



# hamilton city centre urban design framework

volume 2 of 4



this hamilton urban design framework was prepared by **hansen partnership** and is a shared initiative of the state victorian government and the southern grampians shire council.

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# 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 city centre urban design framework* 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 city centre design guidelines*: 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 over time (vol 4); and
- The *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.

The *Hamilton city centre urban design framework (UDF)* outlines series of strategies and actions that seek to improve the function and image of the city centre and provide the forum for continued growth and development within the city core. The key 'framework' elements that underpin the urban design framework plan are described below and form the basis for a series of key strategies and actions. They are also linked to the design guidelines applied to particular land use precincts in the CBD contained within the *Hamilton city centre design guidelines*.

The UDF draws on a series background reports and technical assessments, and builds on the adopted strategies contained within the *Hamilton Key Directions Report*. The economic assessment which was undertaken in the background stage of this process identified that demand for commercial floorspace to 2021 is likely to be around 6,200sqm and around 13,500sqm by 2031. This represents an additional 8,100sqm of retail space and an additional 5,400sqm of non-retail floorspace to 2031. When auxiliary land use requirements are taken into account this projection means around 27,000sqm of land will be needed in the Hamilton in 2031. This is based on current trends, particularly in relation to the amount of land required for car parking, which represents the majority of the auxiliary land requirements.

The focus of an urban design framework is on the public domain, but it also addresses the key interfaces between the private realm and public spaces and critical matters of development form and scale within the CBD. The urban design framework should not be read or interpreted as a restrictive blueprint, rather a guiding document to assist in decision making and funding of capital works over a period of time.

The key 'skeletal' elements of the CBD relate to the noted themes of:

- Land Use and Activity,
- Access and Movement,
- Built Form, and
- Landscape and Environment.

Together these elements make up the key urban design directions of the *Hamilton city centre urban design framework*.

## overview and key issues

The following themes are the basis for the UDF. Within this document strategies and actions are grouped under the following headings.

### land use and activity

Land use and activity refers to the key skeletal features of urban blocks that define the layout and nature of different precincts within the city centre. The land use plan seeks to create a clear and unambiguous urban structure grounded in the simple grid network of Hamilton and which complements the existing land use pattern and character of the centre. The emphasis in the CBD is formation of a more compact and efficient urban structure for city centre. A consolidation of activity generating uses to promote synergies will underpin the structure.

### access and movement

This relates to the functional aspect of pedestrian movement in the city centre. A key ambition of the UDF is a reordering of the road hierarchy allowing heavy through traffic (particularly

truck) movement to diverted around (as opposed to through) the city core. Also of note are a series of new town boulevards and pedestrian spaces and links to ensure ease of movement within the city centre. The framework also seeks to realise walking and cycle links through the city centre to the Grange Burn and other recreation areas, to improve public transport and ensure universal access for all.

### built form

The built form framework seeks an appropriate scale of development that complements the existing traditional pattern of CBD buildings, including important heritage fabric. The plan seeks to define general building height and scale in identified precincts and redefine a new built form order for the important Lonsdale Street frontage overlooking Melville Oval. The plan also differentiates between areas of fine grained or large format retail and those areas for residential consolidation or where the preservation of traditional domestic form (or heritage) is required.

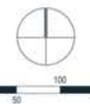
### landscape and environment

This framework relates to key public amenity considerations in the city centre. The focus on this concept is the strengthening of CBD avenue planting and definition of key entries to the town core. The plan also highlights a key thematic 'green loop' which embraces the Grange Burn as well as the important Melville Oval and Botanic Garden reserves. Together with key pedestrian spaces and junction treatments designed to 'humanise' the town, this framework focuses on the environmental enhancement of the place, making for an attractive, amenable and comfortable 'people place'.



# hamilton structure plan CBD map

legend  
 CBD boundary   
 railway line 



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# 2 vision and key directions



The overall vision for the city centre towards which the key directions are focused is:

*“For the Hamilton city centre to be the civic, shopping, business, entertainment, social, cultural and community heart of the city and region, which is safe and walkable and accessible to all by all means of transport, which is vibrant and busy, which showcases its heritage, open spaces and attractive boulevards and streetscapes, and which can evolve and intensify over time to accommodate the needs of the local, municipal and regional community, both residential and business in a compact and efficient urban form.”*

This vision may be achieved through pursuit of the following key directions for the city centre:

## a. establish an alternate heavy vehicle route to reclaim Lonsdale and Cox streets.

- Reclaim Cox Street as a green entry into the city centre with boulevard treatments,
- Establish a linear reserve on the eastern side of Cox Street with new frontage uses,
- Restore Lonsdale Street as the primary ‘address’ of the city centre, overlooking Melville Oval,
- Improve the presentation and image of Lonsdale Street with proud frontage forms, and
- Create special pedestrian treatments to enable safe crossing of Lonsdale Street.

## b. infill city blocks in core with multi level development incorporating car parking.

- Define opportunities for mixed infill development behind the main street spines,
- Incorporate decked or underground car parking wherever possible to better utilise CBD space,
- Configure development to support a new network of internal block streets and lanes, and
- Shield decked car parking with a skin of outward facing retail and / or office uses.



## c. strengthen urban gateways and key street edges.

- Establish planting and artworks at CBD entries on Ballarat Road, Cox, Pope and Scoresby Streets,
- Define future linkage across Grange Burn along Kennedy Street south,
- Ensure all street edges within the core CBD grid present active or attractive frontage, and
- ‘Dress up’ the Ballarat Road bridge with feature planting and artworks, including lighting.





**d. forge strong physical links between the grange burn and city centre.**

- Strengthen and extend the shared walking and cycling trails along the Grange Burn for recreational purposes,
- Create streetscape planting links from the CBD grid linking to the Grange Burn,
- Develop a vegetated screen along the railway corridor as a native green buffer, and
- Encourage restoration of the natural riparian creekside setting including weed management.

**e. define and consolidate the retail core.**

- Strengthen the retail offer in the CBD with further convenience retail and discount department stores,
- Retail growth including bulky goods forms to extend eastward towards Cox Street,
- Ensure the provision of fine grained retail frontages to each 'retail core' street front at ground level, and
- Recognise and enhance the pivotal role of Gray Street as the core of the retail centre, and
- Provide opportunities for small business and home offices to establish within and around the city centre.



**f. protect key views to landmarks and landscapes.**

- Manage urban form on Cox Street to protect views to the Hamilton College tower to the north and Mt Pierrepont to the south,
- Frame the French and Lonsdale Street corridors to ensure visual links to the Botanic Gardens and Melville Oval,
- Acknowledge the role of Church Hill and its contribution to the city's skyline through moderate foreground form, and
- Limit the scale and projections of buildings to the city's western edge in aid of skyline protection.

**g. ensure a safe and amenable pedestrian setting on the key retail pathways.**

- Define a hierarchy of retail streetscapes and associated pedestrian spines,
- Recognise the core pedestrian block incorporating Lonsdale, Gray, Thompson and Brown Streets,
- Develop a secondary pedestrian priority link around the Botanic Gardens and Melville Oval, and
- Advance a web of linear laneways behind the main street spines that are safe, open and active.



**h. establish green links to the botanical gardens from key gateways.**

- Recognise the role of French and Thompson Streets as connecting spines to the Botanic Gardens,
- Establish signage and an 'arboretum' to French Street that invites connection to the Gardens,
- Enhance the Garden's edge with defined pathways and gated entries at the key junctions, and
- Undertake plan of management or masterplan for the Gardens to ensure its sustained use.

**i. consolidate housing opportunities to the south and west of the city and around parkland.**

- Install housing wherever possible in the CBD in shop top, infill or new built apartment form,
- Encourage higher density housing such as townhouses of 2 and 3 storeys around parks and gardens, and between French Street and the railway.
- Support moderate consolidation on housing lots beyond the central grid, such as dual occupancies, and
- Emphasise the potential for shop top or apartment living on Lonsdale Street, Gray Street and Thompson Street.

**j. protect and enhance heritage assets.**

- Recognise the importance of local heritage sites in the CBD and ensure their ongoing protection,
- Define walking trails and information brochures for historic town walking tours,
- Celebrate the history of Hamilton with an 'avenue of Hamilton champions' on Brown Street,
- Create new urban spaces on Brown and Lonsdale Street with reference to local icons and themes, and
- Establish a system of heritage restoration grants.

**k. investigate opportunities for bulky goods retailing within the wider CBD area.**

- Establish a defined bulky goods precinct on Cox Street between Station and Lonsdale Streets,
- Allow large format stores to an equivalent of 3 storeys to the Cox Street frontage,
- Ensure that all stores are set to the street front with concealed car parking and loading, and
- Establish a central court car parking area to 'unlock' land within the heart of blocks.

**l. form a focal civic space or city square in proximity to Melville Oval.**

- Recognise the prospect of a network of public squares in Brown and Lonsdale Streets,
- Create a Brown Street space that relates to the Performing Arts Centre uses and activities,
- Design a new north facing plaza on Lonsdale Street overlooking the Melville Oval, and



- Reorganise the Melville Oval configuration so as to improve its outward presentation, its functionality and its relationship to the CBD.

**m. invigorate inter block laneways and resolve ownership to unlock central development sites.**

- Provide a network of through-block laneways that can support a fine grain of retail frontage,
- Ensure that each urban block connects through to a centrally located pocket park, plaza or open public space,
- Align laneways so that they connect with each other, ensuring cross street connections, and
- Permit limited vehicular access to laneways where required to provide access to decked parking or to service businesses.

**n. consider options for city centre bus interchange and provide improved passenger facilities.**

- Define the Hamilton Station and surrounds as an opportunity precinct for passenger activity, provide improved lighting and connections to the heart of the CBD, and improved tourist information and signage,
- Encourage urban consolidation around the station as a basis for change in the southern CBD,

- Provide interchange services for regional buses on the north side of Station Street with regional links and including a dedicated bus parking area,
- Establish a new 'main' city stop for city buses close to cultural, recreational and civic uses on Lonsdale Street,
- Progressively upgrade other existing bus stops such as on Brown Street and adjacent to Coles, and
- Consider providing a local circulating CBD bus that traverses the city at limited charge.

**o. providing places for and accommodating the needs of youth and other groups within the community.**

- Encourage community and people oriented uses on Brown and Lonsdale Streets,
- Recognise the role of the Performing Arts Centre and adjacent buildings to service youth and other groups,
- Design public plazas and pocket parks with a thematic in mind for particular users, and
- Relocate netball courts to the northern part of Melville Oval with better clubroom connections.

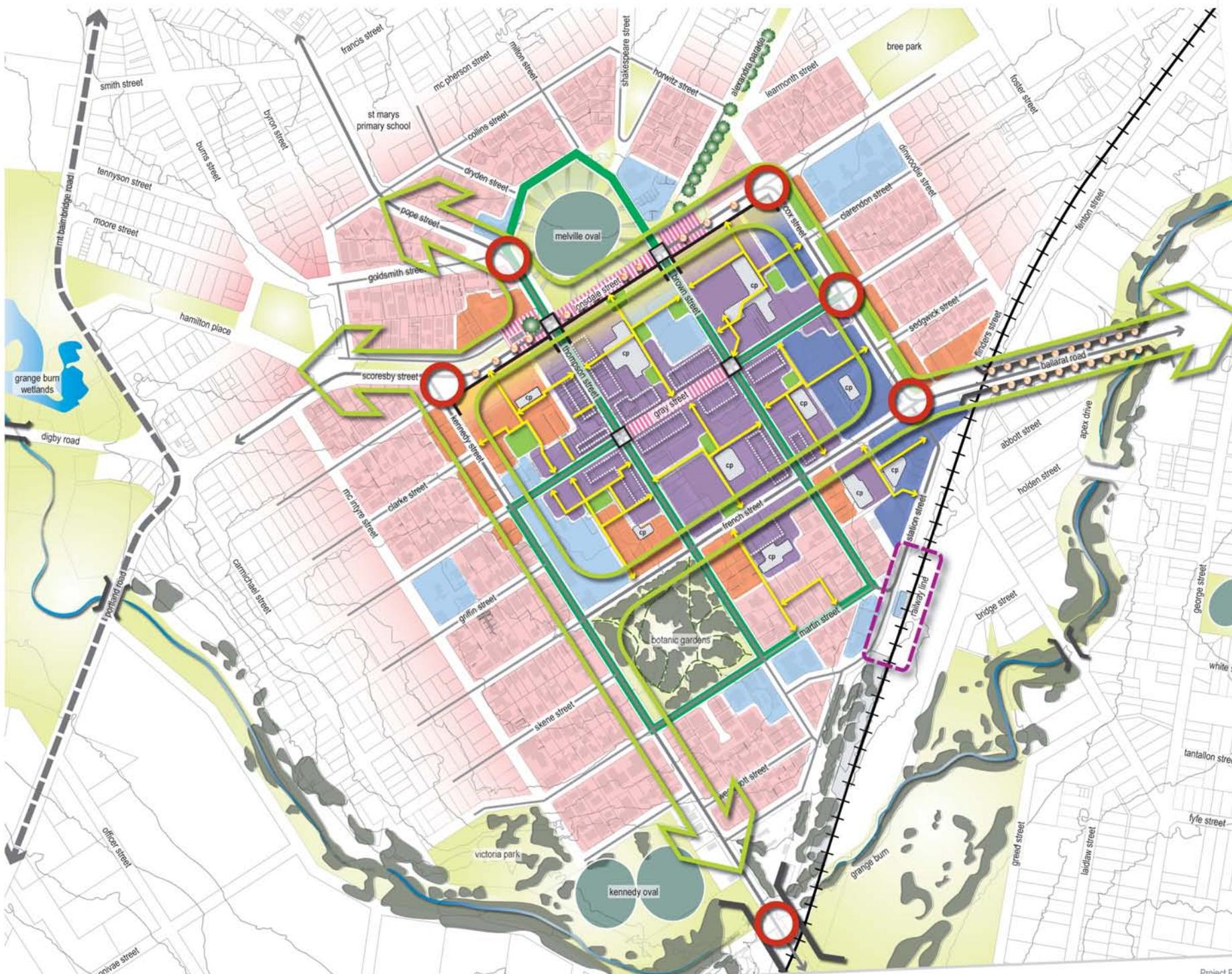
**p. investigate opportunities for the integration of public and/ or place making art.**

- Create public artworks as commissioned elements at each urban junction,
- Rationalise CBD roundabouts to serve as raised thresholds with sculpture installations,
- Design particular 'Hamilton specific' street fixtures and lighting that tell the story of the city, and
- Define Gray Street as the CBD core spine with extended pavements and vehicle speed limits.



# hamilton structure plan

## city centre urban design framework



- roads
- car park
- public transport interchange node
- focal precincts
- open space
- parks and plazas
- laneway links
- housing stock
- commercial
- bulky goods
- community / civic
- mixed use
- shop-top development
- raised crossings
- gateway location
- town boulevard
- lonsdale street frontage
- artwork features
- pedestrian priority area
- alternate heavy vehicle route
- waterway
- bridge

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# 3 land use & activity



## statement of intent

The land use and activity plan seeks to create a better integration between different uses within the city centre. The key elements highlighted within the land use and activity framework is the creation of a series of distinguishable land use precincts that are the focus for consolidation and growth. The plan allows a clear consolidation of the retail core with speciality uses along Gray Street and retail growth in large format stores to the south and east towards Cox Street, where there are notable precincts for the exploration and establishment of bulky goods uses. The opportunity exists for a well defined community civic hub around Melville Oval. The plan also allows for residential infill throughout the city core with residential consolidation on standard domestic lots to the immediate south and north east of the city.

## objectives

- To create a compact Hamilton city centre.
- To create a distinctive identity and sense of place.
- To create destinations and community meeting places with the city.
- To create consolidation opportunities that can be realized.

## strategies

- Focus consolidated development within the CBD core grid and avoid leakage behind these boundaries,
- Recognise a precinct identified as the city core embracing the key urban block and Melville Oval,

- Generate activity by encouraging retail redevelopment at ground level within the core of the city centre, as well as commercial, entertainment, residential and other uses throughout the centre generally,
- Infill undeveloped land within urban blocks as the forum for retail and mixed use development,
- Emphasize mixed use activities to the western end of the CBD with offices and residential uses above shops,
- Create opportunities for residential infill in the form of townhouses and shop top forms through the city,
- Protect the integrity of the Church Hill precinct and its garden setting,
- Support consolidation of housing lots beyond (but within walking distance) of the CBD,
- Encourage basement and decked car parking so as to further unlock retail land within the CBD,
- Promote active laneways to provide further frontages for retail spaces available within the city,
- Allow a skin of business uses along the east side of Cox Street but discourage further spread of retail uses, into the residential area beyond,
- Identify a defined bulky goods precinct within the city centre to the western side of Cox Street,
- Encourage residential development in areas of high amenity within the city centre, such as adjoining the Grange Burn and overlooking the Melville Oval and Botanic Gardens,

- Facilitate the relocation of low intensity industrial, warehouse, car yard and trade supply uses to other appropriate locations in Hamilton, outside of the CBD (i.e. Coleraine Road), as necessary to provide development opportunities for more intensive CBD activities, including bulky goods retailing.
- Focus arts, leisure and recreational services on Brown Street on approach to Lonsdale Street,
- Create a 'tourist' area along Lonsdale Street providing parks and caravan parking at either side of Melville Oval, including providing greater prominence to the Visitor Information Centre by increasing space around the building, and
- Concentrate government and civic services and other business uses to Lonsdale and Brown Streets.

## actions

- Pursue opportunities to incorporate a greater scope of community services and events within the city centre.
- Masterplan the area between Gray Street and Melville Oval to ensure appropriate outcomes and integration with the *Arts and Cultural Precinct Masterplan (2011)*.
- Devise development parcels within each city block as the basis for development entrepreneurs.
- Form a traders and business network within city centre and establish a local business incubator.

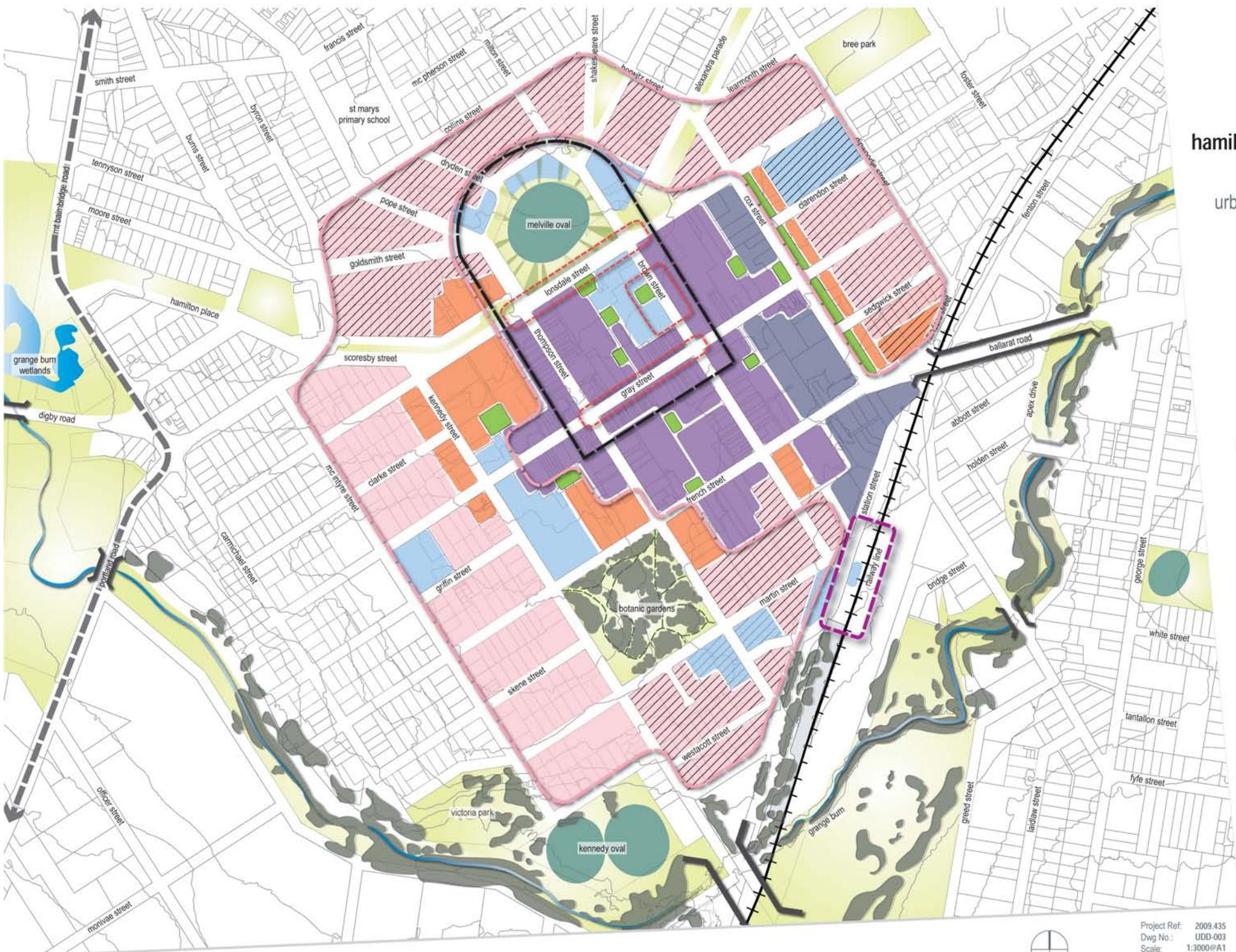


# hamilton structure plan

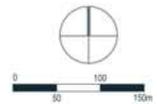
## city centre urban design framework

### land use and activity

- existing housing 
- bulky goods / large format retail 
- retail / business 
- community / civic 
- mixed use 
- residential consolidation opportunities 
- open space 
- parks and plazas 
- city core 
- cbd periphery 
- public transport interchange node 
- key pedestrian spaces 



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# 4 access & movement



## statement of intent

The access and movement plan seeks to ensure that there is a safe, legible and comfortable network that allows for the coexistence of vehicle and pedestrian movement to and through the Hamilton city centre. The centre currently prioritizes vehicular movement over pedestrian comfort and the plan seeks to redress this balance. This can be achieved through definition of a clear street hierarchy for through and destination vehicle movements and defined pedestrian treatments. A series of pedestrian spaces and priority routes have also been developed in tandem with pocket parks and plaza spaces, both public and private. The intention is to reduce car dependency and remove heavy vehicle traffic and encourage healthy living within the CBD and throughout Hamilton generally.

## objectives

- To improve access in the CBD and the provision of sustainable services such as cycling and walking.
- To improve pedestrianisation of the city centre and promote pedestrian safety and priority throughout centre.
- To improve traffic management of car parking within the retail core, with decked or basement car parking.
- To develop a connected network of laneways connecting key destinations and public plazas within city centre.
- To improve the level of service and frequency of public transport both within Hamilton and to Hamilton from other regional locations.
- To implement the principles of 'universal access' throughout the CBD.



## strategies

- Support the staged introduction of an alternate heavy vehicle route to remove truck and heavy vehicle traffic from the CBD,
- Provide improved connections of on-road cycle paths and shared paths for walking and cycling along the Grange Burn,
- Improve the amenity and safety of the Cox Street connection across the train tracks and the Grange Burn corridor,
- Support traffic calming measures to Lonsdale Street to promote it as a key axis within the city centre,
- Establish mid block decked car parking precincts with a skin of active frontage to lanes and streets,
- Enhance existing laneways and develop new laneway links to provide mid block development sites,
- Provide a new 'main' city bus stop on Lonsdale Street to better integrate with the key pedestrian space and strengthened pedestrian connections into the CBD,
- Progressively upgrade existing bus stops, including Brown Street, within improved lighting, seating, shelter and signage,
- Provide opportunities for long bay caravan and tourist bus parking options in key, highly visible locations on Lonsdale Street, such as the Fitzpatrick Gardens,
- Introduce raised thresholds at the intersections of Thompson and Brown Streets with Lonsdale and Gray Streets to improve safety of pedestrian crossings at key junctions,





- Introduce new treatment of pedestrian pavements, beginning with Gray Street between Brown and Thompson,
- Retain roundabout treatments at key intersections that support through movements to the city centre periphery,
- Reorganise the Melville Oval frontage to better address Lonsdale Street and to integrate and connect with the community / civic precinct,
- Retain the inter-city buses at the railway station and create an intermodal transport node, improve the lighting, signage and seating in the area and provide a dedicated bus parking area,
- Ensure safe pedestrian crossings are provided in mid-block locations where required (such as Brown Street proximate to the Performing Arts Centre),
- Create clearer pathways to the railway station from the city centre, and
- Address the 'missing link' of the Grange Burn track between the Henty Highway and the wetlands.



### actions

- Confirm car parking ratio requirements for CBD retail and mixed use development sites as part of a parking strategy and prepare a Parking Precinct Plan for the CBD.
- Identify the best locations for both short term (customer) and long term (employee) car parking.
- Undertake wayfinding signage upgrades in and around the CBD.
- Relocate school bus parking to a dedicated bus parking area in the station precinct to allow use of Fitzpatrick Gardens for tourist parking.
- Undertake streetscape concepts for Gray and Lonsdale Streets between Brown and Thompson Streets to establish appropriate configuration and treatments
- Investigate changes to speeds within the CBD and possible reductions in speed limits.



- Form a working group with DoT, VicRoads and bus providers to address local transport management.
- Prepare a capital works program for upgrades to transport infrastructure.

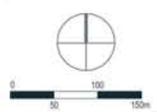
# hamilton structure plan

city centre  
urban design framework

access and movement



- main through road
- key access road
- local road
- priority pedestrian areas
- bus route
- shared path
- on road bike path
- laneway link
- car park
- cbd gateway location
- roundabout
- raised thresholds
- signalised intersection
- town boulevard
- focal precincts
- open space
- parks and plazas
- public transport interchange node
- caravan parking
- key bus stops
- alternate heavy vehicle route
- waterway
- bridge



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# 5 built form



## statement of intent

The built form framework seeks to build on the very attractive existing urban setting of the Hamilton CBD. While the CBD image and its spectacular skyline is worthy of protection, there remain considerable parts of the CBD core that are underutilised and poorly presented. This condition could be exacerbated if new larger format retail uses are permitted to locate outside the city centre. The framework seeks to ensure that development is optimised within the CBD grid to the best possible urban design standard, ensuring a consistent active street presentation and concealment of much of the city's services and infrastructure. The built form framework also acknowledges the role of heritage streetscapes and the important presence of traditional building stock in the city. In doing so, it identifies a number of specific built form precincts in the town that correspond to a human scale.

## objectives

- To accommodate a greater mix of uses and synergies between activities within the city centre.
- To encourage residential consolidation in and around the city centre.
- To facilitate high quality built form that creates a positive image and identity for Hamilton.
- To strengthen the image and streetscape presentation along Lonsdale Street.
- To strengthen the respect for heritage stock and improve the character of the city centre.



## strategies

- Encourage development within the CBD core area of 2-3 storeys build to site boundaries that makes a more efficient use of underutilised space,
- Retain a low scale to the key Gray Street spine of 1-2 storeys with decorative parapets and a fine grain,
- Encourage the development of multi deck car parking as an alternative to at-grade parking,
- Encourage the provision of 1-3 storey residential consolidation around the edges of core city centre,
- Protect the integrity of the traditional domestic fringe to west and northwest with a scale of 1-2 storeys,
- Encourage a consolidated format of 4-5 storey built form

along Lonsdale Street to provide a defined edge to the CBD grid and a proud form overlooking the Melville Oval,

- Integrate taller form on Lonsdale Street with slope so that it transitions to a 2 storey form to Gray Street,
- Retain important heritage built form within the city and surrounds and protect the role of landmarks,
- Encourage shop top housing within the whole of the CBD, most particularly Lonsdale Street and along the Gray Street retail spine,
- Implement appropriate signage controls for the CBD,
- Encourage active and attractive frontages to ground floors along all CBD streets with the concealment of service and car parking areas wherever possible, and
- Ensure a 'fine grain' of development along all core CBD streets with larger format profiles to Cox and French Streets.

## actions

- Form a working relationship with stakeholders to formulate detailed building design guidelines for infill development of the city centre.
- Work with land owners and developers of identified strategic development sites to realise development opportunities.
- Introduce a master planned bulky goods and large format retail precinct along Cox Street.
- Define 'model' sites and example development configurations for consideration by the private sector.

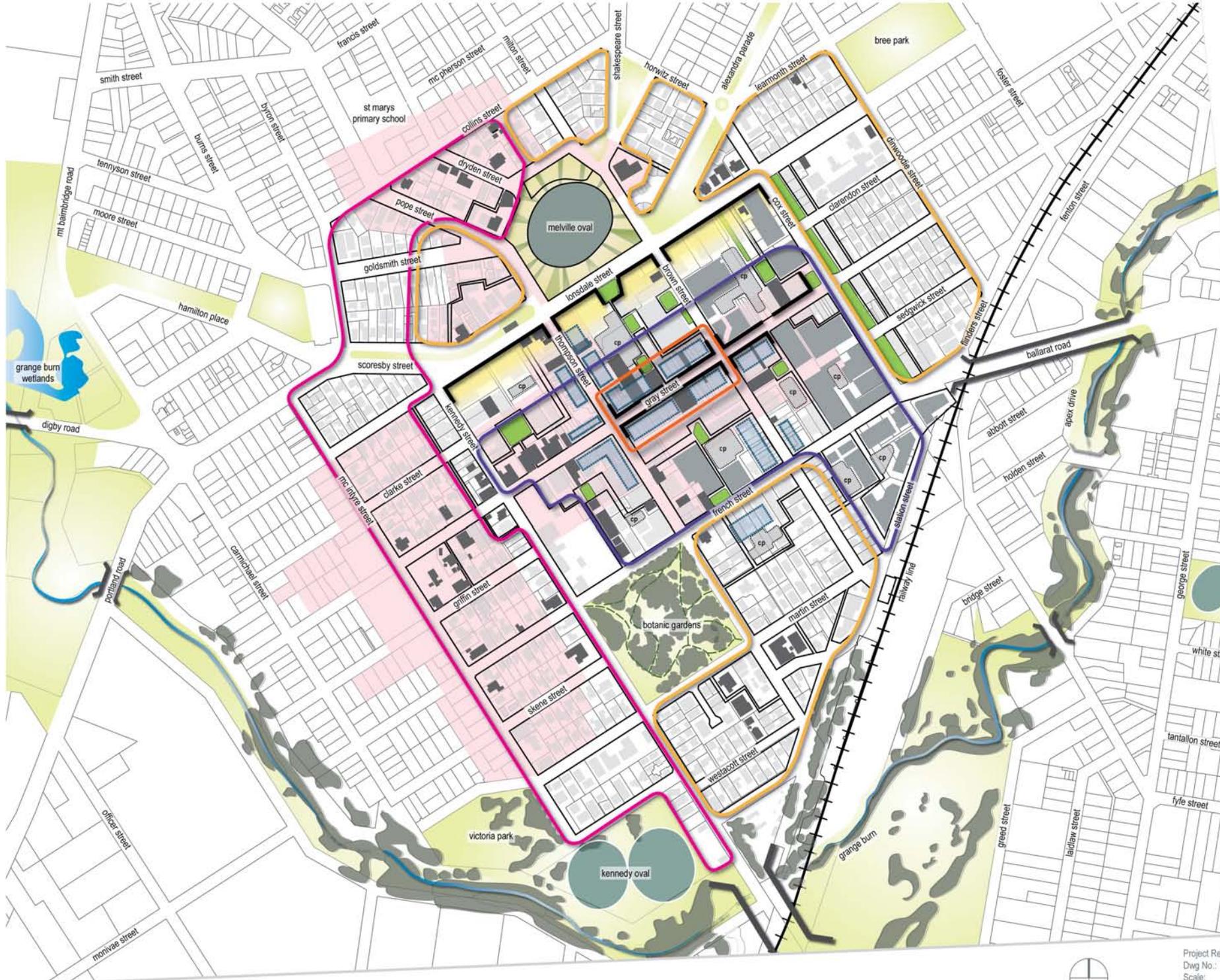


# hamilton structure plan

city centre  
urban design framework

## built form

- core town centre  2 - 3 storey
- traditional domestic fringe  1 - 2 storey
- consolidation edges  1 - 3 storey
- lonsdale street frontage  4 - 5 storey
- gray st spine (fine grain)  1 - 2 storey
- heritage buildings 
- heritage precincts 
- shop-top development 
- active frontages 
- large format retail 
- multi deck car park 
- parks and plazas 



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# 6 landscape & environment



## statement of intent

The landscape and environment framework seeks to improve the image and presentation of the CBD through a series of landscape and public realm initiatives. The CBD enjoys good recreational facilities at Melville Oval and the Botanic Gardens however these are destinations in their own right, somewhat disconnected from the established street grid, and not locations for casual or informal use. The city centre lacks opportunities for informal gathering and discrete public spaces and corridors that are of a more intimate scale. The landscape and environment framework looks to build on the existing public open space and streetscape network and defined a new tertiary layer of spaces including lanes, plazas and pocket parks to the CBD.

## objectives

- To improve the public realm presentation and image of the city centre.
- To create recreation and leisure opportunities that respond to local need.
- To strengthen the landscape setting of the city centre, particularly along key boulevards and within parklands.
- To increase civic functions and community interaction within the city centre.
- To provide attractive gathering spaces where the community can meet, interact and celebrate together.

- To improve gateway presentations of the CBD.
- To provide opportunities for shade tree planting and water sensitive urban design treatments throughout the CBD, including at-grade car parks.

## strategies

- Redefine Cox Street through changes to road treatments and extensive tree planting to its eastern side,
- Create a specific avenue effect extending along Cox and Lonsdale Street as a thoroughfare through the CBD,
- Support a landscape median treatment along Lonsdale and Kennedy Streets with improved footpaths,
- Encourage integrated public art projects along the Ballarat Road bridge,
- Require integration of water sensitive urban design and provision of shade trees within the city centre, including within private car parks,
- Retain visual links from the city centre to the Grange Burn and the natural landscape features to the south,
- Delineate key retail pathways through new paving treatments to Gray, Brown, Lonsdale and Thompson Streets,
- Ensure appropriate shade, lighting and seating provided along these key retail links,





- Create a series of pocket parks in mid-block locations connected via inner block laneways as 'pause points'. These can be parks with grass and trees or paved spaces, and may be provided as part of private developments,
- Encourage use of materials which reflect history and local characteristics of the city,
- Establish a suite on new public plazas and spaces in Brown Street at the PAC and on Lonsdale Street overlooking or addressing the Melville Oval,
- Investigate the potential for raised threshold paving treatment to Gray Street spine and key junctions to improve pedestrian accessibility and safety,
- Replace red brick paving in Gray Street and integrate new landscape treatments and wider footpaths as part of a reorganisation of this space,
- Progressively upgrade other areas identified as 'pedestrian priority' spaces to match the treatments used in Gray Street, over time,

- Establish avenues along each streetscape that assist with orientation and identity. Support evergreen trees on east-west streets and deciduous species on north-south streets to ensure good street solar access,
- Regreen all local streets emanating to and from the CBD grid and protect, where possible, established trees in private and public spaces in the precinct,
- Celebrate the notable established Eucalypt located adjacent to the Visitor Information Centre on Lonsdale Street, west of Thompson Street and create a small new park by closing off the easternmost portion of this service road,
- Define particular plantings along French Street from the 'gateway' intersection with Cox Street to towards the Botanic Gardens as an arboretum,
- Consider the use of the arboretum avenue as an educational tool and to assist in the establishment of a 'learning nursery' to built arboricultural skills within younger people, and
- Continue substantive revegetation and land management of the Grange Burn corridor and the suite of adjacent open spaces and reserves including the Kennedy Ovals, Victoria Park and the western wetlands.

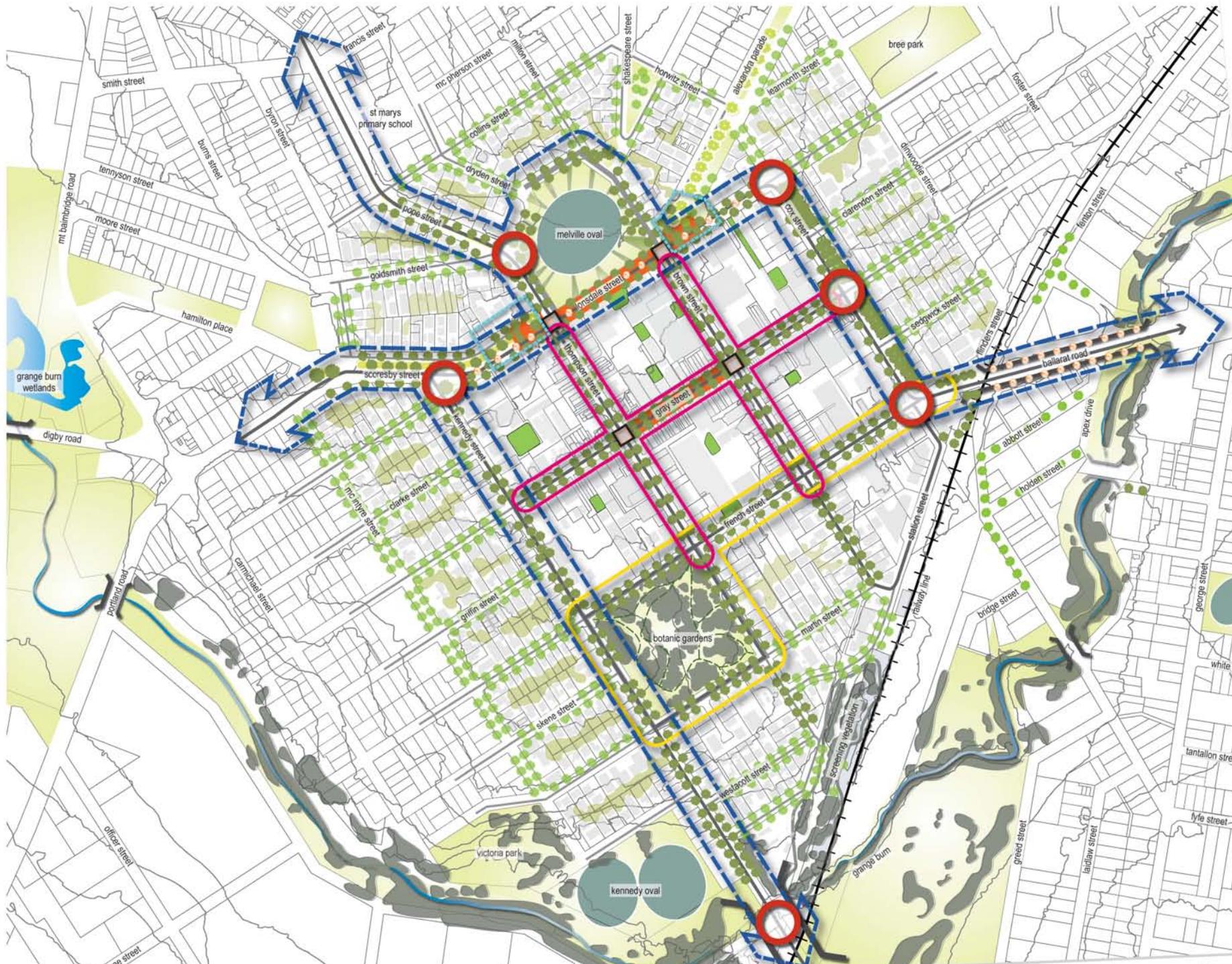
### actions

- Prepare a Landscape Masterplan for Melville Oval in consultation with the community, sporting groups and visitors addressing the needs of the existing and potential future users.
- Masterplan the traffic management requirements for reconfigured pedestrian crossings to reflect natural desire lines, whilst incorporating 'place image' and landscape features to beautify the Lonsdale Street corridor.
- Undertake a program of thematic street tree planting.
- Encourage preparation of a masterplan for the Botanic Gardens to ensure appropriate integration of uses to improve amenity and prepare a succession plan to guarantee the ongoing viability of the gardens.
- Use signage and wayfinding to strengthen an understanding of the assets of the CBD.
- Develop or adopt water sensitive urban design guidelines to both guide public works but also to provide information for new subdivisions or developments.
- Develop a Public Realm Strategy to guide the types of street furniture and surface treatments to be applied.

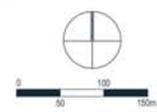
# hamilton structure plan

## city centre urban design framework

### landscape and environment



- entry avenues
- core town avenues
- arboretum and botanic edge
- residential street planting
- existing vegetation
- cultural planting
- open space
- parks and plazas
- gateways
- waterway
- key pedestrian spaces
- tourist park



# 7 implementation



The following table lists actions necessary to implement the *Hamilton city centre urban design framework*. In addition, following this table a diagram identifies the rezoning proposed in the CBD area.

action	priority	responsibility
Propose the introduction of a masterplanned 'bulky goods' and large format retail precinct along Cox Street.	Current	Southern Grampians Shire
Prepare a Parking Precinct Plan for the CBD.	Current	Southern Grampians Shire
Masterplan the area between Gray Street and Melville Oval, including Corriedale Lane, to ensure appropriate outcomes and integration with the Arts and Cultural Precinct Masterplan.	Current	Southern Grampians Shire
Facilitate discussions between developers and government agencies in regards to development of the Lonsdale Street / Melville Oval block.	Short Term	Southern Grampians Shire
Appoint a 'place manager' for the CBD to co-ordinate development and programs and promote the centre.	Short Term	Southern Grampians Shire
Prepare a capital works program for upgrades to transport infrastructure.	Short Term	Southern Grampians Shire, DoT, VicRoads
Undertake wayfinding signage upgrades in and around the CBD including implementation of the strategy prepared by Challis Design.	Short Term	Southern Grampians Shire
Prepare a Landscape Masterplan for Melville Oval in consultation with the community, sporting groups and visitors.	Short Term	Southern Grampians Shire
Masterplan the traffic management requirements reconfigured pedestrian crossings to reflect natural desire lines, whilst incorporating place image features and landscape features to beautify the Lonsdale Street corridor.	Short Term	Southern Grampians Shire
Implement the Arts and Cultural Precinct Masterplan (2011) prepared by David Lock and Associates.	Short Term	Southern Grampians Shire
Reconfigure Gray Street between Brown and Thompson Streets to prioritise pedestrian movement.	Short Term	Southern Grampians Shire
Prepare and implement a strategy for improving public toilet facilities throughout the CBD (this may be undertaken as a city wide project)	Short Term	Southern Grampians Shire
Start heritage restoration grants for improvements to existing heritage building stock and actively work with landowners to support reuse and sensitive adaptation.	Short Term	Southern Grampians Shire
Reconfigure Cox Street and establish a wide boulevard and landscaped verge to the eastern side.	Short Term	Southern Grampians Shire, VicRoads
Prepare guidelines for heritage development in the CBD, which should include a clear map identifying those individual heritage elements that are individually identified under the heritage citations and provide clear guidelines for the development of other areas.	Short Term	Southern Grampians Shire

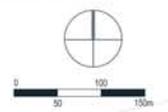
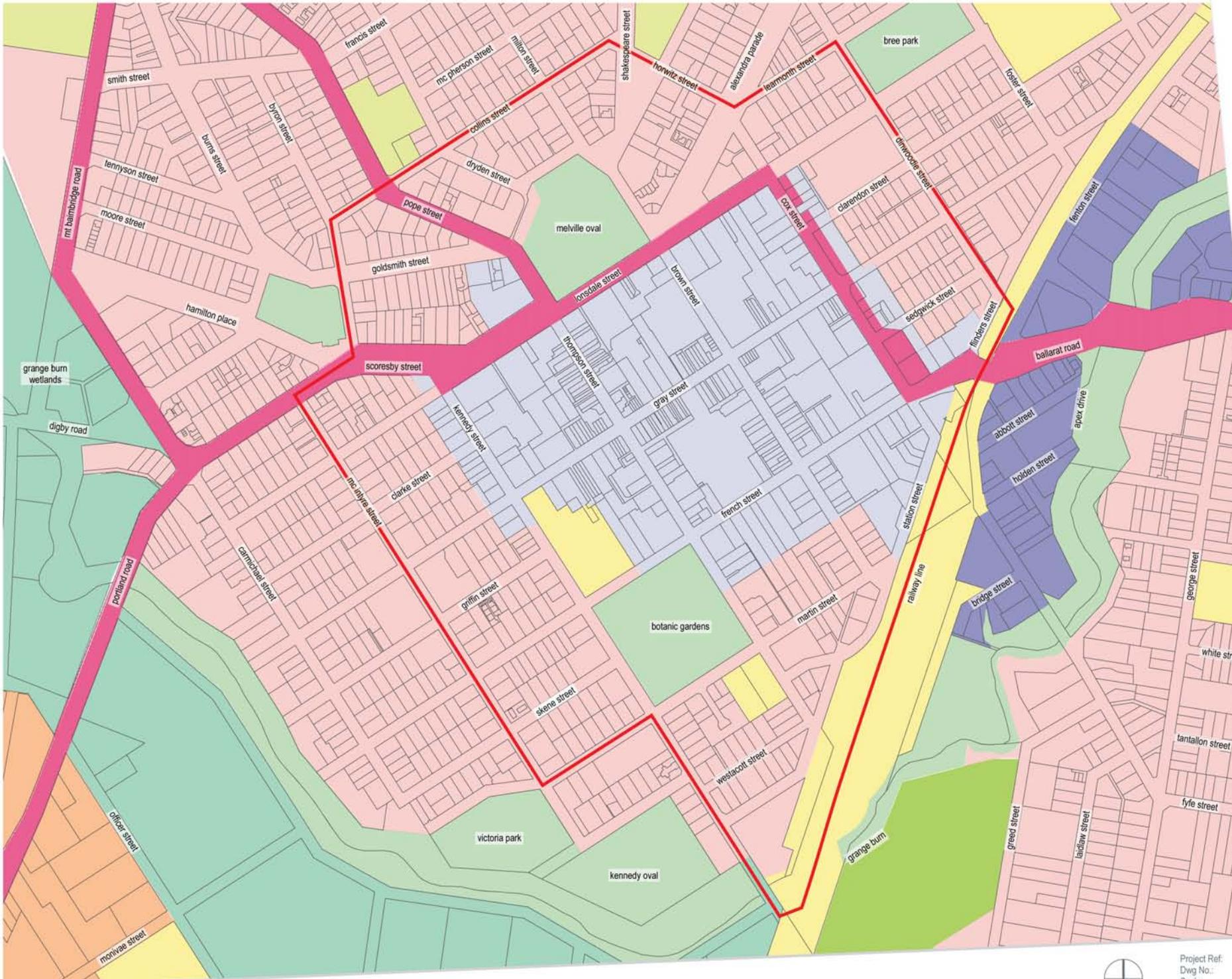
action	priority	responsibility
Prepare a Tree Planting Manual and undertake a program of thematic street tree planting.	Medium Term	Southern Grampians Shire
Formalise a traders and business network and establish a local business incubator to develop and support new local businesses.	Medium Term	Southern Grampians Shire and HRBA
Devise development parcels within each city block as the basis for development entrepreneurs and form a working relationship with stakeholders to formulate detailed building design guidelines for infill development of the city centre, including definition of 'model' sites and example development configurations for consideration by the private sector.	Medium Term	Southern Grampians Shire
Work with transport operators to relocate the school buses to allow for tourist parking to be developed to the south of Alexandra House. Develop a 'main' city major bus stop on Lonsdale Street and improve facilities provided at other stops such as Brown Street and upgrade facilities at the intercity bus stop at the Railway Station including lighting and the provision of a bus parking area for the school buses.	Medium Term	Southern Grampians Shire, school bus operators, V/Line, Department of Transport
Reconfigure a small section of the service road to the immediate north of the Visitor Information Centre to develop a new park incorporating seating.	Medium Term	Southern Grampians Shire
Develop guidelines for laneways within the city centre to provide guidance on development adjoining laneways, as identified in the Urban Design Framework (this document).	Medium Term	Southern Grampians Shire
Undertake a Public Art Strategy, including seeking proposals for the development of artwork to be incorporated into the Ballarat Road bridge and other key spaces, including landscape related art to be incorporated along the Grange Burn.	Medium Term	Southern Grampians Shire
Prepare a Landscape Masterplan for the Botanic Gardens to ensure appropriate integration of uses to improve amenity and prepare a succession plan to guarantee the ongoing viability of the gardens.	Medium Term	Southern Grampians Shire
Undertake investigation of way of providing access to technology within the CBD, such as provision of free wi-fi and charging stations.	Medium Term	Southern Grampians Shire
Prepare Public Realm Strategy, to identify preferred street furniture and to document preferred materiality. This document should also include a style guide for street furniture throughout the CBD and guidelines for the integration of Water Sensitive Design in streetscape works.	Medium Term	Southern Grampians Shire
Pursue opportunities to incorporate a greater scope of community services and events within the city centre.	Long Term	Southern Grampians Shire
Form a working group with DoT, VicRoads and bus providers to address local transport management.	Long Term	Southern Grampians Shire, DoT, VicRoads
Investigate changes to speed limits within the CBD and possible reductions in speed limits.	Long Term	Southern Grampians Shire, VicRoads



# hamilton city centre UDF proposed rezoning map

## legend

- CBD boundary 
- BZ1 - business 1 zone 
- BZ2 - business 2 zone 
- MUZ - mixed use zone 
- RIZ - residential 1 zone 
- LDRZ - low density residential zone 
- INZ1 - industrial 1 zone 
- INZ2 - industrial 2 zone 
- FZ - farming zone 
- RAZ - rural activity zone 
- PPRZ - public park and recreation zone 
- PCRZ - public conservation and resource zone 
- PUZ - public use zone 
- SUZ - special use zone 
- RDZ1 - road zone - category 1 



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 Dwg No.: UDD-007  
 Scale: 1:3,000@A1  
 1:6,000@A3  
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 Revision: B

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