

02.0326/09/2024
C215ball**Strategic Directions****02.03-1**26/09/2024
C215ball**Settlement****Urban growth**

Ballarat's population is forecast to grow by 60 per cent by 2040. Council seeks to manage urban growth by encouraging a compact settlement and supporting a pattern of growth that reinforces the '10 Minute City'.

Most of the increased population will be accommodated by directing growth to the following places as shown on the Housing Framework plan at Clause 02.04.

- Urban renewal areas - areas with potential for large scale redevelopment following further investigation such as the Selkirk Precinct, Creswick Road Precinct, Scott Parade Precinct, Delacombe Precinct, Ballarat Saleyards and Light Industrial Precinct and Wendouree Village.
- Convenience living areas - areas located within 200 metres of high frequency public transport.
- Areas with 400 metres of high frequency public transport.
- Ballarat West Growth Area - the primary greenfield development area for Ballarat.
- Ongoing change areas - existing residentially zoned areas that are valued for their suburban character and housing supply.
- Strategic investigation areas.

Townships

The townships of Buninyong, Burrumbeet, Cardigan Village, Learmonth, Miners Rest and Warrenheip and their surrounding communities provide an attractive lifestyle choice in a rural setting. These townships are valued by residents for their character, community and lifestyle. They represent a different style of living to urban Ballarat and contribute to the diversity of lifestyle and choice. Services and infrastructure are unique to each township. Significant land use changes should respond to local township character, and long-term community aspirations.

Canadian Valley and Buninyong

Canadian Valley includes the existing towns of Mount Clear, Mount Helen and Buninyong and is the location of Federation University and the Ballarat Technology Park. Although most of Ballarat's population growth is to be directed towards the Ballarat West growth corridor, some will occur in the Canadian Valley in areas already designated for residential development. It is estimated that there is around 12 years supply of vacant residential land to accommodate this growth.

Council seeks to support Canadian Valley by:

- Reinforcing town boundaries by limiting residential development to areas that are already zoned for residential use.
- Discouraging development in areas constrained by native vegetation, landscape character and existing non-urban areas.
- Supporting the staged expansion of the Ballarat Technology Park.

Woodmans Hill

Woodmans Hill extends for approximately 3 kilometres along both sides of the Western Highway and is the major entry point to the eastern edge of the City. The precinct contains sites of koala habitat and native vegetation protection.

The role of Woodmans Hill as a gateway precinct into Ballarat will be supported by:

- Improving the visual entry experience into the municipality.
- Discouraging ad-hoc use and development that may compromise the appearance and appeal of the area.

Miners Rest

Miners Rest township is just to the north of Ballarat, separated from the main urban area by the Western Freeway. The area has significant constraints on development such as flood prone land and airport flight paths.

Miners Rest will be supported by:

- Developing a town centre in the area surrounding the intersections of Howe and Albert Street and Howe and Raglan Street.
- Encouraging the provision of recreational open space, particularly on land that would otherwise not be developed due to environmental constraints.
- Providing pedestrian, cycling and horse-riding links through or around the town.
- Protecting the operation of the Ballarat Airport.
- Discouraging the expansion of the Miners Rest Quarry to the east.

Activity centres

Ballarat supports a strong and diverse network of activity centres providing shopping, employment, entertainment, social and community focal points throughout the City.

The activity centre hierarchy, as shown on the Activity Centre Hierarchy plan at Clause 02.04, includes five types of activity centre as listed below which establishes the order of centres relative to their scale and function, with the Ballarat Central Business District (CBD) being the primary activity centre.

- Principal Activity Centre (CBD)
- Major Activity Centre
- Large Neighbourhood Activity Centre
- Neighbourhood Activity Centre
- Bulky Goods Centre

The CBD is the key retail, entertainment and tourist destination, an employment hub and an inner city living precinct with street level and out of hours activation.

Council seeks to:

- Reinforce the primacy of the Ballarat CBD.
- Support use and development that reinforces the role of the centre within the hierarchy.
- Provide flexibility for centres to change focus over time to accommodate the changing needs of their communities.
- Encourage increased residential densities in activity centres.

02.03-226/09/2024
C215ball**Environmental and landscape values****The City in the Landscape**

The 'City in the Landscape' concept reflects Ballarat's enviable physical, cultural and historical location within its landscape. It will help guide growth and change in Ballarat so that in 2040 it is a place that:

- Supports urban areas linked and embedded with natural values and biodiversity.
- Manages change in its Historic Urban Landscape.
- Undertakes integrated local planning as vital for local communities.
- Builds upon the mixture of urban and rural areas, which contribute to Ballarat's identity.
- Recognises and responds to a changing climate and is resilient to environmental impacts and risks.

Biodiversity

Much of the native vegetation that existed prior to European settlement has been removed or substantially modified. Remnant vegetation serves an important role in the preservation of natural biodiversity, provision of habitat, protection of koala populations, and environmental benefits such as water quality control, ground water management and soil stabilisation. Vegetation also provides scenic qualities and contributes to amenity and character. Remnant native vegetation exists in small pockets on private land as well as along waterways, road reserves, rail reserves and on other public land. Ballarat also includes wetlands, grasslands and the habitat of threatened species which are considered highly significant.

Council seeks to conserve and enhance biodiversity by:

- Creating new connections between remnant vegetation and areas of high biodiversity value.
- Green Ballarat as part of an Urban Forest.
- Supporting measure that encourage the protection of remnant vegetation and natural systems.

Significant environments and landscapes

Ballarat has a range of important vistas, natural features and areas of high natural biodiversity value. Key areas include Mount Buninyong, Mount Bolton, Lake Wendouree, Lake Learmonth, Lake Burrumbeet, Mount Warrenheip (Moorabool Shire), Winter Swamp, high conservation value roadsides, Canadian Forest, native grasslands (e.g. Victoria Park, roadsides and the Ballarat-Skipton Rail Trail), the Buninyong Corridor, Nerrina Invermay Corridor, waterways and wetlands.

Ballarat seeks to:

- Protect the vegetation, biodiversity, habitat, amenity and visual appeal of identified landscapes and significant environmental features.

02.03-326/09/2024
C215ball**Environmental risks and amenity****Floodplains**

There are conflicting pressures on the use of floodplains within the Ballarat region. These include urban expansion in floodplain areas, water quality associated with urban, industrial and agricultural runoff, construction of private levees, infrastructure management and the loss of wetland and flood storage areas.

Some urban areas are subject to flooding including the CBD. The opportunity for growth and redevelopment in the CBD and these urban areas is important.

Council seeks to:

- Preserve the natural functions and values of floodplain environments.
- Discourage development within floodprone areas that presents an unacceptable risk to life or property.

Amenity

The City has many residential areas that are highly desirable to live in given proximity to shopping, community and recreational facilities. Many of these areas are also historically significant with intact streetscapes. The principal consideration is to preserve residential amenity.

This will be achieved by:

- Locating most non-residential uses in the Ballarat CBD or other neighbourhood centres that can share parking and other facilities so that they can trade later into the evening.
- Discouraging non-residential uses from locating in residential areas.
- Directing non-residential uses to existing buildings or designing new buildings that respect the character of the area.

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Natural resource management

Agriculture

The rural areas of Ballarat are some of Victoria's richest agricultural areas. Farming activities have some of the highest value of production per hectare in the State. Local agriculture is also important to Ballarat's rural character and identity and is advantaged by access to markets, local food processors and transport routes.

The rural areas are an integral component of the municipality's rural identity and are highly valued for their contribution to the economy, liveability and amenity.

Subdivision and dwellings in farming areas can potentially restrict the ability to use rural land for farming activities and can impact on the ability of neighbouring farms to carry out agricultural production activities.

Council seeks to protect agricultural values by:

- Discouraging the subdivision, use or development of rural land for dwellings as this has the potential to:
 - Permanently remove land from agricultural use.
 - Impact on the 'right to farm' for surrounding rural properties.
 - Create land use conflicts with surrounding and nearby farming properties.
- Directing housing for rural living to land in the Rural Living Zone.

Water

Ballarat is situated in a typically reliable rainfall area, with connections to the Yarrowee River, Canadian Creek, Burrumbeet Creek and Woody Yaloak River catchments and their tributaries. The position of the municipality high in the headwaters, however, reduces water capture and storage potential.

The three catchment management authorities relevant to the City of Ballarat (Glenelg Hopkins CMA, Corangamite CMA and North Central CMA) are important partners in ensuring Ballarat is a sustainable city.

Ballarat seeks to protect its water resources by:

- Minimising the impacts of development on water catchments.

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Built environment and heritage**Urban design**

The quality of design is crucial to Ballarat's identity. High quality streetscapes and open spaces can increase the level of amenity and functionality making places more attractive to visitors, investors, retailers and consumers.

Canopy trees are important to Ballarat as they improve visual amenity, increase shade and reduce the impacts of heat in urban areas. Ballarat's urban areas currently have a canopy coverage of 17 per cent, with Council aiming to increase this figure to 40 per cent by 2040.

Council seeks to improve the urban design of Ballarat by:

- Encouraging development that enhances the visual qualities and character of built areas, taking into account its context.
- Improving the local amenity of the public realm.
- Encouraging development that respects the neighbourhood character of existing residential areas.
- Increasing the municipality's tree canopy cover to enhance its urban forest.

Sustainability

Built form and the pattern of land use can contribute to the overall sustainability of the municipality. It can also assist in making the built environment resilient to heatwaves, water shortages and other effects of a change in climate.

Council seeks to promote sustainability in Ballarat by:

- Encouraging development that achieves energy conservation and emissions reduction.
- Supporting a compact urban form based on the 10 minute city principle.
- Encouraging new development to maximise the use of passive systems to achieve comfortable indoor conditions.

Heritage

Ballarat's heritage includes places of national, state and local significance. Ballarat's heritage and historic character are among its most valued features and must be retained into the future.

The City extends across parts of the traditional country of the Wadawurrung and Dja Dja Wurrung peoples whom maintain their ongoing connection with this land. Ballarat's extensive heritage buildings, structures, features, precincts, archaeology, cultural landscapes, parks, gardens, trees, avenues and natural features are of high cultural significance and are important to the local and wider community.

Council supports:

- Conserving, protecting and enhancing Ballarat's heritage places and precincts so that what makes Ballarat distinctive is not lost.
- Identifying and protecting heritage places including maintaining the visual prominence of heritage buildings and landmarks.

02.03-626/09/2024
C215ball**Housing**

The council supports a compact settlement that will maintain existing levels of access to destinations and services even when the city grows over time using the '10 Minute City' concept. The 10 Minute City concept supports the provision of housing that will give the ability for all residents of Ballarat to do more of their day to day shopping, accessing of services and business in local neighbourhood centres. It also promotes the improvement of walking and cycling connections in local neighbourhoods so residents find it easier to move around and reduce the need to use the car for short journeys. It will help guide growth and change in Ballarat so that in 2040, it is a place that has:

- Compact city form.
- Complete and connected local neighbourhoods.
- Land uses and precincts supporting jobs, productivity and efficiency.

The Council also seeks to provide a range of choices in housing design, location and density to meet diverse housing needs of the community by:

- Encouraging a range of lot sizes and densities within new residential subdivisions.
- Supporting the provision of well-designed and managed social housing, crisis accommodation, rooming houses and aged care facilities.

02.03-726/09/2024
C215ball**Economic development**

Ballarat's economic development is growing and evolving. While manufacturing remains a mainstay of the local economy, mining, agriculture and an increasingly important construction sector are significant contributors to the surrounding region. Services industries from professional services, education, health, retail, cultural, sporting and government are all represented in Ballarat and have been growing strongly over the past decade. The diversity of the local economy across primary, secondary and tertiary economic sectors is one of its great strengths.

Council seeks to support economic development in the municipality by:

- Providing sufficient land supply for economic growth, including industrial land.
- Supporting the co-location of compatible businesses and industries.
- Supporting the CBD as the primary economic centre in Ballarat.
- Supporting growth in the tourism industry in Ballarat.
- Supporting growth in the racing industry in Ballarat.

Regionally significant precincts

Regionally Significant Precincts (as shown on the Regionally Significant Precincts Plan at Clause 02.04) are areas that offer a service, cluster of business or innovation, or are destinations that significantly contribute to Ballarat's economy. These precincts require targeted planning and infrastructure support to maximise their long-term potential.

The Regionally Significant Precincts include:

- **Regional Activity Centre** - Ballarat CBD
- **Regional Employment Centre** - Ballarat Technology Park/Federation University, Mount Helen campus
- **Regional Health Precinct** - Mair Street Medical Precinct
- **Regional Education Precinct** - Sturt Street Education Centre

- **Regional Tourism, Cultural and Recreation Precinct** - Lake and Gardens Precinct and Eureka Heritage Precinct
- **Regional Sports and Entertainment Precinct** - Eureka Stadium
- **Regional Transport Gateway** - Ballarat Railway Station, Wendouree Railway Station and Ballarat West Freight Hub
- **Regional Industrial Precinct** - Ballarat West Employment Zone

The role of the Regionally Significant Precincts will be supported by:

- Facilitating use and development that contributes to the economic and strategic focus of the precinct.
- Encouraging the clustering of uses within the Regionally Significant Precincts, to best utilise infrastructure and maximise the potential of the precinct.

Industry

Industrial use and development are integral components of the growth and viability of the municipality. Industrial land use patterns are changing in response to population growth, property price fluctuations and shifts in economic activity.

The Ballarat West Employment Zone (BWEZ) has been developed to enhance Ballarat's role as a key inland freight and intermodal hub.

Council seeks to:

- Protect its significant existing industrial areas from encroachment by sensitive land uses.
- Service industrial areas with infrastructure, including transport connections for heavy vehicles.
- Encourage new uses to be flexible in the types of industry they undertake on their land in response to changing market demands.
- Encourage the establishment of technology based industries in Ballarat.
- Support the development of BWEZ as the primary industrial area and the preferred location for manufacturing, research and development, freight hub and transport, aviation, construction, wholesale trade and ancillary services.

Racing Industry

The thoroughbred horse racing industry is based at Dowling Forest Racecourse, harness racing is located at the Bray Raceway in Redan and greyhound racing is located at Morshead Park in Redan. Each site is an important cultural, economic and sporting centre for Ballarat. Council encourages the growth and development of the thoroughbred, harness and greyhound racing industries.

Council has identified an area surrounding the Dowling Forest Racecourse for the development of a thoroughbred horse racing precinct. The primary purpose of the land in the precinct is for the training of thoroughbred racehorses.

Council seeks to protect the Dowling Forest precinct by discouraging land use and development within the vicinity of Dowling Forest Racecourse that will restrict its use and development for thoroughbred horse racing and training purposes.

Council seeks to protect harness and greyhound racing in Redan by discouraging activities including residential and rural residential, that would restrict the use of these facilities.

Tourism

Ballarat has a strong tourism industry that has been built around major attractions such as Sovereign Hill, Lake Wendouree, the Botanic Gardens, the Art Gallery of Ballarat, Her Majesty's Theatre and the Ballarat Wildlife and Reptile Park. The city's fine architectural heritage and the Eureka story are also major attractors, as are food and wine. Tourism is an industry that, either directly or indirectly, stimulates growth and prosperity among a range of other sectors. With its proximity to Melbourne, Ballarat is a significant attractor of day trippers. Council's tourism strategies are focussed on increasing the number of visitors and in particular, the number of overnight stays.

Council seeks to improve the visitor experience in Ballarat by:

- Supporting the growth in businesses such as accommodation, retail, food, and entertainment in the CBD and in other locations accessible to tourists.
- Improving the public realm by connecting key sites with the CBD.
- Activating key recreational precincts for both passive and active recreations.

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Transport

Ballarat is in a key strategic position at the centre of important freight, tourist and commuter transport routes. The layout, structure and connectivity of Ballarat is crucial to its viability, liveability and ecological footprint. An efficient road, rail and freight network is crucial to business competitiveness and prosperity. While private cars provide the highest levels of mobility, there is a need to transition to a more sustainable transport system that achieves a greater balance between cars and other modes such as walking, cycling and public transport. Frequent public transport corridors between centres enables a more efficient, accessible and sustainable municipality. An excellent walking network is necessary for the functioning of all the other modes. Cycling represents an affordable, enjoyable and efficient mode of transport for commuting or leisure and has the potential for significant growth as a mainstream transport mode.

Council seeks to improve transport connections by:

- Transitioning Ballarat towards using more sustainable transport modes.
- Protecting land for key infrastructure such as road upgrades and high frequency public transport corridors.
- Improving the connectivity, safety and quality of walking and cycling networks to link parks and activity centres.
- Supporting the development of the Intermodal Freight Hub in the Ballarat West Employment Zone.
- Facilitating the completion of the Ballarat Western Link Road and other improvements between Ballarat and Geelong.

Ballarat Airfield

Ballarat Airfield is an important asset for a growing city and region. The recreational and charter use of the airfield will be complimented by promoting it for police, ambulance and other emergency agencies.

Council seeks to:

- Protect the Airfield from encroaching land uses and forms of development that could restrict its future use and expansion.
- Facilitate the upgrade of the main runway to enhance Ballarat as a tourism destination.

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C215ball**Infrastructure**

To ensure the major water and sewerage assets and treatment plants (including the Ballarat Water Reclamation Plant and Ballarat South Wastewater Treatment Plant) are protected from encroachment by sensitive uses.

Mair Street Medical Precinct

Ballarat is a significant regional provider of health and medical facilities. The majority of medical and health services are located in the Mair Street Medical Precinct to the north west of the Ballarat CBD, including the Ballarat Base Hospital and the St. John of God Hospital. Council encourages regional medical services to locate in this precinct. Smaller medical centres and allied health professionals should co-locate with the hospitals to create a community health precinct.

Open Space

Publicly accessible open space in Ballarat includes Lake Wendouree, Victoria Park, Lake Learmonth and Mount Buninyong as well as smaller community open spaces. Each area contributes environmentally, as well as being important for the health and wellbeing of the community.

Council seeks to:

- Encourage the development of linear reserves, habitat corridors and linkages between key open spaces and community destinations and along waterways, disused railways or other crown land.
- Reinforce the '10 Minute City' principle when planning for open space across the municipality.
- Provide an integrated network of public open spaces in urban renewal areas.

02.03-1026/09/2024
C215ball**Gaming**

Ballarat has a high overall density of gaming machines and a level of expenditure that exceeds both Victorian and regional municipal averages. Wendouree, Sebastopol and North Ballarat are particularly disadvantaged and these areas are least capable of addressing the potential harmful effects of gaming. The location of gaming machines within Ballarat should seek to balance competing social, economic and environmental issues in order to minimise harm.

The potential harmful effects are to be managed by locating gaming machines away from:

- Everyday activity, including shops, to reduce the incidence of convenience gambling.
- Areas of socio-economic disadvantage.