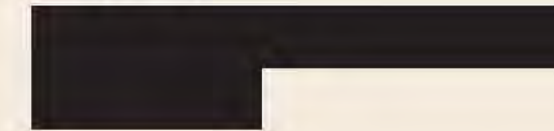


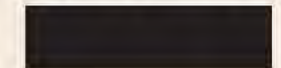
EAST OF ABERLINE STRUCTURE PLAN

WARRNAMBOOL, VICTORIA

CLIENT:



PRESENTED BY:



Contents

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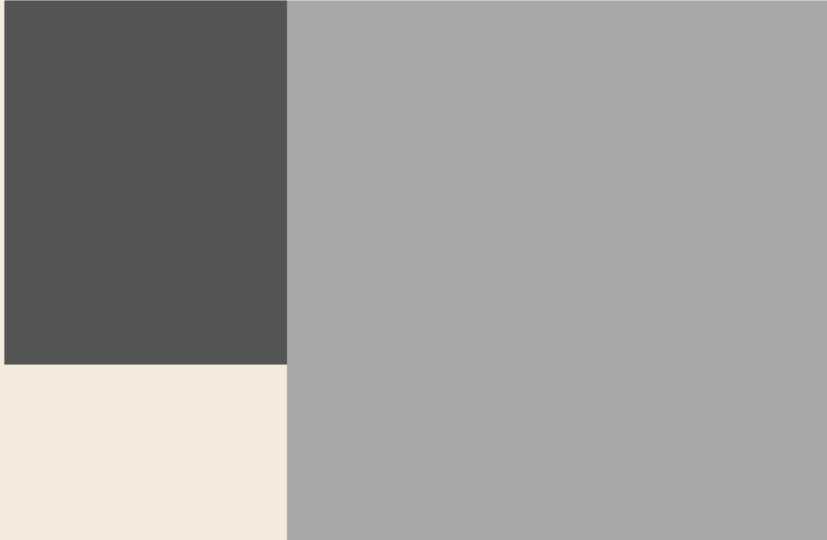
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- 4.1 Feedback: Critique results (p154).
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GLOSSARY

- EOA, EoASP: East of Aberline, structure plan (precinct name).
- BMO (Bushfire Management Overlay): Legal bushfire safety requirements (p25).
- NAC (Neighbourhood Activity Centre): Local retail/services hub (p28-30).
- BAL (Bushfire Attack Level): Construction standards for fire zones (p98).
- 20-Minute Neighbourhood: Daily needs within 20-min walk (p27).
- Litoria raniformis: Growling Grass Frog (p117).
- VPA: Victorian Planning Authority (p21).



CRITERIA

1



What are the major challenges facing regional development in Victoria?

INFRASTRUCTURE & TRANSPORT

- Public transport limitations in regional cities
- Car dependency and traffic congestion
- Active transport (cycling/walking) infrastructure gaps
- Digital connectivity and NBN access
- Utilities capacity and ageing infrastructure

HOUSING AFFORDABILITY CRISIS

- Rising property prices vs. income growth
- Rental market pressures in regional areas
- Social housing shortages
- First-home buyer barriers
- Intergenerational housing access

ECONOMIC SUSTAINABILITY

- Local employment opportunities
- Tourism and economic diversification
- Retail viability vs. online shopping
- Regional investment attraction
- Cost of living pressures

ENVIRONMENTAL PRESSURES

- Bushfire risk management
- Water security and stormwater management
- Biodiversity protection vs. development pressure
- Sustainable building practices adoption

COMMUNITY & SOCIAL CHALLENGES

- ageing population demographics
- Youth retention in regional areas
- Cultural diversity and inclusion
- Social infrastructure provision
- Community health and wellbeing

BRAINSTORM QUESTION 1



Housing affordability crisis - Saving for a deposit forever

The dream of saving for a deposit on a house is now so far beyond most people that even if you have a high paying job, you still can never save enough.

[The Australia Institute](#) / Mar 13



Bold policy action required as Australia falls behind on social, economic

Dr Cameron Allen presenting at the launch of the Transforming Australia SDG Progress Report 2024

[Monash Sustainable Development Institute](#) / Sep 10



'Sounds good': two-word response to council policy prompts laughter

Council's community engagement policy fails to engage.

[standard.net.au](#) / Jun 17



Troubled waters: hundreds of fish dead amid fears river has turned toxic

This time it wasn't blue-green algae that caused the deaths.

[standard.net.au](#) / May 8



'It's a notorious road': resident fed up asking for change after another crash

Cobden-Warrnambool road is still unfit, according to resident

[standard.net.au](#) / Jul 13

NEWS ARTICLES BASED ON BRAINSTORM

ECOLOGICAL SUSTAINABILITY

- Native species protection and habitat corridors
- Water-sensitive urban design principles
- Renewable energy integration
- Waste reduction and circular economy
- Green building materials and construction

CLIMATE RESILIENCE

- Extreme weather event preparedness
- Carbon footprint reduction strategies
- Flood management and drainage
- Bushfire-safe community design
- Tozer Reserve in depth planning

SOCIAL SUSTAINABILITY

- Affordable housing integration strategies
- Universal design and accessibility
- Cultural heritage recognition and protection
- Community engagement and participation
- Intergenerational equity considerations

ECONOMIC MODELS

- Life-cycle costing vs. upfront investment
- Public-private partnership opportunities
- Long-term maintenance and replacement
- Local procurement and employment
- Tourism and place-making economic benefits

INTERNATIONAL BEST PRACTICE

- European eco-villages and new towns
- Scandinavian sustainable urban planning
- Asian high-density green communities
- North American new urbanism movements

How can development projects
balance environmental protection
with community needs?

BRAINSTORM QUESTION 2



Should Australia rethink its high population growth model?

As the geopolitical landscape quickly shifts, a new report says Australia faces major economic challenges.

ABC News / Mar 13



How eco-friendly communes could change the future of housing

An increasing number of US landowners want to build commune-style villages that are completely self-sufficient and have a low carbon footprint



After a hopeful start, Labor's affordable housing fund is proving problematic

The \$10 billion housing future fund will build 30,000 new social and affordable homes. While the scheme is welcome, there is plenty of room for improvement.

The Conversation / Sep 9



Councils don't have enough money to do everything asked of them. So what's the answer?

Regional Victorian councils have told two separate inquiries, including a federal one, that they're having to do more with less and that their remit now is much more than just "roads, rates, and rubbish".

ABC News / Oct 9, 2024



Improving Bushfire Planning Provisions

Advocating for better bushfire planning controls to stop unnecessary vegetation loss.

vic.gov.au

NEWS ARTICLES BASED ON BRAINSTORM

MOBILITY & ACCESSIBILITY

- 15/20-minute neighbourhood principles
- Age-friendly and disability-inclusive design
- Safe routes to school and community facilities
- Public transport integration
- Car-sharing and alternative transport modes

COMMUNITY CONNECTION

- Public space design for social interaction
- Community gardens and shared facilities
- Cultural and recreational infrastructure
- Local business and entrepreneurship support
- Volunteer and civic engagement opportunities

HOUSING DIVERSITY & CHOICE

- Multi-generational housing options
- Co-housing and community living models
- Tiny house and alternative housing
- Student and young professional accommodation
- ageing-in-place design considerations

PLACE-MAKING & IDENTITY

- Local character and architectural heritage
- Public art and cultural expression
- Wayfinding and signage systems
- Community events and activation
- Historical and cultural narrative integration

HEALTH & WELLBEING

- Access to nature and green spaces
- Active lifestyle infrastructure
- Mental health and social support
- Food security and local production
- Air and water quality protection

What makes communities liveable, connected, and resilient?

BRAINSTORM QUESTION 3



Funding opportunities for rural community halls and centres...

Rural community organisations across Australia are invited to apply for funding to upgrade local hall and...

newshub.medianet.com.au



Adelaide Airport - Signage & Wayfinding by Diadem

Client Adelaide Airport Limited Auditing the user journey In 2018, around 8.4 million visitors moved through Adelaide Airport. That number continues to increase, and ...

[ArchitectureAu](#)



Labor is promising a national food security strategy – but there's no mention of Australians who are going hungry

The cost-of-living crisis means more Australians are going without adequate food. The growing problem must be tackled by a promised food security strategy.

[The Conversation](#) / Sep 4



20-minute neighbourhoods and urban infill may help alleviate the housing crisis | Architecture & Design

However, in the race to build more homes, the focus on greenfield development along city peripheries is leaving well-located sites within existing urban areas underutilised, he observes.

[Indesign](#)

Iframe could not fetch the given URL. Redirect loop detected.
[Click here](#) to visit the page.

NEWS ARTICLES BASED ON BRAINSTORM

TYPES OF BUILDING DEVELOPMENT-BRAINSTORM



EXISTING ESTATES IN WARRNAMBOOL

WALDOCK WAY ESTATE



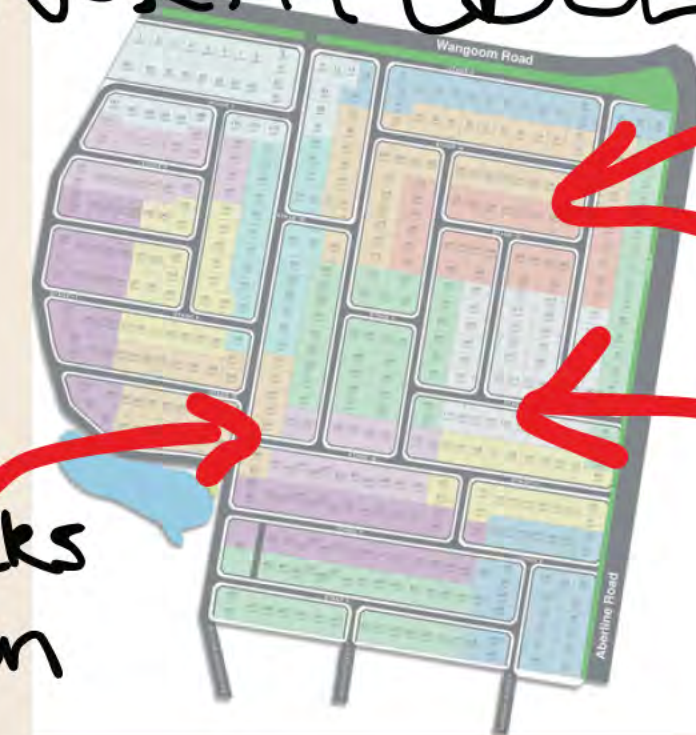
Merri River

Open Space

Wetlands

Condensed, Midsize blocks

NORTH EDGE



No parks

All T-intersection blocks

Uniform Similar blocks all roads run parallel

RIVERLAND ESTATE

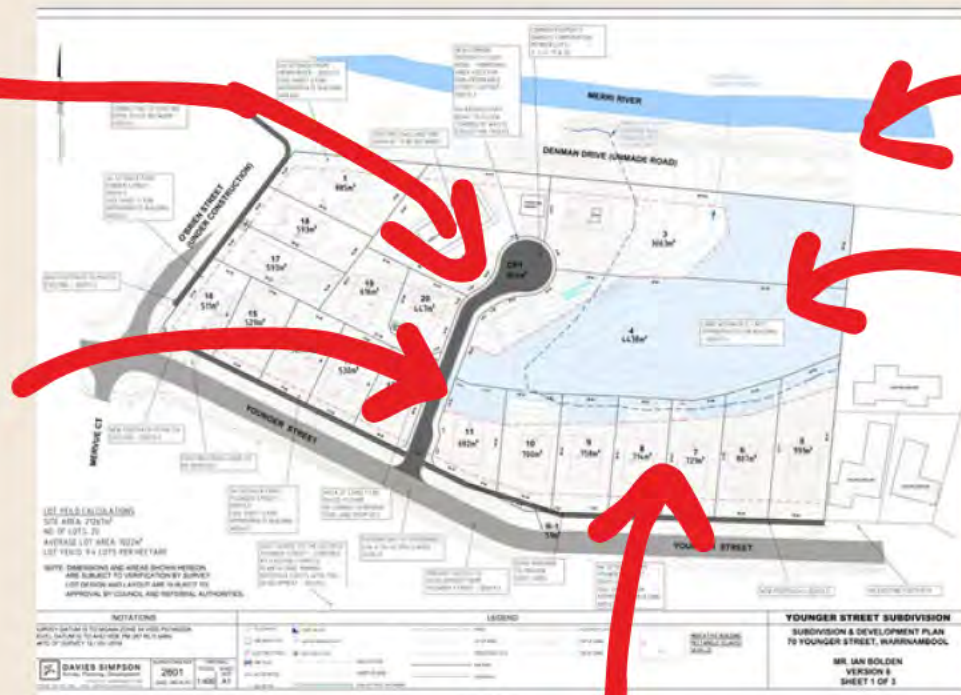


Uniform Condensed

One open space

Walkway

YOUNGER STREET ESTATE



Existing House

Cul-De Sac

Merri River

Flood Zone - Inhibits use of land Drastically

Small development

Links, accessed 11.6.25
[Waldock Way Estate](#)
[Riverland Estate](#)
[North Edge Estate](#)
[Younger Street Estate](#)

WARRNAMBOOL'S GROWTH AREAS

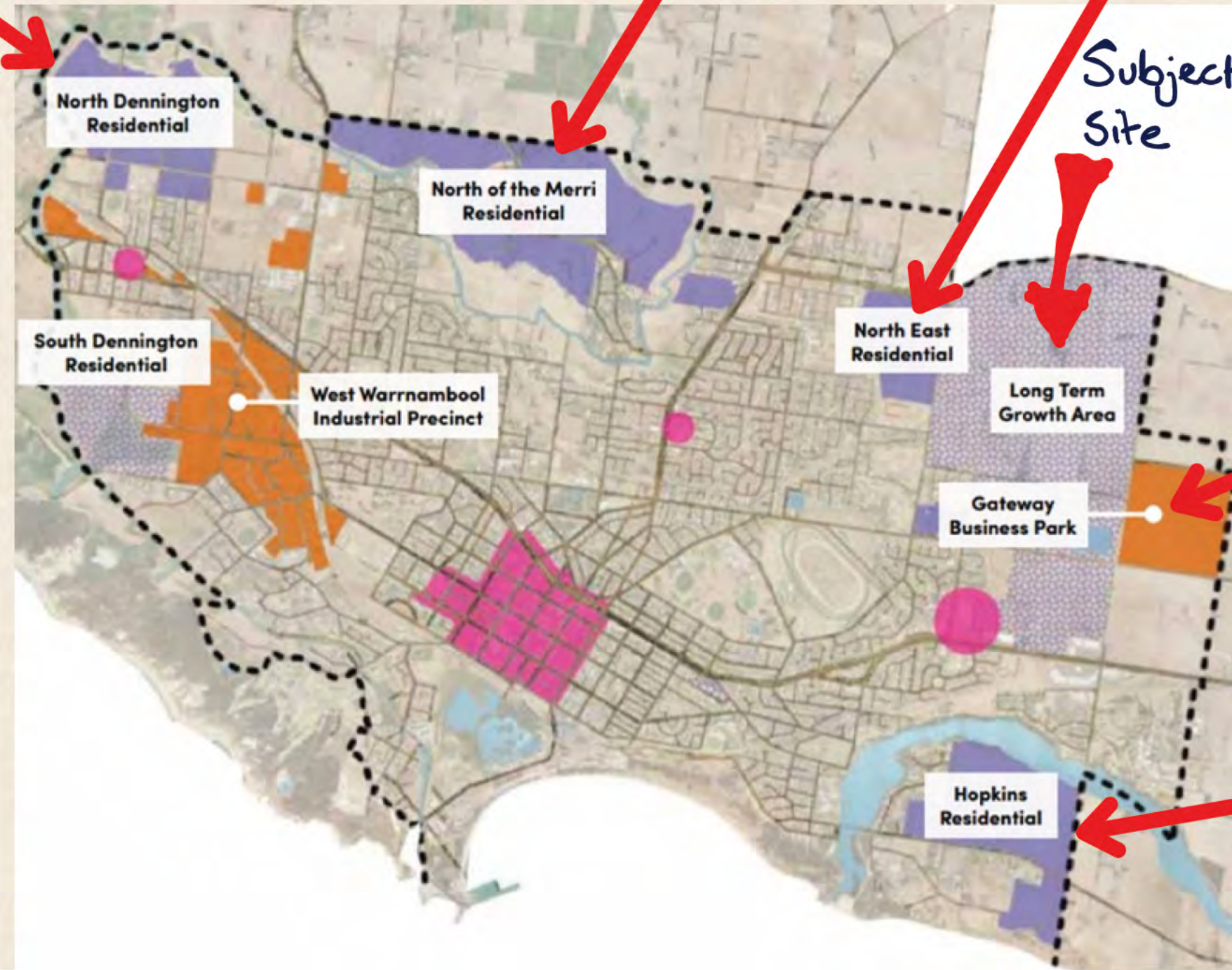


North Dennington, newly established estate, planned to get bigger. Very uniform and square, only including T intersections within the estate.

North of the Merri, includes a mix of open area, wetland, and squashed in houses. The road it follows is currently being upgraded, and is the larger developments in Warrnambool



North East estates, the lower an established estate, including walking trails on the fringe of the space, as it runs parallel to the Russells creek. North of that estate, is the larger 400+ dwelling estate, its sole purpose being to cramp people within a space. No open spaces within the precinct



Industrial precinct will pose a threat to East of Aberline as it includes an asphalt plant, which includes a 1km buffer to residential. Will need to be addressed



Much richer area, with the beach estate having the requirement of what the house is allowed to look like and what foliage they can have

Warrnambool
City Council,
Apple Maps,
accessed
15.6.25

CREATING A HOUSING ESTATE BASED ON EXISTING DESIGNS

Only T intersections, so traffic can be managed easily, only have a 4 way intersection as a roundabout, so traffic within the space will not get congested

Main roads within estate reflect the existing roads, to maximise use of land within space. The green space between the existing space and estate allows for a buffer, both visual and sound. Larger trees and footpath would line this space, allowing for a walking tracks.

Similar sized blocks allows for stakeholders to make most profit, as blocks will be cramped together (See photo)



Service road, allows for close development to main road, whilst having separation from the traffic on main road (see above)

Small open space, central to area, mainly located near higher density areas. Usually includes playground and green area, lined with small trees (left- Witham Park,



all images credit Apple Maps imagery-16.6.25
Estate drawn via Adobe Fresco

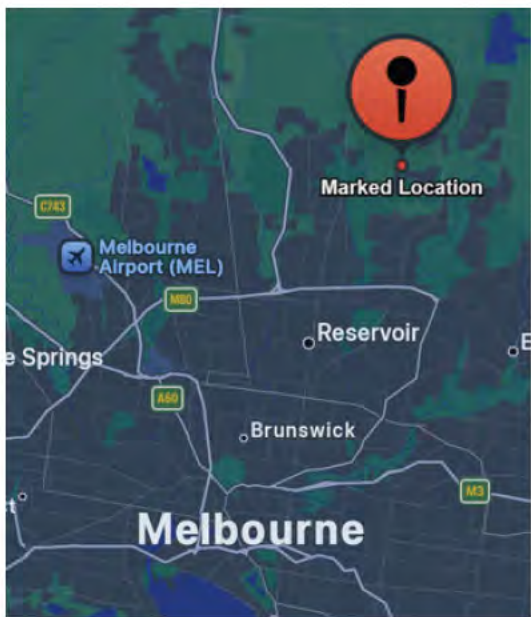


OBSERVATIONAL DRAWINGS-RESIDENTIAL AREA



Birali Way, South Morang, Melbourne

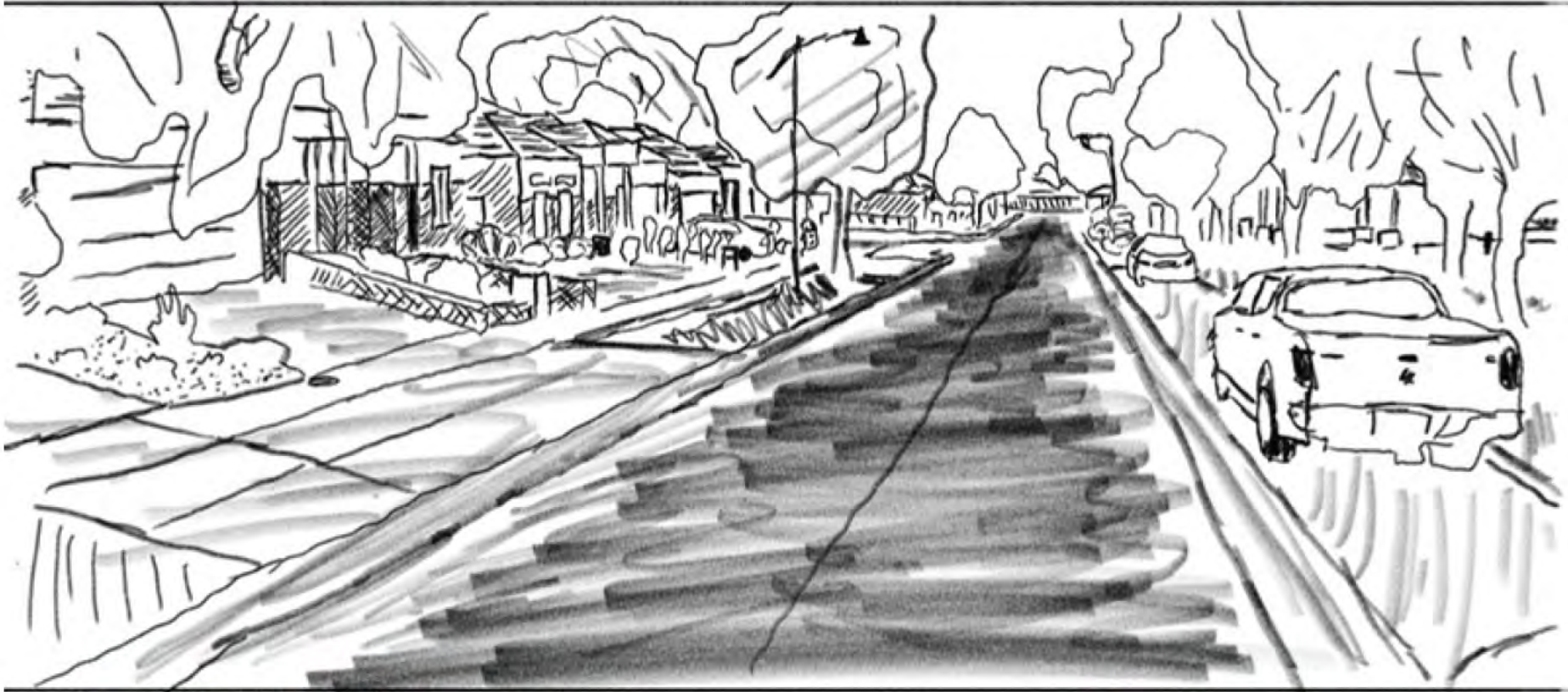
Credit Apple Maps



Houses uniform but
Not cookie cutter

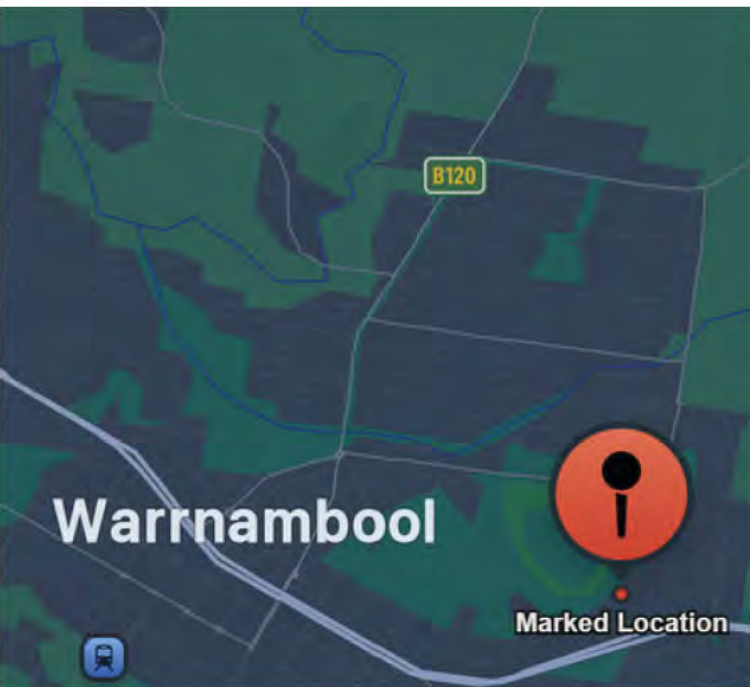
Desirable Outcome

Lush trees and foliage
What an estate should
look like



Acceptable Density for land area
Lake to the right

Quiet Street, Parking opposite
house on park side



Whitehead Ct,
Warrnambool

Credit Apple Maps

Undesirable Outcome



Laws are
unattended

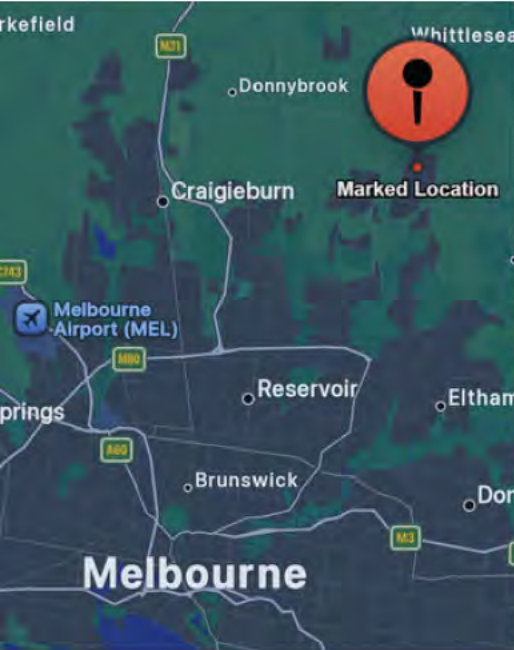
Dumsters everywhere
Trash lying around
Old run down houses

Wide Street promotes speed
Old drooping trees
Unsightly powerlines

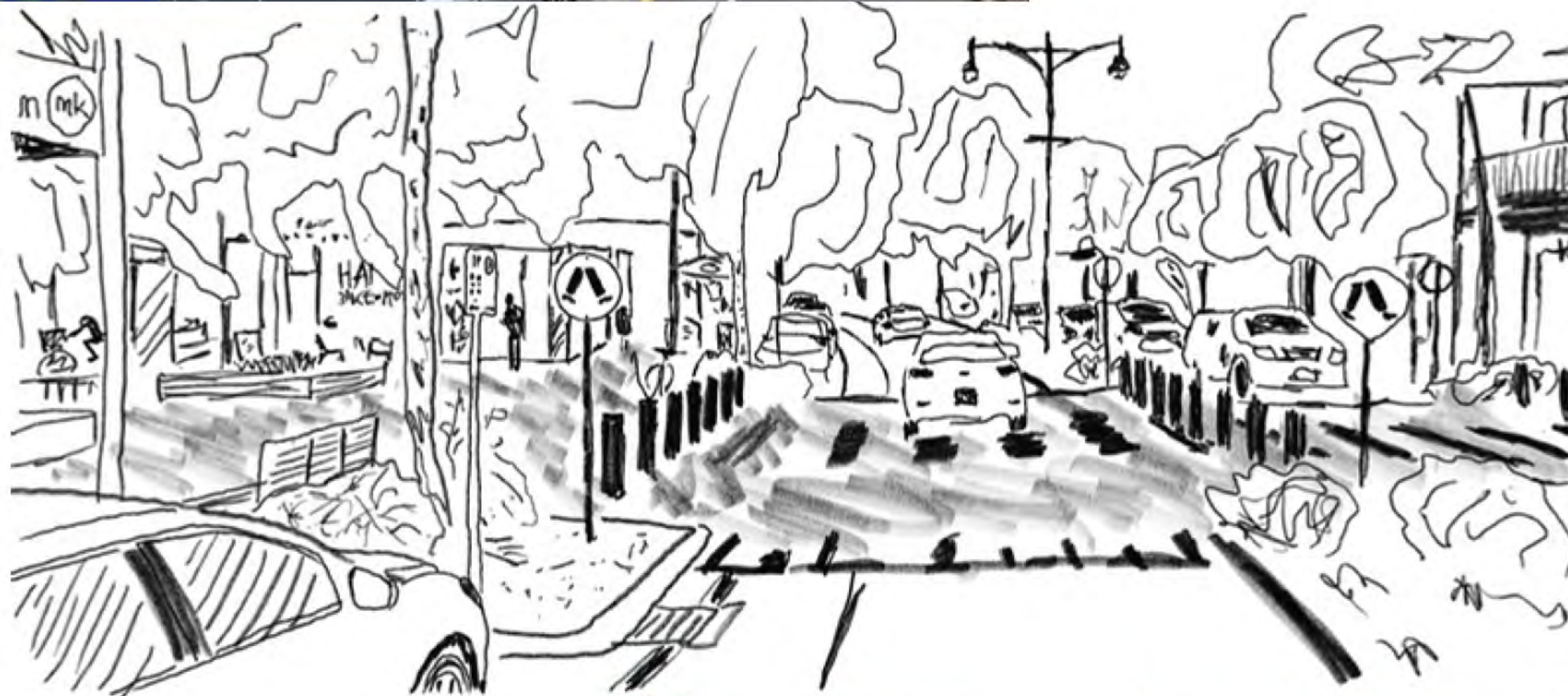
OBSERVATIONAL DRAWINGS- COMMERCIAL AREA

Hazel Glen Drive, Doreen, Melbourne

Credit Apple Maps



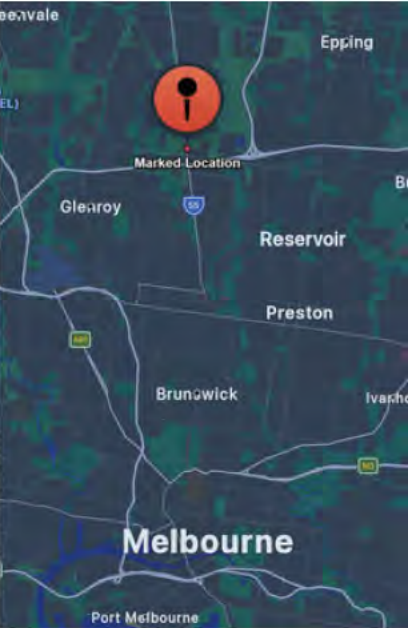
Desirable Outcome



- Modern feel
- Pedestrian friendly
- Tree lined
- Community feel
- Smaller streets so less speed
- Lush foliage
- Car parking

Sydney Road, Campbellfield, Melbourne

Credit Apple Maps



Undesirable Outcome



- No community feel
- Powerlines
- Traffic buildup
- Car favoured
- Unsightly
- Not Pedestrian friendly
- Wide High Speed Straight Roads

WARRNAMBOOL

SHOPPING

Warrnambool's economy is supported by key industries such as healthcare, education, tourism, retail, and agriculture. It is home to a major regional hospital (image right), a strong dairy industry, and a growing visitor economy driven by natural attractions and cultural events. These sectors provide diverse employment opportunities for the local community.



ECONOMY

Warrnambool's economy is supported by key industries such as healthcare, education, tourism, retail, and agriculture. It is home to a major regional hospital (image right), a strong dairy industry, and a growing visitor economy driven by natural attractions and cultural events. These sectors provide diverse employment opportunities for the local community.



LANDMARKS

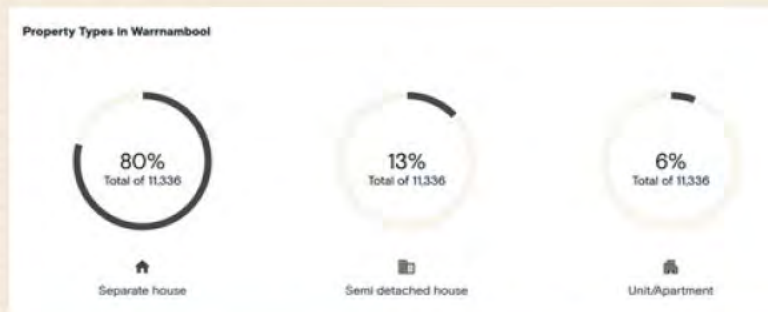
Warrnambool features a mix of cultural and natural landmarks, including the famous Lake Pertobe precinct (image right), Flagstaff Hill Maritime Museum, Logan's Beach whale viewing platform, and the Botanic Gardens. Liebig Street forms the civic and retail heart of the city.



According to the 2021 Census, the City of Warrnambool had a population of 35,406, the area having 51.9% females and 48.1% males. The median age was 42 years. The area encompassed 9,426 families, with an average of 1.8 children per family. There were 15,963 private dwellings, averageing 2.3 occupants each. The median weekly household income was \$1,420, while median monthly mortgage repayments were \$1,430, and median weekly rent was \$295. On average, there were 1.8 motor vehicles per dwelling.

Australian Bureau of Statistics (2021, <https://abs.gov.au/census/find-census-data/quickstats/2021/LGA26730>, ABS Website, accessed 26 May 2025

STATISTICS



<https://landchecker.com.au/suburb/warrnambool-vic-3280/>, accessed 26 May 2025

Links, accessed 25.5.25
[Gateway Plaza](#)
[Warrnambool Base Hospital](#)
[Lake Pertobe](#)

[Warrnambool](#)
[Flagstaff Hill](#)
[Deakin University](#)
[Warrnambool Transport map](#)

An average home in Warrnambool is owned outright by couples without children. The average age in Warrnambool is 41. Separate houses are common in Warrnambool and the area is mostly Farming Zone (35.09%), General Residential Zone (25.79%) and Public Park And Recreation Zone (7.29%).

OVERVIEW

A city in South West Victoria, at the end of the Great Ocean Road. Located 260 kilometres away from Melbourne, Warrnambool has a population of around 35,000. Known for its beaches, maritime village (image right) and the treacherous of the Shipwreck Coast.



SCHOOLS

Warrnambool offers a range of public and private schools, including Warrnambool East Primary School and St Joseph's Primary School, as well as secondary options like Brauer College and Emmanuel College. The city also hosts South West TAFE and a Deakin University campus (image right), making it an educational hub for the region.



TRANSPORT

Warrnambool is connected via the Princes Highway (A1), a V/Line passenger rail service to Geelong and Melbourne. Local buses serve key areas (image right), and cycle paths follow the Russells Creek and Foreshore. The CBD recently has had changes to make the city more walkable, with pedestrians prioritised within the city.



Community Space Analysis



REID OVAL

Reid Oval stands as Warrnambool's premier sporting precinct, recently redeveloped to meet the needs of both high-level competition and everyday community use. It's home to local football, cricket, and training and has hosted an AFLW event, gaining thousands of spectators. The redevelopment has modernised the facilities, with upgraded change rooms, lighting, grandstand seating, and multipurpose spaces, while still maintaining its strong local identity.

Links, accessed 30.5.25
[Reid Oval](#)
[Warrnambool Library](#)
[Archie Graham Centre](#)



WARRNAMBOOL LIBRARY AND LEARNING HUB

The Warrnambool Library and Learning Centre is a contemporary space located in the CBD designed to be light-filled and welcoming for all ages. It features digital learning hubs, quiet reading areas, and event spaces, promoting lifelong learning and serving as a social hub. Its modern, community-focused architecture sets a benchmark for future civic designs in Warrnambool. A welcome and recent addition to Warrnambool.



ARCHIE GRAHAM CENTRE

The Archie Graham Community Centre is one of Warrnambool's most accessible facilities, providing essential support and social spaces for older adults and people with disabilities. Located right in the CBD, it acts as a vital community hub – offering everything from fitness and wellness programs with its hydrotherapy pools to computer skills and craft workshops. The building itself is well-integrated into the urban fabric, designed with wide corridors, calming interior spaces, and a welcoming frontage. It's a place that reflects Warrnambool's commitment to active ageing and social inclusion, supporting residents to stay connected, independent and involved.

INTERVIEW:

East of Aberline Development – Interview Questions

These questions are designed to help gather feedback and insights from the community regarding the East of Aberline development in Warrnambool. Please answer honestly and feel free to elaborate on your ideas.

General Context + Community Needs

- What do you think Warrnambool's growing communities need most in new residential developments like East of Aberline?
- What types of public spaces (e.g. parks, sports facilities, community centres) do you feel are lacking in the area?
- How important is walkability and access to nature in your ideal neighbourhood?

Design + Layout Preferences

- What features would make you feel connected and included in a new neighbourhood?
- Do you prefer mixed-use areas (homes, shops, and parks together) or clearly separated zones? Why?
- What kind of architectural or landscaping style do you think fits Warrnambool's identity?

Transport + Connectivity

- How important is access to public transport or cycling infrastructure for you?
- What issues do you currently experience with roads, traffic, or transport in Warrnambool?
- Would you use park-and-ride or shuttle services if they connected outer suburbs like East of Aberline to the CBD?

Environment + Sustainability

- How important is it to you that new developments include environmentally sustainable features (e.g. water-sensitive landscaping, solar panels, green roofs)?
- Should more trees and native vegetation be planted in this development? What types of plants or trees would you like to see?

Services + Amenities

- What essential services do you think must be included in the East of Aberline area (e.g. medical, schools, shops)?
- Would you like to see community-focused buildings like an eco centre, library, or event space? Why or why not?

Identity + Culture

- What would make this new precinct feel like a 'real community' rather than just another housing estate?
- Would colour-coded zones or logo-based community identities help you navigate or connect to the precinct?

Final Thoughts

- If you could design just one thing for the East of Aberline precinct, what would it be and why?
- What do you not want to see in this development?
- Do you have any other thoughts or ideas you'd like to share about the area's future?

SURVEY RESULTS

Warrnambool Community Development

Community Consultation Results & Key Insights

General Context + Community Needs

60%

Need Affordable Housing

50%

Want Green/Open Spaces

40%

Need Better Public Transport

Key Insight

People want a livable, affordable community—not just more houses. Housing affordability is the primary concern, followed by quality of life factors like parks and connectivity.

Design + Layout Preferences

65%

Prefer Mixed-Use Precincts

Connection Features

Paths, community gardens, shared BBQ areas, dog parks

Landscaping Style

Modern + natural blend with native plants, low maintenance

Key Insight

Residents value convenience and character—they dislike soulless subdivisions. Mixed-use developments with shops, homes, and recreation together create more vibrant, walkable communities.

Transport + Connectivity

80%

Want Better Public Transport

65%

Need Safe Cycling/Walking

40%

Support Park-and-Ride

Bus Services

Swift from CBD, train station, schools

Active Transport

Bike lanes, wide footpaths, safe crossings

Key Insight

Connectivity is a major pain point—active transport options would be widely welcomed. Current lack of service to outer suburbs creates consistent frustration.

Environment + Sustainability

70%

Want Solar + Rainwater Tanks

60%

Want Native Green Spaces

35%

Support Waste Minimisation

Green Spaces

Native planting for bird habitat, shade, visual appeal

Waste Solutions

Compost drop-off points, better recycling bins

Key Insight

Sustainability is a mainstream concern: developments without it feel outdated. People expect sustainable features as standard now, not as optional extras.

Services + Amenities

68%

Need Medical Services

55%

Need Schools/Childcare

50%

Want Shops/Cafés

Essential Services

GPs, pharmacies as top priority

Community Facilities

42% want community centre/library

Age-Specific Services

30% want youth & senior services

Key Insight

Practical, everyday amenities are non-negotiable. People don't want to drive 15 minutes for basics like medical care, education, and shopping.

Identity + Culture

60%

Want Community "Feel"

25%

Suggest Local Place Names

Friendly Design

Shared Spaces

Safety Focus

Community Events

Local Wildlife Names

Natural Features

Key Insight

Community identity comes from thoughtful design, shared spaces, and connection to local character. People want neighborhoods that feel unique and foster social interaction.

Visual Identity + Signage

55%

Want Clear, Modern Signage

40%

Support Color-Coded Zones

35%

Want Neighborhood Icons

Design Approach

Modern signage with local character

Navigation Aid

Color-coding for easy wayfinding

Family-Friendly

Icons helpful for kids and tourists

Key Insight

People value clarity but appreciate thoughtful, aesthetic design. Good signage should be functional while contributing to neighborhood character.

Final Thoughts

What People WANT

Community gardens

Walking loops with art

Eco centres

Amphitheatres

Dog parks

Shaded walkways

Food trucks/pop-ups

What People DON'T Want

Endless houses

Big box retail only

Gated style development

Traffic congestion

Key Insight

The community wants vibrant, connected neighborhoods with character. Surprise theme: Many mentioned dog parks, shaded walkways, and food trucks/pop-up spaces as desired features.



Fitzgibbon Chase (Left) Armstrong Creek (Right)

What design strategies create successful sustainable communities?



BioMilano (Top Left and Left), Hammerby Sjöstad (above)

Links, accessed 30.5.25
[BioMilano \(Top Left\)](#)
[BioMilano \(Left\)](#)
[Hammerby Sjöstad \(Above\)](#)
[Hammerby Sjöstad \(Above Right\)](#)

AUSTRALIA BASED PRECINCTS

Armstrong Creek, Geelong: Master-planned community approach

Mixed-use town centre integration

Public transport planning

Environmental corridor preservation

Staged development and infrastructure delivery

Fitzgibbon Chase, Brisbane: Climate-positive development

Solar orientation and energy efficiency

Water-sensitive urban design

Community food production

Affordable housing integration strategies

INTERNATIONAL PRECEDENTS

Hammarby Sjöstad, Stockholm: Eco-district model

Integrated utilities and waste management

Public transport and cycling infrastructure

Mixed-income housing integration

Waterfront access and recreation

BioMilano, Italy: Sustainable vertical development

Green building integration

Biodiversity in urban environments

Mixed-use density models

KEY SUCCESS FACTORS IDENTIFIED

Strong government leadership and policy support

Comprehensive master planning with flexibility

Community engagement throughout development

Environmental performance monitoring

Economic viability and market acceptance

STRUCTURE PLANNING APPROACHES

Ruby Town Development Plan: Template analysis (see page 29)

- Community consultation methodology

- Infrastructure-first planning approach

- Flexible zoning for future adaptation

- Visual communication and presentation techniques

Victorian Planning Authority Methods: Best practice review

- Precinct structure planning guidelines

- Development staging and financing

- Stakeholder engagement frameworks

- Environmental and heritage assessment integration

COMMUNITY ENGAGEMENT MODELS

- Community meetings

- Community based feedback sessions

- Council Meetings

- Surveys (see page 13)

VISUAL COMMUNICATION RESEARCH

- Technical Drawing Standards: Plan and section conventions

- 3D visualisation: Physical and digital modelling approaches

- Infographic Design: Complex information communication

- Wayfinding Systems: Place-based navigation design

- Brand Development: Community identity creation

EVALUATION & MONITORING

- Performance Indicators: Measurable outcome definition

- Post-Occupancy Evaluation: Learning from completed projects

- Adaptive Management: Responsive planning approaches

- Community Satisfaction: Ongoing feedback integration



Planning People
Planning Map



"What planning processes lead to community-supported outcomes?"



Technical Drawing (left), Sketchup 3d visualisation of fictional city I created (right)

VPA CO DESIGN WORKSHOP, JULY 2024

In July 2024, I attended the VPA Co-Design workshop, to allow for stakeholder and community based feedback in regards to the structure plan for East of Aberline, in preparation for a structure plan to be planned. (left) We worked in tables, and I was able to provide my own opinions of what should added into the structure plan. We all each contributed to a annotated page of what it should include, such as green space, community space, and bridges. This has provided me with an idea of what I would like to include in this structure plan.



Me :)

COMMUNITY SUPPORTED EXAMPLE

VPA Co Design Summary Report, accessed 22.6.25
Image top right in Co Design Summary Report



Activity 1 Transport & Connection

Performance targets

- Off-road bicycle paths should be provided on all connector streets and arterial roads, connecting with the Principal Bicycle Network and Strategic Cycling Corridors where possible (T16)
- All streets should have footpaths on both sides of the reservation (T7)
- Pedestrian and cyclist crossings provided every 400-600m, where appropriate, along arterial roads, rail lines, waterways, and any other accessibility barriers (T18)

Objectives

- Identify access points for vehicles and pedestrians adjacent the precinct.
- Create a road and path network throughout the precinct.
- Connect the three distinct areas of the precinct.
- Encourage sustainable transport.

Instructions

- Table facilitators lead discussions on how the PSP needs to be connected externally - key destination locations outside of the PSP area.
- What routes do landowners take around and through the PSP area. Facilitators to draw external connections.
- Facilitators to show existing bicycle and pedestrian connections.

Pen Network

- Road Network
- Pedestrian Connections
- Cycle Network

Chips

- How can transport contribute to supporting sustainable transport modes?
- Footpaths on both sides of the streets
- Cycling paths separated from road traffic
- East west active transport link along Russell Creek and connects to Warrumbool CBD
- Three dedicated off-road cycling paths north of Russell Creek which connect to the Creek link
- Any other ideas?
- How can the plan be updated to reflect these ideas?
- Where are people accessing the precinct from? Are there any routes that the PSP needs to facilitate through or around the PSP area?
- How will pedestrians and cyclists enter and exit?
- What measures can we take to increase the safety of movement?
- How can we best utilise movement in and around green spaces?
- How can we ensure a connected precinct with three distinct areas?
- How can we ensure accessibility throughout all modes of transport?
- Where could a pedestrian bridge be included?
- Are there any place-based diversity, accessibility and inclusion considerations?

Questions for discussion

- How can transport contribute to supporting sustainable transport modes?
- Footpaths on both sides of the streets
- Cycling paths separated from road traffic
- East west active transport link along Russell Creek and connects to Warrumbool CBD
- Three dedicated off-road cycling paths north of Russell Creek which connect to the Creek link
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- How can we ensure a connected precinct with three distinct areas?
- How can we ensure accessibility throughout all modes of transport?
- Where could a pedestrian bridge be included?
- Are there any place-based diversity, accessibility and inclusion considerations?

Activity 2 Housing, School & Mixed Use

Performance targets

- An average of 20 dwellings per Net Developable Hectare across the PSP area is proposed. Higher in walkable areas or open space areas are encouraged (T2) - Victoria: 15, 20, 25 density options.
- Locate - or other - David TBC. Locate 80-90% of dwellings within 800m of an activity centre (T18)
- Locate 70% of dwellings within 800m of a government primary school (T18) Locate 80% of dwellings within 800m of a community facility (T18) (Locate - or other - David TBC)
- Locate a government primary school, 1 community centre, 1 indoor court facility, 2 sports pavilions.

Instructions to facilitators

- Locate the community infrastructure (town centre, school, community centre, indoor court facility) - chips made up
- Place the school based on the connection.
- Discuss synergies and accessibility between uses.
- Lead discussions about social and affordable housing.

Objectives

- Supporting sustainable lifestyle.
- Community uses like schools build better communities where there are synergies between uses (e.g. sports fields, schools, cycling and walking paths) located together. To encourage discussion about what uses should be placed together.
- Locate areas suitable for low, medium, and higher density housing. We recommend higher density in areas with higher amenities (e.g. schools, retail areas, etc)

Chips

- Minimum target for affordable housing should be provided (T4) based on census data a target of 7% affordable housing and 5% social housing is recommended. This would address key worker housing needs as well as housing equity for the community. Locate a local neighbourhood centre 15,000 sqm of retail floor space with a full-line supermarket, specialty retailers, retail services and hospitality.
- Co-located uses where uses can benefit from being in close proximity.
- Discuss housing density and where should it go after uses have been located.
- Explain that residential uses may be not permitted within the 1000m buffer of the asphalt batching plant at 20 Mason Street, as per the plan. Once finalised, an adverse amenity background report will be available on our website with more information.
- Determine how future affordable housing and social housing could be accommodated into the PSP particularly in light of the demand for key worker housing.
- Explore how locations adjacent to forming or industrial interfaces could be developed.

Questions for discussion on following page

Activity 3 Heritage, Values & Green Spaces

Targets

- Minimum target of 3-5% of NGA is set aside for local parks, 5-7% for sports fields, 400m walkable distance for each dwelling (T11)
- A minimum of 1ha of land for sports reserves within an 800m walkable distance of dwellings (T12)
- Tree canopy in public open space areas should be a minimum of 30% (T13)

Council targets which we are supportive of:

- Warrumbool urban areas will have 30% vegetation canopy cover by 2040
- Another pillar Natursity Warrumbool has the goals of:
 - 30% of Warrumbool's biodiversity corridors commenced by 2026.
 - 90% of Warrumbool's biodiversity corridors planted by 2040.
 - 120,000 plants planted and maintained by 2026.
 - Over 330,000 plants planted and maintained by 2040.

Green Warrumbool a pillar in our strategic document Green Warrumbool has the goals of:

- Warrumbool urban areas will have 10% vegetation canopy cover by 2026.

Green Warrumbool goals are quoted in the Public Tree Planting and Management Policy.

Objectives

- Promote environmental sustainability.
- Protect Tozer Reserve and Russell Creek and consider appropriate uses in proximity.
- Ensure that existing and new green spaces are accessible.
- Recognise and protect areas of Aboriginal cultural values and historic heritage.
- Explore how to protect significant vegetation with the placement of local open space areas.

Instructions

- Point out the historic heritage site, biodiversity, trees of significance, areas noted of potential Aboriginal significance - ask stakeholders how these areas could be protected? How can the use open space enhance such areas, whilst also ensuring open spaces need to be accessible to a wide range of residents.

Chips

- Warrumbool urban areas will have 30% vegetation canopy cover by 2040
- Another pillar Natursity Warrumbool has the goals of:
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 - 90% of Warrumbool's biodiversity corridors planted by 2040.
 - 120,000 plants planted and maintained by 2026.
 - Over 330,000 plants planted and maintained by 2040.

Green Warrumbool goals are quoted in the Public Tree Planting and Management Policy.

Questions for discussion on following page

3 Activities we made, transport, housing and heritage and green spaces. Covered all the issues that might arise. However from

VPA WORKSHOP

How do different housing approaches affect community livability?

Low-Density Suburban Models:

Traditional 1000+m² blocks offer privacy and space but face challenges like less housing and connectivity. Newer modern areas with 500-700m² blocks are cramped without additional open space to be in lieu of smaller blocks. Rural-residential areas provide nature access but have bushfire risks and high service costs.

Medium-Density Models:

Townhouse developments feature attached housing with shared spaces and smaller gardens. (1-2 Storeys)

High-Density Models:

Mixed-use developments combine residential and commercial spaces, enhancing walkability but may face noise and privacy issues. Low-rise apartments (2-4 stories) will fit these areas, offering affordability and community facilities.

Innovative Housing Approaches:

Co-housing communities emphasise shared spaces and collaboration.

Tiny house villages promote low-footprint living with communal infrastructure.

Multi-generational housing fosters extended family living.

Social housing integration aims to reduce segregation by embedding affordable housing in broader developments

.

Livability Research Findings:

Housing satisfaction is influenced more by public space quality, housing diversity, and access to services than by density. Higher density works best with well-designed community facilities and a focus on architectural quality.

PROPOSED COUNCIL MEETING MINUTES



Fictional meeting at Warrnambool City council if EoASP was on the council minutes, representing how to would occur

MEETING MINUTES

Project Update & Milestones

-Overview of current status, key deliverables, and updated project timeline.

Community Feedback Summary

-Presentation of key themes from recent consultation sessions (e.g. housing affordability, transport access, green spaces).

Precinct Structure Plan Review

-Discussion on proposed zoning, road layout, community infrastructure, and walkability.

Public Transport Integration

-Options for new or extended bus routes, futureproofing for rail corridor extension, shared bike path network.

Affordable and Diverse Housing Models

-Exploration of medium-density housing, social housing targets, and innovative models like co-housing or multi-generational housing.

Community Facility Allocation

-Proposed locations for schools, childcare, sporting reserves, health services, and cultural/community centres.

Environmental Impact and Sustainability Measures

-Flood risk mitigation, tree canopy targets, sustainable drainage, solar-ready homes, and preservation of existing habitat.

Traffic and Road Network Planning

-Proposed upgrades to Aberline Road and connections to Horne Road and Wangoom Road, plus pedestrian and cyclist infrastructure.

Land Developer Contributions

-Review of developer levies to fund roads, parks, and community services.

Naming of Proposed Neighbourhoods or Parks

-Shortlist for precinct names, local identity consideration, and First Nations language integration.

Visual Identity & Wayfinding

-Proposal for consistent signage, branding, and urban character across the precinct.

Next Steps and Future Consultation

-Timeline for community workshops, design finalisation, and implementation phases.

Legal

The East of Aberline Structure Plan (EoASP) must operate within a complex legal and ethical planning framework that ensures development is not only lawful, but socially responsible, environmentally conscious, and inclusive. Several layers of legislation, policy, and community expectations guide the process from start to finish.

Statutory Requirements

At a state level, the Planning and Environment Act 1987 (Vic) outlines the legal basis for preparing and implementing structure plans. This includes meeting zoning and overlay controls under the local planning scheme, such as the Development Contributions Plan Overlay, Design and Development Overlay, and Bushfire Management Overlay. Environmental considerations must also comply with the Environmental Effects Act 1978, while planning referrals to relevant public authorities form part of the statutory process.

The structure plan must also respond to obligations under the Disability Discrimination Act 1992, ensuring universal access across all public spaces and community facilities. Inclusive design isn't optional – it's a legal and ethical expectation, and a key marker of a socially just development. Similarly, Commonwealth legislation such as the Environment Protection and Biodiversity Conservation Act 1999 may trigger environmental assessments, particularly if threatened species, cultural landscapes, or Commonwealth-managed land are impacted.

Local Planning Controls

Local controls shape what can and can't be done within the precinct. This includes managing growth in alignment with existing zones (such as General Residential and Commercial) and responding to overlays that reflect environmental significance, heritage value, or design intent. Developer contributions must also be integrated into the plan to fund essential infrastructure – from roads and drainage to community hubs.

Community Engagement Requirements

Engagement means more than just feedback. Statutory obligations require formal public notice and submissions, but best practice involves deeper, meaningful consultation. This includes using accessible formats, culturally sensitive approaches, and offering multiple engagement pathways – from surveys and public forums to collaborative co-design workshops. Ensuring the voices of all age groups, abilities, and backgrounds are heard is critical to creating a plan that's representative of Warrnambool's diverse community.

Ethical

Ethical and Professional Obligations

Urban planning in Victoria is guided by ethical standards such as the Planning Institute of Australia Code of Professional Conduct. Planners and designers must act with transparency, fairness, and foresight – considering not just present needs, but future generations too. Ethical responsibilities include integrating community feedback, maintaining clear communication, and managing competing interests with honesty.

Social justice, intergenerational equity, and environmental stewardship underpin every decision. This means ensuring access to opportunity, open space, housing, and services regardless of income, age or background – and protecting our environmental assets for those who come after us.

First Nations Engagement

The structure plan must consider and protect Aboriginal cultural heritage. This includes following appropriate protocols and involving Traditional Owners early and meaningfully in the planning process.

Accountability and Transparency

All planning processes must be clearly documented – including community input, changes made in response to feedback, and rationale for final decisions. Commitment tracking ensures promises made are followed through, while post-project evaluation strengthens future practice.

Housing Crisis

Warrnambool, like much of Victoria, is grappling with a significant housing crisis marked by soaring rental costs and a severe shortage of affordable housing. Between February 2023 and January 2024, the median rental price in Warrnambool surged to \$500 per week, up from \$340 in 2019, reflecting a substantial increase over a few years. This escalation has led to a rental vacancy rate of just 0.8%, well below the healthy market rate of 4%, exacerbating the challenge for residents seeking accommodation. In response, the Warrnambool City Council has initiated projects to provide affordable housing for key workers and vulnerable populations, aiming to alleviate the strain on the local housing market. Despite these efforts, the demand for social housing remains high, with many residents enduring extended periods on waiting lists.



Single father with daughter in wheelchair camps in old bus after years on social housing waitlist

Doug Bowen and his two young children, one of whom requires a wheelchair, have couch-surfed, stayed in motels, and even lived in a bus after he lost his home in Warrnambool when his partner died during 2019.



House project presentation on May 20

The Warrnambool community is invited to attend an information session about Council's key worker and affordable housing project. The project responds to the housing shortage that is impacting the city.

Warrnambool



Full-time workers hit by 'worst ever' housing crisis

Even workers in full-time jobs struggle to meet rental costs, charities say, while those with less income are...

canberratimes.com.au / Apr 30



Victoria facing 'human catastrophe' without social housing fix

Victoria must build 80,000 new social housing homes over the next decade just to catch up to the national average, according to new data released by housing advocates.

20 Minute Neighbourhoods

The Victorian Department of Transport and Planning has provided a set of hallmarks for 'living locally' and enabling people to meet most of their daily needs within a 20-minute return walk from home. They provide a framework of what a neighbourhood should have.

Hallmark 1 - Safe accessible and well -connected.

Safe, accessible and well connected for pedestrians and cyclists to optimise active transport.

Hallmark 2 - Thriving local economies.

Facilitate thriving local economies.

Hallmark 3 - Services and destinations.

Provide services and destinations that support local living.

Hallmark 4 - Climate resilient.

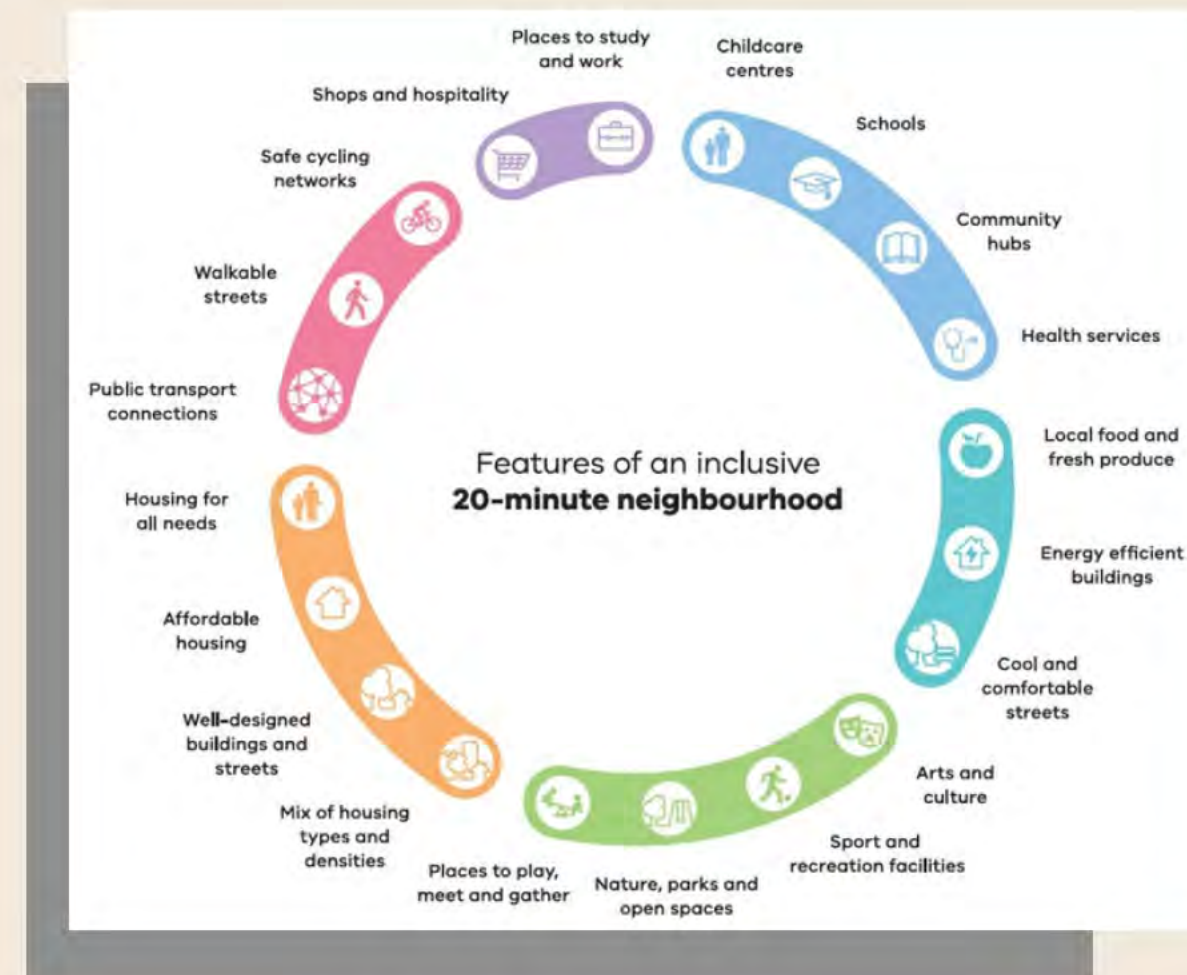
Support climate resilient communities.

Hallmark 5 - High quality public realm.

High quality public realm and open spaces.

Hallmark 6 - Viable densities.

Deliver housing/population at densities that make local services and transport viable.



Neighbourhood Activity Centre

In this setting, typically a NAC would feature a full line supermarket, speciality retailers, hospitality and retail services. A large NAC would include a second supermarket. Two example of NAC are The Village Warrilily Shopping Centre in Armstrong Creek (large NAC); and Northpoint in Warrnambool (NAC) (see next 2 pages)

This will be key to 20 minute neighbourhood ideology; as it allows people to stay within their community, instead of having to travel far for shops that they should have close to them.



The Village, Warralily, Armstrong Creek Large NAC

Current retail floorspace: ~13,000 sqm

Retail mix: food, liquor, grocery retailing, speciality retailers, hospitality (casual dining and take away) and retail services. There is also a medical practice and several allied health services.

Retail anchors: Woolworths, ALDI, BWS.



[Above Image](#), accessed 23.5.25



[Image Above](#), accessed 23.5.25



[Above Image](#), accessed 23.5.25

Northpoint, Warrnambool

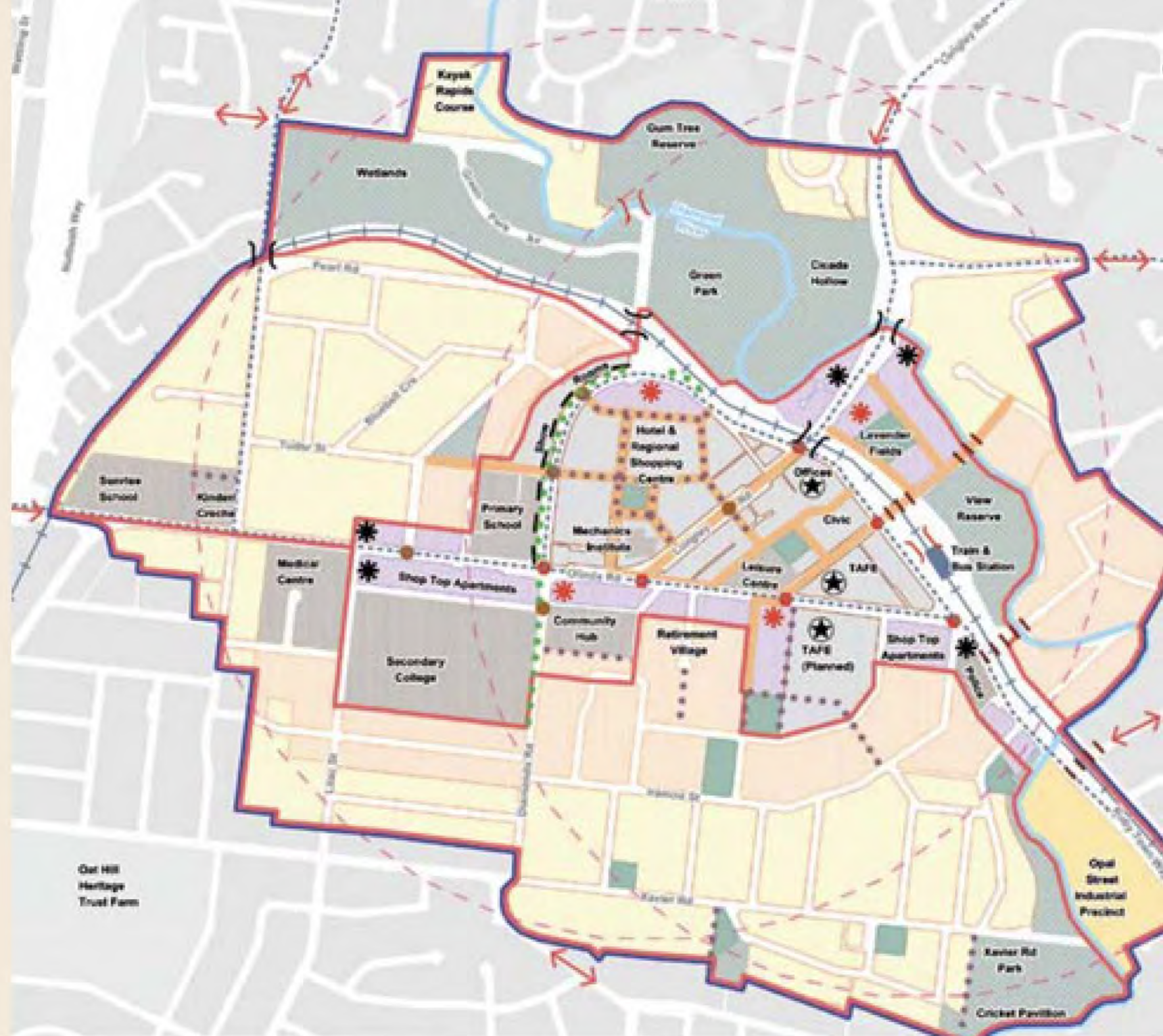
Neighbourhood Activity Centre Current retail floorspace: ~7,000 sqm Retail mix: food, liquor, grocery retailing, select speciality retailers, several hospitality (casual dining and take away) and limited retail services. Retail anchors: Coles & Liquorland.



Ruby Town

This Ruby Town Structure Plan is a template created by the Victorian government to help local councils plan and manage growth in their town centres. It provides a practical example of how to balance new housing, business development, and community needs while preserving what makes a place special. The template is valuable because it shows councils exactly how to engage with their communities, plan for future growth, and implement changes through clear actions and timelines. By using this approach, councils can ensure their planning is consistent with state policies while still addressing their local community's specific needs and character.. This plan allows me to have a model or a specific idea on how I am wanting my town centre to look, and I will refer to this resource alot.

[Ruby Town](#), accessed 14.5.25



RESEARCH SYNTHESIS KEY FINDINGS

THEME 1: REGIONAL DEVELOPMENT CHALLENGES

- Housing affordability crisis with rising property prices vs. income growth
- Infrastructure limitations including public transport and digital connectivity
- Environmental pressures from bushfire risk and water security issues
- Community challenges like ageing population and youth retention
- Economic sustainability concerns with employment and investment attraction

THEME 2: BALANCING ENVIRONMENT AND COMMUNITY

- Life-cycle costing approaches vs. upfront investment considerations
- Water-sensitive urban design and renewable energy integration required
- Climate resilience planning for extreme weather and bushfire safety
- International best practice from European eco-villages and Scandinavian planning
- Social sustainability through affordable housing integration and accessibility

THEME 3: LIVEABLE COMMUNITY DESIGN

- 20-minute neighbourhood principles with local services and transport access
- Quality public spaces for social interaction and community connection
- Housing diversity including multi-generational and co-housing options
- Neighbourhood Activity Centres (like Warralily and Northpoint examples)
- Health and wellbeing through access to nature and active lifestyle infrastructure

SUMMARY

The Discover phase employed divergent thinking (brainstorms, surveys, case studies) and convergent synthesis (SWOT, thematic analysis) to define Warrnambool's housing crisis as the core problem. Primary research included surveys with 39 residents (Pages 56–60), identifying affordability (58%), transport access (22%), and green space (20%) as priorities, while secondary research analyzed precedents like Armstrong Creek (Page 19) and Ruby Town (Page 31) to benchmark sustainable planning. Legal/ethical frameworks were integrated through compliance with the Planning and Environment Act 1987 (Page 25), Bushfire Management Overlays, and accessibility standards (Page 96). This research validated the need for a 20-minute neighbourhood (Aa27) balancing density, sustainability, and community connection—directly informing the brief's two communication needs (Page 46).

THEME 4: COMMUNITY-SUPPORTED PLANNING

- VPA co-design workshop approach with stakeholder feedback
- Ruby Town template methodology for structured community engagement
- Legal and ethical frameworks requiring transparency
- Housing approaches that consider density impacts on community livability
- Visual communication and wayfinding systems for place identity

IMPLICATIONS FOR PRACTICE

- Integration of transport, housing, and community services essential
- Early community engagement prevents later resistance
- Local context must inform design rather than applying generic solutions
- Quality design matters more than quantity in community satisfaction

KEY LOCAL CONTEXT FINDINGS

- Warrnambool's existing growth areas show both desirable (Doreen community feel) and undesirable (Campbellfield traffic issues) outcomes
- Successful community spaces like Reid Oval, Library, and Archie Graham Centre provide models
- Housing crisis with median rent rising from \$340 (2019) to \$500 (2024)
- Current retail provision through centres like Northpoint (7,000 sqm) and Warralily (13,000 sqm)

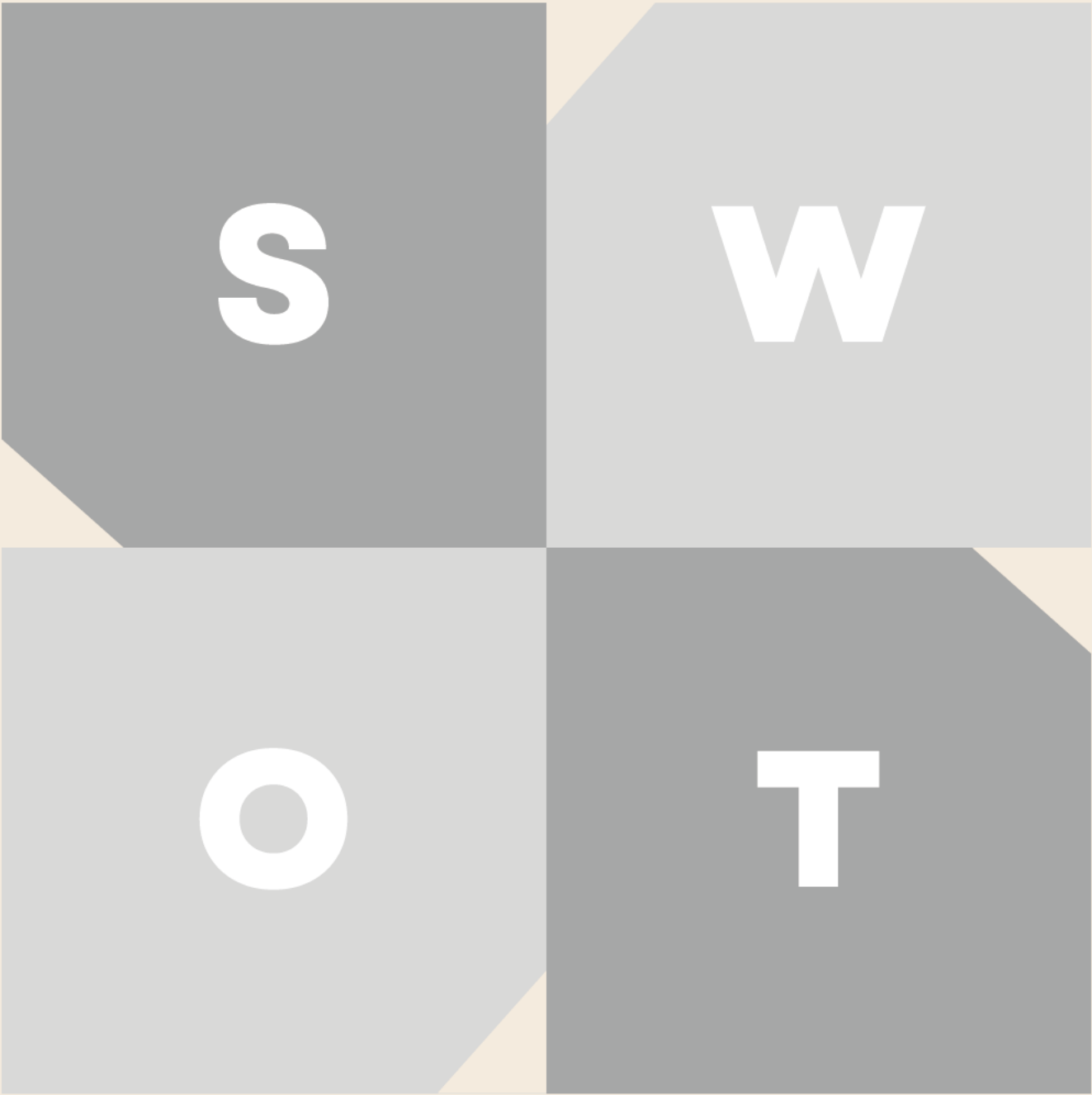
SWOT ANALYSIS OF RESEARCH

STRENGTHS

The East of Aberline area provides a unique opportunity, as Warrnambool has never been able to develop a large scale suburb at once. It is well positioned in a crucial area where it has commercial near, biking trails, and industrial close by for jobs. The scale of the site is almost a blank slate, allowing for any development the developers might choose.

OPPORTUNITIES

There is a potential to create a community that can be modelled for new developments statewide- or even nationwide- one that responds to the crises of today with affordable, diverse options and integrates sustainability into everyday life. The blank canvas also offers a chance to develop a strong local identity within the space. Finally, the Tozer reserve is both an opportunity and a threat. It poses a good open space- much like Central Park in New York- but much more regional. If not done right, then development could pose a threat to this protected area.

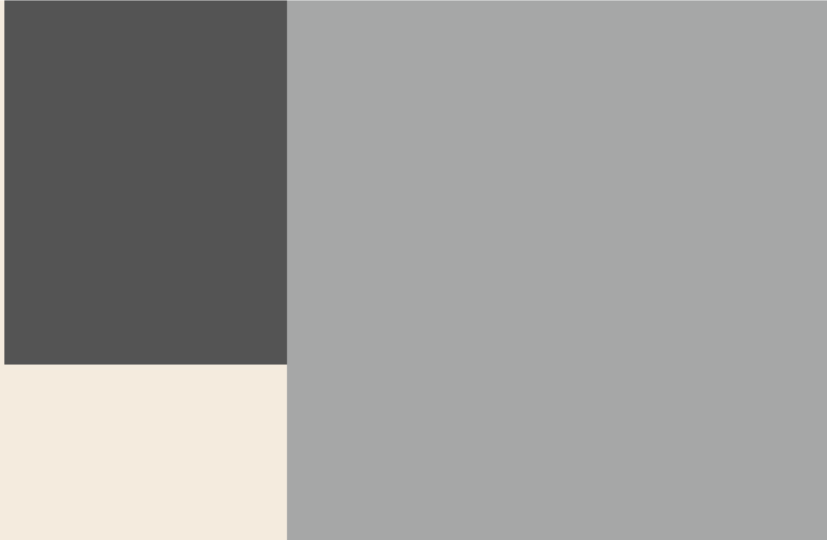


WEAKNESSES

Currently, the area lacks infrastructure, public transport, services, and roads within the space- which will require significant upfront investment. And as it is such a large space, car dependency at the moment is critical, as walkability and active transport is not prioritised. Also a nearby asphalt plant may produce land use conflict and design constraints, especially regarding residential buffers.

THREATS

Without careful planning, there's a risk this area could turn into a uniform, car-centric housing suburb, lacking liveability and vibrancy. Environmental degradation is another concern if native vegetation and Russells Creek flow isn't protected. Finally, if developers don't align with council's vision, market-driven pressures may prioritise profit over long-term community benefit.



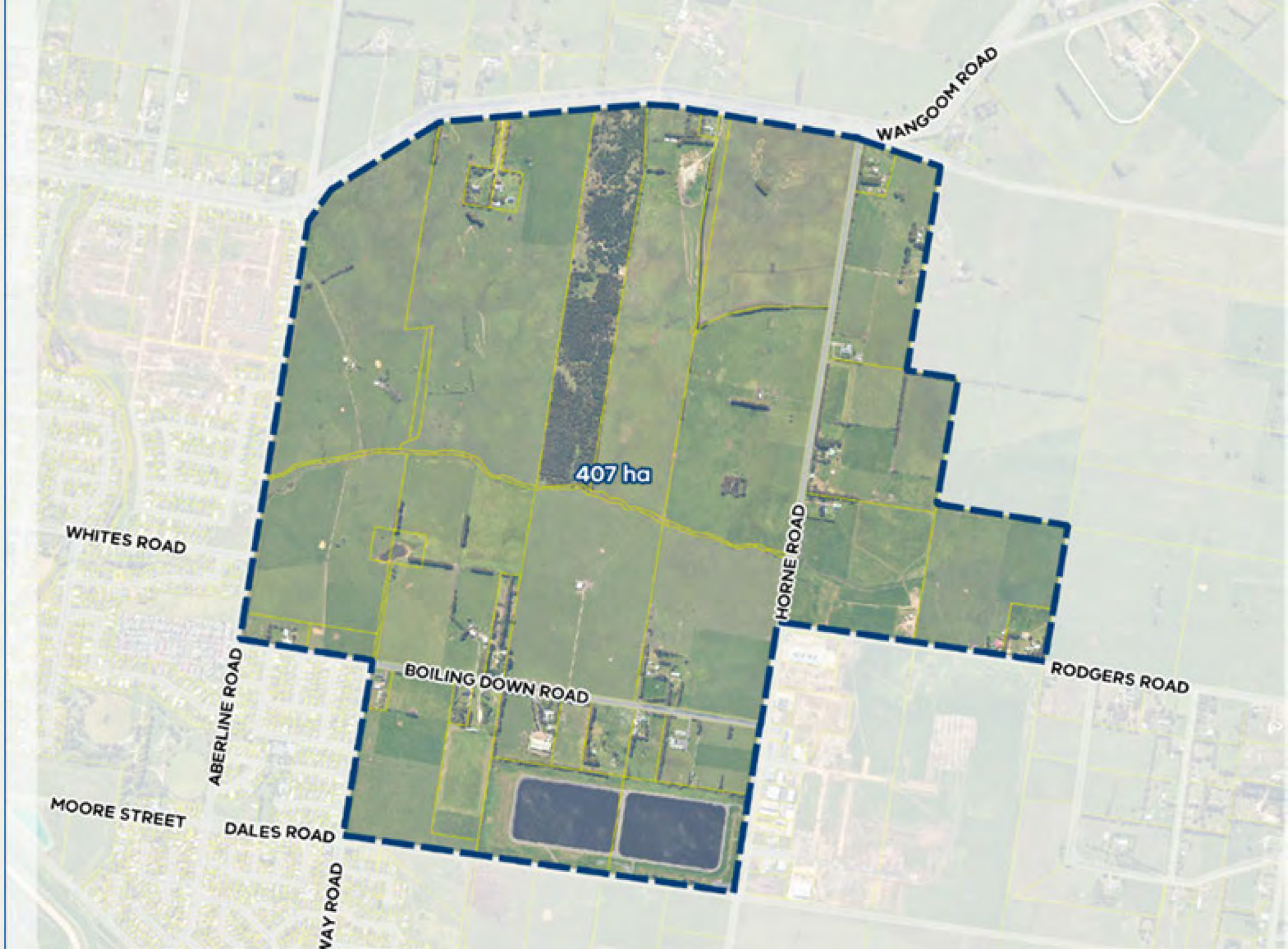
CRITERIA

2

AREA CONTEXT

The East of Aberline area is a large expanse of mostly flat, undeveloped farmland located on the eastern edge of Warrnambool. The land is currently used for grazing and features open paddocks with minimal existing infrastructure or built form. Bordered by Aberline Road to the west and rural properties to the north and east, the area provides a rare opportunity for greenfield development. Its flat topography makes it suitable for residential subdivision, but also poses challenges for drainage, landscaping, and creating visual interest.

Image left, accessed 23.6.25



INSPIRATION

Armstrong Creek Town Centre

One of my main inspirations for the design of my precinct is the Armstrong Creek Town Centre, located between Geelong and Torquay. This fully integrated, walkable, sustainable town centre is a clear example of how modern developments can meet community needs while promoting environmental responsibility. It combines essential services like supermarkets, healthcare, education, and public transport in a layout that prioritises pedestrians and cyclists. Visually, the centre uses clean, modern architectural styles, consistent signage, and a calm, earthy colour palette—all of which I aim to reflect in my own design. For my design I am looking to emulate parts of this for my structure plan, in particular for my Eco town centre, such as the green roofs, multi storey apartments. As the eco centre in Warrnambool will serve a significantly less amount of people, it will not need to be this scale, however I would like to keep the same style but also reflect the area surrounding such as the Russells Creek area.



[Above Image](#), accessed 13.5.25



[Above Image](#), accessed 13.5.25



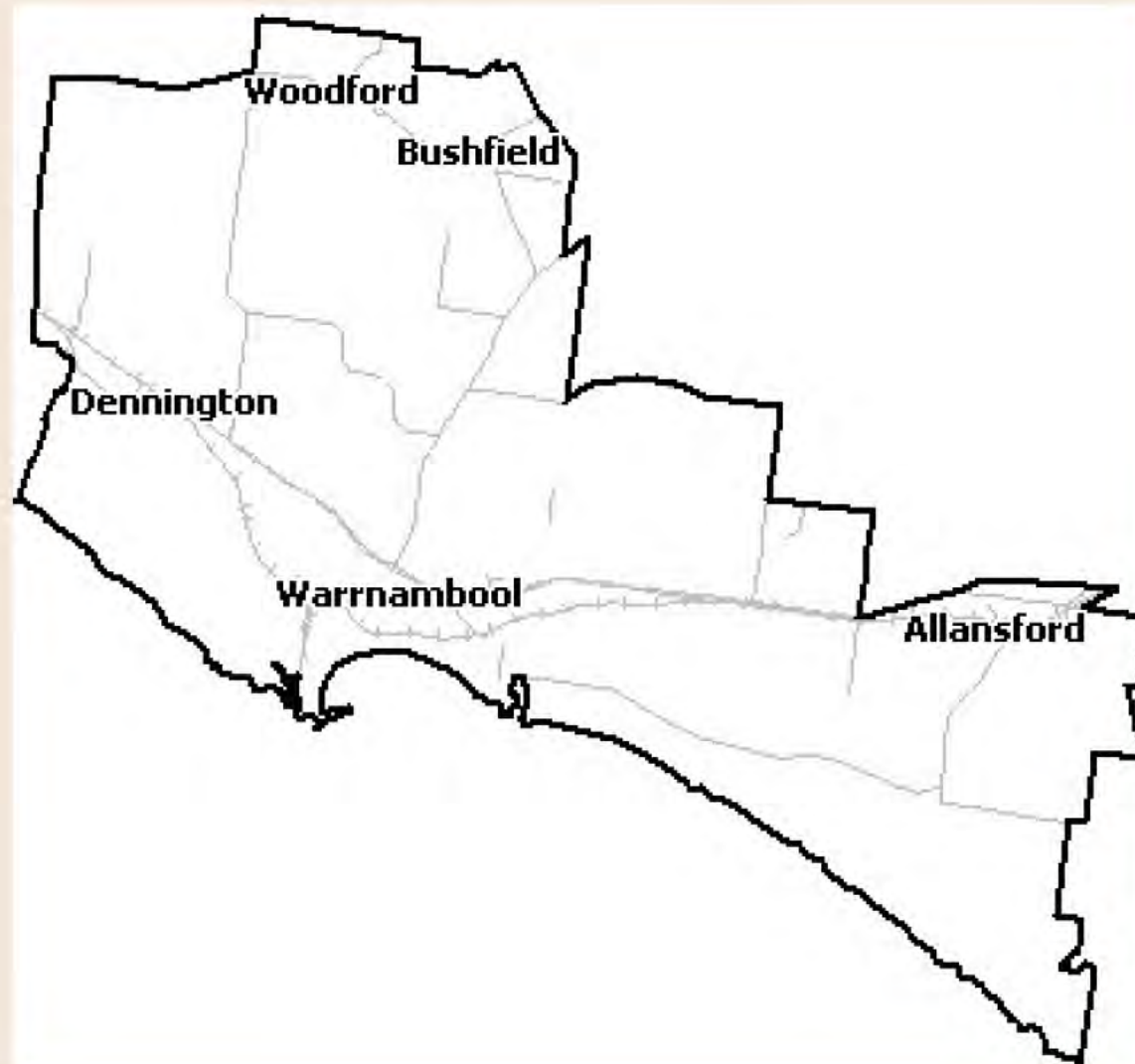
CLIENT overview

WARRNAMBOOL CITY COUNCIL

Warrnambool City Council serves as the local government authority for Warrnambool, a vibrant coastal city in south-western Victoria, Australia. Encompassing an area of 120 square kilometres, the council oversees the city of Warrnambool and the towns of Allansford, Woodford, and Bushfield, supporting a population of approximately 35,000 residents. The council's responsibilities include delivering a broad range of services and infrastructure projects aimed at enhancing community well-being and promoting sustainable development.

VALUES

- Accountability
- Collaboration
- Respect
- Progressiveness
- Wellbeing



[Logo](#), accessed 23.5.25

[Map of Warrnambool LGA](#), accessed on Google 23.5.25

CLIENT

The client for the East Of Aberline project is the Warrnambool City Council. The council, led by the Mayor- Ben Blain, and elected councillors, who are in favour of this project going ahead. They are the primary stakeholders and driving force and have identified this as their next future growth area. The council is responsible for overseeing planning, ensuring development aligns with city goals, and working with planners and stakeholders to deliver a well-designed, sustainable community. Warrnambool City Council governs one of Victoria’s most historic coastal cities, known for its maritime, agricultural, and Indigenous heritage. The council seeks to honour this legacy while facilitating thoughtful growth that meets the evolving needs of its diverse and growing population.

CLIENT NEED

The design’s objective is to provide a sustainable, liveable solution to the housing crisis in Victoria, with a particular focus on Warrnambool. The region faces a shortage of around 2,000 affordable dwellings, a rental vacancy rate of just 0.8%, and a median weekly rent of approximately \$500. Recent local developments have been criticised for being bland and lacking a sense of community. In response, Warrnambool City Council has identified this precinct as a key growth area—one of the largest developments in the city's history. Due to its scale, councillors have called for a comprehensive structure plan in collaboration with local town planners and the Victorian Planning Authority. The goal is to establish sustainable living across housing, services, and retail through the creation of an Eco Town Centre—the first of its kind in South West Victoria’s. The vision is to connect people to nature by integrating high levels of greenery and native local fauna throughout the precinct.

AUDIENCE

East Of Aberline aims to have ‘target zones’ to cater to different specific groups of people. Some of the housing areas include large blocks on the outskirts of the precinct, catering for young families or traditionalists, middle to high class, aged around 28-55 who idealise the ‘Australian Dream’- a big backyard, large house. These dwellings will have 3-4 bedrooms and include a larger backyard, incorporating native trees at the front and rear of the dwelling. Smaller, more dense areas with small yards are suited to retirees, aged 65+, middle class, or small families, middle class aged 22-35. These groups are looking for low maintenance homes, and aren’t looking for large gardens. These areas will be located near green areas, ensuring green space is open to all. Previous affordable housing developments have often been concentrated in specfic streets which have become undesirable areas. To counter this, affordable housing will be scattered throughout the precinct, blending into the rest of the housing, attracting those aged from 18-40, low income. Finally those who would rather live in more of an urban aspect, being located in the town centre, living in semi-detached or low rise apartments,such as those moving from Melbourne or more urban areas, or young students studying in Warrnambool, middle class aged 18-25. East of Aberline looks to change the perception of commuting. Within the precinct, it is looking to have local people working at local jobs, whether it be across Horne Road in the Industrial precinct, or at a cafe within the town centre. EOA will encourage businesses to be located within the town centre, and larger establishments on the outskirts of the precinct. This will allow for the residents to utilise other forms of transport, such as walking and cycling, rather than driving in the car by establishing “Bicycle Superhighways’ that create an array of connections to key areas.

COMMUNICATION NEED

The client requires a detailed structure plan, showcasing the precincts transport, green areas, and shopping within East Of Aberline. Additionally, a physical model is required to help the stakeholders visualise the project, and help gain support from the broader community. The model needs to incorporate the key areas of the precinct, such as the Eco Town Centre, and active area. Will be viewed at stakeholder meetings.

PURPOSE

The purpose of the structure plan and model is to *depict* the structure, layout, and intended function of a proposed community precinct within the East of Aberline development area. It aims to communicate how the design responds to future growth, local context, and the needs of a diverse population. The design reflects considerations when zoning of various areas, supported by a masterplanned road and pedestrian network. The model serves as a visual representation of how the precinct will function- showcasing different features such as, density, connectivity, and livability. This aims to provide a framework for future development here- ensuring the area is planned meticulously to ensure a thoughtful sustainable living area. The 3D model will also *teach and promote* a new way of urban planning within the region, exhibiting the Eco Centre to planners and the public alike.

The East of Aberline Precinct is a 400-hectare greenfield development on Warrnambool's outskirts, designated for long-term growth to house thousands of new residents. Initially started in 2019, progress was delayed due to COVID-19, but has now resumed, addressing critical housing affordability needs. Key planning factors include drainage, biodiversity, transport, housing diversity, and open space, with constraints including preserving Tozer Memorial Reserve and local biodiversity whilst fostering community sustainability, accessibility, and eco-friendly housing.

The final presentation will be a comprehensive digital structure plan showcasing road layouts and green spaces, featuring both 2D mapping and 3D town centre visualisation, complemented by a low-fidelity laser-cut model of key areas illustrating area details through combined digital and physical formats.

- CONSTRAINTS AND EXPECTATIONS
- Preserve Tozer Memorial Reserve and local biodiversity.
 - Foster community with sustainable living, eco-friendly transport, and open spaces.
 - Ensure design accommodates accessibility, including wheelchair access.
- Develop eco-friendly housing with tree-lined backyards.

PROPOSED PRESENTATION FORMAT

The final presentation format as a digital structure plan, to communicate the clients needs; including road layout, green spaces, Eco Town Centre. To provide a broader depth of understanding and support towards an Eco Town Centre, a low fidelity laser cut model will be created, showing details such as roads, green spaces and building within the area. Both digital and manual media could be used.

presentation ONE

DESIGN brief

DATE 30/05/25

STUDENT SIGNATURE



TEACHER SIGNATURE



presentation TWO

COMMUNICATION NEED

The client requires in addition planned logos that will represent each of the communities within the space, and a central logo for the whole space. This will showcase its environmentally friendly lifestyle. The client has also asked if all the logos can be similar to each other, creating a harmonious and seamless transition of style within the area, creating a ‘visual identity’ for the space. Additionally having a precinct map, that provides an initial wayfinding around the space.

PURPOSE

The purpose of the logos is to *identify* each of the East of Aberline development areas. It aims to communicate how the area is designed, and its purpose. The design will aim to reflect each of the zoning areas, and what they will consist of. The design will also *promote* each of the “target zones” catering each for a different audience. This will also help residents and visitors *identify* each of the areas to create key locations to meet or catch up, and further the sense of community within the space.

The presentation of the visual identity can be used in different contexts within the space, including signage, printed materials, and digital applications, to clearly differentiate and identify individual areas across the entire East of Aberline Precinct. This cohesive system will assist with wayfinding, enhance place recognition, and contribute to a strong and engaging identity for the community.

The presentation of these logos will be shown digitally or manually at council meetings, and will allow for feedback to be given and finally the community will be able to see them when design is built with different spaces, on wayfinding signs and buildings.

CONSTRAINTS AND EXPECTATIONS

- All logos must look related by using similar shapes, colours, and fonts.
- Each space in the precinct has its own version of the logo.
- The logos can be used in lots of different places, like signs and maps.
- They help people know where they are in the precinct.
- They make the area feel organised and easy to recognise.

PROPOSED PRESENTATION FORMAT

The final presentation will be formal as a series of visual identity boards, to communicate the client’s need for a cohesive logo system across the different spaces within the East of Aberline Precinct. To provide a clearer understanding of how the logos function in real contexts, mock-ups will be created showing the logos applied to signage, maps, and wayfinding elements. Both digital and manual media will be used to present the logos and their applications.

PROFILE-RETIREEES

Barry and Lorraine Jenkins

Barry (72), and Lorraine (70) are long-time locals who raised their family in the South West and are looking to downsize from their rural property on the outskirts of Warrnambool. they are looking for a low maintenance home, that will be close to open space and as they will be travelling often somewhere that is easy to transportation routes. Barry is a retired mechanic who worked in the local automotive trade for over 40 years, and Lorraine was a nurse at South West Healthcare.

They both value a quiet, connected community and enjoy walking through large open green spaces and catching up with friends at nearby cafes. East of Aberline would suit them as their dwelling would be and within walking distance to local medical services and the town centre. Additionally, East of Aberline would be ideal for its peaceful environment, walkability, and the ability to age in place near familiar surroundings.

Values:

- Independence
- Community connection
- Green, accessible public spaces
- Low-maintenance living



Above Image AI generated photo, ChatGPT accessed 19.5.25

PROFILE-YOUNG FAMILY

Daniel and Emma Richards, with Noah and Mia

Background: Daniel (34) is a high school PE teacher in Warrnambool, and Emma (32) works part-time as a graphic designer while also running a small home-based business. After renting for 8 years, the renting conditions for landlords in Victoria has forced their landlord to sell regrettably.

The Richards family would prefer a larger block, drawn by the idea of a big backyard where the kids can play and grow. They are a traditionalist family, based on traditionalist beliefs, such as Christianity. They would like to have access to a church where they can go and worship, as well as having room at their home to accommodate for guests. They would like a four-bedroom home that backs onto a native reserve, with gum trees and a walking track just behind the fence. As avid riders, they would like to ride bikes as a family and would appreciate having safe paths and bike connections in the area, without having to ride on roads.. Proximity to childcare, schools, and a future community hub would make the move an easy decision .

Values:

- Traditionalist Christian beliefs
- Space and safety for children
- Access to nature and outdoor activities
- A strong, family-oriented neighbourhood
- Work-life balance through local amenities and minimal commute
- Enough room to host events



Above Image AI generated photo, ChatGPT accessed 19.5.25

PROFILE-STUDENT

Sophie Walters

Sophie (20) grew up in Melbourne but recently moved to Warrnambool to study Environmental Science at Deakin University. Her parents are originally from the South West, and after spending time in the city, she was eager to reconnect with her family roots while enjoying a more relaxed and affordable lifestyle. Sophie is living independently for the first time and was looking for a place that balanced affordability, social connection, and access to nature.

East of Aberline will suit her for its low-rise apartments located in the town centre, which offer a more urban feel while still being surrounded by green spaces. Sophie works part-time at a local bookstore and cycles or takes the bus to university, thanks to the precinct's safe dedicated bicycle paths, and extensive bus network. Being close to cafes, public transport, and community events makes her feel right at home. She values a lifestyle that encourages local living, sustainability, and connection to the people around her.

Values:

- Independence
- Urban, Sustainable living
- Social and community connection
- Easy access to study, work, and public transport



Above Image AI generated photo, ChatGPT accessed 19.5.25

Key stakeholders include:

- Warrnambool City Council- The Client
- Victorian Planning Authority- Overseeing the plans
- Landowners- Current owners which own the land to be developed
- Victorian Education Department- Overseeing the schools aspect of the development
- Local Indigenous Communities- Will have the say on how sensitive areas will be developed
- Warrnambool Bus Lines- Focusing on the local bus lines and how they will connect within the precinct
- Public Transport Victoria (PTV)- Overseeing the transport throughout the precinct
- Country Fire Authorities (CFA) & Fire Rescue Victoria (FRV)- Ensuring area is fire safe

- Local Sporting Clubs- The area will have a new AFL, Cricket, etc. team
- IGA- Will be part of the Eco Centre
- Fast Food Outlets- Such as McDonalds and others looking to move in
- Broader Community- They are the ones looking to move in, and will move next to the space
- Local Businesses- Looking to move to the Eco Centre
- DEECA Department of Energy, Environment and Climate Action (DEECA)- Overseeing the planning of the land use, ensuring no harm is done
- Private Schools (Catholic & Others)-Advice on schools
- South West Healthcare-Medical Clinic
- Gateway Plaza- In their best interests not lose customers
- Big Box Retailers- Such as Big W looking to move into space

CFA Concern:

At recent planning meetings, representatives from the CFA has raised serious concerns about the proximity of the new development to Tozer Reserve and the surrounding native bushland. Given the area's classification under the bushfire management overlay, they highlighted the elevated risk of bushfires threatening homes and residents. Their worry isn't just about isolated incidents – they foresee a scenario where dense vegetation close to housing could make firefighting efforts difficult, potentially putting lives and property in jeopardy. The emergency services stressed the importance of clear evacuation routes and effective firebreaks to ensure the community’s safety.

How I would combat:

In response, the design includes a generous buffer zone – a wide stretch of open space separating homes from the bushland. This buffer acts as a natural firebreak, reducing the likelihood of fire spreading directly to residential areas. Alongside this space, the design incorporated footpaths that provide clear, safe access for emergency responders and residents during evacuations. The visual plans will clearly show the open area with landscaping designed to be low-flammability, showing a thoughtful balance between community use and fire safety. By presenting this solution clearly in my visuals and reports, The plain aims to reassure CFA, FRV, VPA, and the wider community that bushfire risks have been carefully considered and actively managed.

STAKEHOLDER ANALYSIS



Logo: [Fire Rescue Victoria and CFA- Facebook](#) accessed 28.5.25



Logo: <https://www.facebook.com/gatewayplaza/> accessed 28.5.25

Gateway Plaza issue:

Gateway Plaza management has been growing uneasy as news of the new big box retail development spread. At several community meetings, their representatives voiced concerns that the arrival of stores like Big W could siphon away customers, threatening the plaza’s economic health and the small businesses that rely on steady foot traffic. They pictured a future with fewer shoppers, empty shops, and local jobs at risk. This worry wasn’t just about competition – it was about preserving the heart of Warrnambool’s retail scene and protecting long-standing community connections.

How I would combat:

The designs would show that the big box retail area is planned well away from Gateway Plaza, on the other side of town. There are clear transport routes to both places so shoppers can easily get to each one. The design makes it clear that they are meant to work together, not compete – Gateway Plaza serves as the main big box retail in Warrnambool, and the new development is the same distance from Gateway Plaza- as Gateway is to the CBD. The visualisation would highlight the space and the different purposes between them and reassure everyone that the new development will grow Warrnambool’s shopping options without hurting existing businesses.

Legal

Meeting Legal Responsibilities for Different Residents

The East of Aberline precinct supports a range of residents with specific legal needs. Retirees like Barry and Lorraine Jenkins require wheelchair access and age-friendly homes under the Disability Discrimination Act 1992. Families such as the Richards need playgrounds and cycling paths that comply with the Building Code of Australia and Australian Standards. Students like Sophie Walters depend on affordable housing, which must follow Victorian inclusionary housing guidelines and tenancy laws to ensure safety and fairness.

Bushfire Risk and Planning Controls

Due to its location near Tozer Memorial Reserve, the site falls under a Bushfire Management Overlay in the Planning and Environment Act 1987. This requires defensible space, vegetation management, and CFA-compliant emergency access. Roads must be 6 metres wide and include turning areas to accommodate fire vehicles. These are not suggestions – they are legal requirements designed to improve bushfire resilience across the precinct and protect residents in high-risk zones.

Developer Contributions and Infrastructure Standards

The 400-hectare size of the project activates the Development Contributions Plan Overlay. This means developers must help fund roads, drainage, public transport, and community spaces. Flat topography increases drainage risk, so stormwater systems must follow EPA Victoria guidelines. The proposed bicycle superhighways must also meet VicRoads and Austroads standards, ensuring safety, legal compliance, and reliable infrastructure for current and future residents.

Ethical

Supporting the Housing Shortage Ethically

Warrnambool's low rental vacancy and high housing demand give this project an ethical role. Instead of concentrating affordable housing in one spot, the design spreads it out. This prevents the formation of disadvantaged zones and helps build a balanced, socially mixed community.

Designing Responsibly for Local Needs

Inspired by Armstrong Creek, the project adapts ideas to suit Warrnambool's unique conditions – including its culture, environment, and location near Russells Creek. Ethical practice, guided by the Planning Institute of Australia, means respecting context rather than copying. This results in a more relevant, community-focused design.

Protecting the Environment for Future Generations

The Eco Town Centre supports long-term sustainability through environmental design. Features like native trees, green roofs, and biodiversity protection near Tozer Reserve reflect ethical land use.

Prioritising walking and cycling reduces car dependence and encourages a healthier, more sustainable lifestyle for current and future residents.

Inclusive and Respectful Community Engagement

Ethical design requires engagement beyond minimum standards. The planning process includes voices of all ages and backgrounds – from retirees to young adults – using accessible and respectful consultation methods. This helps create a place where all community members feel seen, heard, and included.

WHAT AM I TRYING TO SOLVE?

I am trying to solve Warrnambool's housing crisis by designing a sustainable and well-connected community for the new East of Aberline precinct. The aim is to ensure the area provides affordable, diverse housing while also protecting the local environment and supporting long-term liveability.

AS A QUESTION?

How can the East of Aberline development address Warrnambool's housing crisis through sustainable design that meets the needs of future residents?

DESIRED OUTCOME

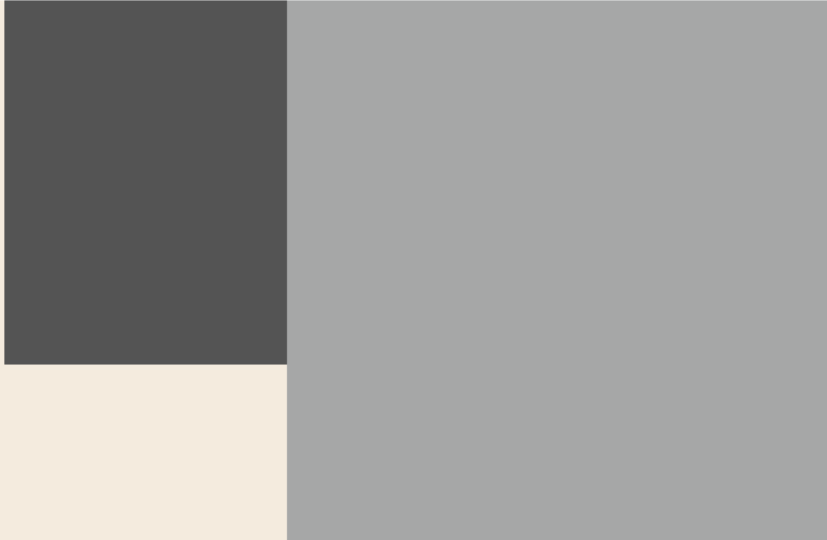
- A community where diverse and affordable housing is available to people of all ages and incomes
- A state-of-the-art Eco Centre is included to bring the environment into everyday living.
- An urban layout that promotes walkability, public transport, and access to daily needs
- A sustainable neighbourhood that protects the local environment and is resilient to future changes (population growth, climate)
- A place that reflects Warrnambool's identity and integrates well with its surrounding areas

REDEFINE POSSIBLE SOLUTIONS

- Zoning a mix of housing types (townhouses, units, detached homes) across the precinct
- Eco Town Centre that includes community services, shops, and green space in a walkable layout
- Affordable housing targets built into the structure plan
- Bicycle superhighways and bus-friendly design to reduce car dependence
- Bushfire-safe buffers and use of sustainable building materials
- Preservation of Tozer Reserve and Russell's Creek as key natural features
- Strong visual identity and signage to reflect community values and create a distinct sense of place

REDEFINE?

How can I design a sustainable, inclusive community in East of Aberline that helps solve Warrnambool's housing crisis, supports long-term liveability, and connects people to services, nature, and each other?



CRITERIA

3



Communication Need 1: Physical models + 3D Model

Purpose:

To communicate the overall design, zoning, and spatial layout of the East of Aberline precinct. This includes major land uses, road and path networks, open spaces, and key community features like the Eco Town Centre.

Presentation Format:

- Low-fidelity laser-cut physical model of key areas precinct (1:1500 scale)
- 3D model of the Eco Town Centre (focus model to show more detail)

Target Audience:

- Warrnambool City Council planners and stakeholders
- Urban designers and project developers
- Community members engaged in consultation

Key Features:

- Shows how neighbourhoods are connected
- Clarifies zoning, buffer zones, green areas, and transport flow
- The 3D model highlights sustainability features, layout, and accessibility of the Town Centre

Communication Need 2: Cohesive Visual Identity System, Structure Plan

Purpose:

To establish a clear, consistent, and recognisable visual identity for the East of Aberline precinct and its sub-areas. The identity builds a sense of place, supports wayfinding, and communicates community values.

Presentation Format:

- Digital brand identity boards
- Aerial 2D digital structure plan
- Logo designs for each zone
- Mock-ups of signage, wayfinding, precinct maps, and Eco Centre branding

Target Audience:

- General public and future residents
- Design consultants and developers
- Community engagement teams and local media

Key Features:

- Uses natural colours, clean typography, and sustainable-inspired symbols
- Designed to reflect values of connection, accessibility, and nature
- Supports legibility, consistency, and emotional engagement

“BRIEF” REMINDER
(PARDON THE PUN)
CONTEXT OF WORK

Aspect	Communication Need 1	Communication Need 2
Focus	Function, spatial planning, and structure	Branding, visual language, and identity
Medium	2D plan, physical model, and 3D model of Town Centre	Digital brand boards, signage and logo mock-ups
Audience	Planners, council, developers, community stakeholders	General public, designers, residents
Visual Style	Technical, realistic, and spatial	Creative, symbolic, and aesthetic
Purpose	To explain how the precinct works and connects	To give the place a strong, unified identity

COMMUNICATION

NEED 1

CRITERIA OF GOOD DESIGN

DIETER RAMS 10 PRINCIPLES OF GOOD DESIGN	HOW EAST OF ABERLINE WILL IMPLEMENT IT
Good design is innovative	The EOA precinct will features new ideas for living sustainably, such as integrating green transport options and adaptive public spaces.
Good design is useful	The design will be practical and will be good for overall community wellness—offering walkable streets, clear zoning, and spaces for recreation, housing, and services.
Good design is aesthetic	EOA will be visually appealing, including consistent architecture styles, tree lined streets, and a clear hierarchy of streets and public spaces.
Good design makes a product understandable	The layout clearly shows how people will interact with the space—roads, paths, and buildings are arranged logically and intuitively.
Good design is unobtrusive	The design blends into the existing Warrnambool context, respecting the natural environment and surrounding character.
Good design is honest	EOA reflects what regional development is supposed to be—modest but meaningful, without pretending to be high-density, only creating a small urban town centre with 2-3 storey heights.
Good design is long-lasting	The layout and structure support long-term growth and change, allowing for flexibility as community needs evolve over decades.
Good design is thorough down to the last detail	Every detail is considered—from pathway widths to green space placement—ensuring the community is functional, safe, and comfortable.
Good design is environmentally friendly	The precinct promotes sustainability with bike paths, public transport connections, green spaces, and consideration for water flow and native vegetation.
Good design is as little design as possible	The design avoids unnecessary complexity—it’s simple, logical, and efficient, focusing on user needs rather than over-designed features.

SITE CONTEXT

PRIMARY RESEARCH

Photos of the precinct currently, specific locations marked by each of the points. Photos taken 4/6/25, at 4pm. Satellite imagery credit of Apple Maps



SITE CONTEXT.1



Location: Looking in an easterly direction at the Wangoom Road-Aberline Road intersection. This will be one of the busiest intersections in the precinct, so it will be important to manage traffic along this road.

Sattelite image credit Apple Maps, accessed 23/5/25

SITE CONTEXT.2



Location: Looking in an southerly direction at the Horne road. This is the eastern edge of the precinct, so many cars will use this as a bypass. Intersections will be need to be planned for in advance, to ensure a smooth flow of traffic.

Sattelite image credit Apple Maps, accessed 23/5/25

SITE CONTEXT.3



Location: Looking in an south westerly direction on Horne road into the precinct. The treeline will need to be removed, and replaced with native, smaller trees to as a more community feel. The building in the right of the image will also need to be demolished. To the left of this image out of view, is the industrial precinct and that will also need to be planned for.

Sattelite image credit Apple Maps, accessed 23/5/25

SITE CONTEXT.4



Location: Looking in an westerly direction at the Boiling Down Road-Gateway Road roundabout. This will be one another busy intersection in the precinct, as a road to the Eco Centre will feed into the roundabout.

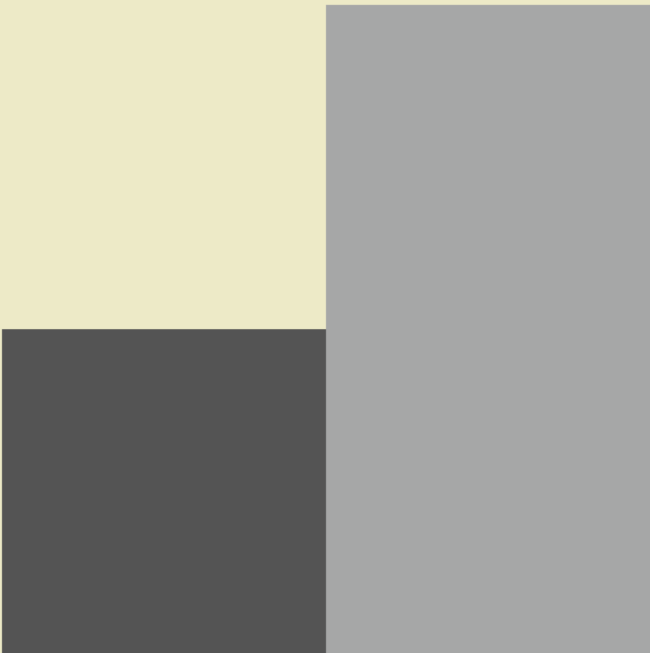
Sattelite image credit Apple Maps, accessed 23/5/25

SITE CONTEXT.5



Location: Looking in an north easterly direction at the Aberline Road insection with Russells Creek estate. This is where the Russells creek flows, to a trail along there a crossing on this busy road will need to be planned for.

Sattelite image credit Apple Maps, accessed 23/5/25



SURVEY

SURVEY

QUESTIONS

CONDUCTED

WITH 39

PEOPLE,

2.5.25

East of Aberline Precinct Community Survey

We're seeking community feedback to help guide the planning and design of the East of Aberline development. Your input will help shape a precinct that reflects local values and needs. This survey takes about 3–5 minutes.

1. What are the most important issues to you when planning the East of Aberline precinct? (Tick up to 3)

- ☐ Protecting future residents from impacts of the Home Road Industrial Precinct
- ☐ Protecting Russells Creek from pollution
- ☐ Housing affordability
- ☐ Access to public transport
- ☐ Walkability and cycling infrastructure
- ☐ Access to schools and education
- ☐ Green spaces and parks
- ☐ Other (please specify): _____

2. Which of the following vision statements best reflects your hopes for East of Aberline? (Tick all that apply)

- ☐ A series of residential neighbourhoods with a town centre and supporting facilities
- ☐ A new community with unique neighbourhood character and excellent amenity
- ☐ A high-quality, well-connected precinct that uses sustainable development practices
- ☐ None of these
- ☐ Other (please specify): _____

3. Do you support the inclusion of a Neighbourhood Activity Centre (NAC)?

- ☐ Yes
- ☐ No
- ☐ Unsure

If yes, where would you prefer it to be located?

- ☐ On Wangoom or Aberline Road (away from Gateway Plaza)
- ☐ Near the industrial area (to act as a buffer)
- ☐ Near schools and higher-density housing

- ☐ Other: _____

4. How important is a strong public transport network in this new precinct?

- ☐ Very important
- ☐ Somewhat important
- ☐ Not important

What should the bus network connect to? (Tick all that apply)

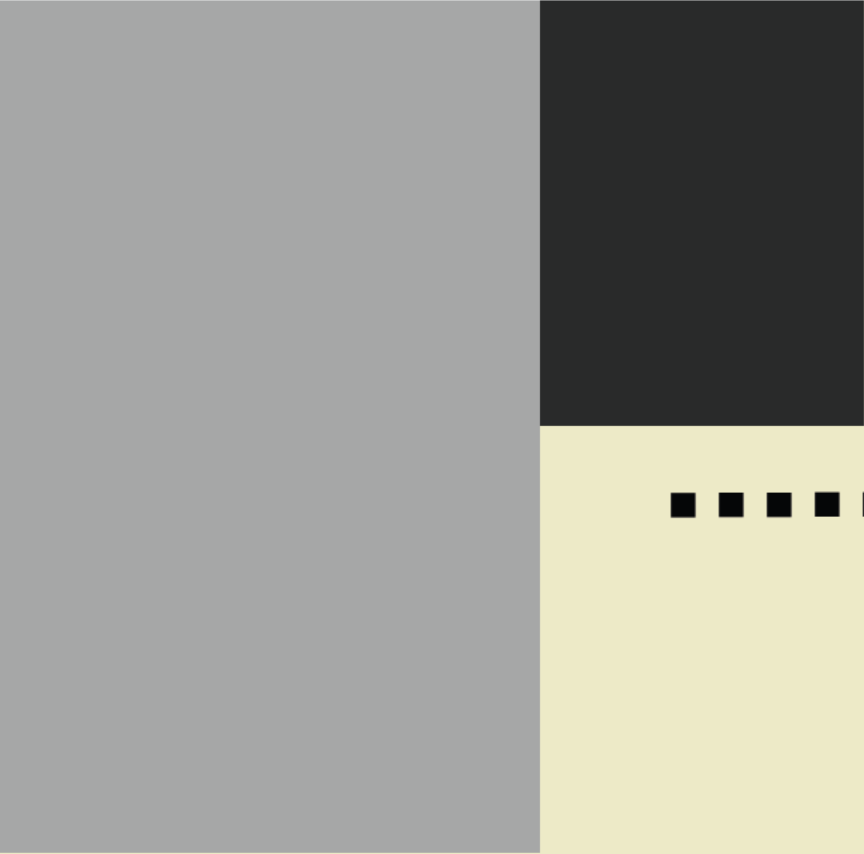
- ☐ Warrnambool Train Station
- ☐ Local schools
- ☐ NAC and local shops
- ☐ Industrial precinct
- ☐ Other: _____

5. Would you support the inclusion of an Eco Centre in the precinct?

- ☐ Yes
- ☐ No
- ☐ Unsure

Why or why not?

6. Any other ideas or feedback you'd like to share?



SURVEY FEEDBACK



Three main issues that are important for planning the East of Aberline precinct.

1. Protecting future residents from any adverse amenity impacts in the Home Road Industrial Precinct.
2. Protecting Russells Creek from pollution.
3. Housing affordability.

SURVEY

Three main vision statements that resonate with you.

ANS

1. Develop series of residential neighbourhoods, with a local town centre and supporting facilities
2. Create a new community defined by identifiable neighbourhood character, excellent residential amenity, etc
3. East of Aberline will be a high-quality, well connected residential precinct which incorporates sustainable development practices.

Three main issues that are important for planning the East of Aberline precinct.

- Protecting future residents from any adverse amenity impacts in the Home Road Industrial Precinct.
- Protecting Russells Creek from pollution.
- Housing affordability.

WERS

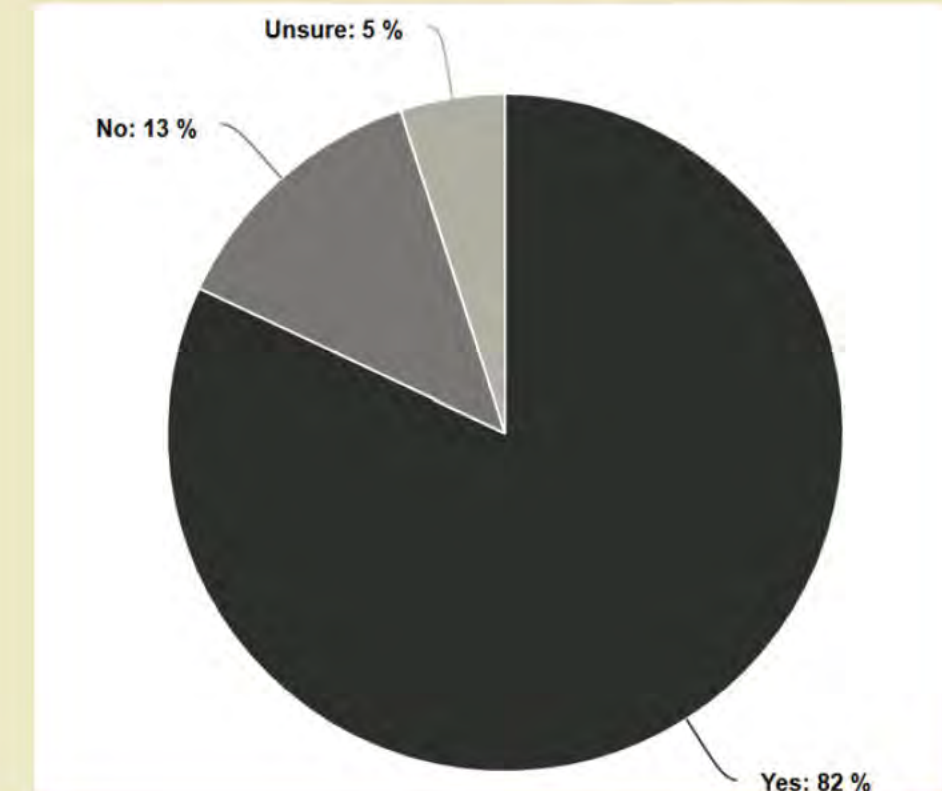
NEIGHBOURHOOD ACTIVITY CENTRE

Survey:

Participants agreed that a NAC should be incorporated into the precinct.

Some locations participants suggested for a NAC are:

- On main roads of Wangoom and Aberline, away from Gateway plaza.
- Near industrial precinct, to act as a buffer for the industry.



My Response:

Based on the feedback provided, the plan will follow the first idea of a large-big-box retail on the corner of Wangoom Rd and Aberline. It will also feature an eco centre, showcasing the precinct's sustainability. This will be a smaller NAC, with only local eco shots. The industrial precinct will be taken into deep consideration.

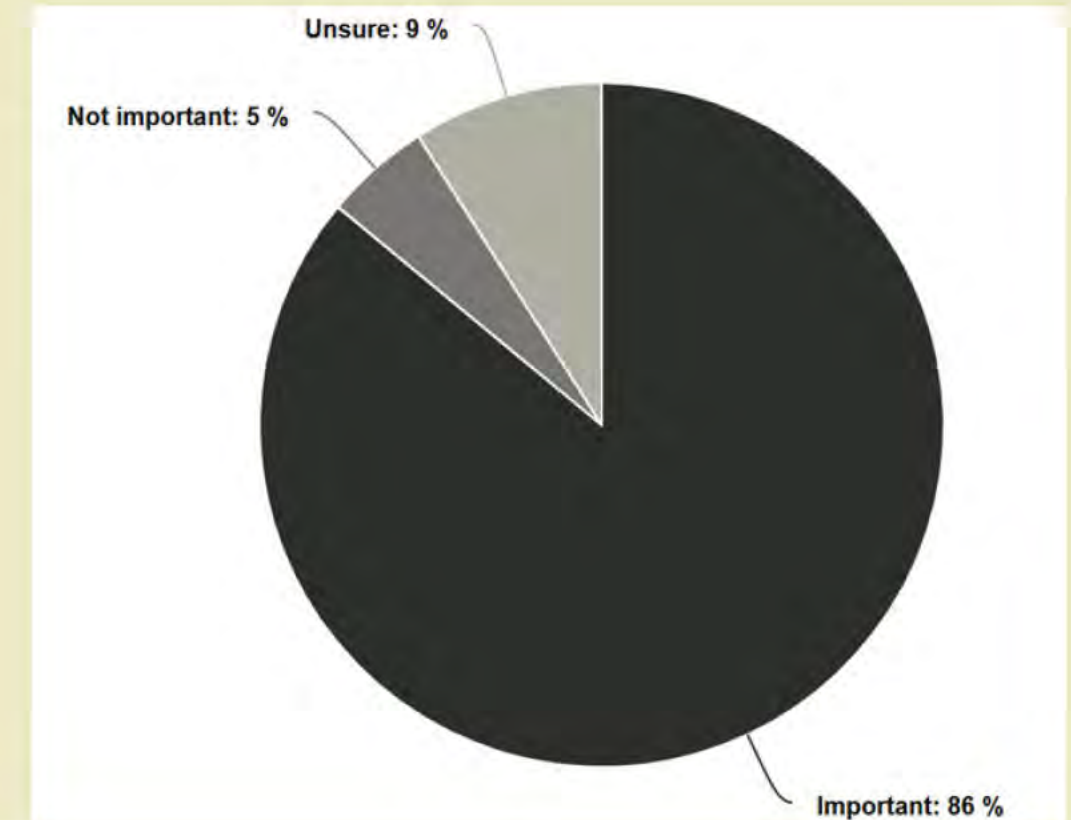


TRANSPORT

Survey:

Participants of the survey stated the importance of bus network in the precinct.

- Participants also suggested bus network should be provided particularly in high density areas.
- The bus network should also connect to the train station.
- Participants noted public transport must be provided around the schools.



My Response:

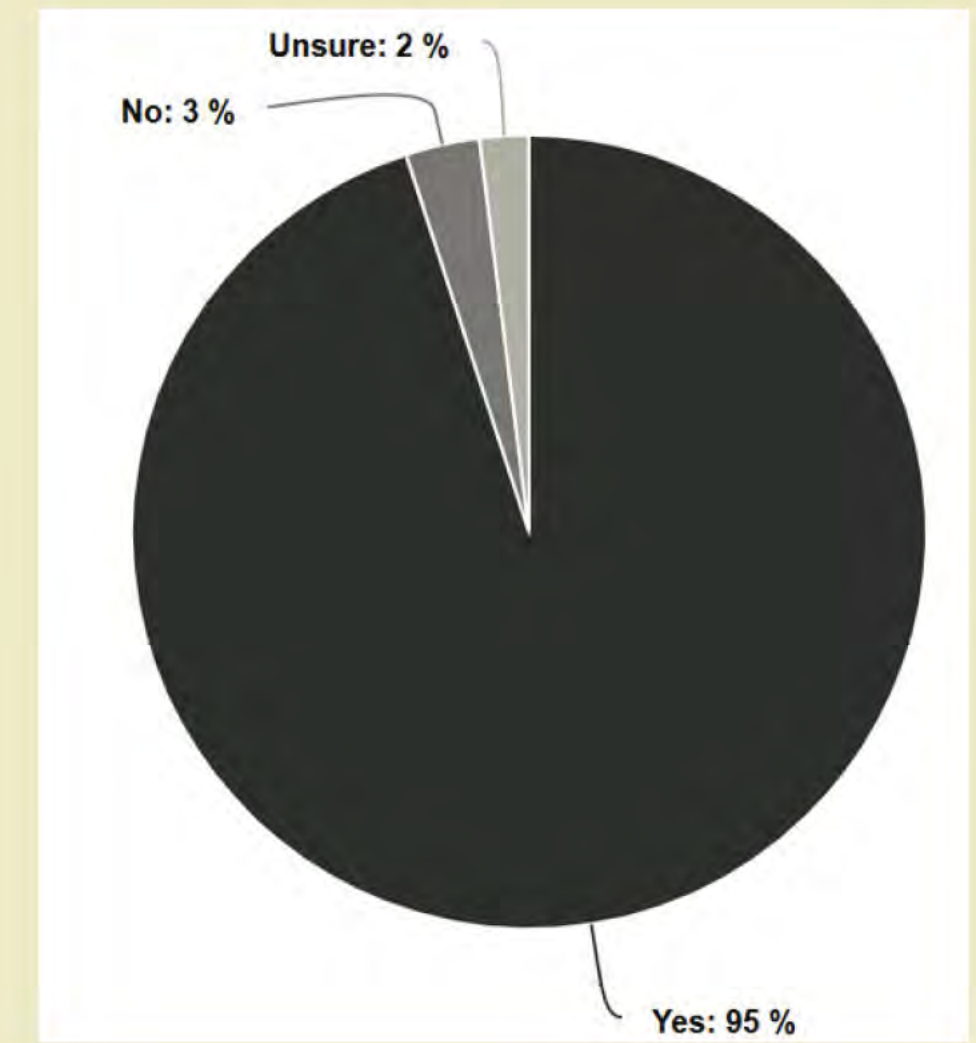


Based of the feedback provided, buses will be incorporated into the transport plan, and the Department of Transport and Warrnambool Bus Lines will be consulted. into creating and interconnecting new bus lines into East of Aberline precinct.

ECO CENTRE

Survey:

Overwhelmingly, participants voted in favour of including an Eco Centre. They discussed its importance and agreed that its innovative nature would be a major drawcard for Warrnambool, and that it should be actively pursued.



My response:

The Eco Centre will be included and will serve as the focal point and central base of the entire structure plan. The plan aims to achieve a meaningful and purposeful outcome, which will be shown through both digital and physical (manual) visualisations.

EXPLORING HOUSING



LIAN Architects

This design uses strong form and material contrast to create a bold yet balanced appearance. It reflects Dieter Rams' principles of honest and aesthetic design through its clear structure and visible materials. The combination of glass, timber, and concrete adds depth and texture, while landscaped areas soften the built form. Gestalt principles like similarity and proximity help create rhythm and unity across the facade. It suits medium-high density by providing housing that feels modern, interactive, and visually engaging.



McGregor Westlake Architecture

Soft tones, simple forms, and generous spacing help this building feel calm and unobtrusive. It aligns with Rams' principle of being thorough and environmentally sensitive, fitting well in regional contexts.

The design uses colour, space, and harmony to avoid visual bulk while promoting openness. Gestalt principles like figure-ground help distinguish the building clearly from its natural surroundings, enhancing legibility. This makes it ideal for a medium-density area where liveability and natural integration are key.



Spiral Architects Lab

This design blends structure and sustainability, showing innovation through rooftop greenery and clean, bold forms. Strong use of line, repetition, and pattern gives it rhythm and clarity. Rams' ideas of environmentally friendly and innovative design are evident in its form and function. Gestalt principles like balance and symmetry support a cohesive layout, while green spaces break up the form. It's perfect for a central location in your precinct, combining density with warmth and livability.

EXPLORE HOUSING-CAPE PATERSON



The Cape at Cape Paterson is a leading example of sustainable coastal housing, where every home exceeds a 7.5-star energy rating and is equipped with features like solar panels, rainwater tanks, and passive solar design to reduce environmental impact and living costs. The community integrates open spaces, walking trails, and food production through a community farm, creating a lifestyle that supports both people and the environment. This model offers clear inspiration for EOA housing, which can adopt similar principles—such as energy-efficient home designs, all-electric systems, and generous green spaces—to create a future-focused, liveable neighbourhood that meets the needs of growing families and the planet./, 2

<https://liveatthecape.com.au/>,
accessed 25.6.25



FEATURES WITHIN ECO CENTRE



<https://landscapeaustralia.com/articles/2018-AILA-National-Awards-HOTA-Outdoor-Stage/>

HOTA STAGE

This design is exactly what I am going for for my amphitheatre/stage. Its hexagonal shape and sharp, angular edges give it a bold, sculptural presence that feels modern yet grounded in the landscape. The way the stage blends into its surroundings, with open green space and integrated planting on the back of the structure, supports both visual appeal and community use—something I’m aiming to achieve in my own work. The minimal use of materials and exposed structure enhance its contemporary look while still being functional and inviting. This balance between form and purpose is exactly the kind of visual language I want to bring into my project.

<https://hota.com.au/news/the-outdoor-stage>



<https://www.medicalview.com.au/property/premium-corner-freestanding-medical-centre-coming-soon/>

MEDICAL CENTRE

This design is a facade for the designs of the area presents a clean, modern architectural form with high street presence and accessibility. The use of strong vertical elements, generous glazing, and neutral materials creates a professional yet welcoming appearance that suits a growing suburban community. Its freestanding, corner layout maximises visibility and ease of access—important for a local health hub. The health hub will be good for the EOA as it aims to offer essential infrastructure within walkable distances. It’s a practical and visually appealing model for integrating healthcare into a neighbourhood centre.

<https://www.medicalview.com.au/wp-content/uploads/2021/06/Facade-3Medical3-002.jpg>



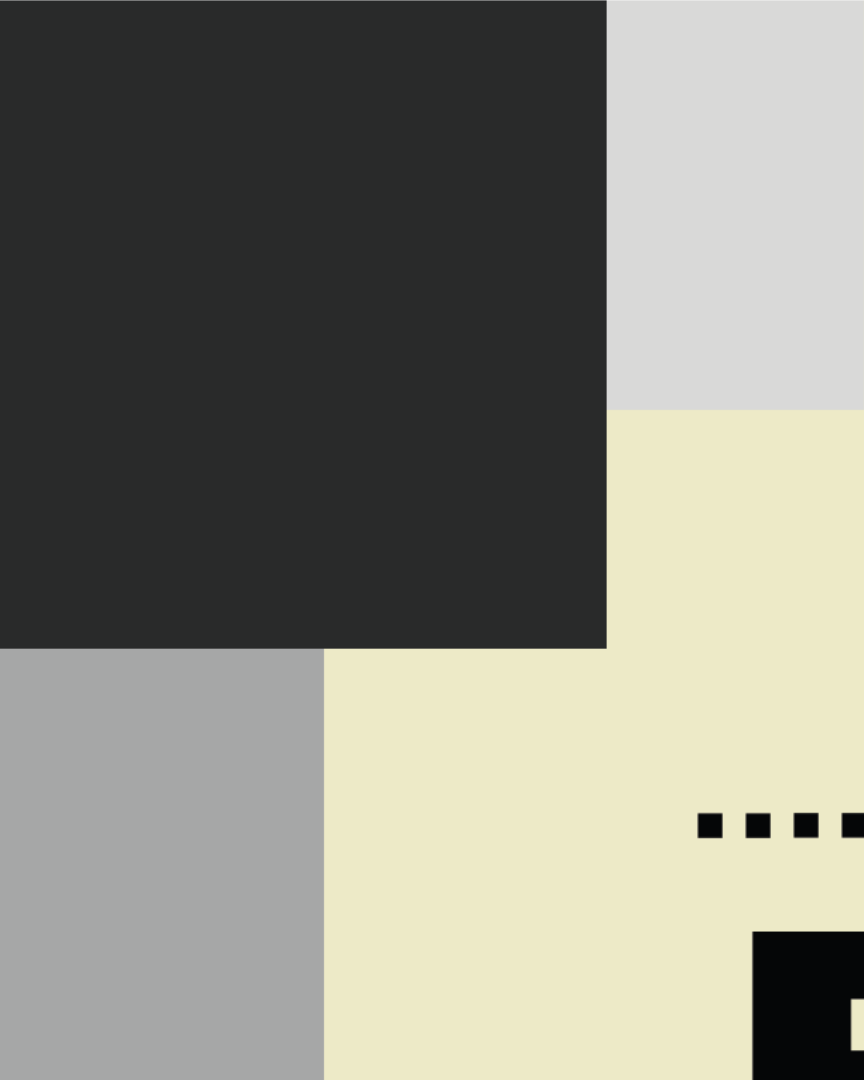
<https://archello.com/project/lime-hotel>

LIME HOTEL

The hotel I am planning for the East of Aberline precinct takes strong inspiration from the Lime Hotel’s clean, modern aesthetic and strong sense of rhythm through repeating forms. Its use of modular elements and bold geometry gives it a striking identity while remaining functional and welcoming. The extensive use of glazing opens up the structure, creating light-filled interiors and stronger visual connections to the surrounding environment—something that suits EOA’s open, natural landscape. This kind of architectural language helps establish a sense of place while also attracting visitors, making it ideal for a community-focused hotel within a growing urban precinct.

<https://pix10.agoda.net/hotellimages/30639245/-1/0530de10d23660dffcc649046a0db9e5.jpg?ce=0&s=414x232>





BRAINSTORM



PRELIMINARY SKETCHES



CONTEXT OF IDEAS

Using Adobe Fresco, preliminary ideas were generated for the spatial arrangement of various areas within the precinct, taking into consideration the practical requirements of truck traffic utilising Horne Road. Given the difficulty heavy vehicles face when navigating roundabouts, this constraint significantly influenced the traffic flow planning and road hierarchy decisions.

The arrows in the design represent proposed access points into the precinct, strategically positioned to accommodate both everyday traffic and commercial vehicle movements. This approach ensures the precinct remains accessible to service vehicles while maintaining safe and efficient circulation patterns for residents and visitors throughout the East of Aberline development.



TOWN CENTRE

Initial sketch of the area, simple layout with shopping complex in middle surrounded by green area. Area in red an amphitheatre and community space



Hand Drawn, A3 sheet of paper. Used
Highlighters, fine liners, textas

REC RESERVE

Initial sketch of the area, 3 ovals including one soccer oval, paths surrounding and interconnecting into Tozer Reserve

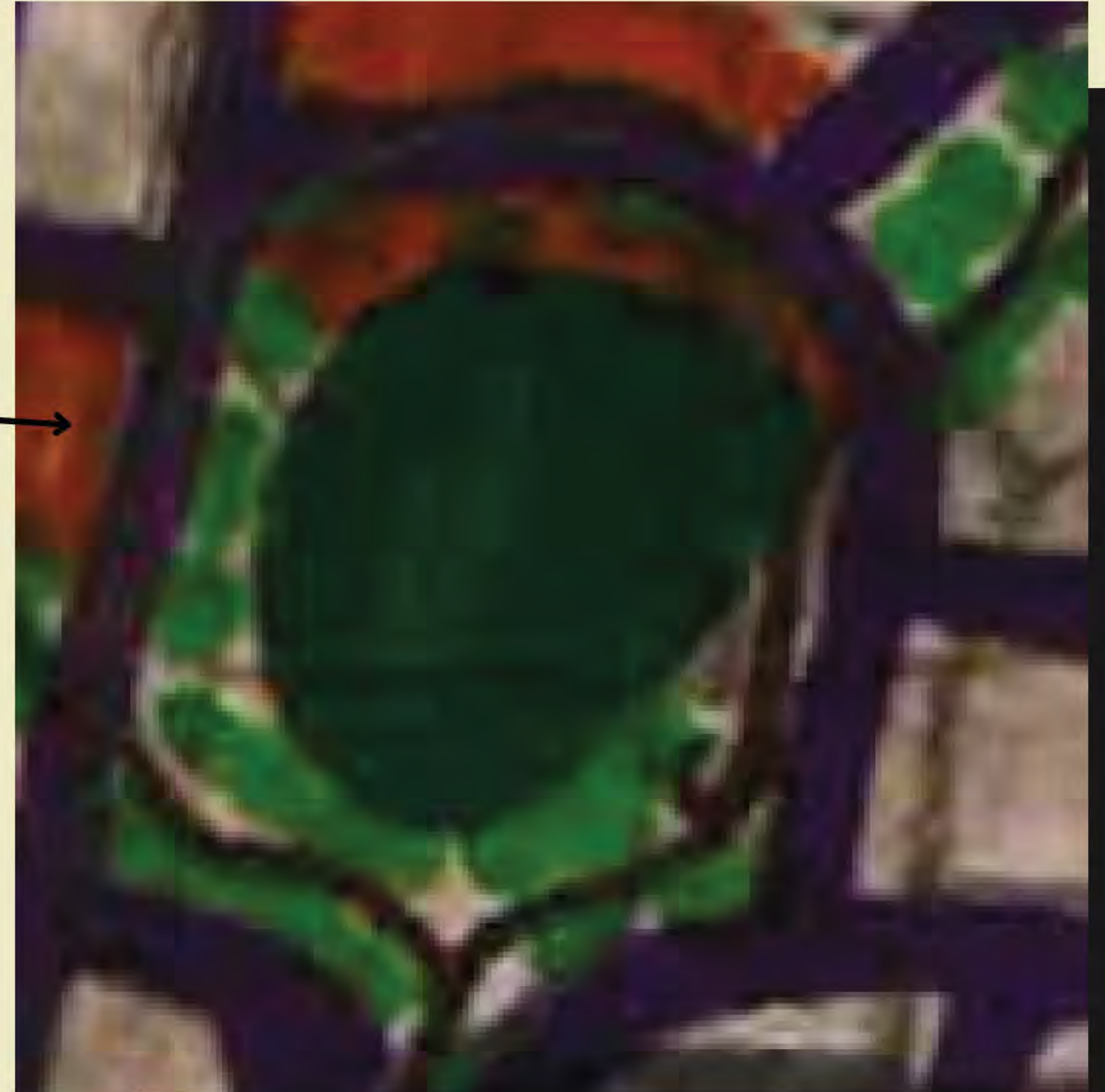
Hand Drawn, A3 sheet of paper. Used Highlighters, fine liners, textas



COMMUNITY HUB

Community Hub →

Oval, with housing surrounding.
Includes a community hub opposite
left of the oval



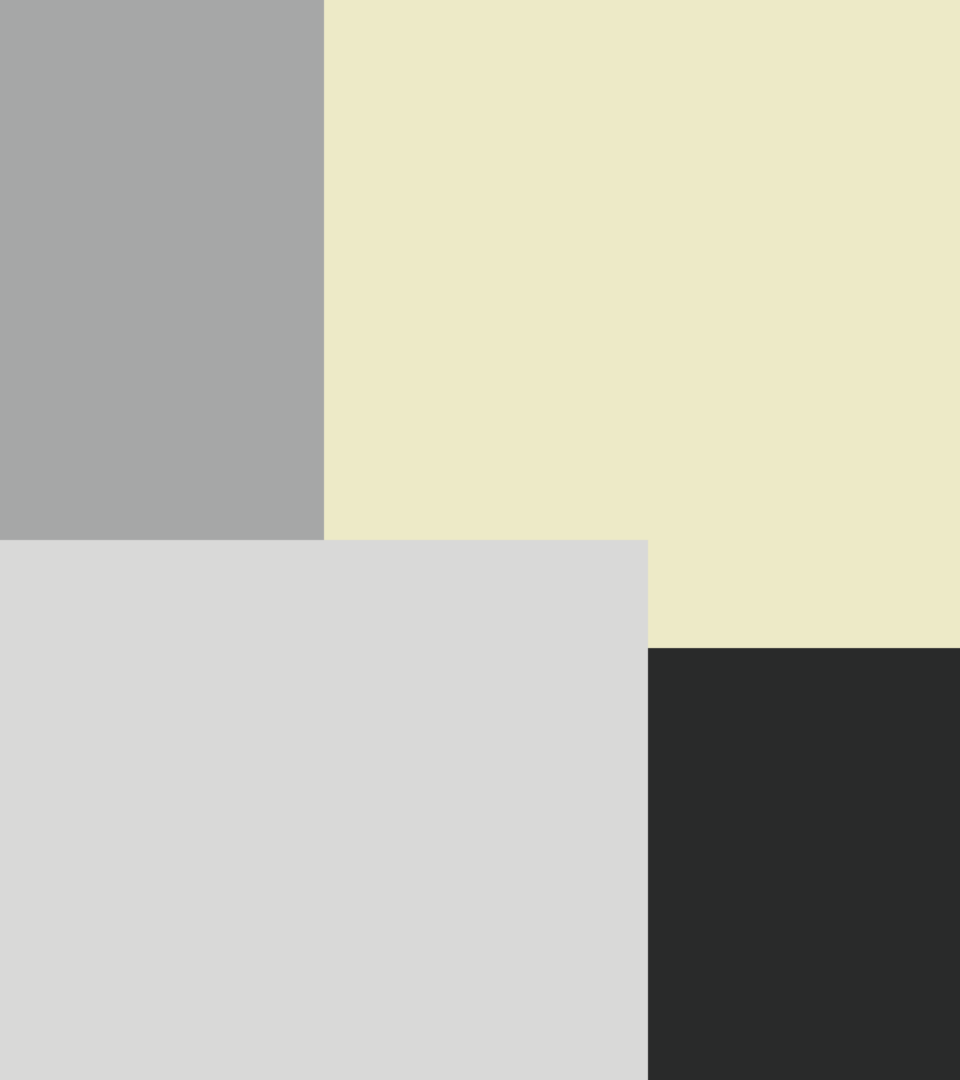
Hand Drawn, A3 sheet of paper. Used
Highlighters, fine liners, textas

RETAIL AREA

Retail Precinct, in yellow, with fuel station and convenience store in blue. Shopping centre included with signalised intersection represented by the circle in pink.

Hand Drawn, A3 sheet of paper. Used
Highlighters, fine liners, textas





TOWN CENTRE

FIRST SKETCHES OF LAYOUT, ADOBE FRESCO



Water Management
Pedestrian friendly
Community Events

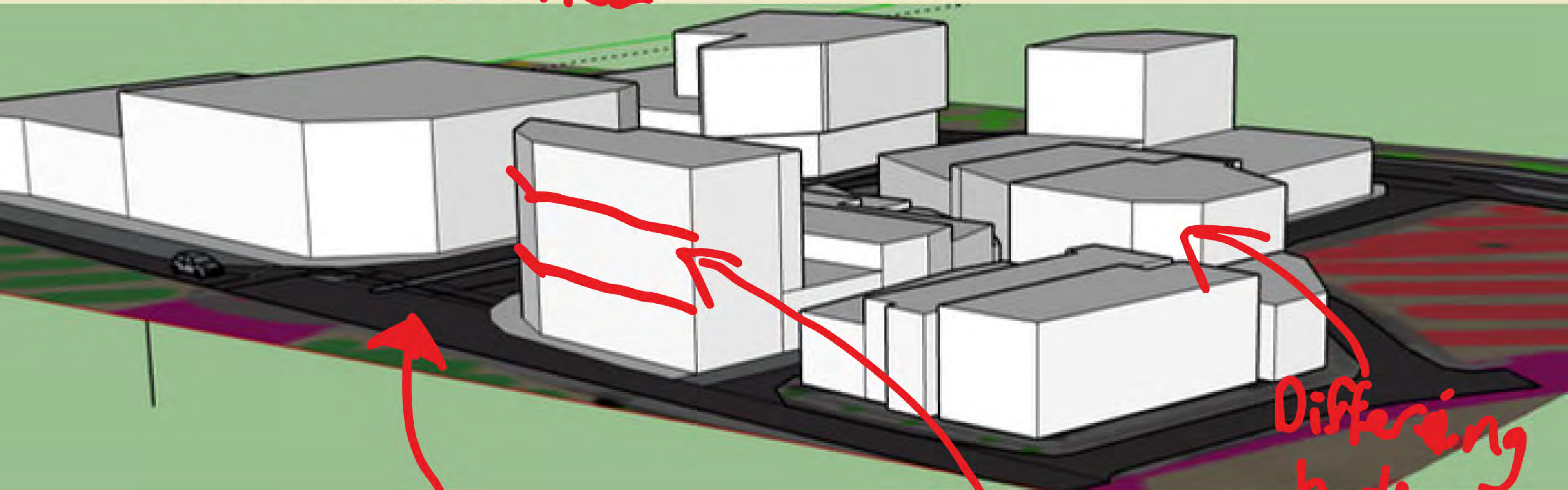
Adelaide Style Parkland



Town Centre
Curved roads slow cars
one way

FIRST 3D VISUALISATION, SKETCHUP 2025

TOWN CENTRE



Main Avenue

Differing
building
3 storey apt. styles

ROAD LAYOUTS, MADE IN BEYOND TYPICALS



IMAGE LEFT

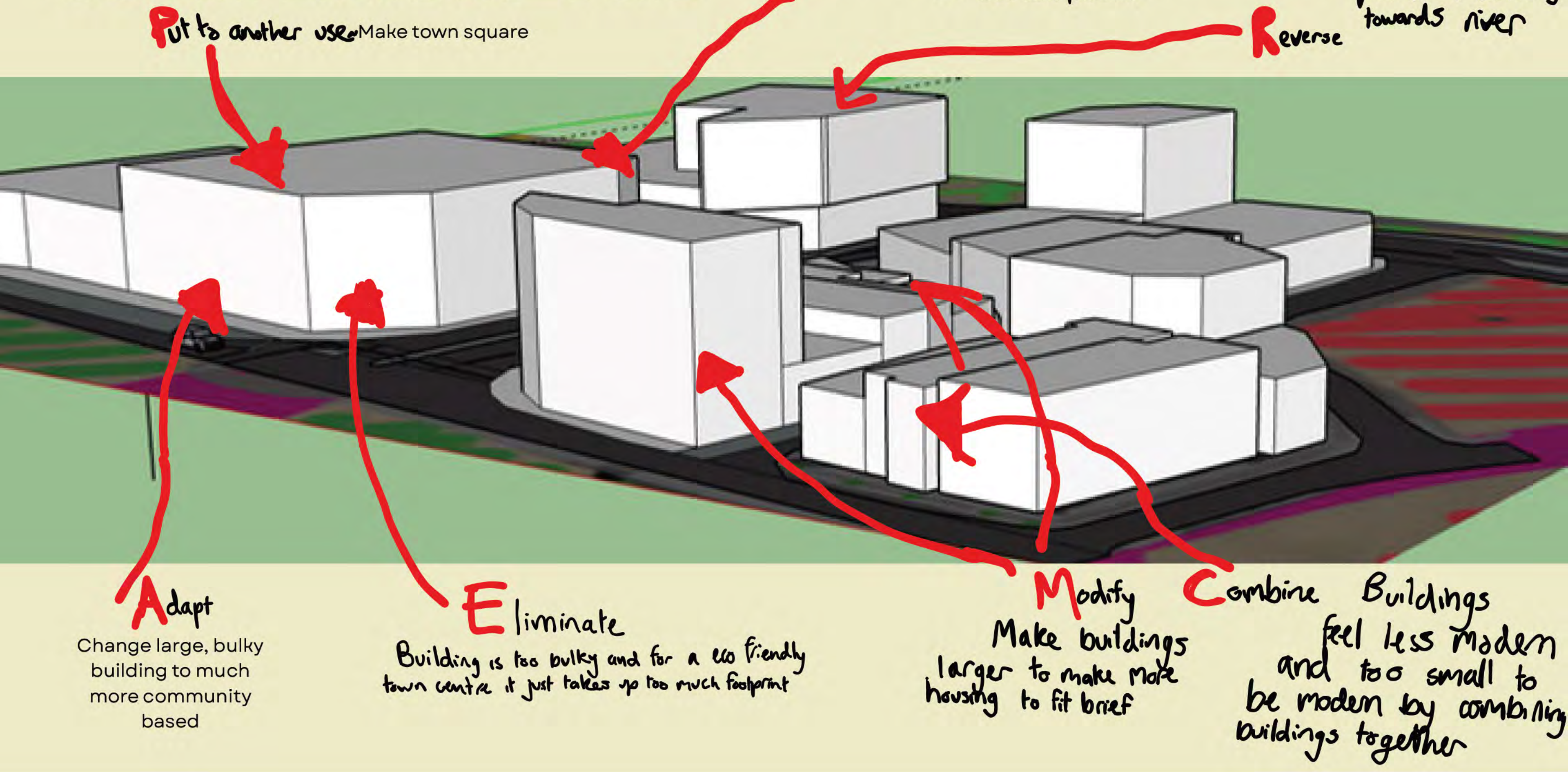
This is an image of one of the streets design in one of the spaces. The houses wont be as per the image, however the road layout is going to be similar. It will be tree lined, with footpaths and bike lane.

IMAGE RIGHT

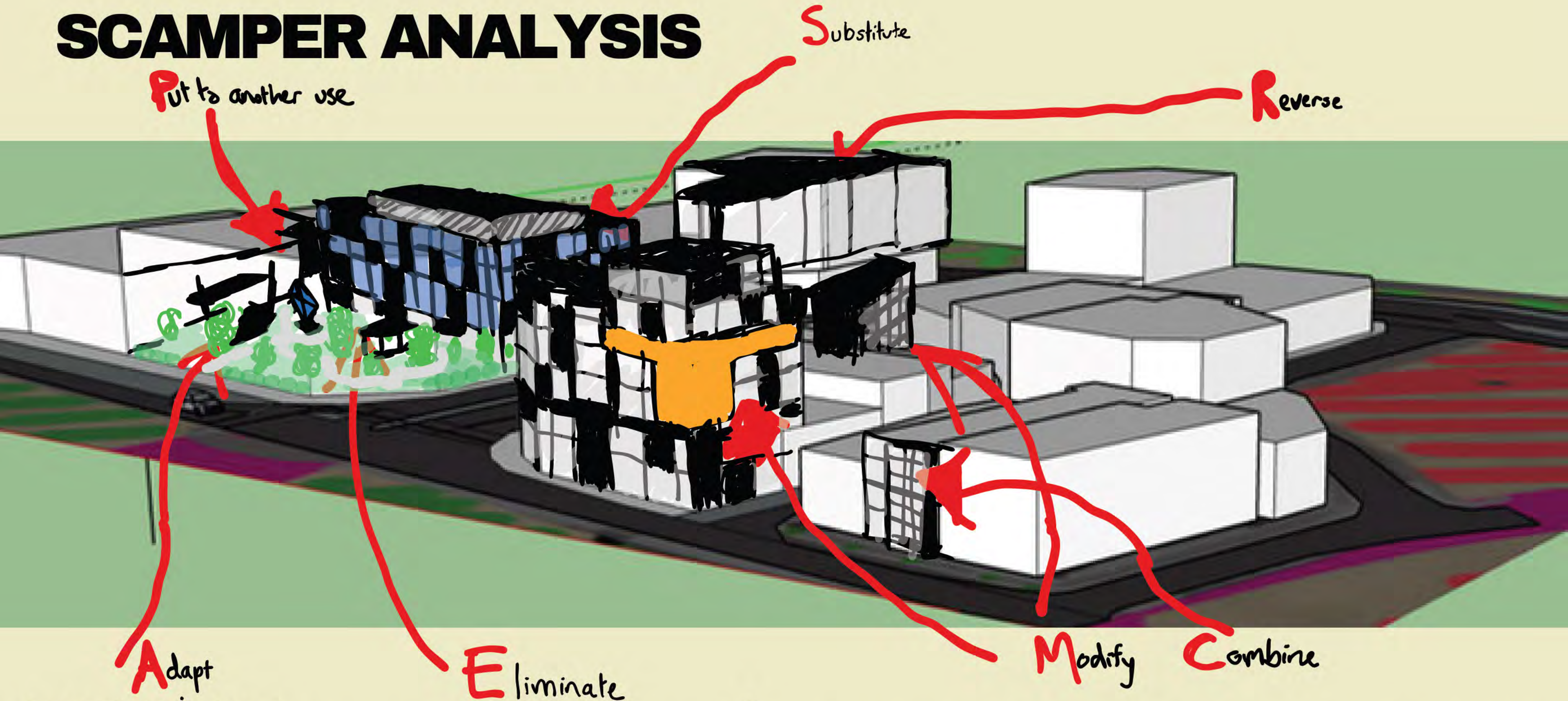
This is an image of one of the streets design in one of the spaces. The houses wont be as per the image, however the road layout is going to be similar. It will be tree lined, with footpaths and bike lanes either side, with parking, and separted footpaths on one side with a median in the middle of the road. This road would be near a park, hence the larger trees surrounding. Higher density living would also be present.



SCAMPER ANALYSIS



SCAMPER ANALYSIS



Created in Adobe Fresco

This adds definition and a better sense of community to the space, and helps to create another meetup place for citizens, and by making some of the buildings larger helps address the housing crisis (this is before redesign)

SCAMPER ANALYSIS

Roads are too close to each other and aren't needed as brief is to be pedestrian focused, change to access for business allways only

Combine

Substitute
Change to a town centre-to have connectivity

Eliminate
Intersection is too car focused - Like Start St in Ballarat - Avenue is good idea - Try a more pedestrian focused design

Modify
Add community centre to amphitheatre & by shifting lake

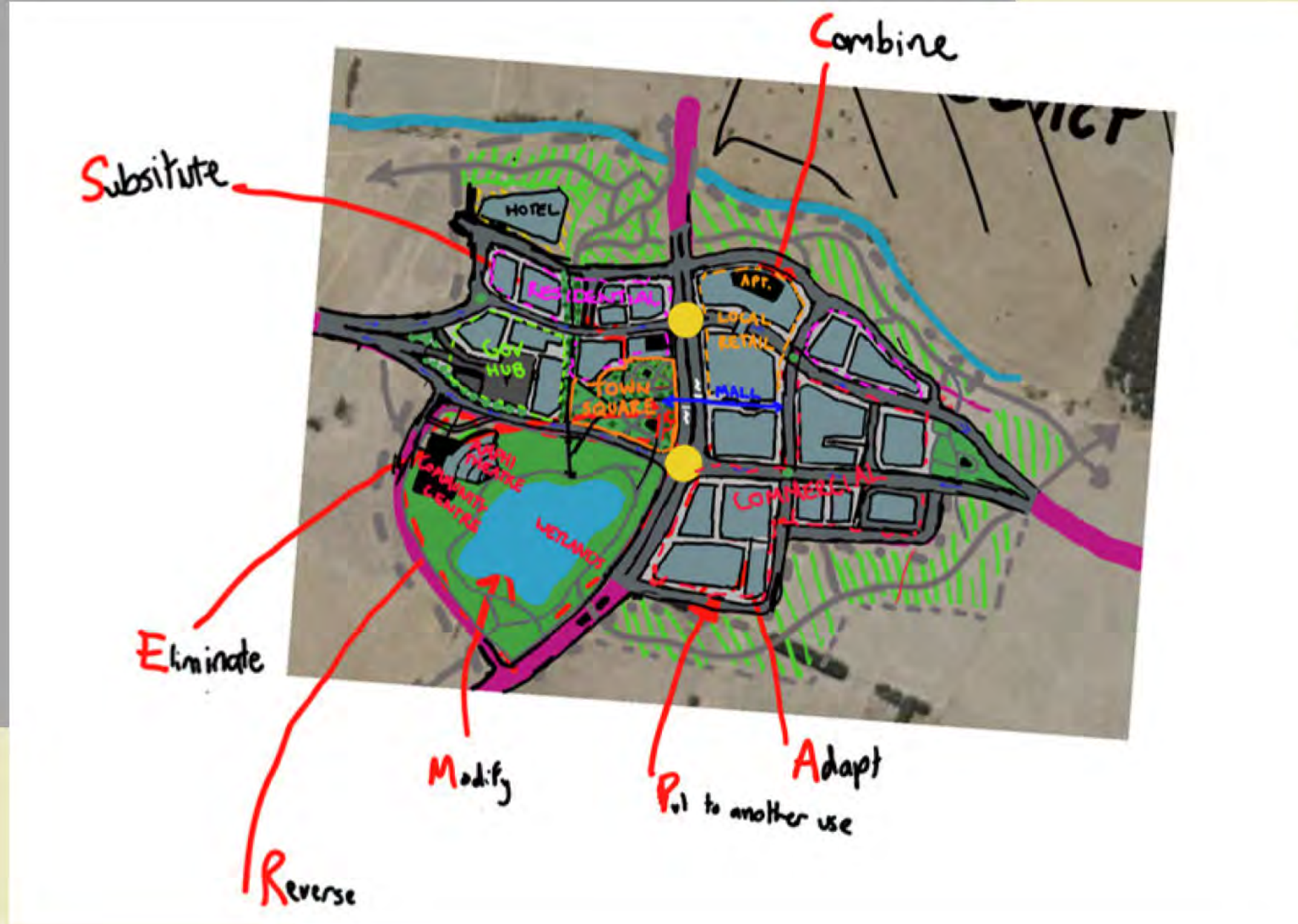
Reverse
Swap where wetlands are

Adapt - Have whole area redesigned to integrate into town centre.
Have carpark underneath centre and have more commercial or garden, park, etc

Put to another use



SCAMPER ANALYSIS-REVISED TOWN CENTRE



This redesign enhances walkability and sustainability through the creation of a large central town square, while strategically preventing traffic congestion by having roadways spread out and relocating local retail to the heart of the town centre. The plan introduces well-defined functional zones, including a government hub to attract government services to Warrnambool, a community centre, an amphitheatre for music or community events, and a designated commercial district, creating a unified urban heart

MINI AREAS IN TOWN CENTRE

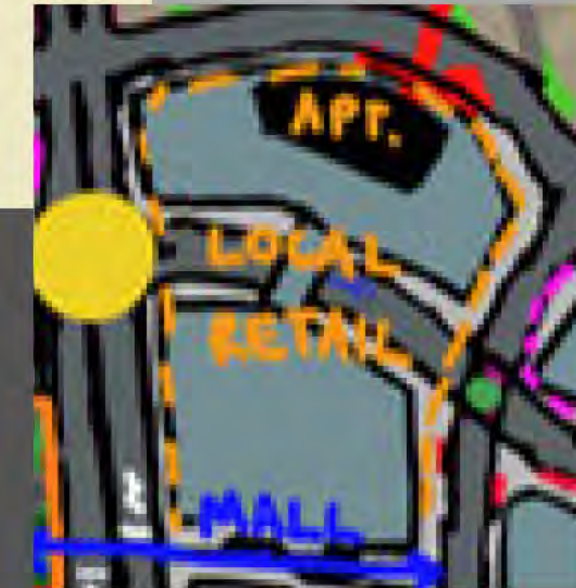


TOWN SQUARE

The green space within the Town Centre serves as the heart of the development, featuring integrated seating and distinctive sculptural elements that create a unique sense of place. This central civic space connects to the local retail precinct via a signalised pedestrian crossing, ensuring safe access while fostering community interaction and establishing the Town Centre as the primary gathering point.

LOCAL RETAIL

The local retail eco mall features a modern, sustainable design with curved apartment block overlooking the river on the waterfront side, creating an integrated live-work environment. A pedestrian mall bridge spans overhead, connecting the development across two blocks while providing connected shopping and dining experiences that capitalise on the scenic river views and establish a commercial heart for the precinct.



GOV HUB

The modern government hub serves as a vital civic anchor for the regional area, providing essential services and administrative functions that support local community needs. This centralised facility enhances accessibility to government services while reducing travel requirements for residents, strengthening the precinct's role as a regional centre and contributing to economic development.

COMMERCIAL

The commercial eco blocks feature sustainable design principles with concealed service alleys that maintain street-level visual appeal while providing essential access for deliveries and maintenance. These buildings integrate green technologies, creating an attractive commercial streetscape that prioritises pedestrian experience while efficiently managing functional requirements through hidden service infrastructure.



DESIGN ELEMENTS AND PRINCIPLES

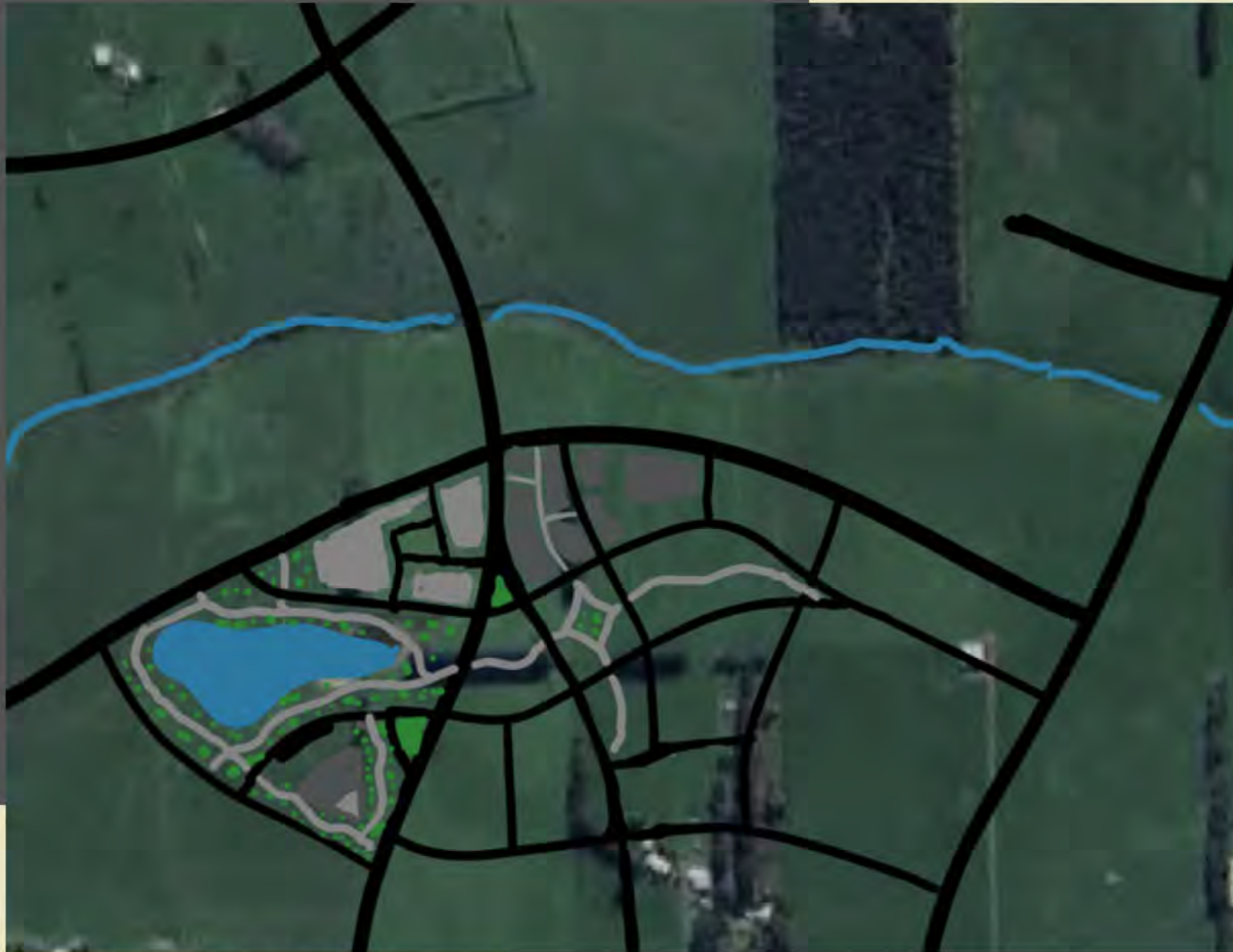


Created in Adobe Fresco

In this map of my East of Aberline eco centre I've used a mix of hand-drawn and digital methods to lay out the structure plan. I've used bold black lines to clearly outline roads and blocks, with grey building shapes to show where development will go. The bright yellow circles highlight major intersections—these are key points for traffic flow and activity. The solid black shapes represent sections of buildings that are taller. There is a clear definement of the building that has a bridge over the road based on colour. I used green lines and areas to show vegetation and open space, which brings in texture and movement. There's a good **balance** between built-up and natural areas, as clear in the brief bringing green space within the eco centre, and **contrast** between the muted background and the bold colours helps the key features stand out. I also used **hierarchy** to make important features (like the lake and town centre) more dominant, and the repeated green lines help create a sense of pattern in the landscape. Overall, the design uses elements like **line**, **shape**, **colour**, and **texture**, and principles like **scale**, **balance**, and **figure-ground** to clearly communicate how the area is structured.

ALTERNATE LAYOUT+ FEEDBACK

This design is clean and provides a fresh visualisation of how the precinct might look. It suits its regional context by incorporating low-rise, 1–2 storey buildings that reflect the scale and character of Warrnambool. However, some of the roads appear too narrow and may lead to congestion, especially during peak periods. The layout also leans toward a more car-centric style, which doesn't fully align with the project's goal of promoting active and sustainable transport. This design represents my third revision, but after reviewing it and considering feedback I have received, I have decided to continue with the second revision instead. The second version offers a better balance between transport types, open space, and accessibility, and overall aligns more closely with the core goals of the project.



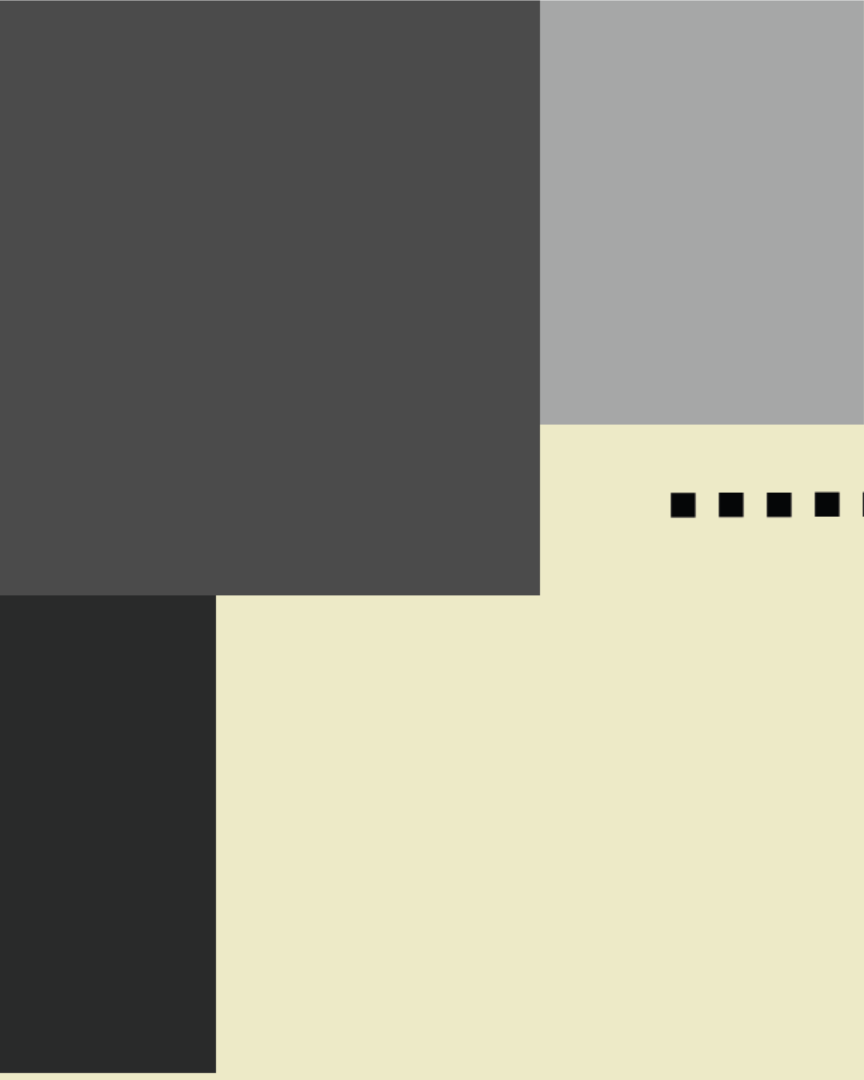
**RECREATION
PRECINCT**

RECREATION PRECINCT INITIAL DESIGN



Created in Adobe Fresco

For the Recreation Precinct, it was critical to create an area that will serve the community into the future. By being connected via car, bus, and shared paths, its interconnectivity with the rest of the precinct is paramount to its success. As Warrnambool is in need of another swimming pool, I have proposed including one in the precinct. A bus interchange is also located here, allowing residents from across Warrnambool to access the facilities. Since it will not just be local residents using the space, sufficient parking will be provided. By utilising roundabouts and curved roads, traffic can be better managed, creating a slower and safer environment for pedestrians. Two ovals and a football field are also included, with accessible facilities for each. The main oval will feature a café and large changerooms that are accessible for all. Solar panels will be used to power the precinct. These facilities will be necessary, as a new football and cricket team will most likely be established within the space. This area is also connected to the 'Bicycle Superhighways' through its path network, which links to the rest of the precinct.



NORTHERN HUB



Waverley
Park
(right)



NORTHERN HUB

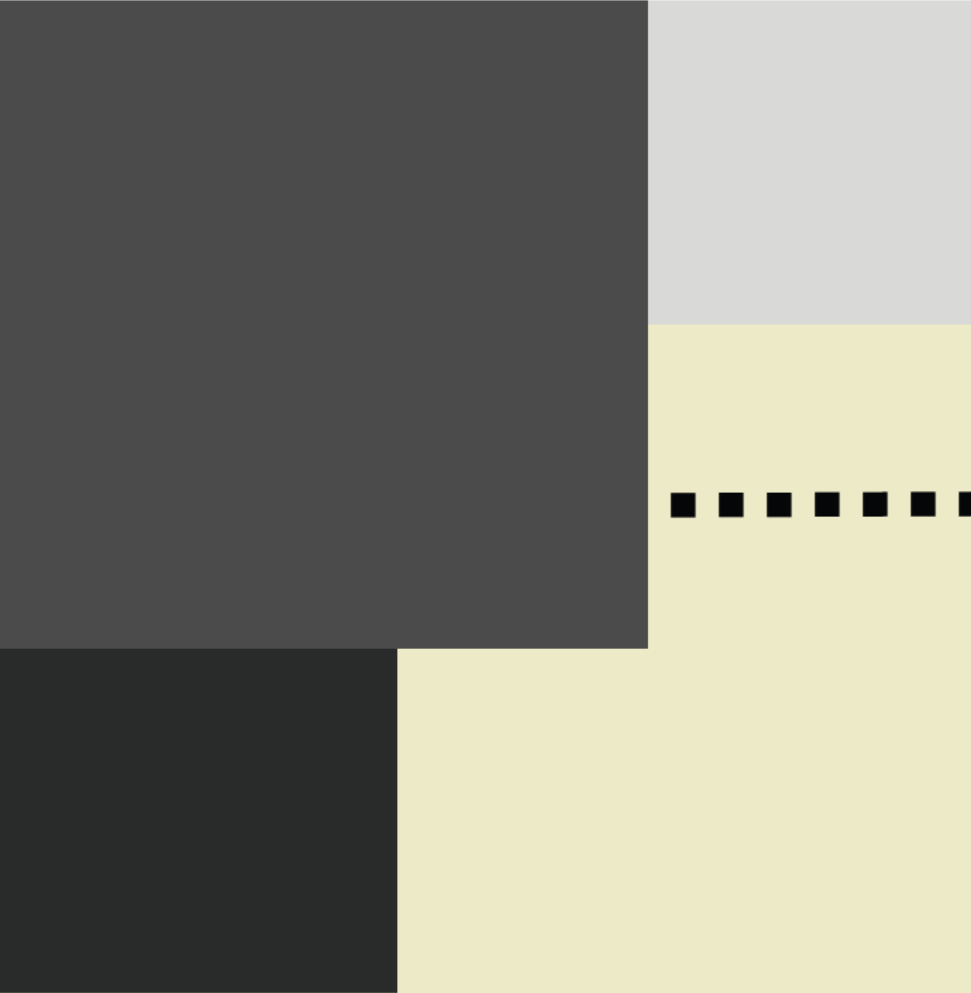
The Northern Hub is a clear and distinct area that incorporates an oval and football field, a community centre, childcare facility, and a primary school. Surrounding it will be higher-density developments, with effective traffic management features such as wombat crossings and roundabouts. The main oval is surrounded by apartments, similar to the design of Waverley Park in Melbourne. This area will also be served by the Bicycle Superhighways and a bus interchange located in front of the community centre.

The community centre will include a community garden, a small library extension, and a meeting hall for group gatherings. The childcare centre is surrounded by greenery and a lush outdoor play area. The primary school, located to the north of the hub, has been specifically designed to feature a theatre, a sports stadium, basketball courts, and large open areas for children to play. Future growth of the school has also been considered. As the school population increases, additional classrooms can be added. There is sufficient land available for the school to double its capacity when needed. The paths around the school are all interconnected; however, because it is a primary school, fencing would be required to ensure students do not wander off. Ultimately, this will be a well-connected and vibrant Northern Community Hub.

GESTALT PRINCIPLES

In this layout, **proximity** groups related facilities—like the primary school, theatre, and sports stadium—into clear, unified zones, fostering intuitive navigation and social connectivity. **Similarity** emerges through repeating shapes (trees buildings) and consistent architectural rhythms, visually unifying disparate elements such as the main oval, childcare greenery, and community garden. **Continuity** is achieved by the gracefully curving pathways, roundabouts, and bicycle superhighways, which guide the eye and movement seamlessly across the hub. Finally, **figure-ground** distinguishes key landmarks—the football oval and community centre—against the backdrop of higher-density apartments, ensuring focal clarity within a bustling mixed-use environment.





MAJOR RETAIL



RETAIL PRECINCT

The Retail Hub is a commercial destination featuring Big W and Woolworths in a single building structure. Located at the intersection of Wangoom Road (east-west) and Horne Road (north-south), the development serves as a regional shopping destination for Warrnambool and the south-west region. Unlike other areas that focus on pedestrian access, this retail hub is positioned on major roads to accommodate visitors from outside the immediate area, as the closest Big W stores are in Ballarat and Mount Gambier.

The building houses both major retailers in the same structure, encouraging customers to visit both stores during their shopping trip. The retail centre includes extensive underground parking with electric vehicle charging stations, designed to handle both local shoppers and regional visitors who need car access. The entire development will be solar powered, with rooftop solar panels providing energy for both retail operations and the electric vehicle charging infrastructure. This substantial parking capacity and sustainable design reflects the hub's role as a destination store serving communities across the south-west region while maintaining environmental responsibility.



GESTALT PRINCIPLES

The East of Aberline retail precinct demonstrates clear use of Gestalt principles to enhance **legibility**, **usability**, and **flow**. **Proximity** is applied through the grouping of related services—like the fuel station, fast food outlet, and retail centre—signalling their shared convenience-focused function. **Similarity** is seen in the repeated shapes and layout patterns of driveways, car parks, and pathways, which help unify the space visually. **Continuation** is evident in the road realignment and entry design, guiding both vehicles and pedestrians naturally from Aberline and Wangoom Roads into the precinct, creating an intuitive journey through the site. **Figure-ground** is established through the strong contrast between the dark grey built forms (like the shopping centre and underground parking) and the lighter background, helping users instantly distinguish key structures and circulation zones.



MATERIALS METHOD MEDIA



Methods

For my East of Aberline precinct project, I have used a variety of methods to communicate my design ideas. These include both two-dimensional and three-dimensional processes. I used freehand and instrumental drawing to visualise site plans and built forms, as well as digital methods such as SketchUp for 3D modelling and Adobe Illustrator for creating accurate templates and graphic layouts. I also plan to use laser-cutting as a contemporary three-dimensional process to construct my physical model. These methods help bring together both manual and digital conventions to present my final ideas effectively.

Media

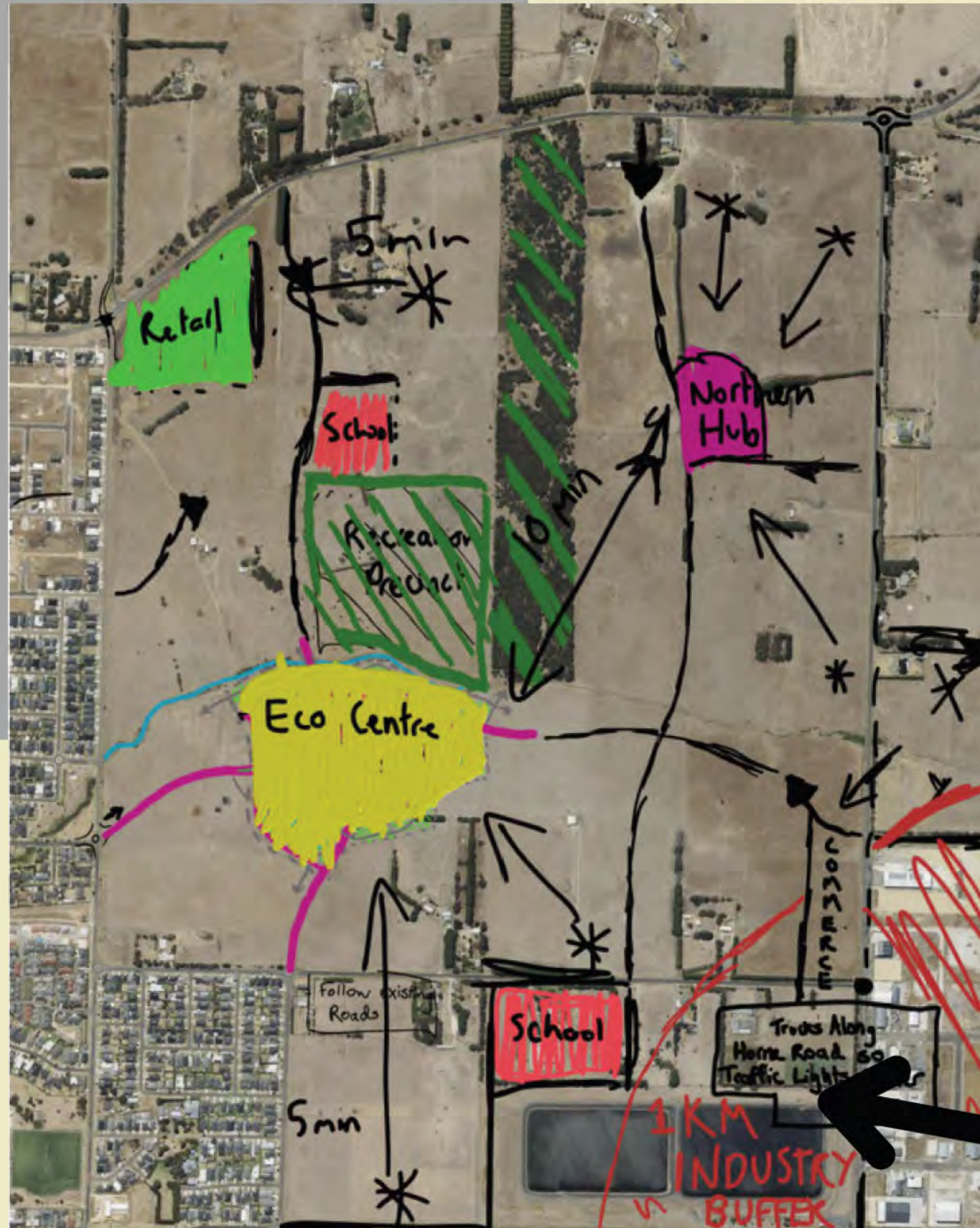
Throughout the project, I have worked with a mix of traditional and digital media. For hand-drawn elements and rough sketches, I used pencil, fineliner, and markers to quickly explore concepts. For more refined work, I used digital media such as Adobe Illustrator and Photoshop to create vector-based graphics and apply colour. SketchUp was used to develop and present 3D ideas. This combination of media helped me explore different visual styles and levels of detail at different stages of the design process.

Materials

The media I used were applied across a variety of materials suited to each stage of the project. In the early stages, I used paper and card for sketches, mock-ups, and layout development. For the final presentation model, I plan to use 3mm plywood or acrylic for laser cutting, along with layered card and paper to add depth and form. These materials were chosen for their strength, flexibility, and suitability for accurate construction and presentation.

20 MINUTE NEIGHBOURHOODS

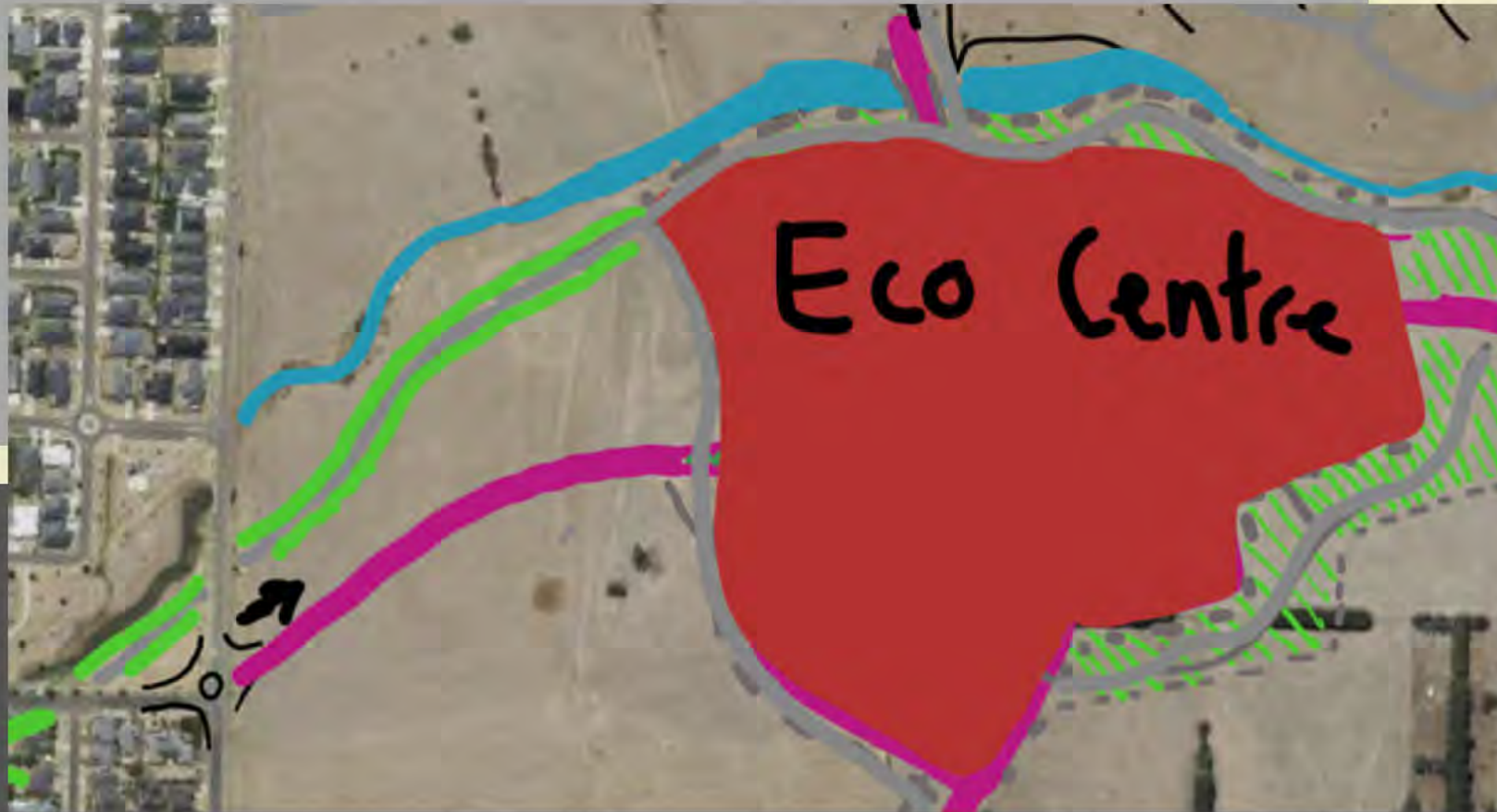
This design supports a 20-minute neighbourhood by placing key services – like shops, schools, an eco centre, and community spaces – all within walking or cycling distance of where people live. It means residents can easily access what they need day-to-day without having to rely on long car trips. A 1km buffer is also included around the existing asphalt plant, making sure no homes are built too close and protecting the community from noise, dust, and emissions. By combining smart land use with walkable access to essential services, the plan creates a self-contained, future-ready neighbourhood. It promotes healthier lifestyles, reduces car dependence, and builds stronger community connections.



Red circle=1km Buffer

RUSSELLS CREEK TRAIL

Russells Creek is a key cycling and walking trail that stretches from east to west across Warrnambool, serving as a vital corridor for sustainable transport. As a major active transport artery, it is critical that this trail is continued through the new precinct. In doing so, we aim to enhance connectivity and promote healthier, more sustainable travel options. As part of this commitment, we are proposing the introduction of bicycle superhighways—dedicated, high-quality cycling routes that will weave through the precinct. These superhighways will form a network of trails that connect seamlessly to key destinations within the area, encouraging greater use of active transport across the community.(more information on next page)



Bicycle superhighway
(left)
https://en.wikipedia.org/wiki/Bicycle_highway
accessed 30.6.25

BICYCLE SUPERHIGHWAYS

The Bicycle Superhighways form a comprehensive network of dedicated pathways that connect key destinations across the precinct through green corridors and open spaces. This arterial network prioritizes sustainable transportation by providing safe, direct routes for cyclists and pedestrians between major hubs, including the recreation precinct, town centre, and Northern Hub. The concept shown demonstrates how these superhighways integrate seamlessly with the existing landscape, following natural contours and incorporating extensive green space that serves both recreational and environmental purposes.

These pathways are designed as more than simple bike lanes - they function as green linear parks that encourage both recreation and commuting, with native vegetation, rest areas, and clear sight lines that enhance safety and usability. The network connects residential areas directly to employment, shopping, and community facilities, reducing car dependency and supporting a more walkable and bikeable community. By creating dedicated space separated from vehicle traffic, the Bicycle Superhighways enable people of all ages and abilities to travel safely throughout the precinct. The integration with existing green spaces and the connection to major destinations like the Northern Hub ensures these pathways become a vital part of daily life, supporting both environmental sustainability and community health through increased physical activity and reduced emissions.



Image shows one of the concept Bicycle superhighways that connects the recreation precinct/town centre to the North Hub. It also takes into account the BMO of Tozer and promotes walkability and ridabikty through the precinct

Recreation Precinct

With its large-scale sporting facilities, the Recreation Precinct has been planned to be fully inclusive. All ovals and changerooms will meet accessibility standards, with ramped access, ambulant and accessible toilet stalls, and inclusive spectator seating. The swimming pool facility will include a ramp entry, hoist access, and non-slip flooring. The wider path network ensures mobility aid users can move easily between the bus interchange, car parking, café, and sporting facilities. Slow-curved roads, pedestrian priority areas, and wide roundabouts improve pedestrian safety throughout the area

Eco Town Centre and Litoria Central

The Eco Centre integrates both natural and built elements. Level transitions between spaces, textured walking surfaces, and visually contrasting edges help users navigate across the centre. The central lake and pedestrian bridge include guardrails and step-free access. Within Litoria, all public buildings will have large circulation spaces, hearing loops for meetings, and accessible public seating. The eco retail mall includes lift access between levels, shaded rest areas, and overhead weather protection along key movement corridors. Accessible toilets will be included, with separate stalls for everyone to ensure all feel safe.

The Town Square has been designed as a flat, open green space with integrated seating, wide paths, and sculptural elements that also act as tactile landmarks for orientation. The pedestrian bridge across the eco mall is fully ramped, with gentle gradients and high edge protection. The Government Hub will include accessible counters, ramps, accessible toilets on each level, and large automatic doors. Commercial eco blocks are pedestrian-prioritised, with concealed service zones keeping footpaths wide and uninterrupted. Wayfinding across the precinct will follow consistent design standards, with clear icons, large fonts, and logical placement across major entry points and intersections.

ACCESSIBILITY

Accessibility is a key consideration throughout the East of Aberline development, ensuring that all users – regardless of age or ability – can move through and use the spaces safely, comfortably, and independently. Each specialised area has been designed with inclusive access in mind, guided by universal design principles and relevant Australian Standards.

Northern Community Hub

The Northern Hub includes a community centre, school, childcare, and oval surrounded by medium-to-high density housing. Shared paths with gentle gradients, tactile ground surface indicators, and signalised wombat crossings ensure safe access for all users. The childcare and school zones will include wide paths, clear wayfinding and spaces for all to use. Ramped access and wheelchair-friendly playground elements will be provided in the school and childcare outdoor areas. The community centre includes accessible toilets, with clear signage, and low-height service counters for equal access.



The Retail Hub

Home to Big W and Woolworths and other convenience store, is car-accessed but remains fully accessible for all users. Underground parking includes disabled bays near lifts, tactile wayfinding from the carpark to entry points, and electric vehicle charging within accessible bays. Inside, the shared building layout allows easy flow between stores, with wide aisles, low service counters, and mobility aid-friendly navigation. Automatic sliding doors, ramps, and contrasting floor surfaces support low-vision and wheelchair users. While car access is prioritised, pedestrian connections are maintained via wide footpaths and safe, signalised crossings at Wangoom and Horne Roads.

TOZER RESERVE

Tozer Reserve is a key feature of the East of Aberline (EOA) precinct. Acting as the area's own 'Central Park', it's both a huge asset and a bit of a constraint. On one hand, it provides a valuable green heart that supports biodiversity, community wellbeing, and the precinct's identity. On the other, it's covered by a Bushfire Management Overlay (BMO), which means certain restrictions apply – particularly around development and road access.

Due to this, we're unable to run any roads through the reserve. This limits direct car access across the precinct, meaning vehicles will need to detour either north via Wangoom Road or south near the Eco Centre. While that may seem inconvenient at first glance, it actually supports one of our core goals: reducing car dependency. Instead, Tozer Reserve will feature a network of footpaths and shared pedestrian and cycling links, allowing people to move through the space freely without the need for vehicles. This approach not only respects the natural landscape and BMO guidelines but also strengthens our commitment to sustainable, walkable neighbourhood design.



Microsoft Paint,
imagery credit apple
maps

EXTREME WEATHER RESILIENCE

Bushfire safety is an important part of the plan, especially because parts of the site—like the area near Tozer Reserve—are covered by a Bushfire Management Overlay (BMO). To reduce the risk, the plan includes safe landscaping with low-flammability plants, buffer zones between bushland and housing, and multiple exit routes for easy evacuation. Homes near higher-risk areas will be built using bushfire-resistant materials and follow BAL (Bushfire Attack Level) guidelines to help keep residents safe. Flooding has also been considered in the design. Wetlands will be used throughout the precinct to manage stormwater and reduce flood risk. These wetlands act as natural drainage areas, helping to slow and absorb water during heavy rain. In Tozer Reserve and surrounding areas, these features work together—wetlands for drainage, safe landscaping, and emergency access routes—to create a safer and more resilient community.



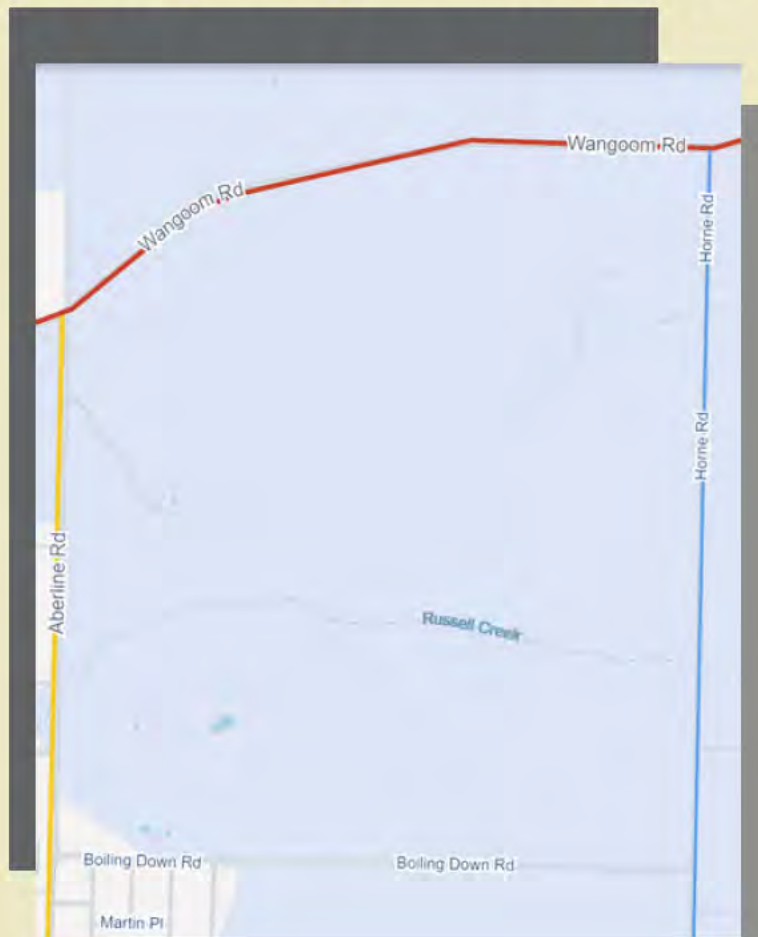
EMERGENCY SERVICES

Emergency access and response have been carefully integrated into the East of Aberline development to ensure safety and compliance with relevant regulations, including the Bushfire Management Overlay near Tozer Memorial Reserve. Roads throughout the precinct are designed with minimum 6-metre widths and turning circles to allow fire trucks and ambulances to navigate safely. In bushfire-prone areas, defensible space and asset protection zones will be maintained, with managed vegetation buffers and clear access for CFA vehicles. Key facilities such as the primary school, community centre, and sporting precinct all have direct and unobstructed emergency entry points, while shared zones feature removable bollards for rapid access.



Image Above, accessed 16.6.25

Image Below, Google Earth, accessed 16.6.25



Wangoom Road, Horne Road and Aberline Road function as priority access routes for emergency services, connecting directly to all major precincts including the Retail Hub, Eco Centre, and Recreation Precinct. The Government Hub in the Town Centre has been designed with the flexibility to accommodate future emergency facilities, such as a relief point. Across the precinct, emergency signage, lighting, and digital wayfinding will help guide residents during critical situations. Public buildings like the community centre and school may also serve as local relief hubs in emergencies, equipped with backup power, water storage, and accessible open spaces for safe temporary gathering.

COMMUNITY AREAS

The East of Aberline precinct offers a range of flexible, well-connected spaces designed to support both community and hospitality-based events, encouraging social interaction, cultural engagement, and local activation. The Northern Hub acts as a central space for community life, offering venues suited to sports, education, and group gatherings. The community centre further expands this role by providing flexible indoor spaces for gatherings such as church services, youth programs, language classes, parenting groups, hobby clubs, and council-run workshops. At the Recreation Precinct, the main oval will provide an ideal location for community sporting events including weekend football and cricket matches, school athletics, and inter-club competitions. With nearby seating, changerooms, and amenities, the space is suitable for hosting local sporting leagues and community celebrations. The adjacent pavilion can support indoor-outdoor functions such as awards nights, weekend craft markets, fundraising events, or community dinners, making it a valuable asset for local groups.

The amphitheatre, located within landscaped parkland, creates a natural venue for outdoor performances like school concerts, acoustic music events, cultural celebrations, and seasonal festivals. These spaces ensure the East Of Aberline functions as a highly active and inclusive part of the precinct, bringing people together regularly for both formal and informal events. The Town Centre supports a more hospitality and entertainment-focused atmosphere. With the eco mall and nearby riverfront apartments, the area is suited to small-scale nightlife – including late-night cafes, casual restaurants, rooftop dining, and food trucks. The central town square can host twilight markets, outdoor cinema nights, and public art installations. These areas are walkable and well-lit, encouraging safe evening activity that appeals to a broader demographic, including young adults and visitors. Together, the Town Centre and Northern Hub provide a balanced offering – one focused on everyday community use, the other fostering local culture and hospitality, making East of Aberline a vibrant and livable precinct year-round.

GETTING AROUND SUSTAINABLY

Bicycle Network

The bicycle network across the East of Aberline (EOA) includes wide, safe, and scenic shared paths that connect all precincts. A main bike superhighway follows Russells Creek, while other paths connect Litoria Central, North Hub, Russells Creek Rec, and Aberline Marketplace. These encourage commuting and recreation and link to existing Warrnambool trails.

Bus Lines

Bus services provide direct, reliable access between all residential areas of EOA and connect to central Warrnambool. Key bus lines run both east-west and north-south, with stops at all major hubs. The design ensures that every home is within walking distance to a stop, promoting public transport use for work, school, and shopping.

Integration of Bike + Bus

The network is designed for easy transfer between bikes and buses. Paths run alongside bus routes, and stops are placed where cyclists can securely park and continue their journey. This integration supports multi-modal travel and reduces car dependency. Shared mobility hubs also serve as social spaces and landmarks in each precinct.

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Transport + Sustainability

This transport plan reduces emissions by prioritising walking, cycling, and public transport. Calmer streets and green spines improve safety and make moving around EOA pleasant and accessible. The network supports healthy lifestyles, community interaction, and a greener future.

Peer Feedback

Peers said the concept of bike superhighways was a strong idea and liked how the bus stops connected each precinct.

However, some said parts of the road network looked narrow and might get congested, especially near Litoria Central. Others encouraged clearer signage and stronger visual links between the bike and bus systems.



My model of a three storey beachhouse (left), and a small test cabin(below left) made of MDF



MATERIALS

To make my physical model, I am looking at various materials available to me. At our school we have a laser cutter, which will enable me to cut and make precise shapes out of MDF wood and construct intricate three-dimensional structures with ease. With the precision of the laser cutter, I can ensure that each component fits perfectly, allowing for a seamless assembly process. Additionally, this will continue the theme of eco friendliness of wood, as it is a natural material. Overall, the laser cut wood will not only make the model sturdy but also visually appealing, making it a standout piece in any presentation or exhibition.

Iterative drawing,
Adobe fresco



METHODS

The East of Aberline structure plan used many methods to develop and share design ideas. Quick sketches helped explore early layouts and traffic flow. Hand-drawn plans created initial town centre and precinct designs. Technical drawings like site plans and building elevations showed accurate details and spatial relationships. Presentation drawings, including 3D visualisations and maps, clearly explained the designs to stakeholders. Prototyping ranged from simple cardboard models to detailed laser-cut MDF models to test space and accessibility.



Fresco (left), and a
small test Beyond
Typicals 3(below
left)



MEDIA

The project used both manual and digital media throughout the design process. Manual tools like pencils, fineliners, and markers helped quickly explore ideas and get feedback. Digital tools such as Adobe Fresco for sketching, SketchUp for 3D modelling, and Beyond Typics 3 for a 3d road layouts. Combining manual and digital methods allowed creative freedom while ensuring accurate and professional results.

SOFTWARE



To create my physical model, I will first use SketchUp to design the 3D layout of the precinct. This helps me plan the overall form and structure of the buildings and streets before preparing the files for laser cutting. Once the design is finalised, I will use Adobe Illustrator to create the vector templates that guide the laser cutter. These templates will include all the shapes and pieces needed to assemble the model from 3mm sheets. For the structure plan map, I will start by sketching the layout and key features using Adobe Fresco, which allows me to explore ideas freely and visually. Once the sketch is complete, I will refine and finalise the map in Illustrator, adding clean lines, labels, colour coding, and other design elements to make it professional and clear. This combination of digital tools will help ensure my model and structure plan are accurate, visually consistent, and well-presented.

<https://www.youtube.com/watch?v=NcVCZjl4TEU>, accessed
25.6.25

Legal

The Planning and Environment Act 1987 (Vic) governs structure plan preparation and I must follow this alongside the Victoria Planning Provisions (VPP). My EOA plan must comply with specific overlay controls including the Bushfire Management Overlay around Tozer Reserve, which restricts my road connections through the reserve and requires specific building materials and defensible space around my Northern Hub and residential areas. I need to follow the Development Contributions Plan Overlay to fund my proposed infrastructure like the swimming pool, community centre, and road upgrades at the Wangoom-Aberline intersection. My Design and Development Overlay requirements control how my eco centre, retail precinct, and three-storey apartment buildings integrate with Warrnambool's character.

Under residential zoning laws, I must ensure my housing densities comply with General Residential Zone requirements for my housing areas. My higher-density apartments around the Northern Hub oval must meet height restrictions and setback requirements, whilst my townhouse developments need appropriate spacing and car parking provisions. The Mixed Use Zone applies to my eco centre and retail areas, allowing the combination of shops, offices, and apartments I've proposed. Commercial zoning for my Big W and Woolworths development requires adequate parking, loading areas, and traffic management at the busy Wangoom-Horne Road intersection. The Aboriginal Heritage Act 2006 requires Cultural Heritage Management Plans for high-impact activities in culturally sensitive areas, particularly around Russells Creek where my bicycle superhighways and pedestrian bridge will be constructed. The Disability Discrimination Act 1992 means my amphitheatre, town square, and all public buildings must include ramps, accessible toilets, and hearing loops as I've specified. Environmental laws including the Environmental Effects Act 1978 apply to my wetlands design for stormwater management and protection of Russells Creek from pollution, whilst Commonwealth environment laws may affect my native vegetation plans and the 1km buffer zone I've created around the industrial precinct.

Ethical

My professional obligations under the Planning Institute of Australia Code of Professional Conduct require me to be transparent about how I've responded to my survey feedback from 39 participants, particularly their concerns about industrial impacts, creek protection, and housing affordability. My community engagement approach using surveys, sketches, and multiple design revisions demonstrates meaningful consultation, but I must ensure my final design genuinely addresses the housing affordability issue that residents prioritised. Social justice principles mean my 20-minute neighbourhood concept must actually deliver affordable housing options, not just medium-density apartments that may be too expensive for local families. I need to protect vulnerable residents from noise, dust, and emissions from the Horne Road industrial precinct through my buffer zone and building orientation. My environmental responsibilities include ensuring my bicycle superhighways and bus network genuinely reduce car dependency, that my wetlands effectively protect Russells Creek from stormwater pollution, and that my bushfire management around Tozer Reserve and Northern Hub keeps residents safe during extreme weather events. All my design decisions from the eco centre location to the retail precinct positioning must be documented with clear explanations of how they serve community needs, backed by evidence from my site analysis and survey results, with ongoing monitoring systems to ensure my town centre, recreation facilities, and transport network actually improve residents' daily lives as promised.

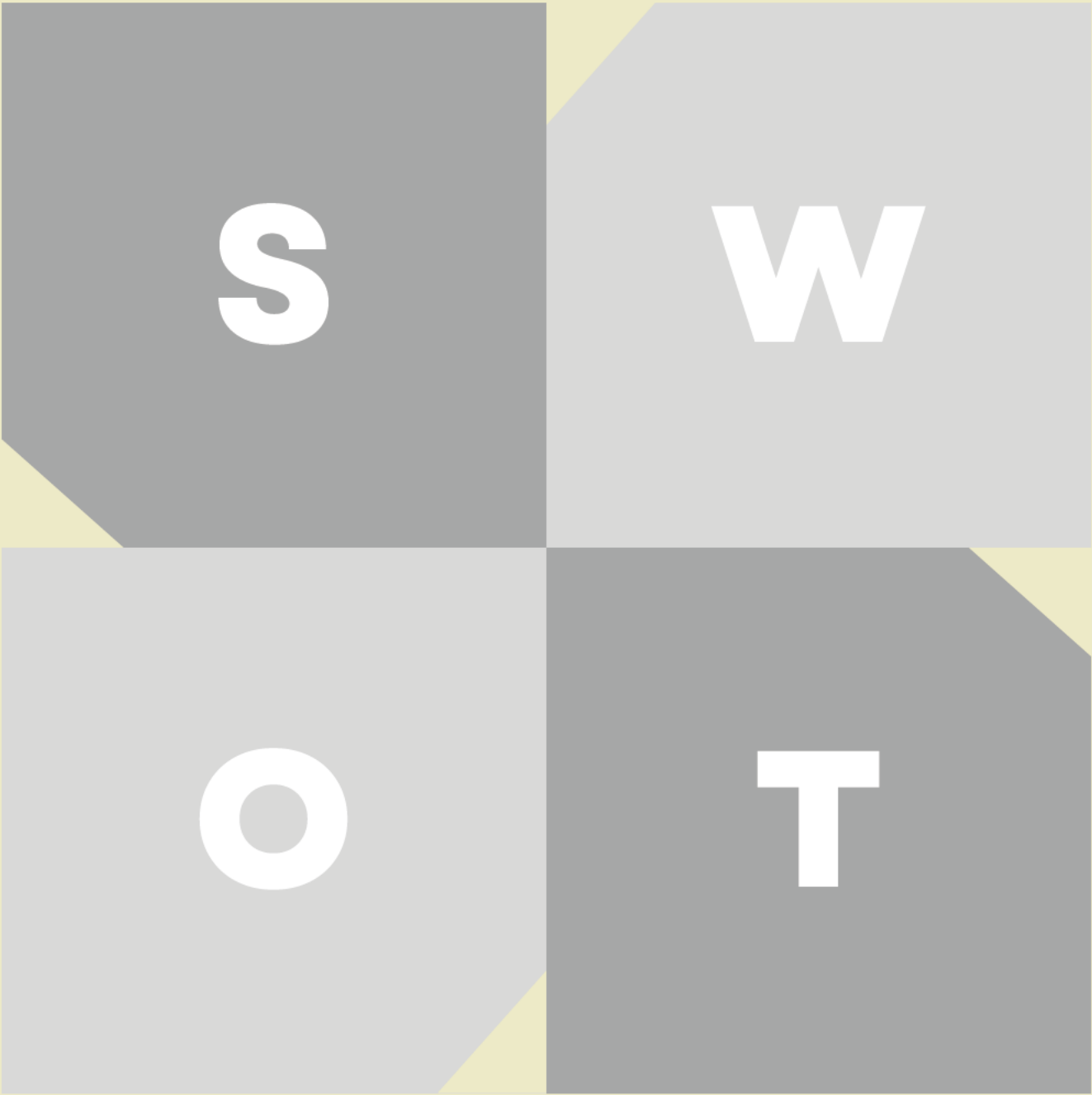
SWOT ANALYSIS COMMUNICATION NEED ONE

STRENGTHS

The EOA precinct demonstrates strong design principles through Dieter Rams' framework and comprehensive sustainability integration, including bicycle superhighways, multi-modal transport, and innovative facilities like the eco centre. The plan shows thorough community consultation with 39 survey participants and implements the 20-minute neighbourhood concept effectively with well-planned infrastructure including recreation facilities, retail precinct, and educational facilities.

OPPORTUNITIES

The precinct could position Warrnambool as a leader in sustainable regional development, with the eco centre serving as a major tourism drawcard and educational facility. Strategic retail placement and government hub attraction offer economic development potential, while community facilities like the amphitheatre and town square create opportunities for stronger neighbourhood identity and social connection.



WEAKNESSES

The design faces traffic management challenges with narrow roads potentially causing congestion, particularly near major intersections like Wangoom-Aberline. Multiple design revisions indicate initial planning gaps, and there's insufficient detail on affordable housing solutions despite community feedback identifying this as a priority. Some layouts still show car-centric elements that contradict sustainable transport goals.

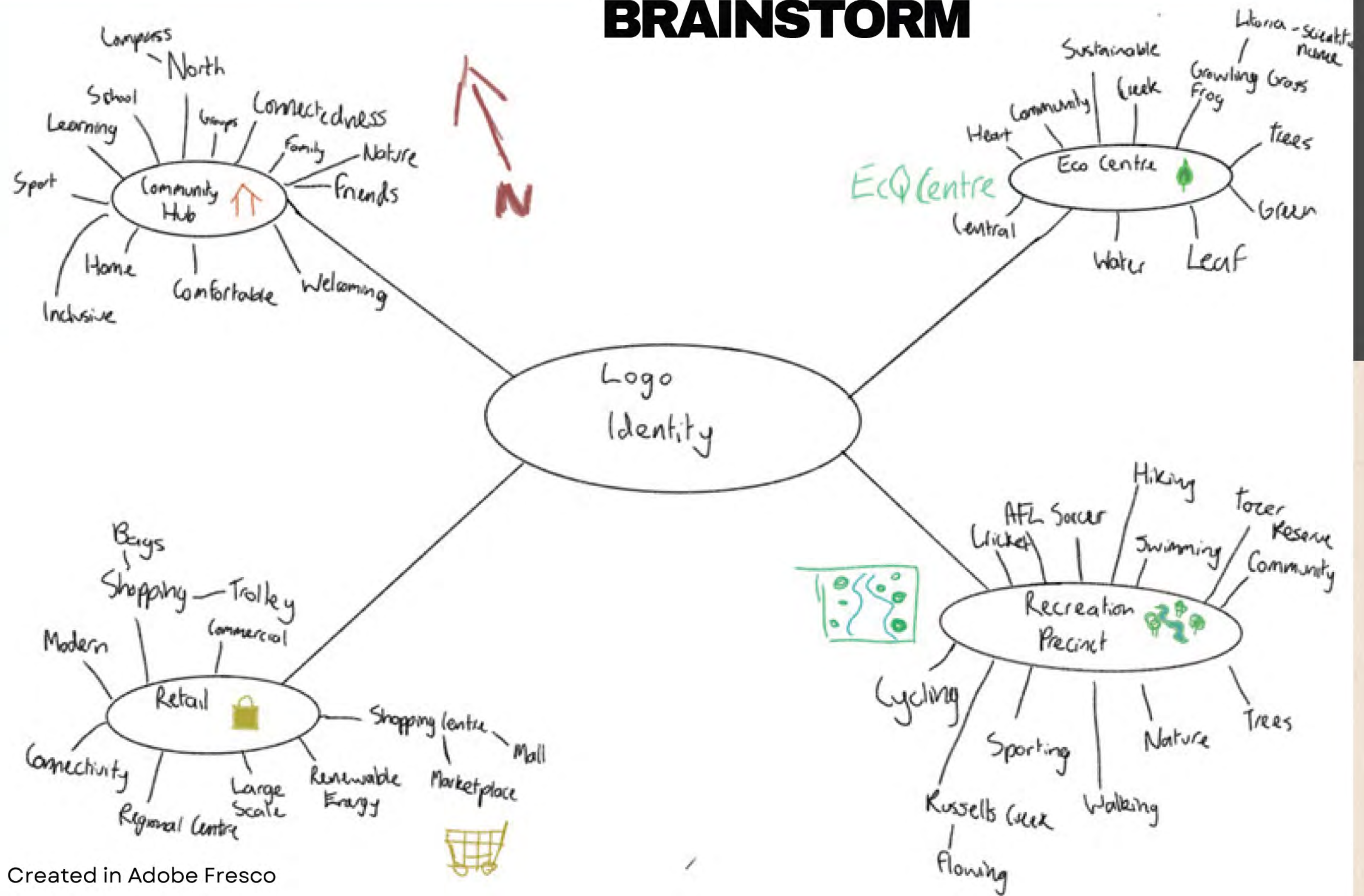
THREATS

Proximity to the industrial precinct creates ongoing amenity concerns, while bushfire and flood risks require significant ongoing management and may limit development options. Implementation faces complex approval processes across multiple jurisdictions, potential cost overruns, and market risks around housing affordability that could limit accessibility for the target community.

COMMUNICATION

NEED TWO

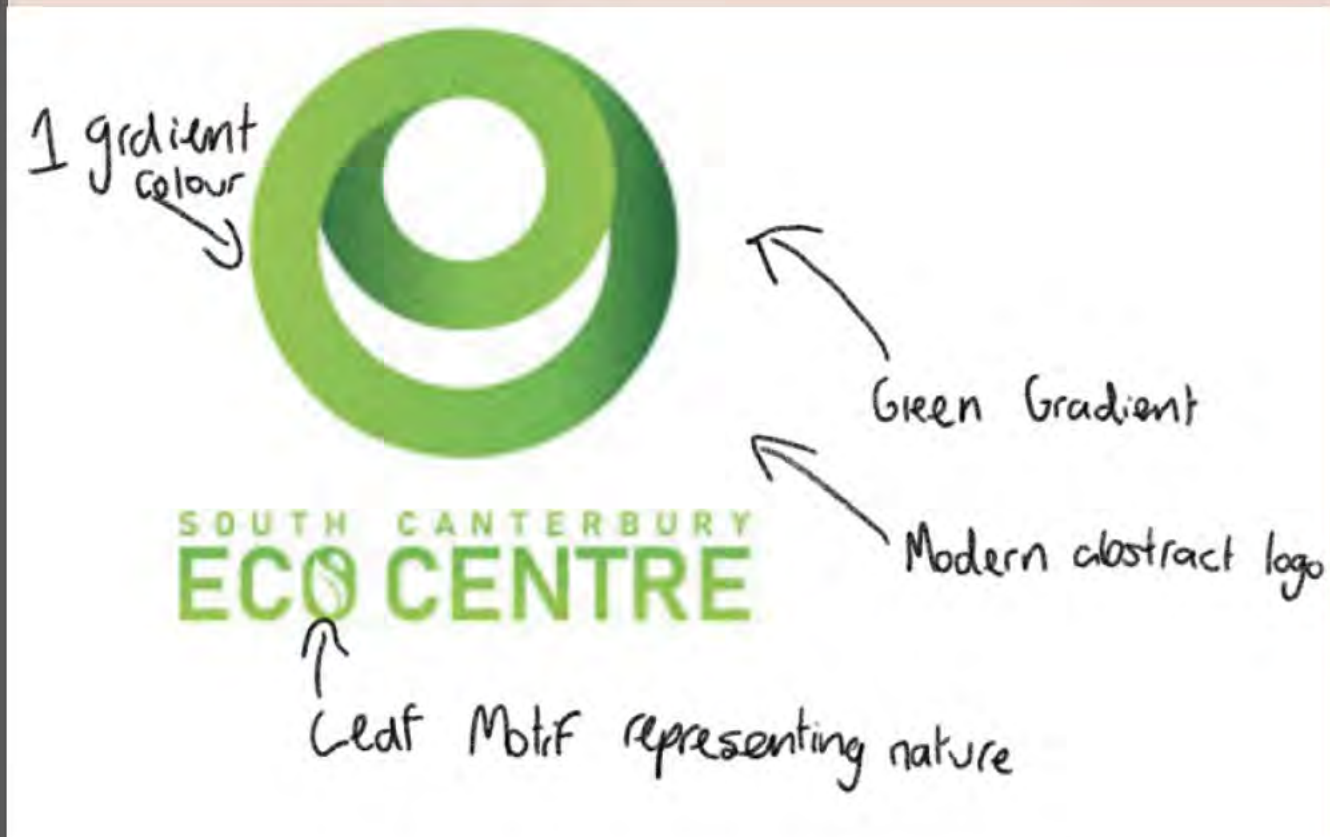
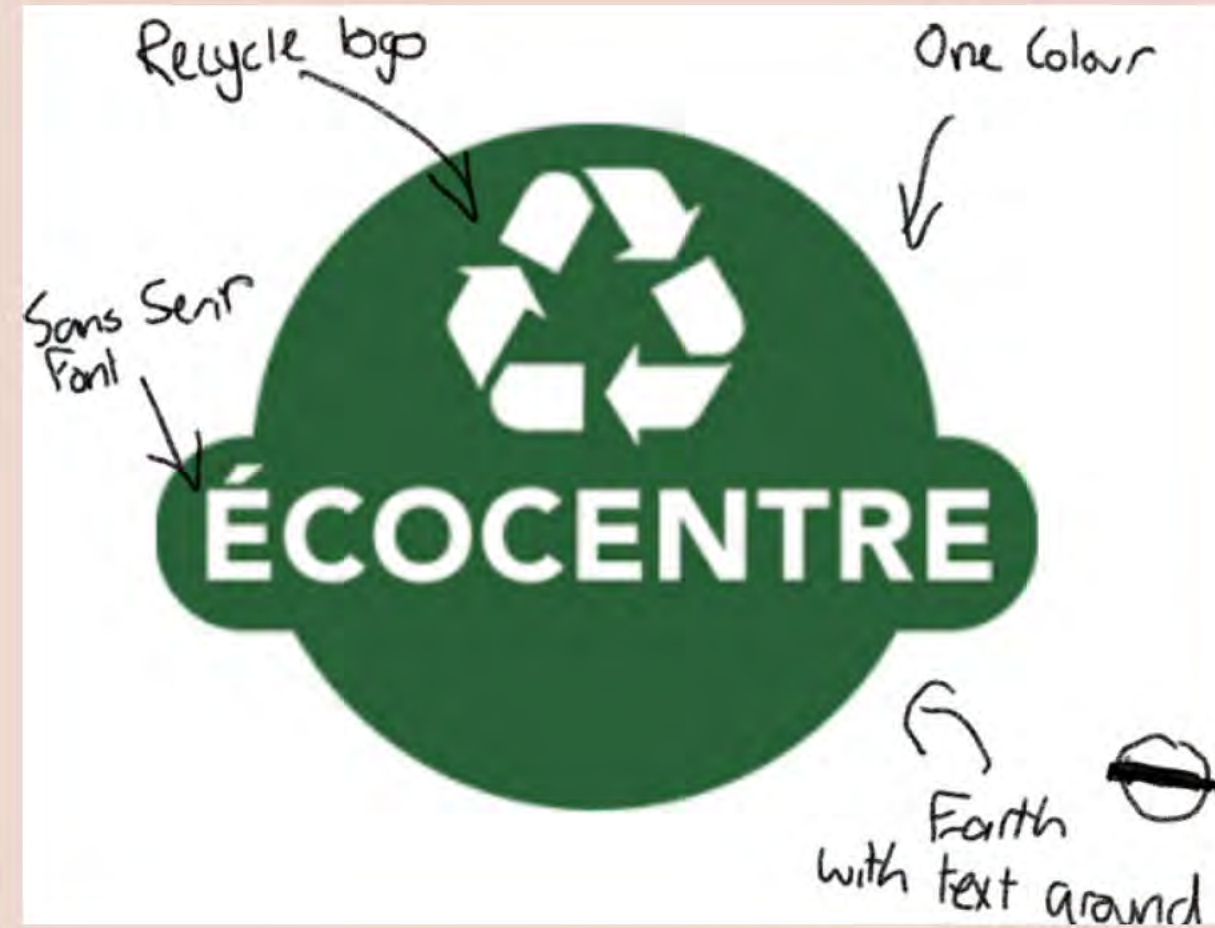
BRAINSTORM



LOGO

RESEARCH

ECO CENTRE



RECREATION PRECINCT



COMMUNITY HUB



RETAIL PRECINCT



VISUAL IDENTITY

Communication Goal:

Create a cohesive logo system; one central precinct logo, plus individual community logos that:

- Reflects an environmentally friendly lifestyle
- Uses consistent visual language
- Enhances wayfinding and place identity

Target Zones

- **Eco Centre**-Needs to be eco based, trees etc, sustainable clean

Imagery: Trees and leaves,

Colours: Deep green, earth brown, soft blue

Style: Organic curves, nature-inspired icon-based of the growling grass frog, which is endangered and currently living in space, base the name off Litoria raniformis, the frogs scientific name

Typography: Soft and rounded sans-serif to feel “natural”

VISUAL IDENTITY

Target Zones

- **Recreation Precinct**-Purpose: Represent leisure, health, activity, and inclusive open space. Should appeal to a broad demographic while conveying vitality and movement.
- Imagery: People in motion, park or trail elements, abstract shapes of movement (e.g., waves, arcs, or motion lines).
- Colours: Vibrant blues, energetic oranges, warm reds – colours that feel active and dynamic.
- Style: Clean and modern with flowing, energetic lines to convey activity; can include circular or spiral motifs to represent community and motion.
- Typography: Bold, geometric sans-serif typeface with slightly rounded edges to feel friendly but active.

- **Retail**-Purpose: Reflect commercial activity, shopping convenience, and scale, while still harmonising with the broader precinct branding.
- Imagery: Abstract shopping iconography – boxy forms, simplified shopping bags or cart motifs, or stylised warehouse rooflines.
- Colours: Neutral greys and deep blues (trust and professionalism) with an accent colour like amber or teal to give it uniqueness and warmth.
- Style: Structured, minimalist, and grid-based design to reflect reliability, scale, and practicality.
- Typography: Solid sans-serif typeface with straight edges – confident, clean, and readable at large scale.

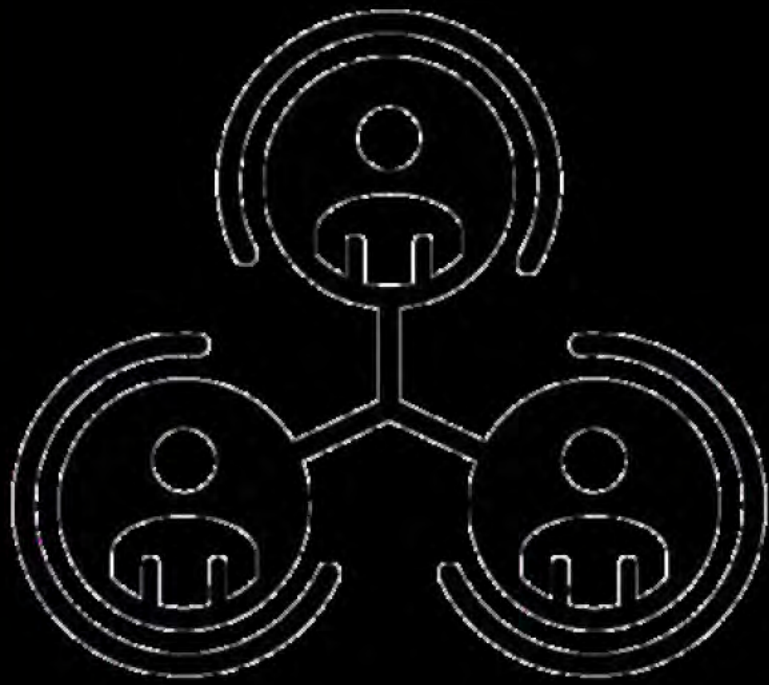


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GROWLING GRASS FROG

The Growling Grass Frog, scientifically known as *Litoria raniformis*, is a distinctive amphibian native to southeastern Australia, including Victoria. recognised by its vibrant green colouration with bronze or brown blotches and a characteristic "growling" call, this species has experienced significant population declines over recent decades. Factors contributing to its vulnerability include habitat loss, disease, and environmental changes . In the context of the East of Aberline Structure Plan, preserving and enhancing habitats for the Growling Grass Frog is paramount. The area encompasses vital ecosystems such as the Russells Creek corridor, which can serve as critical breeding and forageing grounds for this species. Incorporating green corridors, wetlands, and buffer zones into the urban design will facilitate habitat connectivity and support the frog's lifecycle needs. To emphasise the importance of this species within the development, I plan to integrate a Litoria-inspired element into the precinct's branding. For the staple eco centre it will be named after the frog.

STAKEHOLDERS



1. Warrnambool City Council (Client)

- Role: Oversees planning, branding, and development of the East of Aberline precinct.
- Interests: A strong, unified brand that represents council values (sustainability, livability, growth), is easy to implement across signage and marketing materials, and is inclusive of future expansion.
- Needs: A professional identity system that's adaptable, recognisable, and reflects the broader Warrnambool brand.

2. Local Residents (Current and Future)

- Role: Primary users of the precinct.
- Interests: Feeling a sense of belonging and pride in their community; easy navigation through signage and recognisable visual markers.
- Needs: A design system that reflects community values, feels welcoming, and distinguishes different neighbourhoods clearly.

3. Developers and Urban Planners

- Role: Deliver the built environment (parks, roads, housing).
- Interests: Clear visual guidelines that inform signage, landscaping, and wayfinding infrastructure.
- Needs: A system that is easy to integrate into physical infrastructure (e.g. banners, signs, digital maps).

4. Community Groups (e.g. churches, sports clubs, cultural associations)

- Role: Activate and use community spaces.
- Interests: Visual identity that includes them and makes it easier for the public to locate their events and facilities.
- Needs: Clear and accessible signage, sub-area logos that reflect local identity and are usable in promotions.

5. Visitors and Tourists

- Role: Temporary users of the space.
- Interests: Easily finding amenities and understanding the identity of different areas.
- Needs: Unified branding across maps, signs, and digital interfaces for smooth navigation and understanding of the area.

ARMSTRONG CREEK TOWN CENTRE



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The Armstrong Creek Town Centre logo uses a clever and organic spiral design that instantly feels connected to nature. The shape is built from what looks like stylised leaf veins, with deep green and purple tones that reflect the natural environment. The spiral layout feels both intentional and flowing – almost like the area itself growing outward from a central community core. It’s a simple design but loaded with meaning, hinting at sustainability, direction, and community growth.

What makes it stand out is that it’s not a typical “urban” logo with sharp edges or blocks – it leans into softness and texture, which fits the town’s push to blend natural and urban lifestyles. The purple inner spiral gives it visual contrast and balance, possibly representing the town centre itself, while the green could be the residential areas and parklands wrapping around it. The thin lines resemble leaf structures, but they also feel like pathways or street networks, adding that subtle town-planning connection. Overall, the logo reflects Armstrong Creek’s identity really well – it’s growing, community-based, and rooted in the natural landscape. It feels calm, welcoming, and organic – exactly the vibe a new town centre wants to give off. It’s versatile too – it could work on signage, websites, or even laser-cut into timber or metal for physical displays. It’s a quiet but clever design that communicates a lot without needing to say much at all.



ACCESSIBILITY

Australian Standard AS 1428.2 makes sure public signs are easy to read and use for people with disabilities, especially those with vision problems. It sets rules for font size, colour contrast, spacing, and symbol design to keep signs clear and accessible.

The CycleLink EAST signs follow these rules well. They use Montserrat Bold for big headings and Montserrat Light for smaller info, keeping text simple and easy to read. The lime-green panels have strong contrast with white text, which helps people with low vision or colour blindness. Icons like the cyclist symbol and route numbers are clear and use both colour and letters to help everyone understand. The signs include space for route maps with “You Are Here” markers to help users find their way easily. They’ll be installed at heights and angles that work for all users, including wheelchair riders. The durable materials mean the signs will stay clear and accessible outside over time.

Overall, the design makes cycling easier and safer for everyone by following AS 1428.2 and creating an inclusive, easy-to-navigate system across the precinct. It would also include braille next to each of the signs, however it is hard to show in this graphic.

INITIAL SKETCHES



These designs all incorporated a leaf into the design, either having it as the 'o' or as the in the middle. The designs are all fairly simple, and could use with some quality colours. All will be refined in the next section.



ANALYSIS



LITORIA CENTRAL

Litoria Central



Dark Green Leaf
#2C5D33



Black Text
#000000



White Background
#FFFFFF

The use of dark green in the leaf symbolises nature, growth, and sustainability – directly tying into the environmentally focused identity of Litoria Central. The black, handwritten-style text gives it a grounded, organic, and approachable feel. The overall palette reflects a clean and earthy tone, well-suited to an eco-centre or community hub surrounded by greenery.

NORTH HUB



North Hub



Red Roof
#C0392B



Brown House
#A0522D



Red Text
#B03A2E



White Background
#FFFFFF

Warm reds and browns are used to give North Hub a welcoming, homely feel – suggesting safety, comfort, and community. The upward arrow formed by the roof shape implies progress and movement, while the strong red tones evoke energy and strength. These colours help the space feel both grounded and forward-moving.

RUSSELLS CREEK REC



Russells Creek Rec



Forest Green Background
#264D2B



Creek Blue
#4BA3C3



Dark Green Text
#3B7D3C

Natural colours dominate this design, with multiple shades of green and blue evoking bushland and waterways. The winding blue creek shape immediately connects the logo to nature and movement. The colour palette reinforces the recreational and environmental focus of Russells Creek Rec, giving it an outdoorsy and active character.

ABERLINE MARKETPLACE



Aberline Marketplace



Purple Text
#7E57C2



Gold Text
#D4A046



White Background
#FFFFFF

Aberline Marketplace uses a more playful and commercial palette. The purple adds a sense of creativity and uniqueness, while the gold represents value, trade, and vibrant community energy. Together, these colours reflect a bright, inviting space designed for shopping, gathering, and activity. The contrast between colours gives the logo a lively and engaging look – ideal for a market setting.

FEEDBACK



LITORIA CENTRAL

Litoria Central: The leaf symbol and handwritten font don't align with the brief's requirement for "clean typography." The organic, handwritten style lacks the legibility and consistency needed for effective wayfinding and precinct identification.

NORTH HUB

North Hub: The geometric red arrow design completely abandons the brief's emphasis on "natural colours" and "sustainable-inspired symbols." The stark, directional branding doesn't reflect the community values of connection and nature outlined in the requirements



RUSSELLS CREEK REC

Russells Creek Rec: While the blue water theme connects to the creek location, the playful, informal lettering style contradicts the need for "clean typography" and professional consistency across the precinct's visual identity system.



ABERLINE MARKETPLACE

Aberline Marketplace: The purple and gold shopping bag graphics with stylized text don't follow the brief's natural colour palette or sustainable design principles. The commercial aesthetic doesn't integrate with the overall precinct identity focused on community and environmental values.



LOGO NAMING

LITORIA
CENTRAL

RUSSELLS
CREEK REC

Each name within the East of Aberline precinct was carefully chosen to reflect the purpose, character, and local context of the area, while forming a cohesive and place-based identity system.

North Hub

This name communicates a central space for community connection in the northern section of the precinct. "Hub" suggests flexibility and activity – ideal for events, workshops, and informal gatherings that bring people together.

Litoria Central

Named after the Litoria Rainformis, or the Growling Grass Frog, which are native to Australia, and are also endangered species found in the East of Aberline area.

The name highlights the precinct's environmental focus, tying into the eco-centre's purpose of education, sustainability, and celebrating local biodiversity.

Russells Creek Rec

This name directly references Russells Creek, a well-known local waterway, and uses the term "Rec" (recreation) to signal an active, family-friendly space for sport, play, and outdoor leisure. It feels casual, familiar, and location-specific.

Aberline Marketplace

Named after adjacent Aberline Road, this title positions the space as a lively centre for retail, food, and community trading. "Marketplace" conveys variety and vibrancy, supporting its function as a commercial and social destination.

ABERLINE
MARKETPLACE

NORTH
HUB

LOGO REFINEMENT

My first rendition of the visual identity system, created in Illustrator, didn't quite meet the brief. While each logo had individual strengths, the overall system lacked cohesion. Here's why:



Litoria Central

- Strong use of organic form and natural symbolism.
- However, the serif type and brown tones feel disconnected from the other sub-brands.
- The layout is unbalanced and the 'C' motif doesn't clearly link to broader identity principles.



Russels Creek Rec

- Simplified iconography effectively represents nature and activity.
- Uses green tones well, but the bold, modern sans-serif type contrasts too sharply with other logos.
- Doesn't visually align with the typographic or stylistic features of the other areas.



Aberline Marketplace

- Clever typographic integration of 'A' and 'M'.
- Lacks visual clarity and readability, particularly for signage.
- Colour choice and layout feel disjointed from the system—too formal and corporate in tone.



North Hub

- Playful and colourful, but lacks consistency with the visual language of the other logos.
- The typography is overly expressive, reducing legibility and cohesion.
- Colour scheme doesn't align with natural or sustainable themes from the brief.