



Churchill East West Link:

Master Plan and Urban Design Framework

October 2013



Churchill East West Link | 1. Executive Summary

The Churchill East West Link Master Plan and Urban Design Framework is the third part of the Churchill East West Link project. The three reports are to be read in conjunction with one another to ensure an appreciation of the rationale for the master plan and urban design framework.

The first part, the Key Directions Paper;

- reviewed existing relevant studies
- provided a summary of the community profile
- analysed the site context, constraints and opportunities
- summarised a community consultation program, and
- developed a set of key directions for the master plans and urban design framework.

The second part, the Churchill East West Link Draft Master Plan and Urban Design Framework, took the information outlined in the Key Directions report and provided a design framework for a link between the Churchill Town Centre and the University. It intended to set an overall picture (a master plan) that considered all of the previous studies and ideas, and to provide a basis for funding applications to a variety of sources for specific projects that go to make up the overall East West Link.

The Draft Master Plan and Urban Design Framework followed the set out of the Key Directions report. The East West Link was dealt with in three precincts;

- Precinct 1; Eel Hole Creek
- Precinct 2; Latrobe Leisure Churchill
- Precinct 3; University Interface

Within each precinct, a variety of projects is set out with their design requirements, priority, partners and estimated cost. The cost estimates are indicative only and are based on 2012 costs. They are also a basis from which to apply for funding opportunities.

On 5 July 2013, Latrobe City Council resolved to exhibit the Draft Master Plan for comment until 20 August 2013. Ten submissions were received from the community, and two further internal submissions were received from within Latrobe City Council. The content of these submissions has been reviewed and, where appropriate, incorporated into this Master Plan.

This Churchill East West Link Master Plan and Urban Design Framework represents the third phase in the process.

It is to be noted that further detailed design of the various components contained within the master plan will be required and this will be subject to further community consultation on detailed designs and the availability of funding opportunities for their implementation. Some of the proposed projects are on land owned by the University and the CFA, so their continued support and involvement would be essential.

The master plan will ensure that a consistent and integrated approach to the implementation of an East West Link will be achieved. As such, it is essential that it be adhered to so that the input of the various stakeholders and previous work is acknowledged, and the desired outcomes for the community are provided.

Churchill East West Link | 2. Introduction



Churchill Town Centre Plan 2007



Churchill Town Centre Plan 2010

2.1 AREA OF THE EAST-WEST LINK MASTER PLAN

This Master Plan addresses a number of aspects of the 2007 Churchill Town Centre Plan (Beca, 2007).

The 2007 Plan included a precinct labelled “Section 3: Eel Hole Creek and University Campus”, from Philip Parade to the Monash University Campus. This broadly covers the area of this current Master Plan. In 2010, the Churchill Town Centre Plan was revised to take account of developments following 2007, including the establishment of the Churchill and District

Community Hub, the construction of the Latrobe Synthetic Sports Field and the expansion of Latrobe Leisure Churchill. This Master Plan includes all of the 2007 Plan’s “Section 3”, plus the Latrobe Synthetic Sports Field, as well as pedestrian linkages between this precinct and other parts of Churchill.

This Master Plan also takes account of the university campus Draft Master Plan, which was prepared for Monash University in 2011 and 2012. The change to Federation University Australia in January 2014 may involve reconsideration of the campus Draft Master Plan, but it is unlikely that there will be a change in the approach to improving links between the campus and the town centre (consistent with this Churchill East West Link Master Plan).

2.2 DESIGN PRINCIPLES

This document is based on a set of design principles, aiming to produce quality outcomes that reflect and enhance Churchill’s built and natural environment.

Many of the principles were elucidated in the 2007 Churchill Town Centre Plan. Some of the 2007 principles relate more specifically to Churchill’s commercial centre, such as providing a strengthened civic identity, heart and focal point of Churchill, strengthening the interaction between different sections of the town centre and improving public transport. Others were general principles, such as promoting increased activity, improving traffic movements and pedestrian safety, and enhancing links to open space.

Since 2007, substantial change has taken place in Churchill as a result of the implementation and refinement of the Churchill Town Centre Plan, so an update of the design principles for the east-west link is required. Also, the east-west link master plan provides a more detailed level of analysis than the broad concepts in the 2007 Plan, so an explicit outline of the specific design principles is necessary.

The following table provides an outline design principles that have provided the basis of this Master Plan and Urban Design Framework, and examples of the ways in which these principles will influence project designs.

DESIGN PRINCIPLES

1. Local: Designs reflect and reinforce the positive aspects of Churchill’s history, culture and environment

2. Safe: All designs are aimed at improving the reality and perception of safety for those using the spaces, reflecting principles of Crime Protection Through Environmental Design (CPTED)

EXAMPLE OF DESIGN CONSEQUENCES

- Designs build on the growing quality of Churchill’s facilities and set new standards of creativity
- A diversity of types of formal and informal spaces is provided

- Increased activity
- Improved passive surveillance
- Improved pedestrian safety
- Improved lighting on pathways
- Increased legibility of pathways
- Improved signage
- Landscaping that minimises vulnerable places

IMPLICATIONS FOR THE MASTER PLAN

- Innovative designs that reflect and reinforce Churchill’s character are adopted
- The relationship between Churchill’s town centre and the University campus is strengthened
- The sense of entry at Latrobe Leisure Churchill is improved
- Eel Hole Creek is transformed
- Lighting and street furniture are complementary with town centre themes

- The east-west pedestrian link is the primary priority
- Lighting and street furniture are upgraded significantly
- A way finding or signage theme is developed
- Pondages are developed on Eel Hole Creek with safe edges

Churchill East West Link | 2. Introduction

DESIGN PRINCIPLES

3. Accessible: All designs promote access for all, including access for disabled people

4. Environmental: Designs create environmental and aesthetic improvements, reflecting a shift from the more developed landscape in the commercial centre to the more natural environment of Eel Hole Creek

5. Artistic: Designs assist in identifying the precinct as central to Churchill's Art and Culture Pathway, consistent with the Brecknock Consulting report, *Making Our Way (2011)*

6. Practical: Designs continue to lift the standard of Churchill's infrastructure, are affordable and easy to maintain

EXAMPLE OF DESIGN CONSEQUENCES

- Materials and layouts of infrastructure are designed to maximise access

- Natural landscaping
- Quality vegetation retained
- Weeds removed

- Artistic focus in designs
- Community involvement in locally-based art projects

- Designs are fit for purpose
- All-of-life costs are considered, through identification and control of maintenance costs

IMPLICATIONS FOR THE MASTER PLAN

- Slopes on the east-west pedestrian link are minimised, and steps avoided where possible
- Seating is provided in appropriate locations
- Vehicle access and parking is improved at Latrobe Leisure Churchill

- Vegetation along Eel Hole Creek is mapped, and high quality vegetation retained
- Weeds and lower quality trees are removed along Eel Hole Creek and new plantings take place
- Appropriate landscaping is selected to reinforce and enhance the environmental values of Eel Hole Creek

- The precinct is an attraction for locals and visitors to Churchill
- Artistic elements are included in design of the bridge, Eel Hole Creek Pavilion and other infrastructure
- The skate park is upgraded
- There is Involvement of skate park users and Churchill schools around the skate park
- University Centre for Art and Design contributes to the artistic focus

- Infrastructure such as footpaths, streets, bridge, Eel Hole Creek Pavilion, lighting, signage and street furniture is designed to minimise maintenance requirements

2.3 KEY SIMILARITIES AND DIFFERENCES

The key similarities and differences between the 2010 version of the Churchill Town Centre Plan and this Draft Master Plan include:

Similarities

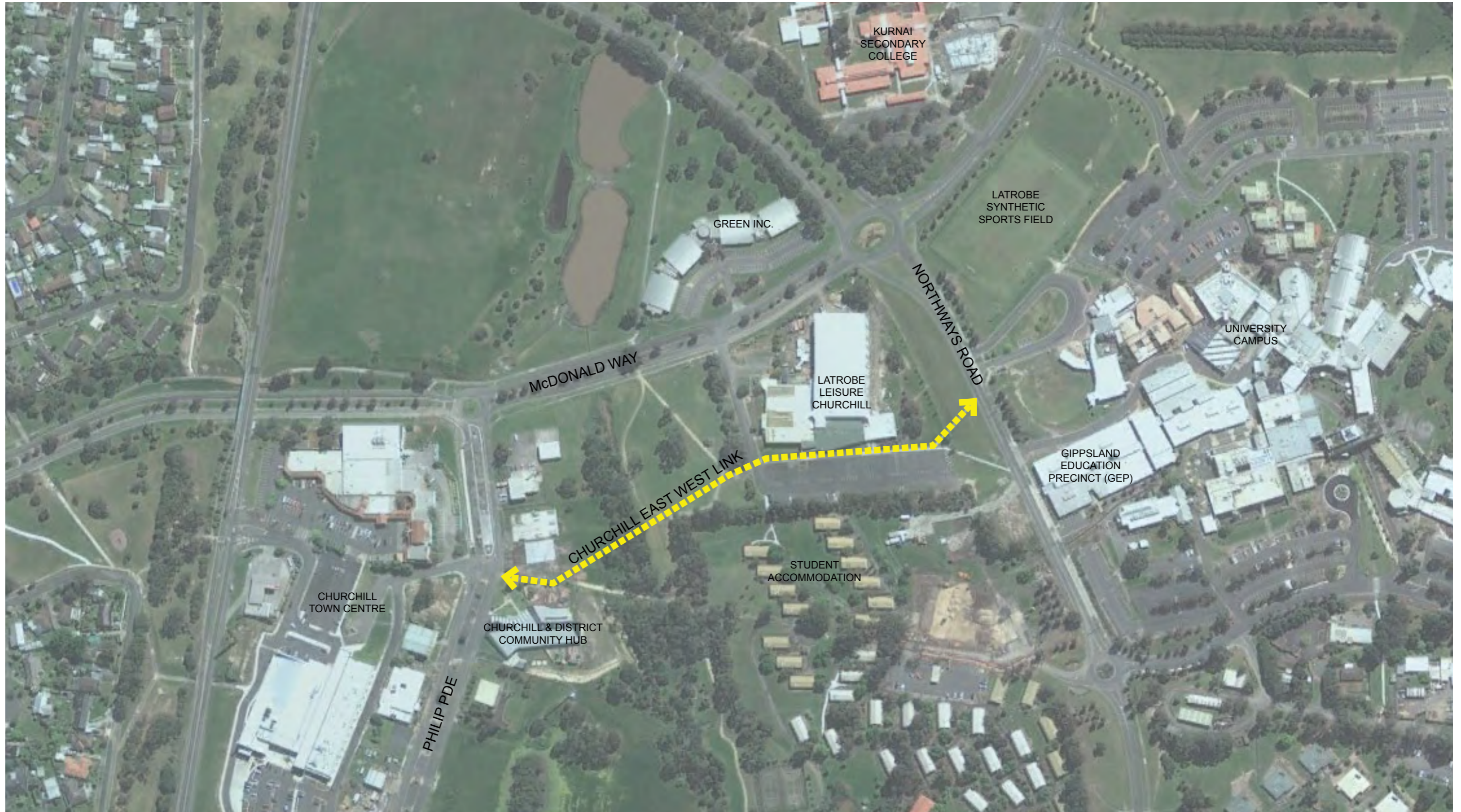
- The main focus and priority is the east-west pedestrian link between the University campus and the town centre, including a new bridge across Eel Hole Creek
- The "Opportunities", "Constraints" and "Vision" identified in 2007 and reflected in 2010 generally remain relevant to this Master Plan
- Elements such as the street connection to the east of the CFA building (between McDonald Way and the car park at the Hub), upgrade of Eel Hole Creek environment and reconfiguration of the Latrobe Leisure Churchill car park remain

Differences

- The plan has been updated to include developments that have taken place since 2010, such as the extension to the play areas at the Churchill & District Community Hub, replacement of some of the university student accommodation units, and construction of the Latrobe Synthetic Sports Field. The Master Plan reflects a need to include improved pedestrian links from these facilities to key destinations
- The "Future Botanical Gardens" west of Latrobe Leisure Churchill have been removed and replaced with "Footprint for University building". This recognises the University's ownership of this parcel of land, and the focus of open space in Churchill in other locations (such as Mathison Park)
- The proposed reconnection of the car park at Latrobe Leisure Churchill to Northways Road has been removed
- Several proposed developments have been added, including facilities at the skate park, pondages and wetlands on Eel Hole Creek, Eel Hole Creek Pavilion to the west of Latrobe Leisure Churchill car park, and potential parking on the access road to Latrobe Leisure Churchill



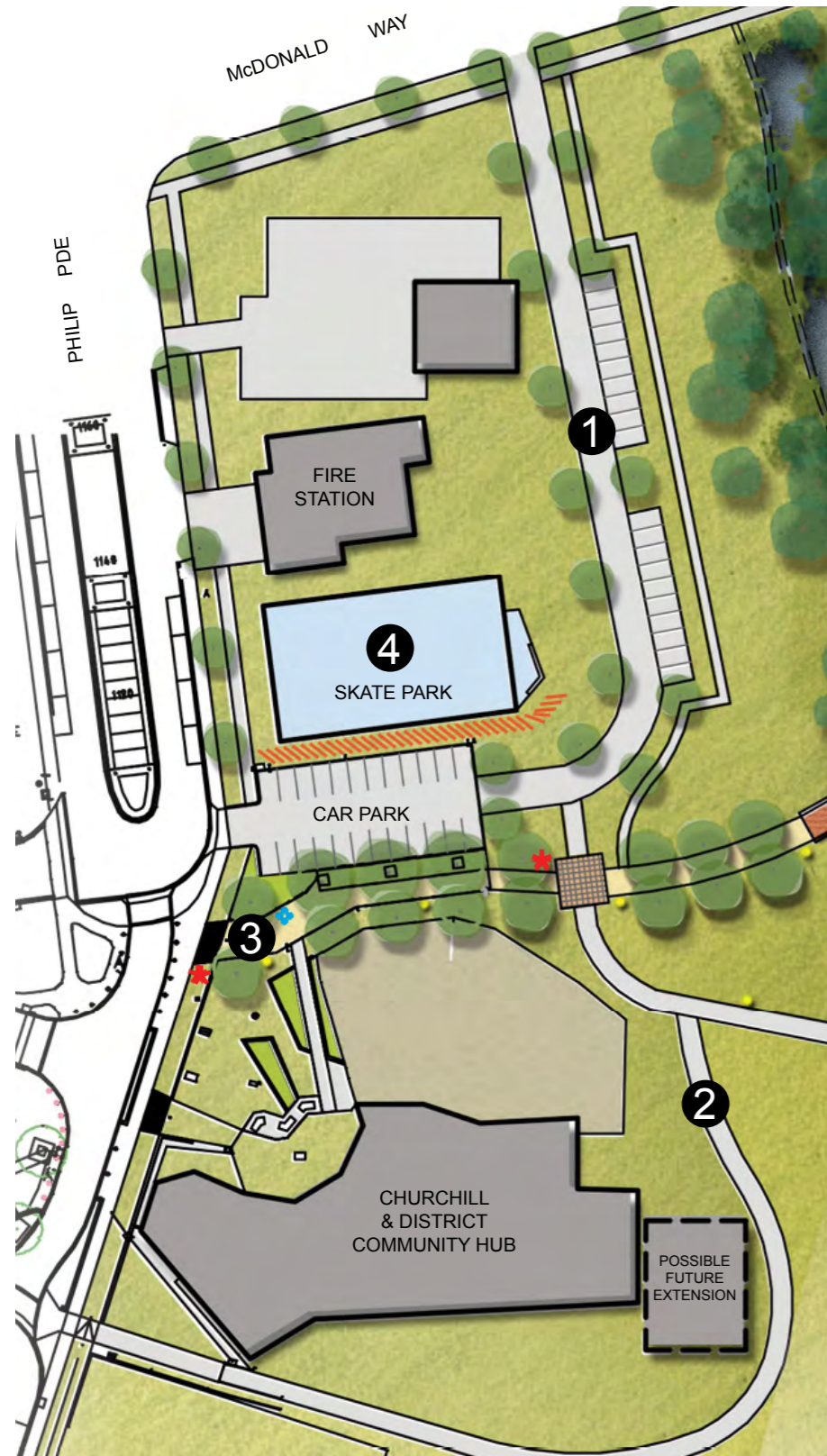
Churchill East West Link | 3. Site Context Plan



Churchill East West Link | 4. Master Plan



Churchill East West Link | 5.1 Eel Hole Creek Precinct - Area 1



Retain and enhance indigenous / native vegetation where possible



Example of activating the creek side.



Existing interface between skate park and car park

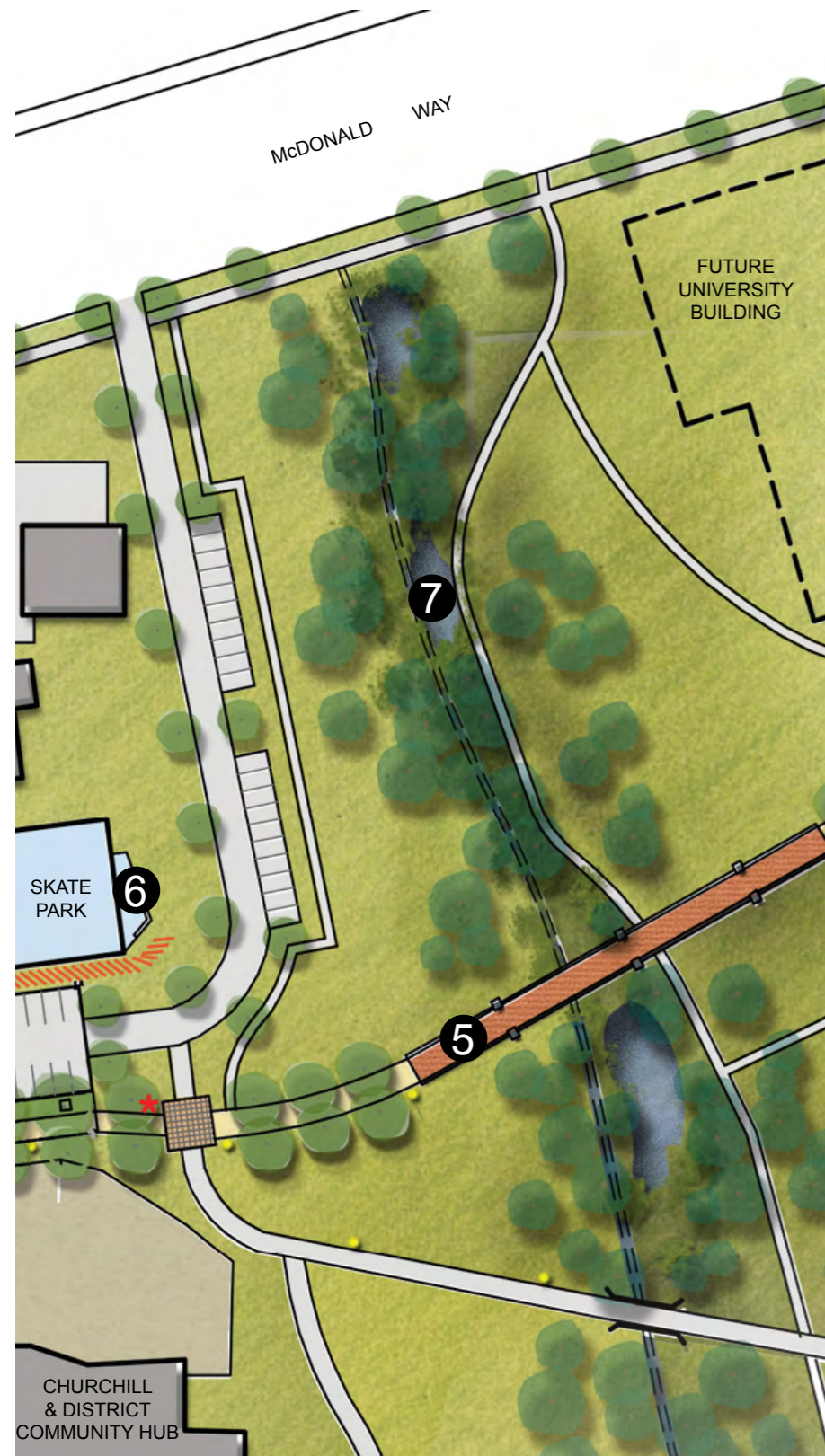


Example of semi-transparent panel for skate park and car park interface

PROJECT	DESIGN REQUIREMENTS	PRIORITY*	PARTNERS	ESTIMATED COST (DEPENDENT ON DESIGN)
1. Access laneway behind CFA	<ul style="list-style-type: none"> • Provide low-speed traffic access between McDonald Way and Philip Parade via Hub car park • Low key frontage to Eel Hole Creek • Potential for some on-street parking • Address slope near access point from McDonald Way • Retain and enhance native vegetation • Ensure security of CFA building is addressed in design • Provide for informal access for maintenance vehicles to service lane around Hub • Include footpath link to Hub 	D	Latrobe City Council, CFA,	\$300,000 to \$400,000
2. Service lane around Hub	<ul style="list-style-type: none"> • Provide restricted access for maintenance vehicles around Hub • Ensure safe and practical crossing of east-west pedestrian link • Requires access point from new laneway behind CFA 	D	Latrobe City Council, Churchill Hub Advisory Committee	\$150,000 to \$200,000 (depends largely on nature of construction)
3. Art installation in front of Hub	<ul style="list-style-type: none"> • Provide gateway signature for Art & Culture Trail • Requires consistency with Art & Culture Trail themes for precinct • Ensure consistency with South Australian Government, Public Art - <i>Making it Happen: Commissioning Guidelines for Local Councils (2006)</i> 	C	GEP Art & Culture Trail, Latrobe City Council, Churchill Hub Advisory Committee	\$30,000 to \$50,000
4a. "Skate of the Art" Project at skate park	<ul style="list-style-type: none"> • Provide youth focus for Art & Culture Trail • Staged project including involvement of youth and schools • Encourage "ownership" of skate park territory by users 	B	GEP Art & Culture Trail, Churchill schools, Latrobe City Council	\$10,000 to \$25,000
4b. Fence with an artistic focus between the skate park and car park	<ul style="list-style-type: none"> • Design should reflect role as a key part of the Art & Culture Trail • Provide separation between parked vehicles and skate park with a safe, attractive, minimum maintenance fence • Ensure fence design is complementary with other features around the Hub and skate park • Encourage "ownership" of skate park territory by users • Ensure consultation on detailed design 	B	Latrobe City Council, Churchill Hub Advisory Committee, GEP Art & Culture Trail	\$20,000 to \$40,000

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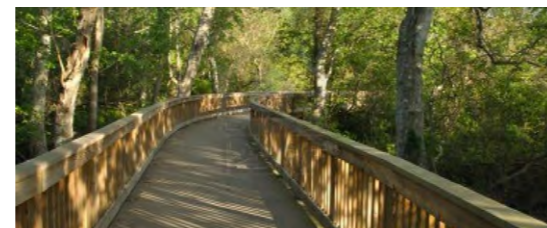
Churchill East West Link | 5.2 Eel Hole Creek Precinct - Area 2



Existing Eel Hole Creek



Example of pondage / wetland. Provides environmental and aesthetic benefits



Provide bridge as the focal point of Art & Culture Trail

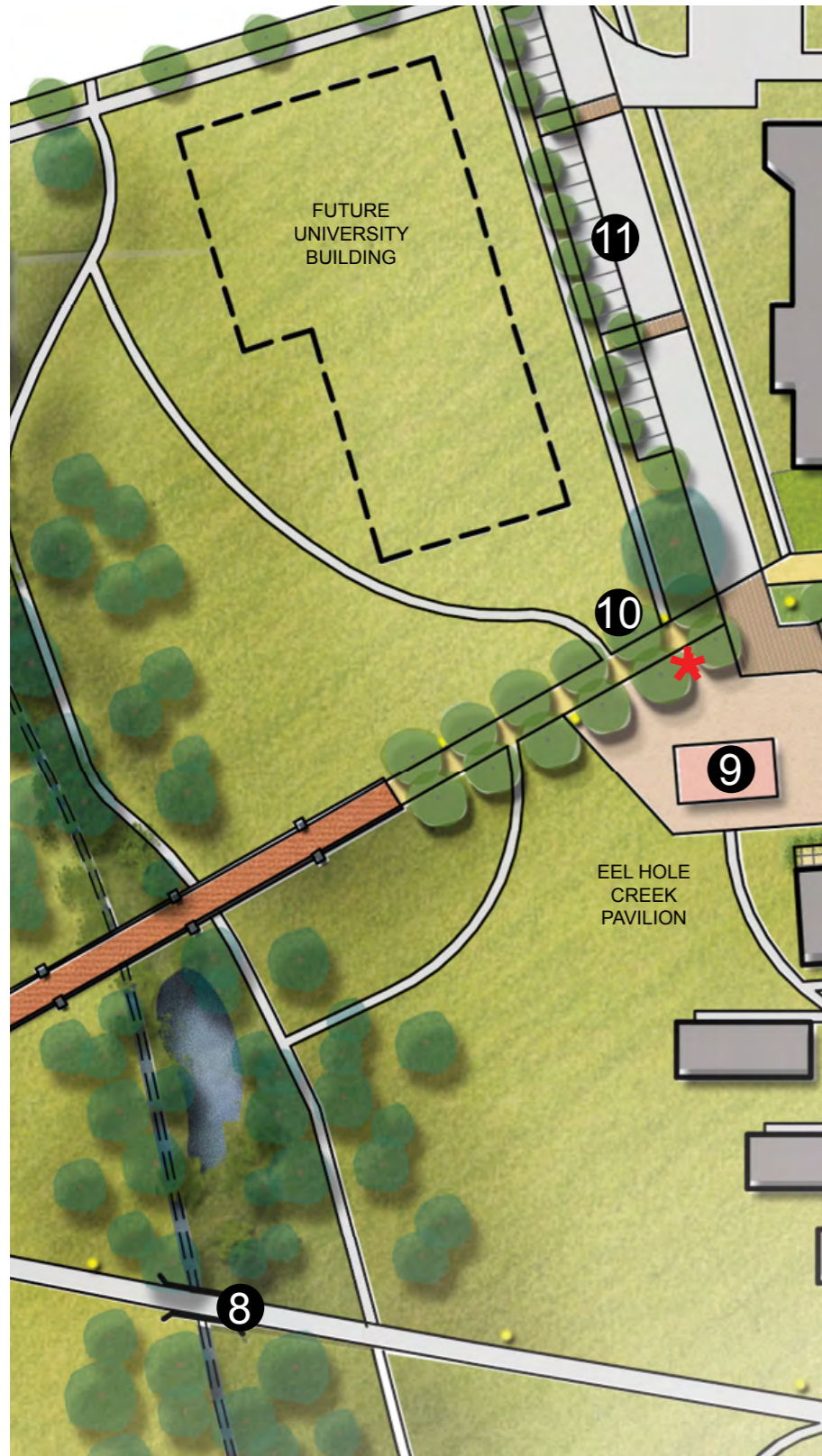


Opportunities to upgrade existing path to student accommodation to improve identified safety issue

PROJECT	DESIGN REQUIREMENTS	PRIORITY*	PARTNERS	ESTIMATED COST (DEPENDENT ON DESIGN)
5. Bridge over Eel Hole Creek	<ul style="list-style-type: none"> • Primary access and visual link between campus and town centre • Primary focus for Art & Culture Trail – ensure that artists and designers provide a design within a brief that is consistent with themes for the precinct • Ensure highest quality design and construction so that the bridge is functional, attractive, and appropriate to its location within the art and culture trail and over Eel Hole Creek • Ensure that the bridge design and construction is compatible with environmental protection and enhancement along Eel Hole Creek • Clarify length of bridge to reach a balance between minimising footpath slopes through a long bridge and lower costs of a shorter bridge • Ensure consistency with South Australian Government, Public Art - Making it Happen: Commissioning Guidelines for Local Councils (2006) • Design incorporating CPTED (Crime Prevention Through Environmental Design) principles 	A	Latrobe City Council, University, State and Commonwealth Governments; possible corporate sponsorship	Between \$400,000 for an “off-the-shelf” 60-m bridge and \$1m for a custom bridge with artistic features
6. Amenities for skate park	<ul style="list-style-type: none"> • Confirm location of facilities along Philip Parade or east of the skate park • Provide shade, shelter and water for skate park users • Ensure visibility of facilities • Ensure design of facilities is functional, attractive, and appropriate to its location near the skate park and Hub, within the art and culture trail and next to Eel Hole Creek 	B	Latrobe City Council, State Government	\$55,000 to \$75,000
7. Pondage & wetland areas at Eel Hole Creek	<ul style="list-style-type: none"> • Investigate environmental benefits and constraints • Investigate regulatory requirements • Provide environmental and aesthetic improvements to degraded area • Ensure design consistency with pondages north of McDonald way • Confirm number and scale of pondages and wetland areas • Retain and enhance indigenous and native vegetation (and protect specimens of Strzelecki gums) • Replace vegetation where appropriate • Ensure safety of pondage surrounds 	B	Latrobe City Council, University, WGCMA	\$300,000 to \$400,000

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Churchill East West Link | 5.3 Eel Hole Creek Precinct - Area 3



Existing embankment - between Eel Hole Creek and Latrobe Leisure Centre, view towards North



Existing embankment - between Eel Hole Creek and Latrobe Leisure Centre, view towards Leisure Centre



Opportunity for tree line pedestrian friendly boulevard on either side of bridge

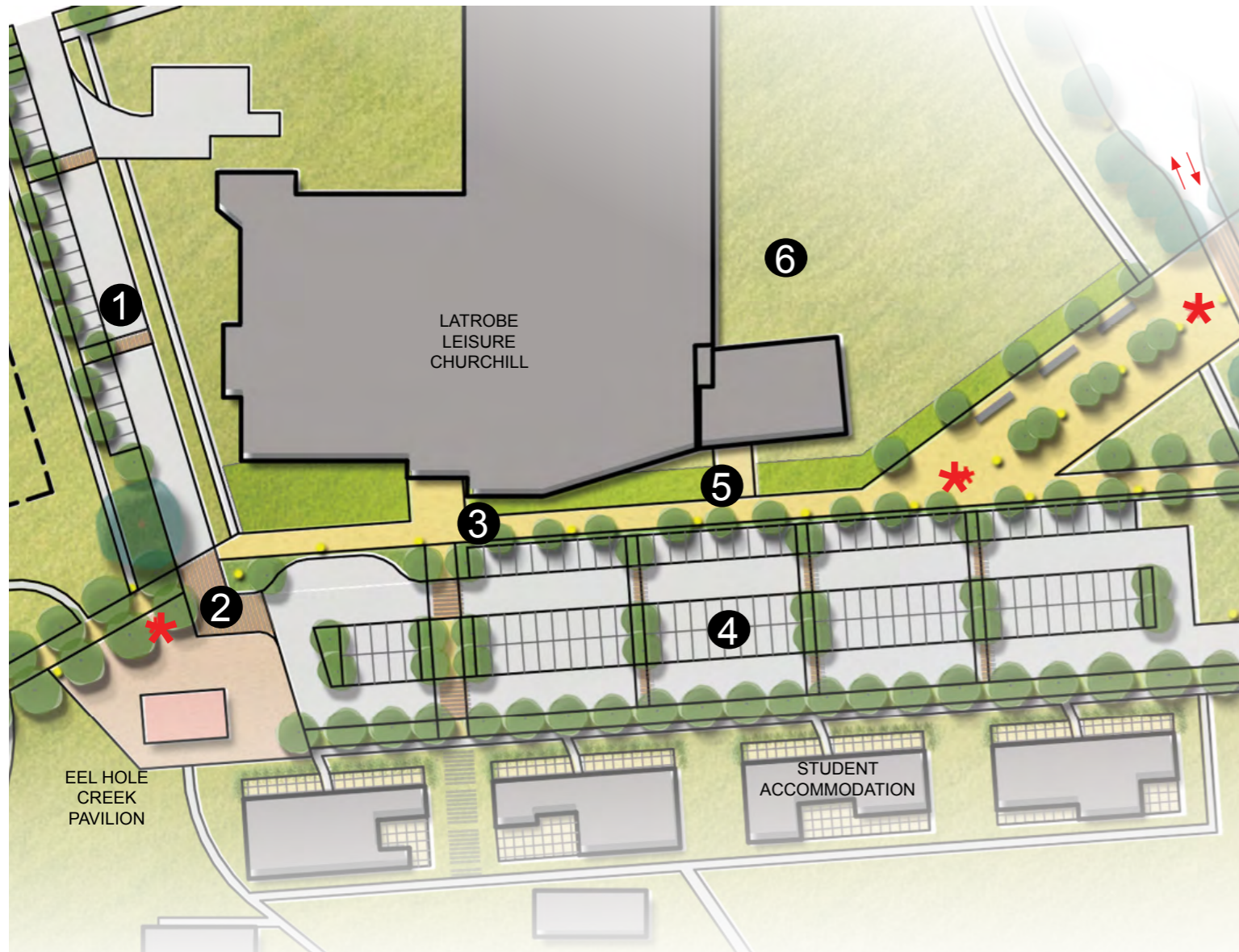


Consider inclusion of BBQ and toilet facility near pavilion

PROJECT	DESIGN REQUIREMENTS	PRIORITY*	PARTNERS	ESTIMATED COST (DEPENDENT ON DESIGN)
8. Investigate current path over Eel Hole Creek	<ul style="list-style-type: none"> Investigate advantages and disadvantages of retaining direct link between student accommodation and town centre If appropriate, develop alternative treatments of culverts and upstream areas Ensure that current services under the culvert are protected Investigate potential for short-term improvements (such as lighting), if construction of the east west link is likely to be delayed Investigate the potential to clean up the area of Eel Hole Creek immediately to the south of the culvert 	C	Latrobe City Council, University	Up to \$20,000 (study); further costs for any works proposed
9. Eel Hole Creek Pavilion	<ul style="list-style-type: none"> In association with Hansen Partnership study, identify location, purposes and design concepts of pavilion Following completion of Hansen Partnership study, confirm pavilion design Ensure design of pavilion is functional, attractive, and appropriate to its location within the art and culture trail and near Eel Hole Creek Ensure that detailed design of the pavilion meets CPTED requirements 	B	Latrobe City Council, State and Commonwealth Governments	\$150,000
10. Grading of rise to car park	<ul style="list-style-type: none"> Enable visual link in east-west pedestrian link by reducing "hump" 	A	Latrobe City Council	\$10,000 to \$20,000
11. Investigate 90-degree parking on west side of access road to Latrobe Leisure Churchill	<ul style="list-style-type: none"> Investigate adequacy of parking at Latrobe Leisure Churchill following restructure of main car park Retain 90-degree parking as option if needed Ensure new car parks meet traffic safety requirements, including footpath link to safe pedestrian crossing Include safe pedestrian crossing points to Latrobe Leisure Churchill, especially at site of the east-west link Ensure new car parks are appropriately landscaped 	C	Latrobe City Council	\$5,000 for study; additional costs for car park construction

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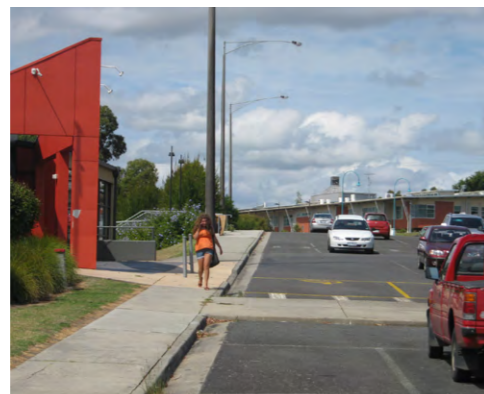
Churchill East West Link | 6.1 Latrobe Leisure Churchill Precinct - Area 1



PROJECT	DESIGN REQUIREMENTS	PRIORITY*	PARTNERS	ESTIMATED COST (DEPENDENT ON DESIGN)
1. Traffic calming measures at service road	<ul style="list-style-type: none"> Maintain safe and easy vehicle access to Latrobe Leisure Churchill car park Improve safety of precinct by reducing vehicle speeds 	B	Latrobe City Council	\$50,000 to \$100,000
2. Raised pedestrian crossing at key connection in car park	<ul style="list-style-type: none"> Enhance pedestrian safety in precinct by providing identified crossing point Contribute to traffic calming along service road 	A	Latrobe City Council	\$25,000 to \$50,000
3. Wide boulevard along front of Leisure Centre	<ul style="list-style-type: none"> Provide a major pedestrian pathway between the university campus, Latrobe Leisure Churchill and the town centre (a key part of the East-West Link) Provide a sense of entry to Latrobe Leisure Churchill "front door" Include elements that are part of the art and culture trail Ensure that way finding measures are incorporated along pathways Review access to the GEP Annex, aiming to improve its accessibility and attractiveness 	A	Latrobe City Council, University, State & Commonwealth Governments	\$300,000 to \$400,000
4. Reconfigure Latrobe Leisure Churchill car park	<ul style="list-style-type: none"> Redesign car park to maintain at least the existing number of spaces (126, plus 2 bays for disabled), and aim for an increase if possible Improve the legibility of the car park layout Ensure improved lighting and landscaping are included in redesign of car park 	B	Latrobe City Council	\$5,000 to \$10,000 (design) \$250,000 to \$400,000 (construct)
5. Review access to GEP Annex	<ul style="list-style-type: none"> Investigate options for redesign of access to the GEP Annex, ensuring safety, accessibility and aesthetics 	D	Latrobe City Council	\$5,000; additional costs for construction
6. Future outdoor recreation space	<ul style="list-style-type: none"> Investigate "future outdoor recreation space" in the amphitheatre to the north of the GEP Annex 	D	Latrobe City Council	\$5,000; additional costs for construction



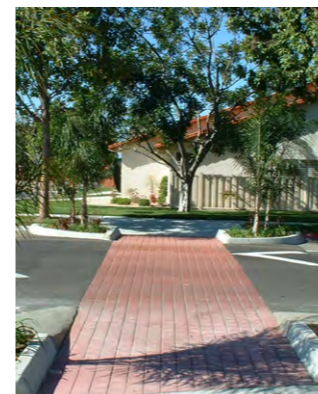
Existing Service Road - West of Latrobe Leisure Centre



Existing entrance and footpath along Latrobe Leisure Centre



Existing car park at Latrobe Leisure Centre



Example of raised pedestrian crossing



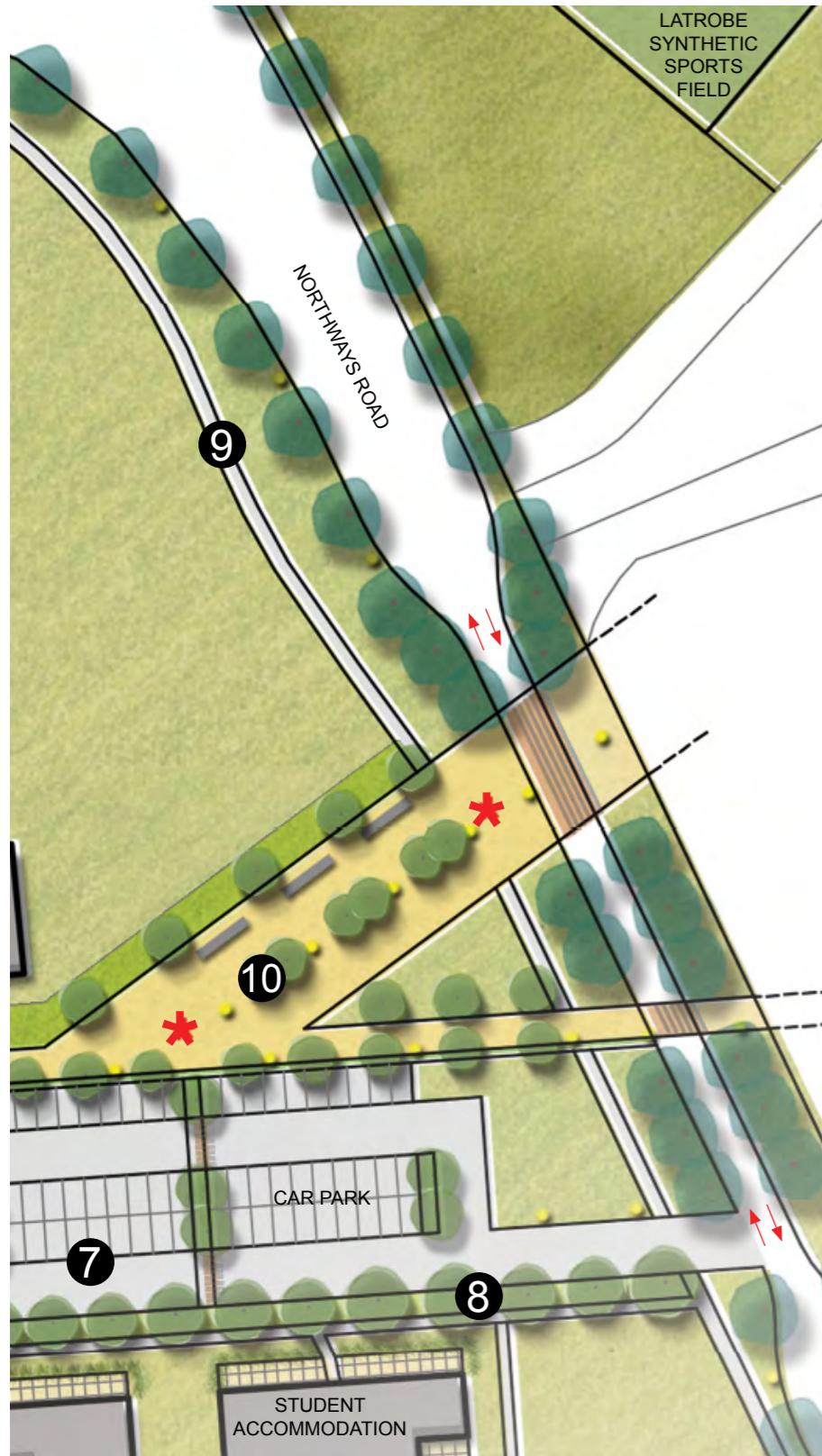
Example of wide pedestrian boulevard to building entrance



Example of way finding measure

Priorities:
 A: Primary priority (Churchill east-west link)
 B: Urgent, requiring significant investment
 C: Important, medium term investment
 D: Longer term or lower priority

Churchill East West Link | 6.2 Latrobe Leisure Churchill Precinct - Area 2



Example of paving treatment for arrival point



Example of plaza design for arrival / transition point



Example of lighting incorporated into street furniture. Provide pedestrian friendly environment at arrival point.



Example of way finding theme / sculpture

PROJECT	DESIGN REQUIREMENTS	PRIORITY*	PARTNERS	ESTIMATED COST (DEPENDENT ON DESIGN)
7. Grade out rise within car park	<ul style="list-style-type: none"> Provide visual link between university campus and town centre by removing rise when reconstruction occurs 	B	Latrobe City Council	\$50,000 to \$75,000
8. Grade out embankment, replant	<ul style="list-style-type: none"> Improve visual and practical connectivity between student accommodation and Latrobe Leisure Churchill Provide opportunities for landscaping and vegetation consistent with CPTED principles 	C	University, Latrobe City Council	\$50,000 to \$75,000
9. Reconfigure footpaths to university campus, student accommodation, GEP and Latrobe Synthetic Sports Field	<ul style="list-style-type: none"> Provide legible, attractive and direct pedestrian links between major destinations Ensure that there are accessible links between footpaths, such as between the east-west link and the pathway along Eel Hole Creek Include elements that are part of the art and culture trail Ensure that wayfinding measures are incorporated along pathways 	B	University, GEP, Latrobe City Council	\$100,000 to \$125,000
10. Develop arrival point and way finding signage	<ul style="list-style-type: none"> Develop clear way finding theme, consistent and complementary with town centre, art and culture trail and University campus themes Identify specific templates for way finding signage 	A	Latrobe City Council, University	\$30,000 to \$40,000

Priorities:
 A: Primary priority (Churchill east-west link)
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Churchill East West Link | 6.3 Latrobe Leisure Churchill Precinct - Area 3



PROJECT	DESIGN REQUIREMENTS	PRIORITY*	PARTNERS	ESTIMATED COST (DEPENDENT ON DESIGN)
11. Lighting in car park and for arrival point	<ul style="list-style-type: none"> • Ensure safety of car park and East-West Link by provision of quality lighting • Complement public lighting themes in town centre by appropriate selection of poles and luminaires 	B	Latrobe City Council	\$30,000 to \$40,000
12. Improve arrival point for Latrobe Leisure Churchill, including drop-off / arrival point	<ul style="list-style-type: none"> • Develop landscape, "front door", pathway, wayfinding and traffic treatments that clearly identify the arrival point • Design traffic arrangements that enable drop-offs to occur effectively and quickly • Design traffic arrangements that allow bus drop-offs to occur 	A (design) B (construct)	Latrobe City Council	\$100,000 to \$200,000
13. Develop footpaths along McDonald Way and Northways Road	<ul style="list-style-type: none"> • Provide visible, safe pedestrian access from the University, GEP, Kurnai College and Latrobe Leisure Churchill to the town centre (along McDonald Way) and Churchill's western residential area (along Northways Road) • Ensure that footpaths have adequate lighting 	B	Latrobe City Council	\$150,000 to \$180,000

Priorities:
 A: Primary priority (Churchill east-west link)
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Existing entrance to Latrobe Leisure Centre



Example of well defined entrance

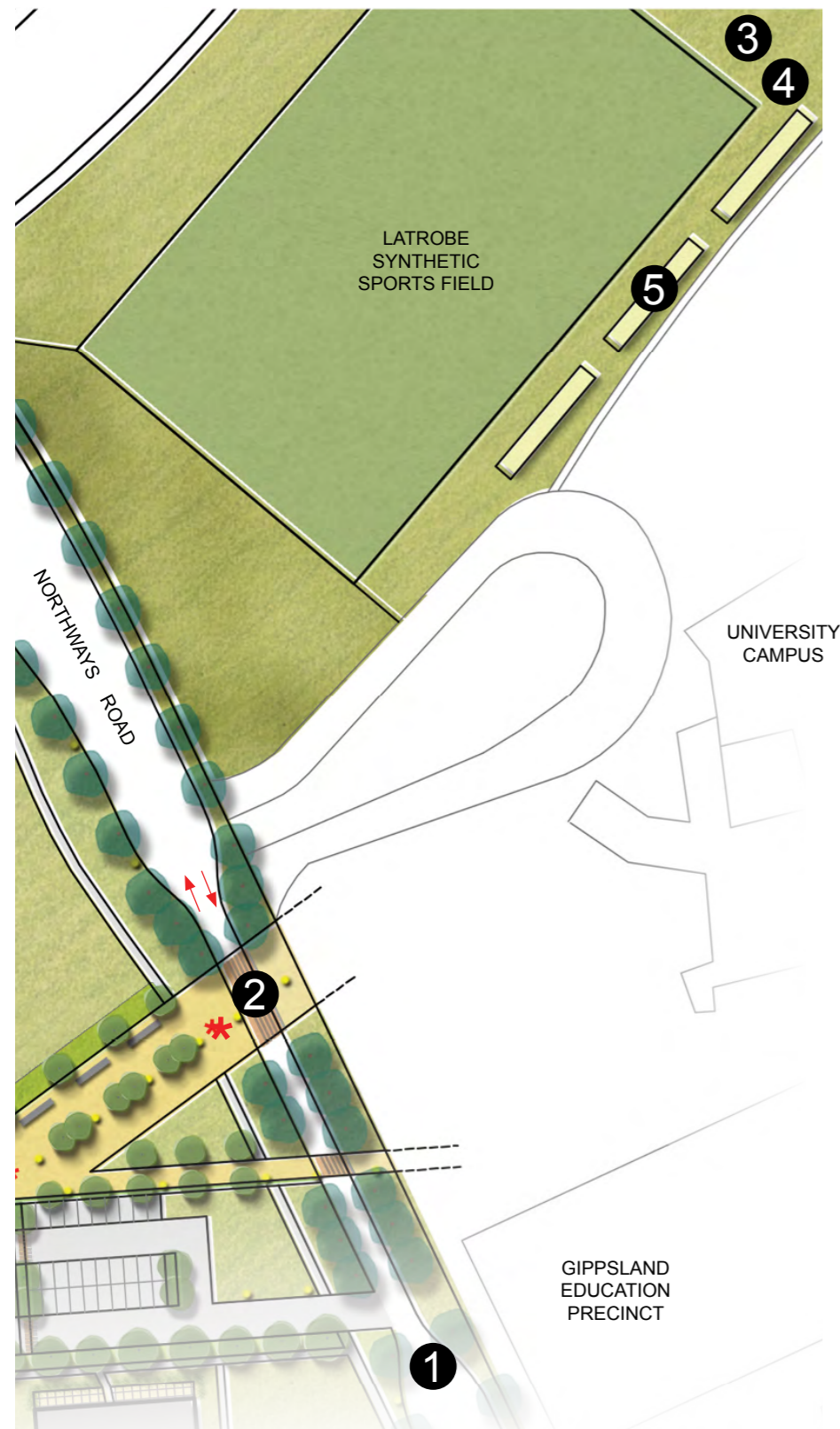


Example of well lit car park with clear sight lines



Example of well lit path for pedestrian

Churchill East West Link | 7.1 University Interface Precinct - Area 1



Example of well lit public space



Example of traffic calming measure / feature paving treatment for pedestrian crossing



Provide street lighting along Northways Road

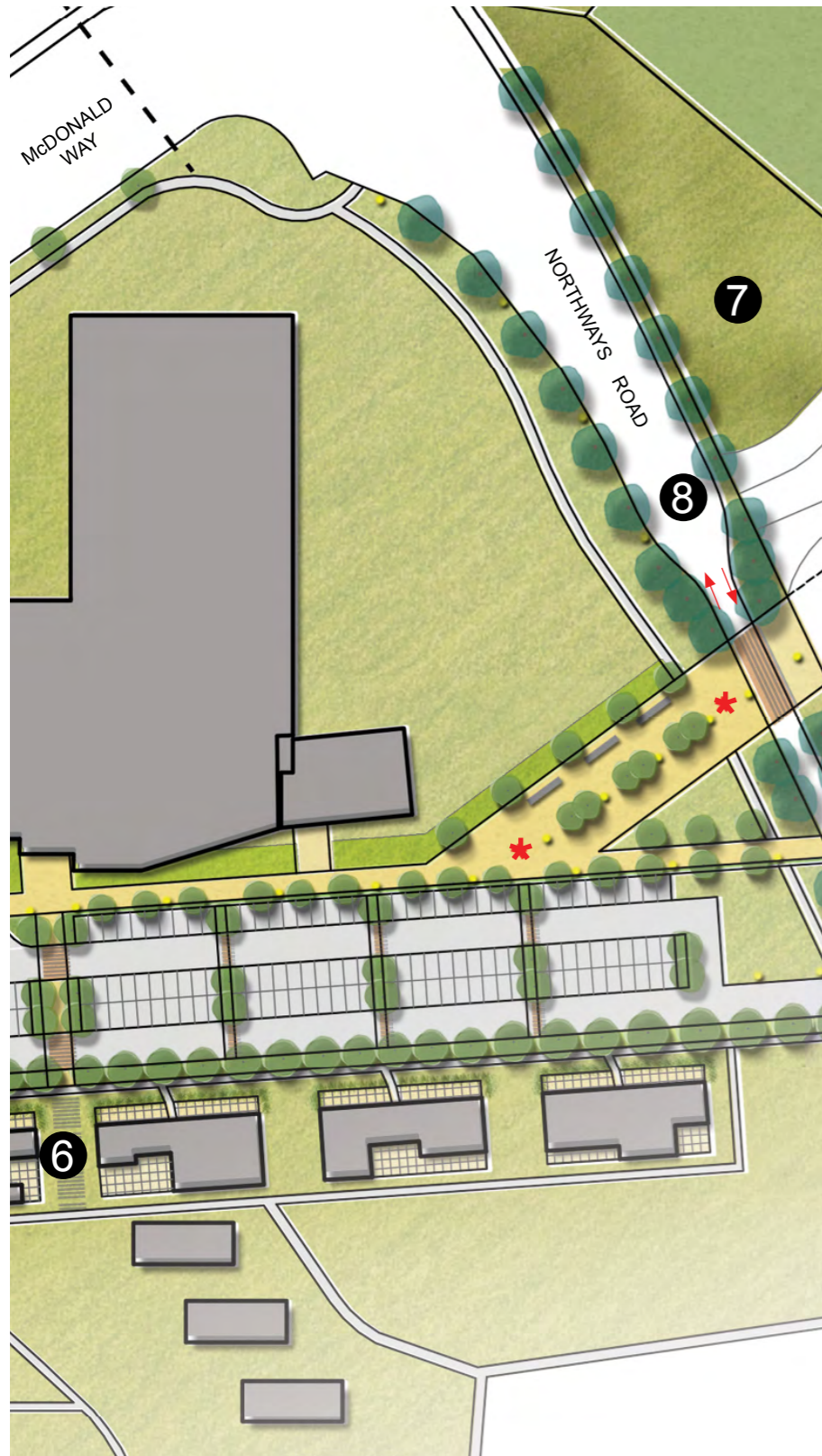


Example of two way bus shelter / spectator shelters

PROJECT	DESIGN REQUIREMENTS	PRIORITY*	PARTNERS	ESTIMATED COST (DEPENDENT ON DESIGN)
1. Drop off areas at GEP	<ul style="list-style-type: none"> Investigate safe drop off areas servicing both sides of Northways Road near the GEP 	C	Latrobe City Council, University	\$10,000; additional costs for construction
2. Traffic calming measures along Northways Road	<ul style="list-style-type: none"> Improve safety of precinct by reducing vehicle speeds, while retaining two-way flows along Northways Road Investigate and establish well-designed drop-off areas in appropriate locations near the GEP Maintain safe and easy vehicle access to the university campus (including the bus stop) and GEP Investigate reinstatement of safe and efficient traffic access to Latrobe Leisure Churchill car park 	B	Latrobe City Council, University	\$100,000 to \$200,000
3. Future warm-up area for synthetic sports	<ul style="list-style-type: none"> Identify and retain option for warm-up area 	D	Latrobe City Council, University, LV Hockey Association	\$30,000
4. Consider future pavilion footprint for synthetic sports field	<ul style="list-style-type: none"> Assess need for pavilion for synthetic sports field Identify and retain option for pavilion Ensure design complements university campus, Latrobe Leisure Churchill and town centre 	B	Latrobe City Council, University, LV Hockey Association	\$400,000 to \$600,000
5. Future two way bus shelter / spectator shelters and change / toilet spaces / pedestrian links	<ul style="list-style-type: none"> Design and develop functional building that meets multiple needs – transport, shelter and change facilities Ensure design complements university campus, Latrobe Leisure Churchill and town centre Ensure appropriate pedestrian links to the west of the Latrobe Synthetic Sports Field and to Latrobe Leisure Churchill 	B	University, LV Hockey Association, Latrobe City Council	\$500,000

Priorities:
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Churchill East West Link | 7.2 University Interface Precinct - Area 2



Existing view towards Latrobe Synthetic Sports Field from Latrobe Leisure Centre



Example of safe designated pedestrian crossing



Example of pedestrian path with clear sight lines

PROJECT	DESIGN REQUIREMENTS	PRIORITY*	PARTNERS	ESTIMATED COST (DEPENDENT ON DESIGN)
6. North south link for students to Latrobe Leisure Churchill	<ul style="list-style-type: none"> Complement East-West Link Provide safe access through Latrobe Leisure Churchill car park 	C	University, Latrobe City Council (through car park)	\$50,000 to \$70,000
7. Clear landscape area to protect vista along Northways Road approach to University entry	<ul style="list-style-type: none"> Ensure plantings protect and create vistas to University entry 	B	University	\$20,000 to \$30,000
8. Lighting along Northways Road	<ul style="list-style-type: none"> Ensure safety of Northways Road and East-West Link by provision of quality lighting Complement public lighting themes in town centre by appropriate selection of poles and luminaires 	B	Latrobe City Council, University	\$50,000 to \$80,000

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Churchill East West Link | 8. Summary

The East West Link Master Plan seeks to provide a basis for funding applications that will enable the realisation of a co-ordination and consistent connection between Churchill's town centre and the university campus. It collates information from past studies, incorporates community and stakeholder input and sets out an urban design framework for this important community asset.

Underpinning the master plan is the consideration of improved connectivity, legibility, amenity, and safety, along with the feasibility to be implemented.

The level of detail for the key elements is kept to a minimum so as to provide flexibility for future detailed design work that will be dependant on available funds, and also on partnerships that Council can establish with various key stakeholders such as the University or community groups.

Land ownership will be an important consideration in the implementation of the East West Link Master Plan, as titles along the East West Link are fractured. The implementation of various elements of the Plan will rely on the ongoing engagement and participation of the various land owners and stakeholders. It is noted that through this current project, they are in favour of the Key Directions on which the Master Plan is based – so this should not present any issues.

In this sense, the East West Link will also serve as a community building exercise.