



# hamilton masterplans

volume 4 of 4

prepared by **hansen partnership** for Southern Grampians Shire Council  
november 2011



contents

1 introduction	3
2 hensley park road residential precinct	4
3 south east residential precinct	7
4 south west industrial precinct	10
5 south grange transition precinct	13
6 cox street entry precinct	15
7 melville oval and lonsdale street precinct	18



these hamilton masterplans were prepared by **hansen partnership** and are a shared initiative of the state victorian government and the southern grampians shire council.

november 2011

# 1 introduction



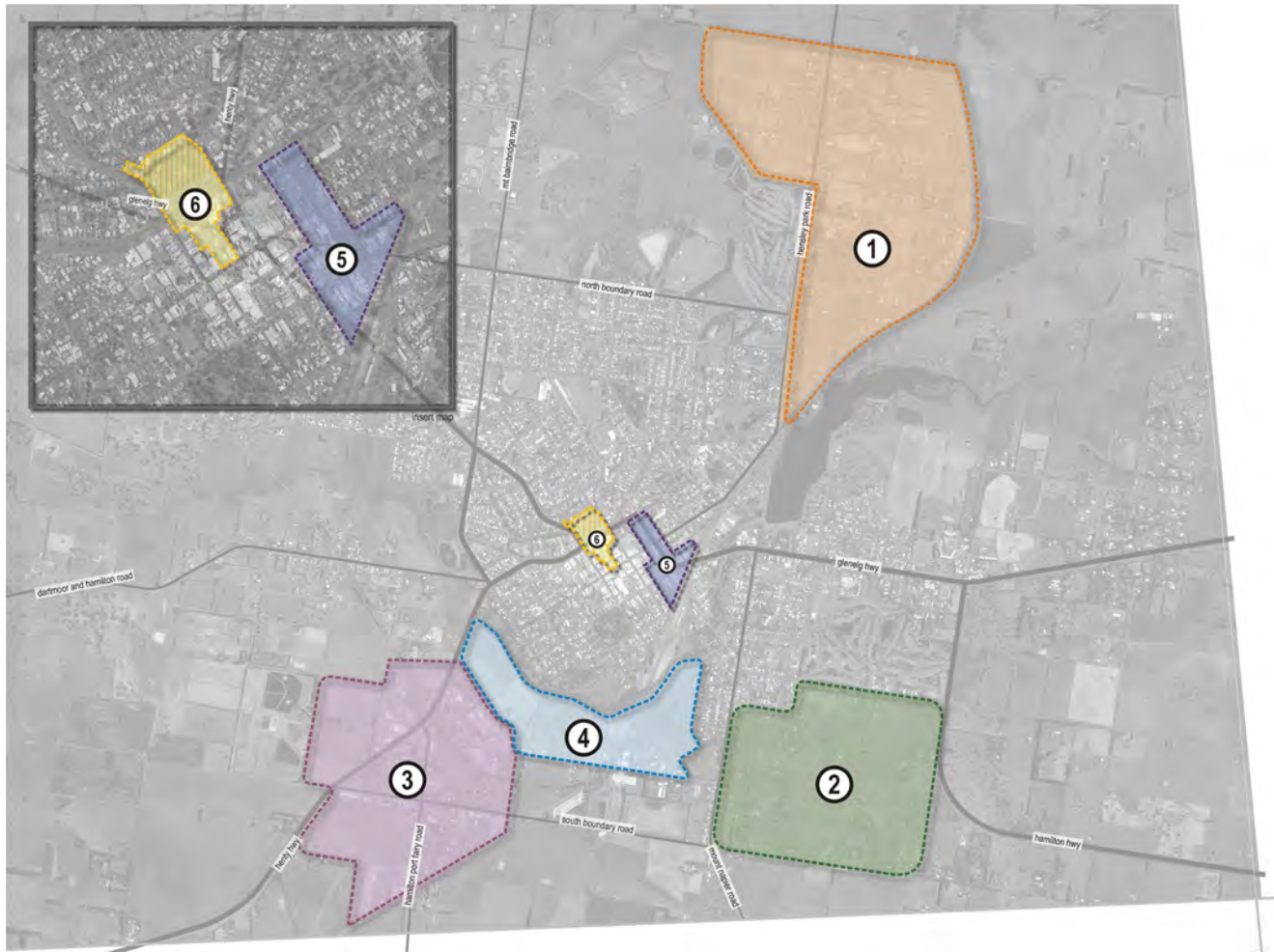
hansen partnership has been appointed by the Southern Grampians Shire Council to undertake a series of planning processes for Hamilton which will guide development of the city over the next 20 years. This document, the *Hamilton Masterplans* is one of five documents which will provide a coherent, practical and sustainable path for development.

These five documents are:

- The **Hamilton Structure Plan**: which will guide the broader land use and development of the whole city (vol 1);
- The **Hamilton city centre urban design framework**: which will provide more detailed directions, plans and strategies to guide the future development of the city centre (vol 2);
- **Hamilton Design Guidelines**: these will provide both broad guidelines for built form but will also provide some specific guidelines for particular 'types' of development in a Hamilton context (vol 3);
- The **Hamilton Masterplans**: these affect six key areas of the city and provide a greater level of detailed guidance as to how these areas will change and develop over time (vol 4); and
- **Hamilton CBD Parking Strategy**: will outline a broad approach to the management of car parking in the CBD and form the basis of a Parking Precinct Plan.

Six precinct masterplans were identified for further detailed investigation as part of the Hamilton Structure Plan. These areas were selected on the basis that they are either nominated for significant growth or change over time, or require particular programming of the precinct to ensure that change in these areas can be managed in a way that is cohesive and coordinated.





- legend
- hensley park road low density residential precinct 1
  - southeast residential precinct 2
  - industrial precinct 3
  - south grange transition precinct 4
  - cox street entry 5
  - melville oval and lonsdale street precinct 6

Figure 1: Location Map showing Precinct Masterplans

# 2 Hensley park road low density residential precinct



## existing issues and opportunities

The Hensley Park Road Residential Precinct is a Low Density Residential area that has been identified in the Hamilton Structure Plan as the primary location for growth in 'low density' living for the city. The precinct is bounded by the railway and Lake Hamilton to the south, an unused railway reserve to the east, Beveridges Road to the north and Hensley Park Road and the Parklands Golf Course to the west. Hensley Park Road is the major road in the precinct. It runs north-south and forms the main connection between the Hamilton CBD and the Hamilton Airport to the north.

The precinct's location on the edge of town makes it an entrance both from the airport along Hensley Park Road. The established trees and the rising elevation make also it a visible feature when arriving in Hamilton along Mill Road, which is nominated as an alternative tourist entry point to town, connecting Hamilton to the Grampians.

The topography of the precinct in the southern and central areas generally falls north-west to south-east, in the direction of the Grange Burn and Lake Hamilton. However there is a notable divide that runs through the centre of the precinct, with land to the north of the ridge line falling south-west to north-east.

The existing subdivision pattern varies extensively. Lots in the southern corner have been subdivided into large conventional lots averaging between 1,000 - 1,500m<sup>2</sup>. Low density, large lots characterise the central area, although many have been subdivided as battle-axe blocks, with an average lot size between 1 - 3ha. There are areas of 0.4ha lots close to Leura Lane which have recently been subdivided.

To the north of the precinct lots remain larger, with an average lot size of 4 - 5ha. There is little cohesion in the overall lot subdivision pattern.

There are a number of existing canopy trees on the precinct, which are concentrated towards Hensley Park Road. The existing vegetation is denser in the north of the precinct. Private dams also proliferate.

Technical constraints for sewer access will influence the future subdivision pattern of the precinct. Most of the southern section of the precinct is currently sewered, or could obtain sewer access if required. The northern area is unsewered, and as the drainage falls away from the township, a sewer extension would be difficult if the lot density remains low.



Figure 4: Aerial Photo showing Hensley Park Road Low Density Residential Precinct

## community feedback

Community engagement workshops held in Hamilton with landowners in the area, in March 2011, highlighted the following priorities for the Hensley Park Road precinct:

- The low density character was the main attraction of this area. A diversity of lot sizes was preferred, with a minimum lot size of 0.4ha - 1ha preferred;
- Many residents were in favour of a varied lot size pattern, with smaller lots permitted amongst larger lots;
- The higher density wedge to the south of the precinct could be rezoned as Residential 1, in keeping with the existing subdivision pattern, and that of the surrounds;
- A desire to minimise through roads, and locate roads in areas that will cause minimum disturbance;
- Improving the connection to Lake Hamilton – particularly identifying a safe place for children to cross Mill Road and the railway line;
- Improving pedestrian access and in particular pedestrian safety along Leura Lane.
- The protection of the existing vegetated character and rural 'feel' of the area was identified as important.

## key features of the masterplan

The masterplan considers the existing topography and natural assets of the precinct as well as the community feedback in developing the precinct masterplan for Hensley Park Road. Key features of the masterplan include:

- *Variation in lot size* will accommodate demand for 'rural' living, in a way that is in keeping with the existing low density neighbourhood character. To achieve this it is proposed to have a transition of lot sizes from higher to lower density, moving south to north away from the city, as follows:
  - The area in the southern wedge below Kent Road, will be rezoned to Residential 1, in keeping with the existing subdivision pattern and to promote conventional residential subdivision in this area.
  - The central area should remain Low Density Residential, with the default minimum lot size of 0.4ha. It is proposed that this area be sewered to address the existing issues with septic systems affecting the nearby Lake Hamilton. As such, the minimum lot size needs to be maintained to ensure connection to the sewer systems are functionally viable for landowners. The central area would extend so far as the topographic divide.
  - To the north of the topographic divide, the land would also be Low Density Residential, but with a schedule to establish a minimum lot size of 1ha given the cost associated with sewerage the area. Battleaxe blocks would be permitted, which would reduce the

need for extensive through roads in this area. The larger lots would also assist in creating a transition to surrounding farmland.

- *Strategically locating through roads to fit with the existing land ownership pattern* and to match as far as possible existing topography. Roads are proposed predominantly through the central section of the precinct to allow for subdivision down to 0.4ha;
- *Enabling a hierarchy of streets* to allow for progressive subdivision over time. The location of local roads (Connector Road Level 1 under Clause 56) and smaller neighbourhood roads (Access Road Level 1 under Clause 56) are proposed to allow for coordinated subdivision;
- *Water Sensitive Urban Design (WSUD)* is promoted along natural drainage lines, and also through WSUD features along key roads. Given the precinct's proximity to Lake Hamilton, and the potential road runoff, WSUD features along roads will provide improved stormwater treatment and connect to the proposed WSUD network;
- *Establish 'green loops' in keeping with the Hamilton Structure Plan.* These loops will form an extension of landscape treatment along North Boundary Road. Vegetation will be encouraged along key road corridors and, where applicable on private lots, to provide for a biodiversity corridor connecting the Hamilton Community Parkland (and the bandicoot habitat), Parklands Golf Course with Lake Hamilton;

- *Establishing a shared bike / pedestrian path* in the redundant rail reserve along the eastern boundary of the precinct. The could potentially link with a regional rail trail in the future and will provide opportunities for informal recreation for residents;
- *Improving pedestrian circulation* along key roads with proposed footpaths. Footpaths should be unsealed and informal, in keeping with the precinct's character. Particular attention is to be paid to improving pedestrian safety along Leura Lane, through a footpath network. An **at-grade pedestrian crossing** is also proposed across the railway line to improve connection to Lake Hamilton;
- *Rationalising dams* as lots become smaller. Some on-site water retention is to be encouraged along natural drainage lines for WSUD purposes;
- *Encouraging protection of existing vegetation* on private lots, to maintain the existing treed character of the area. A Vegetation Protection Overlay (VPO) may be considered for remnant red gums given their importance to the indigenous landscape;
- *Establish feature trees* along the south eastern boundary of the precinct to form an attractive edge to the precinct. This is particularly important as this edge forms a key entry into town from the east;
- *Establish avenue street tree planting* along Hensley Park Road as a strong landscape gesture, highlighting the road as a key axis through the precinct and as a connection point to the airport. The landscape treatment should be informal planting of indigenous trees, to create a solid vegetation row,

whilst maintaining the informal, rural character of the precinct;

- *Establish informal indigenous planting* along key roads in the central area, to enhance the treed character of the area.

### implementation

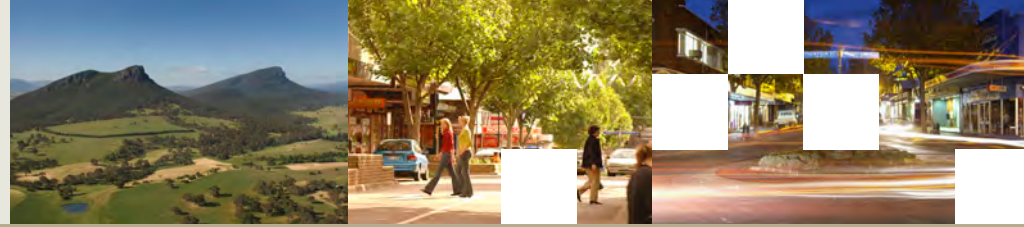
The following matters will guide the implementation of this masterplan:

- All roads are to be provided by an applicant at their cost, at the time of subdivision and adjoining landowners should negotiate a fair and equitable outcome regarding the provision of the road.
- Existing driveways and the handle of existing battlaxe lots should be considered as road alignments where possible and appropriate.
- Council may consider an alternative, interim solution to providing access to new lots, and Council may impose conditions on a subdivision permit to ensure that the road network shown on the Master Plan can be achieved.
- A public open space contribution of 1.5% will be required for all subdivision. The funds derived from this contribution will go towards the establishment of a shared bicycle / pedestrian way reserve along the east edge of the Low Density Residential Zone.
- A drainage plan and costs will be prepared for the Master Plan area. Funding options to implement the plan will be considered once the plan has been finalised.



Figure 5: Hensley Park Road Low Density Residential Precinct (visual reference only - please see appendices for enlarged version)

# 3 south east residential precinct



## existing issues and opportunities

The South East Residential Precinct is a parcel of land currently zoned Residential 1, and has been identified as the primary growth direction for Hamilton's residential expansion. The South East Residential precinct is bounded by Fyfe Street to the north, the Hamilton Highway to the east, Mount Napier Road to the west and the alignment of South Boundary Road to the south.

Despite the land's current zoning as Residential 1, the predominant land use is large rural lots between 1ha - 8ha. There is some conventional residential subdivision along the northern and western fringes of the precinct, along Fyfe Street and Rippon Road respectively.

The precinct topography falls to the south-east, with a ridge line running north-east / south-west that roughly splits the precinct into two planes. The ridge affords key views to the south-east. A natural drainage line runs north east-south west at the base of the ridgeline, which is known to flood, but little formal investigation has been undertaken to date. An investigation as to the extent of flood levels and land subject to inundation is currently being undertaken, and exact levels are not known at the time of writing. In this lower lying area it is important to ensure that future subdivision allows lot size that is sufficient for dwellings to be constructed in areas that are not subject to inundation.

There are a number of established trees within the precinct which contribute to the area's low density treed character. Some of these appear to be windbreaks, others are scattered remnant vegetation.

An alternate heavy vehicle route is recommended for investigation in the Hamilton Structure Plan, will see (as part of phase 2) the development of a route along the southern boundary of the precinct and along the Hamilton Highway to the east of the precinct.

## community feedback

Community engagement workshops held in Hamilton with landowners in the area, in March 2011, highlighted the following priorities for the South East Residential Precinct:

- That the current low density character of the area, particularly to the south, be preserved but subdivision rights be retained;
- That any interface between the alternate heavy vehicle route and residential land be either separated spatially or provided with appropriate buffer or other treatments for safety, noise and visual amenity purposes;
- That there be a transition of land use from higher to lower density away from the city centre, preserving the precinct's character as being the fringe of the city;
- That connections to the precinct from the CBD and surrounding areas be improved.



Figure 2: Aerial Photo showing South East Residential Precinct



## key features of the masterplan

The proposed design outcome for the masterplan precinct suggests a pattern of subdivision that responds to the precinct's natural features, while allowing for future subdivision in a way that is coordinated. The main features of the precinct masterplan are to:

- *Establish a public open space corridor* along the natural drainage line running north east-south west. This public open space would allow for a shared access path, and stormwater retention if and as required. The public open space establishes an axis that roughly divides the precinct into two, creating a natural separation of land use density. The corridor would be located on land that is known to flood, and the full extent of the public open space area may be reviewed once the flood levels have been formally investigated;
- *Provide good access to public open space.* Public open spaces have been distributed such that no lots are further than 400m from an existing or proposed public open space;
- *Create a transition of land use from high density to lower density lots,* from north-west to south-east. This public open space divides the precinct into two proposed neighbourhood character types - conventional lots zoned Residential 1 to the north west and larger lots also zoned Residential 1 but with a minimum subdivision size of 2000 - 3000sqm to the south east of the drainage line;
- *Promote east-west oriented lots* in the Residential 1 section of the precinct, to allow for improved solar access for future dwellings;
- Create a road pattern that responds to landform and existing land ownership pattern. A subdivision pattern is proposed that considers the contours of the precinct and existing land use. For the area to the west between Rippon Road and Mount Napier Road, it is proposed to continue the grid street pattern established in the existing suburbs to the north of the precinct. East of Rippon Road, to the north-west of the precinct, a key access road is proposed along the ridge line and aims to maximise views. Key access roads running east west also reflect the fall of the precinct and would allow for Water Sensitive Urban Design features along the road corridors;
- *Promote the construction of roads along existing tree rows,* to maintain the treed character of the precinct;
- *Allow for increased land use density over time.* A hierarchy of road types is proposed that will allow the transition of the South East Residential Precinct over time. It is likely that large lots north of the public open space corridor, may only develop to standard residential subdivision over a period of time. Key roads have been marked in as dashed. It is assumed that some further access roads may be required over time as development pressure grows. This approach will allow for coordinated subdivision of the precinct.
- *Allow space for buffers on lots adjacent to the proposed alternate heavy vehicle route.* The masterplan proposes a 20m building setback for lots adjoining the potential South Boundary Road and Hamilton Highway alternate heavy vehicle route. It is also proposed that lots along these roads which are zoned Residential 1 are larger to allow adequate space to setbacks of dwellings from the road.
- *Connect the precinct with the Hamilton CBD.* The potential extension of Kennedy Street would be the primary access point to this precinct, and would promote the south east as a growth corridor. This additional and direct link to the CBD will relieve pressure on the Ballarat Road bridge and will become increasingly used as the population in the south east area increases over time;
- *Improve public transport connections.* There is an opportunity to extend the public bus network into this area, as an existing route already services the northern part of Rippon Road.
- *Create 'green loops'.* In keeping with the green loops proposed in the overall Hamilton Structure Plan, a green link is proposed for the road corridor along Fyfe Street providing a safe pedestrian and cycle access path to the RMIT site, the Monivae College and Cox Street. These loops will also provide opportunities for development of biodiversity corridors. This green loop would also connect with the public open space spine in this precinct and return along the potential Kennedy Street extension towards the CBD.

- *Establish informal indigenous planting* along key road corridors, in keeping with the vegetated character of the precinct;
- *Establish Water Sensitive Urban Design (WSUD)* features along main road corridors, and as part of the public open space spine, to enable effective on-site storm water retardation and treatment;
- *Protect existing trees* across the site and consider controls to protect removal of established trees and to retain the treed character of the precinct.

### implementation

The following matters will guide the implementation of this masterplan:

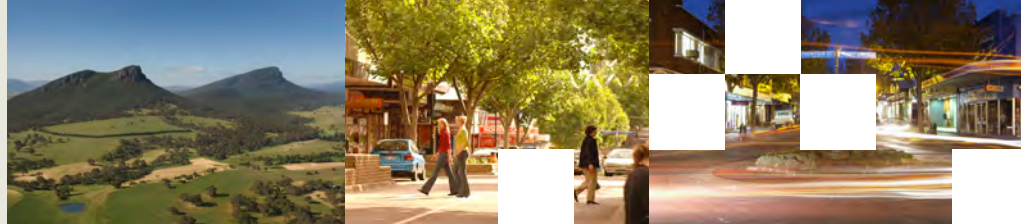
- All roads are to be provided by an applicant at their cost, at the time of subdivision and adjoining landowners should negotiate a fair and equitable outcome regarding the provision of the road.
- Existing driveways and the handle of existing battlaxe lots should be considered as road alignments where possible and appropriate.
- Council may consider an alternative, interim solution to providing access to new lots, and Council may impose conditions on a subdivision permit to ensure that the road network shown on the Masterplan can be achieved.

- A public open space contribution will be required for all subdivision. The funds derived from this contribution will go towards the establishment of a generous area of public open space to be provided centrally along the drainage line.
- A drainage plan and costs will be prepared for the Masterplan area. Funding options to implement the plan will be considered once the plan has been finalised.



Figure 3: South East Residential Precinct (visual reference only - please see appendices for enlarged version)

# 4 south west industrial precinct



## existing issues and opportunities

The South West Industrial Precinct was selected as one of the six precinct masterplans to be undertaken to ensure the coordinated development of industrial uses and economic development in Hamilton over time, particularly in relation to the opportunities offered by the Hamilton Saleyards in this area. Industrial zoned land extends to the south-west of the Hamilton CBD and south of the Grange Burn. The South West Industrial Precinct is bounded by Officer Street to the north east, the railway line to the south east, the existing sewage treatment plant to the west and existing Farming Zone to the north.

The precinct is connected to the CBD via the Henty Highway. A number of major roads cross the precinct including South Boundary Road and the Hamilton-Port Fairy Road, making it a highly accessible area. The precinct is also forms the entry to Hamilton from the south-west.

The Hamilton Saleyards triangle is located at the centre of the precinct. It is understood that a separate master plan is being developed for this area. To the west, the large parcel of grazing land is currently utilised by the Saleyards and this use is to be retained. It is noted that there is an existing stock crossing on the Henty Highway between the Saleyards and the grazing land. Consideration of this crossing should occur when developing the precinct.

Other noteworthy land uses are the Graincorp site to the south of the precinct and the Council Depot on Lodge Road. Scattered industries are located along South Boundary Road, and there is an existing petrol station near the corner of South Boundary Road and Hamilton-Port Fairy Road.

To the north and east of the precinct the existing land use is mixed with various small scale industries and some rural residential lots. The triangle of land between the existing railway, South Boundary Road and the Hamilton-Port Fairy Road is currently zoned as a Farming and there areas a number of residences as well as isolated commercial uses, such as a plant nursery. There is an existing sewer connection along the Hamilton-Port Fairy Road, however most lots are not sewered.



Figure 6: Aerial Photo showing South East Residential Precinct

## community feedback

Community engagement workshops held in Hamilton with landowners in the area, in March 2011, highlighted the following priorities for the South West Industrial Precinct:

- A need to carefully address the interface between residences located in the existing Farming Zone and surrounding Industrial Zone;
- Equal need to ensure businesses were able to develop in the industrial area without concern from neighbouring residential properties;
- An opportunity to improve truck access along South Boundary Road;
- Dangerous speed limits along Officer Street and Lodge Road and the need for improvements to some key intersections.

## key features of the masterplan

The precinct masterplan aims to build on existing land uses and opportunities to create a cohesive framework of the area's future development. Key features of the masterplan include:

- *Encouraging variation in types of industrial development, within the same zone, in three different areas of the precinct:*
  - To the north, 'light' industrial uses to be encouraged on smaller lots of 0.4 ha, given the precinct's proximity to the CBD. Small / light industry should be considered in this area to create a transition to the residential edge of the CBD, and to the Grange Burn.
  - To the east of the Saleyards, industry should be encouraged on moderate sized lots of up to 1ha.
  - To the south of the Saleyards, larger format industry is to be encouraged on 2-3ha lots. This is considered a primary location for larger industry given the area is bounded by the Saleyards to the north and an Industrial 2 Zone to the west and south.
- *Establish a heavy vehicle hub* at the intersection of South Boundary Road and Hamilton-Port Fairy Road. South Boundary Road is nominated as the future alternate heavy vehicle route, is likely to be exposed to higher levels of traffic. Offices, truck parking areas, service stations and food outlets associated with transit use, and for use by the Saleyards, should be established along the Hamilton-Port Fairy Road, north of the proposed truck stop;



Figure 7: South West Industrial Precinct (visual reference only – please see appendices for enlarged version)

- *Better manage existing land uses on land in the south eastern corner by rezoning to a Rural Activity Zone, to reflect the existing residential and commercial mix of uses. Future dwellings in this are to be discouraged as it is located within the Saleyards buffer;*
- *Improving the landscape treatment along the Henty Highway and the Hamilton-Port Fairy Road recognising the role of the roads as a major entry into Hamilton from the south west, by establishing boulevard tree planting;*
- *Establish a Design and Development Overlay to industrial land adjoining the Henty Highway and the Hamilton-Port Fairy Road to ensure development responds to the need for a high quality presentation to the key entries to the city;*
- *Strategically add through roads to allow for coordinated subdivision. Wherever possible roads should follow the existing land ownership pattern;*
- *Establish a share bike / pedestrian path in redundant railway land, providing a bike / pedestrian connection through the precinct and also allowing for a linear open space corridor;*
- *Similarly a 20m building envelope setback is proposed along the north side of Officer Street where the Council depot and future industrial lots given the rezoning to Rural Activity Zone and the need to ensure this does not impact on the existing uses. A tree buffer running east-west is proposed in this are, to filter views from existing residences to the Graincorp site.*
- *Upgrade lighting to along Portland Road to improve the facilities in the area and support the development of this precinct.*

# 5 south grange transition precinct



## existing issues and opportunities

The South Grange Transition Precinct is a crescent shaped parcel of land immediately south of the Grange Burn. Currently zoned Farming Zone, the narrow strip of land is bounded by an industrial zone to the south, the Grange Burn to the north and has a close proximity to the Hamilton CBD. This precinct was selected as one of the precinct masterplans as the area is largely undeveloped but has an important interface with the Grange Burn and some existing issues with zoning, given the area is not suitable for agricultural uses for which it is currently zoned.

The South Grange Precinct falls south-north towards the River, and has scenic views of the Church Hill area, the Grange Burn and the CBD. Much of the area is low lying and subject to inundation, but it is an attractive and highly visible area.

Despite the land's current zoning as a Farming Zone, the land is currently used as large (2-3ha) lots, with some residential land use and some horse grazing and light industrial uses. To the south of the precinct there are some light industrial uses. To the north-east is a parcel of crown land known as the 'Police Paddock'.

## community feedback

Community engagement workshops held in Hamilton with landowners in the area, in March 2011, highlighted the following priorities for the South Grange Transition Precinct:

- Issues with flooding and low lying land adjacent to the creek corridor;
- Poor maintenance of land along the Grange Burn including Victoria Park to the north of the river, making it difficult to use for sports and recreation.
- Access across the Grange Burn and the speed of vehicles through the precinct was also an issue.



Figure 8: Aerial Photo showing South Grange Transition Precinct

### key features of the masterplan

A number of opportunities were discussed in the development of this precinct, including the potential for aged care development, medium density housing (taking advantage of the proximity to the CBD), and holiday / recreational facilities. However, the land subject to inundation covers a significant portion of the precinct, limiting the developable land footprint to only a small area along Officer Street. While it is understood from the Catchment Management Authority (CMA) that land could be filled and made available for more extensive development, the possible development costs and impact on natural systems means this option is not being pursued. On this basis, the following recommendations are made for the South Grange Transition Precinct:

- *Rezone land in accordance with current land use pattern and predicted future growth, including:*
  - Recognising the current land use pattern on lots immediately south of the Grange Burn, it is proposed to rezone the land as Rural Activity, rather than the current Farming Zone.
  - The land south of Steel Street be retained as Industrial 1 Zone, in keeping with existing land use.
  - The land between Dunn Road and the railway line be rezoned to Industrial 1, to reflect the existing land use.
- *Improve road infrastructure along the extension of Officer Street to Dunn Road, which is informally used as a road in the summer;*

- *Investigate the potential of connecting Kennedy Street across the Grange Burn and the railway line to form the key connection from the CBD to Hamilton's South East Residential Precinct. Development around this area will need to be further investigated if this connection proceeds to ensure best use of the land;*
- *Promote planting of indigenous trees, shrubs and groundcovers on Council land in the immediate creek corridor. It is recommended that an Environmental Significance Overlay also be investigated for the creek riparian corridor;*
- *Existing 'Police Paddocks' to be retained as open space and accommodate CFA activities. This site also represents a future development opportunity, should the Kennedy Street extension be established, which would then provide this land with direct road frontage;*
- *Encourage greater utilisation of the land under the Rural Activity Zone for uses such as horse paddocks and market gardens. Active land use is encouraged to improve maintenance along the river corridor;*
- *Discourage construction within the Land Subject to Inundation Overlay;*
- *Discourage construction of dwellings within the 500m EPA buffer from the Saleyards. This buffer extends into the south west corner of the precinct, along Monivae Street;*
- *Establish a 20m building setback for new dwellings to the north of Officer Street where it joins the South West Industrial Precinct. New dwellings should be discouraged in the portion of the South Grange Transition Precinct that is within the Saleyards buffer.*

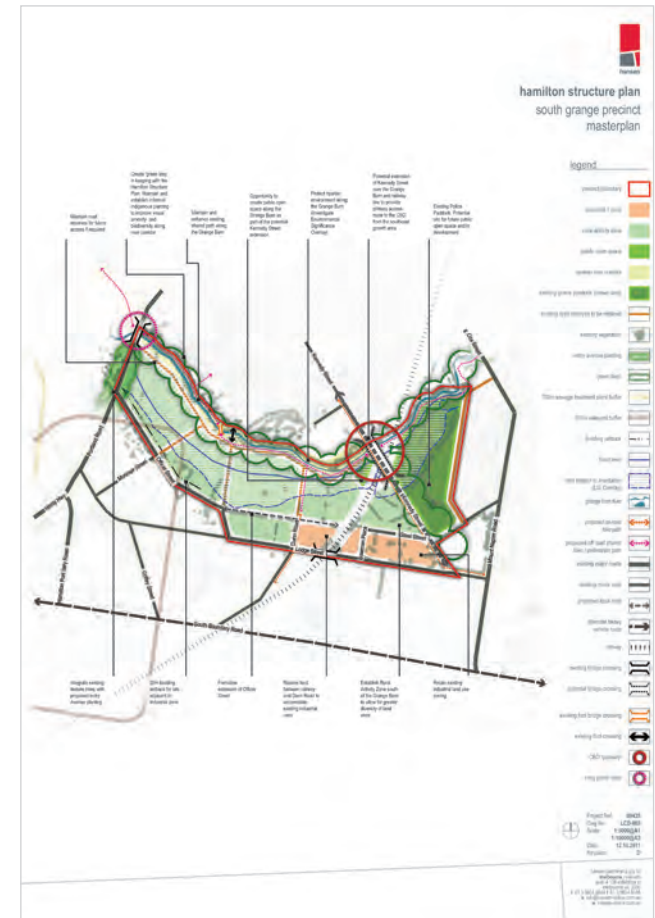


Figure 9: South Grange Transition Precinct (visual reference only – please see appendices for enlarged version)

# 6 cox street entry precinct



## existing issues and opportunities

Cox Street forms the main entry into the Hamilton CBD area when travelling from the east, and is an important axis connecting Ballarat Road, Gray Street and Lonsdale Street. The Cox Street entry precinct is bounded by Lonsdale Street to the north, Station Street and the railway line to the south. It includes the lots along the eastern side of Cox Street and also the block between Sedgewick Street and Flinders Street to the south east. To the west, the precinct includes the entire Gray / Cox / French / Brown Street block, and partially includes the blocks to the north and south of this block, with an emphasis on the Cox Street frontage.

The Cox Street precinct was chosen as one of the six key precincts for the Hamilton Structure Plan not only because of its importance as the main, eastern entry to town but also because of the opportunity it presents to improve retail opportunities and increase activity along Cox Street.

The intersection of Ballarat Road with French Street and Cox Street is a landmark location as the first entry point into the city from the east. This area does not currently have a strong presentation to the street and there is an opportunity for key buildings or streetscape elements to be developed at this intersection over time to create a proud entry into the city.

Cox Street presents key views to the Hamilton College Clock Tower (north) and Mt Pierrepont (south) which should be maintained and enhanced through any proposed works. There is, however, a lack of active frontage and strong built form which does not contribute positively to the overall streetscape.

There is a row of lots along the eastern side of Cox Street, many of which are currently owned by VicRoads / Road Construction Authority. While this land had been allocated for road expansion, VicRoads have indicated that this land is now surplus to requirements. There is a unique opportunity to develop this land to improve the presentation of Cox Street. There are also no street trees along the western side of Cox Street, and considerable opportunity to improve this key entry avenue through tree planting and create another key green space for the city.

Beyond the streetscape, there is considerable underutilised space in the central blocks behind Cox Street which present an opportunity for consolidation and development of large format retail (bulky goods) within the CBD area. The development of bulky goods development within the Hamilton CBD was support by the recent Economic Development Strategy prepared by the Southern Grampians Shire Council.

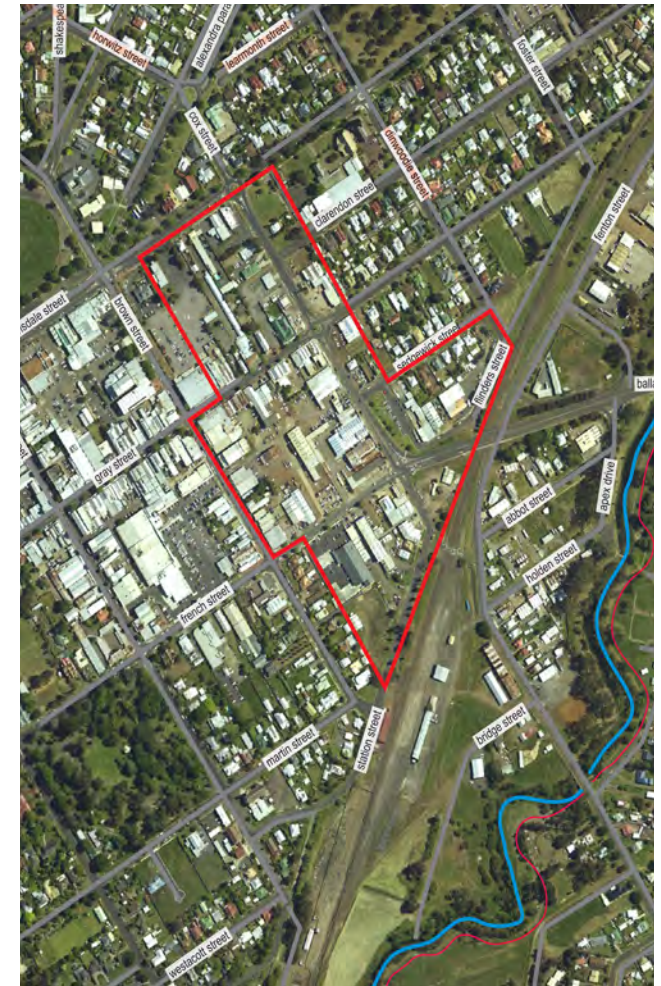


Figure 12: Aerial Photo showing Cox Street Entry Precinct



## community feedback

Community engagement workshops held in Hamilton with landowners in the area, in March 2011, highlighted the following priorities for the Cox Street Entry Precinct:

- The opportunity to improve the built form and streetscape presentation of Cox Street was generally supported by landowners. The major point in question when considering this precinct is the extent to which bulky goods could be built into the existing urban fabric and underutilised spaces, considering floor area requirements and the existing land ownership pattern.
- The Gray/Cox/French/Brown Street block is the main opportunity for large bulky goods developments. As such this block was workshopped in further detail at a separate meeting in April 2011 to consider possible configurations of retail developments, car parking and access.
- Land owners were generally in favour of consolidating land in order to achieve improved development opportunities within the CBD.
- Regarding heritage buildings, the Ansett Shed in the centre of the Gray / Cox / French / Brown Street block was discussed as a constraint to development. Discussion about this structure indicated that there was potential for it to be relocated, possibly close to the Ansett Museum.

## key features of the masterplan

The Cox Street Entry Precinct masterplan aims to establish a framework for improving the presentation of Cox Street as a proud town entrance and at the same time aims to demonstrate opportunities for a vibrant retail precinct with large format stores within the CBD area. The precinct draws on information gained from the community workshops and works with the existing land ownership pattern. Key features of the masterplan include:

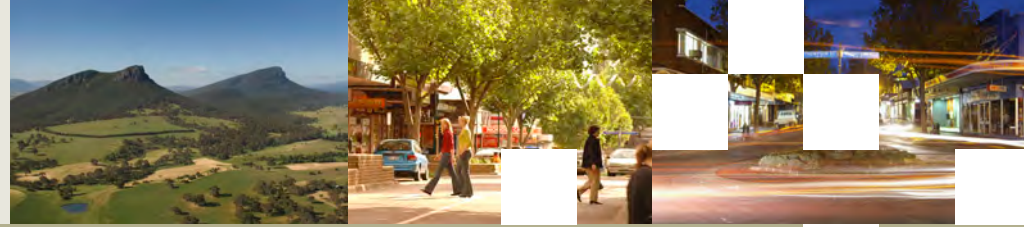
- *Establishing a strong landscaped axis along Cox Street.* This includes creating a double row boulevard of feature trees along the eastern side of Cox Street, with a wide verge containing a shared bicycle/pedestrian path. A single row of complimentary street trees should also be installed along the western side of Cox Street. The boulevard style planting should encourage views north up Cox Street and should not obscure views to the Hamilton College Clock Tower and Mt Pirrepoint.
- *Creating a landmark entry into the CBD area.* This is to be achieved through installing key features along the bridge over Ballarat Road, a change in road pavement at the Ballarat / French / Cox Street intersection, and the promotion of landmark buildings at this intersection as well as enhancing existing key buildings such as the Beaurepairs building;
- *Creating a strong, active urban edge to Cox Street.* Future developments should consider consolidation of existing lots, and should not have a front setback. Car parking should be to the rear of proposed developments. The masterplan suggests how strategic lot consolidation will allow ample opportunities for car parking in the centre of the block;
- *Promoting opportunities for large format retail / bulky goods development along Cox Street, and infill development in the blocks immediately behind Cox Street.* There is significant amount of underutilised land that could be made available for redevelopment. New developments should have active frontages to streets with car parking behind. The Gray / Cox / French / Brown Street block offers considerable opportunity to create a hub of retail activity. There is the opportunity to create decked or basement car parking behind where necessary, with through vehicle and pedestrian access, and pocket parks. The Ansett Shed, currently located in the centre of this block, should be preserved and relocated.
- *Consolidate lots on Cox Street north of Gray Street, enabling a key location for a DDS development;*
- *Establish through block laneways, creating a permeable pedestrian framework and connecting car parks behind.*
- *Improve active frontages and retail potential along French Street and Station Street.* There is potential to create infill development in front of the ALDI development, similarly, there is an opportunity to consolidate lots and open up new retail development along Station Street.
- *Promote mixed use development along the eastern side of Cox Street, beyond the double row landscape boulevard and have active frontages that take advantage of proposed landscape interface.* This development should be accessed by rear laneways with car parking behind. Mixed use infill development should also be promoted for the block between Sedgewick Street and Finders Street.

- *Improve the streetscape amenity* with targeted street tree planting in keeping with the Hamilton city centre Urban Design Framework. This includes proposed 'arboretum' style tree planting along French Street, creating a link with the Botanic Gardens. Key intersections should also be highlighted with feature paving, to improve the identity of the CBD streets.



Figure 13: Cox Street Entry Precinct (visual reference only – please see appendices for enlarged version)

# 7 melville oval and lonsdale street precinct



## existing issues and opportunities

Melville Oval is a precinct of historic significance for the city of Hamilton. Lonsdale Street, which borders the oval to the south, forms part of the Glenelg Highway, and presently acts as a major thoroughfare through the city.

The precinct masterplan encompasses Melville Oval, the existing Council Offices on Market Place, Lonsdale Street between Brown Street and Thompson Street, the businesses and shops on the south side of Lonsdale Street, and a central core of the Lonsdale / Thompson / Brown / Gray Street block, which forms a key pedestrian connection from Lonsdale through to Gray Street.

One of the major challenges of this precinct is the lack of connection between the oval and the CBD. Netball courts, fencing and change rooms as well as CFA training facilities obscure views to the oval, and provide an unattractive edge to the CBD.

Moreover there is no existing pedestrian access along the northern side of Lonsdale Street, and through block pedestrian linkages between Lonsdale Street and Gray Street could be improved.

South of Lonsdale Street, there is an opportunity to improve the use of internal block space, reorganising inefficient car parking to create development opportunities. This precinct also offers an opportunity to provide an integrated connection with the Performing Arts Centre, and to create linked civic and pedestrian spaces.

There are a number of existing heritage buildings, to also be considered integrated as part of this precinct.

## community feedback

Community engagement workshops held in Hamilton with landowners in the area, in March 2011, highlighted the following priorities for the Melville Oval and Lonsdale Street Precinct:

- The opportunity to improve the built form along Lonsdale Street was generally supported although questions regarding the ease to which this could be done considering the existing land ownership pattern and existing buildings was a concern.

Stakeholder groups for Melville Oval noted particular interest in:

- Improving club facilities – particularly the need for upgraded clubrooms for Football Clubs, women's change rooms and improved bathroom facilities;
- Increasing car parking spaces for spectators;
- Managing needs of diverse user groups.



Figure 10: Aerial Photo showing Melville Oval and Lonsdale Street Precinct

## key features of the masterplan

The precinct masterplan builds on the heritage values of the precinct, its prominent location and current land uses to make the following key recommendations:

Lonsdale Street and Lonsdale / Thompson / Brown / Gray Street block:

- *Improving the presentation of Lonsdale Street.* The Hamilton Structure Plan makes recommendation for an alternate heavy vehicle route. With the possibility of routing heavy traffic away from Lonsdale Street, there is an opportunity to upgrade the streetscape to reflect the street's prominence and importance to the city. It is proposed to reduce the road to two, rather than three lanes of traffic, and to use the additional width to form a central median and pedestrian refuge. This may include contrasting paving treatments, and features such as signage, flags or feature trees;
- *Improving accessibility of the city to tourists,* particularly improving the visibility of the Visitor Information Centre at the western end of Lonsdale street, by developing a small park area around the existing eucalypt and providing long bay parking here and at Fitzpatrick Gardens.
- *Improving the built form presentation along the southern edge of Lonsdale Street* to create a strong urban form. It is proposed to consolidate buildings to create new development opportunities, and to infill the area in front of buildings such as the IGA supermarket, which are set back from the street. In particular this provides the opportunity to create a new landmark building which would frame the streetscape and improve the amenity of the urban form.

- *Create a small civic space along Lonsdale Street* that will form a meeting place, and a node that will connect Melville Oval through to the CBD via a raised crossing on Lonsdale Street;
- *Define the north-south pedestrian connection* between Lonsdale Street and Gray Street as the major pedestrian thoroughfare and encourage active frontages to this path;
- *Improve laneway connections* for pedestrian permeability throughout the Lonsdale / Brown / Gray / Thompson Street block;
- *Consolidate inner block car parking* in a multi-story car park area, activating the central block area and creating development opportunities including rooftop spaces;
- *Create inner block pocket parks,* surrounded by active edges that would be created from car park consolidation and development opportunities;
- *Remove obstacles to key vistas* from the inner block to Melville Oval, particularly along the north-south pedestrian connection;
- *Connect the Performing Arts Centre with Lonsdale Street and inner block areas.* Use pedestrian linkages and realigned access points to connect the Performing Arts Centre with pocket parks and the civic space on Lonsdale Street.



Figure 11: Melville Oval and Lonsdale Street Precinct (visual reference only – please see appendices for enlarged version)

**Melville Oval:**

- *Create an extension to the heritage grandstand* and upgrade existing underused areas to accommodate new clubrooms, change rooms and toilet facilities.
- *Relocate* the netball courts, CFA training ground and associated infrastructure from the Lonsdale Street end of Melville Oval. The netball courts can be accommodated to the north of the precinct, while the CFA training facilities can be accommodated off precinct (i.e. the showgrounds etc). New toilet and viewing facilities should be considered as part of a grandstand upgrade.
- *Improve the presentation of Melville Oval to Lonsdale Street.* This includes the following key initiatives:
  - Establish a pedestrian connection along the northern side of Lonsdale Street;
  - In place of the netball courts and CFA training ground, create an open civic precinct with feature trees and landscaping to encourage the community to gather and spend time in this space;
  - Setback the fencing to the back of the oval, rather than the street edge, improving the connection between the oval and Lonsdale Street. While it is understood that this fencing should provide adequate security and be able to stop balls as necessary, the set back from the road will widen the vista along Lonsdale Street and improve the interface;
- Improve public access to existing memorials within the precinct and create public art or new monument opportunities. While fencing should be removed the large gates which mark each corner should be retained.
- *Close Market Place* to create additional space for the oval facilities and to create a strong pedestrian space surrounding the existing council buildings. This will also improve the connection between the council offices and the oval area.
- *Provide multi-function car parking* that can be used for weekday car parking use as well as for sporting use and pedestrian use. At present this area may be used as additional car parking for Council workers during the week. Where possible car parking should not appear as a typical bitumen car park, but rather feature paving, encouraging multi-functional use.

# appendix a precinct masterplans

hensley park road  
low density residential  
precinct masterplan

legend

- precinct boundary
- low density residential zone min lot size 1 ha
- low density residential zone min lot size 0.4ha (sewered)
- residential 1 zone
- public open space
- existing roads
- proposed access roads level 1
- informal tree planting
- 'green loop'
- entry avenue planting
- feature boulevard planting
- existing railway
- entry point / node
- ridge line
- existing dams
- potential water retardation pond
- water sensitive urban design
- proposed on road bike path
- proposed off road shared bike/ pedestrian path
- pedestrian path
- existing lot boundaries
- proposed lot boundaries
- existing vegetation

Lower density lots to transition to edge

Gateway from the airport

Informal planting of Indigenous trees to form green edge

Low Density Residential Zone with minimum lot size 1ha

Establish informal indigenous planting Hensley Park Road as a strong landscape gesture

Ridge Line

Water Sensitive Design swales on key roads

Establish pedestrian path linkages on local roads

Create 'green loops' as a biodiversity corridors in keeping with the structure plan.

Encourage east-west neighbourhood roads, connecting battle axe lanes where applicable.

Rezone bottom wedge as Residential 1, to reflect existing smaller lot sizes

Kent Road extension to meet Laura Lane at T-junction

Create pedestrian crossing and improve connection to Hamilton Lake

Create formal boulevard tree planting as entry feature along Mill Road

Potential location for water retardation pond to treat stormwater runoff

Establish shared bike/pedestrian path in redundant railway land

Improve pedestrian safety along Laura Lane

Laura Lane to be retained as a main north-south access road



Project Ref: 09435  
Dwg No.: LCD\_004  
Scale: 1:5000  
Date: 12.10.2011  
Revision: C

### legend

- precinct boundary
- residential 1 zone
- residential 1 zone, allow for phased subdivision over time
- residential 1 zone subdivision (2000-4000 sqm)
- public open space
- local activity centre
- land subject to inundation (indicative only)
- existing major roads
- existing minor road
- alternate heavy vehicle route
- proposed access road level 1 (indicative)
- informal tree planting
- 'green loop'
- feature boulevard planting
- existing vegetation
- 20m building setback
- drainage line
- water sensitive urban design
- storm water retardation pond (indicative only)
- proposed on road bike path
- proposed off road shared bike/ pedestrian path
- existing shared path
- public transport link
- landscape treatment of road corridor
- sewerage pump
- entry point / node
- ridge line
- potential lot boundaries



'green loop' vegetation corridor

Allow for shared bike/pedestrian connections through public open space

Sewerage pump station (approximate location)

Residential lots with 2000-4000 sqm subdivision

Project Ref: 2009435  
 Dwg No.: LCD-005  
 Scale: 1:5000@A1  
 Date: 12.10.2011  
 Revision: C



# hamilton structure plan

## saleyards/ industrial precinct masterplan

### legend

- precinct boundary
- industrial 1 zone (small lots)
- industrial 1 zone (medium lots)
- industrial 1 zone (large lots)
- rural activity zone
- existing grazing land
- existing saleyards
- existing power sub-station
- landuse in association with truck stop
- potential truck stop
- design and development overlay
- existing vegetation
- entry avenue planting
- 700m sewage treatment plant buffer
- 500m saleyard buffer
- 500m landfill buffer
- building setback
- indicative lot boundaries
- water bodies
- proposed on road bike path
- proposed off road bike / pedestrian path
- existing major roads
- existing minor road
- existing bridge crossing
- proposed road
- alternate heavy vehicle route
- railway
- prominent intersection / node
- entry point/ node



Promote small scale industrial subdivision (0.4 ha) in northern portion of site to take advantage of proximity to CBD

Install shared off road bike/ pedestrian link in redundant rail land

Existing grazing land to remain associated with Saleyards

Stock crossing area

Promote large format subdivision on urban fringe (2 to 3 ha subdivision)

Tree planting to filter views to existing industrial use

Apply DDO to manage presentation of industrial lots on key entry roads

Avenue planting along Portland Road - Henty Highway and Port Fairy Road to create attractive entry

Opportunities for industrial subdivision and development in proximity to key infrastructure

20m building setback north of Officer Street for future development

Land to be rezoned to Rural Activity to correspond with adjoining South Grange Transition Precinct

Potential facilities associated with truck stop

Potential truck stop to respond to alternate heavy vehicle route

Future alternate heavy vehicle route

Rezoning existing Farming Zone to Rural Activity to respond to existing development

Upgrade road infrastructure and street planting to improve presentation of major entry roads

Project Ref: 09435  
 Dwg No.: LCD-006  
 Scale: 1:5000@A1  
 Date: 12.10.11  
 Revision: C



# hamilton structure plan

## south grange precinct

### masterplan

#### legend


















- precinct boundary
- industrial 1 zone
- rural activity zone
- public open space
- riparian river corridor
- existing 'police paddock' (crown land)
- existing road reserves to be retained
- existing vegetation
- entry avenue planting
- 'green loop'
- 700m sewage treatment plant buffer
- 500m saleyard buffer
- building setback
- flood level
- land subject to inundation (LSI Overlay)
- grange burn river
- proposed on road bike path
- proposed off road shared bike / pedestrian path
- existing major roads
- existing minor road
- proposed local road
- alternate heavy vehicle route
- railway
- existing bridge crossing
- potential bridge crossing
- existing foot bridge crossing
- existing ford crossing
- CBD 'gateway'
- entry point/ node



Project Ref: 09435  
 Dwg No.: LCD-003  
 Scale: 1:5000@A1  
 1:10000@A3  
 Date: 12.10.2011  
 Revision: D

# hamilton structure plan city square / melville oval precinct indicative masterplan

## legend

- precinct boundary 
- development sites 
- pocket parks / open space 
- car parking 
- existing buildings 
- feature paving 
- heritage listed buildings 
- new active edge 
- existing gateways 
- fence 
- pedestrian connection 
- vehicle circulation 
- new monument or public art piece 
- existing memorial 
- existing vegetation 
- proposed feature vegetation 
- proposed vegetation 



Project Ref: 09435  
 Dwg No.: LCD-002  
 Scale: 1:1000@A1  
 Date: 12.10.11  
 Revision: C



# hamilton structure plan

## cox street masterplan

### legend

- precinct boundary
- potential development sites
- public open space
- mixed use
- existing buildings
- buildings to be removed/incorporated into new developments
- feature paving to highlight intersection
- feature pedestrian paving
- heritage listed buildings
- active edges
- at grade carparking
- carparking under potential development sites
- landmark buildings
- proposed on road bike path
- proposed feature vegetation
- proposed vegetation
- proposed arboretum style planting
- existing vegetation
- laneway with shared vehicle / pedestrian access
- existing at-grade crossing
- pedestrian connection
- vehicle circulation



Project Ref: 09435  
 Dwg No.: LCD-001  
 Scale: 1:1200@A1  
 Date: 12.10.11  
 Revision: D