds of Change' sculpture to enhance the gateway.	Advocate	Short

# PLANNING SCHEME

This section outlines the recommended planning scheme options to implement the Urban Design Framework report.

## LOCAL PLANNING POLICY FRAMEWORK

### Municipal Strategic Statement (MSS)

The Wyndham MSS provides the vision and objectives for Werribee and it specifically highlights the rapid population growth, need for continued economic growth/job creation and identified infrastructure issues.

However, upon adoption of the Urban Design Framework, the MSS should be amended to reference the framework specifically by acknowledging the importance of the Princes Highway / Geelong Road Corridor and providing a strategic foundation for the future image and public realm improvements with the corridor.

In particular, the following changes/additions are recommended to the MSS:

- Clause 21.06 Built Environment and Heritage -
  - Reference the 'Urban Design Framework Plan - A vision for the Princes Highway / Geelong Road corridor 2016' report.
  - Under the heading 'Urban Environment' refer to the UDF objectives of creating a consistent image along the Corridor, including providing expressions of community identity and local character through public realm works and gateway features.

- Update the application of zones and overlays to include a new DDO as appropriate.
- Update the reference documents to include the 'Urban Design Framework Plan - A vision for the Princes Highway / Geelong Road corridor 2016' report.
- Clause 21.08 Economic Development:
  - Under the heading 'Activity Centres' include a strategy to strengthen the relationship between the Werribee City Centre and the EWEP through consistent public realm improvements and landscaping.
  - Under the heading 'Activity Centres' include a strategy to enhance the pedestrian/cycle movement within and between the Werribee City Centre and the EWEP.
  - Update the reference documents to include the 'Urban Design Framework Plan - A vision for the Princes Highway / Geelong Road corridor 2016' report.
- Clause 21.09 Transport:
  - Under the heading 'Integrated Transport Networks' acknowledge the importance of the Princes Highway / Geelong Road Corridor for all modes of transport by including a strategy that ensures that pedestrian and cycle networks are improved and maintained throughout the Corridor, linking users to the wider path network, open spaces, Werribee City Centre and the EWEP.
  - Update the reference documents to include the 'Urban Design Framework Plan - A vision for the Princes Highway / Geelong Road

corridor 2016' report.

### Local Policy

A local policy could be prepared if a Design and Development Overlay is not going to be implemented, to provide policy on the image of the corridor.

The local policy would provide guidance on:

- The image of the corridor, including landscaping within private and public spaces and signage;
- Activating street frontages with high quality built form;
- The location of gateway sites and features;
- Increasing user safety; and
- Encouraging active transport.

However, a local policy does not provide mandatory provisions and does not guide the form and siting of built form.

A Local Policy may not be considered necessary if all the land use and built form principles, objectives and requirements can be included in the MSS and via a DDO.



## OVERLAY CONTROLS

Overlay controls are not considered necessary to implement the objectives of the UDF, as the land that is the subject of this report is either public land, where the Council is exempt from planning requirements for most buildings and works, or is controlled by either a PSP or ACZ.

## ZONES

Zone changes are not considered necessary to implement the objectives of the UDF.

