

MORWELL ACTIVITY CENTRE PLAN BACKGROUND REPORTS DRAFT - Urban Design & Built Form Plan

Prepared by **Hansen Partnership**
for **Latrobe City Council**

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1 - INTRODUCTION

1.1 INTRODUCTION

Project Background

Morwell Activity Centre is one of 9 key areas identified by the Morwell Township Structure Plan (2007). It consists of the commercial area (on the south side of the railway line), the Morwell Station area, as well as the mixed use precinct (on the north side of the railway), including some peripheral residential areas.

Morwell is a regional town with a rich history in industry. Together with Traralgon and Moe, Morwell is included in the designated 'Transit City' network. It is also recognised in the Gippsland Regional Growth Plan as having the capacity to accommodate population and economic growth for Latrobe City.

Morwell Activity Centre must continue to be reactivated and redefined to cater for its dynamic community and to complement established precincts of different offerings. To achieve this the urban design, built form, transport and car parking attributes of Morwell must be carefully guided through detailed investigation and innovative strategy making. This is the purpose of this project.

Hansen Partnership has been engaged by Latrobe City Council in June 2020 to provide urban design and built form input to Council's Morwell Activity Centre Plan. This Background Paper focuses on urban design analyses, with input from Council (Land Use) and Movement & Place Consulting (Transport and Parking).

The wealth of strategies completed to date for Morwell has remained durable and relevant. In particular, the Future Morwell Revitalisation Plan (2017) was vital in informing this work on recent works undertaken by Council, and upcoming aspirations for the community. This urban design input does not seek to 'reinvent the wheel'. Instead, it has sought to review, consolidate and update strategies pertaining to Morwell Activity Centre to establish a contemporary vision and strategies as input into Council's Morwell Activity Centre Plan drafting.

The primary objective of this project is to provide an urban design road map as to 'how' the vision and aspiration for Morwell Activity Centre can be implemented through future statutory planning mechanisms, or capital works program.

Ultimately, the importance of this project is understanding the anticipated type and scope of change in the future for Morwell Activity Centre. To support this change, Morwell needs to be equipped with innovative urban design, built form and transport strategies as well as the appropriate decision-making tools for Council to implement them.

The urban design and built form study is an input into Council's Activity Centre Plan. It seeks to consolidate key findings from the wealth of completed strategies to inform a new vision for Morwell Activity Centre and 'actions' required to realise the vision

Scope of Work

Hansen's scope of work includes a **four-step process**, spread across five phases as follows:

Phase 1: Issues and Opportunities

- Review of existing background information (including Future Morwell).
- Summarising existing site conditions into a succinct Issues and Opportunities Report.
- Preparation of stakeholder engagement strategy.

Phase 2: Vision & Key Directions

- Engagement with internal Council's department representatives, external stakeholder representatives and Councillor's briefing to present Phase 1 output and idea generation.
- Confirmation of the Vision and preferred framework and key directions.

Phase 3: Draft Urban Design and Built Form Plan

- Based on feedback received in Phase 2, prepare a draft Urban Design Concept to illustrate the proposed urban structure & land use, access & movement, open space and built form.

Phase 4: Finalise Urban Design and Built Form Plan & Implementation Recommendation

- Based on consolidated feedback received in Phase 3, update the Draft Plan for Council's adoption.

Project Inputs

This Urban Design and Built Form Plan has been informed by the following background reports and input from Stakeholders:

Background Reports

- Future Morwell Revitalisation Plan, 2017;
- Morwell Structure Plan, 2007;
- Latrobe City Council Urban Design Guidelines 2021;
- Latrobe Transit Centred Precincts – Morwell 2004;
- Latrobe City Council Retail Strategy 2019 (Amendment C119);
- Latrobe City Bicycle Plan 2007-2010;
- Latrobe City Tracks, Trails and Paths Strategy 2016;
- Latrobe City Council Plan 2017-2021;
- Community Engagement Action Plan 2015-2019;
- Latrobe City Events & Tourism Strategy 2018-2022;
- Morwell Outdoor Recreation Plan 2008;
- Public Open Space Strategy - Volume 1 & 2 2013; and
- Latrobe 2026 – The Community Vision for Latrobe Valley.

Stakeholders Input

- Youth & Community Development, Latrobe City Council;
- Tourism & Major Events, Latrobe City Council;
- Community Resilience, Latrobe City Council;
- Business Development, Latrobe City Council;
- Strategic Planning, Latrobe City Council;
- Infrastructure Design, Latrobe City Council;
- Development, Latrobe City Council;
- Open Space Maintenance, Latrobe City Council;
- Community Strengthening, Latrobe City Council;
- Mine Land Rehabilitation Authority;
- Strategic Planning for Transport, VicRoads;
- Statutory Planning, VicRoads;
- Regional Planning, DEWLP;
- Advance Morwell; and
- Councillors from Latrobe City



2 - CONTEXT

2.1 CONTEXT / REGION

Morwell is a regional town located centrally within the Latrobe City region of Gippsland, approximately 150km east of Melbourne. It is accessible from Melbourne and the wider Latrobe City primarily via Princes Freeway and V/Line Gippsland services, offering train and bus connection between the Melbourne Activity Centre, Traralgon and Bairnsdale.

Morwell is one of three main urban centres that form Latrobe City, along with Moe to the west and Traralgon further east, designated as 'Transit Cities' in previous strategies. In addition, Churchill to Morwell's south complements the transit cities (identified as a satellite town and large town centre within the retail strategy). Therefore, Latrobe City is unique to other Victorian regional centres in that it comprises this network of urban areas rather than one single entity.

Morwell's role within the region and more broadly, Victoria, has traditionally been a major energy production centre, through its history in coal mining and power generation. Today Morwell services the wider region through its commercial, retail, administrative, civic, community, cultural, recreational and tourism functions. Along with Moe and Mid Valley, Morwell is a sub-regional retail centre for Latrobe City. They support Traralgon CBD, the main regional retail centre.

Within Morwell, the Activity Centre is the traditional commercial area of the township, centrally anchored by Morwell Train Station. It is divided by the rail corridor, traversed by the former Princes Highway alignment (now Princes Drive) to the north, and Commercial Road to its south. The city core comprises fine-grain commercial allotments, with a presence of larger format retail outlets such as a supermarket.

Morwell Activity Centre is also home to key civic, employment, cultural and community assets and destinations. This mix of activities combine to form a centre that complements the other major commercial and retail centre of Morwell, the Mid-Valley Shopping Centre further east.

At its edges, Morwell Activity Centre is bound by established residential areas and the Morwell Recreational Reserve - a regional sporting destination at local and elite levels. Further south across the Princes Freeway that now bypasses the Activity Centre is the decommissioned Hazelwood Power Station. To the north-west is the Yallourn open cut mine.

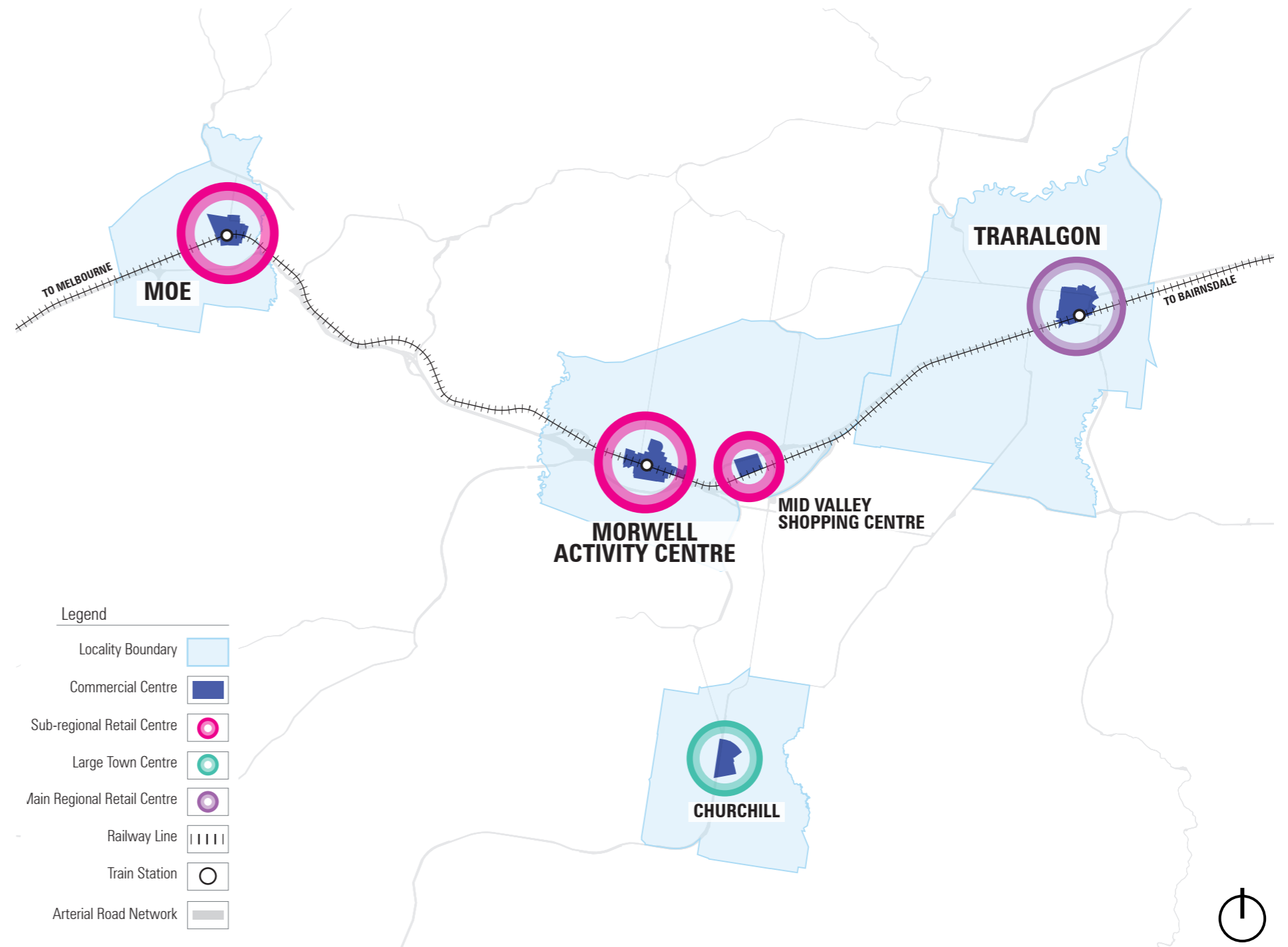


Figure 1 - Regional context of Morwell Activity Centre

2.2 CONTEXT / MORWELL ACTIVITY CENTRE

The Morwell Activity Centre study area definition is provided by Council. It includes land within approximately 400-500m from the Morwell Train Station which anchors the study area. It predominantly comprises land within the existing Transit City boundary zoned Commercial and Mixes Use with a presence of Residential zones on the peripheries.

The extent of Maryvale Crescent was also included given its use for overflow all day car parking and a key pedestrian link from Commercial Road to the Morwell Recreation Reserve and the Erik Lubcke Flora Reserve.



Figure 2 - The Study Area



Existing character of Commercial Road



Recent streetscape works at corner of Tarwin Street and Commercial Road



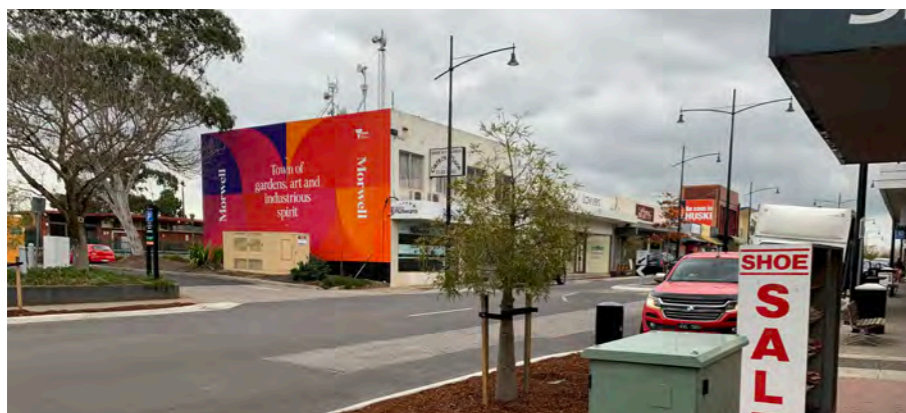
Recently completed signage on approach from the west

2.3 CONTEXT / SUMMARY OPPORTUNITIES & CHALLENGES

Key to informing the Urban Design and Built Form Plan is acknowledgement of the opportunities and challenges that are informed by the following:

- Existing condition analysis;
- Review of background documents to identify past and present issues, and ideas and themes that remain relevant for future implementation;
- Stakeholder (internal and external) participatory process; and
- Internal workshop with Council's officers.

Detailed documentation of each point above is available in the Discussion Paper.



Opportunities and Challenges Summary

- **Walking Economy:** Make walking an attractive travel option, which contribute to improved community health and 'walking economy' to support local businesses. Explore opportunities to build on the public realm upgrades to Commercial Road and Tarwin Street to other key commercial streets.
- **Minimise the 'doughnut effect':** Emphasis is needed to increase activity at the commercial core beyond 9am-5pm between Monday to Friday. Night life was perceived as an important consideration for all demographics but particularly younger adults, such as 18-25-year-old groups.
- **Catalyst Project:** Explore opportunity to better utilise the Primary School Site (250 Commercial Road) to support complementary institutional, or community uses.
- **A strategic cycling route:** Explore opportunity to establish an integrated cycling corridor that is well-connected to trails and destinations to serve local movement and regional tourism opportunities.
- **A connected centre:** Explore opportunity for additional pedestrian permeability across the rail line for improved connection between the north and south of Morwell Activity Centre.
- **A local cycling network:** Explore opportunity to integrate bicycle infrastructure within the Activity Centre and across the railway line as an alternative travel option.
- **A universally accessible Morwell Activity Centre:** Explore opportunities to cater for a mix of demographics and mobility (i.e. baby prams, mobility scooters, wheelchairs).
- **A traffic calmed Activity Centre:** The notion of traffic calming along Princes Drive was positively received - particularly in increasing legibility between the train station, the northern side of the street and into Church Street.
- **Greening the Activity Centre:** Explore opportunities for more substantial landscaping, fostering greater connection between parks and recreational facilities, including emphasising the Rose Garden theme at key entries into the Activity Centre to foster its 'township of garden' identity.
- **Quirky Morwell:** Continue nurturing the sense of 'quirkiness' and sense of fun within the public realm, including its public arts and street furnishing, which can tell the story about Morwell's history and industrial past. Morwell Activity Centre is a different precinct to the Mid Valley Shopping Centre. It has a 'village' type character traits that can be expanded on and celebrated.
- **Community Pride:** Sense of safety can potentially be improved by extending business hours, encouraging more after hours activation, and supporting the sense of community ownership of local places and spaces to discourage anti-social behavior.
- **Filling in the street 'gap':** Explore opportunity to 'sleeve' the expansive car parking in commercial precinct to create a cohesive and consistent retail streetscapes. The challenge of local and 'absentee' landlords in managing building presentation and façade upkeep. Façade improvements schemes could be considered as a way of improving presentation of the Activity Centre.
- **Micro-climate:** There is limited protection from the weather because of big exposed areas.
- **Curated and calendared events:** Explore opportunities to utilise car parking or vacant sites for calendared events (i.e. weekend market, street festival, etc.), which attract visitors to the Activity Centre on weekends and public holidays.
- **A fun Morwell:** Expand on and unify the open space and recreational network to enhance the image of the Activity Centre and attract weekend visitation and activity. Existing drawcards include the Rose Garden, Town Common and Skate Park.
- **Wayfinding and information:** There is a lack in opportunity for tourism information on weekends and public holidays, which currently operates out of Council offices during working hours.



3 - VISION & KEY DIRECTIONS

3.1 VISION / THE VISION FOR MORWELL ACTIVITY CENTRE

The future Morwell Activity Centre will embrace its industrial past and aspires to establish itself as a distinct and proud regional town with a village heart.

The revitalisation of Morwell Activity Centre will unlock opportunities for investment in the local community and businesses. It will seek to highlight Morwell's point of difference as a commercial and cultural destination, solidifying its reputation as the 'Town of Gardens'.

Its village character will be reinforced through well-connected people-oriented streets and places. This is integrated with a network of diverse green 'gardens' framed by mid-rise contemporary forms with a greater offering for working, living and visiting Morwell all year round.



3.2 VISION / KEY DIRECTIONS

As overarching strategic documents, Urban Design and Built Form Plans contain a range of strategies and objectives, some of which are more important to the broad aspirations of Morwell Activity Centre, whilst others are more relevant to specific precincts and locations.

During the background investigations and preparation of the Urban Design and Built Form Plan a series of **themes and key directions** have been identified. These **themes and key directions** represent the 'grand gestures' of the plan and should influence thinking on a range of smaller matters which will be needed to implement the preferred future for Morwell Activity Centre.

Furthermore there are more specific strategies and objectives relating to individually designated precincts which are addressed separately within the relevant precinct framework plans.

The nominated themes focus on key areas, including:

Defining the role of Morwell Activity Centre;

Unlocking investment opportunity;

Streets and public spaces for everyone;

Telling the story of Morwell; and

Appropriately managing car parking

Keeping the focus on these five focal areas is intended to ensure that the key messages of the project are not lost within the detail. These key directions should be considered in all decision making within the centre.

Direction 1: Defining the role of Morwell Activity Centre



Morwell Activity Centre is currently one of the key destinations in Latrobe City, home to several important civic, community, arts, commercial and recreational destinations for its local community and the broader Latrobe City community. Ongoing success for the centre as a competitive destination must acknowledge its 'local-ness' and 'village atmosphere' as a point of difference from other service centres. Morwell Activity Centre will thrive as an attractive place to meet, trade, work, live and play for the communities of Morwell and visitors alike. It requires investment in local economies, tourism and place-making, instilling community pride and sense of belonging to the 'heart' of Morwell.

Directions

- Clearly define precincts with different characters, functions and roles within Morwell Activity Centre.
- Promote the role of Morwell Activity Centre as a tourism centre for Latrobe City with a distinct 'village' feel.
- Clearly define the role and character of streets
- Continue to build on way finding and gateway treatment at key entrances to Morwell Activity Centre.

Direction 2: Unlocking investment opportunity



Key sites at strategic locations within and at the 'front door' (including the train station) will reinforce the sense of arrival and improved visual connection into Morwell Activity Centre. Large scale redevelopment opportunity should be complemented by smaller scale 'infill' development at vacant and derelict sites, or investment by streamlining the planning process, making it easier for local businesses to re-invest into the centre. Clustering of uses and specialties should also be encouraged to create a 'critical mass' and foster a clear sense of 'identity' to various parts of Morwell Activity Centre. Temporary occupancy of vacant shops and facilitation of creative or community activities would maximise opportunities for everyone to engage with the centre.

Directions

- Review land zoning provisions north of the rail corridor to support urban renewal and investment.
- Consolidate the retail core, support urban infill, and repair street edges.
- Support redevelopment opportunity on the former Morwell Primary School Site.
- Continue to support consolidated mixed use development around the Rose Gardens that contribute to tourism activities.
- Enable integrated infill development and activity along the rail corridor in conjunction with future train station upgrades.

3.2 VISION / KEY DIRECTIONS

Direction 3: Streets and public spaces for everyone



Morwell Activity Centre will be a people-oriented place with diverse destinations across weekdays, weekends and into the evening. Future uses will contribute to activation of the public realm, enhancing its sense of after-hours safety. This includes spilling activities onto public realm abutting commercial uses. Improvements of the public realm will prioritise pedestrian priority, safety, wayfinding and cater for outdoor events and functions, adding to a sense of enhanced vibrancy and amenity. At the same time, integrating substantial landscaping within the public realm will reinforce the presentation and identity of Morwell Activity Centre as an attractive and pleasant place to be.

Directions

- Undertake streetscape greening and improvements for a more consistent 'look and feel' for Morwell Activity Centre.
- Improve safe pedestrian crossing opportunities across Princes Drive.
- Ensure universally accessible public realm and public transport facilities to ensure equitable and safe access.
- Strengthen the network of public spaces and their connectivity, promoting equitable access for a wide demographic range.
- Designate public realm areas suitable for events and festival activities.

Direction 4: Telling the story of Morwell



Much of Morwell's (and Latrobe's) civic and regional pride was drawn from its role in delivering power to the State. The decline of this industry, the global shift towards renewable/clean energy production, and uncertainty regarding the energy policy at the state and federal level, have shifted mining and power generation into the realm of a 'negative' place brand element. Revitalisation of Morwell Activity Centre will be underpinned by sustainability principles to support Morwell's image and 'brand,' informed by its industrious past and prevailing characteristics to reinforce the sense of place for Morwell and community's pride.

Directions

- Identify, enhance and protect heritage assets within Morwell Activity Centre.
- Protect and enhance the laneway and arcade network within Morwell Activity Centre.
- In line with the Morwell Brand and Style Guidelines (formed as part of the Future Morwell initiative), deploy arts and placemaking to enhance identity and character, expanding from the Latrobe Regional Gallery.
- Develop a 'history and cultural trail' with a launch point in Morwell Activity Centre, comprising township history points of interest, while providing broader connections to key nodes (such as Federation Uni, Churchill).

Direction 5: Appropriately managing car parking



Morwell Activity Centre will continue to require existing publicly accessible car parking as a resource for its existing and future functions. Given existing surplus of supply, no additional parking is required. Opportunities to transform expansive surface parking for temporary use and additional landscaping will improve amenity. Activation of the public realm will improve the community's perception of safety, along with sharing and utilising existing parking to free up space for more productive uses. This includes additional land for leasing, community functions at the ground level, and roof tops to establish multi-functional uses when not used for parking.

Directions

- Implement recommendations from the 2021 Car Parking Plan following the Transport Impact Assessment & Parking Study.
- Incorporate high amenity design along parking interfaces and improve the safety of vehicle crossovers for pedestrians.

3.3 VISION / FRAMEWORK CONCEPT

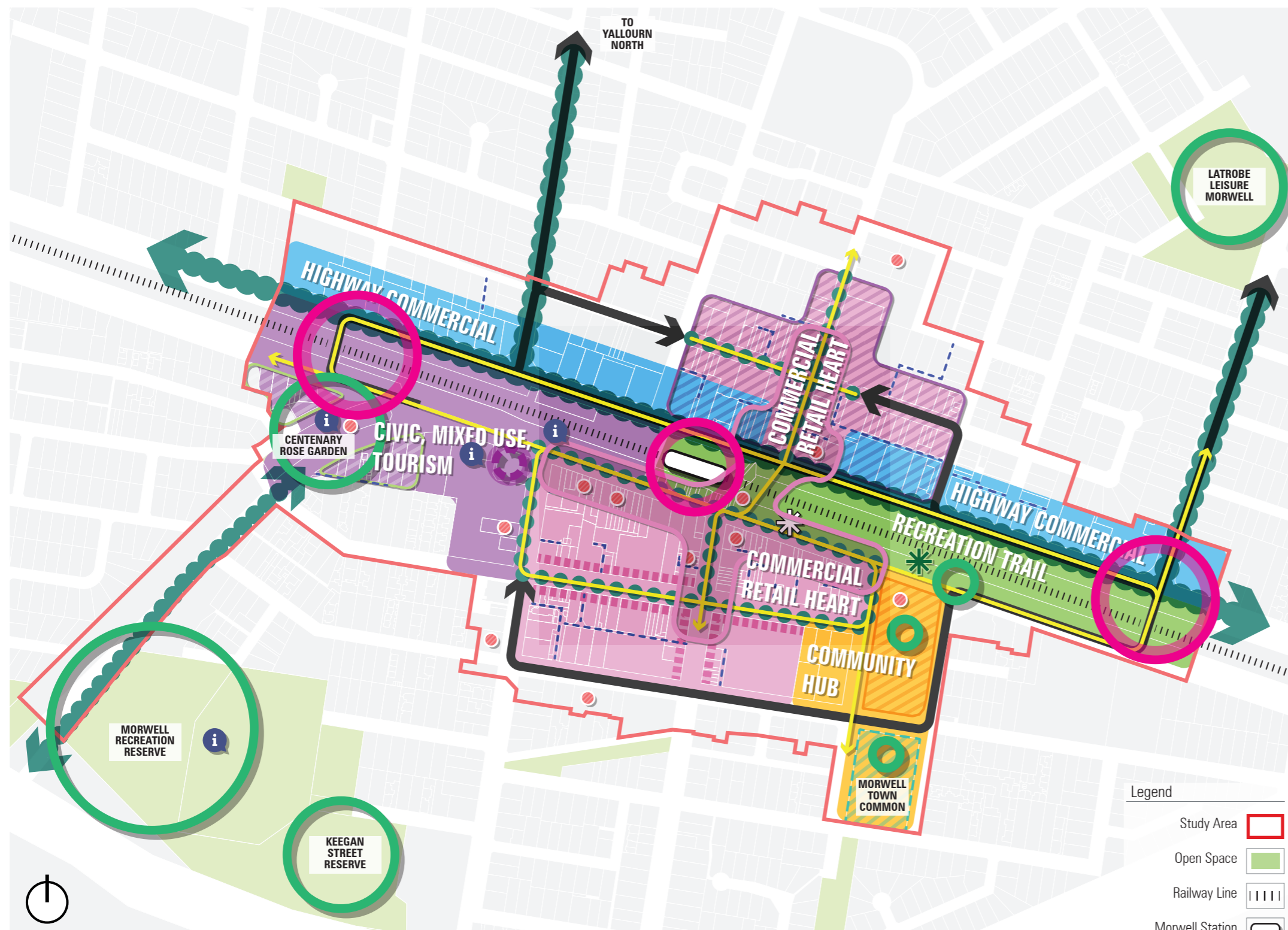


Figure 3 - Themes & Key Directions

1. Defining the role of the Morwell Activity Centre

- Clearly define precincts with different characters, functions and roles within the Morwell Activity Centre.
- Promote the role of Morwell Village Hub as a tourism centre for Latrobe City with a distinct 'village' feel.
- Apply boulevard treatments along main roads feeding into and traversing through the Morwell Activity Centre.
- Reinforce Elgin Street, White Street and Hazelwood Drive as connector roads, providing access surrounding the retail core.
- Reinforce the roles of Church Street, Tarwin Street and Commercial Road as retail streets.
- Prioritise active transport with minimal interruption from vehicle movement.
- Continue to build on way finding and gateway treatment at the key entrances to the Morwell Activity Centre.

2. Unlocking investment opportunity

- Review land zoning provisions north of the rail corridor to encourage retail uses within Church Street (currently MUZ).
- Consolidate the retail core through infilling blocks and vacant/derelict sites and by repairing street edges.
- Enable opportunity for a community oriented, mixed use development at the former Morwell Primary School Site.
- Continue to support consolidated mixed use development around the Rose Gardens that contribute to tourism activities.

3. Streets and public spaces for everyone

- Undertake streetscape greening and improvements for a more consistent Activity Centre identity north and south.
- Strengthen the network of public spaces and their connectivity, promoting equitable access for a wide demographic range.
- Formalise linear open space along the rail corridor as part of the open space network connecting established parks and providing new event spaces
- Create areas suitable for events and festival activities around the town common.

4. Telling the story of Morwell

- Identify, enhance and protect historic assets within the Morwell Activity Centre, such as buildings along Commercial Road and other sites of significance.
- Protect and enhance the laneway and arcade network within the Morwell Activity Centre.
- Deploy arts and placemaking to enhance identity and character, expanding on the Latrobe Regional Gallery.
- Develop a 'history and cultural trail' with a launch point in the Morwell Activity Centre, comprising township history points of interest, while providing broader connections to key nodes.



4 - ACTIVITY CENTRE PLAN

4.0 ACTIVITY CENTRE PLAN

Following the key directions, this Activity Centre Plan was developed through the broad themes of:

- Land Use & Activity;
- Built Form & Development;
- Landscape & Public Realm; and
- Access & Movement.

Objectives and strategies per theme and precinct guidelines were established to achieve the overarching key directions, outlined in the following pages.



4.1 ACTIVITY CENTRE PLAN / LAND USE & ACTIVITY

Objectives

The following objectives relating to land use and activity have been developed to achieve the key directions for Morwell Activity Centre.

OBJECTIVES	
01.1	To strengthen Morwell as a shopping, business, civic, cultural and tourism destination in a local and regional context.
01.2	To emphasise the key retail axis of Tarwin Street, Church Street and Commercial Road.
01.3	To accommodate housing diversity by providing a range of housing types, sizes and tenure, including higher density, affordable, community and shop-top housing.
01.4	To support the provision of civic and cultural functions within the Activity Centre.
01.5	To support vertical mixed use opportunities with a retail or commercial focus within the Activity Centre core.
01.6	To support commercial opportunities along Princes Drive that benefit from highway frontage and exposure.
01.7	To continue supporting transit oriented uses on land abutting the railway line.

Strategies

The following strategies relating to land use and activity have been developed to achieve the relevant objectives.

- S1.1** Support development with a mix of uses comprising ground level retail and upper level commercial or residential uses along the 'key retail spine' comprising Tarwin Street, Commercial Road and Church Street.
- S1.2** Support night time activity within the 'key retail spine' with a focus on hospitality and creating an 'eat street' along Tarwin Street and Church Street.
- S1.3** Support the development of service office-based uses and large format retail along the north side of Princes Drive.
- S1.4** Support a range of office, health and service-based uses on land fronting Buckley Street and Church Street (north).
- S1.5** Support development with a mix of uses with a retail and commercial focus along George and Elgin Streets.
- S1.6** Support the consolidation of tourism and accommodation uses between the Rose Garden and Cultural Precinct (anchored by Latrobe Regional Gallery).
- S1.7** Support events and seasonal market opportunity at the Latrobe City Council car park during off peak times, such as the Sunday market.
- S1.8** Promote upper-level residences where mix of uses developments are encouraged in the Activity Centre core.
- S1.9** Support the longer term transition of the former Morwell Primary School site to community and civic oriented uses, which include the provision for potential future open space.
- S1.10** Support a range of civic and community uses around the Morwell Town Common and along Hazelwood Road.
- S1.11** Support retention of medium to high density residential uses at the edges of the Activity Centre.

4.1 ACTIVITY CENTRE PLAN / LAND USE & ACTIVITY

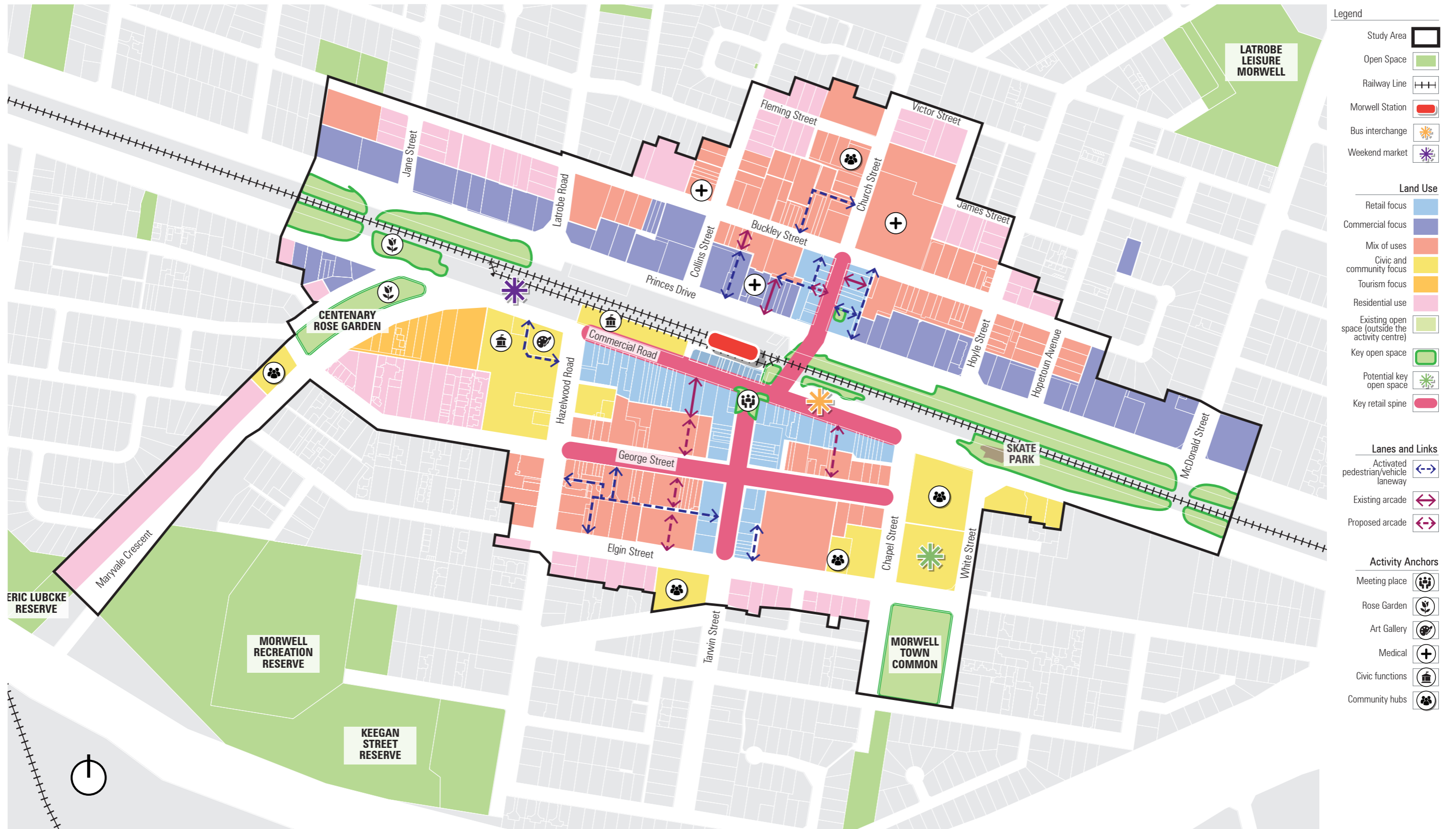


Figure 4 - Land Use & Activity Plan

4.2 ACTIVITY CENTRE PLAN / BUILT FORM & DEVELOPMENT

Objectives

The following objectives relating to built form and development have been developed to achieve the key directions for Morwell Activity Centre.

OBJECTIVES	
02.1	To encourage a mid-rise scale of development in Morwell, which reinforces the role and hierarchy of Activity Centre in Latrobe Valley.
02.2	To support street-based development that complements the village quality and existing heritage fabric.
02.3	To encourage higher density development on land north of the railway corridor and on key development sites.
02.4	To facilitate the redevelopment or revitalisation of identified key development sites.
02.5	To improve the appearance and activation of public spaces including streetscapes, public car parks and laneways.
02.6	To establish a strong sense of arrival into the Activity Centre from Princes Drive.
02.7	To maintain appropriate levels of solar access to existing and proposed public spaces.
02.8	To protect and enhance amenity within the Activity Centre and surrounding established residential neighbourhoods.
02.9	To encourage the retention and repurposing of heritage buildings.

Strategies

The following strategies relating to built form and development have been developed to achieve the relevant objectives.

- S2.1** Support development opportunities of heritage sites while retaining existing heritage building and frontage.
- S2.2** Support development scale between 9m to 16m to reinforce the mid-rise village character of Morwell.
- S2.3** Ensure a transition in built form scale is achieved at Activity Centre edges to established residential areas and heritage interfaces.
- S2.4** Avoid overshadowing of footpaths within the Activity Centre between 10am and 3pm at the Spring Equinox (22 September).
- S2.5** Avoid overshadowing to a minimum 50% of key open spaces areas between 10am and 3pm at the Winter Solstice (22 June).
- S2.6** Support street-oriented development outcomes that is built to the street frontage and contributing to the activation of the street frontages.
- S2.7** Support pedestrian-scaled 2 storey street walls/podium and setback upper levels.
- S2.8** Support retention of front garden along residential streetscapes.
- S2.9** Provide opportunities for new landscaping including additional canopy trees within the front setbacks along residential streetscapes.
- S2.10** Ensure future redevelopment of key development sites do not appear as a continuous wall.

- S2.11** Ensure new development avoids the presentation of overly stepped, or 'wedding-cake' profile.
- S2.12** Ensure new development on corner sites is designed in the round and 'turns the corner' to address all street frontages.
- S2.13** Ensure car parking and servicing are located to the rear, or visually concealed along its street frontage.
- S2.14** Support the prioritisation of highly active interfaces fronting the 'key retail spine'.
- S2.15** Ensure future development contribute to passive surveillance of the public realm, publicly accessible car park and pedestrian priority laneways.
- S2.16** Provide a continuous awning treatment or other shade/weather protection devices along 'key retail spine'.
- S2.17** Encourage shared pedestrian and vehicle access on selected key laneways, framed by secondary frontages.
- S2.18** Require buildings along identified activated laneways to be set back at upper levels to encourage utilisation for pedestrians, vehicles, improve passive surveillance and facilitate amenity.
- S2.19** Re development of key development sites should include integrated car parking, concealed from streetscapes.

4.2 ACTIVITY CENTRE PLAN / BUILT FORM & DEVELOPMENT

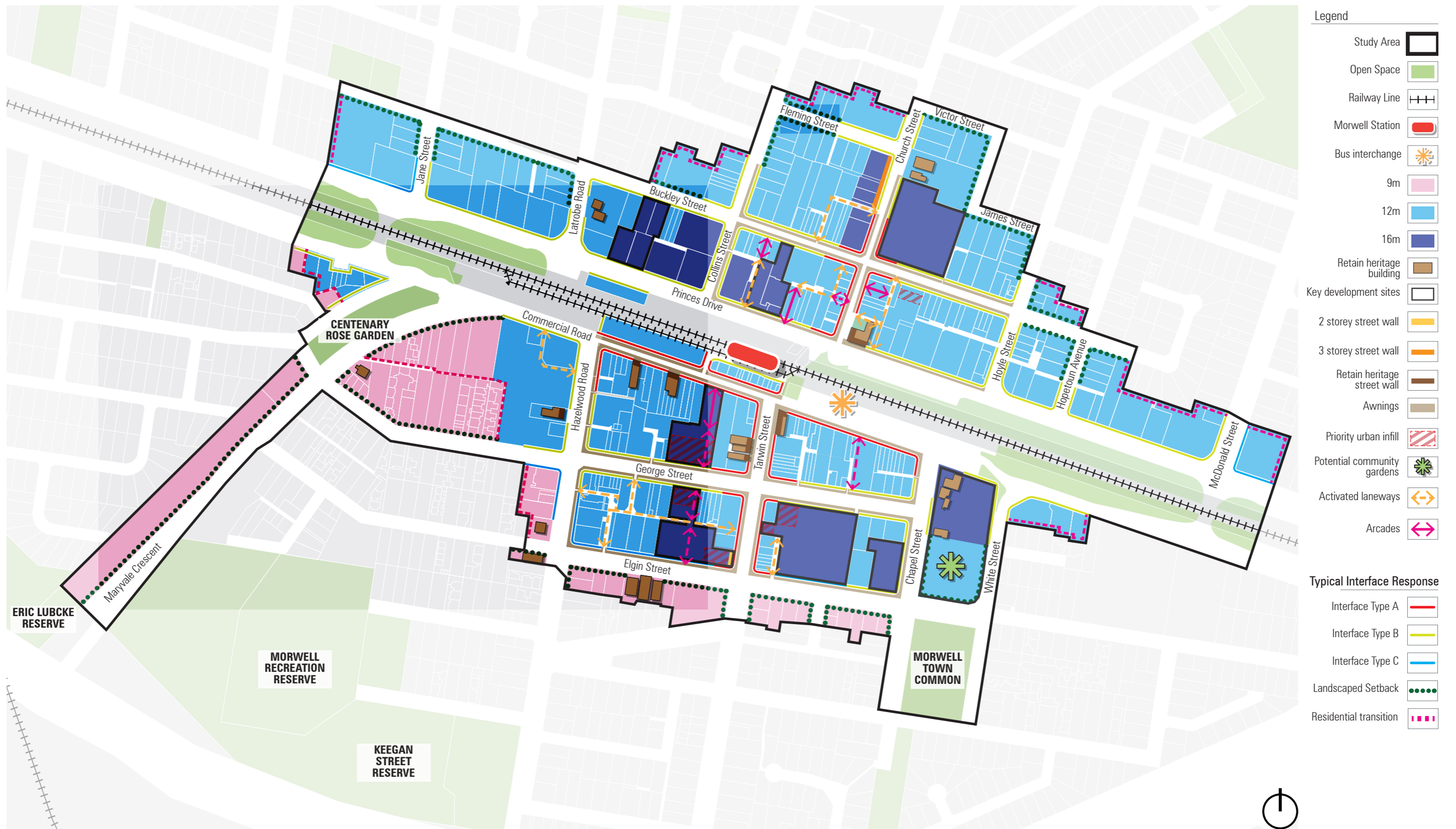
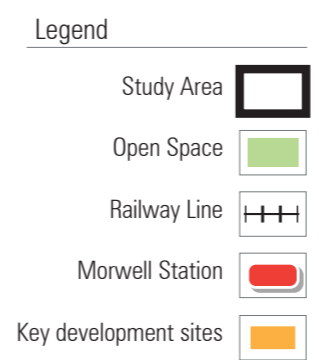


Figure 5 - Built Form & Development Plan

4.2 ACTIVITY CENTRE PLAN / BUILT FORM & DEVELOPMENT



Figure 6 - Key development sites



Key Development Sites

Within Morwell Activity Centre, there are a number of catalyst sites in both public and private ownership which have been identified as having the potential to trigger revitalisation. These sites share similar attributes which are favourable for increased development density. These attributes are:

- Large sites (total land areas of at least 3,000m²) without need for further consolidation.
- Sites with multiple street frontages and limited interface to established residential areas.
- Sites that are critical in improving the presentation and vibrancy of the Activity Centre.
- Some of these sites are currently used for surface parking. There is opportunity for new development to be realised without having to demolish existing built forms on site.
- Sites which are currently occupied by existing developments (including some heritage buildings) may also be able to accommodate greater development opportunity in the future, subject to site-specific design response.
- The potential to accommodate greater development scale will contribute to the provision of new commercial, retail and residential opportunities within the centre, and infill openings in commercial and retail street edges (currently exposed due to large parking areas).

These key development sites are:

1. Former Morwell Primary School site;
2. 'Manny's Market' and large car park fronting George Street;
3. The existing Coles site between George and Elgin Streets;
4. The existing 'Cheap as Chips' site between George and Elgin Streets;
5. 6-12 Chapel Street, corner of Chapel Street and Elgin Street.
6. 187-189 Princes Drive (Health Centre site).
7. 69-83 Buckley Street (Community Health).
8. 161-165 Princes Drive and the adjacent car park fronting Buckley Street.

4.2 ACTIVITY CENTRE PLAN / BUILT FORM & DEVELOPMENT

Building Heights and Setbacks

The following influences have shaped the recommended building heights and setbacks:

- Activity Centre boundary analysis as required by Practice Note 58-Structure Planning for Activity Centres (September 2018).
- Built form analysis as required by Practice Note 60- Height and Setback Controls for Activity Centres (September 2018).
- Urban Design Guidelines for Victoria.
- Latrobe City Council Urban Design Guidelines 2021.
- Anticipated form for Residential Zone land (RGZ, GRZ, NRZ).

Formula for Deriving Building Heights

In most locations, preferred maximum building heights have been derived with regard to the necessary street wall height, front upper level setback and rear boundary transition conditions.

The proposed building heights for Morwell has been underpinned by the assumption of 4m (floor to floor) to allow for commercial/ retail/ residential uses at ground and upper levels.

Should upper levels be developed for apartments, a 3.5m-4m (floor to floor) complies with the Better Apartments Design Standard and improved internal amenity standard.

In areas where low-rise residential development is encouraged, an additional metre is added to the preferred building heights to allow for variation to roof form, or architectural features.

Upper Levels Setbacks Behind the Street Wall

In commercial areas, almost all urban design guidelines seek to introduce a 'street wall' and 'upper level front setback' measure. The purpose of such setbacks is to ensure predominance of low to medium rise street definition that is proportionate to the street width, while also seeking to manage solar access to the public realm (footpath and open space).

Generally, and subject to the street wall conditions and solar tests, a setback distance of 5m (to built form and balconies) is preferred. This allows for a viable 'articulation zone' in the elevation with spatial separation between the street wall frontage and upper levels behind.

A 5m default setback also allows for usable terrace or outdoor space above the street wall parapet. In particular locations, the proposed setback behind the podium may be increased to minimise adverse impacts on the public realm.

Typical Interface Responses

Within Morwell Activity Centre, future development envelope is guided by the preferred height and typical interface responses.

Factors influencing the typical interface responses are:

- Protection of solar access to public realm and key open spaces.
- Street setback and street wall profile to respond to low-rise context of Morwell.
- Upper level setbacks behind the street wall.
- The anticipated level of activation.
- Provision for landscaping opportunity.
- Protection of residential amenity.
- Provision for building separation and development equity.

4.2 ACTIVITY CENTRE PLAN / BUILT FORM & DEVELOPMENT

Vibrancy Index

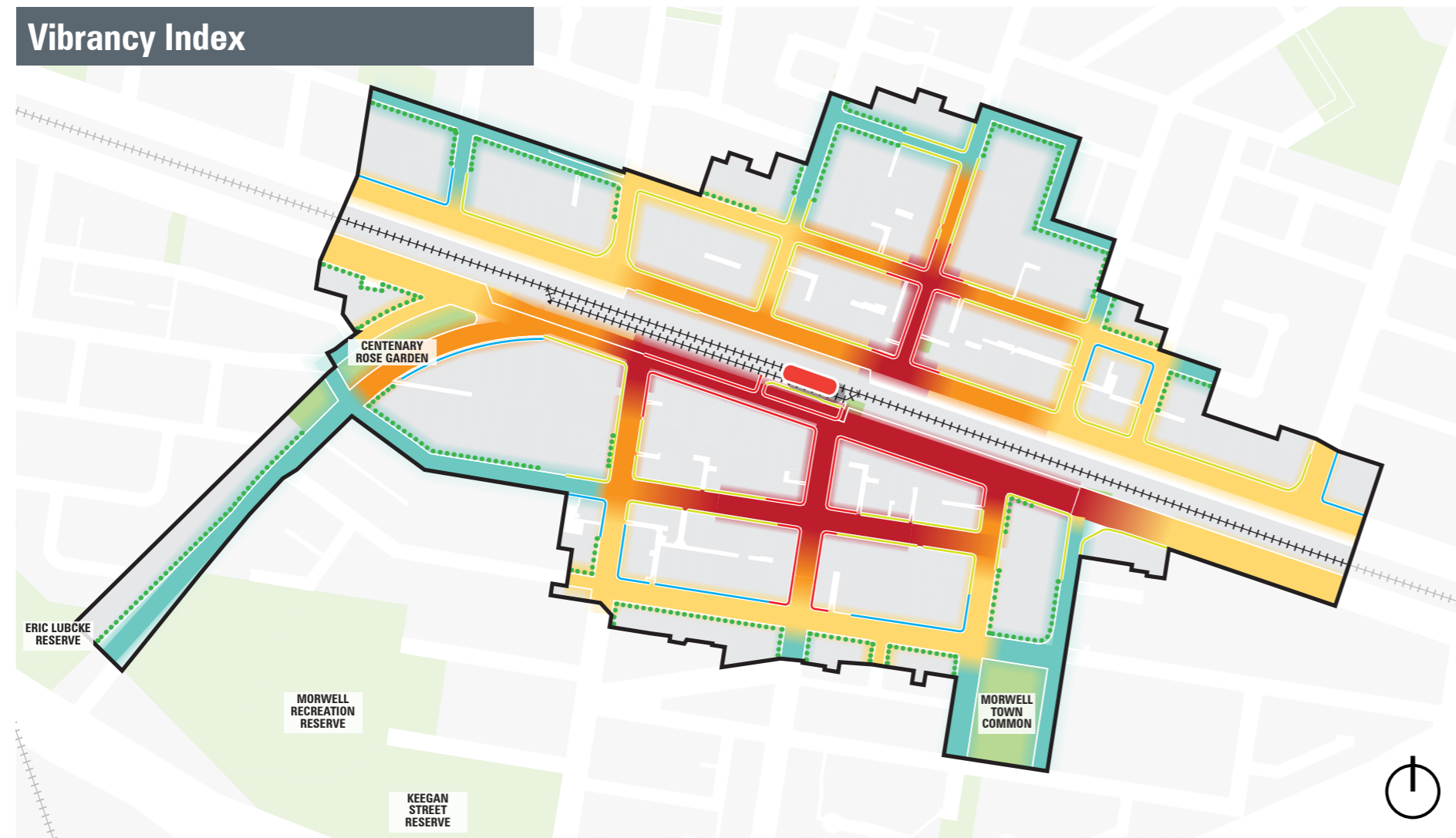
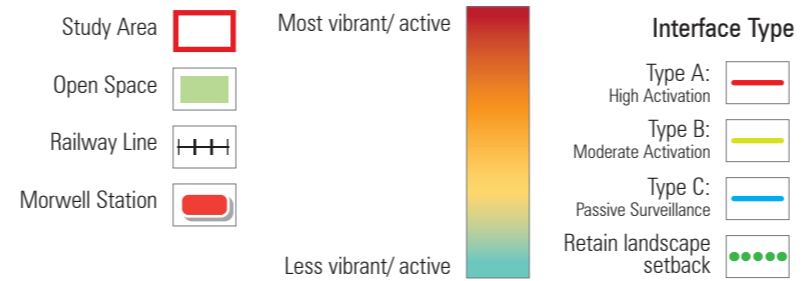


Figure 7 - Vibrancy Index

Legend



Vibrancy Index

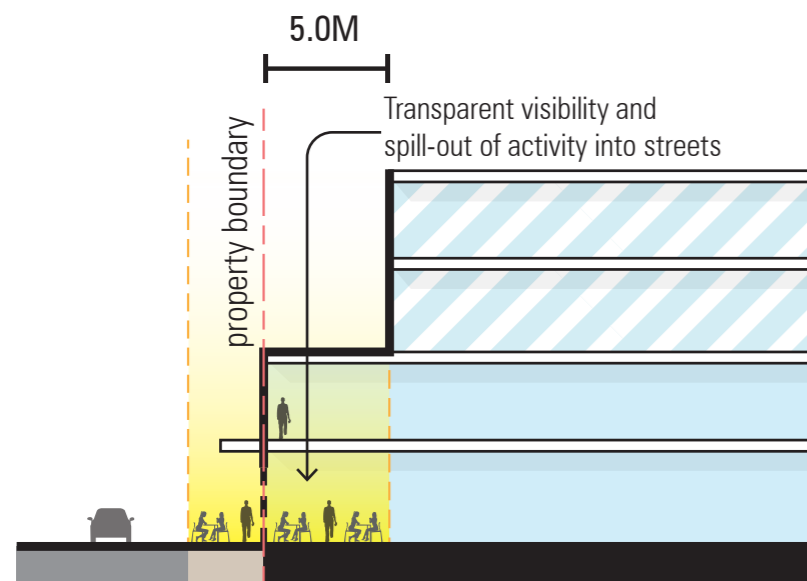
This vibrancy index seeks to visually communicate the anticipated levels of vibrancy and activity in streetscapes - as determined by the interface types and anticipated land uses at both ground and upper levels.

The outcome for Morwell Activity Centre is a highly active commercial and retail 'heart' - with vibrancy filtering into adjoining streets as it begins to transition towards residential streetscapes, where a more passive surveillance interface type will continue to ensure safe and pedestrian friendly environments.

4.2 ACTIVITY CENTRE PLAN / BUILT FORM & DEVELOPMENT

Typical Interface Types

Type A



Application

- Within the 'key retail spine' and pedestrian focus streets.
- Priority infill street frontages.
- Non-residential streetscapes.

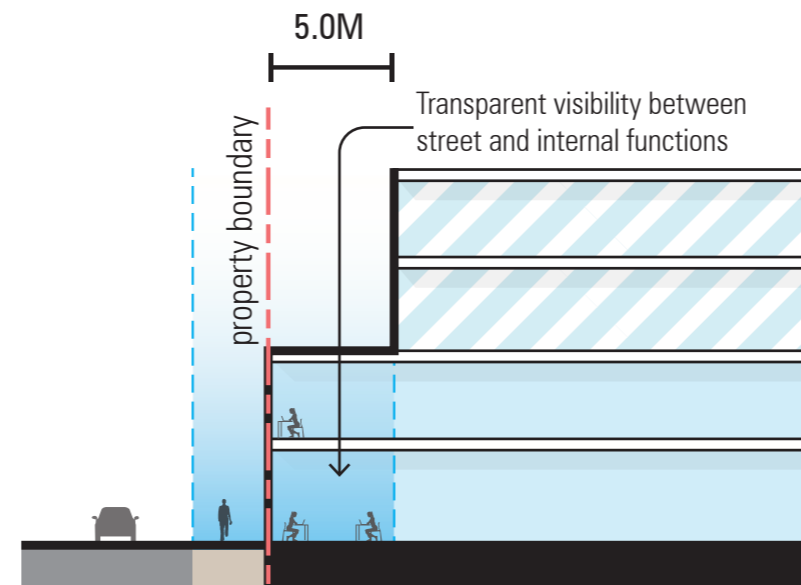
Interface Response

- 2 storey (9m) street wall.
- 0m ground level setback.
- 5m setback behind street walls/podiums to retain the primacy of the existing 2 storey street wall in commercial areas.
- Upper level balconies to be contained within the building envelope and behind the setback line.
- Highly glazed frontages to active ground level uses with access from the street and potential for spill-out activity.
- Support primary frontage and main building entry/entries.
- Avoid services, car parking and blank walling.

Rationale

- To adopt a street wall response that provides proportionality and intimacy within the Commercial & Retail Heart.
- To adopt upper level setback above the street wall to emphasise the prevailing street wall/podium effect at street level.
- To encourage continuous street edges which invite active ground floor frontages conducive to main streets and commercial/retail areas.

Type B



Application

- Commercial and retail streets outside the 'key retail spine'.
- Non-residential streetscapes.

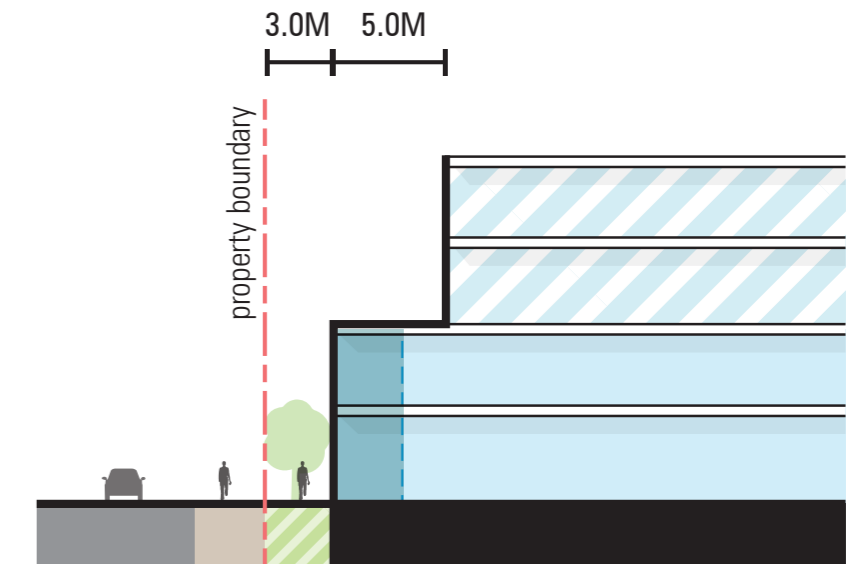
Interface Response

- 2 storey (9m) street wall.
- 0m ground level setback where there is no forecourt.
- 5m setback behind street walls/podiums to retain the primacy of the existing 2 storey street wall in commercial areas.
- Upper level balconies to be contained within the building envelope and behind the setback line.
- Glazed frontages providing visibility between the street and ground level. Access from street frontage provided but spill-out activity is a lesser priority.
- Support primary frontage and building entry/entries. For corner sites, additional building entry is encouraged on secondary frontage.

Rationale

- To adopt upper level setback above the street wall to emphasise the prevailing street wall/podium effect at street level.
- To encourage continuous street edges which invite engaging interfaces between pedestrian areas and internal functions.

Type C



Application

- Streets outside the 'key retail spine' on the periphery of the Activity Centre core.
- Residential streetscapes.
- Key open spaces abuttal.

Interface Response

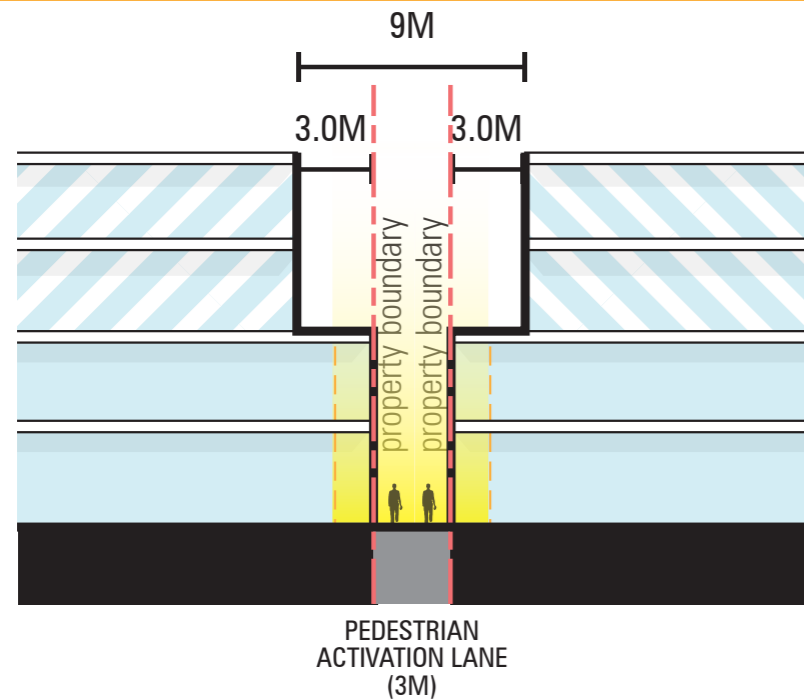
- 2 storey (9m) street wall.
- 0m - 5m ground level setback.
- 5m setback behind street walls/podiums - or 3m if a ground level setback is provided.
- Upper level balconies to be contained within the building envelope and behind the setback line.
- Working /living areas oriented toward street frontages.

Rationale

- To adopt upper level setback above the street wall to emphasise the prevailing street wall/ podium effect at street level.
- To provide passive surveillance over streetscapes and public spaces.
- To acknowledge the hierarchy of street activation and ensure a focus on high-degree activation is reserved for vibrant commercial and retail streets with pedestrian focus.

4.2 ACTIVITY CENTRE PLAN / BUILT FORM & DEVELOPMENT

Activated Laneways



Application

- Existing laneways where there is ambition for shared pedestrian and vehicle movement.
- Laneways creation opportunities where there is ambition for active shared pedestrian and vehicle movement.

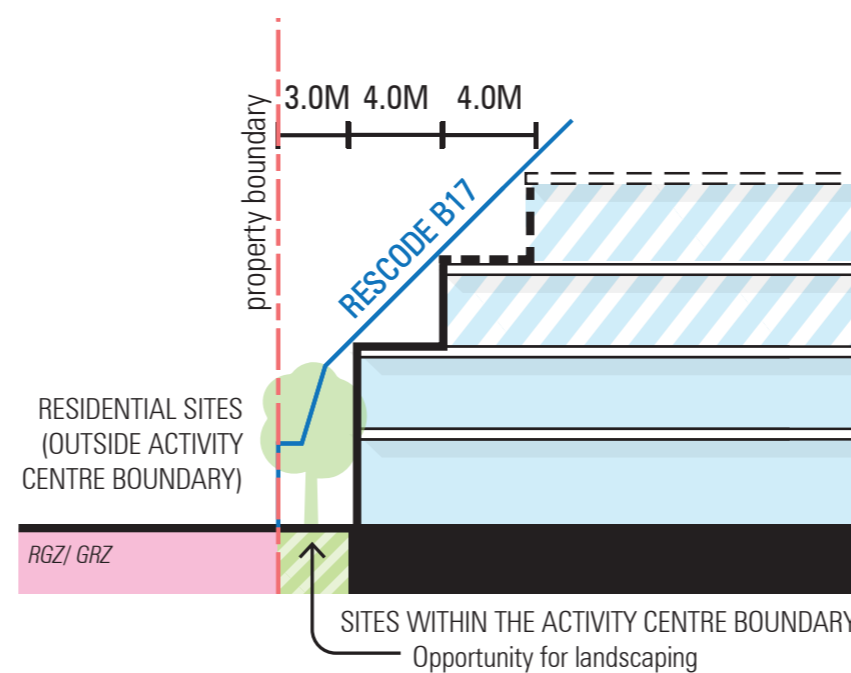
Interface Response

- A minimum 3m wide laneway.
- 2 storey (9m) street wall.
- 0m ground level setback, unless required for vehicular access.
- 4.5m setback behind street walls/podiums from laneway centreline to provide equitable development outcomes at upper levels.
- Encourage secondary building entries and visual connection between the public realm and activities within the building through the use of glazing.

Rationale

- To encourage utilisation and extension of existing laneway network for pedestrian and vehicular access.
- To encourage active uses at ground level and upper levels to improve passive surveillance.
- To provide separation between buildings (above podium) to facilitate outlook and amenity for future occupants (residents, or workers).

Transition - Activity Centre Edges (north)



Application

- Rears and sides of future development on sites with interfaces to residential land (RGZ/ GRZ) at the Morwell Activity Centre boundary, on the north side of the rail line.

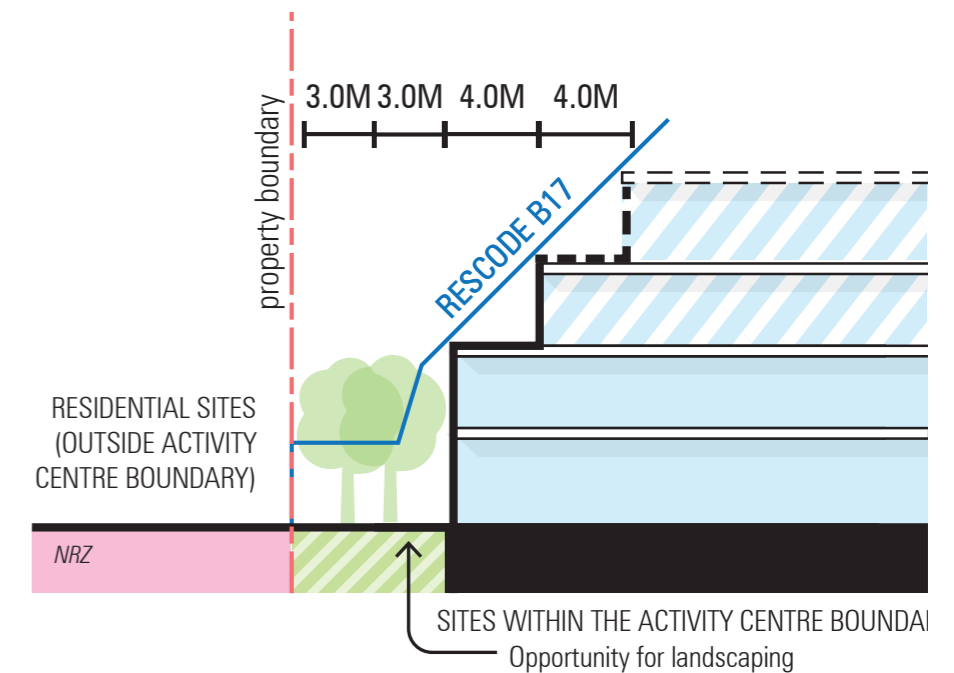
Interface Response

- Minimum 3m ground level setback with provision for landscaping.
- 2 storeys (9m) set behind ground level setback.
- Additional levels concealed 45 degrees above 2 storey profile.

Rationale

- To achieve a transition to mid-rise scaled residential areas at the edge of Morwell Activity Centre.
- To retain established garden setting of residential areas
- To support landscaping opportunities in between buildings and along street frontages, consistent with the valued streetscape character of residential precincts.
- To avoid repetitive stepped forms at residential interfaces.
- To minimise amenity impact on adjoining dwellings.

Transition - Activity Centre Edges (south)



Application

- Rears and sides of future development on sites with interfaces to residential land (NRZ) at the Morwell Activity Centre boundary on the south side of the rail line.

Interface Response

- Minimum 6m ground level setback with provision for landscaping.
- 2 storeys (9m) set behind ground level setback.
- Additional levels concealed 45 degrees above 2 storey profile.

Rationale

- To achieve a transition to low scaled residential areas at the edge of Morwell Activity Centre.
- To retain established garden setting of residential areas
- To support landscaping opportunities in between buildings and along street frontages, consistent with the valued streetscape character of residential precincts.
- To avoid repetitive stepped forms at residential interfaces.
- To minimise amenity impact on adjoining dwellings.

4.3 ACTIVITY CENTRE PLAN / LANDSCAPE & PUBLIC REALM

Objectives

The following objectives relating to landscape and public realm have been developed to achieve the key directions for Morwell Activity Centre.

OBJECTIVES	
03.1	To provide opportunities for new landscaping including additional canopy tree planting and understorey vegetation on public and private realms.
03.2	To support and enhance the image of Morwell as 'Towns of Gardens', particularly at key entries into the Activity Centre.
03.3	To establish a diversity of open space and recreational offering within the activity centre.
03.4	To enhance existing open space and connections to these spaces and provide opportunity for new open space on redevelopment sites.
03.5	To support streetscape design that contributes to a walkable environment and enhance a sense of place.
03.6	To celebrate the heritage and cultural aspects of Morwell.

Strategies

The following strategies relating to landscape and public realm have been developed to achieve the relevant objectives.

- S3.1** Support the provision for public art works in streetscapes, places and laneways in association with the Latrobe Regional Art Gallery.
- S3.2** Support public art in laneways designated for upgrades, where opportunity for building activation is limited.
- S3.3** Support new tree plantings along the northern side of Princes Drive between car parking bays and at kerb outstands.
- S3.4** Create a boulevard typology along Princes Drive between Latrobe Road and Hoyle Street, through a landscaped central median and consistent canopy tree plantings along the southern side of the street.
- S3.5** Continue to promote the history of Morwell Activity Centre through photographic signage and public art that references existing and lost heritage fabric and stories.
- S3.6** Prepare a streetscape masterplan for Church and Buckley Street to guide public realm upgrades for a consistent streetscape quality across the Commercial & Retail Heart.
- S3.7** Support public realm upgrades along Tarwin, George and Elgin Streets that provide landscape softening to complement existing tree plantings.
- S3.8** Support the provision of awnings across pedestrian paths within the Commercial & Retail Heart Precinct.
- S3.9** Support the provision of landscaped 'pause points' comprising landscaping and furniture along the 'pedestrian priority' network.
- S3.10** Deliver a consistent landscape and public realm palette throughout the key retail spine and streets with pedestrian focus.
- S3.11** Ensure future infrastructure and services are located underground – avoiding interference with public realm and existing/future canopy trees.
- S3.12** Ensure building servicing attributes such as bin storage areas are located to the side or rear of commercial buildings and are screened from view within the public realm.
- S3.13** Increase the sense of arrival into precincts and Morwell Activity Centre through feature signage and wayfinding features - expanding on recent initiatives along Commercial Road.
- S3.14** Formalise linear open space along the rail corridor as part of the open space network connecting established parks. Support the provision of a new Linear Park/Event Garden (proposed in Future Morwell) for new event spaces.

4.3 ACTIVITY CENTRE PLAN / LANDSCAPE & PUBLIC REALM

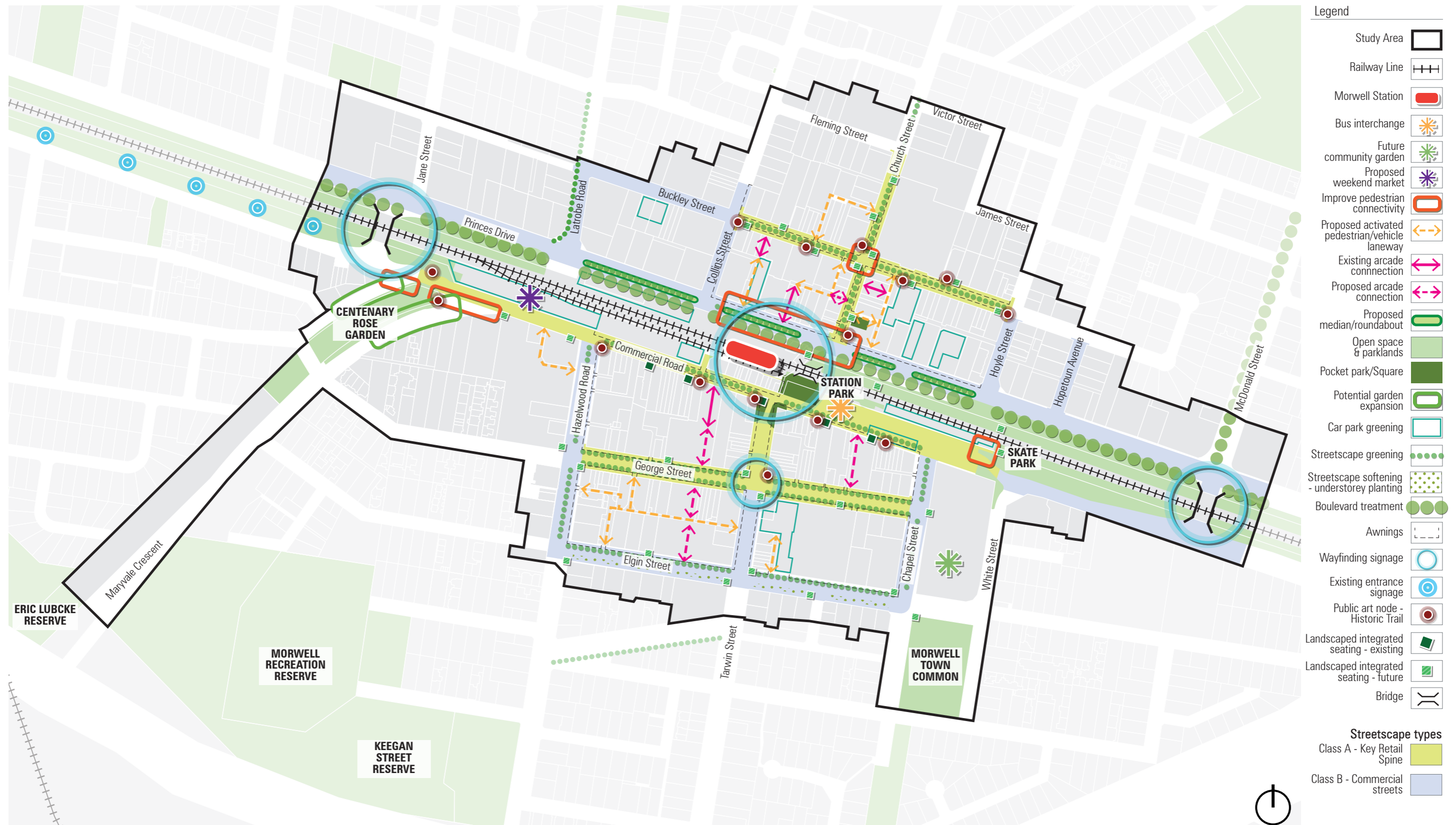


Figure 8 - Landscape & Public Realm Plan

4.3 ACTIVITY CENTRE PLAN / LANDSCAPE & PUBLIC REALM

STREETSCAPES - CLASS A

Streetscape Types

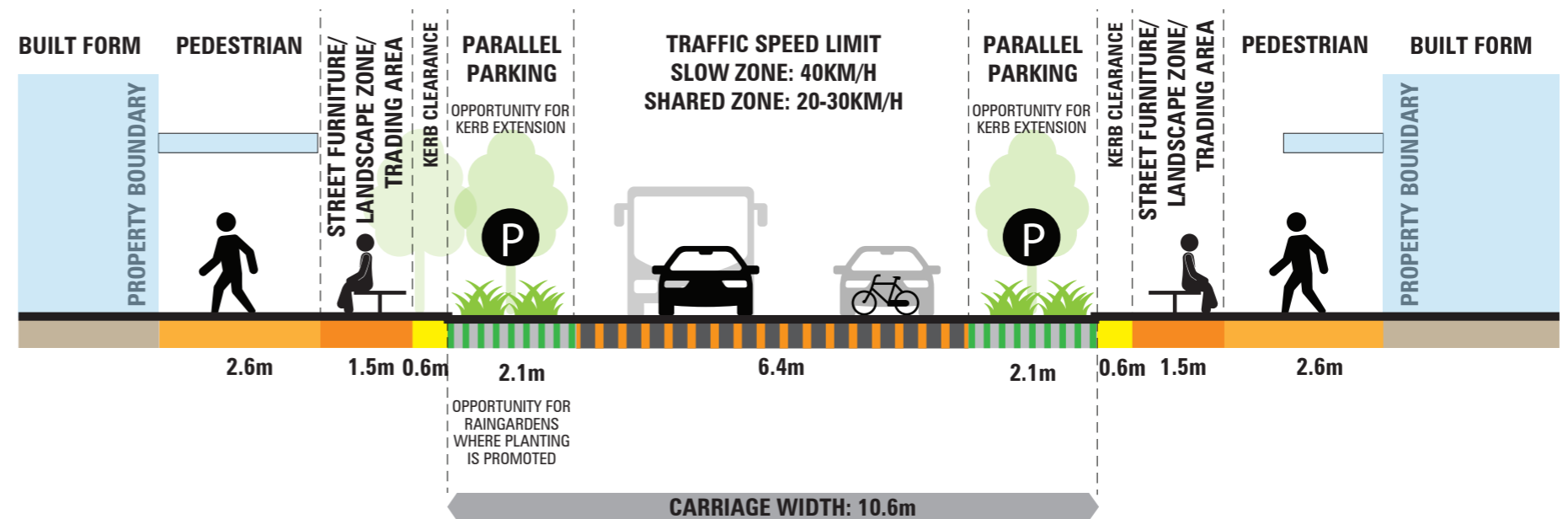
In accordance with the Landscape & Public Realm Plan, two streetscape types are proposed. These types seek to build upon recent works along Commercial Road and strive for a more consistent street image across retail and commercial streets within Morwell Activity Centre.

Streetscape Class A - Key Retail Spine applies to streets identified as and feeding into the 'key retail spine.' These streets are typically 20m - 30m wide and currently comprise wide carriageways, parking areas and limited landscaping provision.

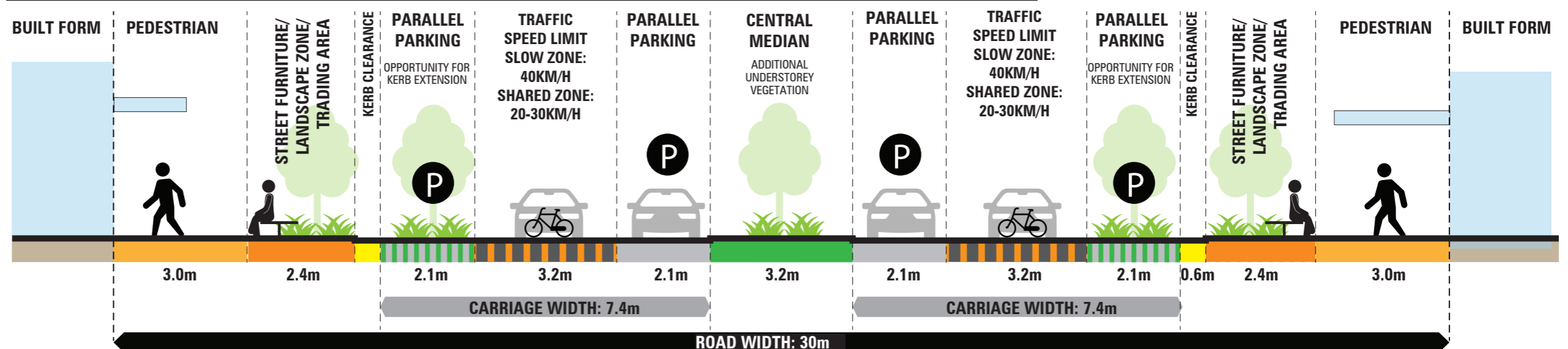
Streetscape Class A has the following attributes:

- Programmed pedestrian areas - split between dedicated pedestrian walkways and areas for street furniture, landscaping and spill-out trading.
- Retained parallel parking with frequent kerb extensions for understorey vegetation and tree plantings.
- A future 'slow zone' carriageway where slower vehicle movement and increased bicycle/pedestrian activity is encouraged.
- Awnings extending from building frontages.
- Landscaped integrated seating and 'pause points.'

Aspiration - 20m wide streetscapes - pedestrian focus (ie. parts of Church Street, Commercial Road, Buckley Street).



Aspiration - 30m wide streetscapes - pedestrian focus (ie. parts of George Street, Tarwin Street).



4.3 ACTIVITY CENTRE PLAN / LANDSCAPE & PUBLIC REALM

STREETSCAPES - CLASS B

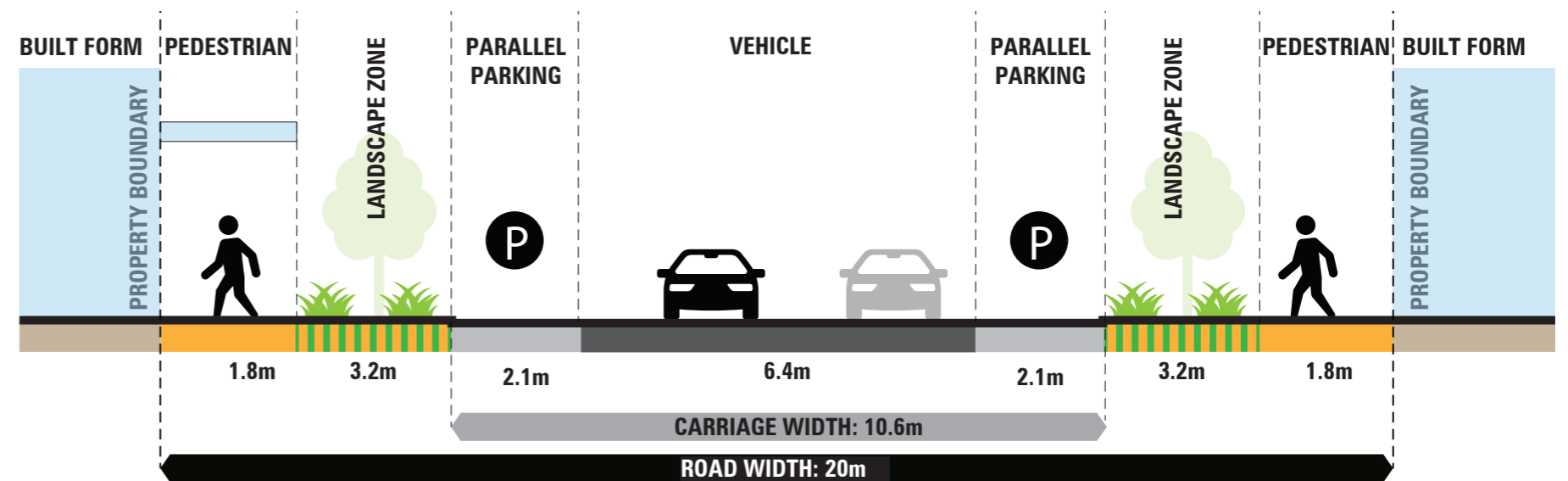
Streetscape Types

Streetscape Class B - Commercial Streets applies to other commercial streets beyond the 'key retail spine.' These streets are typically 20m - 30m wide and currently comprise wide carriageways, parking areas and limited landscaping provision. While some of these streets currently contain medians with tree plantings - they are otherwise largely stark with expansive coverings of impervious surfaces and limited pedestrian amenity.

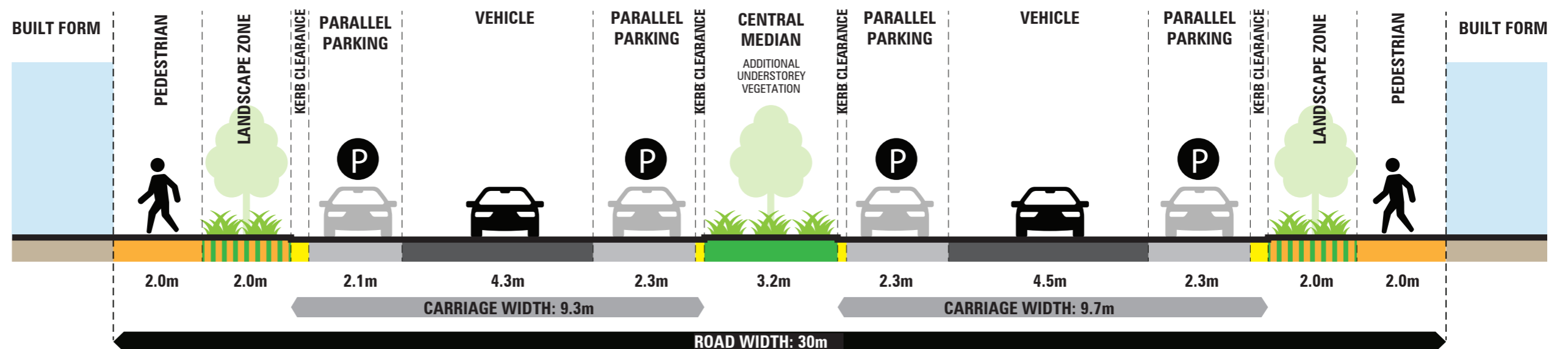
Streetscape Class B has the following attributes:

- Dedicated pedestrian walkways.
- Adjoining 'landscape zones' as an extension of pedestrian walkways, providing understorey vegetation and additional street trees, seeking to 'soften' these commercial streets.
- Retained parallel parking and carriageways.
- Some awnings extending from buildings.

Aspiration - 20m wide commercial streetscapes (ie. Collins Street, Hoyle Street).



Aspiration - 30m wide streetscapes (ie. parts of Elgin Street, Chapel Street).



4.4 ACTIVITY CENTRE PLAN / ACCESS & MOVEMENT

Objectives

The following objectives relating to access and movement have been developed to achieve the key directions for Morwell Activity Centre.

OBJECTIVES	
04.1	To improve accessibility and permeability into and within the Activity Centre.
04.2	To support and enhance active transport (walking and cycling) facility and connectivity into and within the activity centre.
04.3	To enhance pedestrian safety at intersections.
04.4	To manage the integration of car parking design with the public realm at key locations.



Oaks and Spokes Bicycle Station

Strategies

The following strategies relating to access and movement have been developed to achieve the relevant objectives.

- S4.1** To provide improved pedestrian safety on streets within the 'key retail spine' that will accommodate higher levels of foot traffic.
- S4.2** To provide additional on-road cycle paths as shown on the Access & Movement Plan.
- S4.3** In addition to existing bicycle parking, provide additional bicycle 'stations' comprising secure parking, repair and maintenance tools, and information about networks and routes within Morwell and the broader region.
- S4.4** To provide appropriate passenger infrastructure at existing public transport stops and interchanges such as shelter, seating, travel information and lighting.
- S4.5** To ensure future entrances into the potential future second train platform are well lit and visible from Commercial Road & Legacy Place.
- S4.6** To improve connectivity between the train station and the northern side of Princes Drive and into Church Street via a formal landscaped median with additional crossing points.
- S4.7** To support through-block links through key development sites to encourage pedestrian permeability.
- S4.8** To locate vehicle access and loading areas separate from pedestrian access, preferably located at the side and rear of development (loading bays should be within service lanes), and screened from view.
- S4.9** To ensure on-site car parking has minimal visual impact on the streetscape. Avoid parking between building frontages and the street.
- S4.10** To implement a 'slow zone' to prioritise safe pedestrian activity within the Commercial & Retail Heart.
- S4.11** To support a pedestrian focus on key retail and commercial streets (as shown on the Access and Movement Plan), comprising wide and high quality footpaths and public realm initiatives.
- S4.12** To support a circuit of primary access roads for general traffic (as shown on the Access & Movement plan) in the Activity Centre that avoids pedestrian focus streets.
- S4.13** To improve pedestrian connectivity across Avondale Road & Maryvale Crescent in conjunction with expanding the gardens into road reserves.
- S4.14** To expand on existing mid-block movement through retaining arcade connections and encouraging new ones through key development sites, and on allotments extending through urban blocks.
- S4.15** To promote mid-block pedestrian movement, through upgrading designated laneways for higher amenity pedestrian environments comprising, shared road treatments and increased building activation and surveillance.
- S4.16** If new car parking must be provided, avoid excessive impermeable surfaces and contain landscaped attributes in accordance with the Landscape & Public Realm strategies and guidelines.
- S4.17** To create a legible bicycle network through the Activity Centre, as a segment of a wider network in the Morwell and Latrobe City region.

4.4 ACTIVITY CENTRE PLAN / ACCESS & MOVEMENT

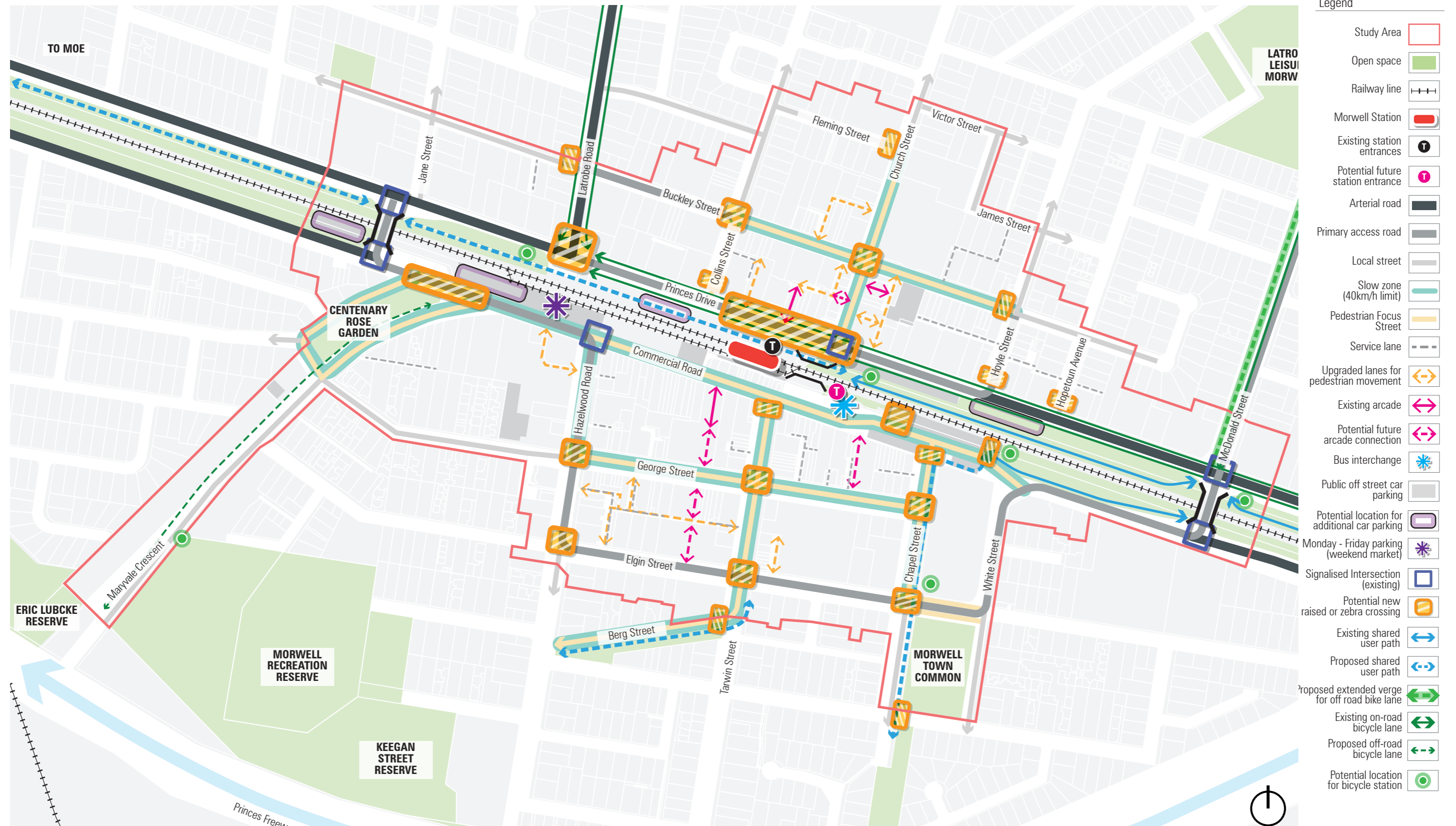


Figure 9 - Access & Movement Plan



5 - PRECINCT GUIDELINES

5.1 PRECINCTS

The following sections of this report seek to provide general guidelines and precinct specific guidelines - as well as precinct ambitions.

The precincts identified are illustrated on Figure 9 as follows:

1. Commercial & Retail Heart;
2. Princes Drive & Supporting Commercial;
3. Civic, Cultural & Tourism;
4. Community Hub; and
5. Activity Centre Periphery.

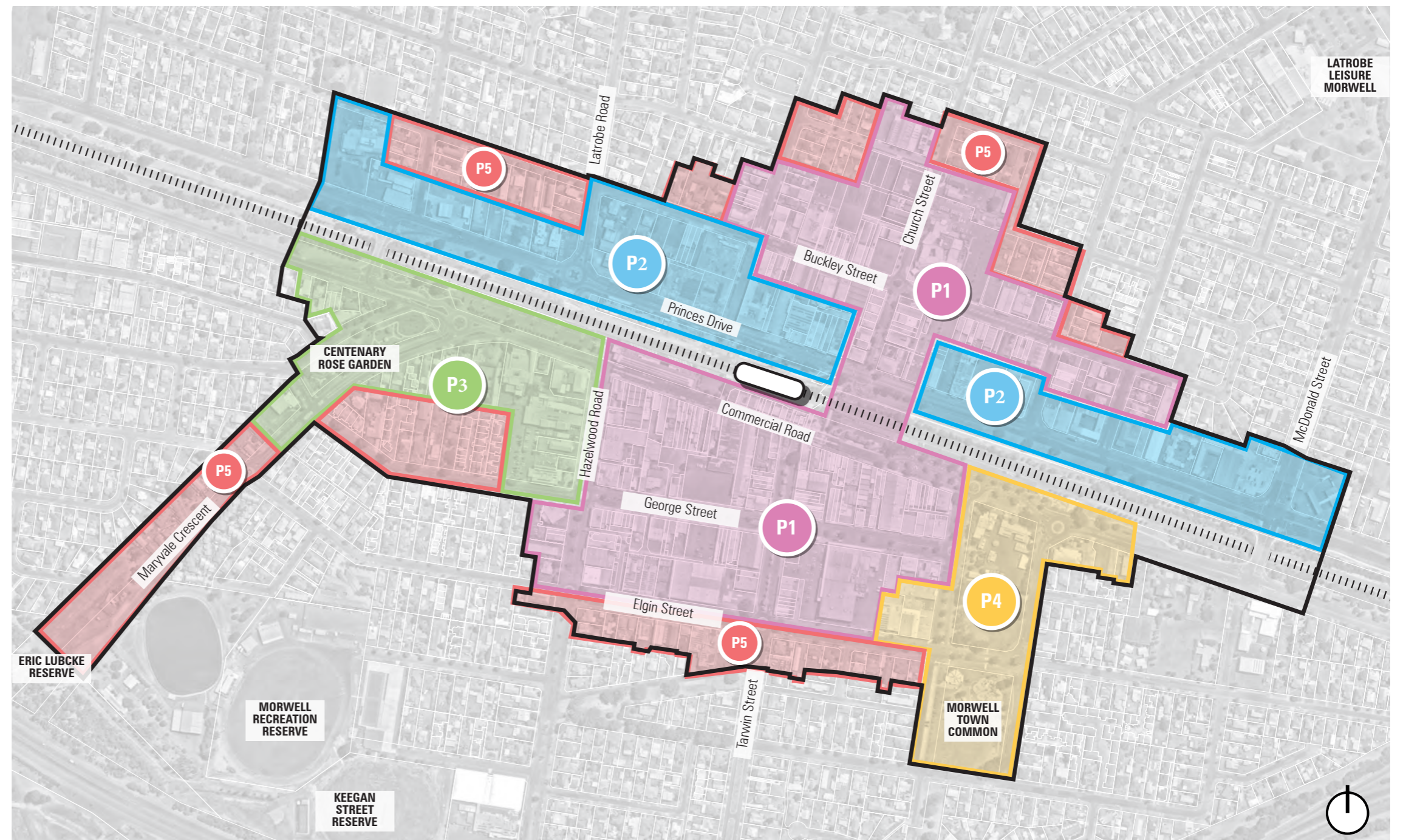


Figure 10 - Precincts

- Precinct 1: Commercial & Retail Heart
- Precinct 2: Princes Drive & Supporting Commercial
- Precinct 3: Civic, Culture, Tourism
- Precinct 4: Community Hub
- Precinct 5: Activity Centre Periphery

5.2 PRECINCTS / GENERAL GUIDELINES

This section contains a series of design guidelines that support the objectives and strategies of the Activity Centre Plan.

While general guidelines are identified below, specific guidelines for each of the five precincts are detailed on the following pages. The precincts are:

1. Commercial & Retail Heart;
2. Princes Drive & Supporting Commercial;
3. Civic, Cultural & Tourism;
4. Community Hub; and
5. Activity Centre Periphery.

General Guidelines - Development

- Support overall building heights consistent with the preferred maximum building heights prescribed in Morwell Activity Centre - Built Form Plan.
- Ensure that sites identified with a preferred maximum building height above 9m adopt a 2 storey street wall with additional upper levels set back a minimum 5m from the street frontage to be recessive in appearance.
- Upper levels at key development sites should be oriented to capture views towards the landscape attributes of the Latrobe City region.
- Upper levels at key development sites should orient windows and balconies towards streetscapes and public open spaces to increase passive surveillance.
- Future development in retail and commercial areas should conceal car parking areas to the rear and reserve frontages for active uses.
- Encourage office development, or retail uses within the podium on key development sites, with residential uses above that contribute to the activation and surveillance of the public realm from within the upper levels.
- Where a site contains or is adjacent to heritage buildings, new development should retain views to heritage features including roof lines and verandas from streets and preserve space between buildings.
- Development of sites with wide frontages should be arranged as a 'suite of forms', rather than a single development envelope - reflecting the fine grain character of the precinct.
- Where built form abuts a residential zone, development should be set back a minimum 3m from the property boundary - with levels above 2 storeys visually concealed.
- Development with commercial and retail uses should avoid ground level setbacks to streets and present active and engaging public interfaces.
- Where built form abuts a Neighbourhood Residential Zone development must be set back a minimum 6m from the property boundary - with levels above 2 storeys setback a minimum of 5m above the abutting wall height.

- Where built form abuts a heritage building (not in a residential zone) any levels above 2 storeys must be setback a minimum of 5m above the abutting wall height.
- Development at key development sites and entries into precincts and the Activity Centre should be of high quality, use contemporary materials and emphasise their important strategic positions as local landmarks.
- Future development in residential streetscapes should retain or match adjoining landscaped front setbacks, providing vegetation and tree plantings to contribute to the public realm character of the setting.
- Entrances into buildings should be clearly legible from streets.
- Ensure new built form provides glazed street frontages at the ground level to allow passive surveillance to the street. A minimum 70% of the street frontage should include transparent glazing.
- Where hospitality uses are proposed, operable glazed frontages are encouraged to allow active uses to 'spill' onto the street.

Precinct Guidelines - Access & Movement

- Encourage widening and potential extension of existing laneways to facilitate safe vehicular and pedestrian access - where noted on the Access & Movement Plan.
- Key development sites should provide integrated car parking, concealed from streetscapes.
- Key development sites should seek to increase pedestrian permeability throughout the Activity Centre by expanding and creating new shared pedestrian/vehicle laneway connections.
- Vehicle crossovers in the 'key retail spine' should be avoided and discouraged in streets with pedestrian focus. Where this is not possible - use surface treatments to indicate pedestrian priority.
- Acknowledging recent changes to speed limits in commercial streets (40km/h), consider longer term staged reductions to 30km/h in 'pedestrian focus streets' to foster greater priority to pedestrians and opportunities for further streetscape upgrades.

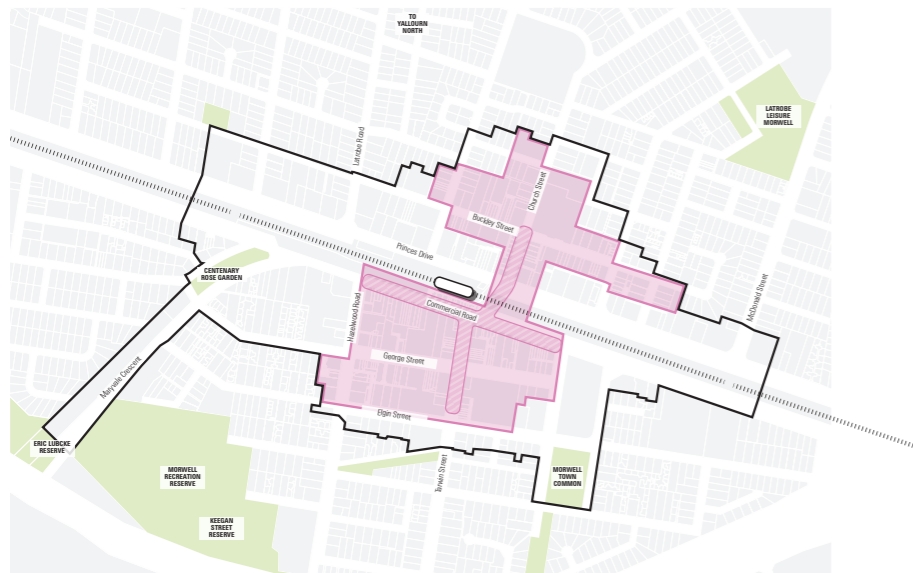
Precinct Guidelines - Public Realm & Landscape

- Encourage better utilisation and redevelopment of at-grade car parking to create a more favourable 'people friendly' quality to the precinct.
- Building servicing and rubbish bin storage should be sited to the rear of properties, away from primary retail and commercial frontages.
- Public art and further Morwell Branding initiatives should be encouraged on blank walls throughout the Activity Centre to increase vibrancy in streetscapes.
- Signage should not be disproportionate to buildings and streetscape to avoid overwhelming them.
- Business identification signage should form part of the overall design of the building as to not be visually dominant.
- Signage should not protrude about the parapet and be sited below the building eave.
- The proportion and scale of signage should complement the prevailing signage character in the streetscape.
- Where illuminated signs are proposed, ensure light spill to nearby residential land is avoided.
- Street panel signs and sandwich board signs are discouraged as well as projecting signs above cantilevered awnings.
- Streets with a pedestrian focus should be well lit with feature lighting to encourage vibrancy and safety after dark.
- Streetscapes in commercial and retail contexts should comprise a mix of canopy and understorey vegetation in verges, outstands and medians to soften expanses of impervious surfaces.
- Expanding on recent works along Commercial Road - provide landscape integrated seating nodes along streets with a pedestrian focus.
- In conjunction with future second platform works, enhance the sense of entry into Morwell at the major public transport nodes through feature signage consistent with Morwell branding palette.
- Provide tourism information signage about destinations within Morwell Activity Centre at key points of public transport arrival.
- Avoid new car parking between building frontages and street property boundaries and seek to provide landscape softening where these areas exist.

5.3 PRECINCTS / PRECINCT GUIDELINES

Precinct 1

Commercial & Retail Heart



The Commercial & Retail Heart will be consolidated as the primary activity core of Morwell Activity Centre, distinguished by its 'village' look and feel. The existing separation between the north and south will be unified through more consistent streetscape presentations to both sides of the centre, through upgrades and plantings in streets and places, and the activation and enhancement of the laneway and arcade network. Simpler avenues for instigating retail opportunities on the northern side will be explored through updates to planning policy.

Moderate to high scaled infill and sleeved development on the southern side will help mend commercial street edges left open and exposed by car parking areas. To the north, infill development and adaptive reuse of buildings will contribute to reinvigorating Church and Buckley Streets. Across the whole precinct, upper level residential uses will be encouraged in future development to increase the presence of residents within the heart of the Activity Centre.

Objectives

- To reinforce the role of traditional retail and commercial uses within the core of Morwell Activity Centre across day and night.
- To foster a consistent village character across the precinct.
- To achieve a streetscape and building character north of the railway that is synonymous with that south of the railway.
- To encourage shop-top residential opportunities and upper residential levels in new developments north of the rail line.

Development

- Encourage consolidation of commercial and retail uses on the south side of the rail line.
- Encourage residential uses above ground level commercial and retail tenants to foster a greater density of residents within the precinct and help facilitate a night time economy.
- Reinforce an intimate 'village' scale along the 'key retail spine' of Tarwin Street, Commercial Road, Church Street and Buckley Street, defined by a finely grained, 2-storey street wall with additional levels visually recessed behind.
- Encourage built form that provides a high degree of street activation along the 'key retail spine' with glazed frontages built to street boundaries, direct access into buildings and permit activity spilling into the public realm such as outdoor dining.
- Ensure future development on key development sites with address to George and Elgin Street prioritise urban infill along street edges currently occupied by large expanses of car parking.

Access & Movement

- Ensure servicing and car parking access to be accommodated from existing rear/side laneways to minimise vehicular crossovers along the 'key retail spine'.
- Continue the alignment of the Manny's Market arcade through future development of the car park fronting George Street (key development site).
- Provide pedestrian connectivity through the Harvey Norman site between Commercial Road and George Street in any future development scenario.



Church Street - streetscape upgrades embracing a 'village' look and feel

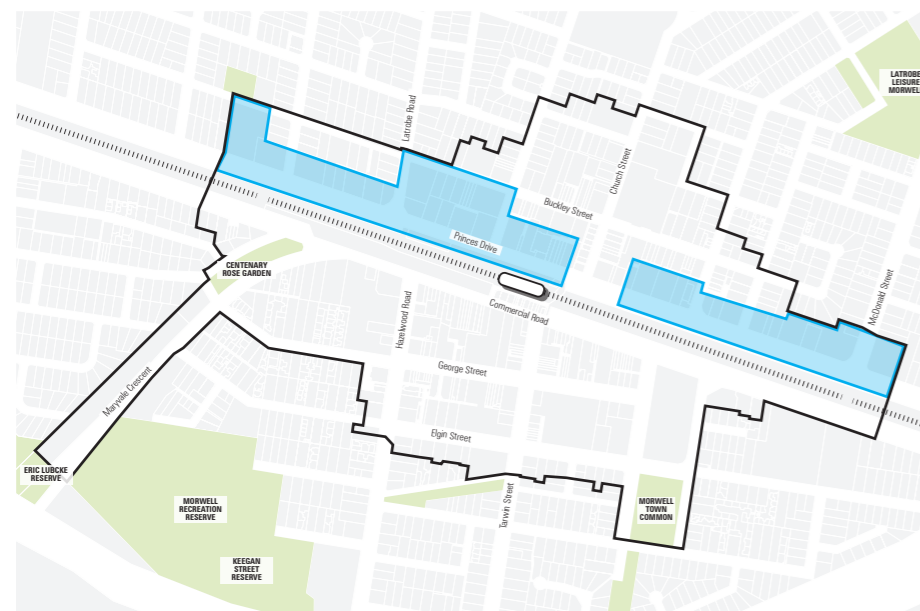
Public Realm & Landscape

- Undertake street greening in George and Elgin Streets comprising planter beds and understorey vegetation, complementing existing street trees and softening the extent of impervious surfaces.
- Undertake streetscape greening initiatives in Buckley Street, providing both understorey vegetation and street trees to help reinvigorate the street.
- Leveraging from recent streetscape upgrades along Commercial Road, extent similar treatments along Tarwin Street and Church Street for a more consistent public realm character within the retail spine.
- Continue installing information signage that references existing and former heritage fabric of the activity centre, including photography and background information.

5.3 PRECINCTS / PRECINCT GUIDELINES

Precinct 2

Princes Drive & Supporting Commercial



The Princes Drive & Supporting Commercial Precinct complements the Commercial & Retail Heart with opportunities to revitalise activity and identity along Morwell’s arterial movement corridor.

Activity will continue to be ancillary to the fine grain, ‘village’ feel of the Commercial & Retail Heart. Design guidance will seek for moderate scaled development that presents as a revitalised face of Morwell Activity Centre that positively engages with a future boulevard setting of Princes Drive and the Morwell Railway Station.

The streetscape setting of Princes Drive will be improved through median landscaping and canopy tree planting. It will play a key role in bringing the Latrobe City landscape character through the village hub, as well as improving connectivity between the intertown cycling network.

Objectives

- To consolidate larger/bulkier commercial activities outside of the fine grain Commercial & Retail Heart.
- To improve the public realm presentation of Princes Drive for an enhanced ‘first impression’ of Morwell Activity Centre.
- To strengthen the connection between the train station and northern side of Princes Drive - both visually and physically.

Development

- Encourage built form that provides a moderate degree of street activation, with visibility between streets and ground level uses.
- Retain existing landscape setbacks where allotments are sited opposite existing residential uses, such as allotments fronting Buckley Street (west of Latrobe Road).
- Encourage future redevelopment of allotments fronting Princes Drive to retain commercial functions.
- Encourage car parking to be sited towards the rear of properties fronting Buckley Street.
- Encourage the repurposing of redundant or vacant built form along Buckley Street for a mix of activities, complementing the Commercial & Retail Heart.

Access & Movement

- Formalise the central median along Princes Drive between Collins Street and Church Street to provide wider and additional mid-way crossing opportunities and landscaping.
- Implement traffic calming measures such as surface treatments, road markings and a wider median along Princes Drive between Collins Street and Church Street to enable safer pedestrian from the station.
- Investigate opportunity for a new shared user path within the linear reserve west of the railway station - commensurate with the one to the east.
- Investigate improvements to the Princes Drive and Latrobe Road intersection to add missing links between on-road bicycle lanes along Latrobe Road and Princes Drive, and future off-road shared user paths within the linear reserve along railway corridor.



Traffic calming through medians and surface treatments can both increase pedestrian and cyclist connectivity while enhancing streetscape presentations.

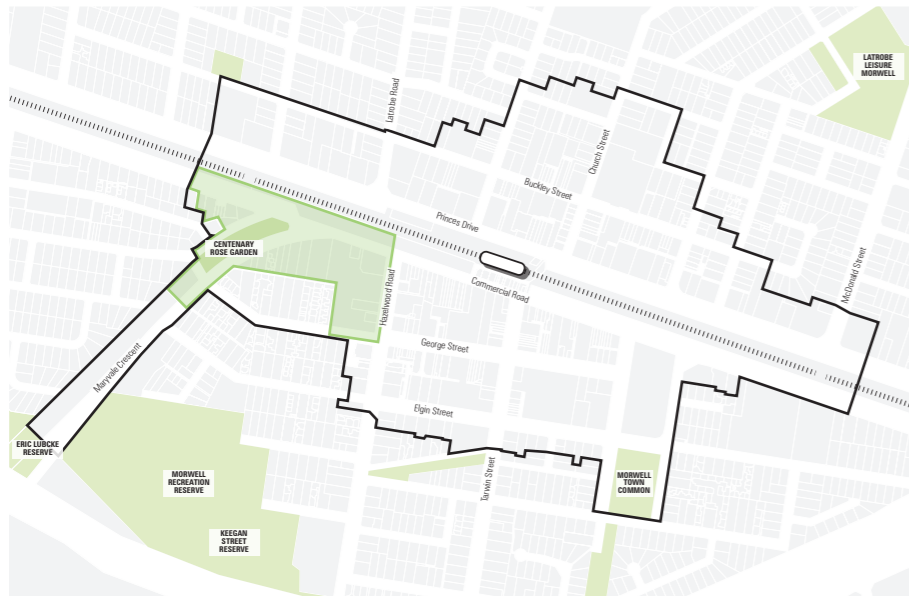
Public Realm & Landscape

- Provide additional tree planting opportunities between parking bays along the northern side of Princes Drive.
- Create a ‘boulevard’ typology along Princes Drive by extending and widening central medians to accommodate landscaping treatments and understorey plantings.
- Ensure future car parking areas along Princes Drive contain a presence of landscaping and tree plantings, contributing to the future boulevard character.
- Promote the entrance into the Morwell Activity Centre around the western and eastern rail overpass bridges through feature signage, consistent with the Morwell Branding Strategy.

5.3 PRECINCTS / PRECINCT GUIDELINES

Precinct 3

Civic, Culture & Tourism



The Civic, Culture & Tourism Precinct will be consolidated as the tourism node of Morwell Activity Centre. It will be known as the 'first stop' for visitors and a launching pad into Morwell and the Latrobe City. Existing tourism destinations such as the Rose Garden and Latrobe Regional Gallery will be complemented by new moderate scale tourism and commercial development opportunities, such as hotels and restaurants.

Institutional buildings will be more interactive and engaging through fostering greater connection and engagement with adjoining streetscapes and public spaces, via public art and public realm initiatives as extensions of the Art Gallery & Rose Garden.

Avondale Road and Maryvale Crescent will play a greater role in 'bridging' the precinct together, with the Rose Garden central to future streetscape and public realm initiatives. The Precinct will also form an important front door to the Recreation Reserve.

Objectives

- To expand existing cultural and tourism destinations into adjoining streetscapes and lanes.
- To consolidate uses that support local and regional tourism in a precinct bookended by key destinations, such as the Centenary Rose Garden and Latrobe Regional Gallery.
- To provide new opportunities for activities in spaces underutilised on weekends.

Development

- Encourage built form that provides a moderate degree of street activation and passive surveillance over the Rose Garden and adjoining streetscapes.
- Provide appropriate transition between future development and residential properties fronting Ann Street as to avoid adverse amenity impacts, through a minimum 3m landscaped setback to residential boundaries.
- Ensure new development in residential streetscapes match the prevailing front setbacks on adjoining properties.
- Ensure new development retains views to and the sense of openness around the heritage Historical Society building.

Access & Movement

- Building on current pedestrian crossing works between the north and southern portions of the Rose Garden, enhance pedestrian connectivity across Hazlewood Road and Avondale Road through widening existing crossing points and applying a feature pavement treatment to visually signpost pedestrian movement.
- Activate pedestrian links within the Latrobe Regional Gallery and Courts precinct through encouraging active building edges public art initiatives in association with the gallery.



Collingwood Yards, Collingwood - facade works and building additions, with creative uses spilling out into the street and surrounding spaces.

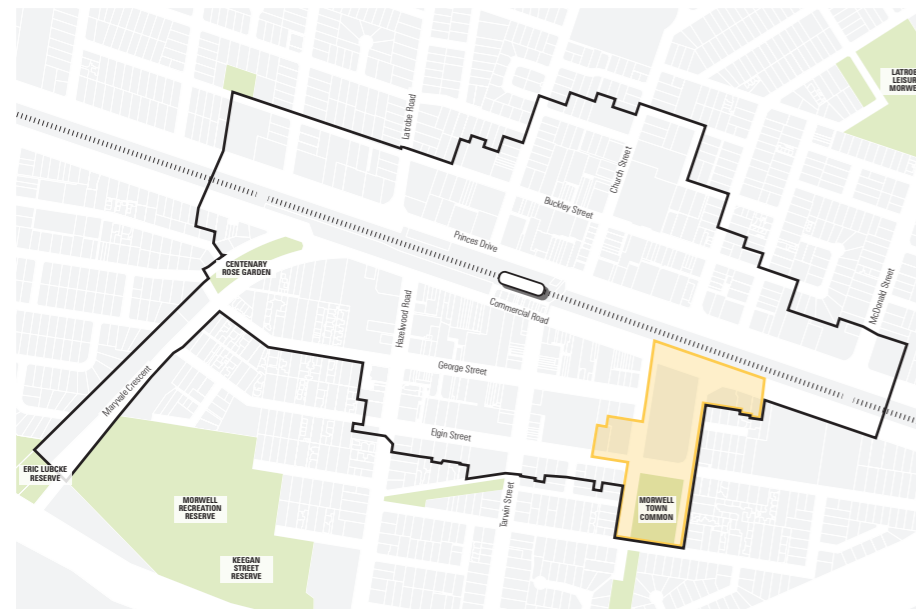
Public Realm & Landscape

- Retain existing landscaped setbacks along Ann Street and Maryvale Crescent.
- Consider expanding the extent of the Rose Gardens into Avondale Road or Hazelwood Road for additional recreation space and to prioritise pedestrian activity across the adjoining streetscapes.
- Activate the Latrobe City Council car parking for weekend and evening activities including markets when parking for office uses is in less demand.
- Promote the northern side of the Centenary Rose Garden as part of the southern gardens through arrival signage visible from the south.
- Promote the entrance into Civic, Culture & Tourism Precinct (and broadly Morwell Activity Centre) around the western rail overpass bridge through feature signage - building on the branding initiatives further west.

5.3 PRECINCTS / PRECINCT GUIDELINES

Precinct 4

Community Hub



This precinct will expand on existing community infrastructure and initiatives located in the south-east of the centre, consolidating them and delivering new initiatives to form a clearly defined Community Hub for Morwell Activity Centre. Its existing recreational and public space attributes will be key to providing activity for a range of demographics including the youth of Morwell.

The old Morwell Primary School presents as a key development site occupying a whole urban block, for a low to moderately scaled future facility with a range of community, educational and neighbourhood based activities possible, in conjunction with actions for the site earmarked in Future Morwell.

The northern edge of the precinct is defined by a landscape corridor with existing community recreational facilities including the Skate Park. The precinct will expand on this recreational corridor as a launching pad for active tourism and recreational activities. Building on objectives of Future Morwell, the Recreation Corridor will host the launching pad to a 'history and cultural trail,' that fosters a stronger link between the history of broader Morwell, the Activity Centre, and the broader region. The trail will help tell the story of Morwell, linking in with its heritage assets within the Activity Centre and industrial heritage in the broader township. It will also serve as a active transport connection to key nodes such as Federation University to the south (Churchill).

Objectives

- To create a consolidated community hub with a strong identity that is synonymous with Morwell Activity Centre.
- To complement existing community oriented assets with new permanent facilities, and a framework for temporary 'pop-up' activities.
- To provide a built form transition towards established residential areas.

Development

- Encourage the repurposing of existing heritage building and integration with new development within the former Morwell Primary School site.
- Ensure a high standard of residential amenity for future residents and neighbouring properties.
- Explore the provision of new or relocated community facilities (ie. co-working spaces or relocated library) within the former Morwell Primary School site.
- Ensure future development along Chapel Street and White Street provide an active outlook towards the Morwell Town Common and former primary school site, providing passive surveillance to the adjacent parkland.

Access & Movement

- Provide bicycle parking and servicing facilities with regional bicycle route information within the grassed reserve around the Skate Park and within the former Morwell Primary School site and/or Morwell Town Common.
- Provide an off-road shared user path along the western edges of the Morwell Town Common and former primary school site - improving pedestrian and bicycle movement between the open space network.
- Implement traffic calming measures across Commercial Road between the Skate Park and the former primary school site to enable safer connection of existing and future shared user paths.
- Retain pedestrian permeability through the former primary school site in future development scenarios.
- Investigate opportunity for regional bicycle connections at the southern termination of Maryvale Crescent - as a potential entry point into future cycling trails towards Churchill (along the former mine railway corridors).



Green Square Community & Cultural Precinct, Sydney - comprises affordable work spaces for creative businesses, community facilities and rooms for hire, early education centre and childcare, community shed and outdoor space.



MLK Gateway (Portland, USA) left, and City of Adelaide signage (right) - linear open space design upgrades with wayfinding and signage that contributes to the image of places while clearly directing residents and visitors to places of interest.

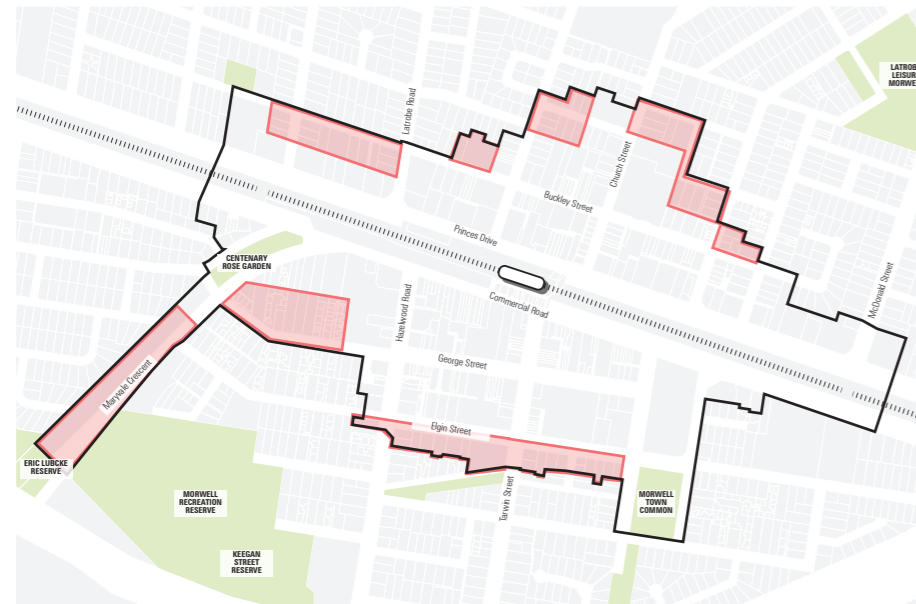
Public Realm & Landscape

- Encourage public realm upgrades along around the Commercial Road and Chapel Street intersections as one of the main pedestrian entries into the precinct.
- Provide facilities for temporary events (ie. food truck / hospitality) around existing activity generators - including the Skate Park and Town Common.
- Explore the opportunity for integrating community-oriented gardens or public open space in future redevelopment of the former Morwell Primary School site.
- Encourage additional street tree planting on the western side of Chapel Street within grassed verges and future kerb outstands.

5.3 PRECINCTS / PRECINCT GUIDELINES

Precinct 5

Activity Centre Periphery



The Activity Centre Periphery Precinct seeks to retain the predominantly residential land use that exists at the Activity Centre boundary. This seeks to create a 'soft' boundary between Morwell Activity Centre and established residential areas adjoining - resulting in a clear transition in built form scale, and retaining the sense of openness at the boundary edge.

The precinct will also be important in providing secondary entrances into the Activity Centre - both vehicular and for active transport initiatives. The precinct provides important connection to recreational facilities to both north and south, including the Morwell Recreation Reserve and the Bowls Club. Streets that bridge these connections will provide pedestrian and cycle friendly environments seeking to encourage active transport over car dependence.

At the southern edge - the precinct can play an important role in creating links to future regional cycling initiatives building on Future Morwell strategies.

Objectives

- To provide a transition between the Activity Centre commercial core and peripheral residential areas.
- To ensure future development is commensurate with the established residential environs beyond Morwell Activity Centre boundary.

Development

- Ensure retention of front setbacks for landscaping opportunity, contributing to the streetscape character and amenity within the public realm.
- Encourage consistent built form response and ensure visual dominance of upper levels are minimised when viewed from the street.
- Ensure a high standard of residential amenity for future residents and neighbouring properties.
- Retain the sense of openness in residential streetscapes though providing setbacks to all boundaries in future development.
- Position primary dwelling entrances forward of garages in future development and orient them toward the street.

Access & Movement

- Limit the number of vehicle crossovers to maintain the integrity and continuity of residential streetscapes.
- Investigate opportunities to widen the existing footpath on Maryvale Crescent for off-road shared user path between Commercial Road and the Eric Lubcke Reserve and the Morwell Recreation Reserve.

Public Realm & Landscape

- Ensure new developments provide an outlook towards Morwell Recreation Reserve and Eric Lubcke Conservation Reserve, and provide passive surveillance to the adjacent parkland.
- Ensure all setbacks be planted with vegetation to 'soften' the impact of new buildings on the streetscape.
- Encourage retention of existing ground level setback along Elgin Street, Maryvale Crescent and Fleming Street with opportunities for additional landscaping and public realm improvement.



6 - IMPLEMENTATION

6.0 IMPLEMENTATION / OPTIONS

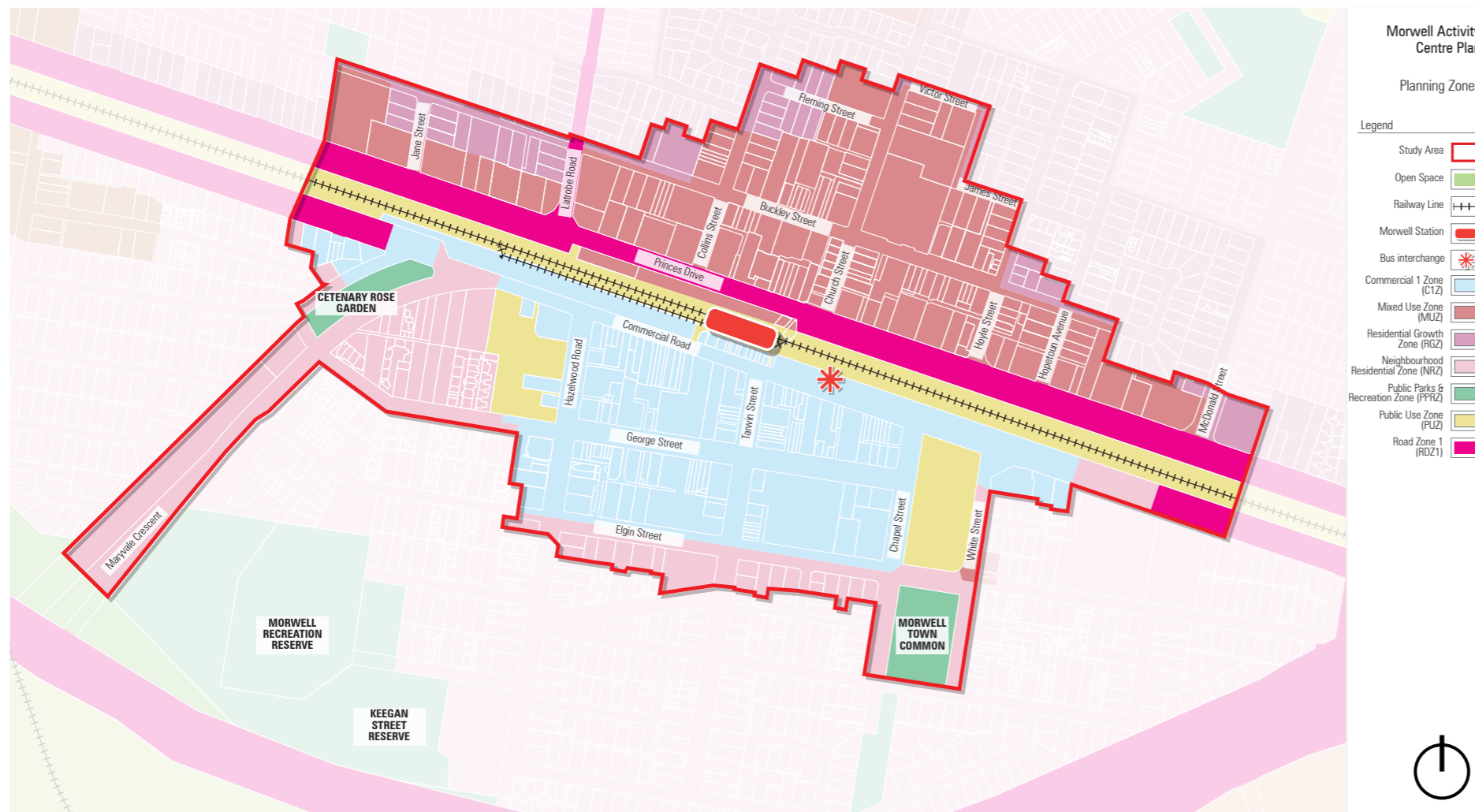


Figure 11 - Existing planning zones

Reconsider Existing Planning Mechanisms

In order to give formal statutory effect to the urban design and built form recommendations contained within this report, it is necessary to implement appropriate changes to the Latrobe Planning Scheme. Noting that there is a range of options to implement such recommendations using the Victorian Planning Provisions, there is a degree of flexibility in how the recommendations can be implemented, such as the utilisation of local policies, zones and overlays. Following below is a brief discussion of those options.

In a typical implementation of an urban design and built form strategy, recommendations would be addressed through a local planning policy in combination with a specifically devised Design and Development Overlay (DDO). This outcome is usually followed where the existing underlying zone is considered to be appropriate, functional and 'fit for purpose'.

However, in the content of the current study area, it is understood that the application of the Mixed Use Zone (MUZ) which applies to sections of Morwell Activity Centre located north of Princes Drive, is having unintended consequences of discouraging commercial investment. This is being caused by the Mixed Use Zone (MUZ) technically siting with a suite of residential zones, whereby an 'as of right' shop has a leaseable floorspace limitation of 150m², and an 'as of right' office has a leaseable floorspace limitation of 250m² which if exceeded triggers a planning permit. Likewise, a 'retail premises' is also noted to be a 'permit required' use in the Mixed Use Zone (MUZ). This clearly differs from the Commercial 1 Zone (C1Z), where a 'shop', 'retail' and 'office' use are 'as of right' uses.

It is further understood that the MUZ was originally applied to north of Morwell Activity Centre in order to differentiate it from the core of the activity centre to the south, which is included in the Commercial 1 Zone (C1Z). Therefore to address the underlying issue with the Mixed Use Zone, it is not simply a matter of applying the Commercial 1 Zone (C1Z) to existing Mixed Use Zone (MUZ) land, as this may create further unintended consequences such as the potential:

- Creation of an oversupply of commercial zoned land;
- Fragmentation of the identified retail core of the activity centre; &
- Undermining of the broader intent for a commercial and mixed use outcome.

6.0 IMPLEMENTATION / OPTIONS

Benefits of the Activity Centre Zone (ACZ)

In noting the above, other potential commercial zones warrant consideration. Firstly, the Commercial 2 Zone (C2Z) can be quickly excluded, as its nominated purpose is: *'To encourage commercial areas for offices, appropriate manufacturing and industries, bulky goods retailing, other retail uses, and associated business and commercial services'*, and therefore it does not capture the broader strategic intent for applicable land.

The Activity Centre Zone (ACZ) then becomes the appropriate zone to consider, noting its purpose:

1. *To encourage a mixture of uses and the intensive development of the activity centre:*
 - *As a focus for business, shopping, working, housing, leisure, transport and community facilities.*
 - *To support sustainable urban outcomes that maximise the use of infrastructure and public transport.*
2. *To deliver a diversity of housing at higher densities to make optimum use of the facilities and services.*
3. *To create through good urban design an attractive, pleasant, walkable, safe and stimulating environment.*

The benefits of using the Activity Centre Zone (ACZ) is it allows a site-specific schedule to be drafted which can be specifically tailored in terms of encouraging and facilitating appropriate landuse, development and built form outcomes in different precincts within an activity centre. An Activity Centre Zone (ACZ) schedule can then be utilised as a 'one stop shop' to capture landuse, development, built form, and urban design outcomes, without needing to use other statutory tools such as a Design and Development Overlay (DDO).

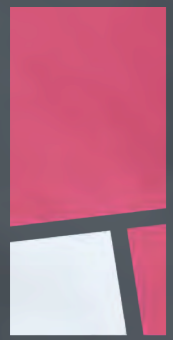
It is further noted that Latrobe City Council has already had demonstrable success in utilising the Activity Centre Zone (ACZ) in context of the Traralgon Activity Centre to implement a range of landuse, development and built form outcomes. It then further supports an argument of achieving logical consistency of also using the Activity Centre Zone (ACZ) within Morwell Activity Centre.

Despite this brief implementation option analysis indicating that the Activity Centre Zone (ACZ) is the most appropriate tool to implement the urban design and built form recommendations of this report, it is further highlighted that the Department of Environment, Land, Water & Planning (DELWP) is currently undertaking a review of the application and operation of the Activity Centre Zone (ACZ). This work is currently ongoing, meaning its finding and recommendations are, at this point in time, unknown.

In appreciating the lengthy timeframes to formally implement modifications to the planning scheme framework, this conclusion of the Activity Centre Zone (ACZ) review may impact and influence the implementation of the current work of the Activity Centre Zone (ACZ) as the preferred statutory implementation mechanism.



Latrobe Regional Gallery, a key destination in Morwell Activity Centre



hansen

