

MORWELL

ACTIVITY CENTRE PLAN



Final Report January 2023



Image: Tarwin Street Gathering Place

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1. Executive Summary

The Morwell Activity Centre Plan (the Plan) is a key guiding document designed to assist with the management and monitoring of future growth and development in the primary activity centre of Morwell over the next 15 years. The plan was developed by Latrobe City Council with assistance from consultants Hansen Partnership Pty Ltd and Movement & Place Consulting.

The Plan seeks to establish an agreed vision for the commercial centre of Morwell. This vision forms the basis of a framework which outlines key policy directions and important physical outcomes as they relate to the Morwell Activity Centre.

The Plan should form part of the Latrobe Planning Scheme and be the basis for future decision making it as relates to planning and design matters in Morwell.

The Plan consists of five key sections;

1. Vision and Key Directions;
2. Activity Centre Plan which identifies the overall strategic direction for the centre ;
3. A series of Precinct Guidelines which identify more detailed built form outcomes sought within particular precincts;
4. Parking Precinct Plan; and
5. Implementation Plan.

Morwell is identified as a Sub-Regional Retail Centre within the Latrobe City Retail Strategy and is the last of the four main towns within Latrobe City to have an Activity Centre Plan prepared for its commercial centre.

The need to undertake activity centre planning for Morwell has been identified as further strategic work within the Latrobe Planning Scheme for a number of years. More recently, the Latrobe City Retail Strategy which was completed in 2019 identified, as part of the implementation plan, to support the viability of Latrobe City's larger retail centres council should prepare and implement:

The Morwell CBD Activity Centre Plan which focuses on the revitalisation of the centre (including areas to the north of the railway line), and which consolidates recent urban design and other strategic work to provide a comprehensive up to-date land use and development vision.

To date a large amount of strategic work has been completed for Morwell with regards to urban design/renewal, transport (all modes) and car parking. The Plan does not seek to 'reinvent the wheel', instead, it has sought to review, consolidate and update strategies pertaining to Morwell Activity Centre, along with the identification of additional work to establish a contemporary vision that will guide and support the development of Morwell into the future.

1.1 How will the plan be used

The aim of the Plan is to guide future land use and development in a co-ordinated manner and provide greater certainty for all stakeholders in terms of delivering a preferred future.

The Plan will be used by:

Latrobe City Council:

- As a basis for introducing new planning policies, zones and overlay controls into its planning scheme (as appropriate);
- In assessing planning permit applications;
- In assessing requests to rezone land;
- In guiding non-statutory initiatives, arrangements or partnerships to assist in realising potential future opportunities within the township;
- In preparing capital works budgets to implement public works;
- To assist in prioritising future work and in seeking funding for projects; and
- In delivering community services.

The Community:

- To understand how the centre, and specific precincts within the centre, are likely to change in the future;
- To assist community groups in prioritising future work and in seeking funding for community based projects; and

- To provide a framework for other community groups to assist in making long term plans.

Existing Business Owners:

- To create greater certainty and appreciation regarding the future direction of the centre at large; and
- To provide an understanding of the benefits of projects which may otherwise be viewed in isolation.

Developers:

- To understand the development opportunities that exist and the matters that will be considered by planning authorities in assessing development proposals.

Other Government Agencies:

- In coordinating infrastructure improvements with work undertaken by Latrobe City Council and other agencies including public transport, roads and water; and
- The Structure Plan must be regularly reviewed to ensure its directions and ambitions continue to be relevant to the activity centre as it changes over time.

2. Study area

Morwell has two retail centres, the traditional town centre and Mid Valley Shopping Centre to the east. The traditional town centre is the focus of this plan.

The town centre is generally surrounded by residential land to the north, south, east and west. The Morwell Centenary Rose Garden can be found at the western entrance to the southern precinct.

The study area (see Figure 1) for the project has been developed in line with *Planning Practice Note 58 – Structure Planning for Activity Centres* and includes land within approximately 400-500m from the Morwell Train Station. It predominately comprises land within the Transit City boundary zoned Commercial and Mixed Use.

It also includes Residential zoned land on the periphery of the centre to the north, south, east and west and two areas of open space to the south zoned Public Park and Recreation. The full extent of Maryvale Crescent was also included due to its connections to the Morwell Recreation Reserve (Gippsland's AFL Centre of Excellence) and the Eric Lubcke Yarra Gum Conservation Reserve.

Its linear appearance is due to the presence of the Gippsland regional railway which dissects the CBD, effectively dividing the centre into two separate precincts: a northern precinct and a southern precinct. Although the two halves are connected by an underpass, the main retailing centre, in recent times, is located south of the railway line while shops on the northern side cater primarily for office and service business.



Church Street – Northern Precinct



Commercial Road – Southern Precinct



Figure 1 - Study Area - Morwell Activity Centre Plan (Hansen Partnership Pty Ltd)

3. Background

The project commenced in 2020 and was undertaken in the following phases:

Phase 1: Research, data collection and review and analysis of background information.

Phase 2: Development of background reports (by Latrobe City Council and consultants) and stakeholder engagement.

The following background documents have been prepared:

- A **Planning Context Report**, which included consideration of demographic information, the current planning context as well as broader observations about the activity centre as a whole and recommendations moving forward.
- An **Urban Design and Built Form Discussion Paper and Report** (Hansen Partnership Pty Ltd) which considers the existing built form and landscape characteristics and provides a roadmap as to how the vision and aspirations for Morwell Activity Centre can be implemented through future statutory planning mechanisms, or capital works program.
- A **Transport Assessment and Parking Plan (including Parking Precinct Plan)** (Movement and Place Consulting), which outlines the current transport and car parking situation, identifies issues and opportunities and recommends a range of options for improvements.

- An **Economic Assessment** which documented retail supply and demand issues, as well as an assessment of the office and housing needs that the plan would need to accommodate.
- A **Community Infrastructure Assessment** which looks at the current and future demand for community infrastructure. This report used benchmarking to identify gaps in the provision and to identify recommendations.

Phase 3: Development of the Activity Centre Plan and associated Planning Scheme Amendment documentation.

During Phase 2 of the project consultation was undertaken to assist with informing the development of the Plan.

List of Stakeholders involved in Phase 2 of the project:

- 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, DELWP;
- Advance Morwell; and
- Councillors from Latrobe City

4. Regional and local context

Morwell is a regional town located centrally within the Latrobe City region of Gippsland, approximately 150km east of Melbourne and has a population of 13,700 (2016 Census). 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 part of Gippsland's regional city under the Gippsland Regional Growth Plan where urban and population growth and regional infrastructure and service investment are encouraged.

Morwell is one of three main urban centres that form Latrobe City's Networked 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 networked city as a supporting network town. 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, combined with Traralgon, is identified as the primary population centre by the Latrobe Strategic Framework Plan. New residential estates planned for Morwell are located to the north, north-west and north-east of the town centre.

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 supermarkets, discount stores and department stores.

The 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.

The Morwell Centenary Rose Garden can be found at the western entrance to the southern precinct; a rose filled parkland of over 2 hectares and showcases over 4000 roses. Every year in November the International Rose Garden Festival is held over two days attracting thousands of people to the township.

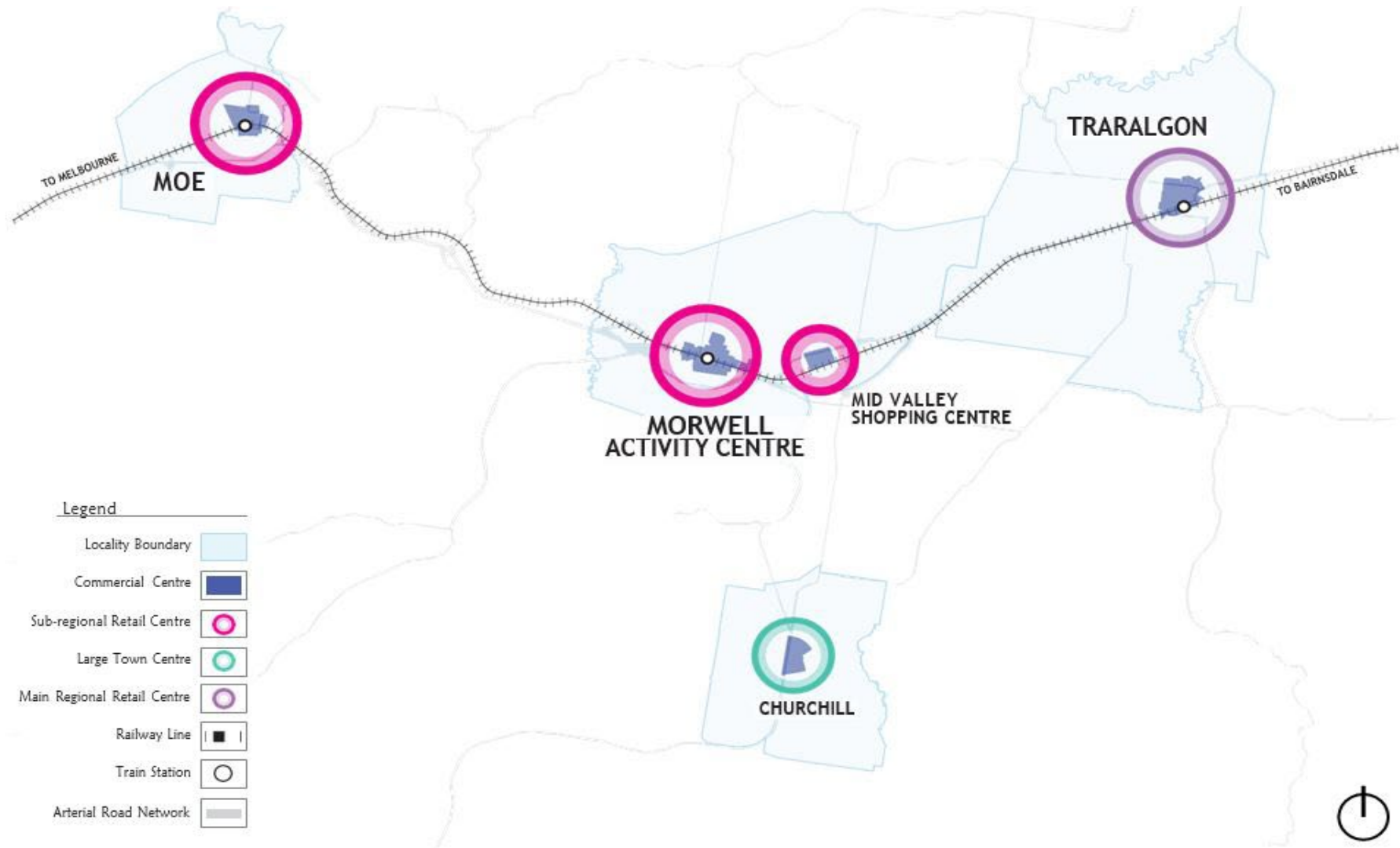


Figure 2 - Local and Region Context Map (Hansen Partnership Pty Ltd)

5. Vision and key directions

5.1 Vision

The future Morwell Activity Centre will aspire 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.



5.2 Key Directions

During the background investigations many ideas and ambitions were identified for the centre. From these, five key directions have been formulated. The key directions represent the 'aspirations' of the Morwell Activity Centre Plan. These are as follows:

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.

Key Planning and Design Principles:

- 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.

Key Planning and Design Principles:

- 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 key development sites.
- 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.

5.2 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.

Key Planning and Design Principles:

- Undertake streetscape greening and improvements for a more consistent 'look and feel' for Morwell Activity Centre
- Improve safe pedestrian crossing opportunities.
- 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, (as part of the global shift towards renewable/clean energy production) and uncertainty regarding 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.

Key Planning and Design Principles:

- 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).

5.2 Key Directions

Direction 5. Appropriately managed car parking

Morwell Activity Centre will continue to require existing publicly accessible car parking as a resource for its existing and future functions. Additional landscaping and public realm upgrades to existing car parks will improve amenity and safety. Opportunities exist to share and utilise existing expansive surface parking for temporary uses and additional activation when not used for parking. This includes additional land for leasing, community functions at the ground level, and roof tops to establish multi-functional uses.

Key Planning and Design Principles:

- Implement recommendations from the 2021 Parking Precinct Plan as part of the Transport Assessment & Parking Plan 2021.
- Incorporate high amenity design along parking interfaces and improve the safety of vehicle crossovers for pedestrians.



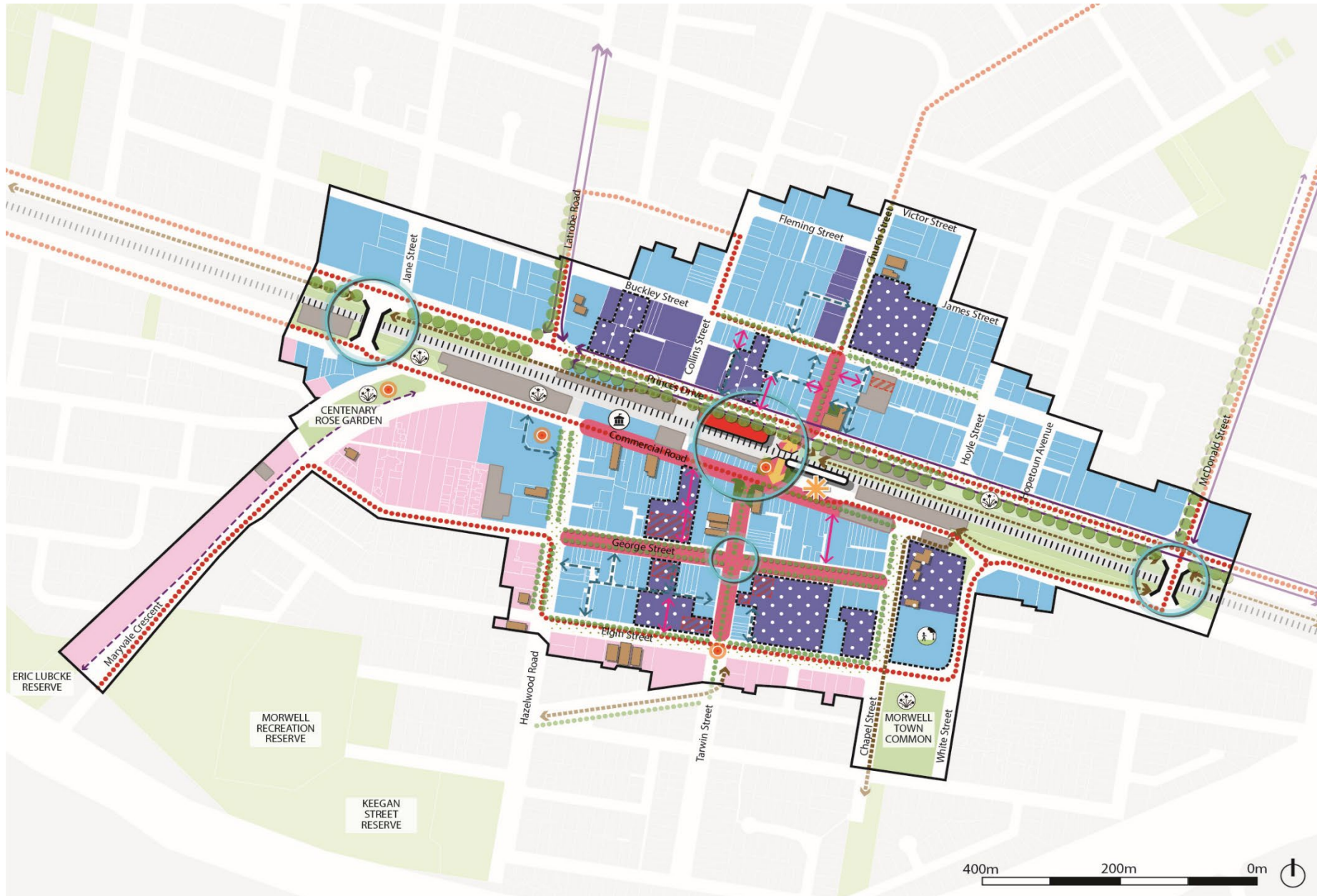
Pedestrian Underpass from Commercial Road

6. Activity Centre Plan

The Activity Centre Plan at section 6.1 represents the key directions (key planning and design principles) as outlined in section 5.2.

Objectives and strategies were established under the four main themes of Land Use and Activity, Built Form and Development, Landscape and Public Realm and Access and Movement to achieve the identified key directions and are provided in section 6.2 to 6.6.

6.1 Morwell Activity Centre Plan



- Legend**
- Study area
 - Morwell station
 - Morwell station second platform
 - Railway line
 - Pedestrian underpass
 - Bridge
 - Bus interchange
 - Bus route
 - Open space
 - Civic use & information
 - Landmark
 - Key retail spine
 - Heritage building
 - Pocket park/Square
 - Boulevard treatment
 - Streetscape greening
 - Streetscape softening understorey planting
 - Future key open space
 - Events & festivals
 - Key development sites
 - Priority urban infill
 - Activated laneway
 - Arcade
 - Gateway treatment/Wayfinding signage
 - Shared pathway
 - Off-road bicycle lane
 - On-road bicycle lane
 - Public off street car parking
 - Integrated car parking
- Preferred Maximum Building Heights**
- 9m
 - 12m
 - 16m

6.2 Land Use and Activity

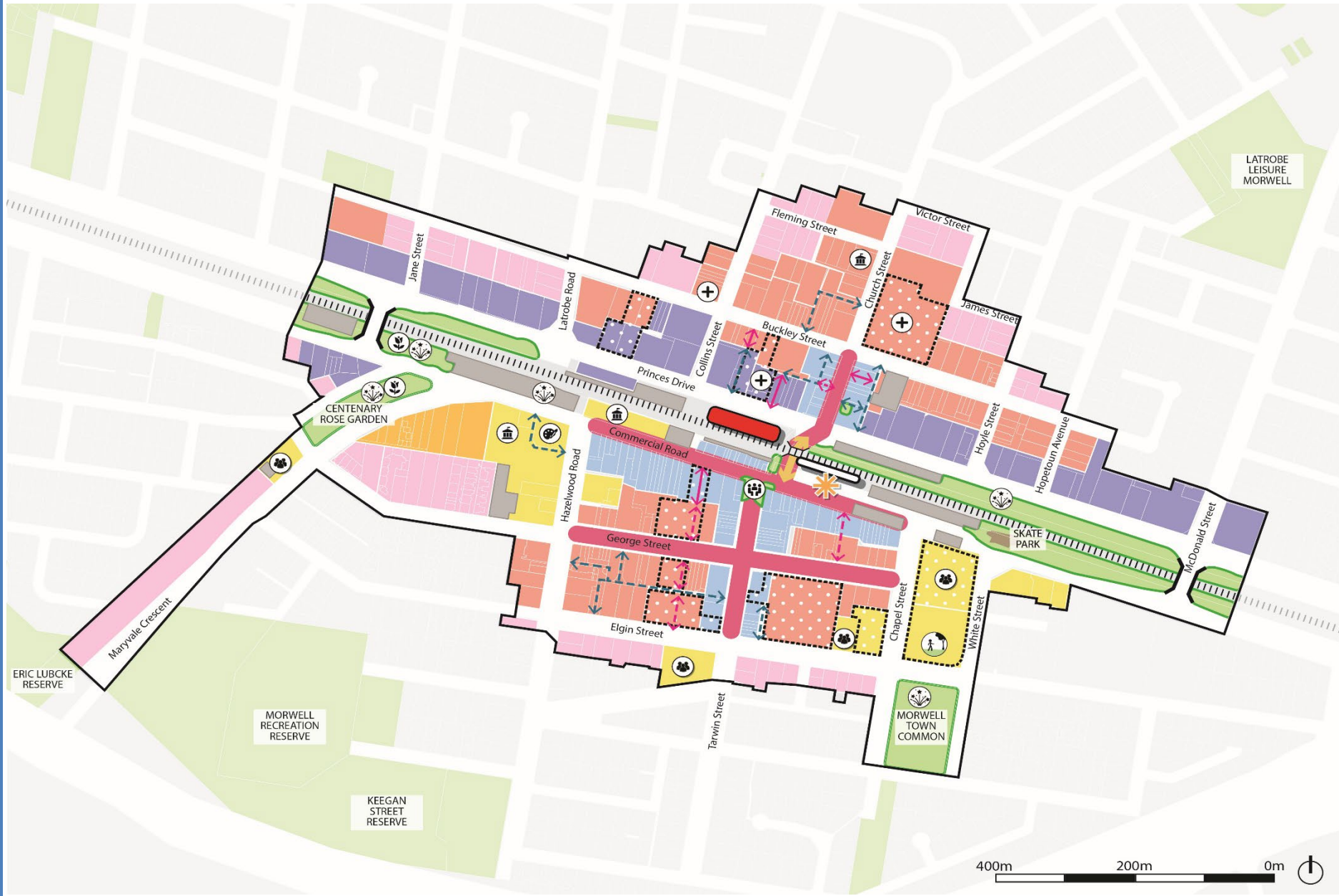
The following objectives and strategies relating to land use have been developed to achieve the key directions for Morwell Activity centre.

Objectives	
O1	To strengthen Morwell as a shopping, business, civic, cultural and tourism destination in a local and regional context.
O2	To emphasise the key retail axis of Tarwin Street, Church Street and Commercial Road.
O3	To accommodate housing diversity by providing a range of housing types, sizes and tenure, including higher density, affordable, community and shop-top housing.
O4	To support the provision of civic and cultural functions within the Activity Centre.
O5	To support vertical mixed use opportunities with a retail or commercial focus within the Activity Centre core.
O6	To support commercial opportunities along Princes Drive that benefit from highway frontage and exposure.
O7	To continue supporting transit oriented uses on land abutting the railway line.

Strategies

- S1** 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.
- S2** 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.
- S3** Support the development of service office-based uses and large format retail along the north side of Princes Drive.
- S4** Support a range of office, health and service-based uses on land fronting Buckley Street and Church Street (north).
- S5** Support development with a mix of uses with a retail and commercial focus along George and Elgin Streets.
- S6** Support the consolidation of tourism and accommodation uses between the Rose Garden and Cultural Precinct (anchored by Latrobe Regional Gallery).
- S7** Support events and seasonal market opportunity at the Town Common and Latrobe City Council car park during off peak times, such as the Sunday market.
- S8** 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.
- S9** Support a range of civic and community uses around the Morwell Town Common and along Hazelwood Road.
- S10** Support retention of medium to high density residential uses at the edges of the Activity Centre.

6.2 Land Use and Activity



- Legend**
- Study area
 - Morwell station
 - Morwell station second platform
 - Railway line
 - Pedestrian underpass
 - Bridge
 - Bus interchange
 - Open space
- Land Use**
- Retail focus
 - Commercial focus
 - Mix of uses
 - Civic and community focus
 - Tourism focus
 - Residential use
 - Key open space
 - Future key open space
 - Key retail spine
 - Public off street car parking
 - Key development sites
 - Integrated car parking
- Lanes and Links**
- Activated laneway
 - Existing arcade
 - Proposed arcade
- Activity Anchors**
- Meeting place
 - Rose Garden
 - Art Gallery
 - Medical
 - Civic functions
 - Community hubs
 - Events & festivals

6.3 Built Form and Development

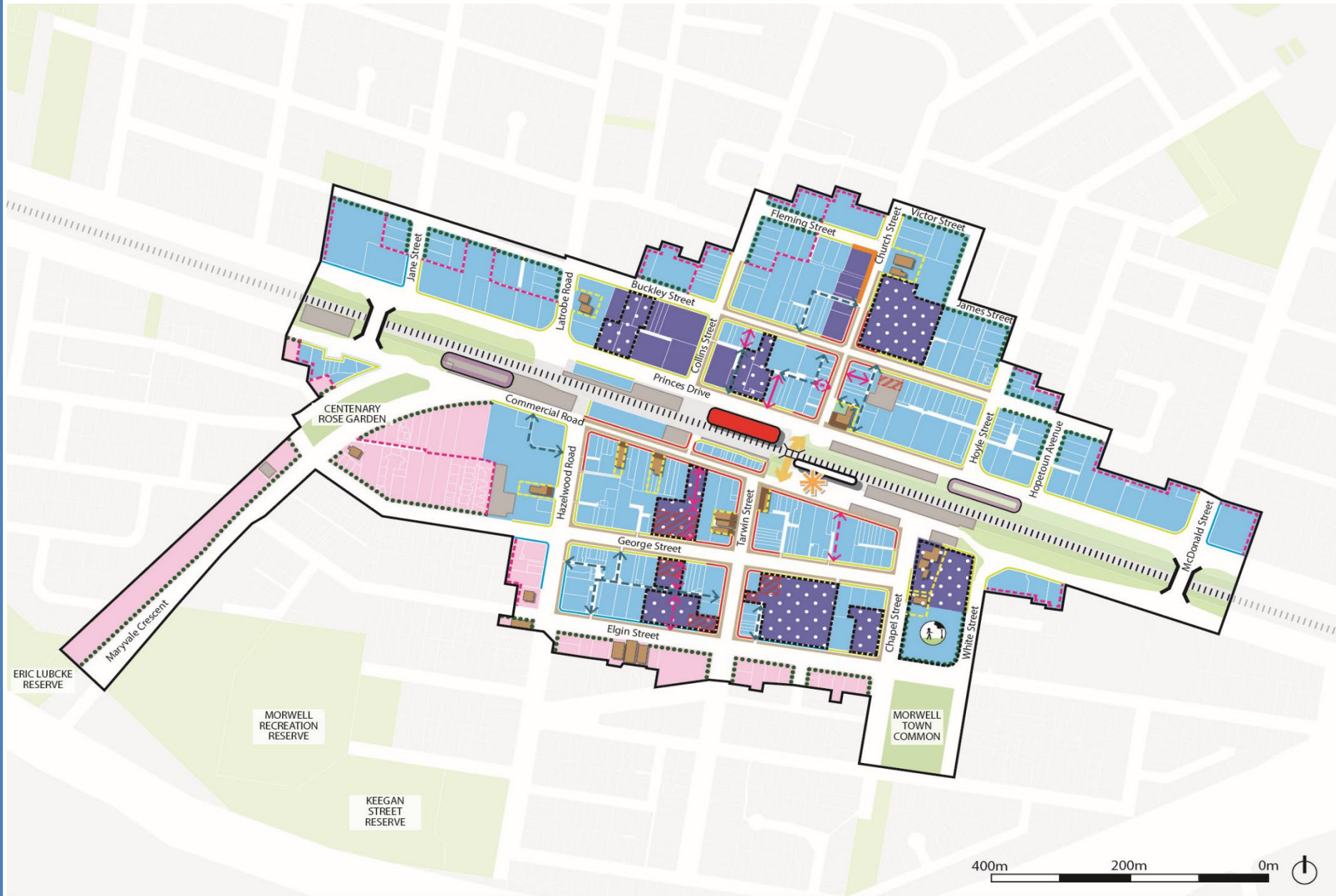
The following objectives and strategies relating to built form and development have been developed to achieve the key directions for Morwell

Objectives	
O8	To encourage a mid-rise scale of development in Morwell, which reinforces the role and hierarchy of Activity Centres in Latrobe Valley.
O9	To support street-based development that complements the village quality and existing heritage fabric.
O10	To encourage higher density development.
O11	To facilitate the redevelopment or revitalisation of identified key development sites.
O12	To improve the appearance and activation of public spaces including streetscapes, public car parks and laneways.

Strategies

- S11** Support development opportunities of heritage sites while retaining existing heritage building and frontage.
- S12** Support development scale between 9m to 16m to reinforce the mid-rise village character of Morwell.
- S13** Ensure a transition in built form scale is achieved at Activity Centre edges to established residential areas and heritage interfaces.
- S14** Avoid overshadowing of footpaths within the Activity Centre between 10am and 3pm at the Spring Equinox (22 September).
- S15** Avoid overshadowing to a minimum 50% of key open spaces areas between 10am and 3pm at the Winter Solstice (22 June).
- S16** Support street-oriented development outcomes that are built to the street frontage and contributing to the activation of the street frontages.
- S17** Support pedestrian-scaled 2 storey street walls with setback upper levels.
- S18** Ensure future built form of key development sites contain a variety of activation so as the final built form does not appear as a continuous wall.

6.3 Built Form and Development



Legend

- Study area
- Morwell station
- Morwell station second platform
- Railway line
- Pedestrian underpass
- Bridge
- Bus interchange
- Open space
- Future key open space
- Heritage building
- Public off street car parking
- Location for additional car parking
- Priority urban infill
- Key development sites
- Integratred car parking
- Activated laneway
- Existing Arcade
- Proposed Arcade

Preferred Maximum Building Heights

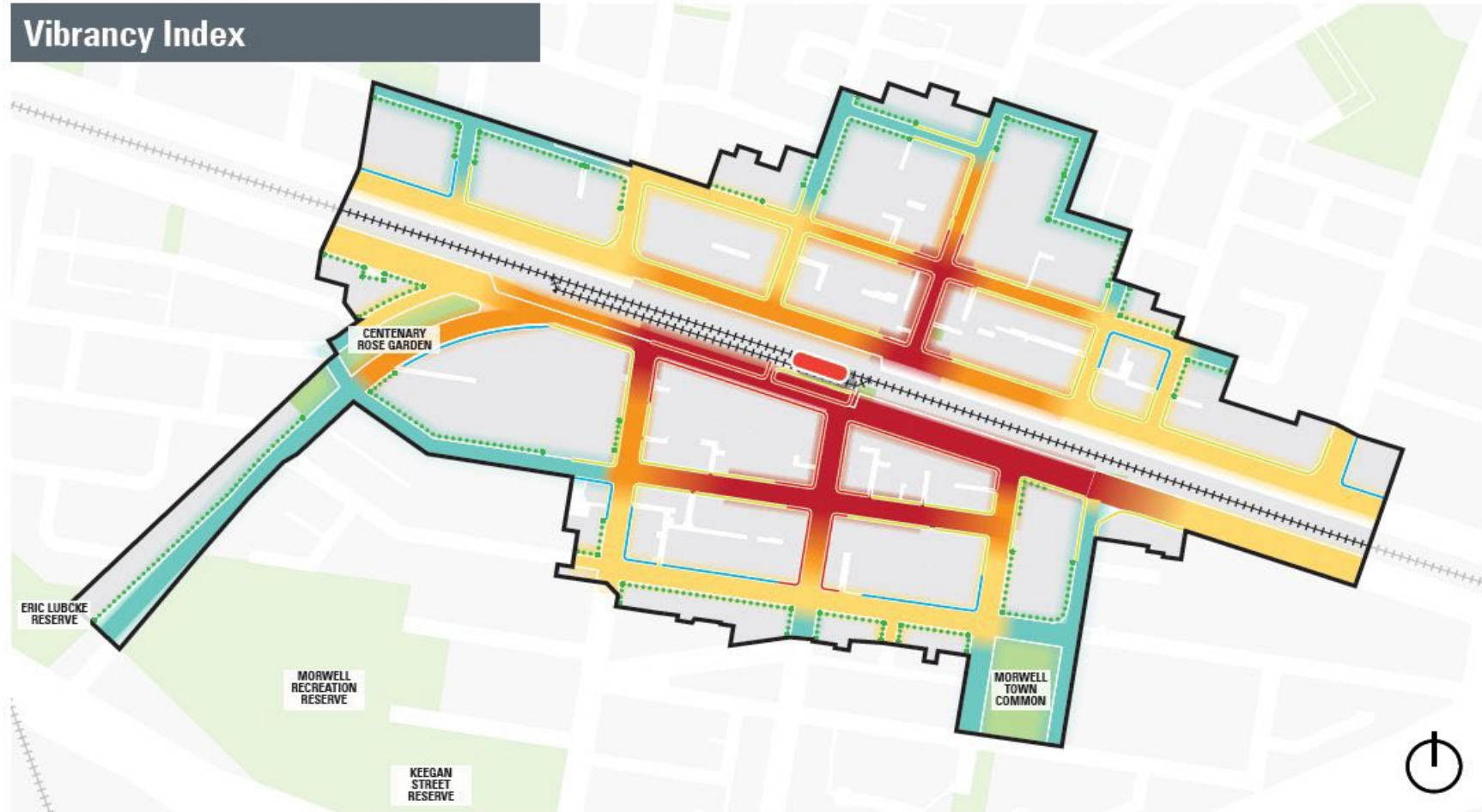
- 9m
- 12m
- 16m

Typical Interface Response

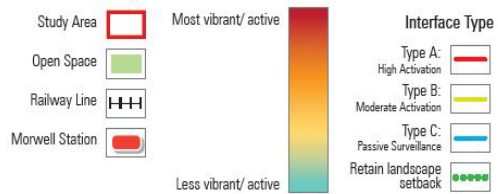
- Interface Type A
- Interface Type B
- Interface Type C
- Landscaped setback
- Residential transition
- Heritage transition
- 3 storey street wall

6.3 Built Form and Development

Vibrancy Index



Legend



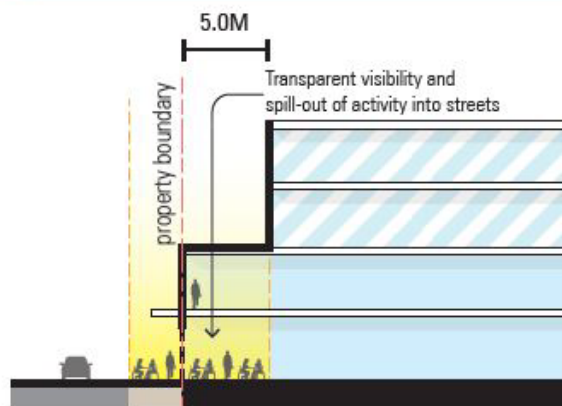
Vibrancy Index

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.

6.3 Built Form and Development

Typical Interface Types

Type A



Application

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

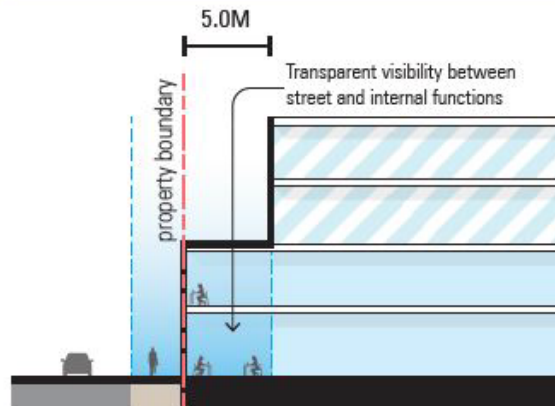
Interface Response

- 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.

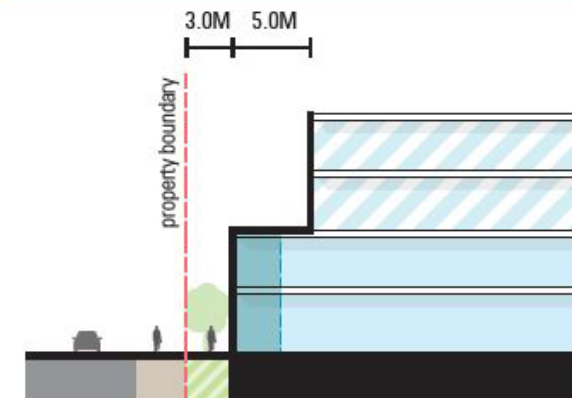
Interface Response

- 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

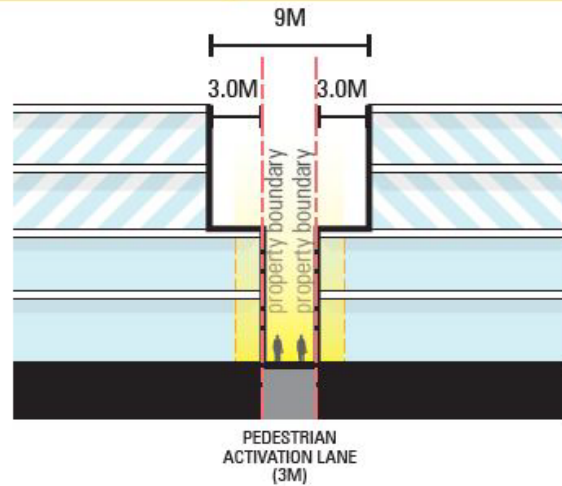
- 2 storey (9m) street wall.
- 0m - 5m ground level setback.
- 5m setback behind street walls/podiums - or 3m if a ground level setback is provided.
- Upper level balconies to be contained within the building envelope and behind the setback line.
- Working /living areas oriented toward street frontages.

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.

6.3 Built Form and 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.

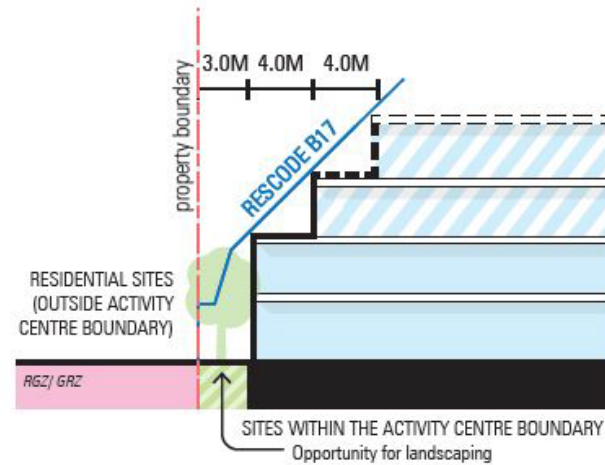
Interface Response

- 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.

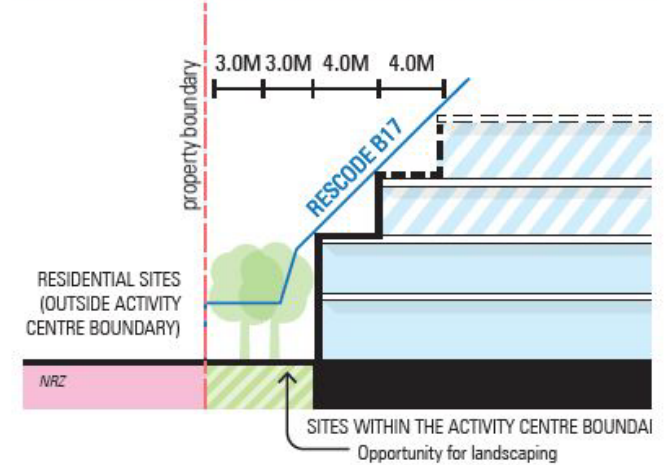
Interface Response

- 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.

6.4 Landscape and Public Realm

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

Objectives	
O13	To provide opportunities for new landscaping including additional canopy tree planting and understorey vegetation on public and private realms.
O14	To support and enhance the image of Morwell as 'Towns of Gardens', particularly at key entries into the Activity Centre.
O15	To establish a diversity of open space and recreational offerings within the activity centre.
O16	To enhance existing open space and connections to these spaces and provide opportunity for new open space on redevelopment sites.
O17	To support streetscape design that contributes to a walkable environment and enhance a sense of place.
O18	To establish a strong sense of arrival into the Activity Centre.
O19	To celebrate the heritage and cultural aspects of Morwell.

Strategies

S19 Support the provision for public art works in streetscapes, places and laneways designated for upgrades in association with the Latrobe Regional Art Gallery.

S20 Create a boulevard typology along Princes Drive between Latrobe Road and Hoyle Street, through:

- a landscaped central median;
- consistent canopy tree planting along the southern side of the street; and
- new tree plantings along the northern side of Princes Drive between car parking bays and at kerb outstands.

S21 Continue to promote the history of Morwell Activity Centre through photographic signage and public art that references existing and lost heritage fabric and stories.

S22 Prepare a streetscape masterplan for Church and Buckley Street to guide public realm upgrades for a consistent streetscape quality across the Commercial & Retail Heart.

S23 Support public realm upgrades along Tarwin, George and Elgin Streets that provide landscape softening to complement existing tree plantings.

S24 Support the provision of awnings across pedestrian paths within the Commercial & Retail Heart Precinct.

S25 Support the provision of landscaped 'pause points' comprising landscaping and furniture along the 'pedestrian priority' network.

S26 Deliver a consistent landscape and public realm palette throughout the key retail spine and streets with pedestrian focus.

S27 Ensure future infrastructure and services are located underground – avoiding interference with public realm and existing/future canopy trees.

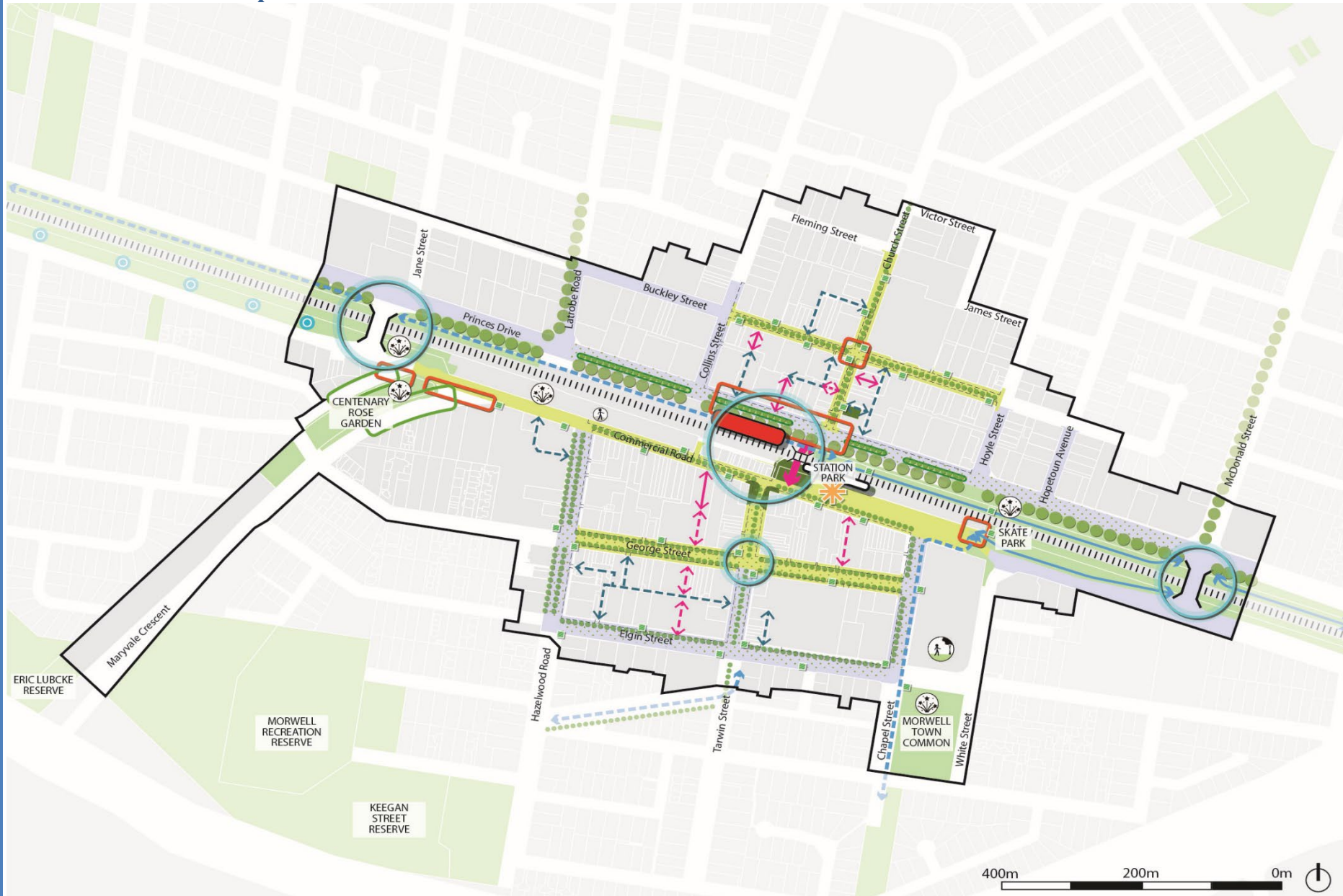
S28 Ensure building servicing attributes such as bin storage areas are located to the side or rear of commercial buildings and are screened from view within the public realm.

S29 Increase the sense of arrival into precincts and Morwell Activity Centre through feature signage and wayfinding features - expanding on recent initiatives along Commercial Road.

S30 Formalise linear open space along the rail corridor as part of the open space network connecting established parks.

S31 Support the provision of a new linear Park/Event Garden within the northern rail reserve as proposed in Future Morwell.

6.4 Landscape and Public Realm



- Legend**
- Study area
 - Morwell station
 - Morwell station second platform
 - Railway line
 - Pedestrian underpass
 - Bridge
 - Bus interchange
 - Open space
 - Events & festivals
 - Improved pedestrian connectivity
 - Activated laneway
 - Existing arcade connection
 - Proposed arcade connection
 - Existing shared user path
 - Proposed shared user path
 - Awnings
 - Gateway treatment / wayfinding signage
 - Existing entrance signage
 - History and cultural trail
 - Pocket park/Square
 - Garden expansion
 - Future key open space
 - Proposed median/roundabout
 - Streetscape greening
 - Streetscape softening understorey planting
 - Boulevard treatment
 - Landscaped integrated seating
 - Streetscape types
 - Class A - Key retail spine
 - Class B - Commercial streets

6.4 Landscape and Public Realm

STREETSCAPES - CLASS A

Streetscape Types

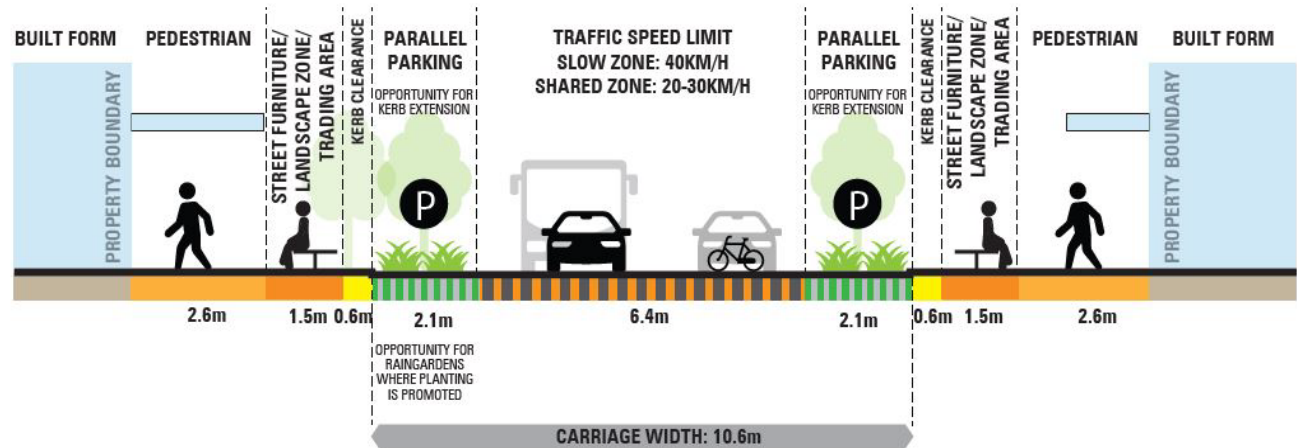
In accordance with the Landscape & Public Realm Plan, two streetscape types are proposed. These types seek to build upon recent works along Commercial Road and strive for a more consistent street image across retail and commercial streets within Morwell Activity Centre.

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.

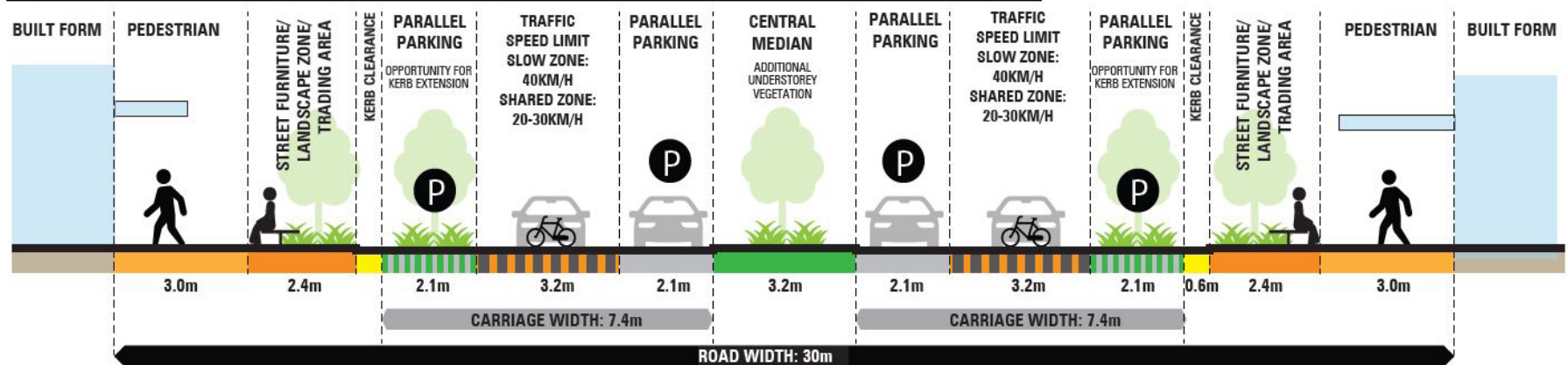
Streetscape Class A has the following attributes:

- 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).



6.4 Landscape and Public Realm

STREETSCAPES - CLASS B

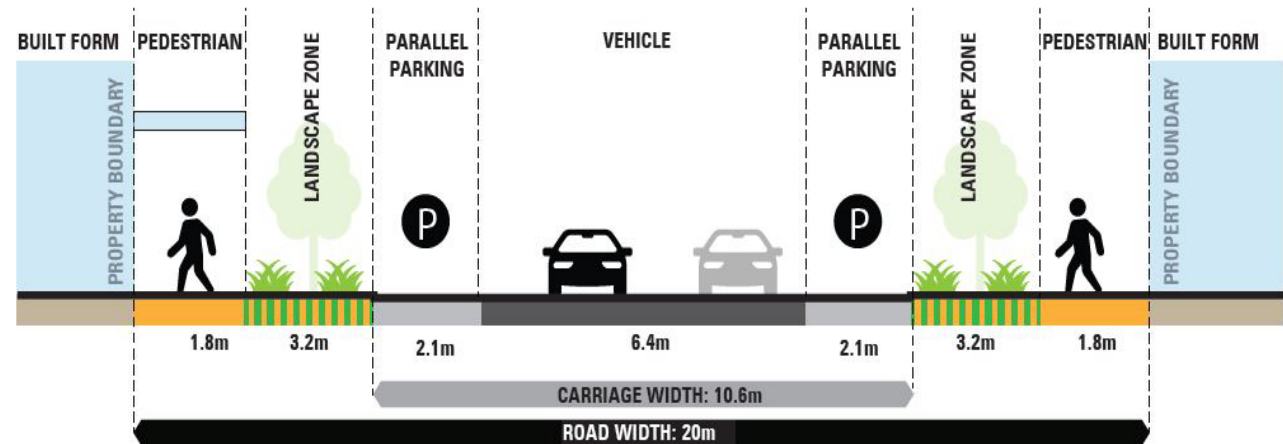
Streetscape Types

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.

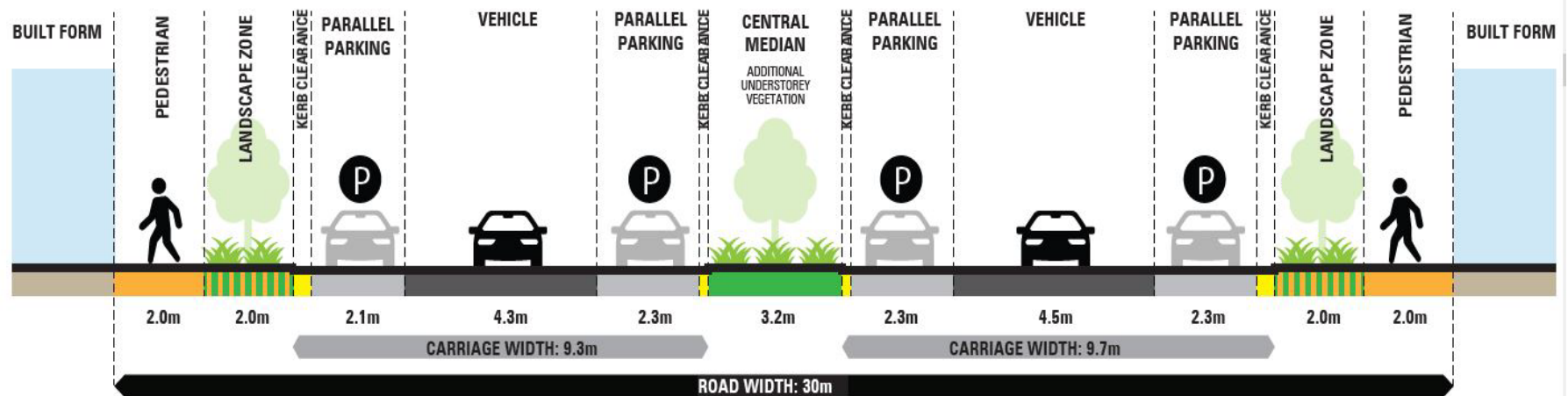
Streetscape Class B has the following attributes:

- 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).



6.5 Access and Movement

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

Objectives	
O20	To improve accessibility and permeability into and within the Activity Centre.
O21	To support and enhance active transport modes (walking and cycling) into and within the activity centre.
O22	To enhance pedestrian safety at intersections.
O23	To manage the integration of car parking design with the public realm at key locations.

Strategies

- S32** To provide improved pedestrian safety on streets within the 'key retail spine' that will accommodate higher levels of foot traffic.
- S33** To provide additional on and off-road cycle paths as shown on the Access & Movement Plan.
- S34** Provide additional bicycle 'stations' comprising secure parking, repair and maintenance tools, and information about networks and routes within Morwell and the broader region.

S35 To provide appropriate passenger infrastructure at existing public transport stops and interchanges such as shelter, seating, travel information and lighting.

S36 To improve connectivity between the train station and the northern side of Princes Drive via a formal landscaped median with additional crossing points.

S37 To support through-block links through key development sites to encourage pedestrian permeability.

S38 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.

S39 To ensure on-site car parking has minimal visual impact on the streetscape by avoiding parking between building frontages and the street.

S40 To support a pedestrian focus on key retail and commercial streets, comprising wide and high quality footpaths and public realm initiatives.

S41 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.

S42 To improve pedestrian connectivity across Avondale Road & Maryvale Crescent.

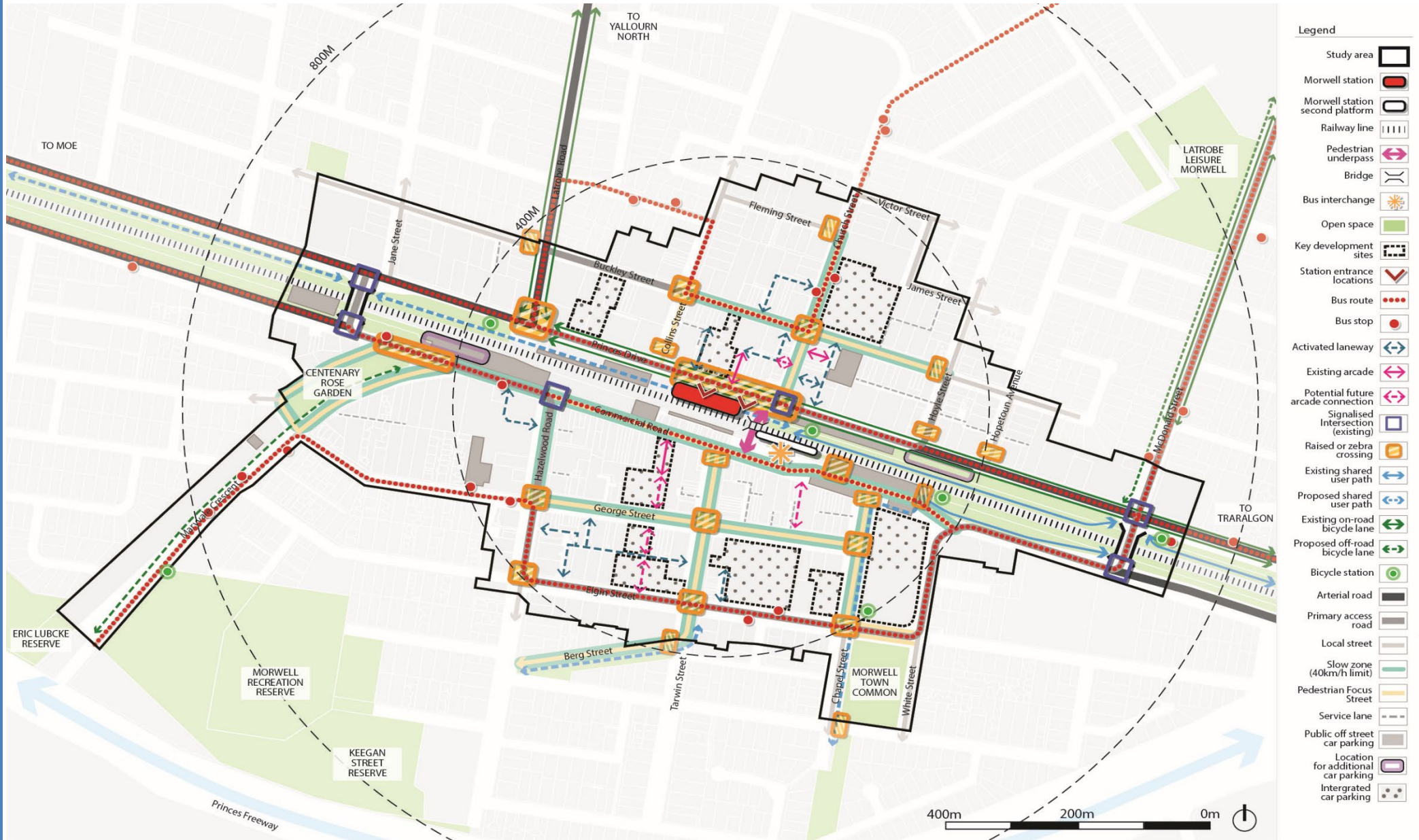
S43 To promote and expand mid-block movements through:

- retaining arcade connections and encouraging new ones through key development sites, and on allotments extending through urban blocks; and
- upgrading designated laneways for higher amenity pedestrian environments comprising shared road treatments and increased building activation and surveillance.

S44 Require all new car parking to avoid excessive impermeable surfaces and contain landscaped attributes in accordance with the Landscape & Public Realm strategies and guidelines.

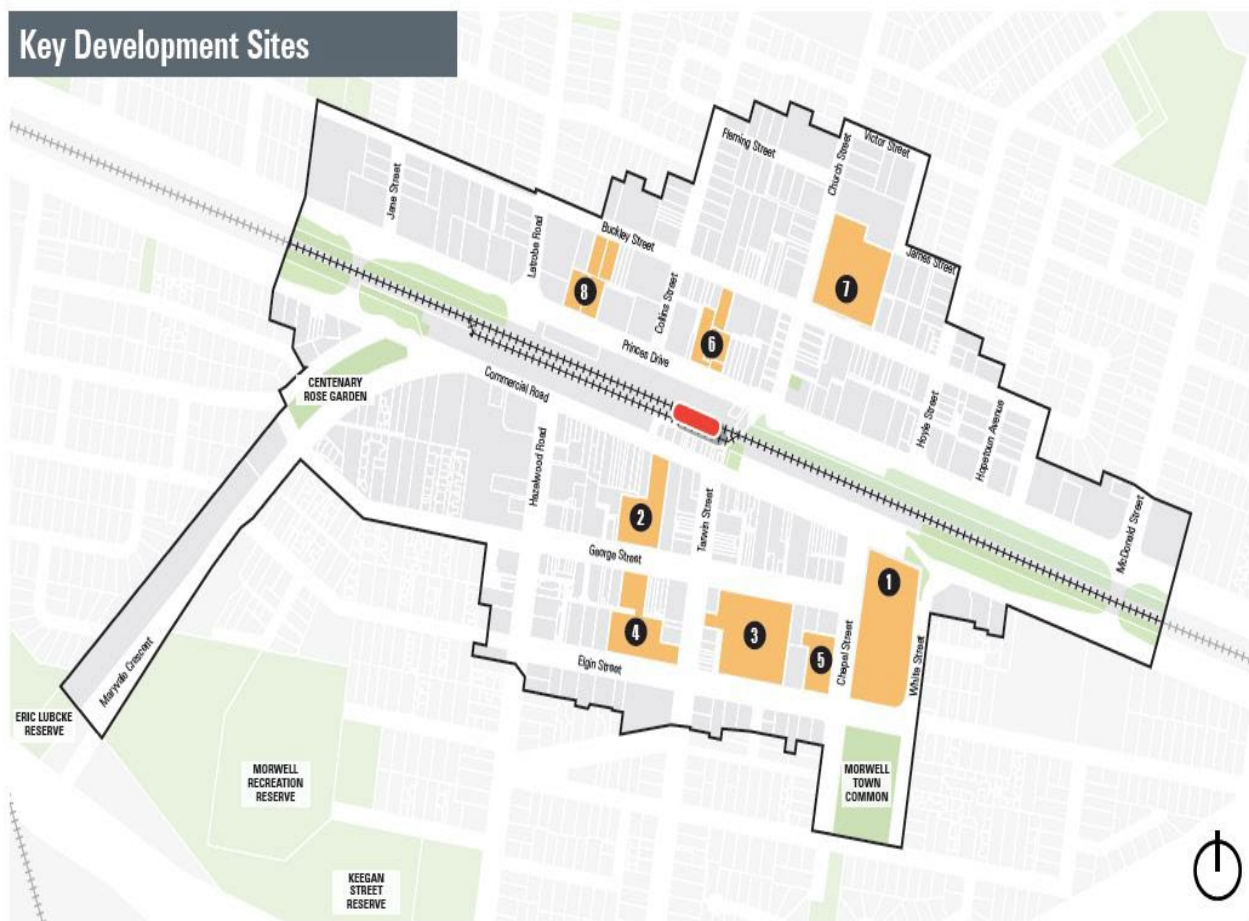
S45 To create a legible bicycle network through the Activity Centre, as a segment of a wider network in the Morwell and Latrobe City region.

6.5 Access and Movement



7. Key Development Sites

Key Development Sites



Legend

Study Area	
Open Space	
Railway Line	
Morwell Station	
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:

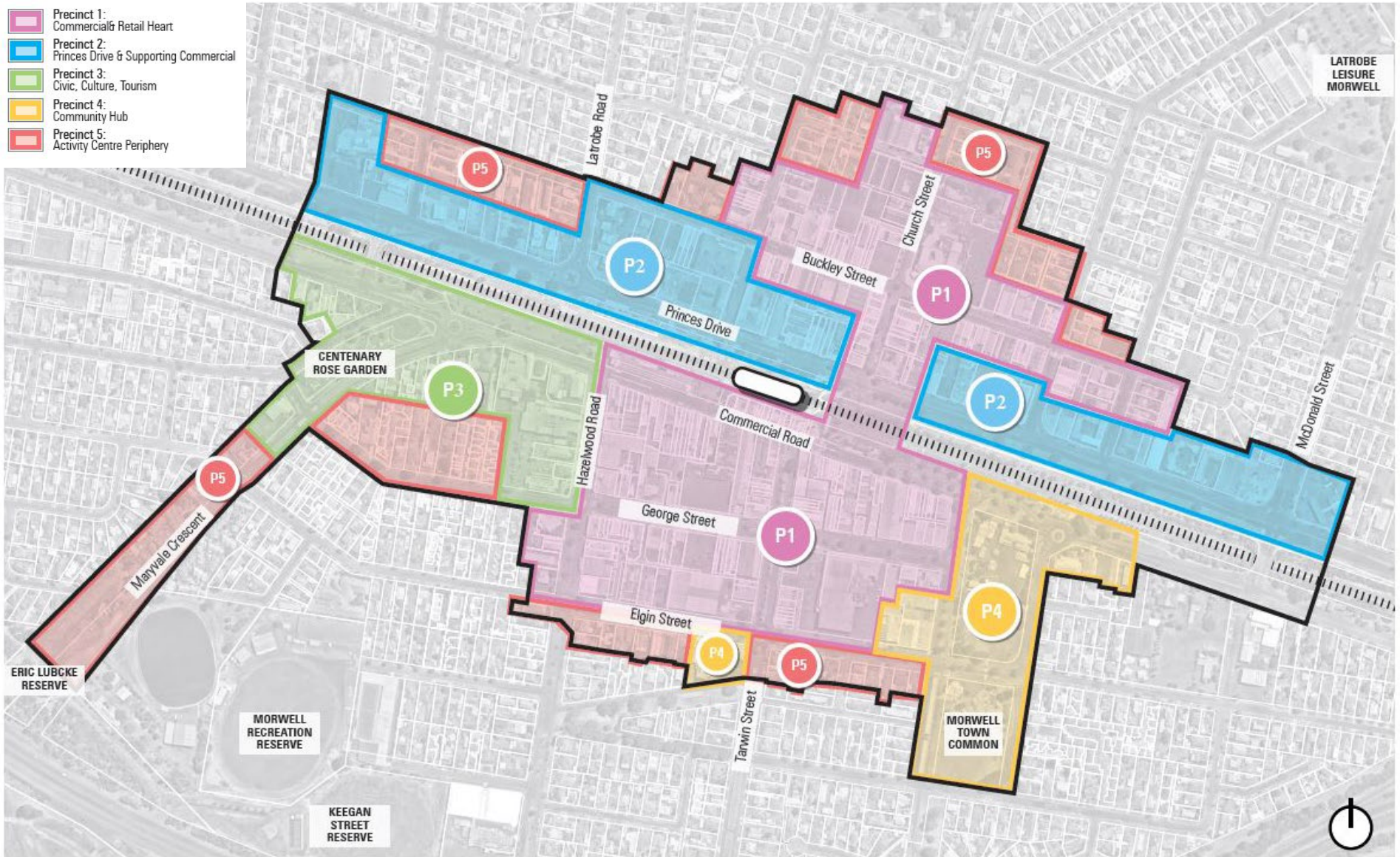
- Large sites (total land areas of at least 3,000m²) without need for further consolidation.
- Sites with multiple street frontages and limited interface to established residential areas.
- Sites that are critical in improving the presentation and vibrancy of the Activity Centre.
- Some of these sites 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).

The 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.

8. Precinct Guidelines

This section contains a series of design guidelines that support the objectives and strategies of the Activity Centre Plan. While general design guidelines are identified, specific guidelines for each of the five precincts are detailed on the following pages. The precincts are:



8.1 Precinct guidelines

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 any landscape attribute. Windows and balconies should be orientated 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 commercial development, or retail uses within the lower levels on key development sites, with office and 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 General Residential Zone or Residential Growth Zone development must be set back a minimum 3m from the property boundary - with levels above 2 storeys setback a minimum of 5m above the abutting wall height.
- 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.
- Where built form abuts an identified activated laneway development must ensure that any levels above 2 storeys are set back a minimum of 4.5m from the laneway centreline.
- Development with commercial and retail uses should avoid ground level setbacks to streets and present active and engaging public interfaces.
- 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.

8.1 Precinct guidelines

General 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 laneways and arcade 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.

General Guidelines – Public Realm and Landscape

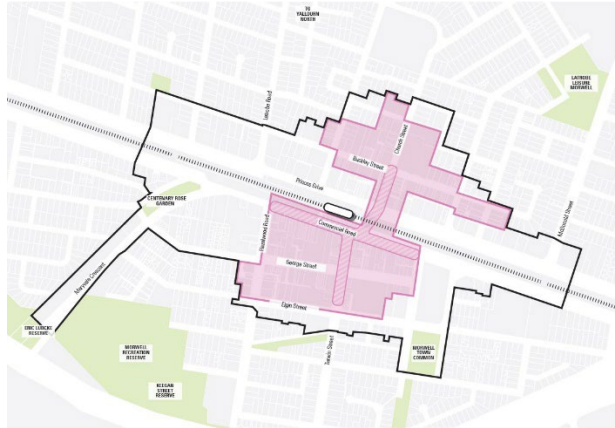
- Encourage better utilisation and redevelopment of at-grade car parking to create a more favourable 'people friendly' quality to the precinct.
- Building servicing and rubbish bin storage should be sited to the rear of properties, away from primary retail and commercial frontages.
- Public art and further 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 are discouraged as well as projecting signs above cantilevered awnings.
- Painted or fixed signage on windows should be avoided.
- 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.

8.1 Precinct guidelines

Precinct 1

Commercial & Retail Heart



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 within the commercial and retail heart.
- 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 any 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.
- Investigate opportunities for new on road bicycle lanes through the commercial and retail heart as a segment of the wider network.

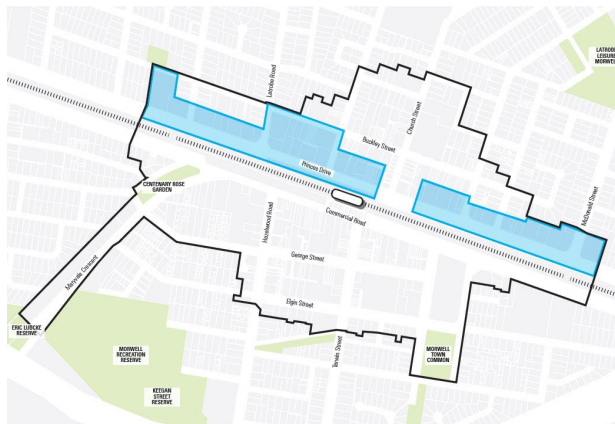
Public Realm & Landscape

- 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, extend 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.

8.1 Precinct guidelines

Precinct 2

Princes Drive & Supporting Commercial



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 direct access into buildings and glazed frontages providing 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 movement 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.

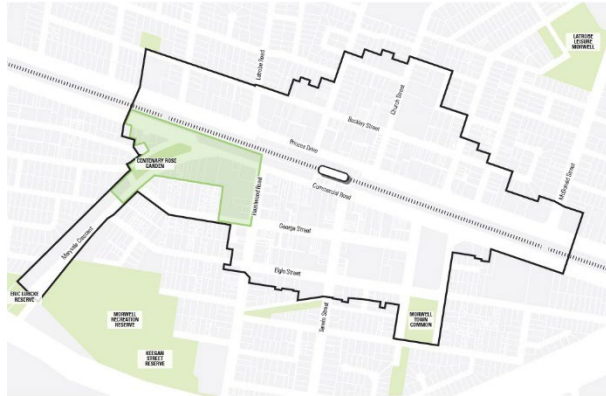
Public Realm & Landscape

- 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.

8.1 Precinct guidelines

Precinct 3

Civic, Cultural & Tourism



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 with glazed frontages providing visibility between streets and ground level uses, direct access into buildings 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 6m 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 Maryvale Crescent 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

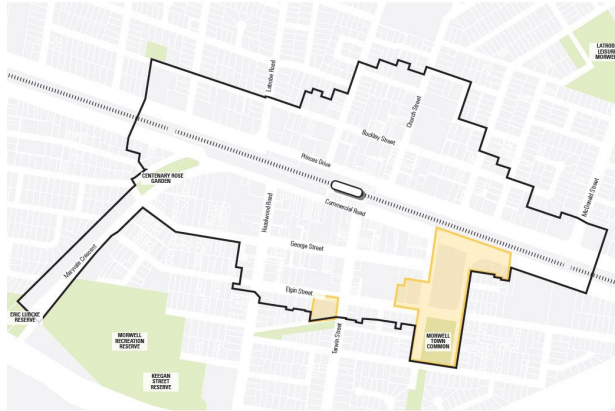
and public art initiatives in association with the gallery.

Public Realm & Landscape

- Retain existing landscaped setbacks along Maryvale Crescent and Avondale Road.
- Consider expanding the extent of the Rose Gardens into Avondale Road or Maryvale Crescent 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.

8.1 Precinct guidelines

Precinct 4 Community Hub



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 community facilities (when required) within the former Morwell Primary School.
- 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.

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.

8.1 Precinct guidelines

Precinct 5

Activity Centre Periphery



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 any new development abutting the Morwell Recreation Reserve or Eric Lubcke Conservation Reserve is orientated towards the reserve to provide passive surveillance to the adjacent parklands.
- 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.

9. Car Parking Precinct Plan

9.1 Introduction

A Car Parking Study was undertaken as part of the Transport Assessment and Parking Plan for the Morwell Activity Centre. The Car Parking Study included:

- Review and analysis of all background reference material;
- Visitation and parking survey which helped inform the study ;
- A review of existing parking provisions against current and future conditions; and
- Development of a parking precinct plan.

The Parking Precinct Plan is based on precincts identified in the Morwell Activity Centre Urban Design & Built Form Plan and pedestrian priority streets identified in the Transport Assessment.

The Parking Study identified that parking availability and occupancy with the Morwell Activity Centre is disproportionate and currently not suited to support aspirations of growth for the local community and businesses.

Although portions of some key streets in Morwell Town Centre experience high occupancy at peak times at public parking spaces, there is sufficient parking supply in each precinct and under 5-minute walking distance from destinations.

The provision of excessive parking can significantly impact pedestrian and public realm amenity in a number of ways, including:

- Safety outcomes;
- Opportunities for shade and vegetation;
- Space for economic activity such as outdoor dining; and
- Pedestrian amenity and resulting economic exploration.

In addition it can also weaken economic activity by requiring new or expanding businesses to provide even more parking, discouraging businesses from opening in the town centre.

In order to manage the disproportion of demand and supply, and better service different market segments at the Town Centre, the Parking

Precinct Plan proposes specific recommendations rather than a one-size-fits-all approach.

The objectives and strategies of the parking precinct plan support the Urban Design and Built Form recommendations for Morwell as well as encourage changes to transport and parking behaviour in Morwell, promoting safer streets, enhancing the vibrancy at the Town Centre.

In order to maximise benefits to the whole community, parking is a resource that needs to be managed well. It is important to acknowledge that:

- Each parked car reduces access options for those that arrive later;
- Parked cars are typically a low-amenity use of land that detracts from the vibrancy of the places they are parked at; and
- People will walk significant distances from a car space to a really attractive location that they have a strong desire to reach.

Morwell Activity Centre Car Parking Precinct Plan

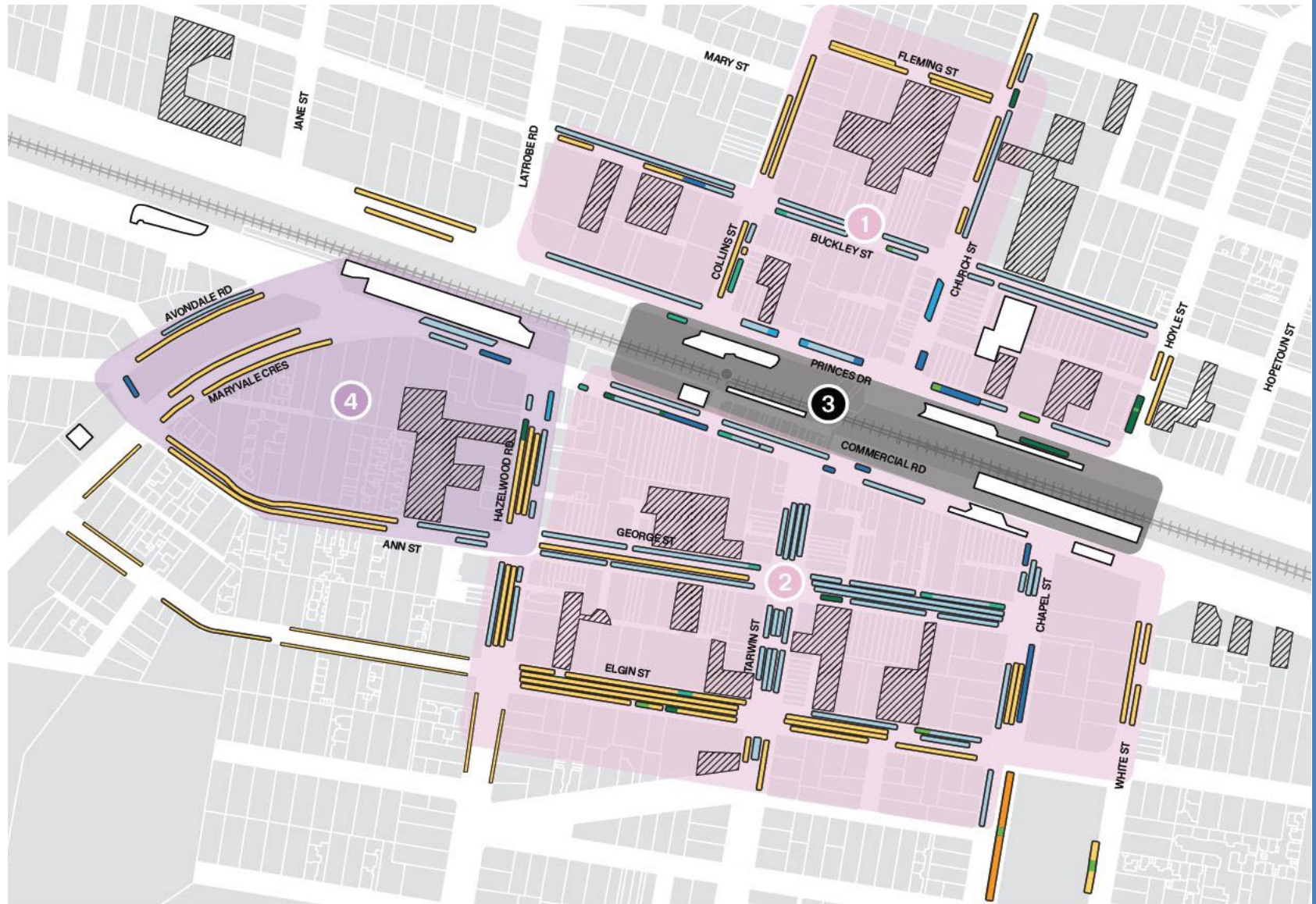
Parking Precincts

- 1 Commercial North Precinct
- 2 Commercial South Precinct
- 3 Station Precinct
- 4 Civic, Culture, Tourism Precinct

- Major off-street private parking
- Off-street Council-owned parking
- On-street unrestricted parking
- On-street 4p parking
- On-street 2p parking
- On-street 1/2p parking
- On-street 1/4p parking
- On-street disability permit parking
- On-street loading parking
- On-street other parking



100 200 300 m



9.2 Parking objectives and strategies

The key objectives for parking in the Morwell Activity Centre are to:

Increase Economic Growth

To encourage new and expanding retail and commercial developments within the Activity Centre.

Maximise Choice

To ensure a range of parking options are provided and managed within and surrounding the activity centre.

To ensure a range of transport options are available to access the Activity Centre.

Protect Amenity

To ensure car parking areas are designed to comply with safety, sustainability and urban design considerations.

Promote Equity

To support the use of priority streets, key routes, links and intersections by pedestrians and cyclists by improving their access, safety and amenity.

The key strategies to achieve the parking objectives for the Morwell Activity Centre are:

General Parking Strategies

- Apply Parking Management Best Practice to ensure parking is available where and when people need them.
- Consolidate off street car parking in appropriate locations that are easy to find.
- Locate and design parking to minimise negative impacts to the streetscape, pedestrian safety and amenity.
- Maximise productive use of car parking spaces.
- Work with Department of Transport to improve public transport facilities.
- Prioritise alternative and low cost access options such as transit use, walking and cycling into the activity centre and provide appropriately located bicycle parking.

Precinct Parking Strategies

Precinct 1 Commercial North Precinct

- Focus investment on improving pedestrian and bicycle safety and priority at intersections.
- Reduce travel speeds through road cross section and design changes.

Precinct 2 Commercial South Precinct

- Improve pedestrian connections from all-day parking areas.
- Focus investment on improving pedestrian and bicycle safety and priority at intersections.

Precinct 3 Station Precinct

- Focus investment on improving pedestrian and bicycle safety and priority at intersections.

Precinct 4 Civic, Cultural & Tourism Precinct

- Improve parking access and signage for large parking areas.

10. Implementation

The Morwell Activity Centre Plan is intended to guide the development of the primary activity centre over a period of 15 years. It is therefore important to recognise that the vision articulated by the Plan will not occur overnight and will require the continued involvement of a diverse range of stakeholders. The Plan provides a clear and coordinated vision for how this important centre may develop over a period of time and allows decision making and funding allocations by the various stakeholders to be made in a coordinated manner. This section of the Plan identifies a number of actions that will be needed to implement the strategies and directions of this plan. To achieve these outcomes zoning and local policy changes are identified as a first priority, with other actions to support this then identified.

The current Latrobe Planning Scheme already identifies many of the broader strategic aims sought by the Plan. As such, there is not likely to be a significant change to the Local Planning Policy Framework required to implement the Plan, with the zoning and overlay controls likely to be the primary tools for implementation.

10.1 Zone and Overlay Controls

Zoning

Under the Planning Policy Framework, land use and built form are controlled through the application of a standard suite of zoning and overlay controls, as defined in the Latrobe Planning Scheme. Land uses within the Morwell Activity Centre are affected by a range of different zoning controls, including the Commercial 1 and Mixed Use zones. There are, however, few controls that provide guidance and direction on the appropriate built form outcomes within the centre, apart from some discrete properties that are affected by heritage controls.

Following the consideration of appropriate planning tools to implement the Plan, the application of the Activity Centre Zone (ACZ) is deemed the most appropriate tool. The ACZ seeks to simplify the zoning and overlay controls within activity centres which tend to be complex urban environments. The zone removes the need to apply different zones, overlaid by a variety of different overlays to control the built form. Previously, controlling built form within Activity Centres often resulted in a number of separate Design and Development Overlays (DDO's) applying to different areas within the centres. The ACZ combines both zoning and built form controls and allows for these to be targeted to the requirements of different precincts within the Activity Centre.

The mixed use zone within the northern precinct has been applied to such a large area that it may not be appropriate for the entire area to be rezoned to ACZ. To ensure the consolidation of the commercial centre it is recommended that some of the mixed use zone remain on the periphery with possible scheduling to achieve some of the built form outcomes of the Plan.

Overlays

The current Overlay controls which affect the study area are as follows:

- Parking Overlay
- Heritage Overlay
- Special Control Overlay

The Heritage Overlay and Special Control Overlay should be retained and remain unchanged however the Parking Overlay will require amendments to implement some of the objectives and strategies of the Plan as they relate to car parking. In addition, the application of the Environmental Audit Overlay (EAO) may be required to be applied to properties identified as having a medium and high potential for contamination as outlined in Appendix 3 (Potentially Contaminated Land) of the Planning Context background report.

10.2 Other key actions

The following table outlines a series of other actions required to implement the Morwell Activity Centre Plan, the parties who will be primarily responsible for their delivery and the recommended timeframe for the actions. In the context of this document, the following timeframes should be considered:

Short: 1-5 years

Medium: 5-10 years

Long: 10+ years

	Action	Responsible area	Timeframe	Cost
Land Use & Activity				
A1	Develop and implement an action plan for the Morwell CBD's night-time economy in order to support on-street activity at night and to provide after-hours opportunities for retailers and other service providers. This may involve events, street-fairs, pop-up bars and other hospitality and entertainment features.	State Government, Council, Chamber of Commerce, business/ land owners	Short-Medium	Stage 1 - Development of action plan to be undertaken in house - Council officer time (implementation to be costed once plan is developed)
A2	Support additional festivals, events and seasonal market opportunities at the following locations: <ul style="list-style-type: none"> • Latrobe City Council car park (during off peak times) • Morwell Centenary Rose Garden • Morwell Town Common Open Space/Playground area • Linear open space along railway corridors 	Council, Rose Garden Committee, Chamber of Commerce, business/ land owners	ongoing	Advocacy

	Action	Responsible area	Timeframe	Cost
A3	Support transition of the former Morwell Primary School site to community and civic orientated uses which include meeting and venue spaces and the provision for potential future open space.	Council, Landowners, Community Groups, State Government	Long	Advocacy
A4	Continue to encourage outdoor dining to activate the pedestrian realm by easing permit processes and fees.	Council	Ongoing	Advocacy
A5	Investigate and trial innovative methods of re-use of vacant floorspace that may assist in improving activity levels, such as: <ul style="list-style-type: none"> • Short term use as community displays; • Encouraging the lowering of rents; • Connecting landlords with start-up businesses and entrepreneurs; and • Establishing a register of long term vacancies and undertaking an expression of interest for potential tenancies and land owners. 	Council, Land/Business Owners, Chamber of Commerce	Short	Advocacy and Council officers time
A6	Investigate the use of differential rating (as one option) to encourage the redevelopment of derelict buildings.	Council	Short to Medium	Council officers time
A7	Facilitate innovative consultation and information sessions/seminars with businesses, land owners, Chamber of Commerce's to identify opportunities, keep abreast of latest trends and provide networking opportunities.	Council, Chamber of Commerce, business/ land owners, interested members of the community	Ongoing	\$5-15,000 per sessions/seminar. State Government Funding may also be available.
A8	Provide greater emphasis on the retail and commercial sectors in future revisions of Council's Economic Development Strategy.	Council	Short	Advocacy and Council officers time

	Action	Responsible area	Timeframe	Cost
A9	Formalise linear open space along the rail corridor as part of the open space network connecting established parks and creating addition event space. This should include the creation of an eastern Rose Garden as a new recreation and tourist destination within the rail reserve between Hoyle Street and McDonald Street (as proposed in Future Morwell).	Council, VicTrack, RRV, Rose Garden Committee	Medium	\$25,000 Stage 1 - Development of a landscaping design/plan (implementation to be costed once plan is developed)
A10	Advocate for an additional Express Post mail box to be installed near the corner of Commercial Road and Hazelwood Road to support local businesses.	Council, Australia Post	Short	Advocacy
Built Form & Development				
A11	Upgrade Council owned activated shared laneways, by changing road treatments, installing lighting, artwork and signage to promote mid-block movements and ensure safety and greater amenity.	Council, Chamber of Commerce, business/ land owners	Medium to Long	\$35,000 Stage 1 - Development of a strategy which includes a set of design guidelines (implementation to be costed once strategy is developed)
A12	Investigate arcade ownership to determine inter-block link opportunities and additional retail space.	Council, Land/Business owners	Short to Medium	Council officers time

	Action	Responsible area	Timeframe	Cost
Landscape & Public Realm				
A13	Support the provision for public art works in streetscapes, places and laneways in line with the Morwell Brand and Style Guidelines (formed as part of the Future Morwell initiative), to enhance identity and character.	Council, Business/Land Owners, interested community members	ongoing	Advocacy Council officers time
A14	Design and develop a 'history and cultural trail' which promotes the history of Morwell Activity Centre through photographic signage and public art that references existing and lost heritage fabric and stories.	Council, Morwell Historical Society, interested community members, Heritage Victoria	Short to Medium	Council officer time. State Government Funding may also be available.
A15	In consultation with Regional Roads Victoria design and develop a boulevard typology along Princes Drive between Latrobe Road and Hoyle Street, through a landscaped central median and consistent canopy tree planting along the southern side of the street and additional tree planting between parking bays and at kerb outstands along the northern side.	Council, Regional Roads Victoria, VicTrack	Medium to Long	Advocacy and potential contribution to initial design.
A16	Prepare a streetscape masterplan for Church and Buckley Street to guide public realm upgrades for a consistent streetscape quality across the Commercial & Retail Heart, expanding on recent initiatives along Commercial Road and building upon the Morwell Branding "Town of Garden" theme.	Council, Regional Roads Victoria	Short to Medium	\$40,000. A Streetscape Strategy is currently underway by Recreation and Open Space.
A17	Allocate additional resourcing to allow for the ongoing maintenance of streetscapes and landscapes within the Activity Centre.	Council	ongoing	TBC subject to the future development of streetscape and landscape plans.

	Action	Responsible area	Timeframe	Cost
A18	<p>Undertake public realm/street greening improvements such as:</p> <ul style="list-style-type: none"> • Landscape softening such as planter beds and under storey vegetation along Commercial Road east, Tarwin, George and Elgin Streets and around the train station that complement existing tree plantings. • Additional street tree planting on the western side of Chapel Street within grassed verges and future kerb outstands. • Plant canopy trees along footpaths on the north side of George Street, the west side of Hazelwood Road and the west side of Tarwin Street (south of George St). • Landscaped 'pause points' comprising landscaping and furniture along the 'pedestrian priority' network. • Triple the number of canopy trees along Latrobe Rd. 	Council	Medium	TBC subject to the future development of streetscape and landscape plans. A Streetscape Strategy is currently underway by Recreation and Open Space.
A19	Design and install feature signage (including tourism information) and wayfinding features to increase the sense of arrival into precincts and Morwell Activity Centre, expanding on recent initiatives along Commercial Road and the 'Town of Gardens' and Morwell branding palette.	Council, Regional Roads Victoria	Medium	\$40,000
Access & Movement				
A20	Implement recommendations from the Morwell Car Parking Precinct Plan (which forms part of the Transport Assessment and Parking Plan 2021).	Council, Department of Transport, VicTrack, Vline	Short to Long & some ongoing	TBC
A21	<p>Develop a plan of works to install raised pedestrian crossings to support a pedestrian focus on key retail and commercial streets (as shown on the Access and Movement Plan), these include:</p> <ul style="list-style-type: none"> • Latrobe Road • Princes Highway • Commercial Road • Buckley Street • Chapel Street • McDonald Street • Church Street • George Street • Tarwin Street 	Council, Department of Transport	Short-Medium	\$25,000

	Action	Responsible area	Timeframe	Cost
A22	Advocate to formalise and widen the central median on Princes Drive (between Collins and Church Streets) to provide additional crossing points, landscaping and traffic calming measures to improve connectivity between the station and increase pedestrian comfort and safe crossing opportunities.	Council, Regional Roads Victoria	Medium	Advocacy
A23	Advocate for the removal of all existing right turn pocket lanes from Princes Drive, allow right turns to occur from the through lanes at Hopetoun Avenue, Latrobe Road (including u-turns) and some station carpark entrances (not exits).	Council, Regional Roads Victoria	Medium	Advocacy
A24	Investigate the redesign Maryvale Crescent to be southbound only from Commercial Road to Ann Street and Avondale Road only north bound from Ann Street to Commercial Road to improve pedestrian connectivity across the Centenary Rose Garden.	Council, Rose Garden Committee	Long	\$25,000
A25	Formalise Church Street as a 'Shared Zone' to improve pedestrian priority between Princes Drive and Buckley Street.	Council, Regional Roads Victoria	Short	\$15,000
A26	Advocate for the bus interchange in Commercial Road to be DDA compliant by 1 January 2023.	Council, Department of Transport	Short	Advocacy
A27	Conduct a DDA access audit and action plan for the Morwell Activity Centre to ensure footpaths, crossings and built form meet requirements.	Council	Short	\$35,000
A28	Provide clear signage to wheelchair recharge locations including the development of an online map (currently 14 locations in Morwell).	Council	Short	\$10,000

	Action	Responsible area	Timeframe	Cost
A29	Investigate the reconstruct McDonald Street/Maryvale Road (up to Granya Grove) in stages to provide one general traffic lane in each direction and the inclusion of bi-directional shared paths along the western verge of McDonald Street. Traffic speed limits should be reduced to 50km/h.	Council, Regional Roads Victoria	Long	\$35,000
A30	Investigate simplifying the Chapel Street/Elgin Street intersection to reduce turning movements and conflict between road users.	Council	Medium	\$15,000
A31	Advocate for the redesign Jane Street and McDonald Street intersections (at Princes Drive & Commercial Road) on either side of the bridges over railway line to reduce traffic speed and improve safety for all road users.	Council, Regional Roads Victoria	Long	Advocacy
A32	Advocate for the redesign Latrobe Road/Princes Drive roundabout to prioritise pedestrian and bicycle movements around the whole intersection.	Regional Roads Victoria	Medium	Advocacy
A33	Investigate the conversion of the Church Street/Buckley Street roundabout into a speed table with raised pedestrian crossings.	Council	Medium	Council officers time.
A34	Review and update the 2007-2010 Latrobe City Bicycle Plan to ensure: <ul style="list-style-type: none"> • an intuitive bicycle network is provided through the Activity Centre as a segment of a wider network in the Morwell and Latrobe City region; and • opportunities for safe and direct bicycle infrastructure from Morwell to Churchill, Moe, Traralgon, Tyers and Yallourn North. 	Council	Short	Review currently underway.
A35	Provide additional on and off-road cycle paths as identified in the Latrobe City Bicycle Plan and as shown on the Access & Movement Plan.	Council, Regional Roads Victoria	Medium to Long	TBC once Bicycle Plan has been revised (currently underway)

	Action	Responsible area	Timeframe	Cost
A36	Provide additional bicycle 'stations' comprising secure parking, repair and maintenance tools, and information about networks and routes within Morwell. Initial location would be the skate park and town common.	Council, VicTrack	Short	TBC once Bicycle Plan has been revised (currently underway)
A37	Advocate for a review of: <ul style="list-style-type: none"> • Bus Route 20 (Morwell to Morwell South) and the four bus stops it serves to improve utilisation of these resources; and • Bus Routes 8 (Moe - Traralgon once per week at 6am on Sundays) and the seven bus stops it serves to improve utilisation of these resources. If the service remains, consider adding new bus stops along Princes Drive. 	Council, Latrobe Valley Buslines, Department of Transport	Short	Advocacy
A38	Advocate for the review of all bus stops and prioritise works to improve accessibility, amenity and safety including seating, shelter, information and lighting.	Council, Department of Transport	Short	Advocacy
A39	Advocate for the installation of bus priority signals at McDonald Street and Princes Drive.	Council, Regional Roads Victoria, Department of Transport	Short	Advocacy
A40	Advocate for a new local train service to serve all stations between Pakenham and Traralgon.	Council, Department of Transport, VicTrack, Vline	Short	Advocacy
A41	Advocate for: <ul style="list-style-type: none"> • clearer signage regarding preferred freight access routes including "Morwell - Next 5 Exits" at the signpost 2km west of the Princes Drive Freeway exit; and • clearer signage at each Morwell exit on the Princes Freeway that includes arterial road names similar to freeway exit signage in the metropolitan area • 	Council, Regional Roads Victoria	Short	Advocacy

	Action	Responsible area	Timeframe	Cost
Monitor/Review				
A42	The Plan must be regularly reviewed to ensure its directions and ambitions continue to be relevant to the activity centre as it changes over time.	Council, relevant stakeholders	Ongoing, however initial review should take place in approx. 4-5 years	Council officers time.

