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Research - Analysis - Solutions

Ovens River/Faithfull Street Precinct Structure Plan

Rural City of Wangaratta



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1.0 INTRODUCTION

MacroPlan Pty Ltd in conjunction with the Cox Group have been commissioned to undertake a Structure Plan for the Ovens River/Faithful Street precinct within the Township of Wangaratta (refer to Map 1).

The requirement for this Structure Plan has been derived from a previous study undertaken by MacroPlan and Cox titled '*Ovens River/Faithful Street Precinct Master Plan*'. This Master Plan was endorsed by Council on 21 August 2001 and the objectives and projects within the Master Plan are being incorporated into the Wangaratta Planning Scheme within the Municipal Strategic Statement (MSS). The Master Plan identified the need for a Structure Plan to be undertaken to guide private investment opportunities within the precinct. This Structure Plan therefore acts as both an insurance for Council that any development within the precinct meets the objectives of the Master Plan and also a resource for investors to shape development opportunities.

The recommendations within this Structure Plan (when endorsed by Council) will require three important changes to the Wangaratta Planning scheme.

- Firstly, local policies will be established within the Local Planning Policy Framework (LPPF). This alteration will set out the major principles that relate to specific sectoral development within Wangaratta i.e. tourism, retailing, recreation etc.
- Secondly, to achieve the designated uses within the Structure Plan, the Ovens River/Faithfull Street precinct will require a zoning amendment within the Wangaratta Planning Scheme from B2 to B1 zone.

- Finally, projects identified in the Master Plan and specific development objectives within the Structure Plan will require additions to the overlays section of the Wangaratta Planning Scheme. The two overlays required are a design and development overlay for the precinct and a public acquisition overlay for a number of properties within Faithfull Street.

Map 1. Ovens River/Faithfull Street Master Plan Precinct.



2.0 OVENS RIVER/FAITHFUL STREET PRECINCT MASTER PLAN

2.1 BACKGROUND

Council undertook an extensive community consultation process in 1999 concerning the future strategic development of the Rural City of Wangaratta. The community was requested to nominate key projects within the municipality that would improve social well-being and economic performance.

The highest priority project selected by the community was the opportunity to re-develop the northern edge of the Wangaratta Central Business District, opening up the Ovens River precinct and Apex Park for economic, recreation and tourism opportunity.

Council endorsed the prioritisation of the project and applied to the State Government for funding of a Master Plan to be undertaken by a consultancy. The total budget to undertake the project consultancy was \$95,000 with State Government funding assistance of \$47,500 being received under the Council and Regional Development Body Program.

The Master Plan specification prepared by Council provided for the following outcomes:

To prepare feasibility and concept planning for development opportunities in Wangaratta, to create an Ovens River Community Entertainment and Leisure Precinct through redevelopment and regeneration of land on the north side of Faithfull Street, Wangaratta adjacent to the Central Business Area and the Ovens River.

The aims of the study were therefore to:

- Add value to Council's Corporate Plan vision to create a vibrant, diverse and secure place to live!
- Redevelop the current site with substantial development potential by building on the natural and built environment of the Ovens River environs; and
- Ensure that Wangaratta continues to develop as a major regional service centre in North East Victoria.

The brief for the Ovens River/Faithfull Street Master Plan invoked a strong response from a wide range of planning consortiums throughout Australia. After an interview process conducted by the project Steering Committee, MacroPlan (Strategic Planning Consultancy) and Cox (Architects and Urban Designers) were selected as the preferred project team.

The Master Plan project commenced in February 2001 and was completed in August 2001. In summary, the Master Plan methodology undertaken by the consultancy team involved the following process:

1. Report/document discovery and meeting with Project Steering Committee.
2. Extensive site visits detailing all current uses within the precinct and relevant external activities.
3. Situation analysis defining the key economic and social circumstances of the regional area.
4. SWOT analysis derived from research and project experience of the consultancy team.
5. Interview with regional print media defining consultation process.

6. Community workshops held with key stakeholders in the process.

A total of 12 workshops were conducted with resident groups, land care groups, land owners and tenants within the precinct, relevant authorities with specific interest in the project (eg. VicRoads, North East Region Water Authority, North East Catchment Management Authority, NRE, CFA) and local investors.

7. The identification of three potential development Scenarios for the precinct. These scenarios are detailed below:

- *Scenario 1 focussed attention on the commercial opportunities of Faithfull Street and canvassed the theme of opening up the river and park environment to the Street. Potential commercial development options replicate similar successful river frontages in other Australian cities.*
- *Scenario 2 encapsulates a 'Main Street Revitalisation Scheme' for Faithfull Street. Works include improving parking and pedestrian movement in the Street and creating an environment that is set apart from the other commercial precincts.*
- *Scenario 3 concentrates on linking Apex Park with the commercial centre of Wangaratta and providing a tourist activity node in the park. The concept is centered on the creation of a facility (pavilion) that would allow niche markets and events to be held in the Park.*

8. Benefit Cost Analysis of the three scenario options and development of artist impressions.

9. Open Forum workshop with the community attracting over 70 local residents explaining the scenario options.

10. Selection of a preferred Master Plan and remodeling of Benefit Cost Analysis and Artist Impressions.
11. Development of Implementation Plan defining project priorities based on logical sequencing to maximise community and economic benefits.
12. Open Forum workshop with the community attracting over 40 local residents and stakeholders to obtain community acceptance of the proposed Master Plan.
13. Council endorsement of the preferred Master Plan on 21 August 2001.

2.2 Master Plan Projects

Overwhelming support was received for the development of Scenario 3 complemented with some of the key features from Scenario 1 and 2. The Master Plan is the combination of 11 inter-linking projects. The total public infrastructure cost for the implementation of all projects is in the order of \$4.8 million. Two major projects make up the majority of the total Master Plan cost:

Apex Park Market Pavilion Development (\$1.1 million)

The concept of the Apex Park Market Pavilion development is a response to a wide range of issues facing Wangaratta.

- The Wangaratta region boasts some of the best wines and gourmet foods in Victoria. There is currently no central destination or event that showcases this extremely marketable product that is exceeding tourism and expenditure expectations.
- Wangaratta has a number of existing markets that are growing in popularity with the community and tourists. Currently these

are dispersed in the Town Centre. A central, high amenity location with appropriate levels of access and parking will improve the profile and attendance to these markets.

- The Wangaratta Jazz and Blues festival is one of Victoria's most successful events. There are limited outdoor opportunities for major performances. The Apex Park and Ovens River provide a perfect backdrop for such an event. The Jazz and Blues Committee has expressed strong interest in the use of a pavilion in this location during the 4 day event and the potential to build other activities in the Event Calendar for Wangaratta.
- The pavilion development will provide year round weather protection for any event/activity organised.
- Clements Street (adjacent to the proposed Apex Park Pavilion) is the only coach layover facility in Wangaratta. Currently there are no incentives for tourists/coach providers to induce a longer stay and experience the products that Wangaratta has to offer. Research has indicated that although there is high visitation to the Legends, Wine and High Country Tourism region, Wangaratta attracts only a very small proportion of benefit. The provision of a tourist activity node (pavilion and surrounding projects) will entice stronger tourism focus on the township and offer a unique marketing product/destination in its own right.

Faithfull Street Public Square (\$1.6 million)

The concept of the Faithfull Street Public Square development is to provide a high quality community space that will capitalise on the natural amenity and river environs on the edge of the Central Business District.

- The current urban structure of the Wangaratta Town Centre has few opportunities for breakout space for the workforce, tourists and shopping patrons.
- There are currently few meeting destinations to promote a sense of community and foster personal interaction.
- The Public Square development will ensure the creation of an opening of the commercial centre to Apex Park and the Ovens River. This space will invoke harmony and passive recreational opportunities.
- The Public Square development will promote local art and culture through displays and follies.
- The Public Square development will induce additional investment activity along the northern side of Faithfull Street. Developments envisaged along Faithfull Street will compliment the Square development i.e. accommodation, residential unit development, retail, food and beverage.
- The location of the public square will provide a viewing vista from Reid Street along Victoria Parade.

Other projects within the Master Plan link these major projects and provide the stimulus to promote investment and high quality design within Faithfull Street. It is envisaged that this activity node will become a major tourism attraction and destination for visitors to North East Victoria. The vision for the precinct will also promote pride in the Town Centre from Wangaratta residents through the showcasing of local products. The total breakdown of projects and costs is detailed below:

Project No.	Project Name	Cost (\$'000)
1.	Apex Park Market Pavilion	\$1,098,000
2.	Northern Gateway Development	\$146,400
3.	Bridge Restaurant and Tower	\$207,400
4.	Parfitt Road Bridge Refurbishment	\$262,600
5.	Faithfull Street Revitalisation	\$380,400
6.	Ovens Street Site	\$20,000
7.	APEX Park Pathway / Playground / Amenities	\$305,000
8.	River Frontage / Eco Walk	\$523,500
9.	River Restaurant Site	\$20,000
10.	Faithfull Street Public Square	\$1,640,500
11.	Victoria Parade Revitalisation Link	<u>\$218,900</u>
TOTAL		\$4,822,700

All costs allow for GST, contingency allowances, project management and design.

2.3 Master Plan Economic & Social Benefits

A detailed Benefit Cost Ratio analysis has been undertaken as a component of the Master Plan for the preferred development scenario identifying the potential social and economic returns to Victorians. The Benefit Cost Ratio (BCR) analysis yielded the following results:

- BCR 2.39 (discount rate of 4%) or 2.05 (discount rate of 7%) over a 20 year period.
- NPV of \$7.2 million

In addition to these Statewide benefits there are a number of considerable local employment benefits that will accrue from the project. Assuming all projects are in place and likely induced investment has occurred, the employment benefits for Wangaratta will include:

- 270 direct construction employment job years (based on total construction of \$45,000,000)
- 370 related construction employment job years (ABS, Employment Multiplier)
- 71 direct long term employment positions (based on additional tourism expenditure of \$7.2 million)
- 55 related long term employment positions (ABS, Employment Multiplier)

2.4 STRATEGIC IMPORTANCE

2.4.1 Tourism

Wangaratta is a major provincial centre for a regional population of approximately 50,000 people in north east Victoria. Wangaratta is surrounded by some of Victoria's major tourist destination and attractions i.e. Glenrowan (Ned Kelly history), snowfields, and wineries (e.g. Brown Brothers) and gourmet foods. However, the township itself suffers from the inability to provide tourists with a quality activity node and focal point.

Wangaratta is marketed as the gateway to all the surrounding activities, yet it attracts very few tourists other than those that pass through the City. The Ovens River/Faithfull Street Precinct Master Plan project is targeted toward providing an activity node for tourists (and residents). This is achieved through the provision of the showcasing of regional products, experiences through access to parkland and river systems, and public infrastructure works that provide comfort and safety. Public investment that creates this opportunity include:

- the development of a regional playground in Apex Park,
- the development of convenient car parking for visitors to market/event activities in Apex Park,
- shelter from weather conditions (pavilion and bridge shelter stations),
- the redevelopment of the comfort station in Apex Park,
- improvements to paths and paved areas through the park and along the river system,

- designated entry points to the river for recreational opportunities,
- tourist information station at the Gateway to Wangaratta (Clements Street/Parfitt Road intersection),
- tower lookout for tourists to experience the natural river system (King and Ovens Rivers),
- local and regional art in the park and Public Square to enhance the experience,
- site availability for café and restaurant developments capitalising on surrounding amenities,
- year round day and evening events within the Market Pavilion, and
- bike path linking into the Murray to the Mountains Rail Trail.

A detailed analysis of the current level of tourism expenditure within the Legends Wine and High Country and the township of Wangaratta has been undertaken. The Legends Wine and High Country attracts tourism expenditure of approximately \$254 million per annum. The township of Wangaratta attracts only \$22.4 million of this expenditure (8%).

A key objective of the Ovens River/Faithfull Street Precinct Master Plan is to attract a greater proportion of tourism expenditure within the region. Conservative projections for the outcomes of the Master Plan indicate an additional \$4.2 million per annum will be attracted to Wangaratta as a direct result of the full Master Plan implementation. The total result over the first 20 years of the project is \$60 million. This is an approximate increase of 20% in the level of tourism expenditure within the township.

The additional tourism expenditure induced from the Ovens River/Faithfull Street Precinct Master Plan will create significant employment opportunities and have wide reaching flow-on benefits for the regional economy (refer below).

OUTCOME	ADDITIONAL \$4.2 MILLION PER ANNUM TOURISM DOLLARS TOTAL OF \$60 MILLION OVER FIRST 20 YEAR PERIOD 20% INCREASE IN CURRENT TOURISM DOLLARS WITHIN WANGARATTA
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2.4.2 Public Investment

The 11 projects identified in the Ovens River/Faithfull Street Precinct Master Plan require a significant public investment of \$4.8 million. This investment is required for development of public purpose structures (e.g. Apex Park Market Pavilion and Faithfull Street Public Square) and significant improvements to the public realm within the Master Plan precinct.

This public investment will facilitate the necessary infrastructure to attract additional tourism activity within the heart of Wangaratta. The investment will also stimulate significant private investment within the precinct. This investment will be guided by planning controls developed for the precinct.

The investment will also generate direct and indirect construction employment in the local economy (refer below).

OUTCOME	PUBLIC INVESTMENT OF \$4.8 MILLION BENEFIT COST RATIO 1:2.40
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2.4.3 Private Investment

The second key objective of the Ovens River/Faithfull Street Precinct Master Plan is to provide the infrastructure and development certainty within the precinct to induce major private investment and development opportunities.

A component of this investment is associated with the projects within the Master Plan (i.e. Projects 3, 6 and 9). The majority of private investment will be induced within the precinct by the planning guidelines structure plan. These guidelines will define appropriate uses and design and development principles. The uses anticipated as defined in the Master Plan include:

- Café and Restaurant
- Other convenience food
- General specialty retailing (eg art and craft, fashion, antique, etc)
- Personal services
- Accommodation development
- Residential development
- Commercial office and conference space

It is estimated that the cost for the development of these new uses within the precinct will require a total private investment in the order of \$40.3 million. This investment is expected within a 15–20 year development framework from the initiation of the Master Plan.

This investment will generate significant construction employment during the course of development for the local and regional economy.

OUTCOME	TOTAL PROJECTED PRIVATE INVESTMENT OF \$40.3 MILLION SUPPLY OF NEW RESIDENTIAL & TOURISM DEVELOPMENT
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2.4.4 Environment

The Master Plan precinct is divided by the Ovens River. This is a major waterway in Victoria supporting a diverse eco-system while providing water for urban water supply and primary production pursuits. The Master Plan acknowledges the importance of this active system and attempts to enhance this environment to educate current and future generations. Endeavors to this end include:

- bank stabilisation measures to both north and south sides,
- increasing water catchment through the lagoon development which will improve water displacement during flooding,
- preservation of river red-gums within the precinct,
- designated entry points to the river for recreational opportunities,
- better design and planning guidelines for commercial activity proximate to the river,
- educating the community through display material within the Tower lookout and along the bridge, and
- provision of designated pathways and routes to minimise impacts on flora.

OUTCOME	PROTECTION OF KEY NATURAL ASSETS WITHIN THE PRECINCT ENHANCED PROVISION OF RECREATIONAL OPPORTUNITIES TO PROMOTE HEALTH AND RELATED ISSUES FUTURE CONSTRUCTION RECOGNITION OF ENVIRONMENTAL STANDARDS
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2.4.5 Employment

Direct Employment

The development envisaged for the Ovens River/Faithfull Street Precinct Master Plan will generate a wide range of employment opportunities for Wangaratta and regional community. These employment opportunities can be specified in terms of construction and long term positions. All employment numbers detailed have been converted to Full Time Equivalent (FTE) positions.

In terms of construction work, the projected developments will require 270 FTE job years. As the majority of projects will be spread over a number of years, this figure would represent 27 jobs for a period of 10 years.

In terms of long-term employment, the additional tourism expenditure projected as a major outcome of the implementation of the Master Plan will require approximately 40 FTE long-term employment positions.

The new commercial developments within the Faithfull Street precinct will require additional employment for operation. The net employment increase (deducting current employment from existing sites and tourism related expenditure employment) is 31 FTE long-term employment positions.

OUTCOME	270 DIRECT FTE CONSTRUCTION JOB YEARS
	71 DIRECT FTE LONG TERM EMPLOYMENT POSITIONS

Indirect Employment (ABS Multipliers)

Australian Bureau of Statistic (ABS) employment multipliers have been used to define the 'flow-on' employment that is generated from the employment types identified for the direct employment above. The employment multiplier for construction is 2.369; the retail multiplier is 1.949; and the accommodation and entertainment multiplier is 1.535. By applying these multipliers to the above direct employment results, there is an additional 370 construction FTE job years and an additional 55 long-term FTE jobs.

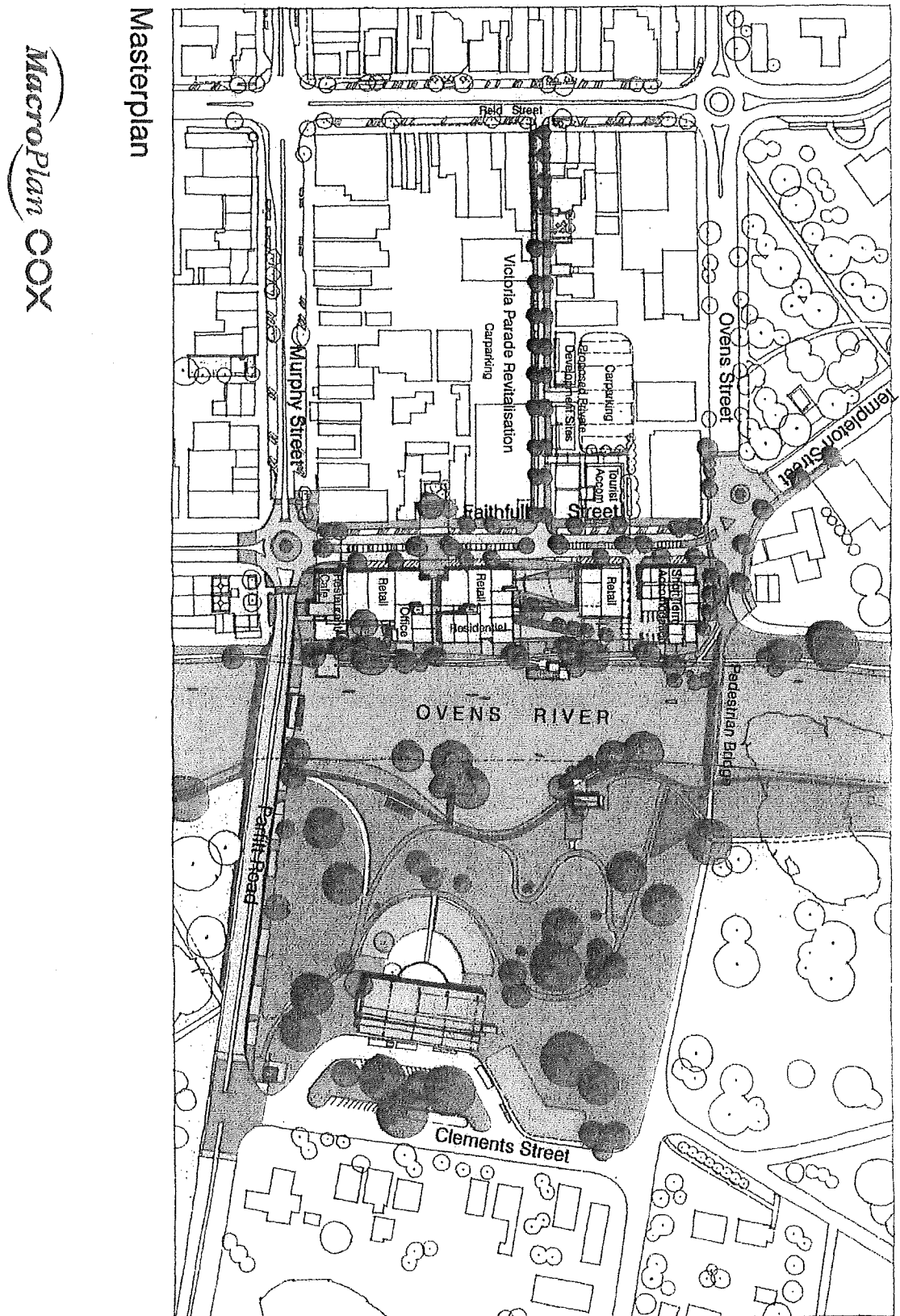
OUTCOME	370 DIRECT FTE CONSTRUCTION JOB YEARS 55 DIRECT FTE LONG TERM EMPLOYMENT POSITIONS
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Employment Total

The employment benefit to Wangaratta and regional economy arising from the Ovens River/Faithfull Street Precinct Master Plan includes 640 construction FTE job years and 126 FTE long-term employment positions.

OUTCOME	640 FTE CONSTRUCTION JOB YEARS 126 FTE LONG TERM EMPLOYMENT POSITIONS
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Map 2. Ovens River/Faithull Street Precinct Master Plan



3.0 SITUATION ANALYSIS & RECOMMENDATIONS

The Ovens River/Faithfull Street precinct can be divided into a number of discrete areas. These areas are the Apex Park; Faithfull Street Public Realm and Ovens River; and the land holdings in Faithfull Street. This situation analysis will describe the Ovens River/Faithfull Street precinct in the context of these three areas with regard to existing infrastructure, activity and zoning.

This section will also detail the Master Plan impact on each area within the precinct and define the Structure Plan recommendations.

3.1 Apex Park

Apex Park covers an area of 4.43 hectares. The Park is defined by Clements Street along the northern boundary, Parfitt Road Bridge on the eastern boundary, Ovens River on the southern boundary and the Bickerton Street extension to the Ovens Street Pedestrian Bridge to the west.

3.1.1 Apex Park Infrastructure

- Playground.

The existing playground contains a number of swings and slides. The Yogi bear structure also contains some local heritage value as it is used as an unofficial marker by the community during times of flood, being referred to as 'Yogi's nose'. The park has been designated as a regional park within Council's Playground Strategy 2001.

- **Parking**

There are 14 marked angle car spaces in the northern section of the car park with access from Clements Street. There is also a bus layover facility along Clements Street adjacent to the car parks. Unmarked car parking is also found along the Bickerton Street extension.

- **Public Conveniences**

There is a male/female toilet structure near the marked car park to the north of Apex Park. The brick structure is small and has a low amenity value.

- **Fire Service Training Track**

A training track for the local CFA is located in the southern section of Apex Park running parallel to Ovens River. The training track has a concrete base and covers an area of approximately 960m². There are light poles for evening use and a timber shed (approximately 25m²) above flood level at the west end of the training track used for CFA equipment storage.

- **BBQ facilities**

A number of BBQ's are located in the north west corner of the park within an open wooden rotunda structure. BBQ's are electric and coin operated.

- **Landscaping**

Apex Park boasts a number of River red gums which are local to the Ovens River environment. There is no landscape treatments within the park excluding occasional grass cutting and tree maintenance.

3.1.2 Apex Park Activity

Apex Park is primarily used for passive recreation. The park is not used for events or any other organised activity excluding the use of the Fire Training Track for training and demonstrations.

3.1.3 Apex Park Zoning

Apex Park is currently within a Public Park and Recreation Zone (PPRZ). The aims of this zone include:

- To recognise areas for public recreation and open space
- To protect and conserve areas of significance where appropriate
- To provide for commercial uses where appropriate
- A permit is required to construct a building or construct or carry out works.

The area is currently not within a floodway overlay, although it is noted that Apex Park generally floods on an annual basis. Given the regularity of flooding, the Apex Park becomes an important water catchment during flooding. Due to this circumstance, any structural development of the park requires approval by the North East Catchment Management Authority. If any development were proposed in the Park that acquired flood area, an impact study would be required to define the downstream impacts of the water displacement.

3.1.4 Master Plan Outcomes for Apex Park

A number of projects identified in the Master Plan have a direct impact on the current infrastructure and activity within Apex Park.

Project 1. Development of the Market Pavilion

The market pavilion development will be a major infrastructure investment within the Park. The structure has been designed to allow for no displacement of water from Apex Park during flooding. An at grade car park has also been allocated to cater for increased activity during pavilion usage. The pavilion development also includes a landscaped area to formalise seating areas for use of the pavilion during performances and concerts.

Project 2. Gateway Development (Clements Street)

The Gateway development is an important addition to the park and will be primarily used to display tourism activities and events (e.g. pavilion market dates and times). The development will also form a gateway feature for visitors entering Wangaratta from the north. The structure is above the flood level and therefore will not impact on water displacement during flooding.

Project 7. Apex Park Pathway/Playground/Amenities

A sealed pathway has been designed to link the new infrastructure features of Apex Park. The project also includes the introduction of a range of art follies along the pathway that encapsulate the historical significance of Wangaratta and invite an educational journey through the Park for visitors.

A regional scale playground has also been designated to upgrade and improve features of the existing Park. The existing toilet block will also receive a major upgrade to service the higher utilisation of the site.

Project 9. River Restaurant

A commercial operation (under lease agreement) is proposed for Apex Park to increase visitation levels and higher exposure to the river environment. The concept has been founded on the replacement of the existing storage shed used by the CFA. The shed is raised above the flood level. A replacement of this structure will not have any detrimental impact on water displacement. It is proposed that the theme for the restaurant will be environmental and also allow access to the Ovens River through a water level platform decking.

The restaurant should be restricted to a floorspace of 100sqm with an outdoor seating and decking area in the order of 50sqm.

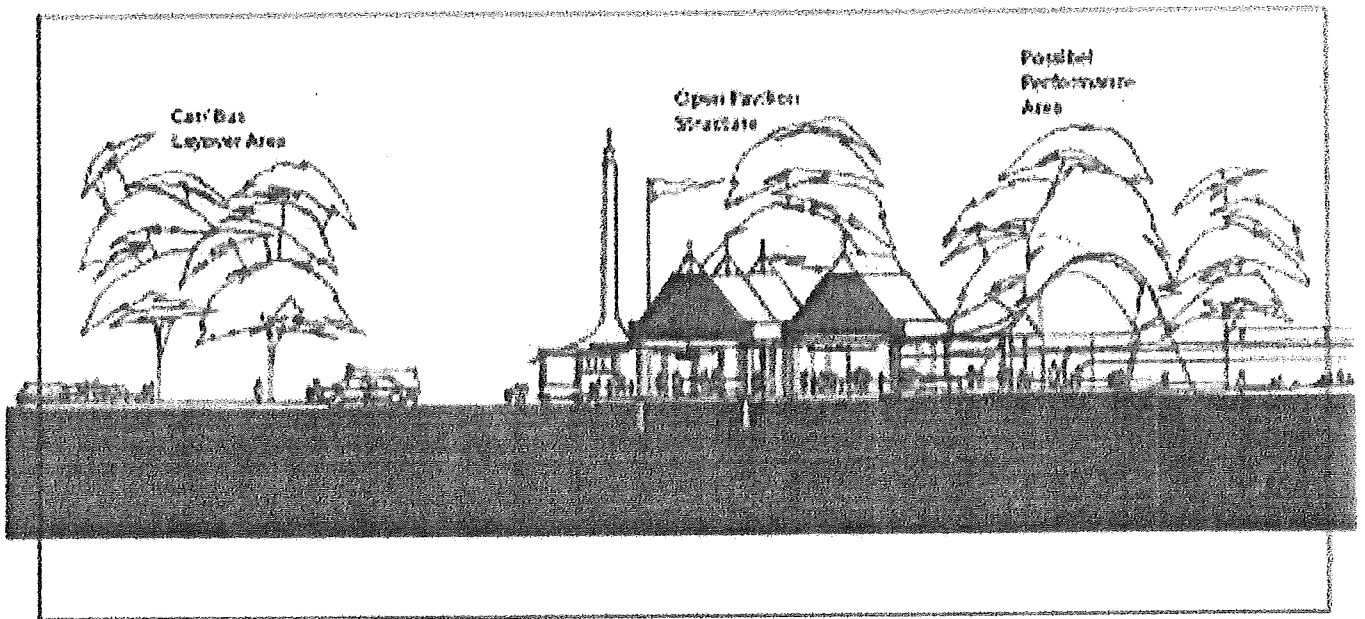
3.1.5 Structure Plan Recommendations

This Structure Plan recommends Council endorse all project developments associated with Apex Park according to the design and development issues identified below.

Pavilion Development

- Open Plan timber structure with prominent roof form.
- Structure supported by exposed post and beam type construction techniques and structural grade treated timber.
- Floor construction to be concrete/paving to allow for possible future flooding of the development area, and easy maintenance and servicability associated with Festival/ Market type activities.
- Height of the Pavilion will be between 6 – 8metres with a useable floor area of around 300sqm.

- The Pavilion should address the Clement Street carparking and Bus layover area with a clear expression of entry. Parking is to be screened from residences to the north of Clements Street, however access should be clearly marked.



Gateway Development (Clements Street)

- Key Gateway building at prominent corner along Parfitt Road entry corridor into the Ovens River/Faithfull Street Development Precinct.
- Attached to a single level building below is a prominent roof form with a height of between 12 – 15 metres in order to be viewed within the precinct and by pedestrian and vehicular traffic travelling from the north along Parfitt Road. Internal floorspace should be in the order of 30m².
- Accommodation – Tourist information distribution. Display of major attractions and capable of being manned during peak events.
- The development project is to be built to a high standard of construction with its frame structure, internal and external cladding to be constructed of durable, permanent materials.
- Hard and soft landscape surrounds should complement neighbouring project developments eg (Parfitt Road Bridge Re Development, Apex park and the Pavilion Development).
- The development project should be flood-lit from ground level at night.

Apex Park Pathway/Playground/Amenities

- The landscape concept throughout Apex park seeks to create a unifying and harmonious landscape character. This will provide a setting for the intended new uses positioned at various locations throughout the park, including the Children's Playground, the River Restaurant and the development of the Pavilion.

- The primary landscape character will be set by a new series of meandering concrete paths that will be linked to new and existing pedestrian movement corridors (Parfitt Road Bridge upgrade, Clements Street Pavilion Development, Ovens Street pedestrian bridge, and the Ovens River walk). These new pathways will allow new view corridors to be established through to Ovens River and other places of interest (eg, possible selection of public art follies positioned around the park, playground attractions, Pavilion and River Restaurant amenities) to be created or preserved in accordance with the overall Master Plan.
- Introduced Planting and Hardscape pathways through the parkland should emphasize and reflect the natural site conditions.

River Restaurant

- Single level building of 100sqm (enclosed) with an additional 50sqm of adjoined open timber deck space fronting the Ovens River with direct access to the river edge and Apex Park path network.
- The building is to be built to a high standard of construction with a strong emphasis on environmental sustainability, sensitivity and responsiveness to the unique qualities of the local ecology.
- Attention should be given to established flood levels when determining building levels and user access. A raised walkway should be created from pedestrian bridge to allow access during flooding periods. Water and power are accessible at the site. A connection to proximate sewage will be required.

3.2 Faithfull Street Public Realm and Ovens River

Faithfull Street Public Realm incorporates the intersections of Ovens Street and Murphy Street/Parfitt Road and public areas in between. This section also includes Parfitt Road Bridge, and all areas within the precinct with frontage to Ovens River.

3.2.1 Faithfull Street Public Realm and Ovens River Infrastructure

- **Parking**

There are 60 metered 60 degree car spaces in Faithfull Street within the precinct. The majority of these spaces are 2 hour parking between 9am and 5:30pm Monday to Friday and 9am to 12pm Saturday. There are also a number of business and staff unmarked car spaces at the rear of shops along the north side of Faithfull Street.

Metered spaces are monitored by individual space pay machines.

- **Lighting, seats, footpaths, landscaping**

There are 6 street lights and 4 seats in Faithfull Street within the precinct. The footpath is a plain concrete finish. There are 6 mature trees and 4 younger trees on the south side of Faithfull Street. There are currently no marked pedestrian crossings within the street.

- **Bridges**

The pedestrian bridge was established in 1994 and is approximately 2.5 metres wide. The bridge has been designed for pedestrians and to support the sewer rising main from Templeton Street to North Wangaratta. The Parfitt Road Bridge was built in 1965. The bridge is a four lane carriage way (2 way) with median strip and pedestrian paths along each side. The bridge has lighting extending from the streetscape works undertaken for the main commercial area of

Wangaratta and the south abutment median strip has been planted with trees.

- River Paths

A 3 metre wide bitumen path extends along the southern side of Ovens River with ramps at Parfitt Road Bridge and the pedestrian bridge. There are also three small wooden deck platforms providing water access (eg. for swimming and fishing) mooring positions for non-motorised craft along the river paths.

3.2.2 Faithfull Street Public Realm and Ovens River Activity

Faithfull Street Public Realm is primarily used for access to a range of goods and services in Faithfull Street. The number of customer parking spaces is currently sufficient for tenancies within the street.

The pedestrian bridge and path along Parfitt Road bridge are not highly utilised due to the limited opportunities offered in the north of the precinct.

The river path is used primarily for passive recreational uses (eg. walking and fishing). The Ovens River itself is used for non-motorised water craft and is the main water supply for the City of Wangaratta. The river level is maintained during drier months by a weir downstream of the pedestrian bridge at Sydney Beaches.

3.2.3 Faithfull Street Public Realm and Ovens River Zoning

The Ovens River and adjacent pathways fall within the PPRZ zone and are subject to the objectives as set out in Section 3.1.2. All road reserves within the precinct are subject to referral from VicRoads. Any alteration to these roads require consent from VicRoads. Any proceeds from the sale of road reserve land is required to be forwarded to State government consolidated revenue.

There are three access laneways within the precinct. Two of these are right of way on existing property titles while the third is under the control of the Rural City of Wangaratta. Pathways and other streetscape features (eg. lighting, seating etc) within the precinct are the property of the Rural City of Wangaratta.

3.2.4 Master Plan Outcomes for Faithfull Street Public Realm and Ovens River

A number of projects identified in the Master Plan have a direct impact on the current infrastructure and activity within the Faithfull Street public realm and Ovens River environment.

Project 4. Parfitt Road Bridge Refurbishment

The Parfitt Road Bridge refurbishment comprises the utilisation of one lane of Parfitt Road (along the west side) and the development of seating and a viewing platform above the Ovens River. Initial discussions with VicRoads indicate that acquisition of the lane would be subject to a traffic volume review, however current indicative numbers suggest that acquisition for public path usage would be feasible. This path development will provide a significant link between pavilion activities and commercial activities in Wangaratta City Centre.

Project 5. Faithfull Street Revitalisation

Major streetscape works are envisaged to improve the image and amenity of Faithfull Street. Works include tree planting, pedestrian paving, pedestrian crossing, roundabout treatment, street lighting and furniture and additional car parking.

The introduction of approximately 20 tree plantings to the street will acquire approximately 10 car spaces. These spaces will be substituted by the development of median strip car parking in the centre of Faithfull Street. It is proposed that an additional 50 car spaces (net 40 spaces) could be supplied in the median strip

development. The streetscaping proposed includes the addition of 10 new lighting fixtures and 8 new bench seats. Replacement of individual parking metres with multi-bay meters is also proposed.

The pedestrian crossing, increased parking and improved amenity will induce additional patronage to the street. Increased access for pedestrians and vehicles will improve the viability of existing and future tenancies. The 65% increase in parking will allow for the introduction of convenience tenancies to the street and support the rezoning of the north side of the street to Business Zone 1.

Project 8. River Frontage/Eco Walk/River Widening

Widening of the Ovens River on the north bank between Parfiit Road Bridge and the pedestrian bridge will increase the visibility of the river for commercial activities on the south bank. The river widening will to some degree alleviate the flooding nature of Apex Park. The project also proposes the development of a pedestrian path on the north side of the bank. Lanscaping (including flood treatments) and tree planting of native vegetation is encouraged along the northern side to improve the amenity of the area.

3.2.5 Structure Plan Recommendations

This Structure Plan recommends Council endorse all project developments associated with Faithfull Street Public Realm and Ovens River according to the design and development issues identified below.

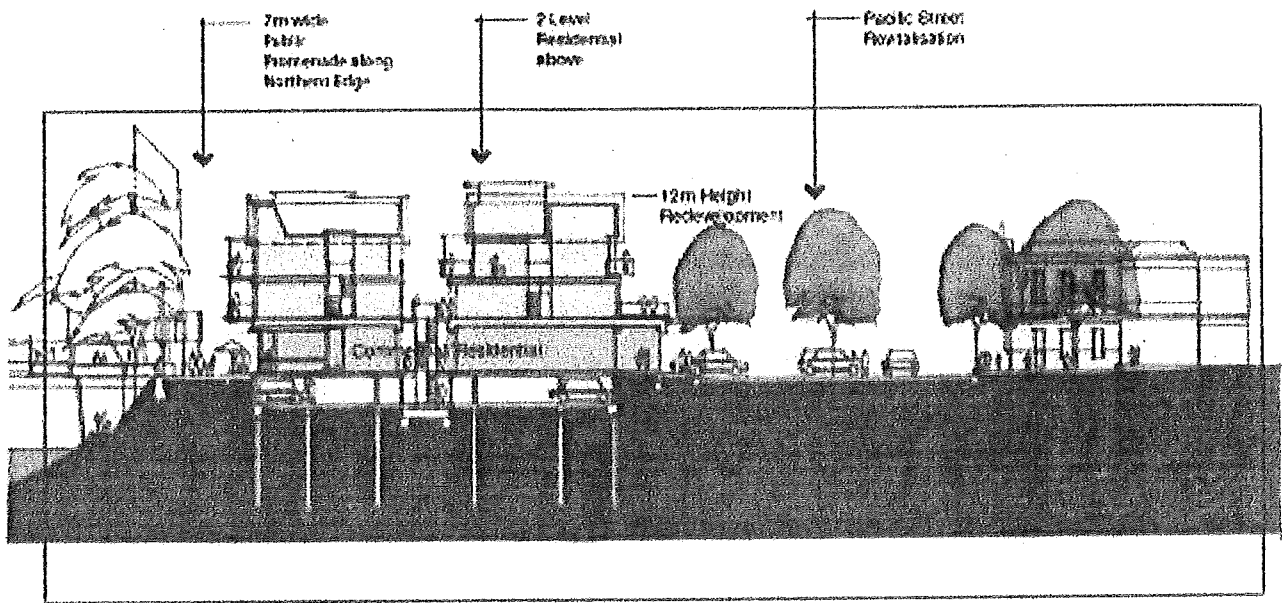
Parfitt Road Bridge Refurbishment

- Widening of the western side Parfitt Road Bridge pedestrian footpath (between Faithfull Street and Clements Street) resulting in a single only outgoing traffic lane.

- Upgrade and resurface the pedestrian footpath with coloured concrete pavers that complement and marry with design concepts at either end of the Parfitt Road Bridge development (Bridge Restaurant and Tower, and Northern Gateway development).
- Possible development along the development edge of a steel framed, glass roofed look out platform, attached to the existing bridge structure.
- Approximate dimensions of the structure will be 5 metres wide by 2 metres deep, positioned centrally over the Ovens River below, in order to maximise viewing opportunities of the surrounding precinct.

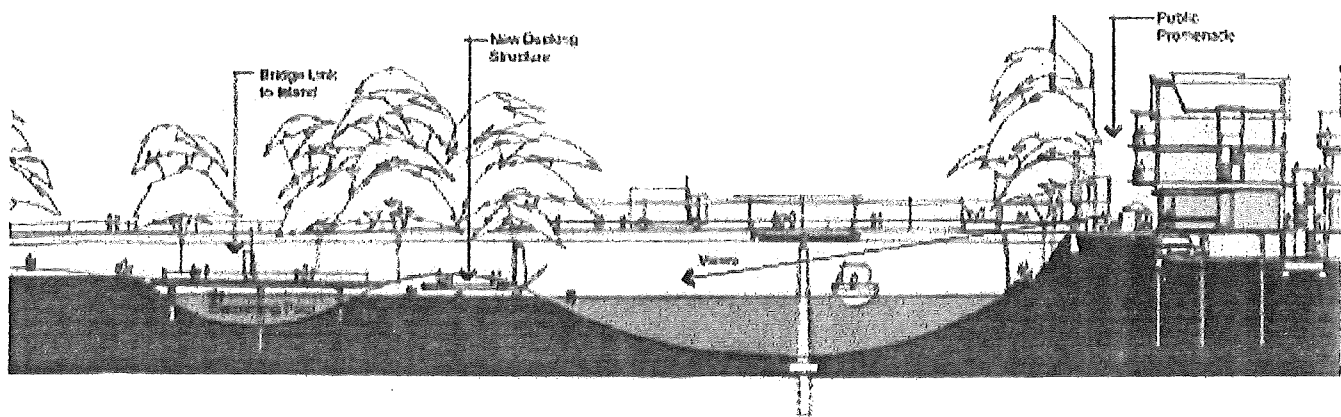
Faithfull Street Revitalisation

- The development should be designed to enhance the pedestrian environment by creating pedestrian interest and comfort (able bodied and the physically impaired) at street levels where required and by providing protection for pedestrians from wind, rain and the summer sun.
- The streetscape design should minimise conflicts between pedestrians and vehicles.
- The extension of the pedestrian network should be encouraged to establish through-site links connecting the northern edge of Faithfull Street and the upper southern edge of the Ovens River designated as a 7 metre wide public thoroughfare and other areas of pedestrian activity as outlined within the Master Plan.
- Streetscape furniture, lighting, materials and colours should be consistent with landscape design strategies employed along Murphy and Reid Streets while complementing major new areas of open space pedestrian activity.



River Frontage/Eco Walk/River Widening

- The natural topography of Apex Park should be preserved as much as possible.
- Careful planning of the proposed re-shaping of the Ovens River northern edge is required in order to integrate new passive and active recreation uses along its frontage. Open space, new landscape opportunities, new timber decking (approx. 10sqm) for the mooring of small leisure craft, 10m long x 2m wide timber access bridge to a newly formed island, restructured pedestrian and bicycle circulation paths, improved vistas from across the northern edge of Faithfull Street are to be established to maximise the overall amenity and accessibility of the site.



3.3 Faithfull Street Property

Faithfull Street property includes all tenancies on the northern side of Faithfull Street within the precinct. Specifically, the address of tenancies includes all even street numbers from 22 to 68 Faithfull Street. There are 17 single level tenancies and 11 owners.

3.3.1 Faithfull Street Property Infrastructure

- Private buildings

The total land area on the north side of Faithfull Street is approximately 7,200m² including a number of lane ways for access to parking at the rear of properties. Building structures on this property total approximately 4,500m².

- Building values

The most recent property valuations were undertaken by Council in October 2000 with a valuation date of 1 January 2000. These property valuations act as a guide for sale value. The total land value for property on the north side of Faithfull Street totalled \$840,000. Including all built structures, the total value of all property in the precinct is some \$2.15 million.

- Lane ways and parking

There are three laneways providing access to parking at the rear of a number of shops in the northern section of Faithfull Street. These laneways are designated as carriageway easements on adjacent titles. Unmarked parking is provided at the rear of shops for use by employees.

3.3.2 Faithfull Street Property Activity

The 17 tenancies on the northern side of Faithfull Street are predominantly retailing as detailed below:

- Food tenants 4
- Non Food Tenants 9
- Professional Services 4

The non food tenants are primarily associated with peripheral sales (or bulky goods) activity eg. mobile phone, second hand white goods, electrical. The food tenancies include two take-away food tenants, one restaurant and one seafood retail store. The southern side of Faithfull Street tenancies are predominantly professional and community services. The tenancy profile of Faithfull Street suggest relatively low patronage volumes and activities.

3.3.3 Faithfull Street Property Zoning

The current Zoning for the north side of Faithfull Street is Business 2 Zone (B2Z). The objectives of this zone include:

- To encourage the development of offices and associated commercial uses
- A use must not dramatically affect the amenity of the neighbourhood

- A permit is required to construct a building or carry out works
- A permit is required for the purposes of retailing goods and services

The purpose of the B2Z is to encourage office tenancies. The southern side of Faithfull Street is zoned B1Z. The purpose of the B1Z is:

- To encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.

3.3.4 Master Plan Outcomes for Faithfull Street Property

A number of projects identified in the Master Plan have a direct impact on the current infrastructure and activity within the Faithfull Street Public Realm and Ovens River environment.

Project 3. Bridge Restaurant and Tower

A restaurant is proposed for the north west corner of the intersection of Faithfull Street and Parfitt Road. The development opportunity could include the corner property title (Chinese Restaurant tenant), a public access laneway and surrounding footpath under the control of the Rural City of Wangaratta and a portion of PPRZ land fronting the Ovens River. The proposed use of the amalgamated site is for restaurant/café (replacement of existing restaurant) and the development of a look-out tower. The development of the site will be subject to a public/private partnership with Council providing the funds for the development of the look-out tower (as described in the Master Plan costing for project 3). The restaurant tenancy will be in the order of 200m² with substantial exterior decking area providing public access/seating to views of the river and ramp down to the river path. The total site area excluding the existing corner title is

400m² or 660m² including. In the circumstance that the property becomes available on the market in the short term, Council should purchase the site to allow for EOI for a comprehensive development. The development may include the removal of some existing trees to accommodate the decking structure.

Project 6. Ovens Street Site Sale.

The Master Plan has identified a portion of land at the north east intersection of Faithfull Street and Ovens Street that is underutilised and could be used for commercial activity. The land is currently within a road reserve (when the pedestrian bridge site was used as a vehicular bridge) and is no longer required. Initial conversations with VicRoads have agreed that the site could be sold for commercial activity with funds from sale going to State Government consolidated revenue. The site area of approximately 800m² could be used for a range of commercial uses including short term accommodation, restaurant and cafes, convenience and personal services. The site development must recognise the importance of the pedestrian bridge and access path which could potentially pass through the development. Other considerations include amalgamating the adjacent title (approx. 1,600m²) for a larger development.

Project 10. Faithfull Street Public Square Development

The Master Plan recommends the development of a public square on the north side of Faithfull Street. The objective is to provide a link between Reid Street and the Ovens River (i.e. through Victoria Parade) and open up the Ovens River to the community.

The development will acquire the acquisition of a number of properties in Faithfull Street. The affected properties within the designated Public Square are:

Property	Tenant	Owner
• 48 Faithfull St	Wangaratta Bearings	K J Butterworth & M D Chen
• 50–54 Faithfull St	Outlook Alternatives	A C Capp
• 56–58 Faithfull St	Wangaratta Mobile Phones	V M Lukav

These titles comprise a total area of approximately 2,400 m². It is proposed that a public acquisition overlay will be placed over these sites and purchased by Council over the next 6 to 7 year period. If titles are still in private ownership after 5 years, negotiations with owners should commence with a view to achieving acquisition by year 7 to allow for the development of the public square. The capital improved value of these sites totals approximately \$500,000. A total of \$1.1 million has been allowed in the Master Plan for the acquisition and demolition associated with these properties.

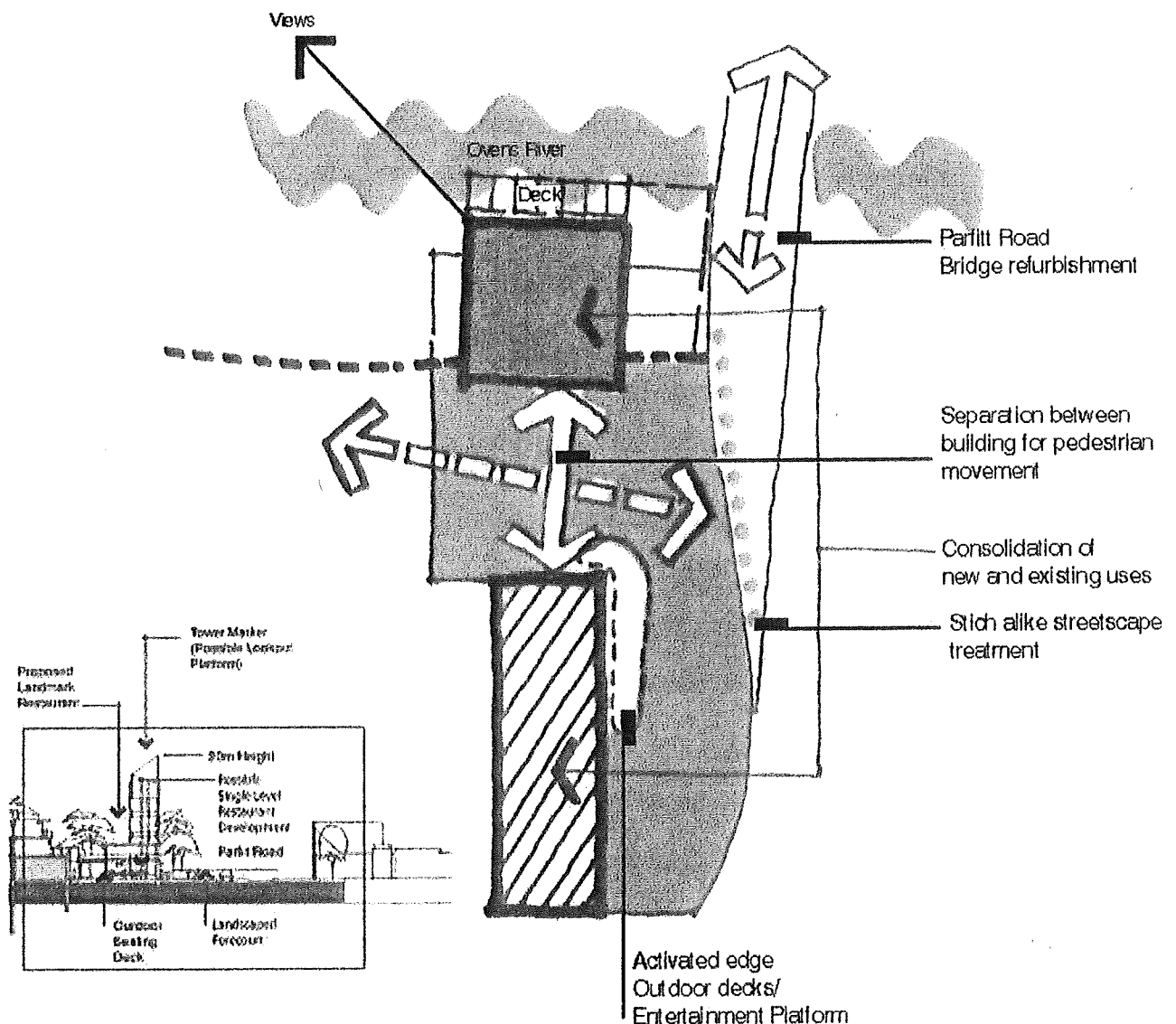
3.3.5 Structure Plan Recommendations

This Structure Plan recommends Council endorse all project developments associated with Faithfull Street Property according to the design and development issues identified below.

Bridge Restaurant and Tower

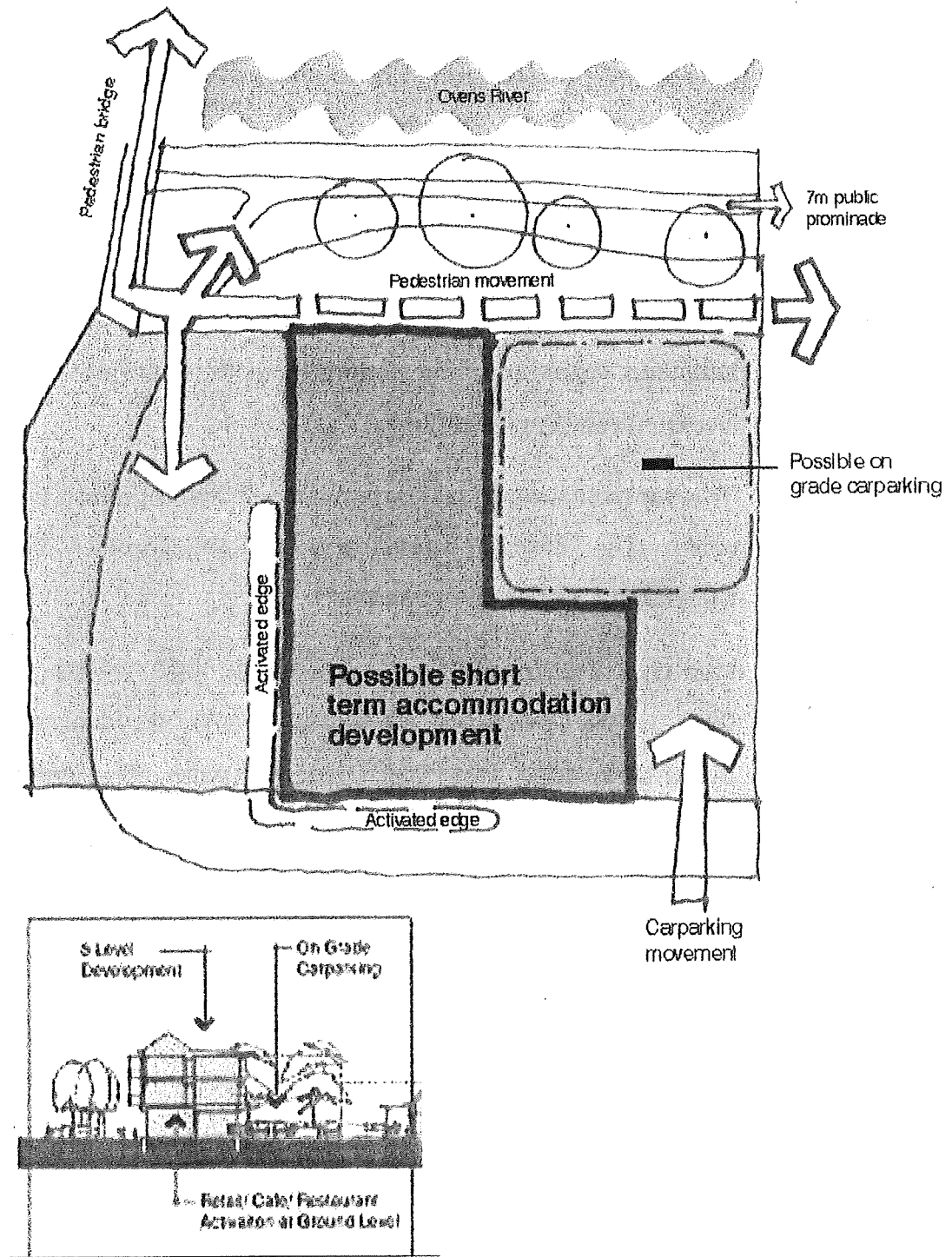
- Primary single level steel framed structure with a development height ceiling of approximately 5 metres. The attachment to the proposed Restuarant of a 17–20m high tower structure, as a civic marker and an observation platform is to be considered as part of the development brief.

- A predominantly hardscape setting around the development projects is sought, to support a variety of active and passive entertainment activities within the precinct (eg open and undercover outdoor spaces for eating and drinking, clustered seating areas, and general gathering areas that could culminate within or establish a springboard to other destination driven project locations).
- Clear vistas through the development area towards the Ovens River and Apex Park settings should be established.



Ovens Street Site Sale

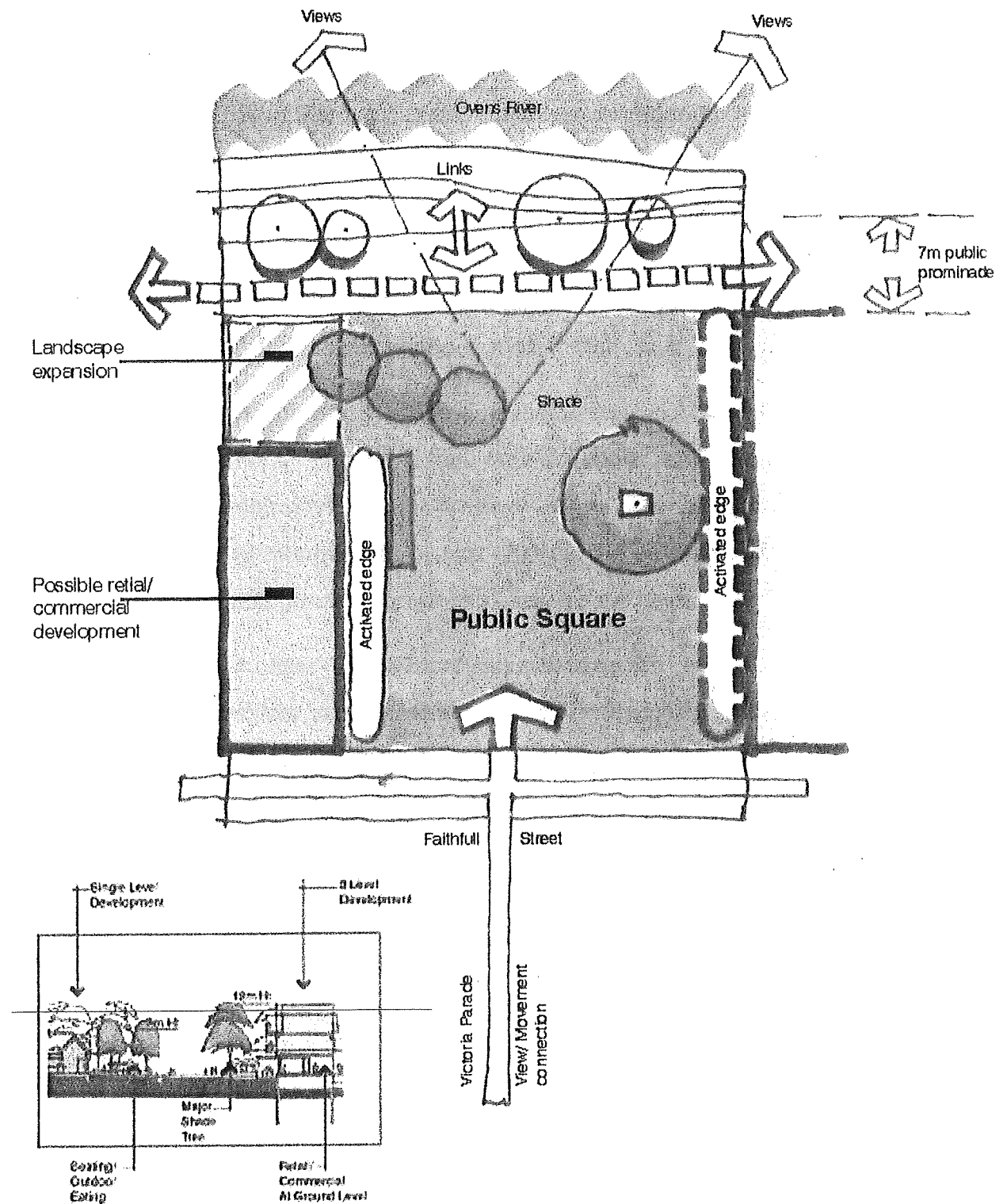
- The development project could include the development of a three level (maximum 12 metres in height) short term accommodation development.
- Ground level Retail, Café/Restaurant activity to the west and south frontages is encouraged.
- On-grade car parking to service development needs could be provided. Provision of car parking on-site must not compromise overall streetscape continuity.
- The functional and visual continuity of awnings and colonnades within the Faithfull Street revitalisation project should be maintained by any development.
- Publicly accessible open space along the western frontage towards the pedestrian footbridge must be designed to be integrated with adjoining open space on neighbouring development sites.



Faithfull Street Public Square Development

- The Faithfull Street Public Square Development is defined on two sides. To the east, single level (7 metre height ceiling) development of a retail/commercial nature is encouraged to allow good solar access into the square and to activate its frontage. To the west up to 3 levels of development (12 metre height ceiling) is encouraged to establish vistas to the north for recommended upper level Residential development as identified within the Master Plan guidelines. To the south the public square development opens up onto Faithfull Street's revitalised streetscape, and to the north the southern upper edge of the Ovens River, linking to a public promenade.
- Retail/commercial development at ground level to the east and the west edges of the public square is encouraged to create activity and vitality, with articulated verandahs or colonnades to be used to give human scale, and responding to the better quality structured civic spaces of historic regional townships.
- For the major hardscape /trafficable areas of the square the use of a soft/warm colour palates of sandstones and terracottas, together with more structured pathways of a deeper bluestone colour, concrete or masonry pavers is encouraged.
- The atmosphere within the square is to be relaxed and comfortable all year round. The integration of key elements such as water features, clustered seating arrangements, mature trees with ample shade canopies, will support a variety of other experiences, from outdoor café type activity, festival type public events through to general passive use.

- Soft architectural lighting of building exteriors and key feature elements including trees is permitted, however light sources should be concealed.



Other Development opportunities – Faithfull Street Mix Use development

- Mixed use Residential, Commercial /Retail development to encourage a more diverse built environment.
- The development should not impair the environmental quality of open spaces. Assessment of a development will take into account its impact on other adjoining public accessible open spaces.
- A maximum 3 level (12metre high ceiling) is recommended for the development area. A minimum of 1.5metre terrace setbacks at upper residential levels is recommended along edges of public open space.
- Minimum level changes should occur between public accessible open spaces at ground level, between adjacent development lots.
- Pedestrian movement should be encouraged between development precincts.
- The provision of basement carparking to accommodate future parking needs should be provided to remove pedestrian/vehicular conflict and development inefficiencies associated with the development area.
- To increase the variety of open spaces the development should incorporate activated retail type spaces at ground level and where appropriate landscaped podiums and roof gardens on the upper two residential levels.

