



## **SHEPPARTON RAILWAY PRECINCT MASTER PLAN (FINAL)**

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# CONTENTS

1	01 INTRODUCTION
3	02 OVERVIEW OF CURRENT SITUATION
13	03 STAKEHOLDER CONSULTATION
15	04 DESIGN PRINCIPLES
16	05 MASTER PLAN
27	06 IMPLEMENTATION
	APPENDICES
37	APPENDIX 1 - SUBMISSION FEEDBACK ON DRAFT



7 min. Train Station

2 min. Vaughan Central

GOTAFE 5 min.

Toilets 6 min.

Maude St. Mall 5 min.

# EXECUTIVE SUMMARY

As a gateway into the heart of the Goulburn Valley, the overarching vision for Shepparton's Railway Station is for it to be embraced into the Shepparton CBD both physically and symbolically, thereby increasing the vitality of the CBD and developing the railway station as a vibrant and welcoming destination.

To achieve this vision the Master Plan will:

- ▶ Improve pedestrian and cycle access to the Rail Station;
- ▶ Improve the visual amenity of the rail precinct;
- ▶ Provide amenity improvements for public transport users;
- ▶ Contribute to the ease of navigation (way finding);
- ▶ Activate public space;
- ▶ Improve customer experience;
- ▶ Facilitate development through the application of appropriate planning controls and promotion of the precinct for development opportunities;
- ▶ Identify opportunities for development of vacant and underutilised railway land; and
- ▶ Accommodate the longer term objective of relocating the main Station platform.

The design principles and their objectives as identified in Master Plan Report are supported by a series of actions. The Master Plan is not a 'singular' or fixed plan, but a staged and flexible one that can adapt to changing circumstances in terms of transport requirements and patronage, funding outcomes and property market conditions.

The actions have been recommended from the findings of extensive community consultation, literature reviews, and investigating other railway precincts and public realm areas.

Delivery of the Master Plan is proposed in stages – short term, medium term and long term. Short term actions include some interim infrastructure improvements for open space areas which may be developed into more permanent hard infrastructure outcomes in the medium term.

Short term actions respond to Design Principles and include:

- ▶ Design and cost estimates for pedestrian overpass;
- ▶ Shared path connections and improved footpath access;
- ▶ Creation of green spaces within the precinct and shade tree planting;
- ▶ Trial pop up kiosks/outlets;
- ▶ Additional wayfinding signage;
- ▶ Waiting/ticketing area upgrades; and
- ▶ Review of land tenure and planning for mixed use developments.

Medium and long term actions capitalise on the short term investments and continue to establish the Railway Station as a sub-precinct of the CBD.

# 01 INTRODUCTION

## 1.1 THE SHEPPARTON RAILWAY PRECINCT

Located at the eastern edge of Shepparton's Central Business District, Shepparton Railway Station brings people into Shepparton and provides linkages to the retail, commercial, health, education and recreational facilities within the City. Future planning for the station and its precinct needs to balance and promote integration with its surrounding areas, linkages to key destinations, ease accessibility by pedestrians, cyclist and vehicles, reinvigorated and compatible land uses and developments, as well as accommodating the future operational needs of the transport infrastructure.

To prepare a Master Plan for the Shepparton Railway Precinct, Greater Shepparton City Council has engaged Spiire Australia Pty Ltd.

The Master Plan for the Shepparton Railway Precinct forms part of a coordinated program of improvements collectively known as the Shepparton CBD Revitalisation Project. The three projects within the Shepparton CBD Revitalisation Project include:

- ▶ Vaughan Street and Maude Street Redevelopment;
- ▶ Shepparton Railway Station Precinct Development; and
- ▶ Shepparton Court Precinct Development.

The Master Plan will be used by Greater Shepparton City Council as a starting point in the promotion of investment and revitalisation of the Shepparton Railway Precinct. The Master Plan is an urban design document that is to be read in conjunction with other strategic CBD Revitalisation Projects.

Any development of the Railway Precinct as proposed in this Master Plan will be subject to confirmation of future transport requirements which may impact on the implementation of actions outlined in the Master Plan.

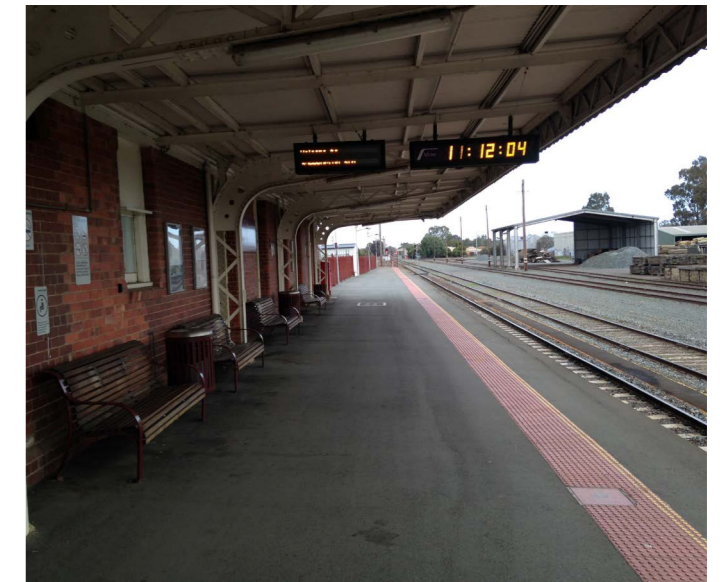
## 1.2 MASTER PLAN VISION

The project partners have identified the following Master Plan Vision:

*"The Railway Precinct Master Plan will conceptualise the transformation of the Railway Precinct into an enticing gateway to the City of Greater Shepparton. This project will identify the actions and aspirations that will allow Shepparton to bring its Rail Station into the City both physically and symbolically. The Master Plan will showcase urban design and provide a blueprint to guide existing and future land use within the Precinct and surrounding area. This will lead to increased vitality of the CBD and encouraging the use of, and investment in, sustainable transport."*



Shepparton Railway Station Entrance



Shepparton Railway Station platform



Shepparton Railway Station Entrance

### 1.3 MASTER PLAN OBJECTIVES

The Master Plan objectives are:

- ▶ Improve pedestrian and cycle access to the Rail Station. To include a technical investigation and feasibility study relating to the provision of a pedestrian overpass connecting the Railway Station with the CBD at the junction of Hoskin Street and Vaughan Street;
- ▶ Improve the visual amenity of the Precinct with special consideration given to Purcell Street and key routes from High Street (Education Precinct) to the proposed pedestrian overpass. Utilising appropriate land use planning controls and urban design/place-making (e.g. landscaping, way finding, use of non-standard materials, lighting, etc.);
- ▶ Provide amenity improvements for public transport users including linking the Railway Station with the proposed bus interchange at Maude Street, south of the Vaughan Street intersection;
- ▶ Application of land use planning controls to encourage appropriate land use mix in, and better utilisation of, the Railway Precinct;
- ▶ Identify opportunities for the development of vacant and underutilised railway land whilst facilitating VicTrack's current/future operational needs and recognising any land ownership issues e.g. lease arrangements, land tenure etc.; and
- ▶ Prepare outline proposals for a longer term objective of relocating the Rail Station and platform to the storage area on the other side of the tracks.

### 1.4 MASTER PLAN PROCESS

To achieve the objectives, the Master Plan has been undertaken as outlined below:

#### 1.4.1 PROJECT INCEPTION PHASE

- ▶ Clarify scope, engagement and communication with key stakeholders.
- ▶ Project team introductions.
- ▶ Establishment of relevant governance frameworks.

#### 1.4.2 RESEARCH AND BACKGROUND ANALYSIS PHASE

- ▶ Investigations and background work relation to the site and the revitalisation of Shepparton CBD.
- ▶ Policy and planning review.
- ▶ Project team inspection of study area.
- ▶ Stakeholder engagement Workshops.
- ▶ Opportunities and Constraints / Site Analysis.
- ▶ Development of Design Principles.

#### 1.4.3 DRAFT MASTER PLAN PHASE

- ▶ Preparation of Draft Master Plan.
- ▶ Draft Master Plan presentation to key stakeholders and Council.
- ▶ Public exhibition of Draft Master Plan.

#### 1.4.4 FINAL MASTER PLAN PHASE

- ▶ Receipt of feedback from public exhibition.
- ▶ Final preparation of the Master Plan for adoption by Council.

### 1.5 TRANSPORT AGENCY ROLES

The following outlines the role of each transport agency in relation to the Shepparton Rail Precinct and how funding may be sought.

- ▶ VicTrack is land and asset owner of railway land on behalf of the State. It is not a funding source. VicTrack can deliver projects on behalf of the State if it is procured to do or if given funding by the State. As part of its land management function, where land is surplus to transport requirements, VicTrack can facilitate lease and sale of its land and investigate facilitating development opportunities.
- ▶ V/Line is the accredited rail operator that leases and has exclusive use of the majority of the land. V/Line operates passenger and freight services and is required to maintain the land and assets it leases.
- ▶ Public Transport Victoria (PTV) is a statutory authority that manages Victoria's train, tram and bus services. Its role is to organise the public transport services and improve the customer experience.
- ▶ Department of Economic Development, Jobs, Transport and Resources (DEDJTR) (Regional) are policy and decision makers on future transport requirements.
- ▶ Over the life of this master plan plan, it may be that Transport for Victoria will be the key agency.

### 1.6 ECONOMIC BENEFITS

The social and economic advantages of the implementation of the Master Plan are in line with the key economic benefits outlined in the Shepparton CBD Revitalisation Economic Benefits Analysis report. The primary difference will be that the cost of implementation will be greater than allowed in the above-mentioned report due to the cost allowances identified in the master plan for the proposed pedestrian bridge and future station.





## 2.3 ACCESS TO/FROM THE STATION

Passengers predominately arrive to and depart the station by private car. Car parking is provided to the immediate front of the station building and platform. As patronage is increasing, the car park is often near capacity.

Taxis are also frequently used to pick up and drop off passengers.

Pedestrians moving to and from the station (from the CBD) are often limited as site lines are often not clear, and the railway line itself presents as a physical barrier.

The station also serves as the regional bus/coach depot. The bus boarding/waiting area is immediately outside the main entry to the station building and platform.

At peak times there is congestion, and often confusion, as the passenger arrivals, coach pick up, taxi rank and car park access areas share one relatively small common space.

## 2.4 VISUAL AMENITY

The current visual amenity is mixed. External of the station building the area is predominately concrete and asphalt with trees in the car park. Currently the station's character is reflective of form and function as a public transport destination.

Internally the building has outdated décor. The station ticketing booth, waiting room and associated facilities are no longer adequate to cater for the increased patronage, creating a crowded waiting room with low amenity.

Part of the original station building (currently used by V/Line officers) has some wonderful heritage elements, a beautiful reminder of the built form and history of the station building. These element should be incorporated into the Precinct Master Plan.

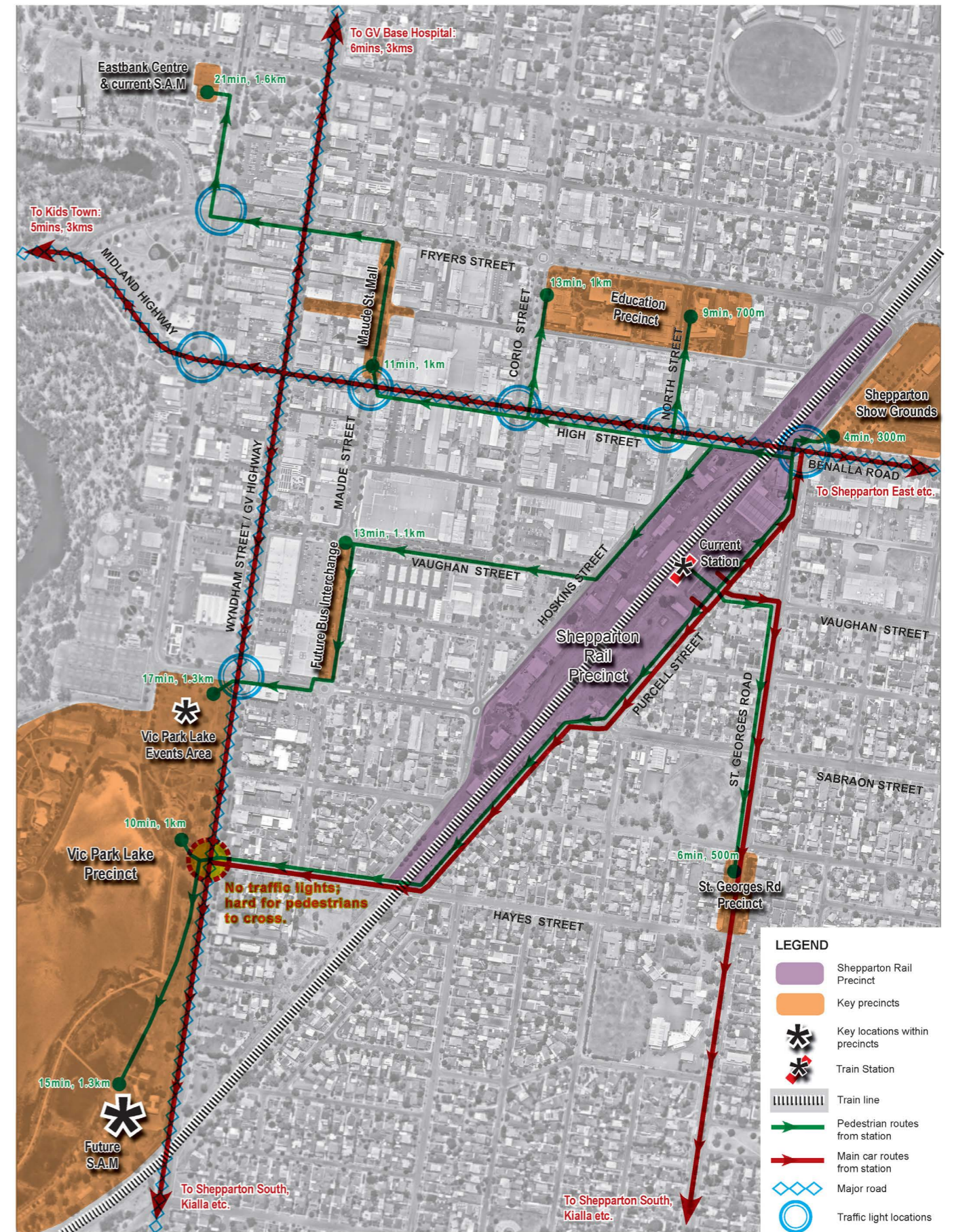


Figure 2 Existing surrounding context

## 2.5 CONNECTIONS TO SURROUNDING DESTINATIONS

The Precinct is an arrival point for many nearby destinations, including retail, commercial, education and recreational facilities. Pedestrian links to these surrounding destinations are in place, but often restricted due to physical barriers including buildings and the railway line, or a lack of way finding signage.

The railway line acts as a large physical barrier between the railway station and the CBD.

## 2.6 LAND USES

The Precinct varies in uses, from residential to commercial, to specific transport uses. Marrying together the varying uses, and promoting the introduction of new compatible land uses to create a user friendly precinct is one of the key tasks of this Master Plan.

## 2.7 PLANNING POLICY BACKGROUND

The opportunity has presented itself to transform Shepparton's Central Business District into a contemporary, active and desirable retail and lifestyle precinct. The Greater Shepparton City Council is coordinating a program of improvements collectively known as the Shepparton CBD Revitalisation Project. The Make Shepparton Greater Prospectus (2014) identifies the development of the Shepparton Railway as one of three main interconnected infrastructure projects within this wider program.

The three projects in the Shepparton CBD Revitalisation Project are:

- ▶ Vaughan Street and Maude Street Redevelopment;
- ▶ Shepparton Railway Precinct Development; and
- ▶ Shepparton Court Precinct Development.

These three projects are complementary and physically connected through the creation of direct pedestrian access from the Shepparton Railway Station to the Vaughan Street and Maude Street shopping precincts and on to the Shepparton Court Precinct.

The Railway Precinct Master Plan will ensure the correlation between the related projects and ensure effective consultation and forward planning is utilised.

The specific direction from the Shepparton CBD Revitalisation Project Final Report 2013 prepared by Essential Economics regarding the pedestrian linkages to the station is to:

- ▶ Provide a pedestrian bridge over the railway line, connecting the station to the Shepparton CBD.

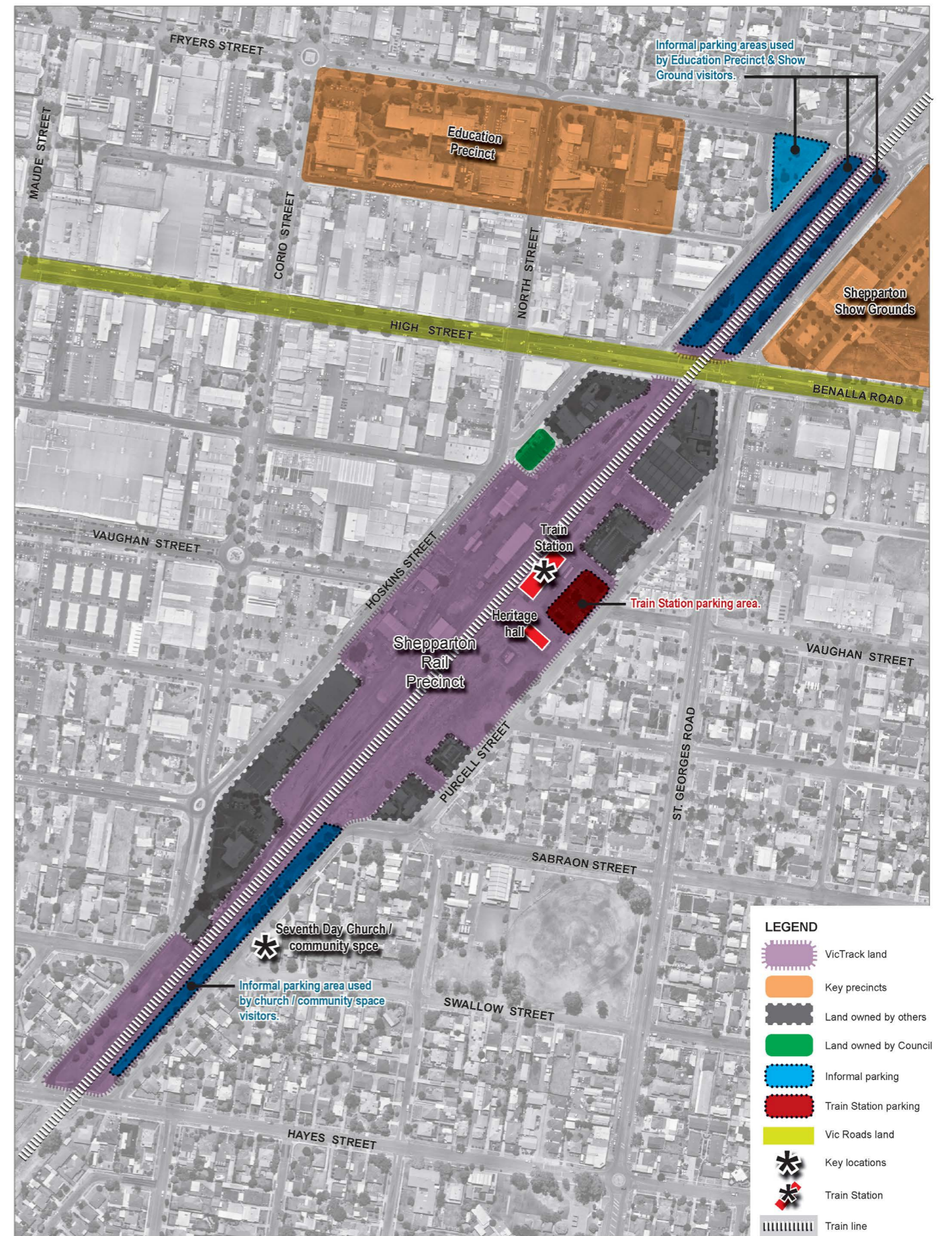


Figure 3 Existing site context conditions

Previous to the Shepparton CBD Revitalisation Project being founded, the Shepparton CBD Strategy 2008 was prepared by Planisphere for the Greater Shepparton City Council.

The Strategy identified the following key actions for the Shepparton Railway Station precinct:

- ▶ Work with VicTrack to create a pedestrian overpass from the station platform to Hoskin Street. The design should include a lift option to maximise accessibility for all users.
- ▶ Work with VicTrack to create a new pedestrian/cycle crossing and pathway across the railway land from the eastern end of Stewart Street to Thompson Street.
- ▶ Work with VicTrack to investigate options for use of railway land fronting Railway Parade between High Street and Fryers Street for the purposes of car parking.
- ▶ Prepare an amendment to the Greater Shepparton Planning Scheme to rezone the parcel of land zoned PUZ4 on the eastern side of the railway line on Purcell Street to allow for an appropriate mix of Business 1 Zone, Mixed-Use Zone and Residential 1 Zone. The amendment should include application of a Development Plan Overlay (DPO) to the land.

Given this policy context, there is clear support from Council for the upgrading and redevelopment of the Shepparton Railway Station.

## 2.8 APPLICABLE PLANNING CONTROLS

A variety of planning controls are applicable, as shown in Figures 2 and 3 over the pages.

The following zones are within the Precinct:

- ▶ **Public Use Zone 4 – Transport** – the railway station is within this land. This zone is specific to public land, used for public utility, community services and facilities.
- ▶ **Mixed Use Zone** – this zone is applied to land south of the railway station. This land is currently vacant. This zone is specifically applied to provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.
- ▶ **Activity Centre Zone – Schedule 1** – this zone is applied to the land west of the railway station. This zone is applied to encourage a mixture of uses and the intensive development of the activity centre:
  - ▶ As a focus for business, shopping, working, housing, leisure, transport and community facilities.
  - ▶ To support sustainable urban outcomes that maximise the use of infrastructure and public transport.
- ▶ **Special Use Zone – Schedule 1** – this zone is applied to the Showgrounds, north-east of the site. This zone is applied to provide for:
  - ▶ The use of the Shepparton Showgrounds for the Shepparton Show and in the non-Show period for a range of entertainment, recreational, commercial and community activities.
  - ▶ To encourage the multiple use of land and buildings within the Shepparton Showgrounds in order to facilitate its

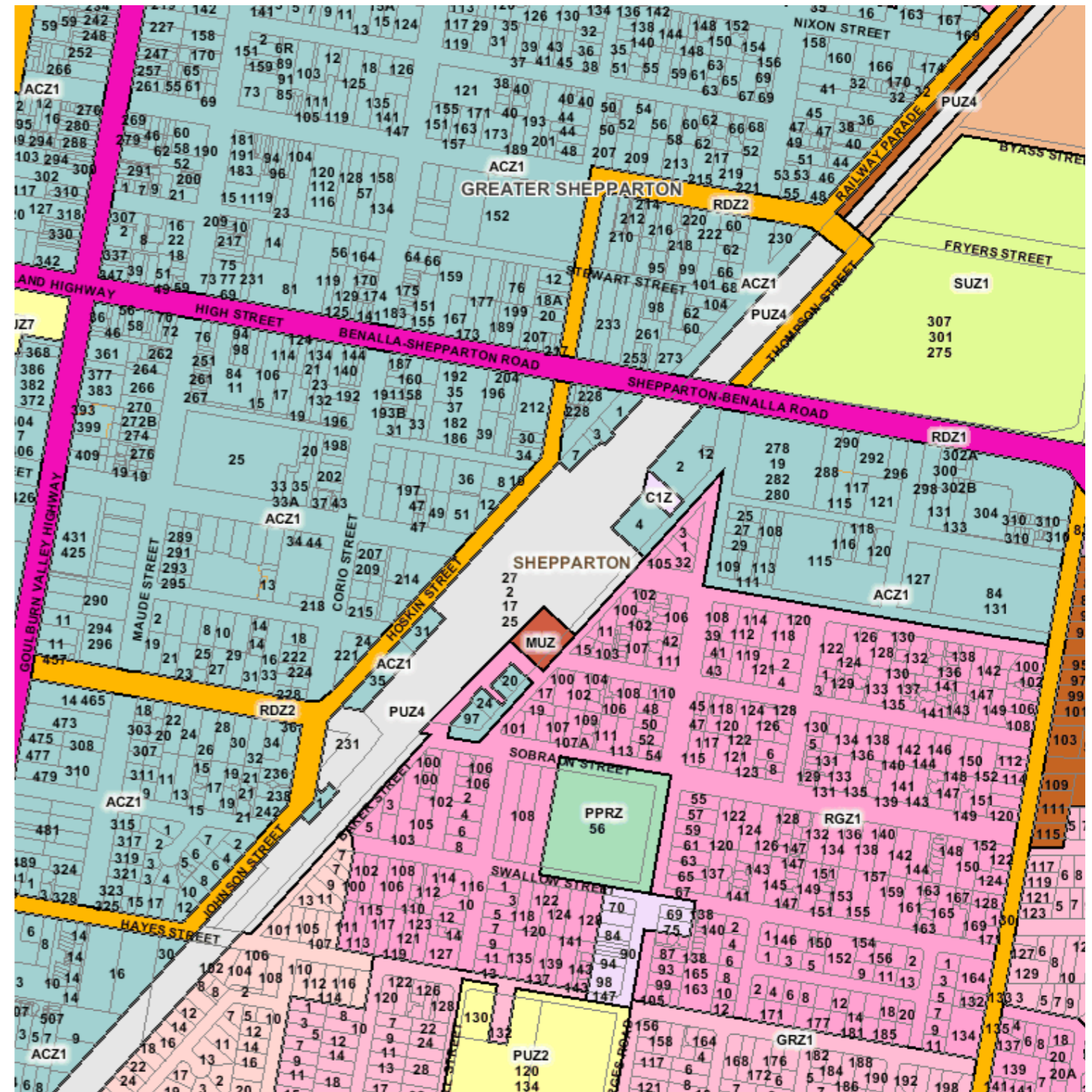


Figure 4 Zoning

usage throughout the year

- ▶ **Residential Growth Zone – Schedule 1** – this zone is applied to the residential area to the east of the railway station. This zone is applied to provide housing at increased densities in buildings up to and including four storey buildings.
- ▶ **Neighbourhood Residential Zone – Schedule 1** – this zone is applied to the residential area south of the railway station. This zone is applied to recognise areas of single storey and double storey development, and to limit opportunities for increased residential development.
- ▶ **Road Zone Category 1** – this zone is applied to the Midland Highway. This zone is used to identify state significant roads.
- ▶ **Road Zone Category 2** – this zone is applied to Hoskin Street, Sobraon Street, Johnson Street and Hayes Street. This zone is used to identify local significant roads.

The following overlays are within the precinct:

- ▶ **Heritage Overlay 91, Heritage Overlay 92** - HO91 applies to the Railway Station and HO92 applies to the Shepparton Showgrounds (borders the precinct boundary). HO91 includes external paint controls, and allows some prohibited uses.
- ▶ **Development Plan Overlay – Schedule 17** - this overlay is applied to a small part of the site, as shown in Figure 5. This overlay has been applied to ensure appropriate development outcomes are achieved in the Shepparton Railway Precinct.
- ▶ **Environmental Audit Overlay** – this overlay is applied to the same area as the DPO. An Environmental Audit of the land will be required before any sensitive use/s may be developed on site.
- ▶ **Parking Overlay – Schedule 1** – this overlay is applied to the subject site. It is applied to facilitate the appropriate provision of car parking spaces in an area.
- ▶ **Land Subject to Inundation Overlay** – this overlay is applied to parts of the subject site. This overlay is applied to identify land in a flood storage or flood fringe area affected by the 1 in 100 year flood or any other area determined by the floodplain management authority.

Note: Following a thorough examination of the current land use planning controls against current planning practice notes and existing land uses, it is recommended all zones and overlays remain as they are. The implementation of the Activity Centre Zone through Planning Scheme Amendment C92 will support the development of the railway station. A planning scheme amendment will only be recommended if there is surplus land to transport requirements, or there is a strategic justification to rezone land through the implementation of this master plan.

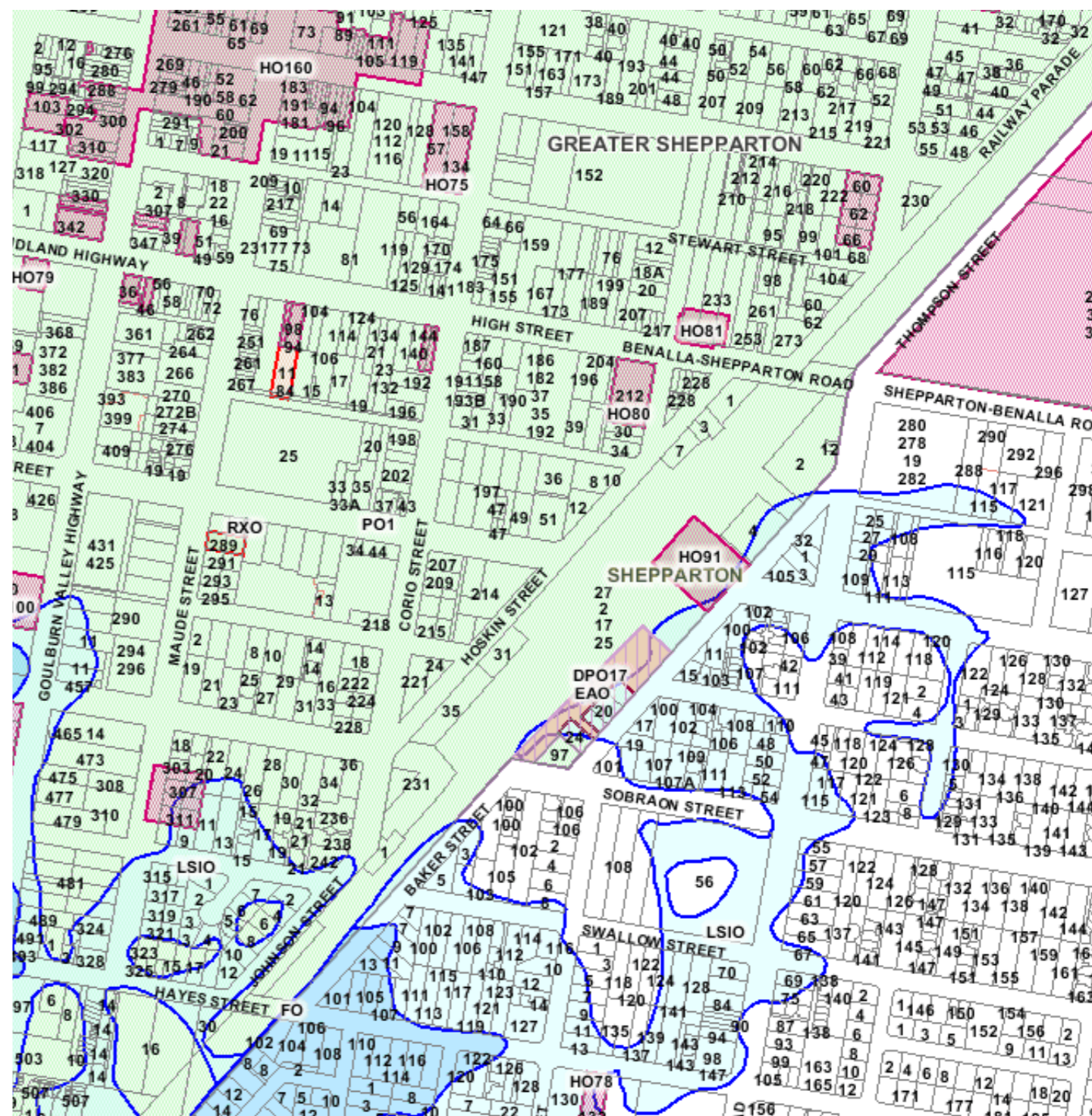


Figure 5 Overlays

## 2.9 TRANSPORT INFRASTRUCTURE AND OPERATIONAL REQUIREMENTS

To inform the Master Plan, TSA Management was engaged to undertake investigations predominantly into the existing and planned transport infrastructure and operational requirements for the Shepparton Railway Station. A summary is provided below.

### 2.9.1 EXISTING INFRASTRUCTURE

- ▶ V-Line currently has two depots within the precinct.
- ▶ The Railway Station is showing significant “wear and tear”.
- ▶ Only 2 of the 4 tracks are utilized for current operations.
- ▶ Signalling for both passenger and freight services are controlled remotely from Melbourne.

### 2.9.2 EXISTING OPERATIONS

- ▶ Journey times from Shepparton to Melbourne are slower than they were in 1992. Journey times on the Shepparton/ Seymour corridor were impacted following the electrification of the metropolitan line to Craigieburn in September 2007. Following the introduction of the January 2017 timetable, the last train of the day to Shepparton will be required to run empty back to Seymour as trains are stabled in Seymour for the night. The train is retrieved before the second service of the day from Shepparton.
- ▶ Freight trains operate inconsistent services through Shepparton to Tocumwal, ranging from 2 per day to 1 per week (average 3 per week in each direction). Freight Rolling Stock is only stabled in Shepparton in exceptional circumstances.
- ▶ Freight operations are coordinated through V-Line. V-Line rail services always have priority of operation.

### 2.9.3 VICTRACK TRANSPORT REQUIREMENTS

VicTrack has no plans to acquire more land adjacent to the Shepparton Rail Precinct nor to sell any of the existing land at this point in time. Their land ownership in this area is surplus to requirements, however it is not considered by VicTrack an appropriate time for maximising value to Victorian taxpayers by selling off any of this land to private investors.

The master plan is based on the absence of confirmation from VicTrack of future transport requirements including High Speed Rail (HSR) and any future freight requirements. No allowance has been made for a future HSR network to pass through the Shepparton Rail Precinct. Confirmation of future transport requirements by VicTrack may impact on proposals in the master plan.

### 2.9.4 PTV PLANNED PROJECTS

PTV has several projects in various stages of planning within the Shepparton Rail Precinct site including the following:

- ▶ Demolition of green steel storage shed on the eastern side of the tracks.



Figure 6 Shepparton Rail Precinct with overview of existing buildings and property boundaries



Figure 7 Building No.6 Sty Fencing warehouse and yard on Hoskin Street

- ▶ Installation of new lighting masts and power between the main line and eastern track.
- ▶ Construction of a larger, naturally light filled, and generally more inviting waiting area.
- ▶ Minor track and signalling modifications and security works to make this precinct suitable for future train stabling.
- ▶ Major modifications to the existing track and formation to allow for future increase in the frequency of services. (Future Direction in the Regional Network Development Plan).
- ▶ Strengthening of existing track and formation to run higher speed Vlocity trains. (Future Direction in the Regional Network Development Plan).

### 2.9.5 V-LINE PLANNED OPERATIONS

- ▶ Immediately: Improved integration between train and bus services and timetabling.
- ▶ Short Term: Utilise existing surplus tracks to stable trains overnight.
- ▶ Medium Term: Increase number of train services to 8 services per day.
- ▶ Long Term: Use of faster Vlocity rail cars.
- ▶ Long Term: Significant infrastructure improvements.
- ▶ 5,000 square meters for future consolidation of works depots – maintain access to road network and existing tracks.

### 2.9.6 PEDESTRIAN BRIDGE/OVERPASS BENCHMARKING

- ▶ Investigations during the Master Plan have identified that a new pedestrian bridge that crosses all four railway lines has been estimated to cost \$3 million + 20% plus GST. This feasibility estimate has been undertaken with uncertainty of the design requirements and materials during this stage.
- ▶ The high level estimate of \$3 million allows for a 35 m span, 2.5 m wide architectural pedestrian bridge with approach ramps of approx 122 m and 2 No lifts.
- ▶ Feedback from PTV states that the above estimate may be too low given that VicTrack delivered a footbridge in Geelong for approximately \$9 million.

### 2.9.7 NEW STATION AND TRANSPORT INTERCHANGE BENCHMARKING

- ▶ A new station on the western side of the existing train tracks has been best estimated to cost \$30 million + 20% plus GST. However, the uncertain nature of the scope and conditions of any new station at Shepparton makes it extremely difficult to provide a reliable estimate. Further due-diligence is required to provide a probable cost for a new railway station.
- ▶ Feedback from PTV states that the above estimate may be too low, however PTV acknowledge there is limited information on which to base the estimate.



Figure 8 Building No.7 Brick building on Hoskin Street



Figure 9 Building No.9 Demountable ex-LCL portacabin building off Hoskin Street (near Vaughan Street)



Figure 10 Building No.10 V/Line green storage shed behind Works Depot (opposite station platform)



Figure 11 Building No.11 V/Line main Works Depot on Hoskin Street (opposite Rowe Street)



Figure 12 Building No.16 V/Line secondary Works Depot off Purcell Street



Figure 13 Building No.18 c1910 Heritage-listed Shepparton Railway Station

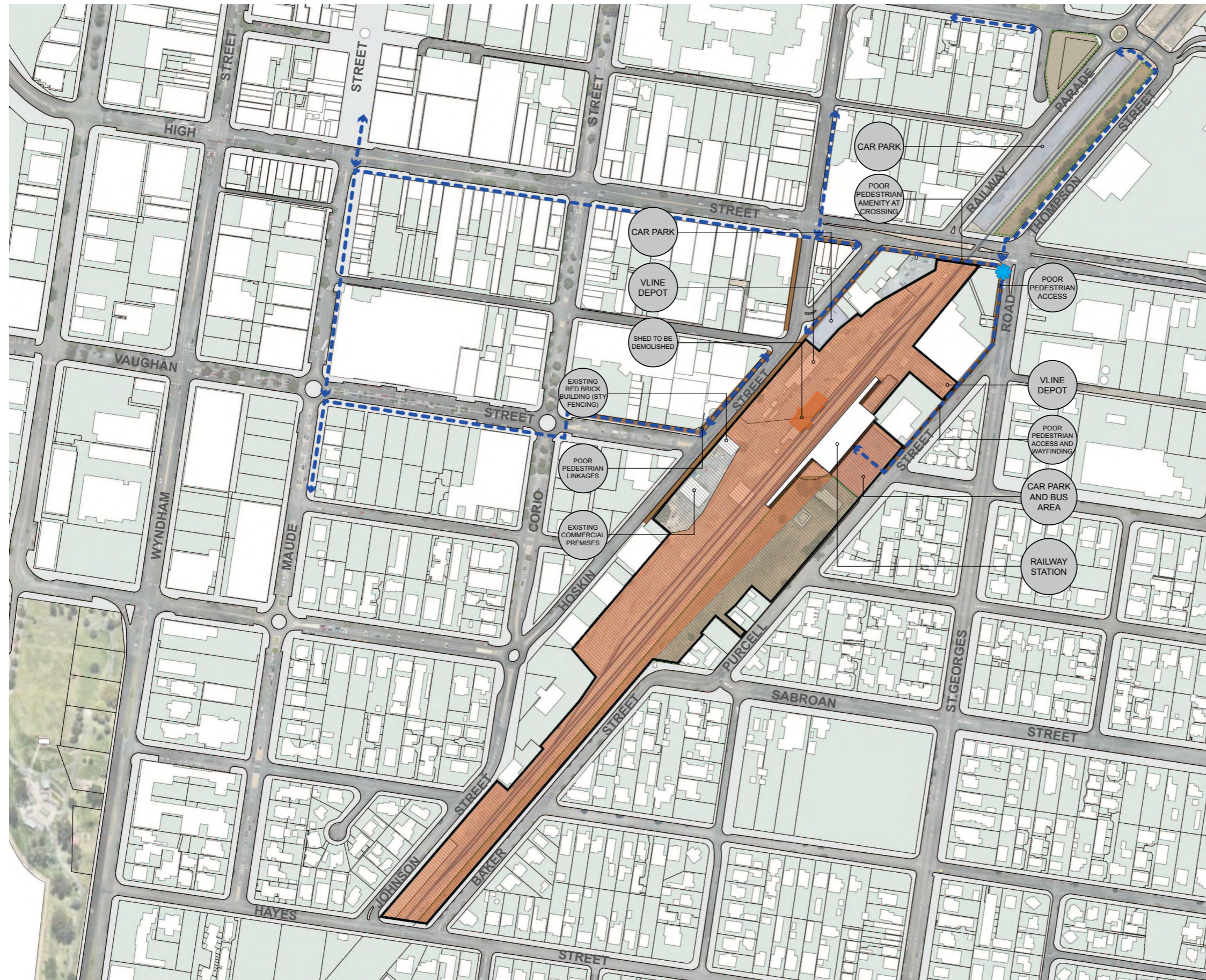


Figure 14 Building No.19 The Victorian Railway Institute Hall







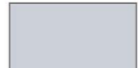
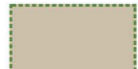




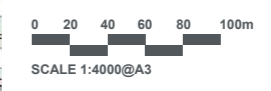
Figure 15 Building No.20 High security fenced and windowless electrical substation off Purcell Street (for supplying V/Line signaling power)

EXISTING CONDITIONS



**LEGEND**

-  Pedestrian paths
-  Wayfinding signage
-  Uncomfortable pedestrian areas
-  Land parcels and buildings (existing)
-  VicTrack land boundary
-  VLine leased land
-  Existing car park
-  Open space with potential for improvement and activation
-  Railway Station
-  Shed identified to be demolished





EXISTING CONDITIONS

EXISTING PHOTOS

ACCESSIBILITY AND CONNECTIVITY

- ▶ Limited way finding signage
- ▶ Poor pedestrian connectivity, particularly High Street crossing and Purcell Street
- ▶ Unsafe road crossings
- ▶ No pathways in some areas
- ▶ Poor interfaces with commercial land uses



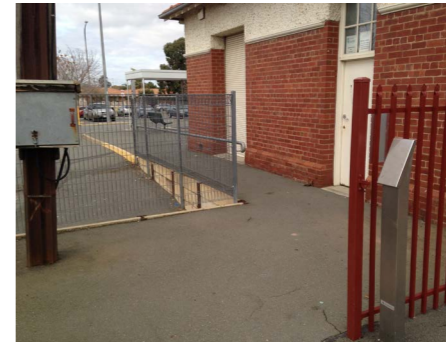
COMFORT AND AMENITY

- ▶ Lack of shade along pedestrian routes
- ▶ Unpleasant interfaces
- ▶ 'Back of house' frontage of station building



ENHANCE EXPERIENCE FOR TRANSPORT USE

- ▶ Small waiting area
- ▶ Uninviting entry
- ▶ Uninviting waiting areas
- ▶ Lacking food/beverage options
- ▶ Limited seating on platform



FACILITATE DEVELOPMENT

- ▶ Rail precinct turns its back on CBD
- ▶ Lacking activity in the area
- ▶ Landscape is visually unappealing
- ▶ Limited incentives for development



RECONCILE BUILDINGS AND INFRASTRUCTURE

- ▶ V/Line works depot visually unappealing
- ▶ V/Line lease area vacant land
- ▶ No sight lines to CBD Precincts



# 03 STAKEHOLDER CONSULTATION

Workshops were held with key stakeholders on 29 July 2016 and 17 August 2016. The workshops were attended by frequent users of the railway station, members of the GV Rail Club, Council staff, and people from the Chamber of Commerce, Goulburn River Valley Tourism, Tourism Greater Shepparton, Shepp Transit and the Disability Advisory Committee, among others.

The workshop allowed participants to write down their answers to three key questions. These answers are summarised below.

## **3.1.1 WHAT DO YOU LIKE ABOUT SHEPPARTON RAILWAY PRECINCT?**

There was a broad range of responses to this question. The majority of people enjoyed the location of the station being close to town, and the heritage values the station building holds. The amount of car parking was also commended as being a good amount, as users rarely were unable to get a car park at the station.

## **3.1.2 WHAT DO YOU NOT LIKE ABOUT SHEPPARTON RAILWAY PRECINCT?**

There was a varied response to this question at the workshops. The limited waiting room, toilet facilities and foyer of the station were common responses. The lack of signage both internally and externally of the railway station building was also criticized. Poor linkages with the CBD for pedestrians was a common issue, with the station being on “the wrong side of the tracks” a common statement.

## **3.1.3 WHAT WOULD YOU LIKE THE SHEPPARTON RAILWAY PRECINCT TO LOOK LIKE IN 10 YEARS?**

This question received varied responses including a café, art installation, the station on the other side of the tracks, walking overpass, new lighting, connections to the CBD, more parking, more landscaping, commercial, retail, office and residential spaces in rail yard, and more wheelchair accessibility.

The Workshop then enabled participants to discuss in groups their ideas and mark them on aerial images of the study area.



Figure 16 Key stakeholder workshop maps 29 July 2016



Figure 17 Key stakeholder workshop maps 29 July 2016



Figure 18 Key stakeholder workshop maps 29 July 2016

# 04 DESIGN PRINCIPLES

Shepparton Railway Precinct will be transformed into an enticing gateway to the City of Greater Shepparton. The design principles were developed from the feedback of key stakeholders and respond to the objectives of the brief.

The design principles and objectives form the link between the identified issues and opportunities with the actions on how to achieve the desired outcomes.

The design principles and objectives are supported by key actions for implementation outlined in Section 5 of this report.

DESIGN PRINCIPLES	OBJECTIVES	ADDRESS CURRENT ISSUES
<b>ACCESSIBILITY AND CONNECTIVITY</b>	<ul style="list-style-type: none"> <li>▶ Improve pedestrian and cycle access to the Rail Station.</li> </ul>	<ul style="list-style-type: none"> <li>▶ Current accessibility issues to the station.</li> <li>▶ Safety and security of patrons.</li> <li>▶ Need for greater ease of access.</li> <li>▶ Current limited physical connections and visual connections.</li> <li>▶ Need for improved pedestrian amenity, wayfinding and connections.</li> <li>▶ Promote activated spaces and streetscapes.</li> </ul>
<b>COMFORT AND AMENITY</b>	<ul style="list-style-type: none"> <li>▶ Improve the visual amenity of the rail precinct</li> </ul>	<ul style="list-style-type: none"> <li>▶ Need to improve visual appearance of station building and surrounds.</li> <li>▶ Improve visual appearance of streetscapes within the precinct.</li> </ul>
<b>ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE</b>	<ul style="list-style-type: none"> <li>▶ Provide amenity improvements for public transport users</li> <li>▶ Ease of navigation (way finding)</li> <li>▶ Activate public space</li> <li>▶ Improve customer experience</li> </ul>	<ul style="list-style-type: none"> <li>▶ Currently no clear connection between station and Maude Street bus interchange.</li> <li>▶ Perceived lack of car parking – ensure confidence for patrons in available car parking.</li> <li>▶ Lack of seating in shaded areas and perception of safe waiting areas.</li> <li>▶ Limited wayfinding signage and treed streetscapes throughout the precinct.</li> <li>▶ Lack of activated spaces or green spaces en route to station from CBD.</li> <li>▶ Lobby area identified by V-Line as being too small.</li> </ul>
<b>FACILITATE DEVELOPMENT</b>	<ul style="list-style-type: none"> <li>▶ Application of planning controls</li> <li>▶ Local promotion of the rail precinct for commercial and residential development</li> </ul>	<ul style="list-style-type: none"> <li>▶ A greater mix of uses will help to activate the area.</li> <li>▶ Current lack of development in the area.</li> </ul>
<b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b>	<ul style="list-style-type: none"> <li>▶ Identify opportunities for development of vacant and underutilised railway land</li> <li>▶ Proposal for longer term objective of relocating platform</li> </ul>	<ul style="list-style-type: none"> <li>▶ Consolidation of V-Line depots into one depot.</li> <li>▶ Removal of disused buildings to open view lines between Vaughan Street and Station.</li> <li>▶ Promotion of mixed use development given proximity of area to services and residential area.</li> <li>▶ Address connectivity, comfort, amenity and experience through new mixed use buildings.</li> </ul>

# 05 MASTER PLAN

The design principles and their objectives as identified in Section 4 of this Report are supported by actions to be achieved that respond to current issues and opportunities. The actions outline how the objectives should be achieved to remain consistent with the design principles.

The Master Plan responds to the project visions, complex site conditions, functional requirements and implementation considerations.

It is not a 'singular' or fixed plan, but a staged and flexible one that can adapt to changing circumstances in terms of transport patronage, funding outcomes and property market conditions. Short term actions include some interim infrastructure improvements for creation and activation of open space/public realm areas which may be developed into more permanent hard infrastructure outcomes in the medium to long term.

The actions have been recommended from the findings of extensive community consultation, literature reviews, and investigating other railway precincts and open spaces.

## 5.1 SHORT TERM (0 – 4 YEARS)

Short term actions include some interim infrastructure improvements for creation and activation of open space/public realm areas which may be developed into more permanent hard infrastructure outcomes in the medium to long term. Further work on the proposed pedestrian overpass has also been identified as a short term action.

### 5.1.1 ACCESSIBILITY AND CONNECTIVITY

*Improve pedestrian and cycle access to the Rail Station.*

- ▶ Install secure bike lock up parking at the station to encourage cyclists.
- ▶ Undertake further designs and costings for a pedestrian overpass. Lobby/advocate for funding to assist with construction of a pedestrian overpass. Undertake construction of a pedestrian overpass across the railway lines.
- ▶ Implement shared walking and cycling path along the eastern side of the railway lines between the station and Hayes Street. Initial construction may be gravel surface finish with a view to upgrading to bitumen/concrete surface in the medium term. The design and implementation of the shared path will need to account for:
  - ▶ Drainage.
  - ▶ Shade tree planting with suitable species beneath power lines.
  - ▶ Low buffer planting along fence line of VicTrack land to soften interface.
  - ▶ Safety of users from cars on Baker Street.
  - ▶ Potential street upgrades including kerbs and car parking.
- ▶ Consider off road shared path green link south of Hayes Street along railway line to Wyndham Street as connection to future SAM.

- ▶ Provide pram crossings and pedestrian refuges at Hayes Street and Wyndham Street shared path connections.
- ▶ Improve pedestrian accessibility, safety and comfort by increasing footpath width on western side of Purcell Street between Station and St Georges Road. Upgrades to Purcell Street to include widened footpath and shade tree planting (including signature trees at key locations). Shade tree planting may occur in tree cells in the parking lane.
- ▶ Work with V-Line and VicTrack to improve the amenity of the High Street pedestrian crossing across the railway line for improved connectivity, safety and comfort for users. These cosmetic upgrades may include widened pathway, improved surface finishes/paving, upgraded fencing/gates, additional signage and low planting in verges to soften appearance.
- ▶ Provide accessible footpath along the eastern side of Hoskin Street between Vaughan Street and High Street as direct pedestrian route. Ensure safe pedestrian crossing points and connections to Vaughan Street.
- ▶ Work with V-Line and VicTrack to implement a direct pedestrian connection through V-Line lease area immediately adjacent the eastern side of the railway tracks between High Street and the station.
- ▶ Upgrade Purcell Street connection with Sobraon Street and Victory Park/St Georges Road shopping precinct including safe pedestrian crossings and shade tree planting.
- ▶ Ensure alignment with Council's Cycling Strategy.

### 5.1.2 COMFORT AND AMENITY

*Improve the visual amenity of the rail precinct by:*

- ▶ Create green spaces that offer a pause point for pedestrians/cyclists to utilise that physically and visually connect with key pedestrian routes to and from the Station. Include amenities such as seating, bicycle stands and shade tree and garden bed planting. Allow for and promote opportunity for pop up elements such as kiosks, feature landscape elements and artwork to aid in activation of the space. Key locations for green spaces are:
  - ▶ Hoskin Street site at the end of Vaughan Street (where current red brick building stands and subject to future lease agreements).
  - ▶ Surrounds of the existing Railway Institute Hall including connection with proposed shared path.
  - ▶ 'Banner Reserve' at the corner of Railway Parade and Fryers Street.
- ▶ Develop the station forecourt into a welcoming public realm through design features such as paving, shelter, planter boxes, grass areas and seating. Relocate parking area in the vacant land to the south of the Railway Institute Hall to enable development of open space area. Implement design layout and features consistent with proposed Vaughan Street / Maude Street open space area adjacent proposed bus interchange. Ensure provision of bus/taxi drop off area and disabled parking adjacent station frontage.
- ▶ Work with landowners/shop owners in the area to provide appealing and safe amenity and interfaces along the key pedestrian routes, including ensuring footpaths are accessible for pedestrians and garden planting is kept neat and tidy.
- ▶ Plant signature trees at key locations along pedestrian routes as way finding elements which signify direction and passage to the station (in line with Urban Forest Strategy).

- ▶ Create shaded pedestrian 'green links' along Hoskin Street and Purcell Street with shade tree planting and low verge planting to buffer pedestrians from roadways (in line with Urban Forest Strategy). Provide seats for rest at intervals in locations that are safe and oriented for pedestrian comfort.
- ▶ Provide consolidated shade tree planting (in line with Urban Forest Strategy) with low verge planting along High Street, Railway Parade, Hoskin Street (north and south of High Street), North Street (between Hoskin Street and Fryers Street), and Vaughan Street.
- ▶ Upgrade fencing along Hoskin Street for improved visual interface between railway land and pedestrian route. Fencing may be semi-transparent with climbing vegetation.
- ▶ Provide fencing to both side of railway tracks between High Street and Fryers Street.
- ▶ Continue Vaughan Street streetscape upgrades to Hoskin Street, utilising the current Vaughan Street urban design themes, finishes and materials for cohesive and consistent appearance.
- ▶ Appropriately commission any public art to ensure artworks respond to and enhance character of the precinct.
- ▶ Implement relevant actions for urban streets as defined in the Shepparton Urban Forest Strategy.

### 5.1.3 ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE

#### *Provide amenity improvements for public transport users*

- ▶ Link Railway Station with proposed bus interchange at Maude Street through clear, safe and pleasant pedestrian connections.
- ▶ Create additional car parking area south of the Railway Institute Hall with sealed pathway connections to the station and proposed shared path. Provide covered walkway to station. Ensure car park has secure area for long term parking.
- ▶ Upgrade car parking area on Railway Parade and Thompson Street to sealed car park with pedestrian connections and tree and garden bed planting. Ensure Crime Prevention Through Environmental Design Principles (CPTED) are followed in any upgrades. Incorporate best practice Water Sensitive Urban Design in car park design.
- ▶ Re-develop bus drop off area to cater for coaches and provide improved external waiting areas. Consider shared space area along station frontage with new paving, tree planting and seating.
- ▶ Install seating in shaded areas throughout the precinct.

#### *Contribute to the ease of navigation (way finding)*

- ▶ Install a suite of wayfinding signage (in line with City of Greater Shepparton branding and signage strategy) at the station and at key locations/junctions along pedestrian routes directing passengers to and from key destinations including but not limited to the:
  - ▶ Bus interchange and taxi rank
  - ▶ Education Precinct

- ▶ Maude Street Mall
- ▶ Vaughan Street precinct
- ▶ Victory Park / St George's Road precinct
- ▶ Eastbank Lake Precinct
- ▶ Goulburn River
- ▶ Victoria Park
- ▶ SAM (Shepparton Art Museum).
- ▶ Develop visual connections between the Railway Station and Vaughan Street through removal of nominated buildings within VicTrack boundary to open up view lines and encourage walkability and pedestrian movement between precincts of the CBD and the Railway Station.

#### *Activate public space*

- ▶ Improve station forecourt through place making initiatives such as flexible seating arrangements, planter boxes with trees and low planting, bicycle hub, public artwork, signage.
- ▶ Encourage pop up kiosks/food outlets at the station that provide quality food and drink, colour and activation of the space.

#### *Improve customer experience*

- ▶ Upgrade the internal waiting/ticketing area through construction of a much larger, natural light filled, and generally more inviting new waiting area.
- ▶ Retain and enhance heritage characteristics of railway station through sensitive restoration and/or development of the station building and surrounds.

### 5.1.4 FACILITATE DEVELOPMENT

#### *Application of planning controls*

- ▶ Encourage appropriate land use mix and better utilisation of the Railway Precinct through appropriate planning controls and local planning policies.
- ▶ The land within the Activity Centre Zone can enable a variety of uses appropriate to this precinct, and is recommended to remain in this zone at this stage.
- ▶ Consider land tenure arrangements for public open space on the VicTrack land at Vaughan Street in current location of small brick building as an important visual connection.
- ▶ Amend V-Line lease boundary to exclude the old V-Line works depot on Purcell Street (land within the Commercial 1 Zone).
- ▶ Encourage and support development in existing Mixed Use Zoned land.

#### *Local promotion of the rail precinct for commercial and residential development*

- ▶ Council's Investment Attractive department to promote the precinct as an appealing commercial and or residential area, especially as the pedestrian and vehicle access to the station increases as anticipated by growth in the number of daily train services.

### **5.1.5 RECONCILE BUILDINGS AND INFRASTRUCTURE**

#### *Identify opportunities for development of vacant and underutilised railway land*

- ▶ Consolidate existing two V-Line works depots into one 5000m<sup>2</sup> area centrally located site off Hoskin Street with good access to adjacent road network and also to the existing tracks.
- ▶ Remove existing LCL sheds and buildings which are no longer required by V/Line, under the direction of VicTrack and/or PTV, particularly to create visual connections between Vaughan Street and railway station.
- ▶ Confirm future lease agreements of STY Fencing site with a view to removing red brick building on Hoskin Street to create green space and visual connections between Vaughan Street and railway station.
- ▶ Encourage and support development in the Commercial 1 Zoned land (V-Line works depot on Purcell Street which is to be consolidated).
- ▶ Develop a contemporary mixed-use precinct with residential and commercial elements.

#### *Proposal for longer term objective of relocating platform*

- ▶ Undertake feasibility study and concept design for a new station on the western side of the tracks.
- ▶ Advocate/lobby for funding to assist with the construction of new railway station on the western side of the tracks.

## **5.2 MEDIUM TERM (5 – 8 YEARS)**

Medium term actions include some infrastructure improvements that may be developed from the short term creation and activation of open space/public realm areas into more permanent hard infrastructure outcomes.

### **5.2.1 ACCESSIBILITY AND CONNECTIVITY**

#### *Improve pedestrian and cycle access to the Rail Station.*

- ▶ Continue to ensure adequate secure bike lock up parking is available at the station and throughout the precinct to encourage cyclists.
- ▶ Review accessibility of shared walking and cycling path along the eastern side of the railway lines between the station and Hayes Street with a view to upgrading pathway to bitumen/concrete surface. Ensure upgrades account for:
  - ▶ Drainage.
  - ▶ Protection of trees and low buffer planting (installed as part of short term actions).
  - ▶ Safety of users from cars on Baker Street.
  - ▶ Installation of kerb and channel on Baker Street including on street parking bays.
- ▶ Ensure on going pedestrian accessibility, safety and comfort of Purcell Street footpath access.
- ▶ Ensure on going pedestrian accessibility, safety and comfort along the eastern side of Hoskin Street and safe pedestrian crossing points and connections to Vaughan Street.
- ▶ Ensure any commercial development on Purcell Street (at old V-Line depot site) provides pedestrian linkages between the street and pedestrian access to eastern side of railway lines.

### **5.2.2 COMFORT AND AMENITY**

#### *Improve the visual amenity of the rail precinct by:*

- ▶ Continue to develop and maintain green spaces at key locations with high quality fixtures, finishes and planting.
- ▶ Continue to maintain developed station forecourt as a welcoming public realm through on-going maintenance of fixtures, finishes and planting.
- ▶ Continue to work with landowners/shop owners in the area to ensure appealing and safe amenity and interfaces along the key pedestrian routes, including ensuring footpaths are accessible for pedestrians and garden planting is kept neat and tidy.
- ▶ Monitor and support growth of tree and garden bed planting throughout the precinct.
- ▶ Continue to implement relevant actions for urban streets as defined in the Shepparton Urban Forest Strategy.

### 5.2.3 ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE

#### *Provide amenity improvements for public transport users*

- ▶ Continue to ensure clear, safe and pleasant pedestrian connections throughout the precinct.
- ▶ Further develop car parking and bus interchange / transport hub at Purcell Street (south of the station), ensuring clear, safe and direct pedestrian connections.
- ▶ Ensure on going provision of seating in shaded areas throughout the precinct.

#### *Contribute to the ease of navigation (way finding)*

- ▶ Continue to ensure appropriate wayfinding signage throughout the precinct and at key CBD destinations.
- ▶ Continue to ensure visual connectivity between Railway Station and Vaughan Street through open view lines to encourage walkability and pedestrian movement between precincts of the CBD and the Railway Station.

#### *Activate public space*

- ▶ Further develop station forecourt with permanent fixtures, finishes and planting.
- ▶ Develop and support permanent kiosks/food outlets at the station that provide quality food and drink, colour and activation of the space.

#### *Improve customer experience*

- ▶ Repair/renovate/restore the old station building and provide new waiting area in the former 'Refreshment Rooms' (subject to outcomes of structural engineering report on white-ants and V-Line requirements).

### 5.2.4 FACILITATE DEVELOPMENT

#### *Application of planning controls*

- ▶ Continue to encourage appropriate land use mix and better utilisation of the Railway Precinct through appropriate planning controls and local planning policies.
- ▶ Activate Activity Centre Zoned land with mixed use development at Vaughan Street / Hoskin Street.
- ▶ Activate Commercial 1 Zone land with new mixed use building on Purcell Street.
- ▶ Lobby/advocate for funding to assist with the construction of major infrastructure including transport hub / interchange.
- ▶ Negotiate access licence through VicTrack land suitable for the general public to access and traverse the proposed pedestrian bridge.

#### *Local promotion of the rail precinct for commercial and residential development*

- ▶ Council's Investment Attractive department to continue to promote the precinct as an appealing commercial and or residential area, especially as the pedestrian and vehicle access to the station increases as anticipated by growth in the number of daily train services.

### 5.2.5 RECONCILE BUILDINGS AND INFRASTRUCTURE

#### *Identify opportunities for development of vacant and underutilised railway land*

- ▶ Work with V-Line to ensure functionality and operations of works depot.
- ▶ Work with V-Line to remove any buildings and infrastructure on the site which may be no longer required by V-Line.
- ▶ Develop a contemporary mixed-use precinct with residential and commercial elements.

#### *Proposal for longer term objective of relocating platform*

- ▶ Undertake feasibility study and concept design for a new station on the western side of the tracks.
- ▶ Advocate/lobby for funding to assist with the construction of new railway station on the western side of the tracks.
- ▶ Reinvigorate former station building as a multi-use community precinct that may include community arts/education/ museum space and food hub.



## 5.3 LONG TERM (8+ YEARS)

Long term actions include further development of infrastructure and mixed use developments for permanent activation of open space/public realm areas.

### 5.3.1 ACCESSIBILITY AND CONNECTIVITY

*Improve pedestrian and cycle access to the Rail Station.*

- ▶ Ensure pedestrian and cycle connectivity and amenity as part of future railway station and mixed use developments.

### 5.3.2 COMFORT AND AMENITY

*Improve the visual amenity of the rail precinct by:*

- ▶ Continue to develop and maintain green spaces at key locations with high quality fixtures, finishes and planting.
- ▶ Continue to maintain and promote old station forecourt as a welcoming public realm through on-going maintenance of fixtures, finishes and planting.
- ▶ Continue to work with landowners/shop owners in the area to ensure appealing and safe amenity and interfaces along the key pedestrian routes, including ensuring footpaths are accessible for pedestrians and garden planting is kept neat and tidy.
- ▶ Monitor and support growth of tree and garden bed planting throughout the precinct.
- ▶ Continue to implement relevant actions for urban streets as defined in the Shepparton Urban Forest Strategy.

### 5.3.3 ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE

*Provide amenity improvements for public transport users*

- ▶ Develop new railway station and transport interchange fronting Hoskin Street including mixed use development that provides high quality, connected and activated public realm. The development may include buildings that are connected with the existing railway station and support it as the main station and platform.

*Contribute to the ease of navigation (way finding)*

- ▶ Upgrade wayfinding signage throughout the precinct and at key CBD destinations as required.
- ▶ Continue to ensure visual connectivity between Railway Station and Vaughan Street through open view lines to encourage walkability and pedestrian movement between precincts of the CBD and the Railway Station.

*Activate public space*

- ▶ Provide high quality public realm as part of new station and commercial / mixed use developments.
- ▶ Develop and support permanent food/retail outlets as part of new station and commercial / mixed use developments

that provide quality produce, colour and activation of the space.

*Improve customer experience*

- ▶ Provide new station and/or supporting buildings and transport interchange.

### 5.3.4 FACILITATE DEVELOPMENT

*Application of planning controls*

- ▶ Continue to encourage appropriate land use mix and better utilisation of the Railway Precinct through appropriate planning controls and local planning policies.
- ▶ Lobby/advocate for funding to assist with the construction of major infrastructure including new station and transport hub / interchange.

*Local promotion of the rail precinct for commercial and residential development*

- ▶ Council's Investment Attractive department to continue to promote the precinct as an appealing commercial and or residential area, especially as the pedestrian and vehicle access to the station increases as anticipated by growth in the number of daily train services.

### 5.3.5 RECONCILE BUILDINGS AND INFRASTRUCTURE

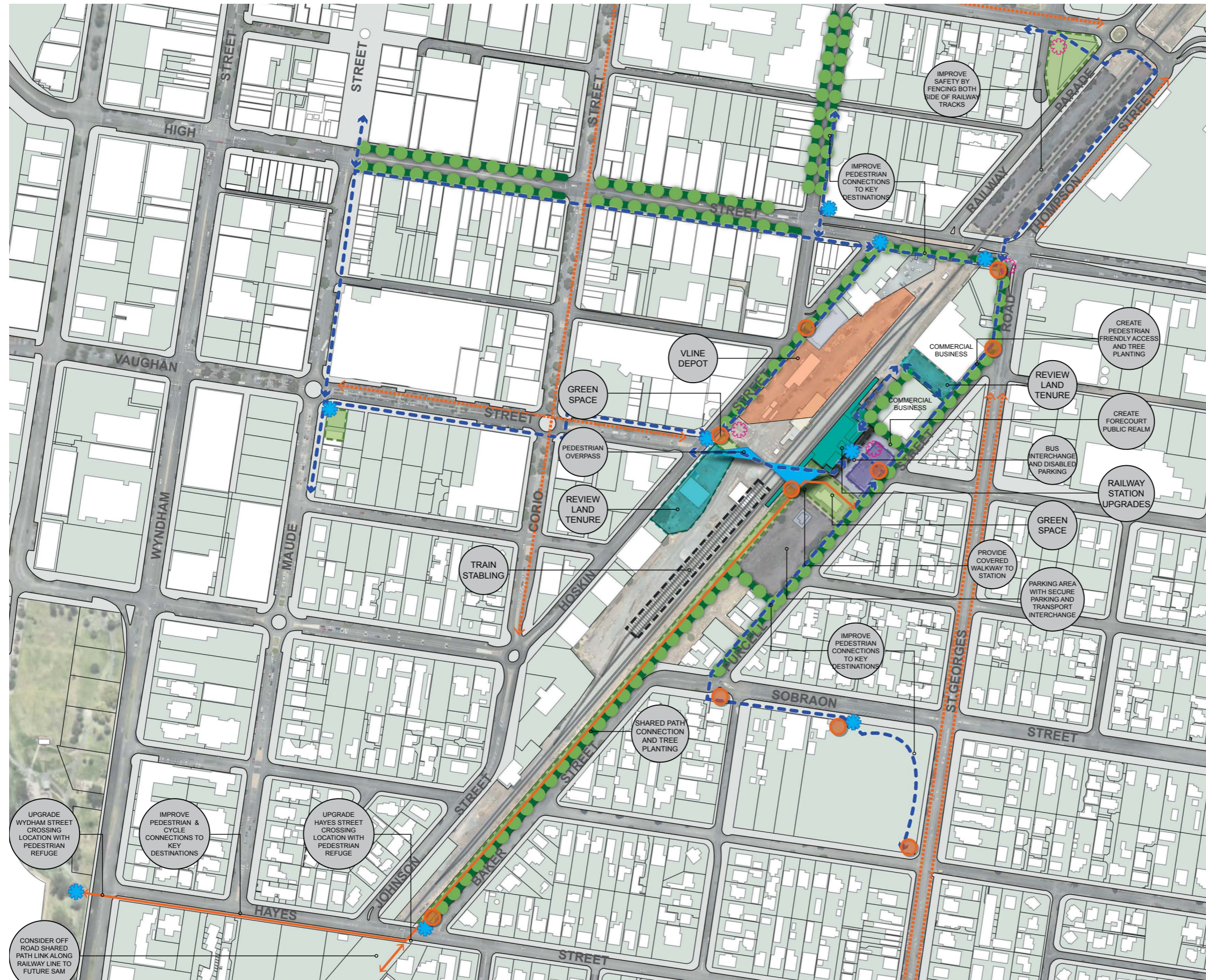
*Identify opportunities for development of vacant and underutilised railway land*

- ▶ Work with V-Line to ensure functionality and operations of works depot with regard to new station and platform. Consider relocation of V-Line works depot elsewhere within the rail corridor and out of the Central Business District.
- ▶ Work with V-Line to remove any buildings and infrastructure on the site which may be no longer required by V/Line.

*Proposal for longer term objective of relocating platform*

- ▶ Advocate/lobby for funding to assist with the construction of new railway station on the western side of the tracks.
- ▶ Reinvigorate former station building as a multi-use community precinct that may include community arts/education/ museum space and food hub.

SHORT TERM (0 - 4 YEARS)



**LEGEND**

- Pedestrian connections
- Bicycle lane (on road)
- Shared path (off road)
- Verge tree and low planting
- Feature landscape/public art as wayfinding element
- Wayfinding signage
- Pop up art or other feature
- Land parcels and buildings (existing)
- VLine depot 5000m2 (explore other options within the rail corridor)
- Train stabling (explore options further north within the rail corridor)
- Existing car park
- Transport interchange including bus depot, taxi rank and car parking (including options for secure parking)
- Public realm
- Green space
- Review land tenure and promote mixed use development
- Railway Station upgrades
- New mixed use development
- Pedestrian overpass with lifts

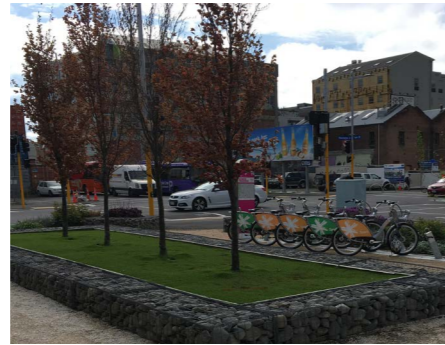
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PRINCIPLES + ACTIONS

SAMPLE IMAGES

ACCESSIBILITY AND CONNECTIVITY

- ▶ Pedestrian friendly access between Station and key destinations
- ▶ Shared path connections
- ▶ Bicycle lock up station
- ▶ Signature tree planting
- ▶ Create site lines from Vaughan Street to Station



COMFORT AND AMENITY

- ▶ Create green spaces along pedestrian routes
- ▶ Create welcoming forecourt public realm using interim elements
- ▶ Shade tree avenue planting
- ▶ Trial pop up kiosks/outlets



ENHANCE EXPERIENCE FOR TRANSPORT USE

- ▶ Additional wayfinding signage
- ▶ Additional car parking area / transport interchange on Purcell Street including secure parking.
- ▶ Waiting/ticketing area upgrades
- ▶ Review and improve transport timetable connections



FACILITATE DEVELOPMENT

- ▶ Review Land Tenure of V/Line lease area and VicTrack parcels
- ▶ Realign V-Line lease boundary
- ▶ Plan for mixed use development + station building on Hoskin Street
- ▶ Undertake design and construction of pedestrian overpass

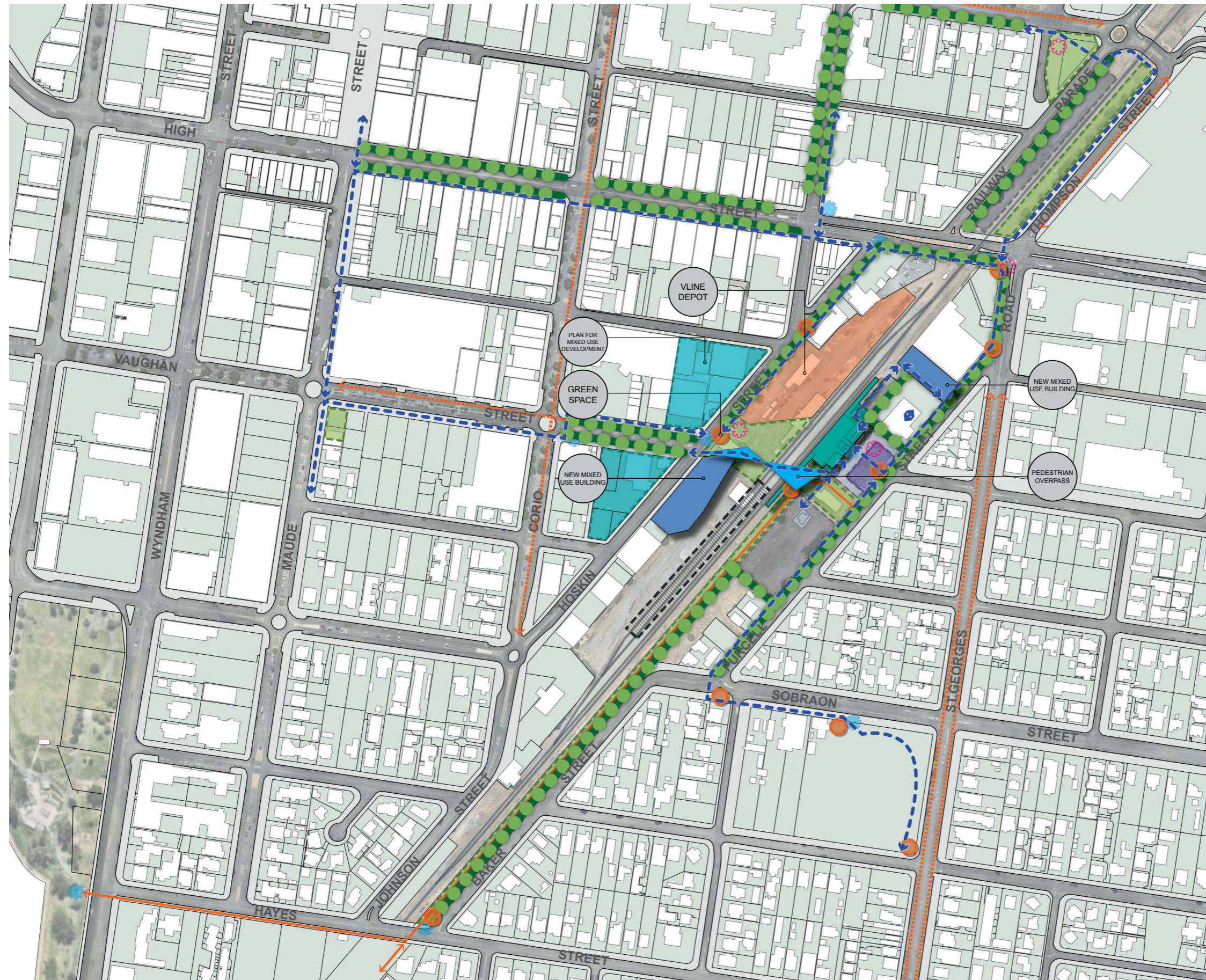


RECONCILE BUILDINGS AND INFRASTRUCTURE

- ▶ Remove LCL Shed
- ▶ Consolidate V/Line Depot
- ▶ Explore options for train stabling within the rail corridor.



MEDIUM TERM (5 - 8 YEARS)



**LEGEND**

- Pedestrian connections
- Bicycle lane (on road)
- Shared path (off road)
- Verge tree and low planting
- Feature landscape/public art as wayfinding element
- Wayfinding signage
- Pop up art or other feature
- Land parcels and buildings (existing)
- VLine depot 5000m2 (explore other options within the rail corridor)
- Train stabling (explore options further north within the rail corridor)
- Existing car park
- Transport interchange including bus depot, taxi rank and car parking (including options for secure parking)
- Public realm
- Green space
- Review land tenure and promote mixed use development
- Railway Station upgrades
- New mixed use development
- Pedestrian overpass with lifts

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PRINCIPLES + ACTIONS

SAMPLE IMAGES

ACCESSIBILITY AND CONNECTIVITY

- ▶ Continue to improve and upgrade pedestrian friendly access between Station and key destinations
- ▶ Create pedestrian friendly access through mixed use development on Purcell Street
- ▶ Implement pedestrian overpass



COMFORT AND AMENITY

- ▶ Enhance green space on Hoskin Street as part of Mixed Use Development
- ▶ Further develop welcoming forecourt public realm and green spaces using permanent elements



ENHANCE EXPERIENCE FOR TRANSPORT USE

- ▶ On going construction of major infrastructure including transport interchange and secure car parking area.
- ▶ Continue wayfinding signage where required



FACILITATE DEVELOPMENT

- ▶ Activate Activity Centre Zoned land with mixed use development at Vaughan Street / Hoskin Street (north and south side of Vaughan Street)
- ▶ Activate Commercial 1 Zone land with new mixed use building on Purcell Street
- ▶ Amend local planning policy to support commercial and residential land uses

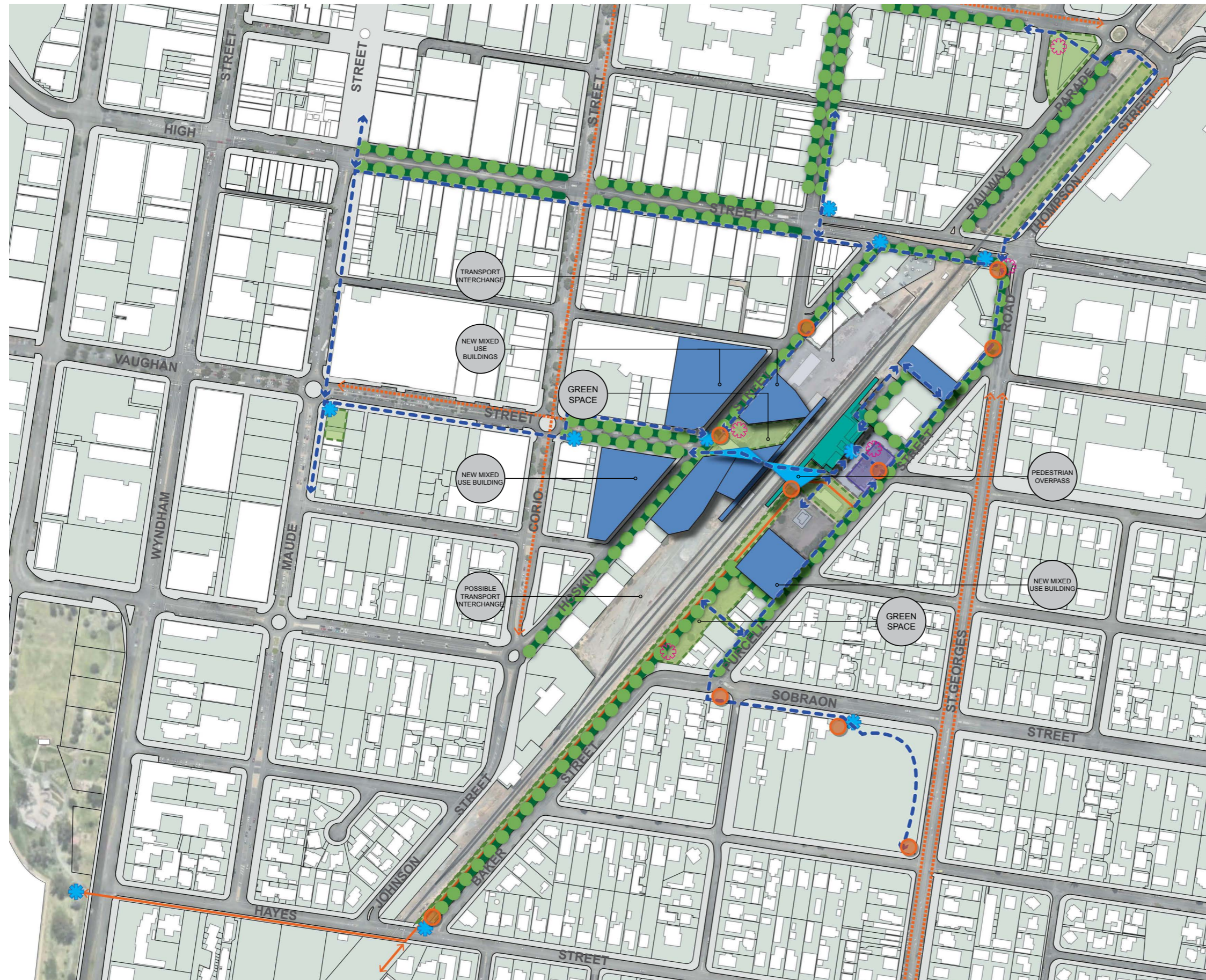


RECONCILE BUILDINGS AND INFRASTRUCTURE











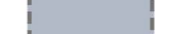



- ▶ Advocate/lobby for funding to assist with the construction of new railway station on western side of railway tracks



LONG TERM (8+ YEARS)



**LEGEND**

-  Pedestrian connections
-  Bicycle lane (on road)
-  Shared path (off road)
-  Verge tree and low planting
-  Feature landscape/public art as wayfinding element
-  Wayfinding signage
-  Pop up art or other feature
-  Land parcels and buildings (existing)
-  Transport interchange including bus depot, taxi rank and car parking (including options for secure parking)
-  Public realm
-  Green space
-  Railway Station upgrades
-  New mixed use development
-  Pedestrian overpass with lifts

NOTE:

Assumes that VLine Depot and train stabling has been relocated within the rail corridor prior to long term.



PRINCIPLES + ACTIONS

SAMPLE IMAGES

ACCESSIBILITY AND CONNECTIVITY

- ▶ Ensure pedestrian and cycle connectivity and amenity as part of future railway station and mixed use developments.



COMFORT AND AMENITY

- ▶ Continue to develop and maintain green spaces at key locations and old station forecourt with high quality permanent fixtures, finishes and planting.



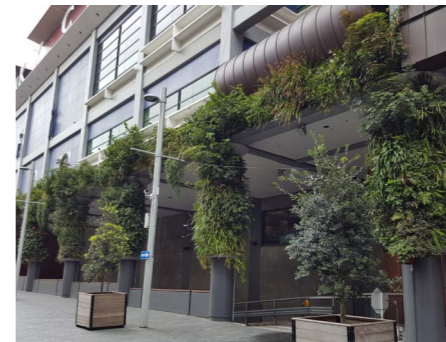
ENHANCE EXPERIENCE FOR TRANSPORT USE

- ▶ Develop new railway station and transport interchange fronting Hoskin Street.
- ▶ Continue to update wayfinding signage where required.
- ▶ Provide high quality public realm as part of new station and commercial / mixed use developments.



FACILITATE DEVELOPMENT

- ▶ Lobby/advocate for funding to assist with the construction of major infrastructure including new station and transport interchange.
- ▶ Continue to promote the precinct as an appealing commercial and residential area.



RECONCILE BUILDINGS AND INFRASTRUCTURE

- ▶ Advocate/lobby for funding to assist with the construction of new railway station on western side of railway tracks
- ▶ Promote community use of old railway station



# 06 IMPLEMENTATION PLAN

It is proposed to implement the Master Plan across three stages; short term (0-4 years), medium term (4-8 years) and long term (8+ years). The implementation has been categorised into sections of responsibilities between Council, V-Line, VicTrack, the community and the private sector. Refer to the actions identified in the previous section for further details on how redevelopment may occur.



## 6.1 SHORT TERM (0 – 4 YEARS)

Table 1: Short Term Implementation Actions

RESPONSIBLE PARTY	REFERENCE	IMPLEMENTATION ACTIONS
Greater Shepparton City Council	SECTION 5.1.1 p16	<p><b>ACCESSIBILITY AND CONNECTIVITY</b></p> <ul style="list-style-type: none"> <li>▶ Undertake further design and costings for pedestrian overpass.</li> <li>▶ Lobby/advocate for funding to assist with construction of pedestrian overpass</li> <li>▶ Undertake construction of pedestrian overpass.</li> <li>▶ Design and implement shared walking and cycling path along eastern side of railway line between station and Hayes Street.</li> <li>▶ Provide pram crossings and pedestrian refuges at Hayes Street and Wyndham Street shared path connections.</li> <li>▶ Consider shared path green link along railway line south of Hayes Street as connection to future SAM.</li> <li>▶ Purcell Street upgrades between station and St Georges Road including widened footpath and tree planting in tree cells in parking lane.</li> <li>▶ Work with VicTrack to improve amenity (cosmetic) at the High Street pedestrian crossing across railway line.</li> <li>▶ Provide accessible footpath along eastern side of Hoskin Street.</li> <li>▶ Upgrade Purcell Street connections with Sobraon Street / Victory Park / St Georges Road Precinct.</li> <li>▶ Align shared path connections with Council's Cycling Strategy.</li> </ul>
	SECTION 5.1.2 pp16–17	<p><b>COMFORT AND AMENITY</b></p> <ul style="list-style-type: none"> <li>▶ Work with lessee, V-Line and VicTrack to negotiate lease with a view to removing red brick building create green space on Hoskin Street.</li> <li>▶ Work with VicTrack to improve surrounds of Railway Institute Hall as green space and connection with shared path.</li> <li>▶ Improve Banner Reserve as green space at corner of Railway Parade and Fryers Street.</li> <li>▶ Work with V-Line and VicTrack to develop station forecourt as a welcoming public realm.</li> <li>▶ Work with landowners/shop owners to provide appealing and safe amenity, and improve interfaces with streetscape.</li> <li>▶ Undertake tree planting and low verge planting throughout precinct to provide 'green links'.</li> <li>▶ Continue Vaughan Street upgrades to Hoskin Street.</li> <li>▶ Work with VicTrack to upgrade fencing along Hoskin Street between Vaughan Street and High Street.</li> <li>▶ Work with VicTrack to provide fencing to both sides of railway tracks between High Street and Fryers Street.</li> <li>▶ Implement actions in line with Urban Forest Strategy.</li> <li>▶ Appropriately commission any public art to ensure artworks respond to and enhance the character of the precinct.</li> </ul>
	SECTION 5.1.3 p17	<p><b>ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE</b></p> <ul style="list-style-type: none"> <li>▶ Work with V-Line to create additional car parking area south of railway station. Provide covered walkway to station. Ensure secure area for long term parking.</li> <li>▶ Work with V-Line and VicTrack to upgrade car parking area on Railway Parade and Thompson Street.</li> <li>▶ Install seating in shaded areas throughout precinct.</li> <li>▶ Install way finding signage throughout precinct and at key CBD destinations.</li> <li>▶ Work with VicTrack and V-Line to remove unused buildings.</li> <li>▶ Work with V-Line to improve station forecourt.</li> <li>▶ Work with V-Line to encourage pop up outlets at the station.</li> </ul>

RESPONSIBLE PARTY	REFERENCE	IMPLEMENTATION ACTIONS
Greater Shepparton City Council	SECTION 5.1.4 p17  SECTION 5.1.5 p18	<p><b>FACILITATE DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>▶ Encourage appropriate land use planning.</li> <li>▶ Work with VicTrack and V-Line to amend lease area boundary for in order to create green space on Hoskin Street. Council to make an online application to VicTrack to lease or purchase this land for open space.</li> <li>▶ Work with VicTrack and V-Line to amend lease area boundary for Commercial 1 Zone on Purcell Street.</li> <li>▶ Work with VicTrack to encourage and promote development in Mixed Use Zone.</li> <li>▶ Promote precinct as an appealing commercial and or residential area.</li> </ul> <p><b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b></p> <ul style="list-style-type: none"> <li>▶ Encourage and support development in Commercial 1 Zone land.</li> <li>▶ Advocate / lobby for funding to assist with the construction of major infrastructure including pedestrian overpass, new car park and bus interchange.</li> </ul>
V-Line	SECTION 5.1.1 p16  SECTION 5.1.2 p16  SECTION 5.1.3 p17  SECTION 5.1.4 p17  SECTION 5.1.5 p18	<p><b>ACCESSIBILITY AND CONNECTIVITY</b></p> <ul style="list-style-type: none"> <li>▶ Install secure bike lock up parking at the station.</li> <li>▶ Provide direct pedestrian connection through V-Line lease area immediately adjacent eastern side of tracks.</li> </ul> <p><b>COMFORT AND AMENITY</b></p> <ul style="list-style-type: none"> <li>▶ Work with Council and VicTrack to remove red brick building create green space on Hoskin Street</li> <li>▶ Work with Council and VicTrack to develop station forecourt as a welcoming public realm.</li> </ul> <p><b>ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE</b></p> <ul style="list-style-type: none"> <li>▶ Work with Council and VicTrack to create additional car parking area south of railway station.</li> <li>▶ Redevelop bus drop off area to cater for coaches.</li> <li>▶ Improve external waiting areas.</li> <li>▶ Remove unused buildings within lease area.</li> <li>▶ Work with Council to improve station forecourt as a welcoming public realm.</li> <li>▶ Work with Council to encourage pop up outlets at the station.</li> <li>▶ Upgrade internal waiting area.</li> </ul> <p><b>FACILITATE DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>▶ Work with Council and VicTrack to amend lease area boundary in order to create green space on Hoskin Street.</li> <li>▶ Work with Council and VicTrack to amend lease area boundary for Commercial 1 Zone on Purcell Street.</li> </ul> <p><b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b></p> <ul style="list-style-type: none"> <li>▶ Consolidate current two works depots into one 5000m2 area with access from Hoskin Street.</li> <li>▶ Remove existing sheds and buildings no longer required.</li> <li>▶ Remove red brick building on Hoskin Street (subject to confirmation of future lease agreements).</li> </ul>

RESPONSIBLE PARTY	REFERENCE	IMPLEMENTATION ACTIONS
VicTrack	<p>SECTION 5.1.1 p16</p> <p>SECTION 5.1.2 p16</p> <p>SECTION 5.1.4 p17</p> <p>SECTION 5.1.5 p18</p>	<p><b>ACCESSIBILITY AND CONNECTIVITY</b></p> <ul style="list-style-type: none"> <li>▶ Work with Council to upgrade High Street pedestrian crossing across railway line for aesthetic improvements.</li> </ul> <p><b>COMFORT AND AMENITY</b></p> <ul style="list-style-type: none"> <li>▶ Work with lessee, Council and V-Line to remove red brick building with a view to creating green space on Hoskin Street. Council to make an online application to lease or purchase the land. Once land tenure is resolved the entity responsible for the land can seek funding to demolish and establish the use in accordance with the lease or contract of sale.</li> <li>▶ Work with Council to improve surrounds of Railway Institute Hall as green space and connection with shared path.</li> <li>▶ Work with V-Line and Council to develop station forecourt as a welcoming public realm.</li> </ul> <p><b>FACILITATE DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>▶ Work with Council and V-Line to amend lease area boundary in order to create green space on Hoskin Street.</li> <li>▶ Work with Council and V-Line to amend lease area boundary for Commercial 1 Zone on Purcell Street.</li> <li>▶ Work with Council to encourage and promote development in Mixed Use Zone.</li> </ul> <p><b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b></p> <ul style="list-style-type: none"> <li>▶ Remove any unused buildings within VicTrack boundary. VicTrack to review its asset management with the aim of supporting Council's objectives.</li> </ul>
Community		<p><b>COMFORT AND AMENITY</b></p> <ul style="list-style-type: none"> <li>▶ Promote and engage with public realm upgrades and activation.</li> </ul>
Private Sector		<p><b>FACILITATE DEVELOPMENT</b></p> <ul style="list-style-type: none"> <li>▶ Work with Council to invest in development</li> </ul>

## 6.2 MEDIUM TERM (5 – 8 YEARS)

Table 2: Medium Term Implementation Actions

RESPONSIBLE PARTY	REFERENCE	IMPLEMENTATION ACTIONS
Greater Shepparton City Council	SECTION 5.2.1 p18	<b>ACCESSIBILITY AND CONNECTIVITY</b> <ul style="list-style-type: none"> <li>▶ Upgrade shared walking and cycling path along eastern side of railway line with bitumen/concrete surface.</li> <li>▶ Ensure on-going pedestrian accessibility along key streets.</li> <li>▶ Ensure development in Purcell Street provides for pedestrian linkages between street and railway line.</li> </ul>
	SECTION 5.2.2 p18	<b>COMFORT AND AMENITY</b> <ul style="list-style-type: none"> <li>▶ Continue to develop and maintain green spaces throughout the precinct.</li> <li>▶ Continue to work with V-Line to provide station forecourt as a welcoming public realm.</li> <li>▶ Continue to work with landowners/shop owners to improve interfaces with streetscape.</li> <li>▶ Monitor and support tree planting and low verge planting throughout precinct.</li> <li>▶ Implement actions in line with Urban Forest Strategy.</li> </ul>
	SECTION 5.2.3 p19	<b>ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE</b> <ul style="list-style-type: none"> <li>▶ Work with VicTrack and V-Line to further develop car parking and bus interchange south of railway station.</li> <li>▶ Continue to ensure provision of way finding signage throughout precinct and at key CBD destinations.</li> <li>▶ Work with V-Line to improve station forecourt with permanent fixtures, finishes and planting.</li> <li>▶ Work with V-Line to encourage pop up and/or permanent outlets at the station.</li> </ul>
	SECTION 5.2.4 p19	<b>FACILITATE DEVELOPMENT</b> <ul style="list-style-type: none"> <li>▶ Encourage appropriate land use planning.</li> <li>▶ Work with VicTrack to encourage and promote development in Mixed Use Zone.</li> <li>▶ Negotiate access licence with VicTrack for pedestrian right of way for overpass connections.</li> <li>▶ Promote precinct as an appealing commercial and or residential area.</li> </ul>
	SECTION 5.2.5 p19	<b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b> <ul style="list-style-type: none"> <li>▶ Encourage and support development in Commercial 1 Zone land.</li> <li>▶ Advocate / lobby for funding to assist with the construction of major infrastructure including pedestrian overpass, new station and transport interchange.</li> </ul>

RESPONSIBLE PARTY	REFERENCE	IMPLEMENTATION ACTIONS
V-Line	SECTION 5.2.1 p18	<b>ACCESSIBILITY AND CONNECTIVITY</b> ▶ Ensure provision of secure bike lock up parking.
	SECTION 5.2.2 p18	<b>COMFORT AND AMENITY</b> ▶ Continue to work with Council to provide station forecourt as a welcoming public realm.
	SECTION 5.2.3 p19	<b>ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE</b> ▶ Repair/renovate/restore old station building and upgrade waiting area.
	SECTION 5.2.4 p19	<b>FACILITATE DEVELOPMENT</b> ▶ Review function and operations of depot, and upgrade any buildings within lease area.
	SECTION 5.2.5 p19	<b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b> ▶ Remove existing sheds and buildings no longer required. ▶ Assist with the construction of major infrastructure including pedestrian overpass, new station and transport interchange.
VicTrack	SECTION 5.2.4 p19	<b>FACILITATE DEVELOPMENT</b> ▶ Negotiate access licence with Council for pedestrian right of way for overpass connections.
	SECTION 5.2.5 p19	<b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b> ▶ Remove any unused buildings within VicTrack boundary. VicTrack to review its asset management with the aim of supporting Council's objectives.
Community		<b>COMFORT AND AMENITY</b> ▶ Promote and engage with public realm upgrades and activation.
Private Sector		<b>FACILITATE DEVELOPMENT</b> ▶ Work with Council to invest in development

## 6.3 LONG TERM (8+ YEARS)

Table 3: Long Term Implementation Action

RESPONSIBLE PARTY	REFERENCE	IMPLEMENTATION ACTIONS
Greater Shepparton City Council	SECTION 5.3.1 p20	<b>ACCESSIBILITY AND CONNECTIVITY</b> <ul style="list-style-type: none"> <li>▶ Ensure pedestrian and cycle connectivity and amenity as part of future developments</li> </ul>
	SECTION 5.3.2 p20	<b>COMFORT AND AMENITY</b> <ul style="list-style-type: none"> <li>▶ Continue to develop and maintain green spaces throughout the precinct.</li> <li>▶ Continue to work with V-Line to provide station forecourt as a welcoming public realm.</li> <li>▶ Continue to work with landowners/shop owners to improve interfaces with streetscape.</li> <li>▶ Monitor and support tree planting and low verge planting throughout precinct.</li> <li>▶ Implement actions in line with Urban Forest Strategy.</li> </ul>
	SECTION 5.3.3 p20	<b>ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE</b> <ul style="list-style-type: none"> <li>▶ Advocate / lobby for funding to assist with the construction of major infrastructure including new station and transport interchange.</li> <li>▶ Continue to ensure provision of way finding signage throughout precinct and at key CBD destinations.</li> <li>▶ Ensure high quality public realm as part of commercial / mixed use / new station developments.</li> </ul>
	SECTION 5.3.4 p20	<b>FACILITATE DEVELOPMENT</b> <ul style="list-style-type: none"> <li>▶ Encourage appropriate land use planning.</li> <li>▶ Work with VicTrack to encourage and promote development in Mixed Use Zone.</li> <li>▶ Promote precinct as an appealing commercial and or residential area.</li> </ul>
	SECTION 5.3.5 p20	<b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b> <ul style="list-style-type: none"> <li>▶ Encourage and support development in Commercial 1 Zone land.</li> <li>▶ Advocate / lobby for funding to assist with the construction of major infrastructure including new station and transport interchange.</li> </ul>

RESPONSIBLE PARTY	REFERENCE	IMPLEMENTATION ACTIONS
V-Line	SECTION 5.3.1 p20	<b>ACCESSIBILITY AND CONNECTIVITY</b> ▶ Ensure provision of secure bike lock up parking.
	SECTION 5.3.2 p20	<b>COMFORT AND AMENITY</b> ▶ Continue to work with Council to provide station forecourt as a welcoming public realm.
	SECTION 5.3.3 p20	<b>ENHANCE PUBLIC TRANSPORT EXPERIENCE / INTERCHANGE</b> ▶ Assist with construction of new station and transport interchange.
	SECTION 5.3.4 p20	<b>FACILITATE DEVELOPMENT</b> ▶ Review layout, function and operations of depot in line with new station proposals.
	SECTION 5.3.5 p20	<b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b> ▶ Review and remove any buildings no longer required as part of new station development.
VicTrack	SECTION 5.3.4 p20	<b>FACILITATE DEVELOPMENT</b> ▶ Assist with approvals for new station and transport interchange.
	SECTION 5.3.5 p20	<b>RECONCILE BUILDINGS AND INFRASTRUCTURE</b> ▶ Assist with approvals for new station and transport interchange.
Community		<b>COMFORT AND AMENITY</b> ▶ Promote and engage with public realm upgrades and activation.
Private Sector		<b>FACILITATE DEVELOPMENT</b> ▶ Work with Council to invest in development

# 07 WHERE TO FROM HERE?

## 7.1 NEXT STEPS

The completion of the FINAL Shepparton Railway Precinct Master Plan report marks an important part of the project process.

The FINAL Master Plan will be adopted by Council.

Following adoption, the identified actions will be considered for funding and further design.



# APPENDICES

# APPENDIX 1 SUBMISSION FEEDBACK ON DRAFT TECHNICAL REFERENCE GROUP WORKSHOPS

The following feedback was discussed at the Technical Reference Group Meeting held on 17 March 2017

- ▶ Pedestrian bridge connection across the tracks is a priority and shall be included in short term actions.
- ▶ Waiting area upgrades are priority.
- ▶ Queries regarding the benefits of greening the precinct.
- ▶ Suggestion for shuttle bus from station to Central Business District.
- ▶ Improve function of station for users.

The following feedback was discussed at the Stakeholder Workshop Meeting held on 30 March 2017

- ▶ Support for including the pedestrian bridge connection across the tracks as short term priority.
- ▶ Support for secure parking at the Railway Station.
- ▶ Support for pop-up kiosks at the station.
- ▶ Discussions regarding covered walkway to the station from new car park areas. Ensure bus, taxi and pedestrian drop off area is provided at the station forecourt (loop road).
- ▶ Discussion around disabled parking to be provided at the station forecourt.

# PUBLIC SUBMISSIONS ON DRAFT MASTER PLAN

The following table outlines summary of submissions received on the Draft Master Plan and notes the relevant section in the Master Plan where relevant comments have been included in the Final Master Plan.

SUBMISSION NUMBER	SUMMARY OF SUBMISSION	RESPONSE	MASTER PLAN REFERENCE
1	General support for the plan. The new railway station on the western side of the railway tracks should be prioritised in the short-medium term.	Noted and the implementation timelines have been amended in final Master Plan.	Section 5.1.1 p.16 and Section 5.1.5 p.18
2	Accessibility should be prioritised in the short term and should include input from the Disability Advisory Committee. The railway station should be shifted to the western side of the railway tracks as soon as possible.	Noted. The Disability Advisory Committee was included in the Technical Reference Group. The implementation timelines have been amended in final Master Plan.	Section 5.1.1 p.16 and Section 5.1.5 p.18
3	Clarification provided by a land owner regarding the status of leased land and buildings identified in the Master Plan. This included a query regarding the ongoing operations of businesses on leased land, particularly where buildings are owned by the lessee.	Comments on lease arrangements noted. Working with relevant land owner to ensure the ongoing operations of existing businesses are supported and appropriately provided for.	Section 5.1.5 p.18
4	General support for the Master Plan. Pedestrian overpass should be prioritised within the first 5 years. Green space with shared path or bike path should be considered along Baker Street to the south to cross Wyndham Street at the proposed SAM site. Safety for pedestrians needs to be prioritised. Bus routes and services also need to be considered to better align with train timetabling.	The implementation timelines have been amended in final Master Plan. Green space for pedestrian/bike connection with the new SAM site is included in the Master Plan. Comments regarding services and timetabling are noted.	Section 5.1.1 p.16
5	Concerns raised regarding insecure and unsafe parking at the existing railway station – secure parking should be a priority. Does not support the proposed pedestrian overpass and states that better bus services should be prioritised instead. Raises concerns regarding existing ticketing and waiting area, indicates that tourism should be promoted and that green spaces are unnecessary.	Comments and concerns regarding pedestrian and bus services noted. Secure parking is an important element of the Master Plan and will be included in the redevelopment. V/Line is currently exploring options to improve the ticketing and waiting area.	Section 5.1.3 p.17
6	Food/coffee vans should be promoted in this area as access to these is limited. Facilities need to be clean and spacious to cater for all needs and should be accessible for all abilities.	The Master Plan includes spaces for food vans and pop-up kiosks for food and drink. Comments on accessibility noted and agreed.	Section 5.1.2 p.16
7	Query regarding benefits of beautification. Improve function of station for users. Raises concerns regarding moving car park area. Direct access to town centre prime importance. Proposes at grade crossing.	Noted. The Master Plan addresses both beautification of the precinct and function of the station. Car park area relocation will include secure parking and covered walkway. At grade crossing not supported by VicTrack.	Section 5.1.3 p.17



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