



**plān|sphēre** [ urban strategy planners ]

# GISBORNE URBAN DESIGN FRAMEWORK

FOR THE MACEDON RANGES SHIRE COUNCIL

September 2008



## Acknowledgements

The Gisborne UDF was prepared with the input of many different people from the community, Council, State Government and consultant team.

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# Introduction

## About this Study

The Shire of Macedon Ranges has prepared an Urban Design Framework (UDF) to guide the future of Gisborne.

The UDF builds upon work already undertaken by the Council in preparing an Outline Development Plan for Gisborne and New Gisborne.

The UDF will ensure that future streetscape works, commercial development and public sphere projects throughout the Gisborne Activity Centre are delivered in a planned, efficient and orderly fashion.

The process of preparing a UDF is an opportunity for Council and the community to discuss the future of Gisborne, addressing social and economic issues, future development, housing opportunities, transport options and the education and recreation role of the centre.

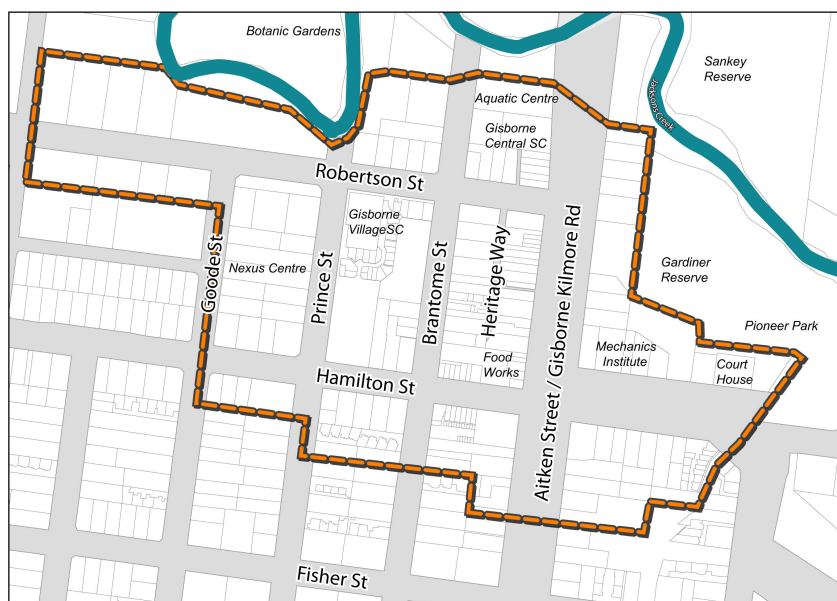
The UDF has received funding from the Department of Planning and Community Development as a part of the Creating Better Places Program.

## Study Area

The focus of the UDF is the study area shown on the map below, which comprises the business zoned areas of the Gisborne Town Centre, as well as its interfaces with the following:

- Residential zoned areas surrounding the Activity Centre.
- Jackson's Creek Parkland.
- The existing civic and sporting areas that front Aitken Street.

The UDF also considers the role of the town centre in a broader context, including New Gisborne and South Gisborne, to make recommendations on the appropriate locations of land uses within the town centre and surrounding areas. These recommendations are based on the Gisborne Outline Development Plan (ODP), which is summarised in the map on the following page. The ODP recommends that Gisborne town centre is retained as the primary activity centre of the area.



Study Area

**Study Area**  
 Gisborne Urban Design Framework

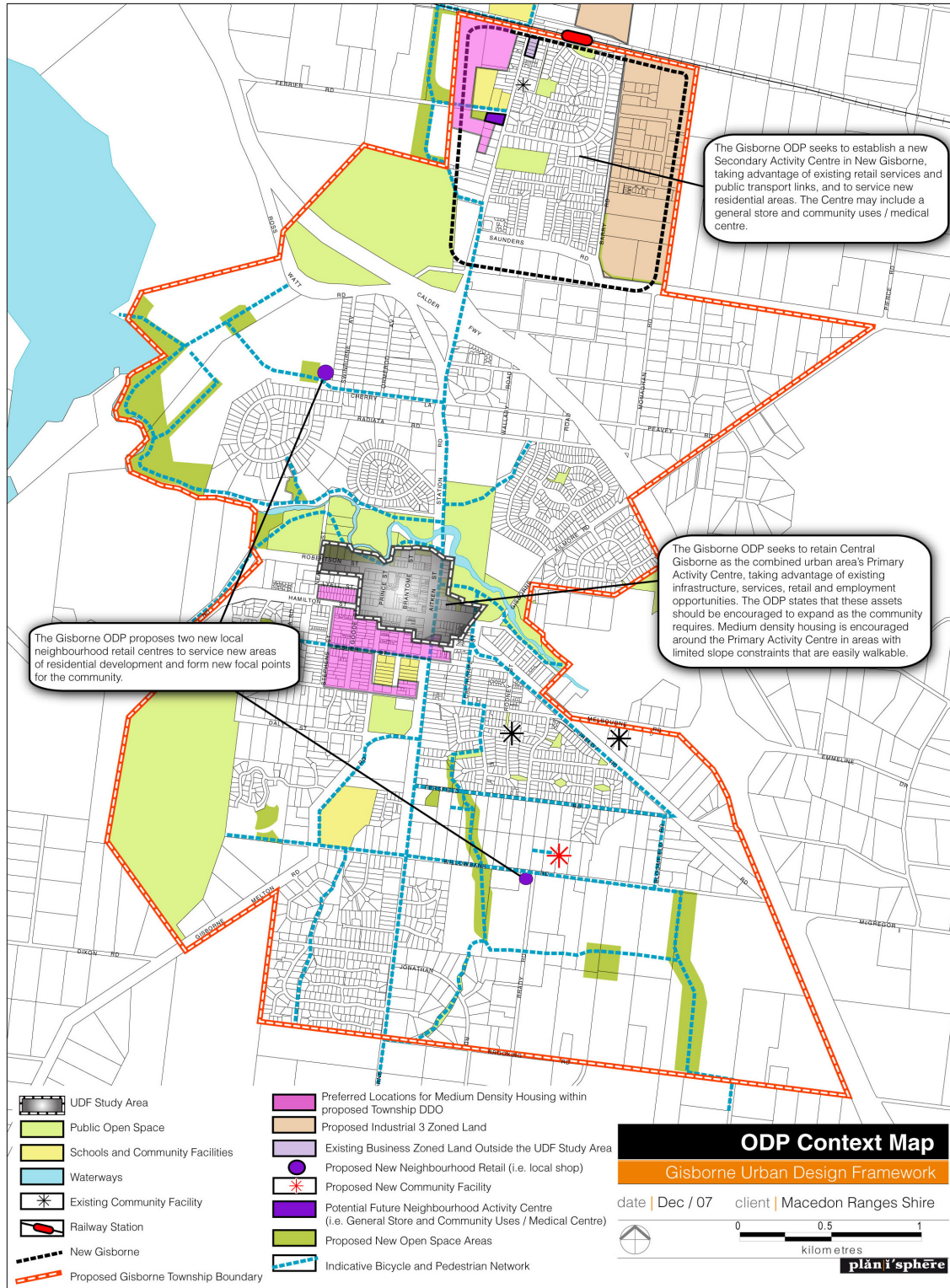
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# Gisborne Outline Development Plan

The purpose of the map below is to provide a context for the UDF in terms of the hierarchy of land uses and built form directions for the wider Gisborne area. It outlines some of the directions of the Gisborne ODP as relevant to the UDF.



## Study Process

Project Stage	Steering Committee Meeting	Timing
1a: Inception and Review		October
1b: Survey and Analysis	SC1	November
1c: Issues Identification, Vision and Emerging Directions	SC2	November-December
2: Preparation of the Draft UDF	SC3	January-February
3: Consultation on the Draft UDF		March
4: Revision/Adoption of the Final UDF	SC4	August

### Next Steps

The final stage in implementation of the UDF is preparation of a Planning Scheme amendment to include relevant parts in the Macedon Ranges Planning Scheme. The exhibition of this amendment will provide another opportunity for comment by the community on the recommendations of the UDF. Other actions are detailed in the Implementation Plan, many of which can commence immediately on adoption of the UDF by the Council.

## What you have told us

### Community Workshop

A community workshop was held on Wednesday October 31<sup>st</sup> 2007 at the Gisborne Shire Offices, with around 40 people attending. Participants were asked to answer questions about the four project themes of *Buildings, Activities, Spaces* and *Access*.

The main points that arose at the workshop are included below.

- Heritage Way has the potential to become a new retail destination.
- More entertainment is needed, such as a cinema or theatre.
- There are many valued buildings in the township including older buildings and some newer buildings such as the Vet Hospital, but there are several recent developments that are considered to be unattractive.
- Additional facilities are needed for younger people. A multi-purpose stadium that accommodates indoor sports as well as a venue for performances and groups to meet would be good.
- The identity of the town needs to be strengthened while retaining the village atmosphere of Gisborne – residents like the ‘village in the valley’ feel of Gisborne.
- Street trees are a very important aspect of the town and should be replaced in locations where they have been removed.
- The town centre should be ‘pedestrianised’. In particular, residents would like to see improved pedestrian amenity around Aitken and Roberston Streets intersection, the Aitken and Hamilton Streets intersection, and to the open spaces around the town centre.
- Bike lanes and other facilities are needed for cyclists.

### Youth Workshop

A youth workshop was held on December 12<sup>th</sup> 2007 at the Gisborne Shire Offices. Ten youth representatives were present. Participants were asked questions about what they like and dislike about Gisborne, what they would change if they could and what ideas they had for the future of the town.

Key points which arose from the workshop are included below.

- Additional facilities that cater for indoor sports and entertainment such as a stadium are needed.
- A central youth hub with opportunities for music practice and performance facilities would be good.
- The indoor pool at the aquatic centre is too warm in summer – it would be good to have an outdoor pool.
- There is a general desire to retain the ‘non-commercial’, rural township character of Gisborne.
- The new Coles and Aquatic Centre buildings were mentioned as good examples of contemporary architecture, but there is concern related to the architecture of recently developed buildings that are out of character with the township.



- There is a lack of public transport in and around Gisborne and between Gisborne and Melbourne (difficulties in accessing the New Gisborne Railway Station were mentioned).
- There is concern for the lack of bike lanes along roads and dangerous conditions for cyclists.
- It is difficult to cross some streets in the town centre.

## **Consultation on the Draft Plan**

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### **Street Stall**

A Street Stall was held on the 2<sup>nd</sup> of March 2008 at the Gisborne Market. The purpose of the Street Stall was to inform people about the Draft UDF, and also to take note of any comments or issues that people had with the Draft.

### **Community Workshop**

A Community Workshop was held on Tuesday 27<sup>th</sup> May 2008 with invited stakeholders and community representatives. This included traders, property owners, sports clubs and youth/community organisations. Around 60 people attended. Three themes were workshopped in detail: Brantome Street, Heritage Way and Gardiner Reserve.

### **Feedback Form**

Once the Draft UDF had been prepared, a Community Bulletin was distributed with a Feedback Form asking people what they thought about the Draft UDF, what changes or improvements they would make if any, and if they thought anything had been overlooked in the Draft.

### **Key Comments**

The key comments that arose from community consultation included:

- Additional measures to improve the Brantome Street area including suggestions related to additional landscaping, provision of seating and traffic calming measures such as a narrowing of the roadway.
- Car parking is an issue in the town centre but deck car parking is generally not supported. If existing car parks are to be built on then replacement car parking should be supplied in other parts of the centre, for example at the periphery of the commercial area. The layout of existing surface car parks could also be improved.
- Employees should be encouraged to use the rooftop car park at the corner of Brantome and Hamilton Streets however the building may require upgrading.
- Public transport should be provided to New Gisborne Railway Station on a regular basis.
- Additional roundabouts and crossings were recommended at intersections throughout the town centre.
- The facilities in the Mechanics Institute including the Senior Citizen's Centre and the library should be incorporated and the buildings should be connected to create a community meeting space under one roof.
- Concern for the increase in building height demonstrated in some recent developments.

- Support for the revitalisation and clean up of Heritage Way but concern over issues such as the loss of parking, waste removal, loading bays and the flow of vehicular traffic. There was a suggestion that Heritage Way could accommodate apartment style residential development and become a focus for the town.
- Support for the improvement of the Robertson Street town entrance, with a request from government departments and agencies to be involved in relevant dialogue.
- Support for the proposed shared spaces and facilities associated with Gardiner Reserve with a suggestion to coordinate and take account of individual sporting group development plans.

## The Vision: Gisborne in 2030

*Gisborne retains a 'country village' feel, nestled within its rural valley setting, while reflecting its forward looking, sustainability conscious and vibrant community. The compact town centre provides locals with the range of services and facilities they need and its walkable and friendly ambience also attracts visitors from out of town to stop and enjoy. The centre's low-key contemporary architecture and its picturesque landscape location give the town a cohesive quality for which it is recognised.*

*The thriving retail area offers a mix of restaurants and cafés, day-to-day stores and specialty shopping, as well as community services and cultural activities. Street spaces are safe and pleasant, owing to the large avenue trees and the wide, continuous footpaths and active frontages that encourage people to walk throughout the centre.*

*Views and vistas to the surrounding open spaces and Jacksons Creek valley are available throughout the centre. Open spaces within and around the centre are easy to access and frequented by those wanting to relax from the bustle of the retail area.*

## Achieving the Vision: Goals

### Goals to Achieve the Vision

#### Image and Identity

Strengthen pride in the town centre by fostering a contemporary image that looks to the future while acknowledging the history and location of the township.

Develop a strong connection between the surrounding rural valley landscapes and the town centre.

Retain a village feel by re-focussing the movement systems within the centre to maximise pedestrian amenity and comfort, providing opportunities to rest and chat, and by providing services and activities that attract frequent visits.

Protect and create landmark buildings, structures and spaces that reflect the old and the new Gisborne.

Create well-defined gateways that welcome residents and visitors to the town centre.

#### Activities

Facilitate the development of a consolidated retail core that comprises a mix of thriving retail activities, restaurants and cafes.

Provide mixed use areas that accommodate small offices and other commercial uses and provide a transition to surrounding residential areas.

Retain and promote the development of medium density housing within close proximity of the town centre in accordance with the Outline Development Plan for the town, providing diversity of housing opportunities for residents with convenient access to the services offered within the centre.



Promote, facilitate and guide the development of additional community, cultural and entertainment facilities within the town centre.

Cater for the demand for medium-density shop-top housing within the town centre as the need and commercial viability arises.

Activate frontages of existing and future pedestrian thoroughfares, through-block walkways and laneways.

### Buildings



It is imperative that all heritage buildings within the town centre that provide reminders of the town's evolution be retained and restored.

Facilitate the development of a complementary mix of building styles that are of a high architectural standard and unique in their own right while being responsive to surrounding built form and landscapes.

Encourage buildings that present Gisborne as a leader in ecologically sustainable design.

Establish an appropriate scale of buildings in specific locations, with clear detailed design and site layout guidance that ensures an overall low-scale commercial centre.

### Spaces



Create street spaces that are lively, dynamic and interesting.

Encourage or facilitate the development of a new town plaza or square.

Create street spaces that encourage people to walk throughout the centre.

Protect and enhance existing parkland throughout and surrounding the town centre and improve pedestrian and visual links to and between these.

Design and maintain attractively landscaped areas that serve as a reminder of the township's rural setting.

Ensure adequate space and facilities for people of all ages to enjoy active and passive recreational activities.

Design public spaces and buildings adjoining public spaces for increased personal safety and perceptions of safety.

### Access



Improve the walkability of the centre.

Create streets that balance the needs of different modes of transport including walking.

Create a pedestrian and bicycle network that connects important locations throughout the township and allows safe and efficient pedestrian movement.

Enhance pedestrian movement between the eastern and western sides of the centre.

Improve public transport and bicycle access between the railway station at New Gisborne and the Gisborne centre.

Alleviate traffic congestion and improve the efficiency of vehicular movement within the centre.

Provide safe, convenient and well-designed car parking for shoppers and workers.