



Horsham North Urban Design Framework



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Revised by Horsham Rural City Council 2013

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In conjunction with

Place Partners



GTA Consultants



Spade Consultants



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Introduction

The purpose of this Urban Design Framework for Horsham North is to provide an integrated, strategic plan for urban design and development over the short, medium and longer terms, in and around the urban area north of Horsham's railway line.

This project is primarily focussed on urban renewal and regeneration. Horsham North is a significantly deprived area, with a pronounced shortage of community services, economic activity, educational opportunities and personal prosperity. The Horsham North community is isolated and separated from the rest of Horsham, and is affected by a range of significant social problems.

As an Urban Design Framework, this project is primarily focussed on physical interventions and outcomes, including streets and public spaces, buildings and landscape, and the potential of urban design to support and facilitate economic, social and environmental outcomes.

Horsham Rural City Council, with numerous other agencies and organisations, is continuing its parallel work towards improving service provision, safety, education and other areas, and this DF will seek to integrate with parallel proposals wherever possible.

Project Process

This Urban Design Framework has been carried out in the following Phases:

Phase 1: Investigation and analysis

Background documents, study area visits and analysis, initial consultation.

Phase 2: Urban Design Framework

Draft Framework plans and supporting information, comprehensive consultation.

Phase 3: Draft Concept Plans

Plans for key spaces and locations (Precincts)

Phase 4: Exhibition period

Consultation on the Draft plans

Phase 5: Refinements and Final UDF Report

Completion of the UDF, in response to consultation inputs.

Report Format

This Urban Design Framework is structured in two main sections, as follows.

Part A of this report provides background information to the Urban Design Framework, including outcomes from the consultation processes, and analysis of the study area.

Part B contains the UDF itself, which commences with a series of high-level **Objectives**, providing the basis for the planning and design proposals.

These Objectives are translated into the **Directions**, around which the recommendations are structured. The Directions each contain a series of identified **Strategies** or 'vehicles' for achieving the Objectives. These Strategies are then broken down into a series of **Actions**, providing a clear Framework of recommendations and required initiatives towards achieving positive, sustainable change in Horsham North.

Objectives → **Directions** → **Strategies / Vehicles** → **Actions**



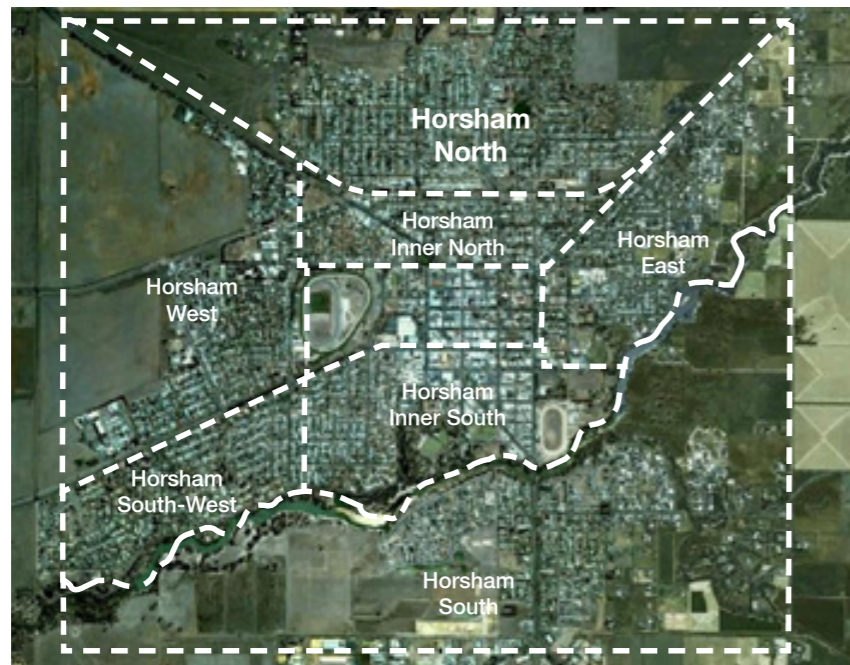


Part A
Background

A1 Study Area



Location of Horsham in Relation to Melbourne & Adelaide
(Source: Google Earth 2010)



Location of Horsham North in Relation to the Wider Area
(Source: Google Earth 2010)



Study Area Map
(Source: Google Earth 2010)



A2 Consultation and Engagement

Consultation process

Place Partners, in conjunction with SJB Urban, led a comprehensive process of engagement with the Horsham community and other stakeholders for this project. Place Partners' report is provided later in this report, but an outline summary of the process and outcomes is provided below.

The project involved extensive consultation with the Horsham North community and other stakeholders, through a series of forums and events, primarily on Monday and Tuesday 29-30 March, as follows:

Project inception: study area visit (15 February 2010)

Participants: HRCC/HCAC officer, SJB Urban

Drive and walk around the study area and key locations, discussion of current activities, issues and opportunities.

Inception meeting (15 February 2010)

Participants: Council officers, Mayor, stakeholder agency officers, resident representative, consultant team (approx. 10 participants)

Discussion of project process, timeframes, expectations and participants. Preliminary mapping of key locations and current issues and opportunities

Meeting with Sustainability Victoria (Monday afternoon, 29 March 2010)

Participants: Council officers, Mayor, consultant team (approx. 10 participants)

Presentation and discussion of the Zero Emissions Neighbourhood Program

Stakeholder Focus Group Workshop (Monday afternoon, 29 March 2010)

Participants: Stakeholder agencies, Government Departments, Service providers, local residents, Council officers, Mayor, consultant team (approx. 40 participants). Facilitated by SJB Urban.

Discussion and recording of issues and opportunities within four key Themes: Health, Education, Housing and Development, and Transport.

Residents Workshop (Monday evening, 29 March 2010)

Participants: Local residents, Council officers (approx. 15 participants).

Facilitated by Place Partners.

Discussion and recording of issues and opportunities.

Business Workshop (Tuesday morning, 30 March 2010)

Participants: Council officers, business owners, stakeholder agencies (approx. 10 participants). Facilitated by Place Partners.

Discussion and recording of issues and opportunities affecting business development and investment in Horsham North.

Mothers Meeting (Tuesday morning, 30 March 2010)

Participants: Local resident mothers approx. 6 participants). Facilitated by Place Partners.

Discussion and recording of issues and opportunities.

Salvation Army lunch interviews (Tuesday afternoon, 30 March 2010)

Participants: Local residents (approx. 30 participants). Facilitated by Place Partners.

Interviews with individual local area residents attending the weekly Salvos' Lunch.

Consultation Outcomes: Stakeholder Workshop

In this Workshop, facilitated by SJB Urban, participants discussed, and recorded inputs, within the four key Themes: Health, Education, Housing and Development, and Transport. The inputs were recorded by participants on worksheets, under the following categories, as well as drawing and notations on maps of the area:

- Issues and Constraints
- Priorities for short-term action
- Opportunities
- Urban design implications / initiatives / suggestions

The following table summarises the inputs received through this process. A full record of the inputs and associated maps is provided in section C.

Consultation Outcomes: Other workshops / Events

The other consultation events were facilitated by Place partners, in conjunction with SJB Urban and Horsham Rural City Council. The inputs received through these processes are detailed in Place Partners' report, in section C.

ISSUES AND CONSTRAINTS

HEALTH	EDUCATION	HOUSING & DEVELOPMENT	TRANSPORT
Greater diversity of services required	Low skills & education levels	Inaccessible street layouts – bad interconnections/courts	Lack of infrastructure
Poor accessibility & availability	High unemployment	High density areas	Not inviting/welcoming to cross over to the north
Mental health & depression	Lack of training (and available facilities)	Cheap and affordable housing	Public transport – timing, frequency, lack of stops, lack of rest stations, etc
High drug & alcohol use	Disconnect between training and employment	No community hub	Narrow walkways/footpaths
Safety of health workers	Lack of confidence to access services	Lack of “focussed” services and central shopping area	Safety (railway pedestrian cross link)
Poor transport options	Stigma/perceived reputation of the school	Location of houses provided by the Office of Housing all in one area	Long wide streets – encourage speeding
	Low school attendance & enrolment levels	Transient population	Connectivity/access to CBD/Horsham
	Poor state of school buildings & its location	Quality & standard of existing housing	Community Volunteer Car Program (no car seats to transport families)
	Negative attitudes to education (both adult & young)	Segregation from the CBD by the rail line & industrial area	Poor lighting
	Accessibility	Security	

OPPORTUNITIES

HEALTH	EDUCATION	HOUSING & DEVELOPMENT	TRANSPORT
Community Health Centre	Multi-purpose space for adult training/courses	Locate businesses on major access roads (not in residential areas)	Community bus to key services/facilities
Horsham North Youth Centre	Establish a school ‘precinct’	Establish through roads and redevelop streetscapes, improving linkages to the rest of Horsham	Review public transport system/infrastructure
Delivery of outreach services	Relocate school/kinder to improve connection to the community	Provide cheap and affordable housing	Expand the Community Volunteer Car program
Build relationships	Bring service providers to the community	Provide support to residents to maintain housing / establish a mentor scheme	Community taxis/cars, carpooling opportunities
Build and support playgroup	Education Expo at the Community Action Centre	Build community resources	Improve streetscape – sheltered paths, walkways
Education (drugs & alcohol)	Increase enrolments at the school	Establish Low social economic self-build program	More public/open spaces (centrally located)
Improved access/public transport	Build on success of community playgroups as a stepping stone to ongoing parent/child education	Establish business/commercial development opportunities and encourage social enterprise	Create commercial education hub centrally, encouraging cycling/walking
Swim Centre	Build on learning opportunities through the Community Garden	Provide communal office spaces and multi-use buildings	Bikeways / cycle lanes
Redevelop old school site into medical precinct	Encourage use of ‘Story Time’ at the library	Provide shopping facilities / farmers market	Open up the train line further
Establish a Children’s Precinct (health care, after-school care, drop-off, etc)	Mobile library	Redevelopment of Police Paddock, Freight Depot, farming areas	
		Co-ops	
		Housing associations	
		Regional sports precinct	

PRIORITIES FOR SHORT-TERM ACTION

HEALTH	EDUCATION	HOUSING & DEVELOPMENT	TRANSPORT
Improve accessibility	Provide spaces/facilities for adult education/short courses	Encourage relationships between members of the community	Redevelop the train station (including providing business opportunities)
Availability to maternal & child health services	Improve attitudes to education	Beautify the streetscape (wider paths, etc)	Improve transport options – extend/divert routes
Education and engagement (young mothers & young men)	Provide wireless networks	Plan for immigrant and refugee placement	Install new bike paths, walkways, walking tracks, cycling routes
Increase awareness and community support/engagement of existing services, activities and programs	Increase childcare services	Public transport accessibility & infrastructure	Improve safety – pedestrian crossings, lighting
Specialist services e.g. speech therapy, mental health services	Build on current services/activities (e.g. the community garden)	Replacement of poor quality housing stock – demolish the worst houses!	Streetscape – traffic calming devices, narrow sections, speed bumps
Provision of family focused services	Provide transport/accessibility of existing services	Shopping centre & business opportunities	Provide car seats for Volunteer Car Program
	Campaign to encourage use of the school/improve its reputation	Build community pride	Open up access points – underpass around train line to improve access
	Recommence ‘Homework’ Club	Improve street layout/flow through	Develop community spirit (cleanup, develop sense of pride)
	Support Playgroups (e.g. guest speakers/role models & training opportunities)	Retro-fit/upgrade existing DHS/Commission houses	

URBAN DESIGN IMPLICATIONS / INITIATIVES / SUGGESTIONS

HEALTH	EDUCATION	HOUSING & DEVELOPMENT	TRANSPORT
Improve access to services for both community & workers	Cooking classes tied into community garden	Community housing projects – group self build/owner builder assisted development	Plan for future relocation of Freight Centre
Support & promote activities and provide opportunities for community involvement	Development of school/hub/kinder/activity centre	Communal office spaces for home-based businesses	Future development of Rasmussen Road land (Coutts) into consideration
Parenting education sessions	Advertise/campaign	Commercial/business/social enterprise hub	Relocation of GWM & VIC Roads out of Kalkee Road into Industrial Estate
Minibus from Horsham to Horsham North	Sponsored student award	Improve streetscapes and open up courts	Hub to be well connected with walkways/cycleways
Community health care and athletic facilities	Link childcare and education/study facilities	Develop old school site into a community hub	Community mini-bus to key services/facilities
Improve disconnection and accessibility	Provide transport facilities to/from services	Public transport	Develop Freight Depot and Railway Line into medium density green zone with environmentally sound housing and links to bike paths & walkways
			Trade in scheme – old car for new bike & helmet
			Re-introduce milk/bread delivery services
			Remove perceived barriers

A3 SWOT Analysis

The consultation inputs outlined above provide a highly considered, detailed and comprehensive assessment of the current issues and future opportunities for Horsham north, which this UDF should respond to.

In addition, we have also carried out a physical analysis of the study area from an urban design perspective, which is summarised in the following concise SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), and subsequent analysis plans:

Strengths

Street layout

The primarily grid-based street layout supports permeability and legibility for pedestrians and cyclists.

Police Paddocks

The direct connection and access from Horsham North to Police Paddocks, a major passive recreation facility for Horsham and beyond, is a key asset for the local area.

Community

The local pride, identity and interaction within the Horsham North community provides a strong basis for achieving 'grass roots' change, supported by effective policy and project implementation.

Dudley Cornell Reserve

This large, centrally located recreation reserve is a key asset for the area, supporting community recreation, health and social benefits.

Access to agricultural land

The immediate access to agricultural land around the urban area of Horsham North may provide various opportunities, such as urban farming, employment opportunities or green energy production.

Availability of employment land

There is substantial available land in the urban area of Horsham North for new, more intensively developed business activity of a range of types.

Redevelopment land

The substantial portions of potential redevelopment land within the urban area make Horsham North a potential site for positive redevelopment.

Affordability

The affordability of property in Horsham North could be harnessed to encourage redevelopment for residential land commercial purposes, and increased local population and employment opportunities.

Weaknesses

Urban structure

The urban area of Horsham North displays a 'loose', spread out character, through inadequate planning. There is a lack of defined structure or hierarchy of places and connections, and lack of clear order. This makes the area difficult to navigate and understand for new visitors and residents alike.

'Barrier effect' of railway

Horsham North is isolated and separated from the rest of Horsham by the railway corridor and adjoining land, and the poor quality connections across the railway.

Lack of defined centre

Horsham North lacks a defined centre or focus point, such as a neighbourhood activity centre.

Underutilised land

The extensive underutilised land within the urban area, especially close to the railway line, creates unsightly gaps in the urban fabric, and prevents any sense of cohesion or intimacy and amenity in the area.

Poor edges to open spaces

Key public open spaces in Horsham North (Dudley Cornell Reserve and the CMI foundry reserve) are characterised by blank edges (typically back fences), which reduce the amenity, safety and character of these spaces.

Lack of service provision

The inadequate level of service provision in Horsham North, including community, health and social services, is well documented, and is being addressed through parallel programs to this UDF.

Poor built form quality

Much of the existing building stock in Horsham North is aged and lacking in quality, which affects perceptions, comfort and amenity.

Poor planning

Horsham North's urban area is characterised by poor or unconsidered town planning decisions and outcomes throughout its development.

Opportunities

The key opportunities listed below are described further in the Objectives (section B1, below). Several of these opportunities must be supported by parallel initiatives, in project funding, service provision, economic progress and community development.

- **Changing the negative image and perception of Horsham North**
- **Re-integrating Horsham North with the rest of Horsham**
- **Improving the urban environment**
- **Improving accessibility**
- **Creating a community focus or 'heart'**
- **Improving safety in the public realm**
- **Facilitating economic development in Horsham North**
- **Improving health through services, facilities and recreation opportunities**

Threats

Continued poor planning outcomes

It is vital that capital works and urban interventions in Horsham North are implemented through careful, considered and high-quality planning and design, to ensure high quality outcomes. Rushed and ill-considered planning decisions must be avoided.

Poor design quality

Individual development outcomes (private or public sector initiatives) should avoid bad design, and should deliver the best possible outcomes to maximise benefit for the local area. Any development project must be conscious of the implications for the area.

Lack of funding to implement change

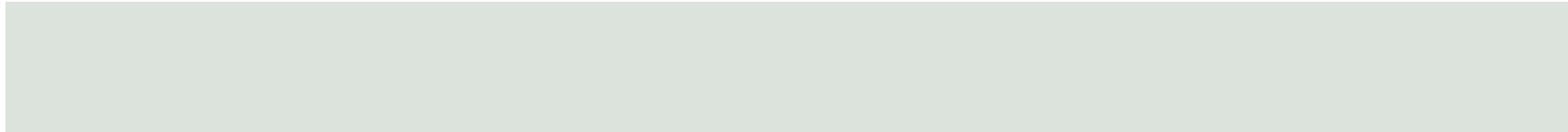
Urban interventions are expensive, and lack of funding can cause long or ongoing delays to progress. In areas of high need such as Horsham North, it will be important to instigate an ongoing program of delivery of outcomes, starting immediately, even if small or modest.



Part B
Urban Design Framework



B1 | Objectives



This section provides a summary of the primary, overarching aims or objectives for this project. This Urban Design Framework is required to establish a series of design and development proposals that will contribute to the renewal and regeneration of Horsham North.

These Objectives form the basis for the Directions in section B4 of this report, which in turn form the basis for a series of Strategies and Actions to achieve the Objectives. The key Objectives for Horsham North are as follows:

Changing the negative image and perception of Horsham North

Horsham North suffers from a serious image problem. It is perceived within Horsham as a 'different', 'poor', 'separate' and 'unsafe' part of the town, to be avoided or shunned, and this affects perceptions of the Horsham North community, which in turn affects their opportunities and potentials.

Physical and programmatic interventions can help to address or change this perception, by creating a new image, role or place-based purpose for Horsham North. This shift is pivotal for achieving successful regeneration of the area.

Re-integrating Horsham North with the rest of Horsham

Horsham North is physically separated from the remainder of Horsham, and the town centre, by the railway corridor and adjoining industrial land uses, which form a physical barrier and constraint to movement and access. Horsham North is also *perceived* as separate or outside from the rest of Horsham.

Developing initiatives to help re-integrate the urban areas on each side of the railway is a key requirement for this project.

Improving the urban environment

The urban environment in Horsham North is generally of low quality, with damaged footpaths and street furniture, inadequate landscaping, poor edge conditions/frontages to open spaces, and mixed housing quality.

This project seeks to provide a framework of modest, achievable interventions to improve the quality, amenity and appearance of the public realm environment.

Improving accessibility

Relatively high levels of non-car ownership, and lack of retail or community facilities in Horsham North, as well as the significant numbers of children attending other schools outside Horsham North, make accessibility a high priority in the area.

Public transport services and facilities are currently inadequate, and pedestrian conditions are poor, especially at the railway crossing points.

Therefore making substantial improvements to accessibility, especially for pedestrians, is a key objective for this project.

Creating a community focus or 'heart'

Horsham north currently lacks a centre or 'heart', a defined focal point for the urban area. An urban centre, perhaps comprising public space, community facilities shops, play area, seating and café, provides a recognisable place for meeting, social interaction and civic life (events, gatherings and meetings).

There is value in concentrating various mixed facilities in one centre or place, to encourage a range of activities for different age groups and interests, throughout the day and evening.

A sustainable neighbourhood centre can provide 'spin -off' benefits for the surrounding urban area, generating foot traffic, increasing safety and activity levels, providing employment opportunities, and enhancing access to health and social opportunities.

Further, a well-designed and carefully located centre or "hub" can play an important strategic role, in connecting places, signifying positive change and improvement, and enhancing local identity and 'pride of place'.

Improving safety in the public realm

Issues of personal safety in the public realm are common in areas of lower socio-economic circumstances or disadvantage. The perceived and actual lack of safety, particularly in certain locations and in the evenings, has various lifestyle impacts for residents of Horsham North.

Safety issues limit accessibility and social opportunities, restrict exercise opportunities, constrain independence for young people, and cause anxiety and fear.

An Urban Design Framework is limited in its capacity to address social problems, but urban design can have a significant effect on perceived and actual safety in streets and public spaces.

Facilitating economic development in Horsham North

Horsham north accommodates limited business activity in the southern areas close to the railway line, and has a small number of corner store/milk bars within the residential areas. However there is no defined activity centre or significant shopping provision (supermarket or other retail) in the area, forcing residents to travel to other parts of Horsham for this purpose. There is also plentiful available land in the urban area for expansion of business activity.

Economic development can bring multiple benefits to an urban area, including improved access to shopping for food and other goods, employment opportunities, meeting and social interaction, and enjoyment. Increased business activity will make the area more active, vibrant and busy, creating a better 'feel' in the area.

Facilitating and encouraging economic development is also beyond the reach of an Urban Design Framework, but this study seeks to guide the implementation of this process, which should be supported by other processes.

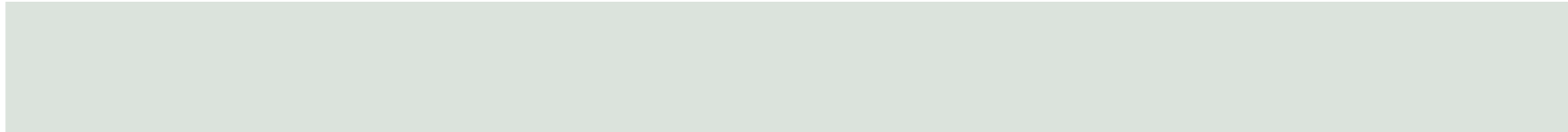
Improving health through services, facilities and recreation opportunities

Personal health issues (physical and mental) can also be concentrated in areas of lower socio-economic circumstances or disadvantage, and can be related to inadequate service provision, lack of access to recreation opportunities, dietary habits and personal capacity, and access to healthy food, among other factors.

This UDF seeks to propose urban design initiatives that can support physical exercise, social interaction and a safer, more amenable public realm. These outcomes can then provide improved personal health levels.



B2 | Framework Plans



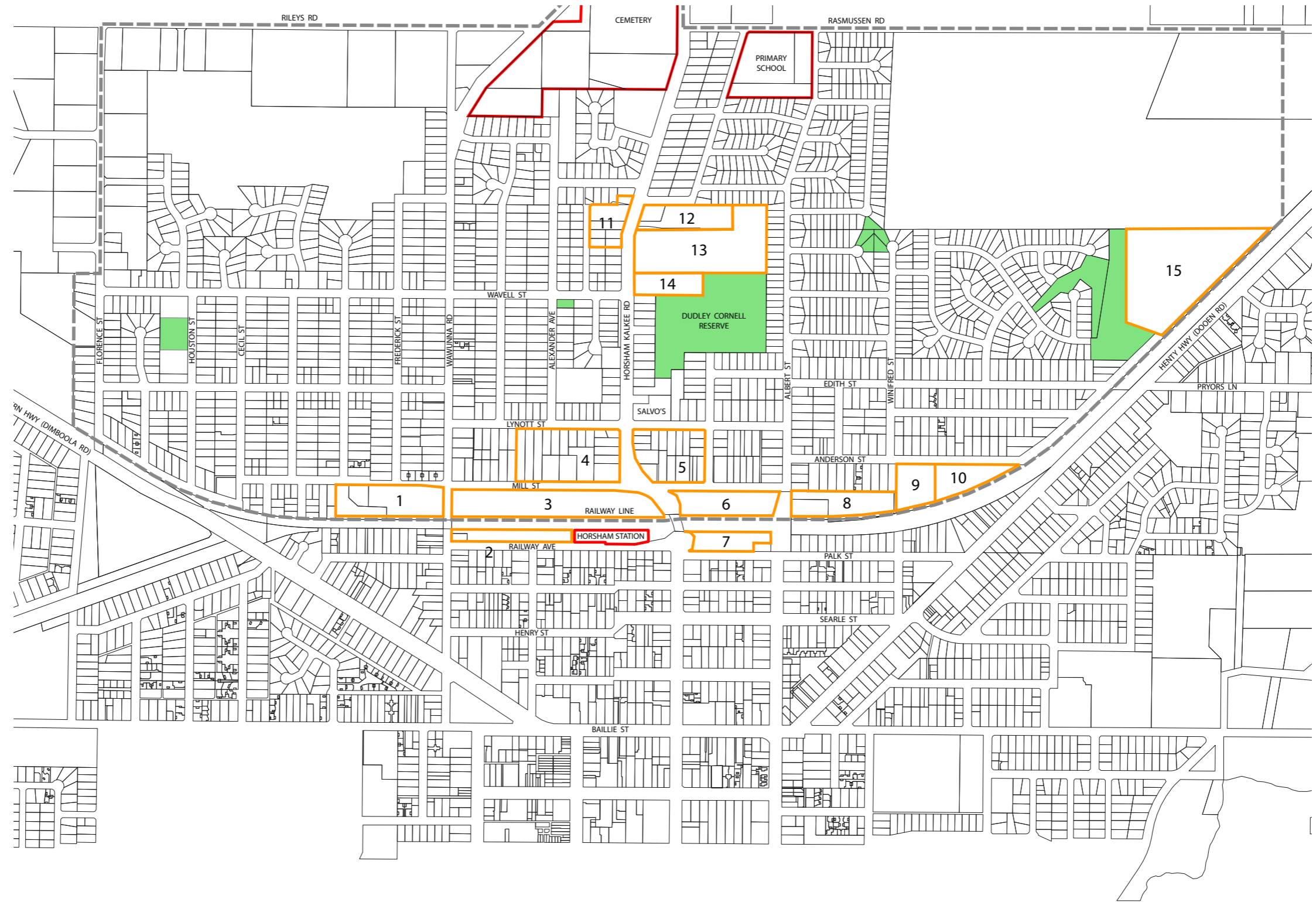
The following plans of the wider Horsham North area present various aspects of our analysis, forming a basis for planning and design proposals, as well as indicating potential focus areas and strategic initiatives, for improved urban environments and connections.

The map on the following page indicates key locations within Horsham North which may present opportunities for redevelopment, public space and other urban improvements.

Key Sites




Key to Sites

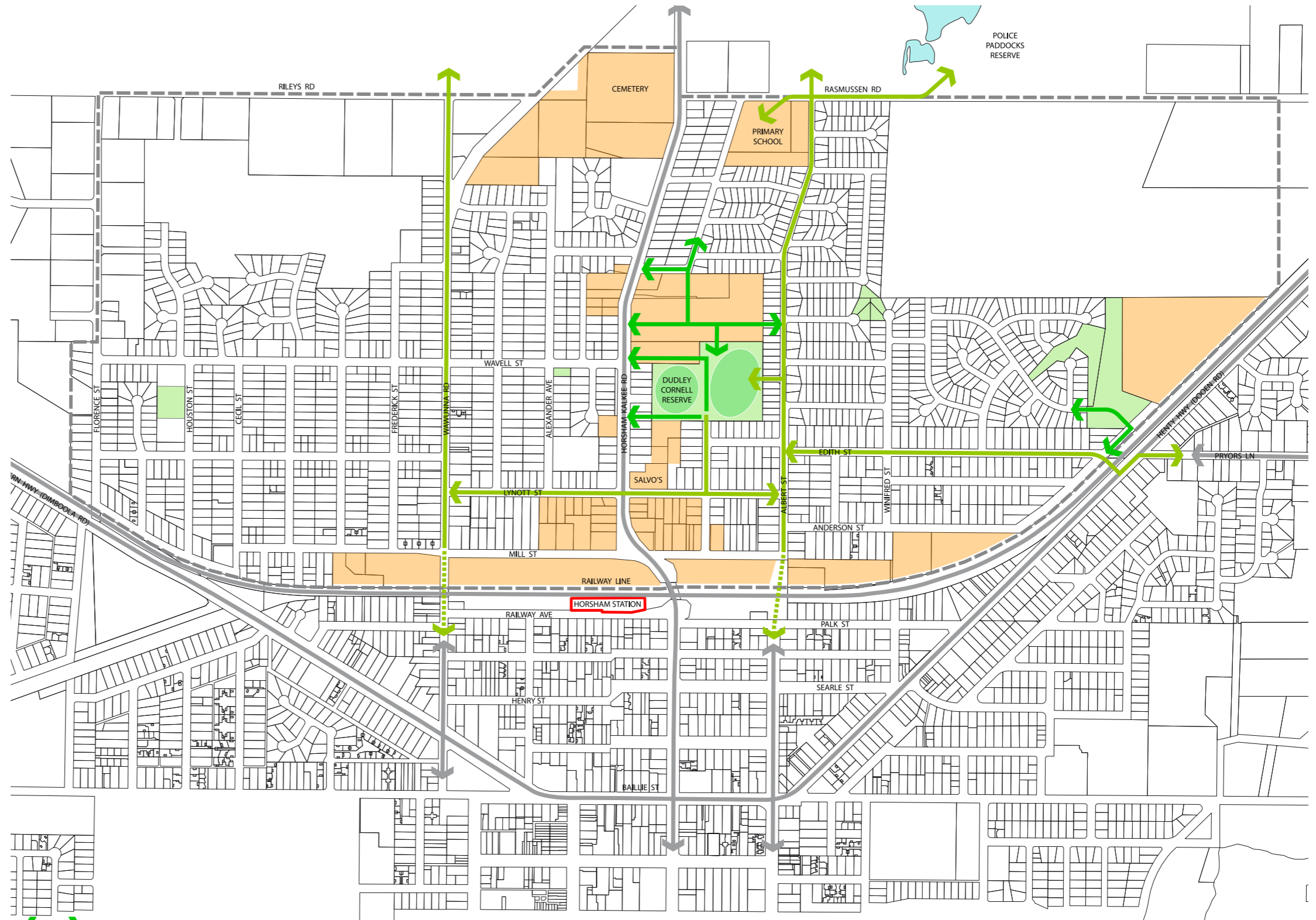
1. Under-utilised Industrial Land - Grain Corp and various private owners
2. Vacant Land Adjacent Horsham Railway Station - VicTrack
3. Freight Terminal to relocate - VicTrack
4. Under-utilised Industrial and Residential Land - various private owners
5. Under-utilised Industrial Land - various private owners
6. Under-utilised Industrial Land - VicTrack
7. Under-utilised Industrial Land - VicTrack
8. Under-utilised Industrial Land - VicTrack and unknown owner
9. Existing Industrial Site with Redevelopment Potential - private owner
10. Vacant Land - VicTrack
11. GMMWater
12. VicRoads
13. Asphalt Works
14. Existing Industrial Site - GMMWater
15. CMI Foundry Site



New and Improved Connections




Key to Connections

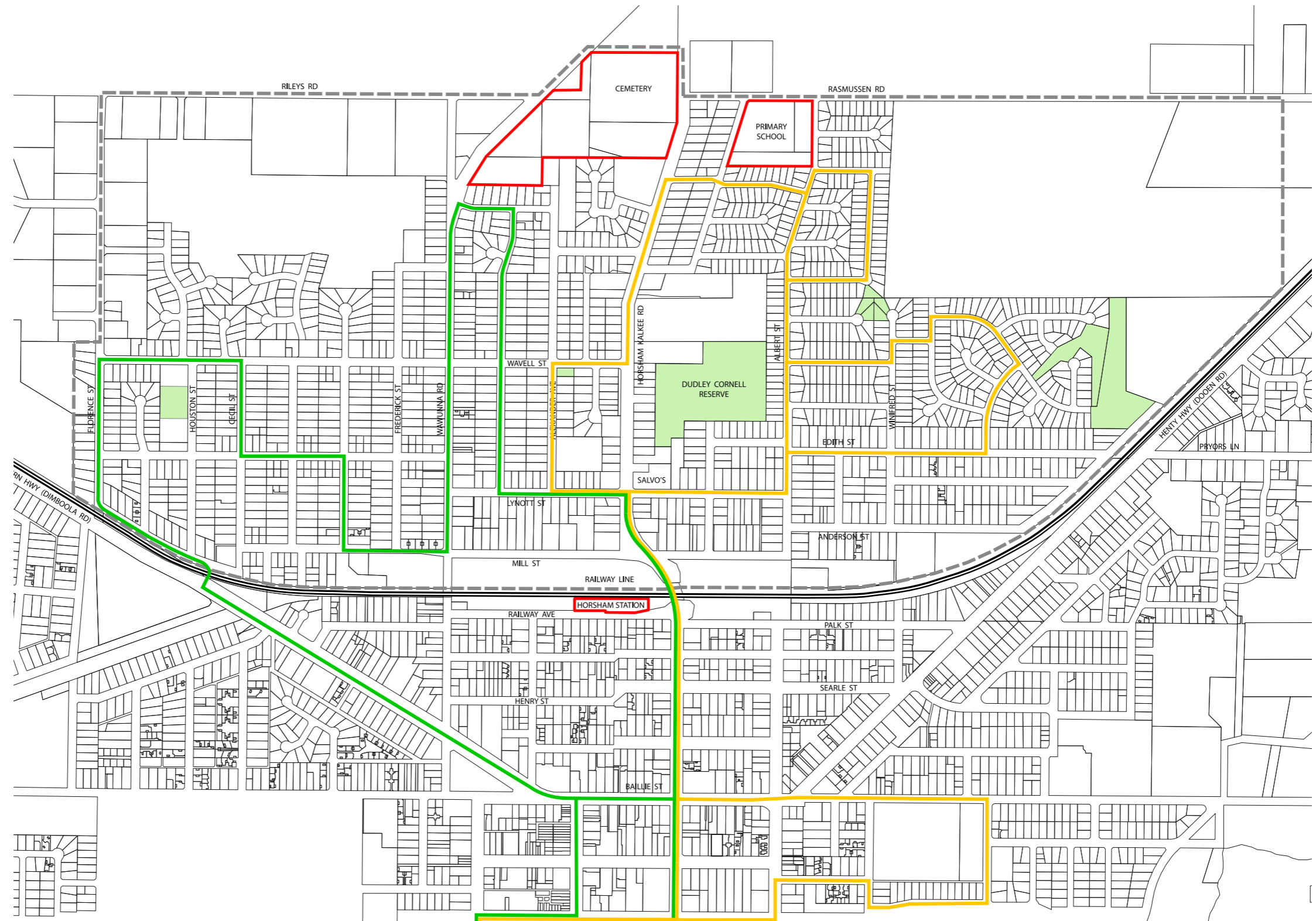
-  New Connection
-  Enhanced Connection
-  Enhanced Pedestrian Connection
-  Existing Connection
-  Key Site



Existing Public Transport (Bus) Network




Key to Bus Network

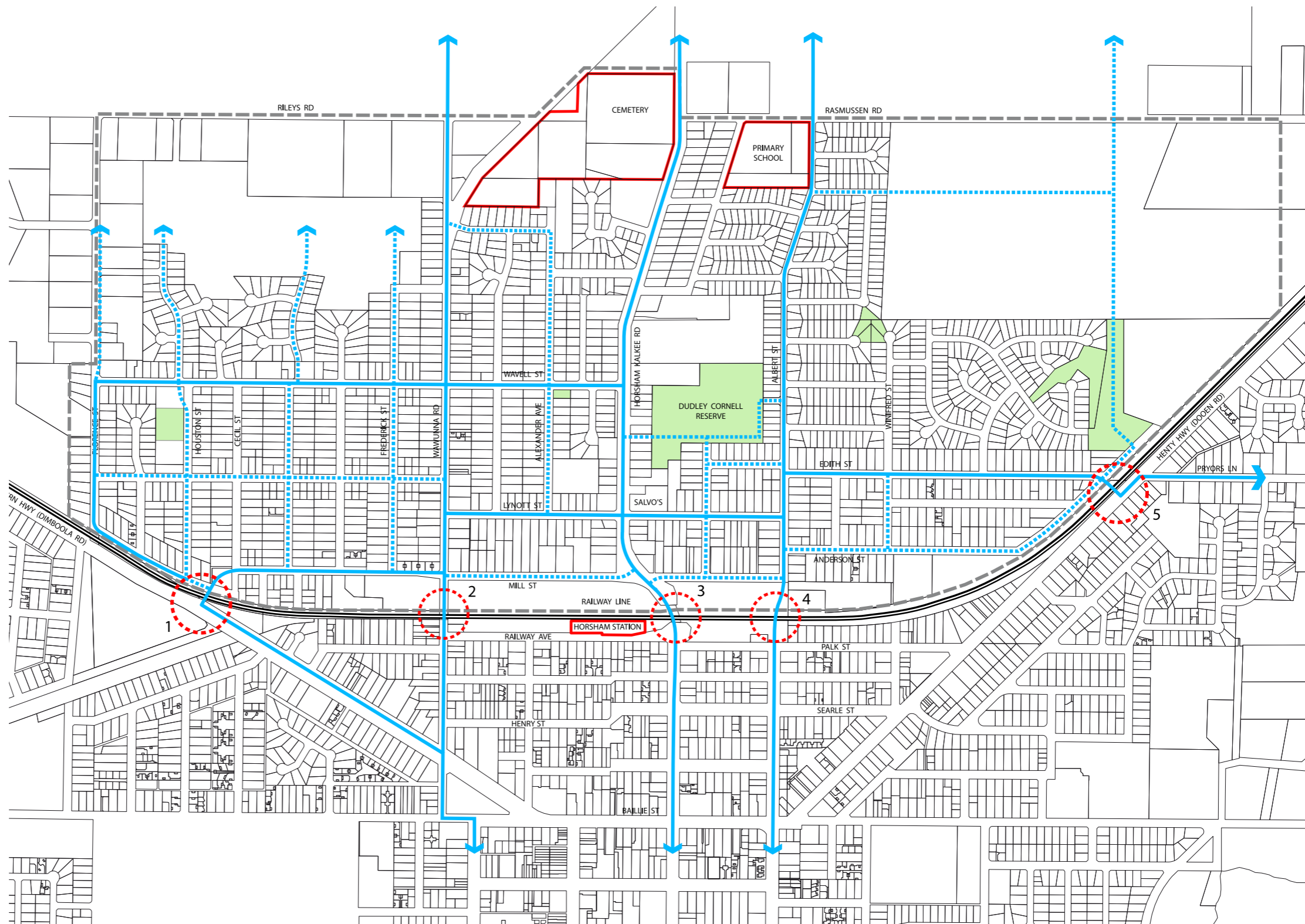
-  Bus Route 1
-  Bus Route 2
-  Community Infrastructure



Proposed Bicycle Network




Key to Bicycle Network

-  Planned Bicycle Path (As per VicRoads Municipal Bicycle Network)
-  Proposed Bicycle Path (Secondary Path to Supplement VicRoads Municipal Network)
-  Existing Crossing Point
- 1. Hazel St Level Crossing
- 2. Wawunna Rd Pedestrian Crossing
- 3. Horsham - Kalkee Rd Vehicular Overpass
- 4. Albert St Pedestrian Crossing
- 5. Edith St Level Crossing



Cycling Distances to the CAD

Key to Cycling Distances

-  Land within 1.0km of edge of CAD (4min. Bicycle Ride)
-  Land within 2.5km of centre of the CAD (10min. Bicycle Ride)
-  Direct route, by Bicycle, to CAD

