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Latrobe Structure Plans - Background Report

August 2007

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Prepared for
Latrobe City Council

By
Beca Pty Ltd

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August 2007

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Revision History

Revision N°	Prepared By	Description	Date
A	Ben Mahon	Initial Draft	January 2007
B	Melody Valentine	Second Draft	June 2007
C	Andrew McCulloch	Draft incorporating Council officer feedback	August 2007
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Document Acceptance

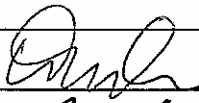
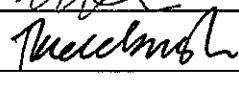
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Prepared by	Ben Mahon and Melody Valentine		
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Table of Contents

1	Introduction	1
1.1	Purpose of the Background Report	1
1.2	Background	1
1.3	About the Latrobe Structure Plans Project	1
2	Context	3
2.2	Population	4
2.3	Residential Land Supply.....	7
2.4	Age	9
2.5	Industry	10
2.6	Transport	11
3	Policy Framework	12
3.1	State Policy and Strategies	12
3.2	Local Policy and Strategies.....	13
3.3	Coal Resources Framework	18
4	The Structure Plans.....	22
4.1	Purpose.....	22
4.2	Preparation of the Structure Plans.....	22
4.3	Guiding Principles.....	24
4.4	Using the Structure Plans	25
4.5	Structure Plans Outline.....	25
5	Implementation Framework	26
5.1	Ongoing Implementation	26
5.2	Monitoring and Review	26
	Figure 1 - Map of Latrobe	3
	Figure 2 - Population Change: 1976-2004	5
	Figure 3 - Population Growth trends by Local Areas, 1976 - 2004.....	5
	Figure 4 - Projected Population by Age Group 2001 - 2031	10
	Figure 5 - Labour Force of Latrobe City.....	11
	Figure 6 - Latrobe Valley 2100 Coal Resource Project Highly Rated Coal Areas.....	20

Appendices

Appendix A - Summary of Submissions

1 Introduction

1.1 Purpose of the Background Report

The purpose of this report is to provide background for, and context to, the Latrobe Structure Plans project. This report:

- Provides background for the Structure Plans project as a whole
- Provides a municipal context for the project
- Documents the overall project methodology
- Includes information common to all four Structure Plans and the Corridor Concept Plan.

In addition to this report, separate reports have been developed containing *Structure Plans* for each of Churchill, Moe, Morwell, and Traralgon. A *Concept Plan* has also been prepared for the Traralgon-Morwell Corridor. This *Concept Plan* does not have the same status of the other *Structure Plans*. It is expected that the *Concept Plan* will form the starting point for the development of a Structure Plan should the Corridor be released for urban development.

1.2 Background

Prior to this review, Structure Plans were developed for Latrobe's large towns in 1997. These plans are the primary planning tools within the Latrobe Planning Scheme and were prepared in the climate of a down-turn experienced during a protracted period of economic restructuring in the Latrobe Valley. The Structure Plans have guided land use and development over the past 10 years, with many of their land use growth objectives being fulfilled.

The future economic outlook for the Latrobe Valley is positive. There are strong indications that business activity and population will increase over the coming decade and it is likely there will be continued demand for urban development within Latrobe City. In order to maintain good planning and management of land within the Latrobe municipality, a revision of the existing structure plans was required. This new guidance is in the form of Structure Plans for each of the four major towns in the municipality and the Traralgon-Morwell Corridor Concept Plan. These plans will guide urban development over the coming 10-15 years specifically, and more strategically over the next 30 years. This report forms the background for the Structure Plans.

1.3 About the Latrobe Structure Plans Project

The Latrobe Structure Plans Project was commissioned in 2006 with the purpose of creating strategic guidance for the Latrobe municipality for the next 30 years. This strategic guidance was developed through a process of review of existing strategic planning policy and documents, assessments of the existing physical, social and economic contexts, and a series of consultation activities to understand community and Council aspirations.

The plans aim to build upon the unique elements that will strengthen each main town, address land-use conflicts, provide for future land use and development opportunities, and

create a sustainable community for people, businesses, and the environment within Latrobe.

This Project recommends revised structure plans for the major towns of Latrobe City – Churchill, Moe and Newborough, Morwell, and Traralgon and introduces a concept plan for the Traralgon-Morwell Corridor.

It is important to note that the development of the project coincided with the Traralgon Bypass Supplementary Inquiry. The Inquiry was established to confirm the future freeway alignment for the Traralgon Bypass, which would potentially create urban development opportunities in the Corridor between Morwell and Traralgon. This was the second detailed examination of this issue, following an initial Advisory Committee recommending a southern bypass route, effectively enabling land to be made available for urban growth. Prior to the recommendation of the Advisory Committee being actioned, the bypass route came under question by the LV2100 project, which highlighted the potential conflict between coal resources in this area and urban settlement. A Concept Plan for the Corridor was developed as part of the Structure Plans project, however at the time of completing this project, no conclusions have been reached following the Inquiry. The Structure Plans may therefore need to be reviewed once the future development potential of the Corridor is known. The Terms of Reference for the Inquiry pick up on this issue noting:

*“The Latrobe Council has recently appointed planning consultants to examine residential land supply and to understand the best location for new residential growth. The consultants have also been engaged to prepare Structure Plans for the growth of the municipality’s main towns in accordance with the recommendations of the Traralgon Bypass Advisory Committee. **It is considered that the Structure Plan work will be limited until the strategic planning issues to be examined by this Advisory Committee are resolved.**”*

Whilst the strategic planning issues referred to above remain unresolved, Council has elected to finalise Structure Plans for the four main towns. These may require review once the outcome of the Traralgon Bypass alignment is finalised. It is important to note that the Structure Plans have been developed on the assumption that the Traralgon-Morwell Corridor becomes available for urban development. Should this area remain unavailable for urban growth, additional land will be required for residential growth in addition to that shown on the Structure Plans.

The development of this project has been supported by the inputs to the Traralgon Bypass Supplementary Inquiry, including the *Morwell-Traralgon Residential Land Supply Analysis* (Beca, 2006) and *Latrobe Economic Study* (Essential Economics, 2006).

2 Context

Latrobe City is approximately 150km to the East of Melbourne. The municipality is made up of four major towns and seven smaller towns. The four main towns are Churchill, Moe/Newborough, Morwell and Traralgon. The Princes Freeway and Eastern Railway connect three of these towns to Melbourne. Churchill is the only one of the four main towns not situated on the Princes Freeway and Eastern Railway.

Given the close proximity of the four main towns to each other (approximately a 20 to 30 minute drive), they have become closely inter-connected in terms of residential areas, transport, job distribution, business opportunities, education and recreation.

Figure 1 - Map of Latrobe



2.1.1 Churchill

Churchill was established in the 1960's to house the workforce of the Latrobe Valley power generation industry. The town was planned with a well-defined commercial centre and open space aimed to accommodate a population of 40,000 people. With the existing population considerably smaller than planned for, the town has large amounts of undeveloped land and open space, particularly in the centre.

Churchill continues to operate as a local service centre, although its industry, retail and commercial activity is smaller in comparison to the other major towns in the municipality, with many people travelling to the other centres for goods and services. The town contains significant education providers servicing the wider region, anchored by the Gippsland campus of Monash University.

2.1.2 Moe/Newborough

Moe and Newborough are adjacent to one another and create a single urban settlement, serviced by the Activity Centre in Moe.

Moe/Newborough is situated on a key tourist route to the ranges and historic town of Walhalla. Relative to Melbourne, Moe and Newborough are the first of the four major towns within the Latrobe Valley and consequently are identified as the 'Gateway to Latrobe'.

2.1.3 Morwell

Morwell services both local community needs as well as the needs of the local surrounding community with two main retail centres. Major industry is located in and around Morwell and as such also has a function of "higher level research, manufacturing, specialist service industry and transport/distribution capabilities"¹.

2.1.4 Traralgon

Traralgon contains the largest population of the four main towns. Over recent years it has experienced more vigorous growth than the other towns and according to forecasts that trend will continue. Traralgon has both a role in provision of goods and services to its local community as well as the wider population of the Latrobe City and the surrounding region.

2.2 Population

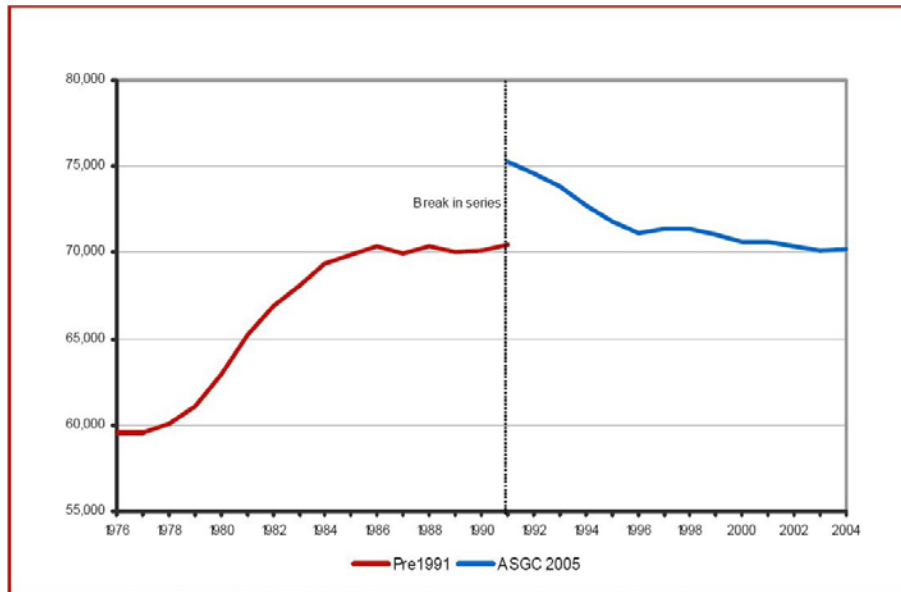
The Latrobe municipality experienced significant population growth during the 10-15 years following the mid 1970's. Much of this growth was associated with investment projects such as the construction of Thomson Dam and the Loy Yang Power Station. A period of general population decline in Latrobe followed this growth, largely as a result of the restructuring of the utilities sector and the associated economic downturn in the 1990's.

Traralgon was the only one of the four main towns not to experience a population decline and has continued to grow through to present times.

Figure 2 below demonstrates the population trend over the past 30 years.

¹ Latrobe Planning Scheme, Clause 21.01-10

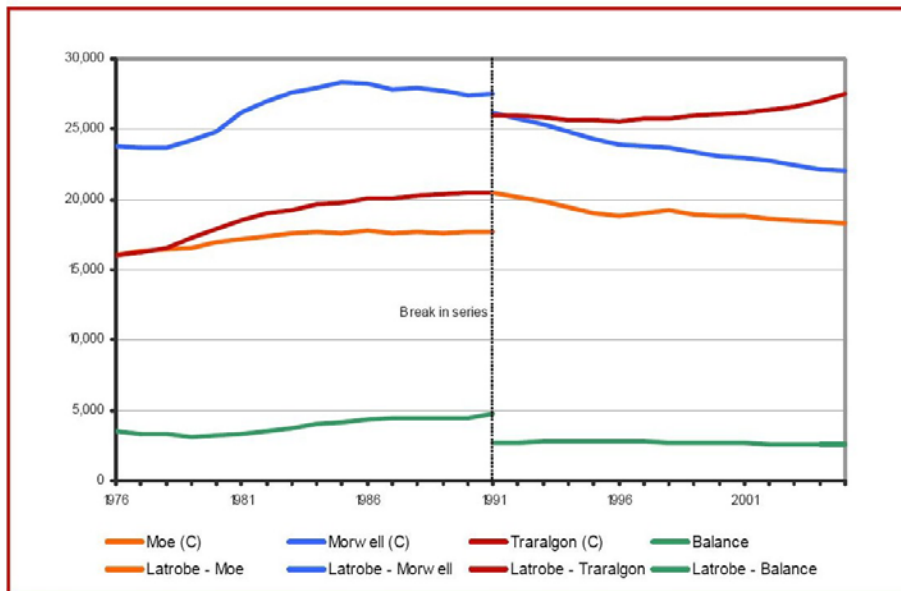
Figure 2 - Population Change: 1976-2004



Source: ABS Regional Population Growth; ABS various sources; Essential Economics
 Note: ASGC refers to the Australian Standard Geographic Classification

Latrobe City has an estimated population of 70,120 people, the fifth largest municipal population in Victoria. The vast majority (76%) of the population lives in or around the four main towns. Figure 3 below shows the distribution of population across the municipality.

Figure 3 - Population Growth trends by Local Areas, 1976 - 2004



Source: ABS Regional Population Growth; ABS various sources; Essential Economics
 Note: Pre-1991 data based on former municipal geography

2.2.1 Population and Households Size Forecasts

The Department of Sustainability and Environment (DSE) undertake population and household forecasts for all municipalities.

The Medium Growth Scenario is considered to represent the future growth within the municipality in coming years, which represents an increase to the growth experience over the past decade.

Table 2 shows the growth/ decline in population based on the three scenarios detailed in the Latrobe Economic Study.

Table 2 - Projected Population of Latrobe City

Latrobe		2006	2011	2021	2031
DSE	Population	70,450	70,540	70,360	69,560
Population Growth Scenarios (Population Growth Scenarios (Essential Economics))					
Low Growth	Population	70,610	70,690	70,520	69,700
	Households	29,200	30,320	32,480	34,120
Moderate Growth	Population	70,960	72,840	76,370	79,380
	Households	29,340	31,250	35,180	38,860
High Growth	Population	71,430	75,770	84,310	92,290
	Households	29,540	32,500	28,830	45,180
Average Household Size		2.42	2.33	2.17	2.04

Source: DSE Victoria in Future 2004; Essential Economics

The Latrobe Economic Study concludes that there are a number of factors such as “recent observable trends in key indicators, the existence of major projects, and a significant policy commitment”² that indicate that the “Moderate Growth scenario should be viewed as a prudent minimum benchmark, with some flexibility accepted in the event that higher rates of growth are achieved”³.

Should the above growth scenarios be achieved between 2006 and 2031, the municipality would need to accommodate:

- An increase in population between 8,420 and 20,860 persons; and
- An increase to households between 9,520 and 15,640 houses.

This increase is likely to be distributed among the four main towns of the Latrobe Valley. The ability for the towns to absorb this group is detailed in Section 3.4 of this report.

2.3 Residential Land Supply

The *Morwell-Traralgon Residential Land Supply (2006)* report examined the demand and supply of residential land in Morwell and Traralgon. Population statistics were analysed to determine the likely demand for housing in Latrobe to 2031. It was found that, as business activity increases, population growth would follow. It was also found that, like elsewhere in Victoria, households are decreasing in size.

Historical rates of new lot subdivisions and new dwelling approvals were analysed for the Latrobe City overall, and more specifically in Traralgon and Morwell. This analysis found that there has been a higher demand for housing in Traralgon (74%) than Morwell (18%).

² Essential Economics (2006) pp. 29

³ Essential Economics (2006) pp. 29

Additional analysis undertaken in conjunction with the report found that the demand for housing in Moe was 8% and Churchill was less than 1%.

Assuming a Moderate Growth Scenario, the report concluded that the growth in households within Traralgon is likely to be 281 households per annum, in Morwell 68 households per annum. Additional analysis shows that growth in Moe is likely to be 34 households per annum. Given the low rate of development for Churchill over the last decade, it is difficult to predict future growth trends.

Historical rates of new residential subdivisions and new dwelling approvals were also analysed to determine the rate of lot release and how long it will take to consume current land supply zoned Residential 1 in Latrobe City overall, and Morwell and Traralgon specifically. It was found that based on current rates of consumption, Traralgon has three-and-a-half years residential land supply and Morwell has five years. This excludes the North-West Precinct in Morwell as this site is presently constrained by infrastructure issues. Additional analysis, shows that Moe has eight years of residential land supply. Given that Churchill has had negligible land development over the past ten years, it is reasonable to infer that there is sufficient supply for the life of the Structure Plan.

A medium growth scenario is likely based on current State government policy to boost regional development, and local government and business activities to attract new investment to the region. Therefore, the five-year average of 218 lots released per annum in Traralgon is likely to increase to 281 lots per annum, and from 29 lots to 68 lots per annum in Morwell.

Greenfield sites, within and along the fringe of the town boundary, were examined for their appropriateness and capacity to accommodate future growth. Whilst there are numerous constraints that limit potential land supply, there are land parcels where urban development could potentially occur. By taking action now, Latrobe City could expect to increase land supply in Traralgon to 10½ years and in Morwell to 25 years.⁴

In conclusion the report found:

- *Residential land demand is likely to continue in line with a growing local economy,*
- *An under supply of land for residential development in Traralgon,*
- *Morwell's development is stymied by a lack of infrastructure and land fragmentation issues that are likely to restrict urban development opportunities,*
- *A need to increase Traralgon's long-term land supply as there is a strong market preference for Traralgon.*

The report demonstrates that it is unreasonable to expect that demand for residential land in Traralgon will be absorbed by extra supply in Morwell.

⁴ This calculation includes all of the Morwell North-West Residential Precinct. Should all of this area not be made available for development due to infrastructure or buffer constraints, this will reduce land supply in Morwell to less than the quoted figure and transfer additional demand to Traralgon.

The report recommended to Latrobe City that options for future residential expansion be explored, to compensate for the shortage of future residential growth in Traralgon. The report also identified that the greatest potential for urban development is in the corridor area between Morwell and Traralgon

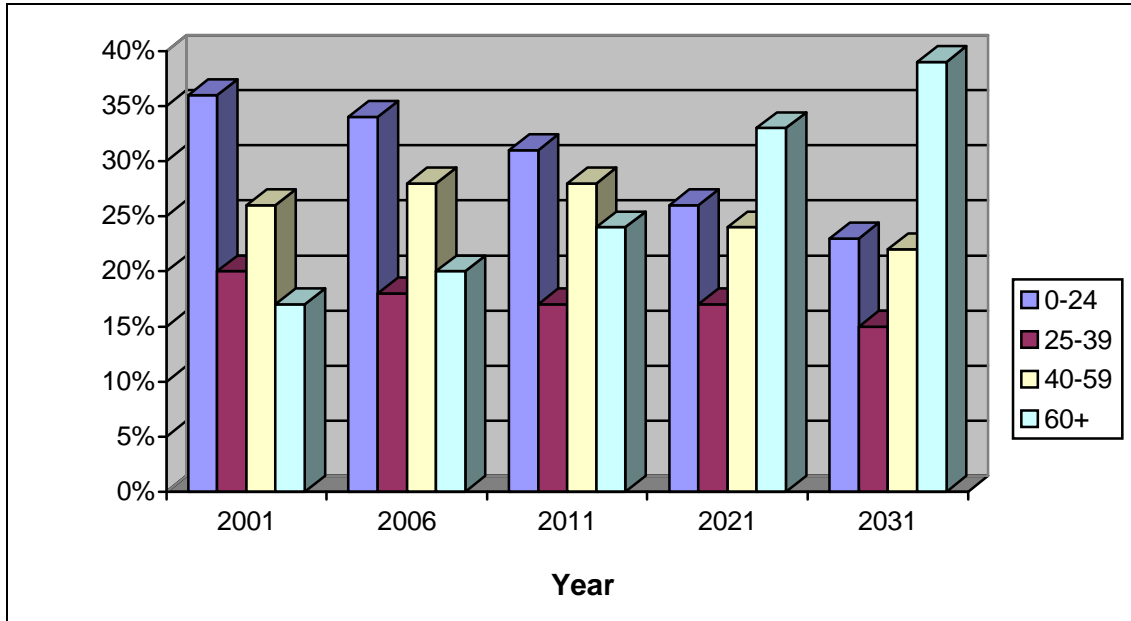
A reasonable supply of land to provide certainty for planning purposes is 25 years. The predicted supply in Traralgon is therefore considered insufficient to provide such certainty. The study recommends that the corridor between Morwell and Traralgon has the potential to provide an additional 23 years residential land supply. It is also anticipated that residential areas within this precinct would have similar market characteristics as those in Traralgon. As such, the report recommended the most southerly option for the Traralgon Freeway Bypass and that the existing coal buffer be removed from the land north of the Bypass route.

2.4 Age

Thirty five per cent of residents are aged between 0-24 and only 20% are aged over 65⁵. Like the rest of Australia, the population is ageing. As shown by Figure 4, it is forecasted that the percentage of people younger than 24 is likely to decline, and the number of people aged 60 and older is likely to increase.

⁵ Latrobe City Council, *Latrobe 2021, The Vision For Latrobe Valley*, p.8

Figure 4 - Projected Population by Age Group 2001 - 2031



Source: DSE Victoria in Future 2004; DOI Know Your Area

2.5 Industry

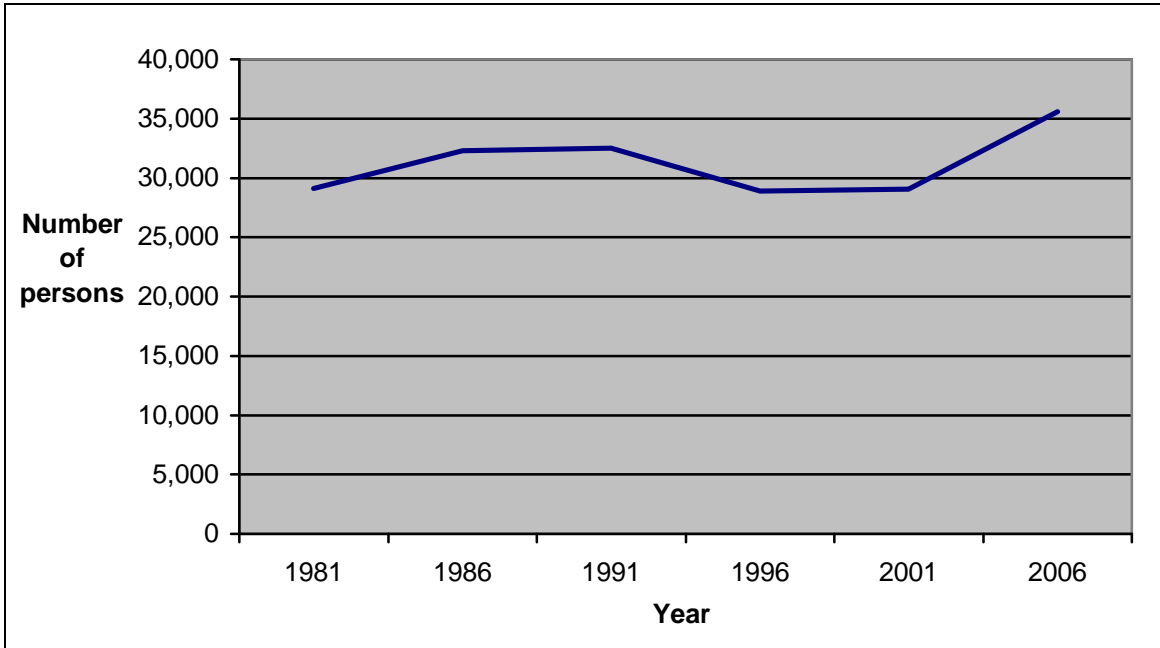
Latrobe’s major industries include energy production, manufacturing, mining and forestry. Collectively, these industries account for 80 percent of the region’s total exports of \$1.6 billion⁶. Other major industries include retail trade, health and community services, and the education sector and they collectively account for \$150 million of regional exports. These industries have major implications for land use and transport planning in the Latrobe Valley.

Over the past three decades the size of the Latrobe Valley labour force has fluctuated between 28,000 to 37,000 persons. The labour force experienced a boost during the late 1980’s and early 1990’s, but then declined in the mid 1990’s. In recent years the labour force has experienced growth and today is approximately 36,000 persons. This growth trend is likely to continue over at least the next 20 years.

Figure 5 below shows the size of the labour force between 1981 and 2007.

⁶ Latrobe City, *Latrobe 2021, The Vision For Latrobe Valley*, p.15

Figure 5 - Labour Force of Latrobe City



Source: ABS Census Data; Essential Economics.

2.6 Transport

The Princes Freeway and Eastern Railway are major components of the transport network within Latrobe. These transport routes link Moe, Morwell and Traralgon with Melbourne. Transport movement and cycle routes are further discussed in each of the Structure Plans.

3 Policy Framework

3.1 State Policy and Strategies

3.1.1 Melbourne 2030

Melbourne 2030 is a plan to manage growth and change across metropolitan Melbourne as it grows over the next 30 years. To manage this change in a sustainable way and as part of the networked cities model, *Melbourne 2030* encourages the growth of regional cities and key towns located along regional transport corridors. Latrobe is one of several regional cities earmarked under this policy.

The key policies and initiatives of most relevance are:

Direction 3 - Networks with Regional Cities.

Direction 8 - Better transport links.

Action 5 - Improve transport links to regional Victoria.

These directions and actions aim to promote the growth of regional cities and key towns on regional transport corridors, whilst controlling inappropriate rural residential development in rural areas so as to protect agriculture. An integral part of this policy is the responsibility of government to provide safe, efficient and fast road and rail links to these towns.

Melbourne 2030 also encourages new development within activity centres near current infrastructure. This issue is addressed by the Transit Cities Project and is outlined below.

3.1.2 Transit Cities

Transit Cities is a State Government initiative arising from Melbourne 2030. The concept is based on the concentration of new residential, retail and commercial (mixed use) development around transport hubs, this will result in shortened trips, a reduced number of trips, decreased car dependency and increased public transport usage.

Latrobe City is one of thirteen Transit Cities around Victoria that has been funded as part of the Transit Cities program. A strategy for Moe, Morwell and Traralgon has been prepared - *Latrobe Transit-Centred Precincts Report*, which sets out the urban renewal framework, master plans and implementation strategy for Moe, Morwell and Traralgon.

The Transit Cities strategy is a plan for the future development of the areas within a comfortable walking distance of the Moe, Morwell and Traralgon train stations. This strategy has been incorporated in the Planning Scheme however the Municipal Strategic Statement requires updating to include Transit City concepts, which include:

- Developing the areas within a comfortable walking distance from the train stations;
- Provision of high quality public transport services and facilities;
- Increased housing density within the Transit Centre Precinct;

- Mixed use developments;
- Reducing parking requirements;
- Public realm redevelopment; and
- Concentrating employment within transit precincts

Townhouses are earmarked for development within the Transit Centre Precincts and it is expected that the market can absorb 40 townhouses per year⁷. This not a significant proportion of new growth within the towns, therefore development outside the Transit Cities Precincts, particularly in the township fringes will continue to be the main residential growth areas. Accommodating residential development with the Transit City precincts in Latrobe is more about creating vibrancy and activity in these centres rather than accommodating for a significant proportion of new residential growth.

The projected demand for new office space is expected to be between zero (0) and 30,000 sq. m. over the next 10 years. Projected demand for new retail space⁸ is expected to be:

Traralgon	+4,500 sq. m. over the next 20 years
Moe and Newborough	+2,000 sq. m. over the next 20 years
Morwell	+1,500 sq. m. over the next 20 years

3.2 Local Policy and Strategies

3.2.1 Latrobe Planning Scheme

The Latrobe Municipal Strategic Statement (MSS) expresses the key strategic planning, land use and development objectives for the municipality and the strategies and actions for achieving those objectives. The MSS provides the rationale for the application of the zones, overlays and particular provisions in the Planning Scheme and decision-making by Council.

The Planning Scheme identifies a vision to establish the municipality as a key regional centre, which is well connected to Melbourne and the other cities.

The MSS identifies that there should be a wide range of lifestyle, employment, retail and social opportunities, with good accessibility connecting people to these opportunities. Community assets need to be consolidated and their quality improved.

The MSS contains the following objectives:

- Pursuit of the Networked City Concept – an integrated network of urban areas that combine to create a unified Latrobe City.

⁷ Latrobe Transit Centred Precincts (2004), p.52

⁸ Latrobe Transit Centred Precincts (2004), p.52

- To contain urban development within clearly defined town boundaries. This is to achieve several aims:
 - To strengthen and reinforce the sense of place within each town;
 - To maximise existing infrastructure;
 - To provide a clear boundary between urban and rural environments;
 - To sustain local employment; and
 - To restrain encroachment upon current and future mining resources.
- To retain and protect the rural character within the corridors between the urban settlements.
- Manage land use in a way that new developments will not compromise the effective and efficient use of existing or future infrastructure or resources such as the airport, coal resources, timber production and high quality agricultural land.
- To provide high amenity environments within the towns through the protection and enhancement of public parks and recreational areas.
- Encourage a wider variety of housing types in order to meet the changing housing needs of the community.
- Limit rural living and low density residential developments to 'appropriate locations' (as outlined in the *Latrobe Rural Living Study*) and limit further subdivision of these lots to areas along the urban fringe, subject to certain pre-existing conditions.
- Encourage the cluster of new and existing industry and services to maximize the use of existing infrastructure and trade links.
- Support the development of the existing activity centres and restricting the development of additional retail and office developments outside of the activity centres. The current MSS focuses on the development of retail, office, community, cultural, entertainment and leisure activities within these centres.
- Group and locate restricted retail premises in a way that supports the main activity centres.
- Encourage the development of neighbourhood centres to provide for local convenience needs.
- When planning for industry:
 - Heavy industrial: Retain and encourage the development of industries related to coal and timber resources, and the location of industries that require a large amount of energy at a low cost within the *Energy Park*.
 - Emerging industries: Encourage industry related to the educational pursuits of Monash University to co-locate, and encourage new, large, high amenity, low-density manufacturing industry in the area east of Alexander Road and north of the Princes Highway (Morwell).
 - Local servicing industry: Encourage with the onus on industry to work with council to provide local landscaping and amenity improvement for each industrial zone and for local 'site care' groups.

- Ensure a sufficient supply and adequate choice of land to accommodate a variety of industry needs.
- Encourage tourism by providing a suitable gateway to the Latrobe City and to enhance the character of key locations.
- Public transport infrastructure is to link people to places of work, education, recreation and retail facilities.

Networked City Concept

The Networked City concept defines the roles of each of the major towns in the Latrobe Valley. These roles are defined as:

Churchill

- Regional tertiary education and research functions
- Local service function

Moe

- Sub regional function
- Some regional service functions

Morwell

- Regional higher order retailing function
- Regional distributive function
- Regional manufacturing function

Traralgon

- Regional office functions
- Sub regional and some regional service functions.

Corridors

Corridors are currently associated with the Networked City Concept in the Planning Scheme, providing the connections between each of the towns. The traditional philosophy has been to retain the corridor areas as non-urban in order to keep a separate identity for the settlements. However as shown in the *Morwell-Traralgon Concept Plan*, Council's position with respect to this approach outlined in the MSS has been superseded. The three corridors discussed in the current Planning Scheme are:

- Moe - Morwell Corridor
- Morwell - Churchill Corridor
- Morwell - Traralgon Corridor

Coal Resources Policy

The Planning Scheme contains a Coal Resources Policy at Clause 22.01

Historically the Latrobe Planning Scheme and State Government policy has been to contain urban growth so that it does not compromise coal resource development and that urban development should *“be encouraged to take place away from readily recoverable coal”*.

However it is also recognised that there is a need to balance the needs of coal resource development with the interests of the community, and to take into account the *“needs and views of the local community, equity in the provision and distribution of employment, housing and community services and the likely social and environmental impacts of development”*.

When amending the Planning Scheme, Clause 22.01 provides the following decision guidelines:

- *When the land is expected to be required for coal resource development.*
- *Whether development of the coal resource may be prejudiced.*
- *The nature and scale of the proposed use or development.*
- *The relationship of the proposed use or development to coal resource development.*
- *Whether the proposed use and/or development can be located elsewhere.*
- *Protection of the policy area from fire.*
- *Within zoned urban areas and areas identified for future urban use, low density residential and rural living use and development has a lower priority than timber production, the extraction of coal, high quality agricultural activity and urban land uses.*

Between the coal resource and urban form there should be a 1000 metre buffer, that is measured from the crest of the coal mine comprising a 250 metre wide coal operational area and an additional 750 (±75) metres to the urban settlement.

Activity Centres

The Latrobe Planning Scheme aims to support and draw new business into the existing Central Activity Districts of Moe, Morwell, Traralgon and Churchill. In smaller towns and neighbourhood centres the Planning Scheme encourages *“suitable neighbourhood shops providing local convenience goods and services”* (Clause 21.04-6).

Housing

Clauses 21.03-3, 21.04-4 and 21.01-7 of the Latrobe Planning Scheme highlight Latrobe’s housing objectives as follows:

- Housing stock is to consist of housing ranging from medium density and typical suburban housing to low density and rural farms. The strategy encourages the development of smaller housing.
- To encourage urban renewal within the existing towns.
- To monitor and to provide evidence of changing trends over time and to ensure appropriate land use decisions are made. Where warranted to then *“support new*

residential subdivisions within the existing zoned land provided they contribute to the integrated development of the neighbourhood or town”.

Urban and Rural Settlement Strategies

The Planning Scheme encourages consolidated urban development within well-defined town boundaries and to prevent urban encroachment into areas affected by the airport, coal resources, timber production and high quality agricultural land.

Clause 21.04-1 aims to *“to reinforce, strengthen and increase the attractiveness of the existing urban settlements and the activity centre pattern and to maximise the use of existing infrastructure”.*

The exception to the strategy of urban containment is if *“it can be demonstrated that existing zoned land is not available for development, that additional land is required to provide choice in the location or competition in the housing market or that the area provides a logical development area”.*

Urban development is to take into account the provision of transport infrastructure, utility services, community facilities, open space and other land use matters, which are necessary to serve the needs of the local and wider community.

As outlined in Clause 22.06 of the Latrobe Planning Scheme, *“the number of lots to be created in each town is within a demonstrated demand of 10 to 15 years supply”.*

Industry

As outlined in Clause 21.07-7 of the Latrobe Planning Scheme, each main town is to be able to accommodate its own industrial and commercial areas, which are highly accessible to its local population.

Infrastructure

As outlined in Clause 21.09-9 of the Latrobe Planning Scheme, any new development is to consider public transport and road infrastructure, pedestrian and cycling movements, and the provision of parking.

The aim of the Latrobe Planning Scheme is *“to encourage public transport services that provide access for residents to work, educational, retail, social and recreational activities within the municipality and to principal destinations outside the municipality”.*

Design and Development Overlay – Major Pipeline Infrastructure

Major gas and oil pipelines run through the municipality within close proximity to the township boundaries of Moe, Morwell and Traralgon.

The Design and Development Overlay (Schedule 1) aims to protect major pipeline infrastructure. Clause 43.02 of the scheme triggers a planning permit requirement and before deciding on an application, in addition to the decision guidelines in Clause 65, the responsible authority must consider:

- The appropriateness of constructing any buildings or fences within 3 metres of any pipeline.

- The appropriateness of constructing any dwelling or building designed to accommodate 20 or more people within 200 metres of a Type C Pipeline.

- The views of the Secretary of the Department administering the Pipelines Act 1967

Airport Environs Overlay

The Airport Environs Overlay is applied to the land within and around the airport to restrict land uses that are sensitive to aircraft noise, to ensure that land use and development that does occur is compatible with the operation of airports, the airport strategy and with safe air navigation for aircraft approaching and departing the airfield. The Latrobe Planning Scheme, Clause 22.04 encourages “a range of education and industry opportunities in association with aeronautical activities conducted at the airfields”.

3.2.2 Latrobe 2021

Latrobe 2021 (2nd Edition, 2006) is the Latrobe City’s key Strategic Planning tool. The foreword states:

“Latrobe 2021 is a strategic document that outlines a series of strategic objectives which are broken down into community outcomes. These objectives are sustainability, liveability, community capacity building and governance. Under each of these outcomes are initiatives and projects that will contribute to achieving the type of community that we all want to assure for our own future, and that of our children.

Latrobe 2021 provides a key guide to Council activities including programs, services and resource allocations. This guide is designed to assist our economic and social development, as well as environmental initiatives taking into account the need to balance Council’s ongoing commitments with new priorities that, combined, will shape the future of our community.”

Latrobe 2021 sets out revised Structure Plans for the main towns. It is these plans in Latrobe 2021, rather than those within the Planning Scheme, which set out Council’s current position on future growth. The current position supports urban growth within the Morwell Traralgon Corridor.

3.3 Coal Resources Framework

3.3.1 Land Over Coal and Buffer Study

The *Land Over Coal and Buffer Study* (1988) was produced to define the buffers between towns and potential open pit mines, with the aim of protecting town boundaries from the encroachment of future mining activities. The recommended buffer between the township boundaries and coal mines is 1 kilometre to the edge of the mine, comprising a 250 metre works zone and 750 metre buffer from the works zone.

3.3.2 Framework for the Future

Framework for the Future was developed in 1987 to provide a long-term land planning structure that protected Victoria's coal resources, whilst also giving certainty to residents and business within the region. The three main goals of the framework are:

- To protect Victoria's coal resources and maximise the efficiency of development of the coal resource for the benefit of all Victorians; and
- To improve the quality of life for the region's population by promoting better planning in the region; providing greater security of tenure for residents; and compensating those affected by coal development in the next 30 years;
- To maximise the retention of land throughout the region in productive use;

The framework divided coal into three broad categories, these are:

- Category A – coal that will be used within 30 years
- Category B – coal that will be used within 60 years
- Category C – coal that will be used beyond the 60 year timeframe

3.3.3 Latrobe Valley 2100 Coal Resources Project Report

Latrobe Valley 2100 Coal Resources Project Report (LV2100) was prepared for the Victorian Department of Primary Industries (DPI) with funding from the Federal Government. The study assessed the potential development of the coalfields to the end of this century; reviewed available coal resources; assessed regional environmental, social and economic impacts; and recommended actions to protect the coal resource.

The study assumed that brown coal extraction for power generation and other coal products would be required for the foreseeable future. As such, protection of adequate quantities of this coal resource for future generations is essential. To this end, coal resource areas were reviewed and ranked after considering geological, environmental, community and economic factors. It was recommended that areas be protected by land zoning to prevent alternative incompatible land uses and to secure coal resource for future generations.

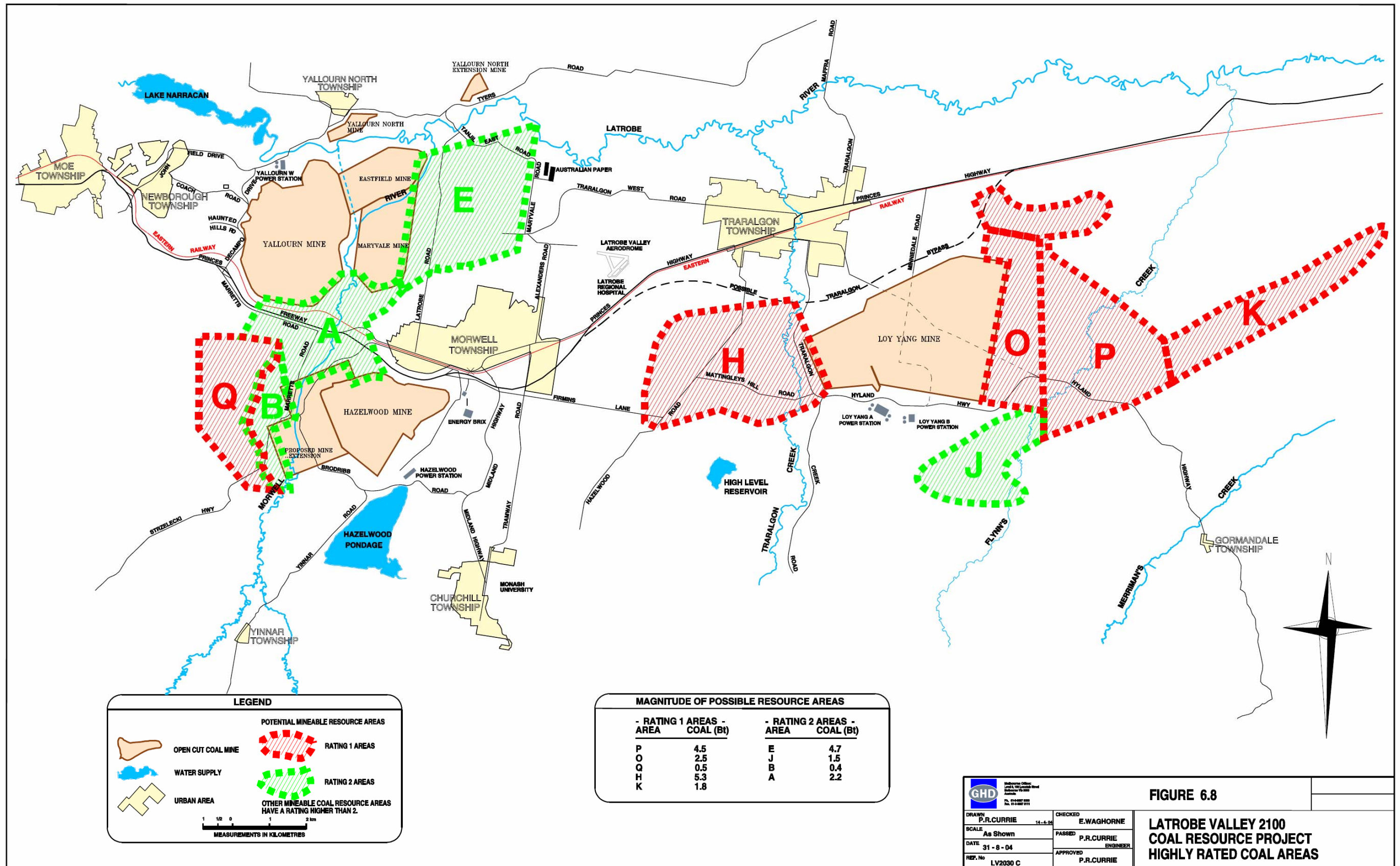
The study found that the Latrobe Valley contains over 53,000 Mt (megatonnes) of 'economical' brown coal. Today the region annually produces 65 Mt of coal for power generation and other coal products.⁹ Over the past 80 years less than 5,000 Mt has been mined¹⁰. Based on these figures LV2100 concludes that there is ample coal supply for the next 500 years.

Between now and 2100, it is estimated that between four (4) and seven (7) mines will be initiated. The LV2100 addressed which coal projects are *most likely, likely and unlikely* to proceed. Of these Area H and O are most likely to proceed and Area A and E are likely to proceed. The location of these sites can be seen in Figure 6 below.

⁹ Latrobe Valley 2100 Coal Resources Project Report, p.26

¹⁰ Latrobe Valley 2100 Coal Resources Project Report, p.26

Figure 6 - Latrobe Valley 2100 Coal Resource Project Highly Rated Coal Areas



Source: Latrobe Valley 2100 Coal resource Project Highly Rated Coal Areas

Most significant to the Structure Planning process are Area H, A and E. Area H is within the Morwell Traralgon Corridor and areas A and E are within close proximity to the township of Morwell.

Area H

Area H is deemed as *most likely* to proceed. This site is located near Traralgon, to the West of Loy Yang mine and Traralgon Creek. The study argues that there are few apparent community issues relating to this area. Whilst the study recognises the 1979 route, it neither sanctions the realignment of the Traralgon Bypass route, nor addresses the need to provide for the future urban development of Traralgon.

Area A and E

Area A and E are both deemed *likely* to proceed and both are located to the west of Morwell. Issues to be overcome include drilling beneath road and rail transport corridors, existing rural living uses, and the proximity to Morwell and Australian Paper Mill (APM). In reviewing the Structure Plan for Morwell, it became apparent that the buffer associated with the proposed Maryvale field is not correctly represented in the Planning Scheme. It is expected that this should be resolved as part of Amendment C48 to the Latrobe Planning Scheme, which implements the *Morwell North-West Precinct Residential Precinct (2006)*.

LV2100 recommends that Areas H, O, A and E are given maximum protection in land zoning to facilitate their future development. This, however, conflicts with the need to supply sufficient land for the future growth of the towns, in particular Traralgon and Morwell.

4 The Structure Plans

4.1 Purpose

The purpose of these Structure Plans is outlined below.

The Latrobe Structure Plans will provide for growth and change in a planned and managed manner over a 30-year period.

The Plans are intended to provide clear direction to the community, government, and the development industry about appropriate development.

The Structure Plans identify improvements to public spaces and places, connectivity between these places, infrastructure requirements and development opportunities that will evolve over time. The structure plans objectives and implementation framework will be applied to guide decision making for Moe/Newborough, Morwell, Traralgon and Churchill over the life of the plans.

4.2 Preparation of the Structure Plans

The Structure Plans were developed through a process of review of existing strategic guidance and planning policy; assessments of the existing physical, social and economic contexts, and a series of consultation activities to understand community and council aspirations.

Consultation was undertaken using a variety of formats and with a range of stakeholders:

- A design workshop with Council officers;
- A series of business and stakeholder workshops;
- Workshops with Latrobe City Councillors;
- Display and mail out of Draft Plans. The display included an “open house” at Council service centres in each town over a period of 2 weeks; and
- Meetings with Coal Industry representatives and development groups.

Design Workshop

A Design Workshop was held with Council officers in July 2006 to analyse and discuss key issues, constraints and opportunities for each town.

The Workshop analysed the constraints and opportunities within each of the towns and the corridor between Morwell and Traralgon. The Workshop included participation from

Latrobe City Council, planning consultants from Beca, urban design consultants from David Lock Associates and transport consultants from PBAI. The Design Workshop identified a number of sites and issues that would need to be investigated as part of the Structure Planning process.

The values, issues and constraints identified during consultation are contained within each of the Structure Plans.

Business & Stakeholder Workshops

In August 2006, Business and Stakeholder Workshops were held in each town to discuss findings to date and receive input from the government, business, industry, landholders and business/community groups. The Business and Stakeholder Workshop in August 2006 had two purposes:

1. To inform participants about the planning inputs for each town - the historical and forecasted demographic make up, inherited urban structures, historical and forecasted urban development, and the constraints in which the towns operate.
2. To work with participants to identify what are the strengths of each town and therefore should be kept, what are the threats and weaknesses to a sustainable town and therefore should be managed/stopped, what opportunities lay ahead that may advance the town and therefore need to be catered to in order to allow them to start, and issues that require further exploration for a solution.

Additional Stakeholder Workshops

Additional workshops were held with key agencies and industry groups in December 2006 to ensure all stakeholders had the opportunity to engage in the development of the Structure Plans.

Councillor Workshops

Workshops were held with Councillors in August 2006 and in December 2006. The aim of these workshops was to get preliminary feedback from Councillors on early drafts (August 2006) and the agreement of Council to commence the formal consultation process (December 2006).

Community Consultation – Open House and Newsletter

During January and February 2007, Community Information Sessions were held in each town. The Draft Structure Plans maps and supporting reports were displayed at Council Service Centres within each town and made available on the Council website. The “Open House” Community Information Sessions were advertised through local papers and a newsletter sent to all parties that had expressed interest in the project up to that point in time. The Community Information Sessions provided the community with an opportunity to ask questions in relation to the plans, provide feedback about the plans, and to lodge formal submissions regarding their property or interests. It was also an opportunity for

business, landowners, stakeholders and community groups to prepare submissions in response to the draft Structure Plans.

Written submissions were invited to be submitted as part of this process. A summary of the submissions received is contained Appendix A. A total of 33 submissions were received.

Coal Industry

Meetings were held with Coal industry representatives in January 2007 to ascertain their future plans and any likely impacts on future urban growth.

The outputs from this combined work formed the basis for the Structure Plans. There were additional discussions with major stakeholders, including meetings with State government departments, Local government departments, utility providers, landowners, developers and planners, whose input helped to polish the main concepts of the structure plans.

4.3 Guiding Principles

The following guiding principles were agreed at the outset of the project:

- Create a strong vision for the future of each town, in particular having regard to the various local, sub-regional and regional roles of each town in retail, administration, community, health, residential, employment, education and other activities;
- Identify the key 'values' that will continue to ensure successful townships that are sustainable on a range of fronts into the future;
- Maintain or enhance social and economic diversity and function in the surrounding area;
- Ecologically sustainable development is a key to delivering successful urban growth and development;
- Recognise people as an integral part of the urban environment;
- Minimise environmental and social impact through a diverse range of management techniques;
- Identify infrastructure requirements that will enable a degree of flexibility for future development within clear engineering good practice guidelines;
- Recognise that change in some form is inevitable in this area;
- Local partnerships and commitment to the vision are crucial;
- Recognise that local and specific solutions are required;
- Investigate a range of options to address issues;
- Trade-offs may need to be made, but must ensure that the benefits from trade-offs are optimised.

4.4 Using the Structure Plans

The structure plans are a broad design framework showing how the towns are proposed to develop, and the actions needed to realise that growth.

Structure plans usually require an amendment to the planning scheme as one of their implementation mechanisms. Recommendations, contained within the implementation program, have been made to amend the MSS, including tools such as local policies, and amending the zoning controls within Moe/Newborough, Morwell, Traralgon, Churchill. In addition, concepts for consideration in relation to the Morwell-Traralgon Corridor have been developed. Some rezoning may not occur for some time, or only at certain “trigger” points when further information is obtained so that rigorous decisions can be made.

The Structure Plans will be used by planners within the Council as a reference document to assist in determining the feasibility of applications for development within the precinct. They will also be used by developers to assist in preparing detailed plans for development sites, which in some cases will assist in overall implementation. The Structure Plans will also assist in setting an agenda for any further detailed studies and plans for the centre, including possibly detailed Urban Design Frameworks for key precincts, detailed Infrastructure Plans, Reserve and Landscape Plans and so forth.

The objectives of the Structure Plans are to be used as a guide to implement the preferred direction for the study area in terms of land use, built form, character and transport connectivity. A series of strategies are also outlined that will provide additional guidance on what is important for the future of the centre. It is intended to facilitate decision-making, allowing the application of discretion on the part of Council planners, and innovation on the part of the private sector, to ensure that appropriate development is implemented and achieved in accordance with the Structure Plans.

4.5 Structure Plans Outline

The documents which make up the outputs of this project are:

- Latrobe Structure Plans – Background Report (this report)
- Traralgon Structure Plan
- Morwell Structure Plan
- Moe Structure Plan
- Churchill Structure Plan
- Morwell-Traralgon Concept Plan

5 Implementation Framework

An implementation program has been provided for each of the Structure Plans. The program intends to provide Council with guidelines as to how to effectively carry out the strategies and actions contained within the Structure Plans, to ultimately realise the vision and strategic objectives for each of the towns over the next 30 years.

5.1 Ongoing Implementation

A number of measures should be considered by Latrobe City Council to successfully harness the momentum created by the preparation of the Structure Plans and the efforts of various stakeholders and agencies involved throughout the planning process.

The primary implementation mechanism will be a Planning Scheme Amendment, developed to replace the existing Structure Plans and review of the Municipal Strategic Statement.

It is recommended that the Project Steering Group be retained as an implementation group to meet regularly and oversee the implementation phase of the Structure Plans, following on from their role of guiding the development of the Plans. This steering group may be divided into sub-committees to focus on the implementation of a particular action, or set of actions.

Above all, effectively achieving the actions outlined in the Structure Plans will require strong partnerships between State and Local government in addition to assistance from, and consultation with, the private sector. The Structure Plans have initiated dialogue between the various relevant agencies and stakeholders within Latrobe, and the Structure Plan implementation program should be the driver for building on this solid foundation.

5.2 Monitoring and Review

Latrobe City Council should monitor the Latrobe Structure Plans including the implementation program on an annual basis. They should also be used in the planning of annual Council budget allocations.

It is anticipated that the implementation program for the Latrobe Structure Plans for Moe, Morwell, Traralgon and Churchill will be reviewed every five years or earlier if necessary. The review will consider the progress to date and whether major changes in direction for the Structure Plans are required to take account of new trends or changing circumstances.

Appendix A

Summary of Submissions

Structure Plan Submissions and Response

The table below summarises submissions received as part of the Community Consultation for the Latrobe Structure Plans Review in early 2007. Submissions were invited as part of the consultation process and were received by Council via letter and email. Submissions are based on the Draft Structure Plans presented as part of the exhibition process; therefore some references to specific areas have changed on the final plans. All issues within each submission have been summarised and responded to below. Individual submitter details have been excluded from this table in the interest of protecting privacy. Where submissions represent organisations, these details are provided.

Number	Organisation	Summary of Submission	Response to Submission
1	Valley Motor Group	<u>Traralgon Morwell</u> Concern that the strip of land on the Princes Highway between Coonoc Road and Bradford Drive is not designated as special use zone for Motor Vehicle Retailing.	The current zone of this area as SUZ2 (Urban Gateway) is recognised on the Traralgon-Morwell Corridor Concept Plan as a <i>Bulky Goods Area</i> . This is satisfactory to provide for the continued use and diversification of this precinct and should be recognised if the Corridor proceeds.
2	Regional Development Victoria	No particular comments. Requested confirmation that consultants are aware of 'Moe Activity Centre Plan'.	The Moe Structure Plan references previous strategic studies in Moe. The role of concurrent work in the Town Centre is also recognised.
3	Monash Views	<ol style="list-style-type: none"> Supports the proposed extension of the residential boundaries to include the Yallourn Golf Course in Newborough. Express concern that the width of Fairway Drive and the intersection with Golf Links Road would not accommodate additional traffic flow in the event of a vehicle connection from Yallourn Heights to Monash Road as indicated on the Moe-Newborough Plan. Present alternative where Fairway Drive remains as a Court with pedestrian access from Fairway to Coach Road. 	The extension from Fairway Drive to Monash Road is a proposed pedestrian link only. This pedestrian link is to minimise the distance required to walk and cycle to nearby shops and community facilities. A road is proposed to enter the estate near the intersection of Monash Road and Ellinbank Street. This is reflective of the Monash Views proposal.
4	Individual Submitter	<u>General Comments</u> <ol style="list-style-type: none"> Objection towards the rezoning of 'Farming' land to proposed residential development. 	<ol style="list-style-type: none"> The Structure Plans address urban sprawl by recommending increased land used densities, expanding the town boundary in appropriate areas only having regard to identified constraints.

Number	Organisation	Summary of Submission	Response to Submission
		<p>2. Concern for lack of consideration for water supply.</p> <p><u>Traralgon plan</u></p> <p>3. Notes inconsistency with regard to the location of the buffer zone between proposed Bypass Route and proposed Residential Area.</p> <p>4. Questions consideration of aesthetics for residents close to Loy Yang and the proposed Area H (as defined by LV2100) coal area.</p> <p>5. Support for principles of public open space and connections to existing open space.</p> <p>6. Concern no bike paths or pedestrian ways are provided in Area 3.</p> <p>7. Support first sustainability principle and issues for residential development.</p> <p>8. Questioned - typo in sustainability criteria for Industrial area 4 "relocate to north-west" should read "relocate to north-east"?</p> <p>9. Questioned whether land contamination of Area 4 had been considered.</p> <p>10. Questioned whether sustainability criteria to improve visual amenity for area 7 should read "Western" rather than "Eastern" in the principles column.</p> <p><u>Traralgon-Morwell Corridor</u></p>	<p>2. Water supply issues have not been identified as problematic by relevant stakeholders. The Planning Scheme Amendment Process will act as a further test of this.</p> <p>3. Noted and rectified.</p> <p>4. This matter has been considered and the requisite buffer will be required.</p> <p>5. Noted.</p> <p>6. The plans do not show pedestrian, cycle and open space connections in any of the new areas. This is because the Planning Scheme requires new subdivisions to provide public open space, pedestrian ways and cycle paths. Development Plan Overlays are suggested as the best mechanism to achieve integration of these new areas.</p> <p>7. Noted.</p> <p>8. Noted.</p> <p>9. Any land contamination issues will need to be addressed in accordance with EPA regulations.</p> <p>10. Agreed and Noted</p>

Number	Organisation	Summary of Submission	Response to Submission
		<p>11. Concern that swampy/marshy areas in the land south of the highway may present issues for housing development.</p> <p><u>Newborough Plans</u></p> <p>12. Support consolidation of industrial area in the NW precinct.</p> <p>13. Suggest that the land east of Torres Street is not too steep for residential development and may be ideal for such.</p> <p><u>Churchill</u></p> <p>14. Correction - The area numbered 5 north of Acacia Way and east of Silcocks Road is in fact Eel Hole Creek Water Course.</p>	<p>11. Any such land is likely to be set aside and developed for open space should this land be confirmed for urban development.</p> <p>12. Noted.</p> <p>13. Noted. Development of this area is unlikely to be required to fulfil demand for residential land in the medium term, but should be investigated in the longer term.</p> <p>14. Noted and corrected.</p>
5	MacroPlan acting for Stockland	<p>Stockland has an interest in the continued success of the Traralgon Activity Centre. The submission provides general support for the Structure Plans and makes the following comments.</p> <p>1. Present view that Traralgon represents the main centre for civic and commercial activity and suggests the structure plan "reflect clear and strong strategic objectives directed at maintaining and enhancing this regional role for Traralgon". They suggest that the majority of growth in retail floor space should be in Traralgon to support the existing town hierarchy.</p> <p>2. Support for the areas identified for future urban growth on the Traralgon Structure Plan.</p> <p>3. Suggestion that the indication of the number of households envisaged for new areas would be useful.</p>	<p>1. The Structure Plan acknowledges the strength and role of the Traralgon Activity Centre. Managing the size of the Activity Centre is paramount and it is recommended that increased land densities within the existing footprint be pursued.</p> <p>2. Noted</p> <p>3. Noted. The number of households in new areas has been considered in the Morwell-Traralgon Residential Land Supply Report (2006). This should be reiterated in the Structure Plans.</p>

Number	Organisation	Summary of Submission	Response to Submission
		<p>4. Suggestion that growth in retail and commercial services should be directed to Traralgon to support the growth in estimated population. Suggestion that smaller allocations of land and retail floor space are directed to the smaller centres.</p> <p>5. Concern expressed that the expansion of the Mid Valley centre with restricted retail space could potentially draw trade and commerce away from existing trade areas.</p> <p>6. Suggestion that the development timeframe of additional floorspace should be linked to population and demand triggers.</p> <p>Suggestion that the current structure planning process focus on building strength in the role and function of the townships in order to ensure that sustainable growth is achieved.</p> <p>7. Suggestion to define the capacity of neighbourhood centres to ensure that the centres do not develop into large centres that will compete with Traralgon and Morwell.</p>	<p>4. It agreed that Traralgon will remain the largest of the retail centres, however other centres and neighbourhood centres will be required to accommodate future growth also. It is considered that the Retail Study should confirm exact details of retail floorspace.</p> <p>5. The Structure Plan reflects existing land use in the Mid Valley precinct rather than an expansion of additional shopping centre retail.</p> <p>6. Agree - It is considered that the Retail Study should confirm exact details of retail floorspace timing.</p> <p>Noted and agree.</p> <p>7. Noted. - Neighbourhood centres to be developed as described in the planning scheme under 21.04-6.</p>
6	VicTrack	<p><u>General suggestions for consideration:</u></p> <p>1. Future railways should be highly accessible via local and regional roads from both sides of the track.</p> <p>2. Future development heights should allow for taller structures on top of and around the railway station.</p> <p>3. Level crossings for both cars and pedestrians should be avoided, grade separation should be</p>	Noted.

Number	Organisation	Summary of Submission	Response to Submission
		<p>provided for.</p> <ol style="list-style-type: none"> 4. Pedestrian and cycle paths should link to railway stations and stops. 5. Buildings directly interfacing railway tracks and stations should provide for surveillance of the railway corridor. 	
7	Beveridge Williams acting for B & F Neilson Builders Pty	<ol style="list-style-type: none"> 1. This submission argues that the plan fails to consider the existing use and development characteristics of the Princes Highway and does not provide for the future growth of bulky goods/highway related retailing within Traralgon's urban area. 2. The existing land use along the Princes Highway (between Traralgon-Maffra Road to the eastern side of Leeson's Road) should be considered. 3. The land fronting the highway should continue to be used and developed for bulky goods/highway related retailing and should be rezoned to Business 4 4. Disagree that industrial development along the Princes Highway will enhance the eastern gateway to Traralgon as described in the plan 	<p>Rather than developing restricted retail/bulky goods dotted along a road spine that would require shoppers to drive from one outlet to the next, bulky goods retailing should be encouraged to occur in defined locations where shoppers can access the facilities by public transport and private vehicles and move between outlets without reliance on a car.</p> <p>The existing restricted retail uses within the Industrial 1 zone have existing use rights. Such businesses wanting to establish themselves in these areas will require a planning permit.</p> <p>Highway frontage industrial development of a high standard with well landscaped setbacks can be made to complement the eastern gateway if design standards are applied.</p>
8	Churchill and District Community Association	<p>The submission has proposed several recommendations for the Structure Plan.</p> <ol style="list-style-type: none"> 1. Reconfigure the town entrance so that Monash Way is redirected along Mackeys Road to Tram Road. 2. Improve western town entrance from Hazelwood to Churchill. 3. Calm traffic entering Churchill from the south. 4. East-west road connection connecting McDonald Way 	<ol style="list-style-type: none"> 1. This would require extensive and expensive road works for which the benefits are not clear. 2. Low benefit to warrant such works at this time. 3. The proposed roundabout at the intersection of Canterbury Way and Monash Way seeks to calm traffic along Monash Way. 4. Noted and agree.

Number	Organisation	Summary of Submission	Response to Submission
		<p>directly to the shopping centre.</p> <p>5. New road around the shopping centre. From Monash Way, Georgina Place, Balfour Place and east to the intersection of Lawless Road and Northways Road.</p> <p>6. Recommend Mixed Use for Area 4.</p> <p>7. Mixed Use for town centre.</p> <p>8. Road connection to Industrial estate, from Acacia Way to McCormick Street.</p> <p>9. Reconfiguration of the northern town entrance to allow Rural Living Area to be developed as residential.</p> <p>10. Extend greenbelt east-west along the southern border of the town.</p> <p>11. The Group would like their proposed network of paths included in the Structure.</p>	<p>5. As infill urban development occurs in the area to the south-east of the town centre, it is expected that new connector roads will be developed.</p> <p>6. Area 4 is proposed as future residential in the Structure Plan. This is because there is an oversupply of undeveloped business zoned land. There is sufficient land between the town centre and Monash University that is conducive to Mixed Uses.</p> <p>7. The Future Town Centre allows for mixed uses within this area.</p> <p>8. Such a street connection would potentially invite the movement of trucks through residential streets.</p> <p>9. Rural Living areas within the town boundary have been considered. There are some opportunities to allow for undeveloped areas to be rezoned as Residential 1, however the area at the northern town boundary is isolated from existing community infrastructure and should be retained as Rural Living.</p> <p>10. Noted.</p> <p>11. Noted. Pathways within the town centre have been outlined in the Structure Plan.</p>
9	Ross & Worth Pty Ltd	<p>1. Request that "Proposed Public Open Space" be removed from land on Hazelwood Road, Traralgon.</p> <p>2. Request that the future road connection between Hyde Park and Hazelwood Road enters Hazelwood Road at Fernlea Street rather than Poplar Avenue as indicated.</p>	<p>1. Noted and agreed.</p> <p>2. The location of the "proposed road" is only indicative that a road is required, and is not intended to prescribe a specific location.</p>

Number	Organisation	Summary of Submission	Response to Submission
10	Individual Submitter	<ol style="list-style-type: none"> 1. Expresses disappointment with perception of not being consulted with regarding the draft Structure Plan. 2. Disagrees that commercial areas along the connection between Moe and Newborough have been identified for "public facility". 3. Suggestion to relocate the "public facility" to the area along Narracan Drive. 4. Notes the traffic issues along Narracan Drive - heavy traffic, one lane in each direction, turning difficulties, channelling at the Narracan Creek Bridge, danger for cyclists 5. Suggest speed limit of Narracan Drive is reduced to 60km/hr east of Narracan Creek and 50km/hr west of Narracan Creek until the road is redeveloped 6. Suggestion - Relocate the parking lane on the Southern Side of Narracan Drive to the northern side of Narracan Drive for better access to the Business area. 7. Suggestion - Completely re-engineer Narracan Drive from Gunn's Gully to Moe CBD. 8. Attached petition of support from business owners (12 signatories). 	<p>As part of enhancing Moe's image as a tourism and high amenity residential town it is necessary to encourage the relocation of some land uses which cause a conflict with the objectives the town is trying to reach. In this instance the site in question is a prominent site with specific geographical and neighbouring land uses. To maximise the sites role in the town it is proposed that council encourages a developer to consolidate and develop the site. Although close by, the sites to the east do not possess the same profile.</p> <p>Minor traffic and parking issues along Narracan Drive should be considered outside the scope of the Structure Plans, however agree that amenity along Narracan Drive needs to be improved.</p>
11	President - Moe Development Group	Supports submission 10	Noted.
12	Monash University Gippsland Student Union, Inc	MUGSU supports the proposed amendments in particular the rezoning of MUGSU land adjacent to the Old Pub and bound by Monash Way Canterbury Way and Phillip Parade as Business 2 or Mixed Use Zone	It is recommended that this land be redeveloped as residential, to consolidate the Town Centre to the East-West spine. Mixed Use Zone or Business 2 Zone would spread commercial activity southwards, distilling the vibrancy and compact Town Centre. It is more important to encourage activity east-west between the Town Centre and Monash

Number	Organisation	Summary of Submission	Response to Submission
			University, as they are the main two activity anchors within the town.
13	J.S. Snowden	Submission relates to the issue surrounding the proposed development of a small parcel of land 1-11 Monash Road, Newborough for retail purposes.	This request can be considered outside the scope of the Structure Plans, however its impact on surrounding neighbourhood centres needs to be established.
14	Individual Submitter	<ol style="list-style-type: none"> 1. Disagrees that the future industrial growth identified by Area10 of the Traralgon Structure Plan is appropriate. 2. Suggests that if the expansion of residential land to the east is not secured that fragmented development is likely. 3. Suggests the proposed town boundary should continue directly across Traralgon-Maffra Road to include Dranes Road 4. Suggests the overlays in Area 3 to the East of Hazelwood/Churchill Road and Areas 7 and 8 in the Traralgon-Morwell Corridor prevent certainty of future land availability for residential development. 	<ol style="list-style-type: none"> 1. This area was considered for a variety of land uses. The planning scheme rightly requires that there is opportunity for industry to locate within each of the major towns. It was found there is existing industry in this area and that potential land use conflicts can be managed better if more industry was to be located here. 2. - 3. Extending the town boundary to this location would encourage urban development closer to the rural living areas in the north-east. Given that this area is earmarked for industrial uses this would only bring industry closer to these houses. By keeping the boundary and buffer where it is, protection of these rural living lots is assured. 4. Development within the Morwell Traralgon Corridor will only occur if adequate separation can be achieved between coal resources and urban development. The Corridor concept assumes that the Environmental Significance overlay would need to be peeled back for this to occur.
15	Tract Consultants Pty Ltd	<ol style="list-style-type: none"> 1. Rural Outlook fully supports the directions recommended in the Local Structure Plans 2. Recommends that the final Local Structure Plans provide clear long term direction for at least the next 35-40 years <p><u>Morwell</u></p> <ol style="list-style-type: none"> 3. Indicates that Gippsland Water may have issues with effectively servicing Area 1. 	<ol style="list-style-type: none"> 1. Noted 2. The Plan provides direction for the next 30 years. 3. Constraints over Morwell's North-West precinct are noted and shown in the Structure Plan.

Number	Organisation	Summary of Submission	Response to Submission
		<p>Suggests the Structure Plan discusses the constraints applying to the site.</p> <p>4. Questions whether Area 9 is desirable for residential development with its close proximity to the Gippsland Water Factory Site.</p> <p><u>Traralgon-Morwell Corridor</u></p> <p>5. Expresses concern that Area 3 immediately adjoins the National Foods operation and within close proximity to Latrobe Airport. Suggests considering the area for an employment precinct</p> <p>6. Request clarification of Area 9. Suggests identifying the area for restricted retail activities but without expansion.</p> <p>7. Suggests that a site in Area 3 immediately opposite the freeway interchange could present an opportunity for expanded bulky goods.</p> <p><u>General</u></p> <p>8. Suggests that traffic volumes and frequency of rail movement on the transport network would not necessitate the number of overpasses proposed on the Concept Plan. It is recommended that the Plans only indicate a transport interchange or crossings at these points rather than specifying details.</p>	<p>4. New residential areas to the north are not compromised by the Gippsland Water Factory having regard to predicted impacts noted in recent Works Approval applications.</p> <p>5. – 7. The Corridor Concept Plan looks to minimise land use conflicts between industry, proposed residential areas and the airport. The need for further restricted retail should be considered as part of the Retail Strategy.</p> <p>8. Noted. The number of grade separated crossings should be considered further pending the findings of the Traralgon Freeway Supplementary Inquiry. Consideration needs to be given to traffic issues as well as connection of any new urban areas to local services.</p>
16	Individual Submitter	The submission raises issues in relation to the redevelopment of areas around Moe Railway Station, the encouragement of industry, business and government in Moe, a third freeway access around the mid-town area and a number of issues outside of the Structure Plans scope.	The Transit Cities Project addresses the potential redevelopment of the Moe Railway Station and surrounds. This is being considered further in a project looking specifically at Moe CBD. A third entrance/ exit to the freeway in central Moe has been looked at in the past and rejected. The Structure plan identifies growth areas for the future development of

Number	Organisation	Summary of Submission	Response to Submission
17	Advance Morwell	<p>The submission states:</p> <ol style="list-style-type: none"> 1. North-western precinct infrastructure issues need to be resolved. 2. Areas 2, 3 and 9 are likely to be impacted by the Coal Buffer. 3. Area 9 may be an undesirable living environment due to the proximity to the Gippsland Water Factory. 4. Urban renewal projects need to be encouraged and Advance Morwell expresses that it supports high-density housing in these areas. 5. Area 8 may be oversized. An industrial land demand assessment should be carried out. If oversized then the better areas should be given over to residential development. Supports the relocation of industry from western Morwell to Area 8. 6. Does not support the development of office buildings at mid-Valley. 7. Calls for a comprehensive study of demand for retail space, car parking, truck routes etc. 8. Calls for the relocation of Morwell railway station, linking it with the Commercial Road bus terminal. 	<p>business and industry.</p> <ol style="list-style-type: none"> 1. Noted. This has been documented within the Structure Plan. 2. Noted. 3. There is an adequate distance between the GWF and the proposed residential growth area taking into consideration the projected amenity impacts indicated by the EPA Works Approval. 4. Noted. The Transit Cities project contains objectives in this regard. 5. It should be noted that this industrial precinct will service high amenity industrial uses. Supply of such land is not high in the region and the owners of the land are known to be keen to pursue this market. Aside from demand issues there are two other key issues here. Firstly, this area is of low amenity, from a residential perspective, due to the overhead high voltage powerlines. Secondly, the area is isolated from other residential areas due to the railway line, existing industrial precinct to the west of the land and the high voltage power lines. 6. Noted. Mid-Valley is not primarily an office precinct. 7. This is outside of the scope of the Structure Plans Review. Council is undertaking a study of retail demand. 8. The existing transport interchange at Morwell appears to work well.

Number	Organisation	Summary of Submission	Response to Submission
		<p>9. Supports the enhancement of the town entrances and they have prepared their own concepts.</p> <p>10. Supports extension of walking tracks.</p> <p>11. Is reserving comment on the Morwell-Traralgon Corridor Structure Plan until the alignment issue is resolved.</p> <p>12. Acknowledges that there is a need for additional residential land.</p>	9. - 12. Noted.
18	H.C.M Constructions	Seeks support for amendment of the draft Churchill Structure Plan to identify the parcel of land between Tramway Road and Monash Way as suitable for further development	This land is not suitable for Residential 1 development given available land supply and the isolation of this land from other residential areas and services. It may be considered for rural living or low density residential.
19	Beveridge Williams	<p>This submission is on behalf of all landowners within Mark Drive, Traralgon West.</p> <p>The submission requests that all properties abutting Mark Drive be included within the town boundary and identified as future residential.</p> <p>It is stated that:</p> <ul style="list-style-type: none"> ■ Half of these allotments are vacant. ■ There is no impediment to development ■ The land is relatively flat, can be serviced with reticulated infrastructure (including sewerage), and abuts a sealed road network. <p>The site is in proximity to primary and secondary schools, local supermarket and is closer to the CBD than other identified future growth areas.</p>	This land is currently within the Rural Living Zone, adjacent to the Township boundary. If, as the submission suggests, the rezoning has the support of all landowners, infrastructure is available and the proximity to community and retail facilities is close, this site should be considered for inclusion to the town boundary and rezoned for future residential. However, there may also be other areas within this vicinity (either Rural Living Zone and/or Low Density Residential Zone) that exhibit similar characteristics. It is considered that the opportunity to extend the township boundary in this wider area needs to be considered on a wider basis, to enable a full assessment of infrastructure and the opportunity to extend residential land supply in Traralgon, which is in short supply.
20	Valley Motor Group	<p>1. Expresses concern with regard to the lack of future allocation of 'Business 4' land.</p> <p>2. Expresses disappointment that the Morwell Structure Plan does not identify growth areas to support highway-related retailing.</p>	This submission in an expansion of Submission 1. The continued operation of this precinct for car sales is recognised, however the expansion of any bulky goods retailing needs further consideration following the completion and adoption of the Retail study.

Number	Organisation	Summary of Submission	Response to Submission
		<ol style="list-style-type: none"> 3. Requests that the 11 acres known as Lot 2 PS437666F be identified for highway related retailing or Business 4 zone 4. Expresses concern that the structure plans “do not adequately consider” the issue that Latrobe City is likely to run out of Business 4 zoned land. 5. Suggests that the land along Princes Drive, Morwell and Princes Freeway on the western and eastern ends of Traralgon should provide for highway related retailing. 6. States that the majority of the land around the Mid Valley shopping centre (Morwell Structure Plan Consultation Report Page 9, Area 7) is already under development or undergoing planning application processes. 	
21	Beveridge Williams	<p>The submission calls for land north of Cross’s Road in Traralgon to be included within the town boundary and to be identified as future residential. The site is located north of the Riverslea Park residential estate, and to the east of Ashworth Drive.</p> <p>The submission states that the site:</p> <ul style="list-style-type: none"> ■ Has low agricultural value and is difficult to access for these purposes. ■ Is predominantly cleared, has access to Riverslea Road, fully serviced with infrastructure, is on higher ground and is not within the LSIO. 	<p>The subject land is a small site of 1034 sq. m. on the border of the proposed town boundary.</p> <p>It is likely that the site is partially affected by the LSIO. Subject to the land being outside this area, it would appear appropriate for the land to be rezoned.</p>
22	Beveridge Williams	<p>This submission puts forward the case for the development proposal of an independent supermarket at 1-11 Monash Road, Newborough.</p>	<p>Refer to submission 13, which deals with the same land parcel.</p>

Number	Organisation	Summary of Submission	Response to Submission
		Several comments are made about the Structure Plan in support of the case for the supermarket development.	
23	Earthtech	Requests that a portion of the land on the east side of Tyers Road to the north of Cross Road, Traralgon, not subject to the Land Subject to Inundation Overlay is considered for rezoning to Residential Zone 1.	The portion of land not under the LSIO has been identified for future residential development.
24	Individual Submitter	The submission questions the Community Consultation process, the contents of the Plan and requests a copy of Council's instructions.	Council has responded to the letter and has sent a copy of Council's instructions. The Consultation plan was not included with the exhibited Structure Plan material and it appears the submitter was unclear that the exhibition process was for input rather than the final plan.
25	NBA Group	<p>The submission highlights the issues in relation to land in Hazelwood Rd, Traralgon. It expresses the landowners desire to develop the lot for residential use.</p> <p>The submission is in support of option Freeway Bypass option W4B as it avoids the site and allows its full development potential.</p> <p>The submission is not in support of option W2C, because it cuts through the site and much of the sites development opportunity will be lost.</p> <p>However, whilst a little unclear, it appears to be requesting that if W2C does become the approved alignment, then they would like to have the northern portion rezoned for urban development.</p>	This issue will now be resolved pending the outcome of the Traralgon Bypass Supplementary Inquiry.
26	LV Golf Driving Range	<p>The submission touches on issues relating to the potential development of the western area of Morwell, around the LV Golf Driving Range.</p> <p>The submission requests that public assets be relocated to outside the town boundary; that this area, along with the golf course, gets developed for</p>	Most of the subject site is within the existing buffer to the proposed Maryvale Field.

Number	Organisation	Summary of Submission	Response to Submission
		residential purposes. The submission points out that the site has access to all services and was part of the C27 Amendment (2003).	
27	Individual Submitter	Submission from owners of the Ellavale Park subdivision (south-east Traralgon). Expression of support for the inclusion of the eastern part of their property into the Structure Plan Area 8.	Noted.
28	Beveridge Williams	Submission refers to a site in Churchill north of Mackeys road, west of Tramway Road and east of Monash Way, be shown as “future residential” in the Structure Plans. The owners’ objective is to have this site rezoned and developed for residential purposes, possibly aged care accommodation or similar use. The argument is that this is within the town boundary, is predominantly cleared, can be fully serviced, abuts a sealed road and is in easy walking distance to the town centre and Monash University.	This land is directly to the north of land identified in Submission 18. The site is zoned RLZ6. The area to the east is RLZ3 and is developed. The area to the west is R1Z and is largely undeveloped. The area to the south of Mackeys Road (also within the triangle) is RLZ6. This site should be retained as a rural living zone due to its proximity to major vehicle and trucking routes along Monash Way and Tramway Road. Transport routes on both sides of the site are likely to negatively impact on the amenity and livability of the area. A better outcome, and that which the Structure Plan provides for, is to locate future residents in areas with the potential for strong amenity and livability attributes.
29	Yallourn Bowling Club	Expression of support for the proposed development of the Monash Views (golf course) estate adjacent to the Yallourn Bowling Club. The club perceives that they will benefit from increased visits and will benefit financially.	Noted.
30	Moe Traders Association	The Traders Association submit a series of traffic issues within and adjacent to the Moe CBD and question the “future public facility” on commercial land at the meeting point of Moe and Newborough on Narracan Drive. The railway station at Mid Valley is also questioned,	It is agreed that traffic and access issues are problematic around Moe CBD. It is expected that these can be addressed in finer detail as part of the study looking specifically at this centre. The “future public facility” is considered a key site to realise amenity improvements at the junction

Number	Organisation	Summary of Submission	Response to Submission
		but a station at the hospital is supported.	of Moe and Newborough. It need not necessarily be a public facility, thus the Structure Plan has been updated to reflect the design objective, rather than an anticipated use.
31	Moe Traders Association	This is a letter to Council and the local member in relation to Narracan Drive and the need to support the upgrading of this road. The letter expands on submission 30.	Refer to Submission 10 and 30
32	Merton Ward Residents Association	The association raises a number of issues with regard previously raised, but also raises possible additional residential growth opportunities and the linkage to Lake Narracan.	<p>The Moe plan provides for several priority residential growth opportunities that are likely to fulfil growth requirements for the next 20 to 30 years. Further opportunities should only be considered when the land supply shows signs of being absorbed.</p> <p>The linkage to Lake Narracan is an interesting issue, as the route is convoluted and the value of this valuable resource is not well linked to the township. This could be improved by improved signage from the Town Centre to the Lake, which is outside the study area for this project.</p>
33	Traralgon Community Development Association Inc	<p>This submission addresses the following points:</p> <ol style="list-style-type: none"> 1. Urban growth areas should contain clear objectives within the Traralgon Structure Plan. 2. Development within the Traralgon CBD needs to consider greater use of "air-space". 3. Development of transport hub, additional car parking around and overhead access to the train station required. 4. A comprehensive Traffic Management Plan is required. 	<ol style="list-style-type: none"> 1. Noted – clear objectives have been included for these areas within the Structure Plan. 2. Development within the Transit Cities precinct is a detailed issue that is handled as part of that study. 3. The Structure Plan recognises the need for a transport hub at the train station and the need for improved pedestrian access to the train station. A detailed plan on how this should be implemented is beyond the scope of the Structure Plans and should be considered in the future. 4. Traffic management will remain an ongoing issue for Council, but seems to be managed comparatively well given the vibrancy of the centre.

Number	Organisation	Summary of Submission	Response to Submission
		<p>5. Disagree with the development of a vibrant town centre in the corridor.</p> <p>6. Disagree with the provision of a railway station in the corridor.</p>	<p>5. The Corridor would need several neighbourhood activity clusters. One of these future clusters is co-located with existing and future community infrastructure (hospital, airport, train station, schools) in the Corridor concept. It is not anticipated that this centre will compete with the town centres of Morwell and Traralgon and will service local needs only.</p> <p>6. A railway station should be considered for the Corridor if it proceeds, to provide access to the new residential population (that should meet DoI trigger points) and the hospital precinct.</p>



Report _____

Latrobe Structure Plans - Traralgon

August 2007

▪ Report

Latrobe Structure Plans - Traralgon

Prepared for
Latrobe City Council

By
Beca Pty Ltd

ABN: 85 004 974 341

August 2007

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Revision History

Revision N°	Prepared By	Description	Date
A	Ben Mahon	Initial Draft	January 2007
B	Melody Valentine	Second Draft	June 2007
C	Andrew McCulloch	Draft incorporating Council officer feedback	August 2007

Document Acceptance

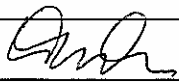

Action	Name	Signed	Date
Prepared by	Ben Mahon and Melody Valentine		
Reviewed by	Andrew McCulloch		27/8/07
Approved by	Trent Kneebush		27/8/07
on behalf of	Beca Pty Ltd		

Table of Contents

1	Introduction and Context.....	1
2	Significant Land Uses.....	2
3	Issues, Values and Constraints	4
3.1	Housing	4
3.2	Urban Growth	5
3.3	Town Centre	6
3.4	Amenity	7
3.5	Industry	7
3.6	Neighbourhood Clusters.....	7
3.7	Transport and Mobility	8
4	Strategic Objectives for Traralgon	10
4.1	Strategic Objectives	10
5	Consultation	11
6	Achieving the Objectives	12
6.1	Areas as identified on the Structure Plan Maps (Figure 3)	12
7	Implementation Program.....	18
7.2	Structure Plan Implementation Guide	19
	Figure 1 - Traralgon Central Activity District.....	6
	Figure 2 - Traralgon Land Use, Opportunities and Constraints	9
	Figure 3 - Traralgon Structure Plan Map - Urban Growth.....	16
	Figure 4 - Traralgon Structure Plan Map - Transport Access and Mobility.....	17

1 Introduction and Context

This Structure Plan was written in consultation with Council, stakeholders and the community as part of the Latrobe Structure Plans Review, which comprises 4 Structure Plans for Traralgon, Morwell, Churchill, and Moe/Newborough. The purpose of these Structure Plans is outlined below.

The Latrobe Structure Plans will provide for growth and change in a planned and managed manner over a 30-year period.

The Plans intended to provide clear direction to the community, government, and the development industry about appropriate development.

Traralgon is located on relatively flat land in the northeast of Latrobe City. To the north of Traralgon are the Latrobe River and the foothills of the Great Dividing Range; to the south is the Strzelecki Ranges. The Princes Freeway and Gippsland Railway connect Traralgon to Morwell, Moe and Melbourne. Traralgon is the largest of the four main towns in Latrobe.

To provide a brief snapshot, the Latrobe Structure Plans Background Report describes that:

- Traralgon has an estimated current population of 19,614, and is expected to grow considerably over the next 25 years, pending available land supply.
- Traralgon has a declining household size; coupled with an increase in population, it is expected there will be an increase in house numbers and land development.
- Of the four main towns in Latrobe City, Traralgon has experienced and is expected to continue to experience the most aggressive growth.
- Traralgon services both local community needs as well as having a regional servicing function.
- Traralgon's industry, retail and commercial sectors are the largest of the four main towns in Latrobe City.
- Private vehicle is by far the most popular mode of transport to work.

2 Significant Land Uses

Traralgon is the largest of the towns in Latrobe and the town in which most urban development has occurred over the past decade. In saying this, there are still some locations within the town boundary that could be further developed.

Residential

Traralgon is the fastest growing of the Latrobe townships, accounting for approximately 80 percent of new residential dwellings. Recent greenfield urban development has expanded predominantly to the north, east and south west. Many residents are not located within walking distance to an activity cluster. Activity clusters are defined at Section 3.6 of this report.

Commercial

The Traralgon Central Activity District is the main retail and commercial centre of Traralgon. The Traralgon CAD also plays a regional role for Latrobe and Greater Gippsland area. Traralgon, like the other towns, lacks a network of neighbourhood activity clusters within walking distance of residents.

Industrial

There are two main industrial areas in Traralgon:

1. In the northeast of Traralgon – The majority of this industrial area is well-buffered from conflicting land uses and there is substantial room for industry to grow in the future.
2. The south of the town centre – This area is enveloped by residential land uses and abuts the Transit Cities Precinct.

The Loy Yang Mine and Power Station are located to the southeast of Traralgon. The Loy Yang A Power Station is scheduled to be progressively decommissioned between 2040-2050, and Loy Yang B Power Station is scheduled to be progressively shutdown between 2035-2045. Coalfields associated with these Power Stations currently act as a growth constraint to the south of the township. Following decommissioning, it is feasible that buffer areas may be suitable for urban growth, depending on ground stability and the future use of the coalfields. This doesn't take into account the potential development of new power stations.

Public Open Space

There are numerous public reserves throughout Traralgon and linear parkland running north-south parallel to Traralgon Creek.

Undeveloped Land

Within the existing town boundary there is very limited land available for urban development. In order to provide for new housing for a growing population the town

boundary either needs to be expanded or land use within the town boundary needs to be rationalised.

Low Density and Rural Living

Within the town boundary there is low density / rural living along the eastern and western borders as well as small pockets in the northwest and southeast corners. Some of these areas constrain the residential development of Traralgon.

Outside of the town boundary there are large tracts of rural living and low-density residential land along the western border and to the north of Princes Freeway as well as along the eastern border of and to the south of Princes Freeway.

Infrastructure

Gas and Oil pipelines run east-west along the northern border of Traralgon.

3 Issues, Values and Constraints

The issues, values and constraints as identified through document review, site visits and consultation have been identified in terms of seven major concepts:

1. Housing
2. Urban Growth
3. Town Centre
4. Amenity
5. Industry
6. Neighbourhood Clusters
7. Transport and Mobility

The issues values and constraints associated with each of these concepts are outlined in the following sections.

3.1 Housing

There is a strong and immediate need to allow for new residential growth within Traralgon. This may be achieved through extending the town boundary, growth in the Traralgon-Morwell Corridor, or rationalising the land use within the town boundary or a combination of these.

Short-term supply issues could be addressed by expanding the northern and eastern boundaries. However, long-term residential growth is likely to require either an extension of the town boundary or growth into the Traralgon-Morwell Corridor.

Within the existing town boundary there are several opportunities to rezone land to residential. Appropriate locations are:

- In the south of Traralgon, the industrial area bordered by Rose Street to the south, Dunbar Road to the west, Traralgon Creek to the east and residential housing to the north.
- In the north of Traralgon, the area bordered by Marshalls Road to the south, Maffra Road to the east and the Land Subject to Inundation Overlay (LSIO) to the north and west. This site also includes the yet undeveloped parcel south of Marshalls Road and west of Park Lane.

The Structure Plan identifies several growth areas on the fringe of Traralgon that could be developed for residential growth. These areas are located at:

- In the north-western part of Traralgon, the area bordered by Tyers Road to the west, LSIO to the north, Cross's Road to the south and east to the Riverslea Estate.

Development of Area 1 is limited by the Land Subject to Inundation Overlay to the north and the Major Pipeline Infrastructure to the west.

- In the north of Traralgon, the area bordered by Marshalls Road to the south, Maffra Road to the east and the LSIO to the north and west. This site also includes the yet undeveloped parcel south of Marshalls Road and west of Park Lane.
- Area 8: In the south-east of Traralgon, the area between Liddiard Road in the south-west, the existing urban area, Gippsland railway to the north and the coal buffer to the south-east.
- Area 7: In the south-west of Traralgon, the area bordered by the Princes Freeway to the north, the Coal Buffer to the south and west, and urban landscape to the east.
- Area 3: In the south of Traralgon, the area bordered by Rose Street to the north, Dunbar Road to the west, Traralgon Creek to the east and the Coal buffer to the south. This industrial land is a long term option, which will require the agreement of the majority of landowners and site remediation so that it is suitable for residential redevelopment.

3.2 Urban Growth

As discussed above, there is a need to expand the town boundary of Traralgon. To provide for this growth rural land along the urban fringe needs to be protected from fragmentation.

At this time, beyond the areas discussed in 3.1 there are no opportunities for urban residential growth to the north, south or east. It is essential that land holdings to the south west of Traralgon be protected from fragmentation until such time that urban development within the corridor is achievable. Therefore, further rural living and low-density residential developments need to be discouraged.

Surrounding Traralgon are three main constraints that limit options for future urban growth:

1. Coal to the south;
2. Major pipeline infrastructure to the north; and
3. Floodplains to the north.

Whilst opening up the Traralgon-Morwell Corridor for urban development will increase land supply over the next 30 years, consideration needs to be given to urban development beyond this horizon. Given the 500 year supply of coal reserves in the Latrobe Valley, and the likely continued use of coal for energy production and other uses, it is particularly relevant that planning considers growth beyond the 30 year time frame.

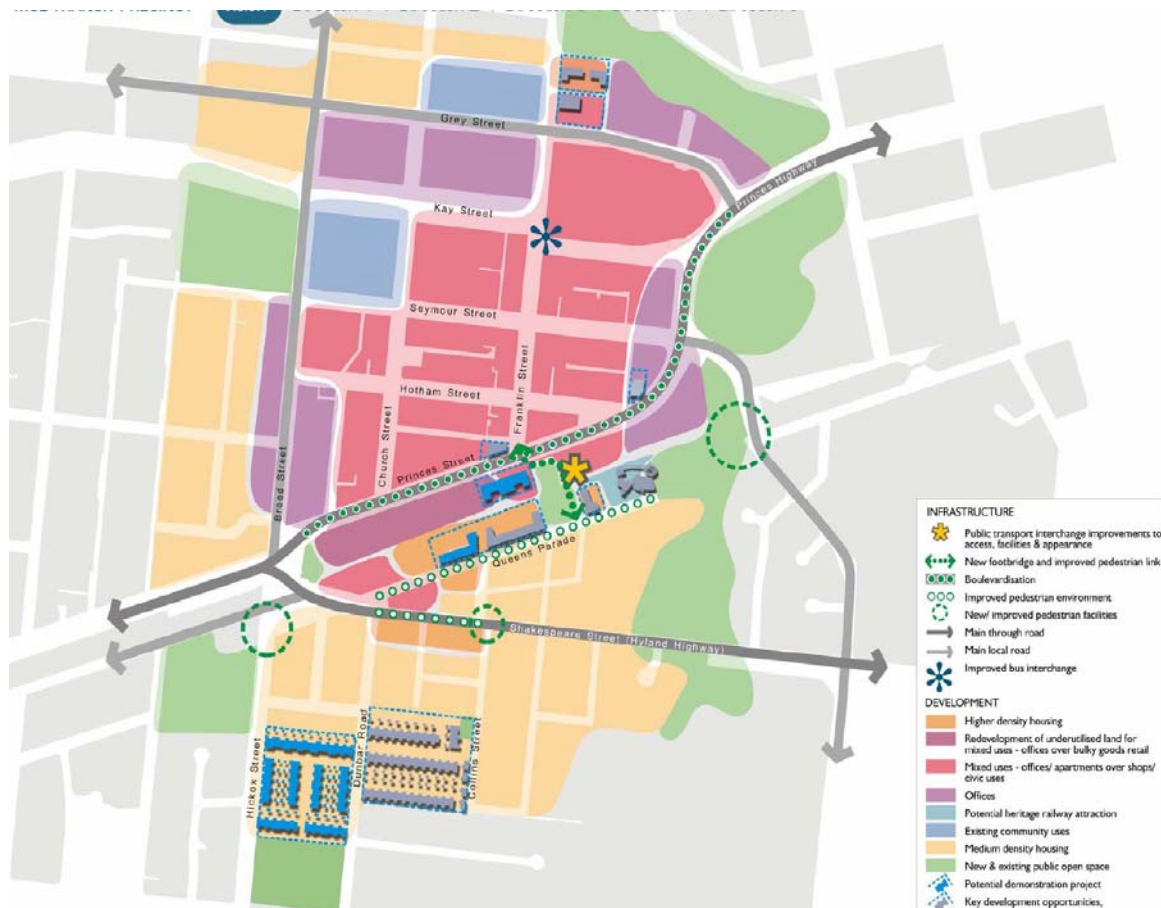
At present the average lot size within greenfield developments in Traralgon is 940m². It has been established that there is insufficient land supply around Traralgon for its future development, and that even with rezoning potential growth areas on the urban fringe there is only 11 years land supply. This lack of land supply is the basis for removing the Environmental Significance Overlay (ESO) and State Resource Overlay (SRO) over the

Traralgon-Morwell Corridor. To ensure the efficient use of this and other greenfield sites in the future, lot sizes need to be reduced to be an average of 800m², with even higher densities around the neighbourhood activity clusters.

3.3 Town Centre

Transit Cities (a separate study to this Structure Plan), focuses on urban development within the Central Activity District. The Central Activity District is shown in Figure 1 below:

Figure 1 - Traralgon Central Activity District



Source: Transit Cities

The Transit Cities project developed several demand scenarios for new floor space up to 2021. It found that

- “the main commercial development opportunities are considered to be government offices and call centre type establishments.”¹
- By 2021, 60,000 sqm of new office space will be required in Latrobe overall, and

¹ Transit Cities, Background Report

- By 2021, up to 30,000, sqm of new office space will be required in the Transit Centred Precincts of Moe, Morwell and Traralgon.
- By 2021, between 8,000 sqm and 42,000 sqm of retail floor space (food, non-food and hospitality) will be required in Latrobe.

Therefore, some expansion of retail and commercial floor space in this centre is justified. However, in Traralgon, to prevent the dispersion and dilution of the office and retail sectors, vertical growth should be encouraged and the outward expansion of existing CAD boundary should be discouraged.

3.4 Amenity

The eastern gateway is the gateway to both Traralgon and the Latrobe Valley, and is of need of special attention.

Given that potential development of the corridor is likely to occur over several decades there is a need to maintain the appearance of Traralgon's western gateway, as for the foreseeable future it is likely to remain the main gateway to Traralgon.

The southern gateway is likely to be of value if and when the proposed Traralgon Bypass is built. Given the quality of the gateway at this time this is mostly a management issue and does not require special attention at this time.

3.5 Industry

The industry in the northeast of Traralgon is well-buffered from conflicting land uses and there is substantial room for industry to grow in the future.

The industry in the south of the town centre is enveloped by residential land uses and abuts the Transit Cities Precinct. In particular, the Unimin Australia Limited Lime Processing Plant (UALLPP) in Jeanette Street requires a 500-metre buffer and is an impediment to the redevelopment of greenfield opportunities to the south. The industrial precinct to the south of the town centre could be used for residential development, though would require comprehensive rehabilitation.

Of the two industrial areas, the northeast area is most suitable for industrial development. This Structure Plan provides an opportunity to formulate strategies in order to encourage industrial development to locate in this area.

3.6 Neighbourhood Clusters

The aim of neighbourhood clusters is to provide locally accessible goods, educational and community facilities as a way to encourage walking and reduce car dependency. Not only is this likely to reduce pollution and traffic congestion, it will also improve health and well-being through regular exercise.

In order to achieve this, Activity Clusters should be developed in the north, south-east and south-west. These Activity Clusters are where community facilities and basic day-to-day shopping needs should be located.

Typically the clusters will include a mixture of schooling, community facilities, convenience shopping only, post office box, telephone box and other complementary uses.

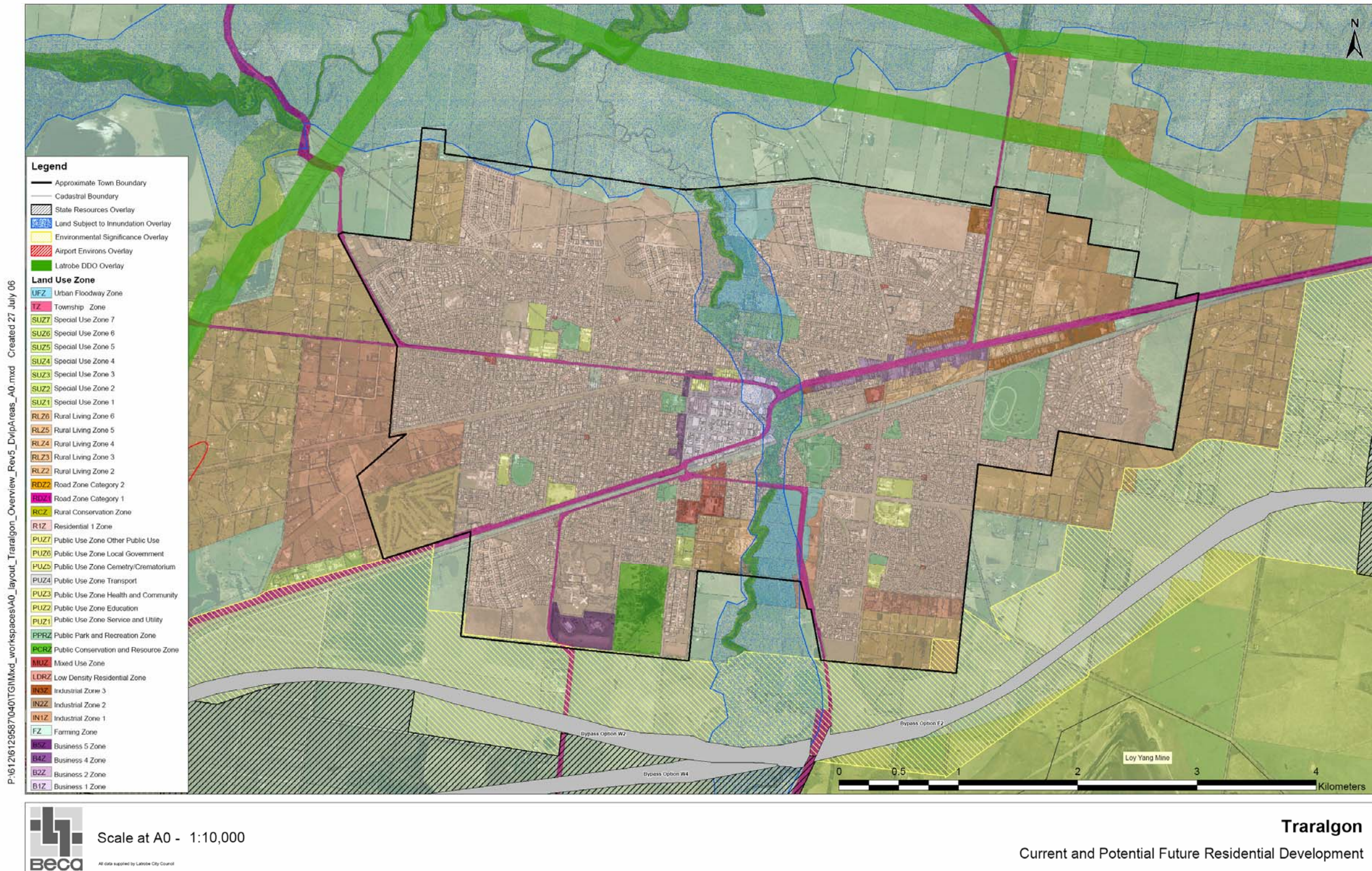
3.7 Transport and Mobility

Traralgon's public transport network is entering a transition phase that will see its current transport network challenged. Public transport users in new growth areas, rather than being provided with new direct routes, have long and winding routes extended out to them. The outcome is an inefficient public transport service. Latrobe City Council and DOI will need to consider undertaking further research into the Traralgon public transport network as proposed new growth areas proceed.

East-west movement is currently funnelled into or close by to the Town Centre. Urban development in the north and south are developing new patterns of movement. These patterns are expected to increase as urban development leads to the expansion of schools, community facilities and neighbourhood centres in these areas. As such, new east-west links in the north and south of Traralgon will be required.

In order to service the new growth along the fringe areas Traralgon will also require significant extension of its pedestrian and cycling networks.

Figure 2 - Traralgon Land Use, Opportunities and Constraints



4 Strategic Objectives for Traralgon

The strategic objectives for Traralgon reflect the long-term strategies of Latrobe City Council and take into account the needs and aspirations of the community, key stakeholders including landowners. The desired outcomes are to be achieved over a long period of up to 30 years, although some parts of the plan will be realised in the shorter term.

Traralgon has significant capacity to achieve a number of sub-regional and particularly regional outcomes. Planning outcomes should provide for future housing growth by expanding the town boundary, to provide a town structure that improves amenity for residents and maximises land use relationships for industry, commerce and retail, to provide an urban landscape that is highly mobile and accessible by all modes. In particular for Traralgon, the vision is to continue its role as the regional commercial and service centre for Gippsland.

4.1 Strategic Objectives

The Structure Plan aims to achieve nine major objectives in relation to the concepts identified within the Issues, Values and Constraints section:

1. Provide for high amenity housing choice.
2. Redevelop rundown industrial sites, which are underutilised but well located, as new residential developments.
3. Protect areas for future urban growth
4. Intensify the density of residential development in new residential estates.
5. Investigate opportunities for the expansion of the office sector.
6. Improve and protect visual amenity.
7. Expand Traralgon's industrial precinct
8. Establish walkable neighbourhood centres in growth areas.
9. Improve transport routes and ease of movement.

5 Consultation

The Traralgon Business Workshop was held in the morning of Wednesday 23 August 2006 at the Latrobe Convention Centre and was attended by approximately 30 people. The workshop was predominantly attended by professionals and landowners with land development interests, many of whom have interests in the Traralgon-Morwell Corridor. Discussion centred mostly around the future potential of the town and development aspirations.

Land development issues discussed included rezoning, higher density development and inter-town development along the corridor. Two areas were identified for rezoning; the first is the Low Density Residential 2 land in the west of Traralgon that some argued is restricting development in this direction. The second is the Residential 1 and Industrial 1 Zone along Argyle Street, which some want to see rezoned to Business 4. Questions were raised about where the town centre can grow and many felt this is imperative as the office and retail space in the town centre is close to full occupancy. Higher density development is still seen as contentious and possibly out of reach in Traralgon as many objections were made against the development of units within the town.

The location of big box retailing (bulky goods and home maker centres) also featured as an issue in Traralgon. Some would like to see these developed along Argyle Street, whilst others feel that it would be better to locate these in the corridor between Morwell and Traralgon.

Gippsland Water expressed the need to find out about the future plans for the Morwell-Traralgon corridor before the end of 2006, as they need to prepare their Draft Waterplan Submission by February 2007.

Public transport was also raised as an issue. Issues that relate to the structure plan include:

- The indirect bus routes that wind through streets;
- Poor design of new subdivisions that prevent the entry of bus services;
- The need for early provision of bus services within new estates;
- The need for a central bus terminal, and the Franklin Street Bridge that is restricted for heavy vehicles. It has been noted that the Department of Infrastructure are currently working on a study of Bus services within the municipality.

6 Achieving the Objectives

This section details the strategies central to achieving the objectives of the Structure Plan. These strategies provide the detail that shapes the overall Structure Plan, as presented on the following page.

The Structure Plan defines different areas within Traralgon according to the strategies and the different treatment required by different areas. The following table provides a description of each of these areas.

6.1 Areas as identified on the Structure Plan Maps (Figure 3)

Area	Description of Area
Area 1	Bordered by Cross's Road, Tyers road, the town boundary and approximately Riverslea Road.
Area 2	Bordered by Old Melbourne Road/Kay Street, Golf Course and town boundary.
Area 3	Industrial and rural area between Dunbar Road and Traralgon Creek.
Area 4	Traralgon Town Centre
Area 5	Proposed southern crossing over Traralgon Creek.
Area 6	Southern Gateway
Area 7	South West corner of Traralgon merging into the corridor.
Area 8	Extending from McNairn Road along the south-eastern town boundary to Princes Highway.
Area 9	Eastern gateway.
Area 10	Industrial area bordered by Princes Highway, Traralgon-Maffra Road and the town boundary.
Area 11	Includes the areas north and south of Marshalls Road. North of Marshalls Road between Traralgon-Maffra Road and the town boundary. South of Marshalls Road, between Park Lane and Greenfield Drive.
Area 12	Proposed northern crossing over Traralgon Creek.

Each of the following objectives identify which area they relate to. The objectives and strategies for achieving these objectives should be read in conjunction with the Structure Plan Maps.

OBJECTIVE 1: Provide for High Amenity Housing Choice

Increase residential land supply

- Encourage landowners to rezone Areas 1, 2, 3, 7, 8 and 11.
- Provide logical and direct pedestrian and vehicle connections to and from existing community facilities.
- Where there are numerous small land holdings (primarily within Rural Living Zone and Low Density residential Zones), consideration needs to be given to preparing an area specific Development Plan Overlay so as to provide for sequenced and logical redevelopment.

OBJECTIVE 2: Redevelop Rundown Industrial Sites, which are Underutilised but Well-located, as New Residential Developments

Redevelop brown field sites (Area 3)

- Encourage industry to relocate in the northwest of Traralgon and/or other towns within the Latrobe Valley.
- Reduce interfaces between industry and residential uses.
- Encourage residential redevelopment of this area.

OBJECTIVE 3: Protect Areas for Future Urban Growth

Protect the existing rural land on the urban fringe from fragmentation (Areas 1, 7, 8 and 11)

- Retain large lots and avoid subdivision into Rural Living and Low Density Residential uses to provide maximum opportunity for residential development.

OBJECTIVE 4: Intensify the Density of Residential Development in New Residential Estates

Improve the efficiency of land use (Areas 1, 2, 3, 7, 8 and 11)

- Provide mechanisms that will decrease the prevailing average lot size in future subdivisions.
- Strengthen policies for medium density developments in suitable locations.

OBJECTIVE 5: Investigate Opportunities for the Expansion of the Office Sector

Provide for the future growth of the office sector (Area 4)

- Provide mechanisms that encourage increased densities within the town centre.
- Encourage vertical growth.
- Restrict the dispersion of the office sector.

OBJECTIVE 6: Improve and Protect Visual Amenity

Maintain and enhance the Traralgon's town entrances (Area 9 and 6)

- Continue to maintain and enhance the western and southern entrances to Traralgon.
- Protect the landscape of the southern gateway (Area 6) as it is likely it will become a key entrance when the Traralgon Bypass is constructed. In particular retain the corridor as farming, public open space and LDRZ (this will be assisted by the LSIO/UFZ over much of the land).

Landscape the Eastern entrance to Latrobe City Council to provide a sense of arrival (Area 9)

- In the immediate term focus on the eastern gateway of Traralgon as it is the eastern entrance to Latrobe City.
- Beautify the eastern entrance.
- Implement traffic calming measures from the gateway to Park Lane.

OBJECTIVE 7: Expand Traralgon's industrial precinct

Provide for the future growth of the industrial sector (Area 10)

- Increase the supply of industrial land in this area.
- Provide a buffer that protects existing rural living land uses to the north and east of this area.

OBJECTIVE 8: Establish Walkable Neighbourhood Clusters in Growth Areas

Reduce the need to drive long distances for goods, services and community facilities (all new residential areas)

- Encourage the development of local community services and facilities in accessible/walkable locations throughout the community.
- Neighbourhood centres are to consist of basic goods and services.
- Neighbourhood centres should not undermine the central role of the Town Centre.

OBJECTIVE 9: Improve transport routes and ease of movement

Complete the transport network for all modes of transport within the existing urban area, in order to provide a continuous and seamless network (Existing Urban Areas (Transport Structure Plan Maps))

- Introduce a bus service to the existing northeast industrial precinct of Traralgon.
- Interconnect and expand on the existing network of on-road bike routes and off-road paths. Clearly mark bike lanes for their purpose.

Complete the transport network for all modes of transport to new growth areas, in order to provide a continuous and seamless network (Urban Growth Areas (Transport Structure Plan Maps))

- Introduce bus services to the growth areas as urban development proceeds, and provide direct routes that minimise travel time.
- Extend on-road bike routes and off-road paths to new growth areas, and clearly mark lanes for this purpose.

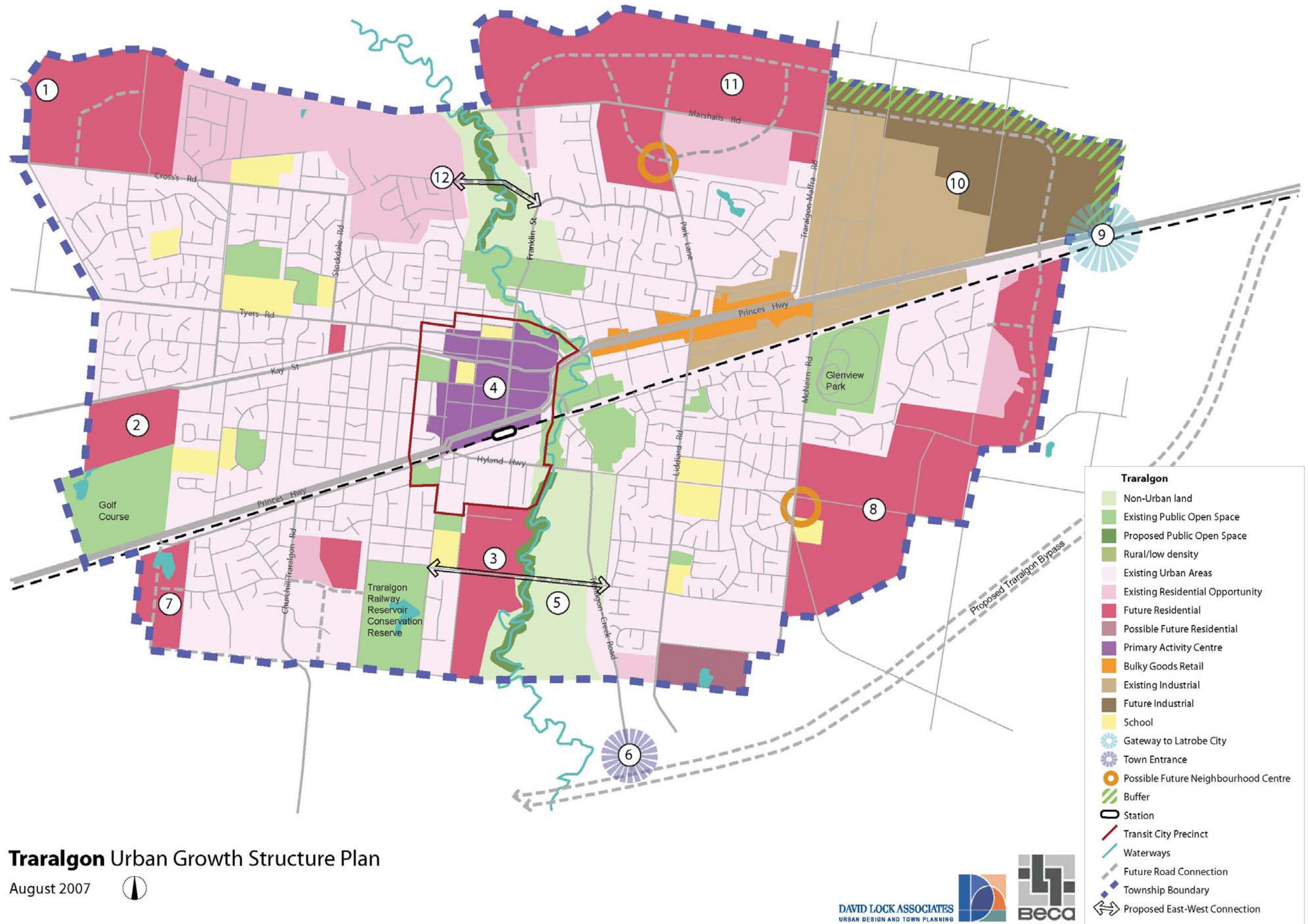
Improve visibility and connectivity of Traralgon train station

- Improve visibility and accessibility to the train station by improving pedestrian and cycle paths to/from this location, especially the pedestrian crossing over Princes Drive.
- Establish the train station as a hub, with bus services stopping directly outside the station.
- Minimise the walking distance between bus and train services.
- Increase bicycle parking.
- Provide an information display board detailing train, bus, cycle and pedestrian paths.

Provide additional east-west route for all modes of transport (Area 5 and 12 (Structure Plan Maps))

- Alleviate the need for residents living in the northeast to travel via the city centre in order to connect to community facilities in the northwest, and vice-versa.
- Alleviate the need for residents living in the southeast to travel via the city centre in order to connect to community facilities in the southwest, and vice-versa.

Figure 3 - Traralgon Structure Plan Map - Urban Growth

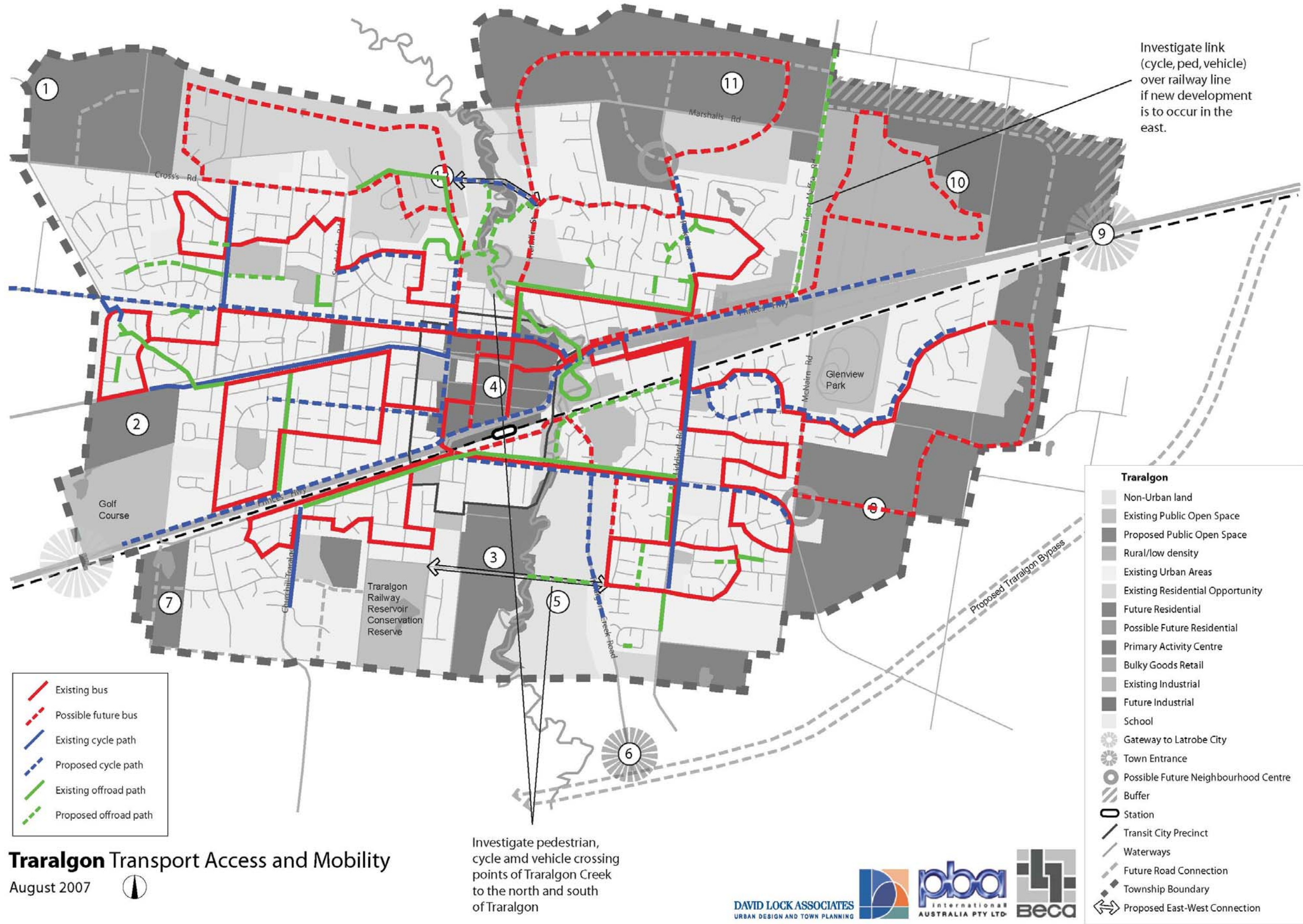


Traralgon Urban Growth Structure Plan

August 2007



Figure 4 - Traralgon Structure Plan Map - Transport Access and Mobility



7 Implementation Program

7.1.1 Purpose

The purpose of this chapter is to provide an indicative implementation and monitoring program to effectively carry out the strategies and actions contained within the structure plan, to ultimately realise the strategic objectives for Traralgon over the next 30 years.

7.1.2 Timing

Each action is allocated an implementation timing category to assist Council to manage its resources to best administer the structure plan and implementation program. The three terms used are defined by the following periods:

- Short term – start implementation of this action within 12 months
- Medium term – start implementation of this action within 1-5 years
- Long term – start implementation of this action within 5-10 years

The timing of implementation actions is often dependent on one or other actions having taken place or being carried out concurrently. These dependencies are also shown in the table.

It is expected that the structure plan actions would be reviewed every five years, to ensure that key actions and outcomes required to move towards the Plan continue to be achieved.

7.1.3 Lead Organisation

Each action includes who is responsible for driving elements of the Structure Plan. Commonly the lead driver is Latrobe City Council, although in some circumstances vested interests from outside of the Latrobe City Council should take the lead.

7.1.4 Supporting Organisations

The implementation of the Structure Plans will, at times, require a dialogue with multiple government organisations, business, associations, landowners and the community. This table indicates which organisations and parties will need to be consulted in order to achieve the stated objective. This is not an exhaustive list and over the next 30 years there are likely to be changes to who needs to be consulted and why.

7.2 Structure Plan Implementation Guide

Action #	Action and Justification	Timing	Initiative	Supporting
General				
1	Prepare an amendment to the Latrobe Planning Scheme Municipal Strategic Statement to include references to the Structure Plans including its vision, strategies, framework plan and implementation program.	Short Term	Latrobe CC	DSE, Community Major stakeholders
2	Review and prepare Development Contribution plans for required infrastructure in areas that will experience significant change.	Medium Term	Latrobe CC	VicRoads Gippsland Water Other infrastructure bodies DoI.
3	Advocate the Latrobe Structure Plans to investment interests.	Medium Term	Latrobe CC	Major property consultants DIIRD
4	Monitor progress and review this structure plan at the time the Planning Scheme is reviewed. As above	Medium Term	Latrobe CC	Community Land owners and managers
Provide for high amenity housing choice.				
1.	Rezone Area 1 from Rural Living and Farming zone to Residential 1. Where there are numerous landholders, prepare a Development Plan Overlay to provide for sequenced and logical development of Area 1.	Short Term	Latrobe CC Developers	Landowners, Community, Catchment Management Authority
2.	Rezone Area 2 from Low Density Residential to Residential 1. Where there are numerous landholders, prepare a Development Plan Overlay to provide for sequenced and logical development of Area 2.	Short Term	Developers	Landowners Community Catchment Management Authority.

Action #	Action and Justification	Timing	Initiative	Supporting
3.	Subject to the outcome of the Traralgon Bypass Inquiry, rezone the land in Area 7 from Farming to Residential. Evaluate options for staging urban development and the provision of community and utility infrastructure in this area. Evaluate options for the establishment of public open space and creeks.	Medium / Long Term Term	Latrobe CC Developers	Landowners Community
4.	Rezone land in Area 8 from Rural Living and Farming to Residential 1. Where there are numerous landholders, prepare a Development Plan Overlay to provide for sequenced and logical development of Area 2.	Short Term	Latrobe CC Developers	Landowners Community
5.	Rezone land in Area 11 from Farming to Residential 1.	Short Term	Latrobe CC Developers	Landowners Community Catchment Management Authority
6.	Subject to the outcome of the Traralgon Bypass Inquiry, merge the western town boundary with the Traralgon-Morwell Corridor.	Medium Term	Latrobe CC	
Redevelop rundown industrial sites, which are underutilised but well located, as new residential developments.				
7.	Initiate dialogue with industry in Area 3, encouraging them to relocate to suitable industrial precincts in Traralgon specifically and in Latrobe generally.	Short Term	Latrobe CC Industry	Landowners
8.	Advocate to landowners and investment interests to redevelop rundown industrial allotments in Area 3 to residential.	Short Term	Latrobe CC	Landowners
9.	Facilitate the redevelopment of Area 3 by rezoning identified industrial properties to Residential or Mixed Use.	Short Term	Latrobe CC	Landowners
10.	Investigate the need for environmental remediation of industrial sites in Area 3.	Short Term	Latrobe CC	Landowners EPA
11.	Rezone land to the south of Area 3 from Farming to Residential 1.	Short Term	Latrobe CC Industry	Landowners Catchment Management Authority
Protect areas for future urban growth				

Action #	Action and Justification	Timing	Initiative	Supporting
12.	Prevent the establishment of further rural living allotments in all areas identified for future residential development	Ongoing	Latrobe CC	
Intensify the density of residential development in new residential estates.				
13.	As part of the MSS review, implement measures to increase lot density from an average of 941m ² to approximately 800-850m ² .	Short term	Latrobe CC	Community
14.	As part of the MSS review, Strengthen policies for higher density developments in suitable locations, particularly within the Transit cities precinct and around neighbourhood clusters.	Short term	Latrobe CC	
Investigate opportunities for the expansion of the office sector.				
15.	Evaluate and implement policies that will encourage increased densities within the town centre.	Short term	Latrobe CC	Landowners
16.	Evaluate and implement policies that will discourage the dispersion of the town centre.	Short term	Latrobe CC	Landowners
17.	Complete retail and office sector studies.	Short Term	Latrobe CC	Landowners
Improve and protect visual amenity.				
18.	Evaluate methods by which the visual appearance of the Eastern entrance to Traralgon and the Latrobe Valley could be improved.	Short/Medium Term	Latrobe CC	Landowners
19.	Implement policies that prevent the further development of restricted retail in the Western entrance to Traralgon.	Short	Latrobe CC	Landowners
20.	Implement traffic calming measures from the eastern gateway to Park Lane.	Short	Latrobe CC VicRoads	Community Industry
21.	Implement policies that improve the appearance of industrial and restricted retail along Princes Freeway, particularly between Liddiard Road and McNairn Road.	Medium	Latrobe CC Industry	Landowners VicRoads Community
22.	Implement policies that protect the landscape of the southern gateway. In particular those that will retain the corridor as farming, public open space and LDRZ.	Medium	Latrobe CC	Landowners Community Catchment Management Authority

Action #	Action and Justification	Timing	Initiative	Supporting
23.	Enter into dialogue with land developers of all proposed residential areas to ensure that new public open space meets with future community needs and is linked to existing public open space.	Short/Medium Term	Latrobe CC Developers	Landowners Community Catchment Management Authority
Expand Traralgon's industrial precinct				
24.	Expand industrial area in Area 10 by rezoning Farming Zone to Industrial.	Medium Term	Latrobe CC	Neighbouring Landowners Community
25.	Implement a buffer zone to protect existing rural living allotments along Area 10's northern and eastern borders.	Short Term	Latrobe CC	Landowners Community
Establish walkable neighbourhood centres in growth areas.				
26.	Evaluate where future neighbourhood clusters should be located and when these should be established.	Short/Medium	Latrobe CC	DSE, DVC, Dept of Education, DHS
27.	Prepare an amendment to the planning scheme that encourages small-scale neighbourhood clusters to service identified areas.	Short Term	Latrobe CC	DSE, DVC, Dept of Education, DHS, VicRoads, Latrobe Valley Bus Lines, Local business, Community, Landowners, Schools.
Improve transport routes and ease of movement.				
28.	Evaluate medium and long-term options to extend the bus routes, off-road and on-road paths to existing urban areas that are under-serviced.	Short term	Latrobe CC	DoI, VicRoads, V-Line, Latrobe Valley Bus Lines, Community Other transport associations

Action #	Action and Justification	Timing	Initiative	Supporting
	Evaluate options to redesign the bus network in order to provide direct services and improved travel times.	Short/Medium Term	Latrobe CC	DoI, VicRoads, V-Line, Latrobe Valley Bus Lines, Community Other transport organisations
	Evaluate options to provide additional road links to growth areas.	Medium/Long Term	Latrobe CC VicRoads,	Industry, VicTrack and rail operators, Community



Report _____

Latrobe Structure Plans - Morwell

August 2007

▪ Report

Latrobe Structure Plans - Morwell

Prepared for
Latrobe City Council

By
Beca Pty Ltd

ABN: 85 004 974 341

August 2007

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Revision History

Revision N°	Prepared By	Description	Date
A	Ben Mahon	Initial Draft	January 2007
B	Melody Valentine	Second Draft	June 2007
C	Andrew McCulloch	Final draft incorporating Council officer feedback	August 2007

Document Acceptance

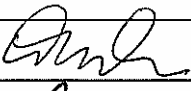

Action	Name	Signed	Date
Prepared by	Ben Mahon and Melody Valentine		
Reviewed by	Andrew McCulloch		31/8/07
Approved by	Trent Kneebush		31/8/07
on behalf of	Beca Pty Ltd		

Table of Contents

1	Introduction	1
2	Significant Land Uses	2
3	Issues, Values and Constraints	4
3.1	Town Centre	4
3.2	Transport and Mobility	4
3.3	Amenity	5
3.4	Housing	6
3.5	Urban Renewal and Urban Growth	6
3.6	Industry	7
3.7	Neighbourhood Clusters.....	7
4	Strategic Objectives for Morwell	9
4.1	Strategic Objectives	9
5	Consultation	12
6	Achieving the Objectives	14
6.1	Areas as identified on the Structure Plan Maps (Figure 2)	14
7	Implementation Program.....	18
7.2	Structure Plan Implementation Guide	19
	Figure 1 - Morwell Land Use, Opportunities and Constraints.....	8
	Figure 2 - Morwell Structure Plan Map - Urban Growth.....	10
	Figure 3 - Morwell Structure Plan Map - Transport Access and Mobility	11

1 Introduction

This Structure Plan was written in consultation with Council, stakeholders and the community as part of the Latrobe Structure Plans Review, which comprises four Structure Plans for Traralgon, Morwell, Churchill, and Moe/Newborough. The purpose of these Structure Plans is outlined below.

The Latrobe Structure Plans will provide for growth and change in a planned and managed manner over a 30-year period.

The Plans are intended to provide clear direction to the community, government, and the development industry about appropriate development.

Morwell is located on generally flat land, with several areas of softly undulating hills. To the north of Morwell is the Latrobe River and the foothills of the Great Dividing Range, to the south is the Strzelecki Ranges and Churchill. To the east of Morwell is Traralgon and to the west is Moe and Melbourne. The Princes Freeway and Gippsland Railway connect Morwell to Traralgon, Moe and Melbourne. Relative to Melbourne, Morwell is the second of the four main towns within the City of Latrobe.

The background report states:

- The Morwell population is 21,808 people (including the surrounding areas)
- The current household size is 2.49 and is expected to drop to 2.01 by 2031
- Morwell services both local community needs as well as the needs of the regional community with two main retail centres
- Major industry is located in and around Morwell and as such also has a function of “higher level research, manufacturing, specialist service industry and transport/distribution capabilities”¹.
- Private vehicle is by far the most popular mode of transport to work.

¹ Latrobe Planning Scheme, Clause 21.01-10

2 Significant Land Uses

Residential

Older residential areas are situated around the Morwell Town Centre, with more recent development situated to the north-east of the Town Centre. An area of undeveloped land in the northwest has been earmarked for residential development, but infrastructure constraints relating to such a development are still to be resolved. To the west is a parcel located between the urban fringe and the town boundary, partially subject to the coal buffer protecting the proposed Maryvale coalfield.

Commercial

Morwell has two main retail centres - The Morwell Central Activity District; and The Mid-Valley Shopping Centre.

Morwell lacks a network of neighbourhood activity clusters within walking distance of residents. Many residents are not located within walking distance to an activity cluster.

Industrial

There are five industrial areas in Morwell:

1. In the southeast of Morwell - This is the largest industrial area
2. Around the western town entrance - This is an older industrial area, which is largely rundown and underutilised.
3. To the north of the town centre - In more recent years, the growing residential area has extended to abut this industrial area. The Australian Paper Mill is located beyond this area and it can be a source of odour depending on atmospheric conditions.
4. On the eastern fringe of the developed urban area - This is a newer industrial area.
5. In the southeast and east of Mid-Valley Shopping Centre.

Some undeveloped land in the east of Morwell is earmarked for high-amenity industrial development. Another area of undeveloped land to the south of Mid-Valley is earmarked for a logistics precinct to service the region.

Heavy Industry

The largest area of heavy industry is located outside the town boundary to the south of the township. Industrial areas within the town are situated between the railway line and the Princes Freeway on the eastern side of the township, a strip along Alexanders Road and older pockets in close proximity to the Town Centre. The latter tend to be older industries, some of which compromise the amenity of surrounding residential areas.

There are major coal resources and associated heavy industry largely surrounding Morwell:

- Hazelwood Mine and Power Station are located to the south-west of Morwell - It is planned that this power station will be progressively shut down between 2020 and 2030. The proximity of the coalmine to Morwell has caused land subsidence and some amenity issues due to coal dust.
- Yallourn Mine and the proposed Maryvale Field are located to the north-west of the town boundary:
 - Yallourn power station is also to be progressively shutdown between 2020 and 2030.
 - The proposed Maryvale Field, which is yet to begin development, may impact on the amenity of the western areas of Morwell due to noise and coal dust.
- Reserved areas to the east and south-east of Morwell – several areas have been reserved for future coal mine activities.

All of these resources are protected by planning controls, as described in the Background Report.

Public Open Space

Morwell has a number of public open space reserves scattered throughout the town and an open space corridor along Waterhole Creek.

Water Ways

Waterhole Creek runs through Morwell East and Plough Creek runs parallel to Morwell's Eastern border.

Major Infrastructure

A major gas pipeline runs north-south along the eastern border of Morwell. High Voltage Powerlines run north-south east of Alexanders Road.

The Latrobe Regional Airport

The Latrobe Regional Airport is situated to the north-east of Morwell.

The Gippsland Water Factory

The Gippsland Water Factory is located approximately 4.4km to the north-west of the Morwell town centre, and approximately 1.4km north of Morwell's town boundary.

3 Issues, Values and Constraints

The issues, values and constraints identified through the policy review, site visits and consultation have been identified in terms of eight main concepts:

1. Town Centre
2. Transport and Mobility
3. Amenity
4. Housing
5. Urban Renewal
6. Urban Growth
7. Industry
8. Neighbourhood Clusters

The issues, values and constraints associated with each of these concepts are outlined below.

3.1 Town Centre

The Town Centre is split by the Gippsland Railway line and competes, from a retailing perspective, with the Mid Valley Shopping Centre.

Morwell CAD has an oversupply of retail floorspace. The Latrobe Transit Precinct Study (2004) offers an opportunity to formulate strategies to encourage new commercial and residential activity within Morwell's Town Centre.

3.2 Transport and Mobility

Morwell's transport system consists of roads, rail lines, pedestrian paths and cycle paths. The existing road network and associated pedestrian and cycle paths are relatively grid-like.

Cycling and Pedestrian

Essentially, there are two cycling networks within Morwell. One which connects to the Morwell Central Activity District and the other that connects to Mid-Valley. These networks do not connect well with one another and there is an opportunity to improve connections, especially from the northeast of Morwell to the Morwell Central Activity District.

There are few off-road pedestrian and cycling paths. Given the urban landscape there is limited opportunity to develop these now. Two locations where these paths could be developed are:

- South of the Town Centre, adjacent to Maryvale Ct, between Ann Street and Princes Freeway.
- Within the linear parkland, between Hourigan Road and O'Grady Street.
- Along Waterhole Creek Reserve through Kernot Hall, along Princes Drive road reserve to Morwell Town Centre

The Bus Network

The bus network in Morwell has two main hubs - the Morwell Central Activity District and The Mid-Valley Shopping Centre. Buses service the existing residential areas in the northeast. There will be a need to extend these bus services in any new residential growth areas.

Railway

The Gippsland Railway connects Moe, Morwell and Traralgon Central Activity Districts. This service is efficient and direct in terms of inter-town transport. The Morwell transport hub has recently been upgraded to improve pedestrian connections with the Central Activity District. The Mid-Valley Shopping Centre however, is not as well connected. Given the significant and growing role this Centre has in the retail and entertainment sector of Latrobe City, it is recommended that a new train station and upgraded bus interchange be developed to provide improved public transport access to the Centre.

Accessing the Northeast Industrial Precinct

Future transport options to the northeast industrial precinct are limited due to the private railway line that runs north-south adjacent to Alexanders Road. State regulations prohibit further at grade rail crossings, and expensive infrastructure would be required to facilitate cars and trucks to go over or under the railway line. As such car and truck access may be limited to a southern entrance along Princes Drive. If this is the case, at a minimum, provisions should be made for grade separated pedestrian and cyclist crossings, as a way to minimise car dependency.

3.3 Amenity

There are three considerations with regard to the amenity of Morwell:

1. The Australian Paper Mill – The Mill is located approximately 5km to the north of the Morwell town centre, and approximately 2km north of Morwell's town boundary. The Mill can be a major source of odour depending on atmospheric conditions. A program to upgrade the plant has been initiated and approved by regulatory authorities. The proposed works will decrease air emissions and odour and produce other environmental benefits. Whilst the upgrade will reduce the odour, it won't negate it and it will continue to impact on residential areas within Morwell and Traralgon. Due to prevailing winds and the shape of the valley, it is more likely that odour will impact more on Traralgon than Morwell, as has historically been the recorded case.

2. The Gippsland Water Factory – The Water Factory is located approximately 4.4km to the North of the Morwell town centre, and approximately 1.4km north of Morwell’s town boundary. It is unlikely that the proposed facility will impact on future residential areas due to the low odour emissions predicted in modelling and the distance between the proposed site and any future residential area under consideration being in excess of 500 metres.
3. The unused railway bridge at the western entrance to Morwell – The old railway bridge impacts on the visual amenity of the western entrance of Morwell. However, it is an asset that may provide a future use as a pedestrian link, bike path or future road and therefore should not necessarily be removed. In the short-mid term improvements to the façade could be undertaken in order to improve its visual appearance.

3.4 Housing

Taking into consideration constraints and neighbouring and competing land uses, only two significant areas have been identified as suitable for residential growth, with a further two smaller opportunities. These potential locations for urban residential growth are:

North-West Precinct

The North-West Precinct is currently zoned Residential 1, however the opportunity to develop the North-West Precinct is restricted by fragmented land-ownership and infrastructure constraints. Whilst a Development Plan has been prepared to guide the sequential and orderly development of the Precinct, there is still the unresolved matter of infrastructure provision. This requires agreement between Council and Gippsland Water. During the course of the development of this Structure Plan, it became apparent that the Environmental Significance Overlay, which indicates the buffer between sensitive uses and the proposed Tru Energy Maryvale Field has not been updated to account for amendments to the Mining Licence Boundary. This issue is likely to be resolved as part of the consideration of Latrobe Planning Scheme Amendment C48.

Area bordered by Crinigan road, Alexanders Road, the Soccer Stadium and the Environmental Significance Overlay.

This is the only major parcel of unconstrained land potentially available for future urban growth. The parcel is unlikely to be constrained by the future Gippsland Water Factory and Australian Paper Mill, located to north of this land, based on review of EPA Works Applications the development of the Water Factory and up the upgrade of the Paper Mill. Any development in this area will need to be designed in such a way that is responsive to the creek and protects the ongoing use of the adjacent Soccer Stadium.

3.5 Urban Renewal and Urban Growth

Morwell is ringed by a variety of land-use constraints:

- Coal resources and associated industry abutting residential areas
- The two creeks that run near/through Morwell

- The major pipeline that runs north-south along the eastern border of Morwell
- The Latrobe Regional Airport
- High Voltage Powerlines

These are each physical constraints and associated planning provisions which are elaborated on in the Background Report.

3.6 Industry

In western Morwell there are several industrial pockets that have become surrounded by residential uses. These small pockets are worth considering for residential redevelopment. This would improve the amenity of surrounding residential areas. As opportunities arise these industrial uses should be encouraged to relocate and the areas should be redeveloped as residential sites. Until such time, industrial-residential interfaces need to be carefully managed.

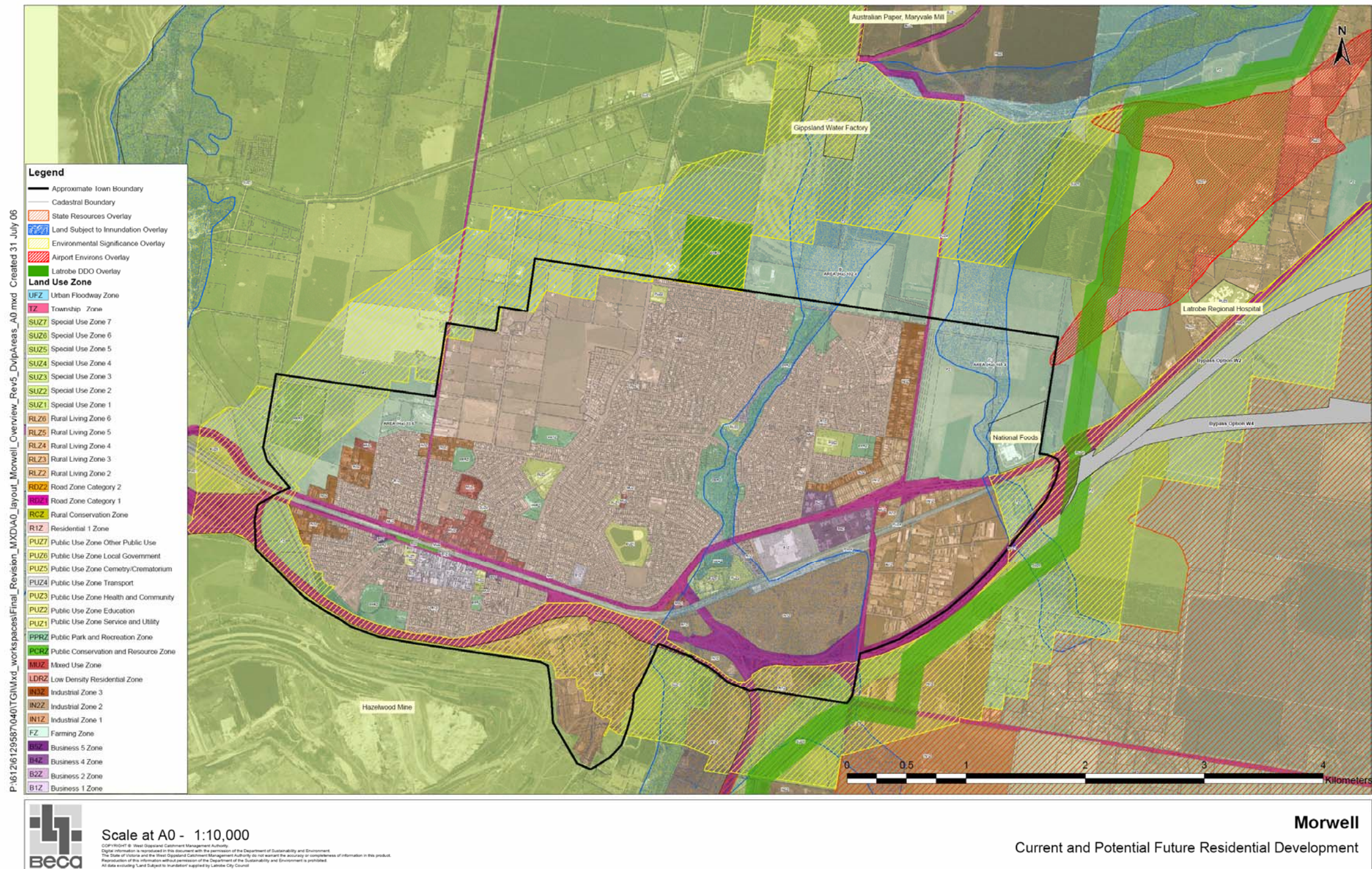
In the future, industry that relies on rail should be encouraged to locate in the proposed Logistics precinct south of Mid-Valley, and in the area north of Princes Highway and east of Alexanders Road. Both of these sites have low residential amenity value, and possess excellent rail, road and energy infrastructure. Rail related industry should be encouraged to locate in the logistic precinct.

3.7 Neighbourhood Clusters

Few Morwell residences are within walking distance of a neighbourhood centre. There is a need to establish walkable neighbourhood centres throughout the urban area with the aim of encouraging walking and reducing the need to drive long distances for goods, services and community facilities.

As Morwell grows new neighbourhood centres should be encouraged in the northeast and northwest.

Figure 1 - Morwell Land Use, Opportunities and Constraints



4 Strategic Objectives for Morwell

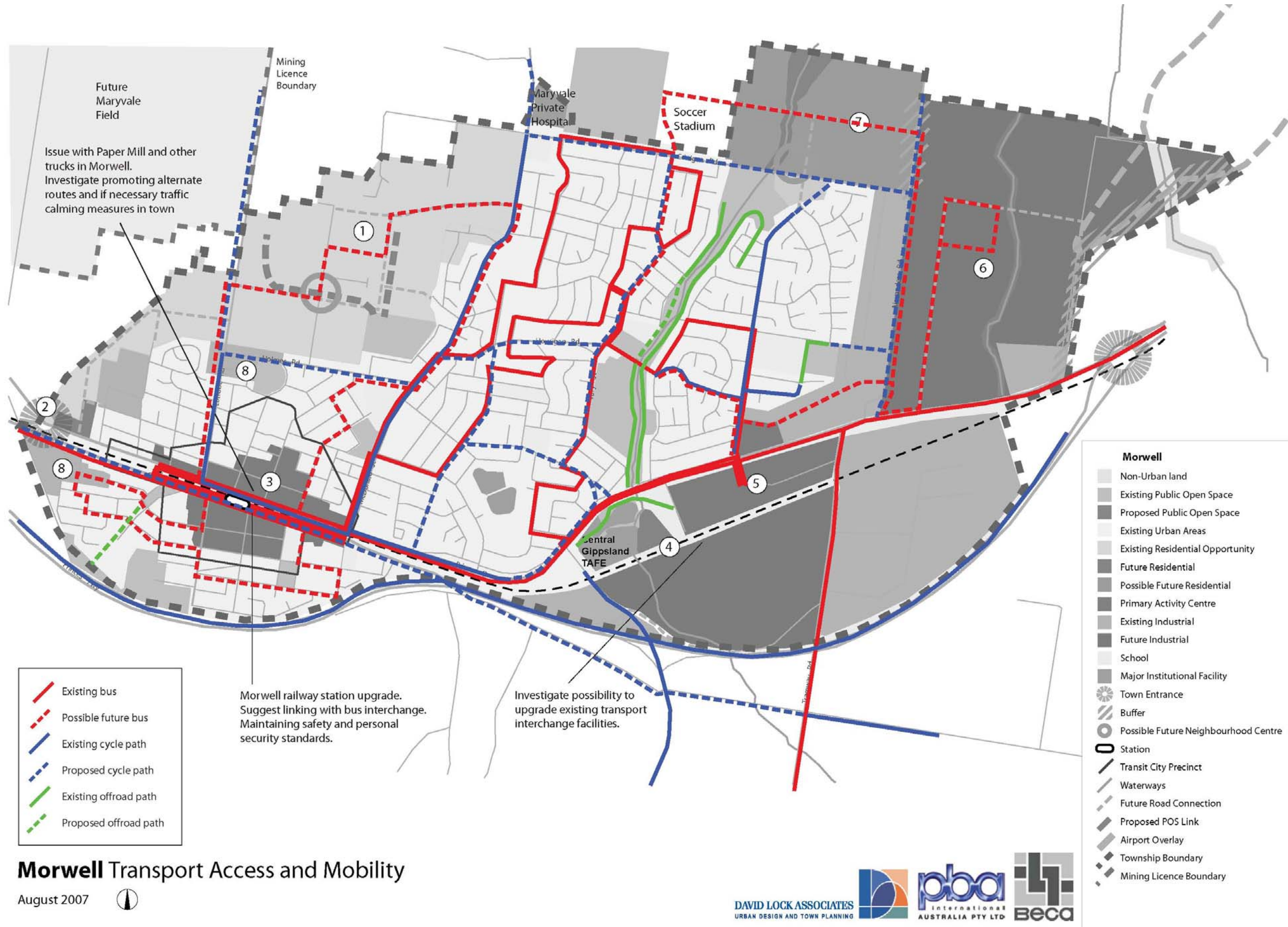
Morwell has very few areas available for new urban growth due to the constraints on outward expansion posed by coal, industry and floodplains. Opportunities to achieve the redevelopment of some smaller industrial areas, and overcome infrastructure constraints in the North-West Residential Precinct are therefore important. Rejuvenation of the Morwell CBD also offers an opportunity to harness residential development.

4.1 Strategic Objectives

The Structure Plan aims to achieve eight major objectives in relation to the issues identified within the Issues, Values and Constraints section:

1. Create a vibrant and active town centre.
2. Improve transport routes and ease of movement.
3. Improve and protect visual amenity.
4. Provide for high amenity housing choice.
5. Redevelop rundown and underutilised, but well-located industrial sites for residential uses.
6. Protect areas for future urban growth.
7. Diversify the stock of industrial land, in particular providing for high amenity industrial uses.
8. Establish walkable neighbourhood centres in growth areas.

Figure 3 - Morwell Structure Plan Map - Transport Access and Mobility



5 Consultation

The Morwell Business Workshop was held in the morning of Thursday 24 August 2006 at Morwell office of Latrobe City Council and was attended by approximately 40 people, largely comprising a mix of developers and allied professionals.

The discussions in Morwell were focused on several key themes - land development for industrial, business and residential purposes, uses within the Morwell-Traralgon Corridor, protecting coal resources, utilising the coal buffer more creatively and urban renewal.

Morwell is characterised by its large industrial base and coal mining activities and many participants of the workshop see this as continuing into the future. Whilst there is a perception amongst some that there is an over supply of industrial land, it is the view of others that land holders of these properties are not releasing land into the market place and that potential new businesses want a higher amenity site than these locations can offer. Some would like to see the land east of Alexanders Road developed for industrial purposes, although this does conflict with the views of others who do not want to see any industrial development along what they perceive to be the corridor.

A major issue relating to existing industrial activities is the juxtaposition of residential and industrial areas. Some would like to see the rezoning of Industrial 3 land in the west of Morwell. In particular this relates to the area north of Princes Drive and west of Catherine Street, and the area near the intersection of Latrobe Road and Holmes Road. Whilst this was contentious amongst some, it was collectively felt that the area north of Princes Drive and west of Davey Street is dilapidated and is a prime opportunity for rezoning and redevelopment. Discussion regarding the buffer with the future Maryvale Coalfield suggested challenging the extend of this buffer. Following this consultation it was found the buffer is actually understated.

Discussion around land for residential development included a perceived requirement for more and larger lots for aged care developments in Morwell, the need for an instrument that will allow large areas to be acquired and redeveloped as part of an urban renewal program, to encourage residential development in the northern parts of the town centre, and the desire amongst many to retain a low-rise built form. One unique discussion point centred around the opportunity to explore the implications of incrementally peeling back the coal buffer as coal-mining operations wind down in the future.

Whilst there was an overwhelming collective vision to see the development of the area between Morwell and Traralgon, there was a difference in opinion about that vision. Some participants suggested that the airport is in the wrong place and should be relocated, if possible to within the coal buffer. Some would like to see high amenity industrial development within the corridor, whilst others see it as an area for housing, parklands and sporting facilities. Others expressed a desire to see "Bulky-Goods" retailing is included in this area. Many would like to see increased densities in the Low-Density Residential and Rural Living Zones between Traralgon and the regional hospital.

Other issues amongst some included the need to stop restricting retail and to start allocating space for new retail opportunities and in Bulky Goods retail. The size of the existing CBD was debated, some thinking that the area is too large and should be back-zoned, others suggesting to keep the existing size and finding other complementary uses that could be developed within it. Some discussion centred around what could be done with the western gateway into Morwell, which is overshadowed by the closed railway bridge that spans Commercial Road, Princes Drive and the Gippsland Railway.

6 Achieving the Objectives

This section details the strategies central to achieving the objectives of the Structure Plan. These strategies provide the detail that shapes the overall Structure Plan, as presented on the following page.

The Structure Plan defines different areas within Morwell according to the strategies and the different treatments required by different areas. The following table provides a description of each of these areas.

6.1 Areas as identified on the Structure Plan Maps (Figure 2)

Area	Description of Area
Area 1	Morwell North-West Precinct
Area 2	Morwell Township Gateway
Area 3	Morwell Town Centre
Area 4	Residential opportunity
Area 5	Mid-Valley precinct
Area 6	Future industrial east of Alexanders Road
Area 7	Future residential area north of Crinigan Road
Area 8	Industrial area on Latrobe Road
Area 9	Industrial area on Commercial Road

Each of the objectives identify which area they relate to. The Objectives and strategies for achieving these objectives should be read in conjunction with the Structure Plan Maps.

OBJECTIVE 1: Create a vibrant and active town centre

Strengthen the Morwell Town Centre in accordance with the Transit Cities Precinct Study (Area 3)

- In the northern precinct (i.e. north of Princes Drive) encourage the development of the following goods and services - food and drink premises, accommodation, community services, business services and industrial services.
- In the southern precinct (ie. south of Princes Drive) encourage the development of the following goods and services - retail and office precinct.

Expand Mid-Valley's role as a specialist retail precinct (Area 5)

- Encourage the development of bulky goods retailing around the area of Mid-Valley Shopping Centre.
- Encourage the development of an upgraded Bus Interchange at Mid-Valley.

OBJECTIVE 2: Improve transport routes and ease of movement.

Complete the transport network for all modes of transport within the existing urban area, in order to provide a continuous and seamless network (Existing Urban Areas (Transport Structure Plan Maps))

- Introduce bus services to southern Morwell.
- Focus on establishing east-west on-road bike routes that feed into the existing north-south routes.
- Clearly mark bike lanes for their purpose.
- Complete off-road paths.

Complete the transport network for all modes of transport to new growth areas, in order to provide a continuous and seamless network (Urban Growth Areas (Transport Structure Plan Maps))

- Introduce bus services to the north-west and north-east of Morwell as urban development proceeds.
- Focus on expanding the north-south on-road bike paths to new growth areas, and clearly mark lanes for this purpose.

Upgrade Public Transport Interchange at Mid-Valley Shopping Centre (Area 5 (Structure Plan Maps))

- Improve accessibility to the transport hub by improving pedestrian and cycle paths to/from this location.
- Bus and train station to be co-located, with bus services stopping directly outside the station in order to maximise the connection between modes.
- Increase bicycle parking.
- Provide an information display board detailing train, bus, cycle and pedestrian paths.
- Provide public transport prioritisation at the junction leading out of Mid-Valley.

Strengthen east-west links (Alexanders Road/private railway (Transport Structure Plan Maps))

- Provide a route for east-west movement over Alexanders Road/private railway line. At minimum this should allow for pedestrian and cyclist movement.

Improve pedestrian and road safety for local residents (Urban Area (Structure Plan Maps))

- In dialogue with key stakeholders, encourage the establishment of preferred trucking routes and operating times.

OBJECTIVE 3: Improve and Protect Amenity

Landscaping of the Morwell town entrances

- Provide a high amenity entrance into Morwell's eastern and western entrances.

Minimise the conflicts between neighbouring land uses

- Provide residents with a high amenity environment.
- Protect industry from residential encroachment that may impact on industry operations.

OBJECTIVE 4: Provide for high amenity housing choice

Resolve outstanding issues and develop this area as a priority (Area 1)

- Resolve the Maryvale Coalfield buffer and confirm the impact on areas zoned residential outside the town boundary.
- Update the North-West Morwell Development Plan Overlay.
- Encourage the development of a walkable neighbourhood centre.
- Provide public open space and connect these to the existing network of public open space.

Rezone and develop a residential neighbourhood in the area north of Crinigan Road (Area 7)

- Encourage new residential development in the area.
- Encourage the development of a walkable neighbourhood centre.
- Connect public open space to the existing network of public open space.

OBJECTIVE 5: Redevelop rundown and under-utilised, but well- located, industrial sites for residential uses

Redevelop under-utilised industrial sites for residential uses (Area 8)

- Encourage the relocation of industrial uses to other locations within Morwell.
- Redevelop under-utilised sites.

OBJECTIVE 6: Diversify the Stock of Industrial Land

Rezone and develop the area north of Princes Drive and east of Alexanders Road as a high amenity industrial precinct (Area 6)

- Encourage the development of new industry within this area.
- Provide a high amenity environment.
- Encourage an urban design framework that is sensitive to the creek running through the site.
- Address ingress/egress issues to Princes Drive.
- Discourage bulky goods from locating in this area.
- Seek opportunities that will enable east-west movement, at least for pedestrians and cyclists, over the private railway.

OBJECTIVE 7: Establish walkable neighbourhood centres in growth areas

Reduce the need to drive long distances for goods, services and community facilities (Area 1 and 7)

- Encourage the development of local community services and facilities in accessible locations throughout the community.
- Activity Clusters should include community facilities and low order goods and services.
- Neighbourhood centres should not undermine the central role of the Town Centre.

7 Implementation Program

7.1.1 Purpose

The purpose of this chapter is to provide an indicative implementation and monitoring program to effectively carry out the strategies and actions contained within the structure plan, to ultimately realise the vision and strategic objectives for Morwell over the next 30 years.

7.1.2 Timing

Each action is allocated an implementation timing category to assist Council to manage its resources to best administer the structure plan and implementation program. The three terms used are defined by the following periods:

- Short term – start implementation of this action within 12 months
- Medium term – start implementation of this action within 1-5 years
- Long term – start implementation of this action within 5-10 years

The timing of implementation actions is often dependent on one or other actions having taken place or being carried out concurrently. These dependencies are also shown in the table.

It is expected that the structure plan actions would be reviewed every five years, to ensure that key actions and outcomes required to move towards the future vision continue are achieved.

7.1.3 Lead Organisation

Each action includes who is responsible for driving elements of the Structure Plan. Commonly the lead driver is Latrobe City Council, although in some circumstances vested interests from outside of the Latrobe City Council should take the lead.

7.1.4 Supporting Organisations

The implementation of the Structure Plans will, at times, require a dialogue with multiple government organisations, business, associations, landowners and the community. This table indicates which organisations and parties will need to be consulted in order to achieve the stated objective. This is not an exhaustive list and over the next 30 years there are likely to be changes to who needs to be consulted and why.

7.2 Structure Plan Implementation Guide

Action #	Action and Justification	Timing	Lead Organisation	Supporting Organisations
General				
1.	Prepare an amendment to the Latrobe Planning Scheme Municipal Strategic Statement to include references to the Structure Plan including its vision, strategies, framework plan and implementation program.	Short Term	Latrobe CC	DSE Community Major stakeholders
2.	Advocate Structure Plan to investment interests.	Short Term	Latrobe CC	Major property consultants DIIRD
3.	Monitor progress and review this structure plan at the time the Planning Scheme is reviewed.	Medium Term	Latrobe CC	Community Landowners / Managers
Create a vibrant and active town centre				
4.	Strengthen the Morwell Town Centre in accordance with the Transit Centred Precinct Study.	Ongoing	Latrobe CC	Landowners Community
5.	Promote and expand Mid-Valley's role as a specialist retail precinct to investment interests.	Short/ Medium	Latrobe CC	Landowners Business.
Improve transport routes and ease of movement.				
6.	Evaluate medium and long-term options to extend the bus routes, off-road and on-road paths to existing urban areas that are under-serviced.	Short term	Latrobe CC	DoI VicRoads V-Line Latrobe Valley Bus Lines Community Other transport organisations

Action #	Action and Justification	Timing	Lead Organisation	Supporting Organisations
7.	Evaluate medium and long-term options to extend the bus routes, off-road and on-road paths to growth areas.	Medium/ Long Term	Latrobe CC	DoI VicRoads V-Line Latrobe Valley Bus Lines Community Other transport organisations
8.	Evaluate medium and long-term options to upgrade public transport provision at Mid-Valley Shopping Centre.	Short/ Medium Term	Latrobe CC	DoI VicRoads V-Line Latrobe Valley Bus Lines Community Other transport organisations
9.	Implement a Design and Development Overlay over Area 6 to provide east-west access over the private railway running north-south (adjacent to Alexanders Road): <ul style="list-style-type: none"> ■ <i>Requiring</i> grade separated pedestrian/cycling pathways and ■ <i>Encouraging</i> grade separated roads 	Medium/ Long Term	Latrobe CC	Landowners, Developers Community.
10.	In dialogue with key stakeholders, encourage the establishment of preferred trucking routes and operating times.	Short Term	Latrobe CC, VicRoads,	Industry VicTrack Rail operators Community
Improve and protect visual amenity.				
11.	Evaluate options to landscape the western entrance to Morwell, with a particular treatment on the unused railway bridge.	Short Term	Latrobe CC Landowner	Community
12.	Provide a buffer between land uses by implementing a Design and Development Overlay over the area along Alexanders Road and north of Crinigan Road (interface of Area 6 and 7).	Medium/ Long Term	Latrobe CC Landowner	Catchment Management Authority
13.	When Area 7 is rezoned, provide for new Public open Space along the creek and floodplain, extending the public open space corridor	Medium/ Long Term	Latrobe CC	Catchment Management Authority

Action #	Action and Justification	Timing	Lead Organisation	Supporting Organisations
	north.		Landowner	
14.	When Area 6 is rezoned, provide for new Public open Space along the creek and provide for the ongoing management of this space in a way that adds value to the industrial precinct.	Medium/ Long Term	Latrobe CC Developers	Catchment Management Authority Landowner
Provide for high amenity housing choice.				
15.	Evaluate the medium and long-term development opportunities and facilitate dialogue with landowners of Areas 1 and 7.	Short/ Medium Term	Latrobe CC Developers	Community, Catchment Management Authority, Landowner
16.	Resolve infrastructure provision issues in Area 1.	Short	Latrobe CC Gippsland Water	Developers, Landowners, Community,
17.	Extend town boundary to encompass Areas 6 and 7.	Short	Latrobe CC DPI	Yallourn Energy, Landowners Community
18.	Extend town boundary to encompass Maryvale Private Hospital.	Short	Latrobe CC DPI	Yallourn Energy, Landowners Community
Redevelop rundown and underutilised, but well- located, industrial sites for residential uses				
19.	Advocate to landowners and investment interests to redevelop rundown industrial allotments in Area 8 to residential. Facilitate this process by rezoning identified industrial properties to residential.	Short	Latrobe CC, Developers	Landowners Community
20.	Encourage industrial uses in Area 8 to relocate to other areas within Morwell.	Ongoing	Latrobe CC, Developers	Industry Landowners Community
Protect areas for future urban growth.				
21.	Prevent the establishment of further rural living allotments in Area 7	Ongoing	Latrobe	
Diversify the stock of industrial land, in particular providing for high amenity industrial uses.				

Action #	Action and Justification	Timing	Lead Organisation	Supporting Organisations
22.	Rezone Area 6 to Industrial.	Short/ Medium	Latrobe CC Land developers	Landowners Community Australian Paper Mill VicRoads VicTrack Airport Catchment Management Authority.
Establish walkable neighbourhood centres in growth areas.				
23.	Evaluate where future neighbourhood clusters should be located and when these should be established.	Short/ Medium	Latrobe CC	DSE DVC Dept of Education DHS
24.	As part of the MSS Review and in rezoning Area 7, encourage small-scale neighbourhood clusters to service identified areas.	Short	Latrobe CC	DSE DVC Dept of Education DHS VicRoads Latrobe Valley Bus Lines Local business Community Land owners Schools.



Report _____

Latrobe Structure Plans - Moe and Newborough

August 2007

▪ Report

Latrobe Structure Plans - Moe and Newborough

Prepared for
Latrobe City Council

By
Beca Pty Ltd

ABN: 85 004 974 341

August 2007

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Revision History

Revision N°	Prepared By	Description	Date
A	Ben Mahon	Initial Draft	January 2007
B	Melody Valentine	Second Draft	June 2007
C	Andrew McCulloch	Final draft incorporating Council officer feedback	August 2007

Document Acceptance


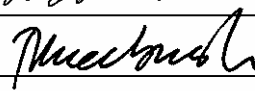
Action	Name	Signed	Date
Prepared by	Ben Mahon and Melody Valentine		
Reviewed by	Andrew McCulloch		31/8/07
Approved by	Trent Kneebush		31/8/07
on behalf of	Beca Pty Ltd		

Table of Contents

1	Introduction	2
2	Significant Land Uses	3
3	Issues, Values and Constraints	4
3.1	Housing	4
3.2	Urban Growth	5
3.3	Transport and Mobility	6
3.4	Amenity	6
3.5	Industry	7
3.6	Neighbourhood Clusters.....	7
3.7	Town Centre	7
4	Strategic Objectives for Moe/Newborough.....	10
4.1	Strategic Objectives	10
5	Consultation	13
6	Achieving the Objectives	15
6.1	Areas as identified on the Structure Plan Maps (Figure 2)	15
7	Implementation	20
7.2	Structure Plan Implementation Guide	21
	Figure 1 - Moe / Newborough Land Use, Opportunities and Constraints	9
	Figure 2 - Moe/Newborough Structure Plan Map – Urban Growth.....	11
	Figure 3 - Moe/Newborough Structure Plan Map – Transport Access and Mobility	12

1 Introduction

This Structure Plan was written in consultation with Council, stakeholders and the community as part of the Latrobe Structure Plans Review, which comprises 4 Structure Plans for Traralgon, Morwell, Churchill, and Moe/Newborough. The purpose of these Structure Plans is outlined below.

The Latrobe Structure Plans will provide for growth and change in a planned and managed manner over a 30-year period.

The Plans are intended to provide clear direction to the community, government, and the development industry about appropriate development.

Moe/Newborough are adjacent to one another and create one urban settlement. They are nestled together within a valley and boast a picturesque landscape with rolling hills to the south and views to the north of Mount Baw Baw. Located to the northeast is Yallourn Power Station, the rolling hills however screen it from view. Narracan Creek runs through Moe/Newborough and Lake Narracan lies to the north of the township.

Moe/Newborough is on a key tourist route to Mount Baw Baw and Walhalla. Relative to Melbourne, Moe/Newborough is the first of the four major towns within the Latrobe Valley and consequently are identified as the 'Gateway to Latrobe'.

Council has also been seeking to establish Moe as a service centre and to attract new business and office developments on sites within or adjacent to the Central Activities District.

The background report states:

- Moe/Newborough has a population of 18,775 people (including the surrounding areas);
- The current household size is 2.40 people and is expected to drop to 1.95 people by 2031;
- Moe/Newborough has mostly sub-regional functions to service local community needs and some regional service functions to serve the wider municipality;
- Given its geographical location, Moe has a pivotal location for regional tourism; and
- Private vehicle is by far the most popular mode of transport to work.

2 Significant Land Uses

The following section provides a brief outline of the land use patterns in Moe/Newborough.

Residential

Moe/Newborough form a single urban settlement, split by the Narracan Creek. Residential development in recent years has been slow, with some development in more recent years in the South-West.

Commercial

The Moe Central Activity District (CAD) is the main retail and commercial centre of Moe/Newborough. There are several smaller community facilities located within Moe. Vacant retail floorspace indicates a decline in the retail offer in Moe, which is being examined further by a masterplan for the Moe CAD.

Industrial

The majority of industrial uses are located in the northwest of Moe. There are however, old industrial areas in the west that are surrounded by housing.

Public Open Space

Moe has many public open space areas and corridors including Edward Hunter Heritage Reserve, the Botanical Gardens, a number of reserves scattered throughout the town and a green corridor that runs parallel to Narracan Creek and another parallel to John Field Drive.

Major Infrastructure

The Yallourn coal field is situated to the east of the township. Land previously set aside for overburden adjacent to the eastern town boundary has been declared surplus to requirements as part of LV2100. An existing Environmental Significance Overlay is therefore expected to be removed.

3 Issues, Values and Constraints

The issues, values and constraints as identified through document review, site visits and consultation have been identified in terms of the following:

1. Housing
2. Urban Growth
3. Transport and Mobility
4. Amenity
5. Industry
6. Neighbourhood Clusters
7. Town Centre

3.1 Housing

There are several large land holdings within the existing town boundary that are zoned residential, but are either undeveloped or in the process of being developed for residential purposes. These locations are:

- In the northern part of Moe/Newborough, the area bordered by Old Sale Road to the north-east, Haigh Street to the south and existing urban development along Bennett Street to the west;
- In the southern part of Moe/Newborough, the area bordered by Coalville Rd to the east, Borrmans Street to the south and parkland to the north and west;
- In the south-western part of Moe/Newborough, the area south of Randall Crescent and east of Watsons Road South;
- In the west of Moe/Newborough, the area bordered by Waterloo Road to the south, Mitchells Drive Road to the east, the town boundary to the west and the existing farming zone to the north; and
- In the east of Moe/Newborough, the area bordered by Narracan Drive to the south, John Field Drive to the east, Dinwoodie Drive to the west and existing urban development to the north.

Within the town boundary there are several opportunities to rezone land to residential. These areas should be rezoned to residential in order to facilitate urban development within close proximity to the existing town centre. These locations are:

- In the west of Moe/Newborough, the Farming Zone in the area bordered by Mitchells Road to the east, the town boundary to the north and west and existing residential development to the south; and

- In the east of Moe/Newborough, the pocket of Farming Zone within the area bordered by Narracan Drive to the south, John Field Drive to the east, Dinwoodie Drive to the west and existing urban development to the north.

Within the town boundary there are several opportunities where brownfield redevelopment could be pursued, including:

- In the west of Moe/Newborough, the Industrial Zones within the area bordered by Mitchells Road to the east and the town boundary to the west.

3.2 Urban Growth

There is currently a short supply of land available for residential development. Forecasting undertaken for the Traralgon Bypass Supplementary Enquiry (2007) by Beca established that there is approximately 8 years supply of land for future residential development, based on the rate of development in recent years. Land available for residential growth within the existing Town Boundary needs to be supplemented by additional land for future growth. Additionally, demand for land may increase should the Morwell-Traralgon Corridor remain unavailable for urban development.

Recent preference has been shown for high amenity residential land, with the development of the Views Estate to the South-West of the town. This estate is selling well. Beyond this estate, there are no other areas that offer comparable amenity which will appeal to the higher end of the residential market.

The Environmental Significance Overlay (Coal Buffer) associated with the coal area east of the town has previously prevented urbanisation in this area. It has been recommended as part of the *Latrobe Valley 2100 Project (LV2100)* that this overlay is no longer required and can now be removed. Prior to the development of the Structure Plans, the owners of the Yallourn Golf Course put forward a proposal to Council to redevelop the Golf Course as a lifestyle residential development focused on the golf course. This location is within close proximity to the Newborough neighbourhood centre, educational facilities and has reasonable opportunity to link in with the existing pedestrian, cycle, public transport and road networks. This development would make provision for the higher segment of the residential market.

Long-term future urban growth should be encouraged in the southwest and east (south of the Golf Course). Land holdings in this area need to be protected from land fragmentation, and therefore should be protected from being developed as rural living or low-density residential. These areas should be retained as farming until such time that all of the residential areas with the town boundary have been developed.

The Rural Living areas to the south and southeast of Moe/Newborough offer a semi-rural lifestyle and are important in diversifying residential opportunities.

3.3 Transport and Mobility

It is important that strong links are provided to and from key community facilities. Whilst all modes should be catered to, the following hierarchy of modes should set the framework for planning (with 1 as the highest priority and 4 as the lowest):

1. Pedestrian
2. Cyclists
3. Public Transport
4. Private Vehicles

Pedestrian

As the residential area in the south-west grows and additional neighbourhood facilities are added, pedestrian connections over the Princes Freeway and the railway line to the local community services will need to be established to encourage a pedestrian friendly environment and reduce reliance on private vehicles.

Cyclists

Clear and well-networked bicycle on-road routes need to be significantly expanded in all areas. Several off-road paths are also needed in key areas to inter-link the pedestrian and cycling paths.

Public Transport

The Moe town centre needs to be established as the central transport hub. Whilst all modes should have access to the hub, access for pedestrian, cyclist, train, bus and taxi should be given higher priority than private vehicles. In addition facilities should accommodate for all modes of transport.

In the immediate-term bus services need to be extended to provide coverage to existing urban areas in the north and south, and as areas develop to new growth areas in the east and west.

Private Vehicles

Dinwoodie Drive in Newborough services thirteen cul-de-sacs containing over 300 houses. Residents have only one entry/exit at Narracan Drive. Safety concerns have been raised due to the limited access opportunities for emergency vehicles and exiting at the Narracan Drive intersection in periods of peak traffic. Access for vehicles to/from Dinwoodie Drive could be improved by creating an additional access point to the north.

3.4 Amenity

Creating an interesting and attractive entrance is important to raise perceptions and the town profile. As Moe/Newborough is seen as the 'Gateway to the Latrobe Valley' the entrance to the town is especially important. In particular the following entrances should be improved:

- The western gateway to the Latrobe City (western Moe/Newborough) – in addition to amenity treatments the land currently zoned Industrial should be rezoned Farming to prevent the development of Industrial uses within the gateway and protect the amenity of the area, which should be earmarked for Residential Development beyond the term covered by this Structure Plan; and
- The northern town entrance via Moore Street, between Old Sale Road and Hennesey Street –The northern section of Moore Street has industrial uses on either side of the road. As a key tourism route, the visual appearance of this area will need to be improved.

Narracan Creek and the surrounding parklands, tennis courts and botanical gardens are also areas of particular amenity value in Moe/Newborough. Much of this area is visually obscured by industrial uses. Industrial uses in this area should be discouraged. Land uses that compliment the botanical gardens should be encouraged. For example a conference centre or recreational facility.

3.5 Industry

Industrial development is mostly located along the western border of Moe/Newborough, stretching from Waterloo Road in the southwest to Old Sale Road in the north-west. There are several dispersed pockets of industry in the southwest that have been enveloped by residential development.

In the northwest there is a large supply of undeveloped industrial zoned land, and farming land that could be used for future industry. Industry should be discouraged from locating in the southwest. As opportunities arise industrial sites in the southwest should be redeveloped as residential.

3.6 Neighbourhood Clusters

In accordance with Victorian planning principles there is a need to establish walkable neighbourhood centres throughout the urban area. The aim is to encourage walking and reduce the need to drive long distances for goods, services and community facilities.

As Moe/Newborough grows, new neighbourhood centres should be encouraged in the north-east and west.

3.7 Town Centre

The Transit Cities project developed several demand scenarios for new floorspace up to 2021. It found that

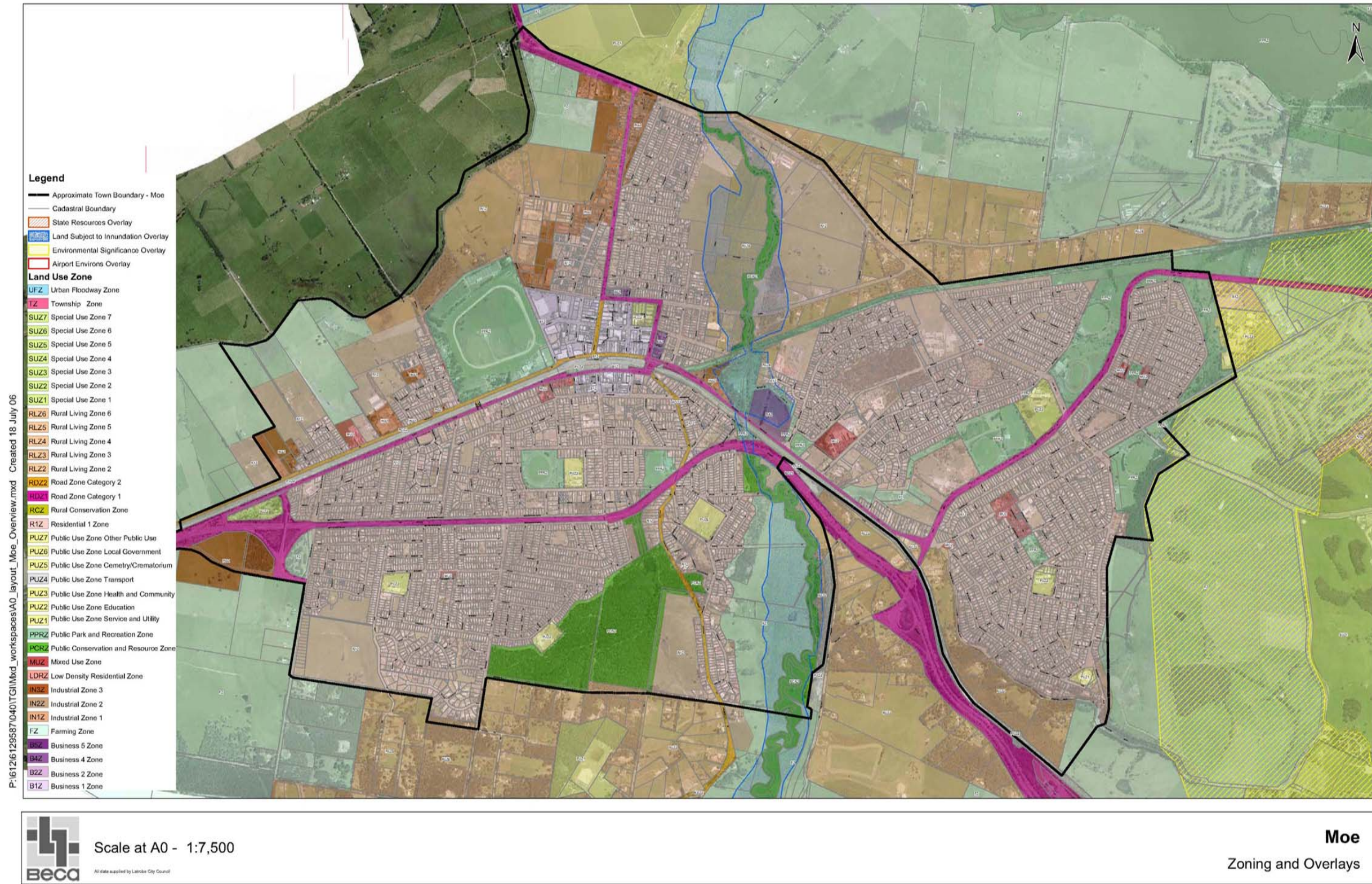
- “the main commercial development opportunities are considered to be government offices and call centre type establishments.”¹;
- By 2021, 60,000 sqm of new office space will be required in Latrobe overall;

¹ Latrobe Transit Centred Precincts (2004), Background Report

- By 2021, up to 30,000, sqm of new office space will be required in the Transit Centred Precincts of Moe/Newborough, Morwell and Traralgon; and
- By 2021, between 8,000 sqm and 42,000 sqm of retail floorspace (food, non-food and hospitality) will be required in Latrobe.

In Moe/Newborough, given the over supply of floorspace, new retail, office and mixed-use, residential developments need to be encouraged within the town centre.

Figure 1 – Moe / Newborough Land Use, Opportunities and Constraints



4 Strategic Objectives for Moe/Newborough

Moe/Newborough has shown signs of slow growth following a decline which occurred with the restructuring of employment in the 1990's. The township has ample opportunities for urban growth if land is rezoned and made available. Challenges ahead are to diversify the residential market, improve the Moe CAD and improve amenity of major transport routes.

Moe/Newborough has significant capacity to achieve a number of sub-regional and regional outcomes, in particular:

- To provide for future housing growth;
- To utilise undeveloped/underdeveloped land within the town boundary and within close proximity to the town centre;
- To provide a town structure that improves amenity for residents and maximises land use relationships for industry, commerce and retail;
- To provide an urban landscape that is highly mobile and accessible by all modes;
- To enhance Moe/Newborough's role as a tourism gateway and as an attractive location for new and existing businesses; and
- To continue to perform sub-regional and some regional service functions.

4.1 Strategic Objectives

The Structure Plan aims to achieve seven major objectives in relation to the concepts identified within the Issues, Values and Constraints section:

1. Provide for high amenity housing choice.
2. Protect areas for future urban growth.
3. Improve transport routes and ease of movement.
4. Improve and protect visual amenity.
5. Decrease residential-industrial interface conflicts.
6. Establish walkable neighbourhood clusters in growth areas.
7. Create a vibrant and active town centre.

Figure 2 - Moe/Newborough Structure Plan Map - Urban Growth

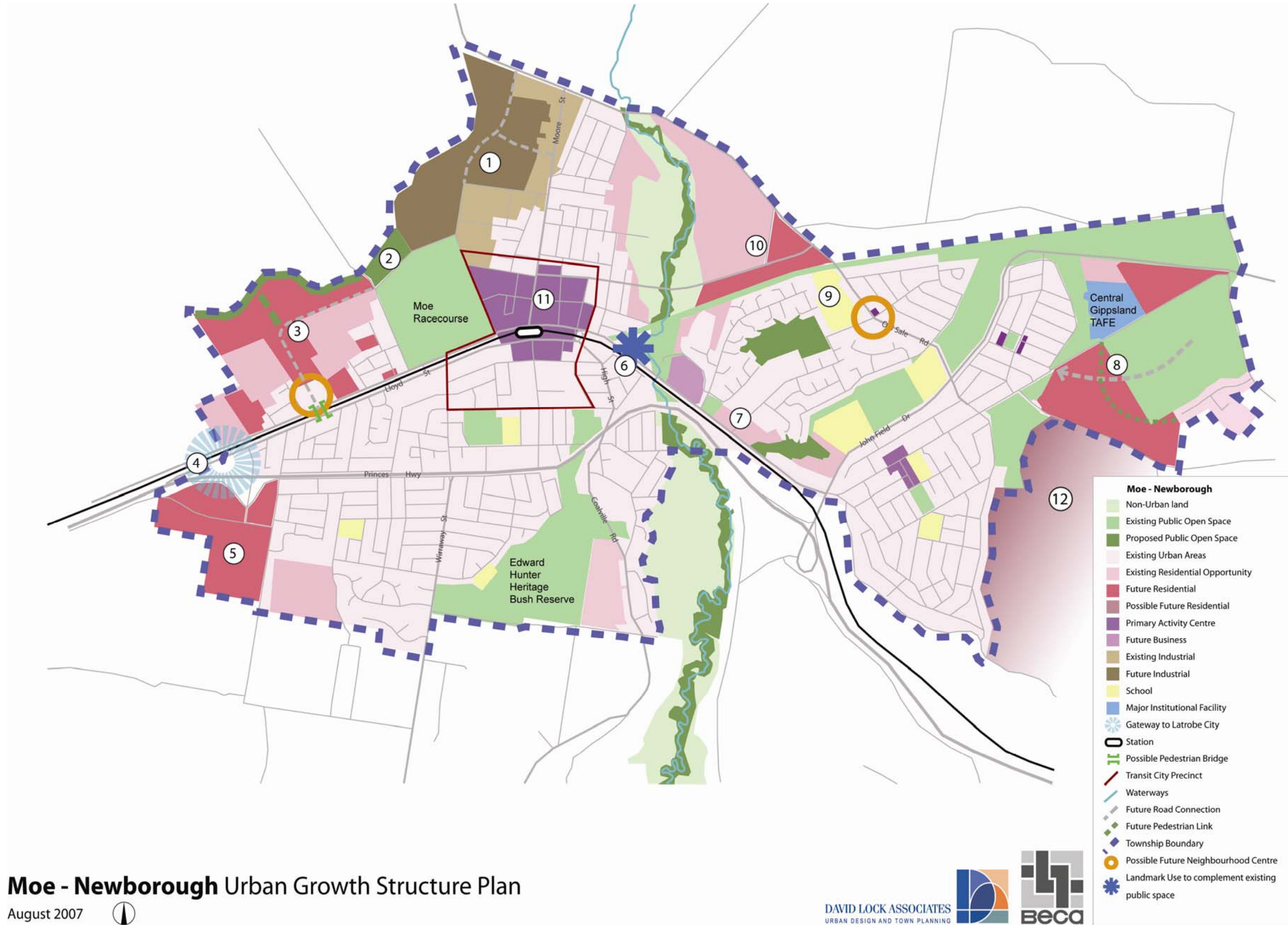
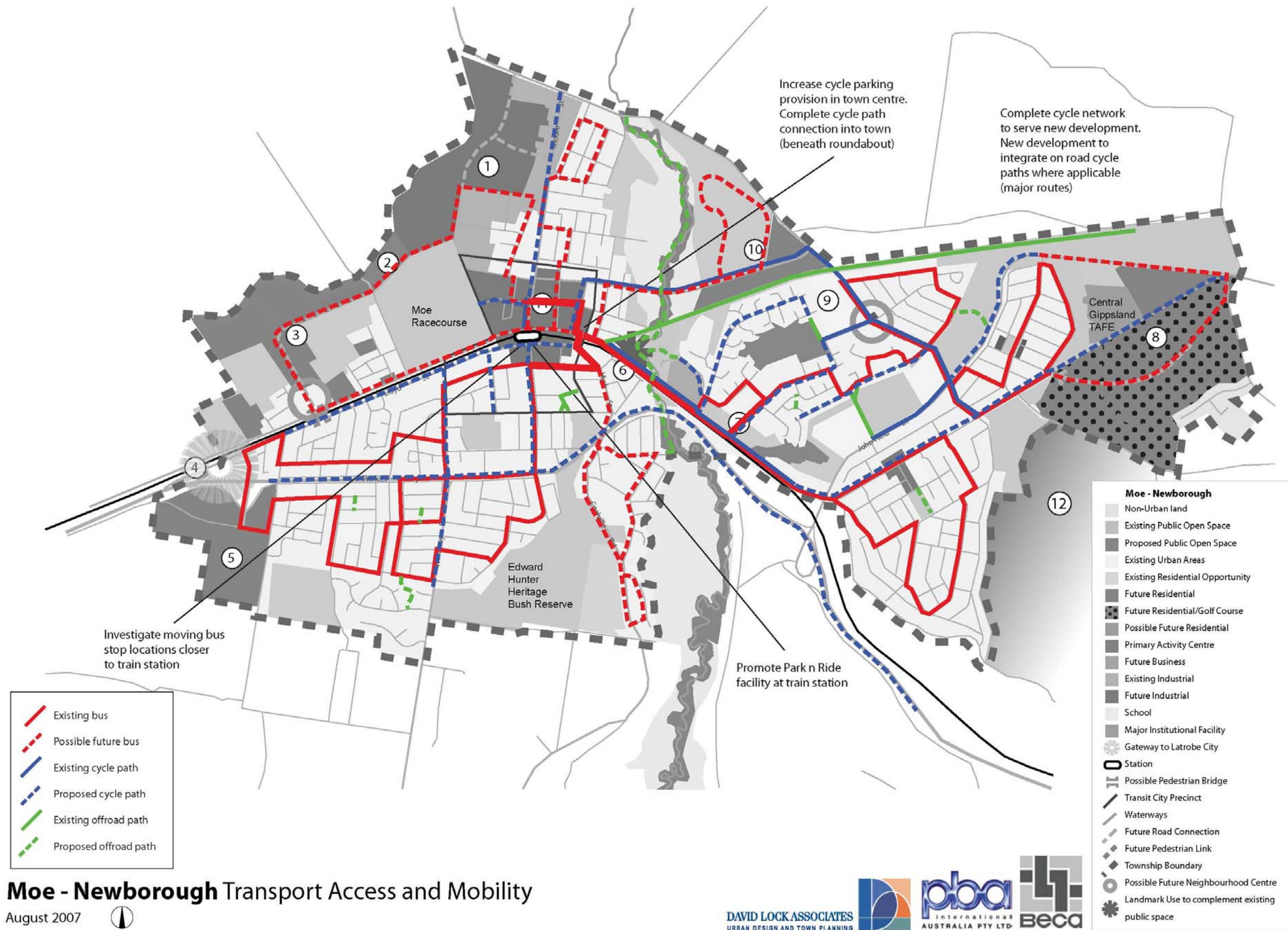


Figure 3 - Moe/Newborough Structure Plan Map - Transport Access and Mobility



Moe - Newborough Transport Access and Mobility

August 2007



5 Consultation

The Moe Business Workshop was held in the evening of Wednesday 23 August 2006 at Moe Turf Side and was attended by approximately 40 people. A large number of attendees had business interests within the Town Centre. Other development interests were also represented.

Participants at the Workshop identified strongly with the role of Moe as a tourism gateway. In accordance with this, they identified a number of issues that need to be addressed in order to maximise and build tourism. The large variety of sport and recreational activities were identified as a key feature and selling point for Moe. These facilities and open spaces include: the Olympic sized pool, golf courses, Lake Narracan and associated water sports (water ski, jet ski, hovercraft, fishing facilities and open space), Motorcross, the 4WD hill climb, the proposed Motorsport complex and the town as a stop-off location for holiday makers heading from Melbourne to Walhalla and the surrounding national parks. There is a desire to protect parkland, open space and the sport, recreation and leisure facilities that bring in tourism to Moe, for the purpose of capitalising on these assets further. Perceived as holding the town back is the lack of appropriate tourist accommodation and convention facilities. Attendees also noted that Moe had a confusing system of road linkages that are anecdotally resulting in tourists frustration and subsequent future avoidance of Moe as a preferred route. It was therefore agreed by attendees that the industrial section of Moore Street and Old Sale Road provide a poor visual gateway.

The commercial activity centre in Moe is split in two by the railway and main thoroughfares of Lloyd Street and George Street. The Transit Cities Project is focussed on the Activity Centre and what needs to be done structurally to help make the town centre regain vibrancy. The Moe Structure Plan can address issues that are feeding into the success or failure of the Activity Centre and propose ways in which issues can be overcome to assist the Transit Cities project in making the town centre vibrant. The most pressing issue for the Structure Plan from the business communities point of view appears to be the impact of the road system on the shopping district, a problem that they purport has been superimposed upon the town for safety without regard for function. Whilst other issues discussed relate more to a Transit Cities scale rather than the scale being applied to this Structure Plan project, it is important to reflect that there is not a need at this point in time to expand the town centre, but rather consider the reduction of the town centre as a purely commercial area. For instance, parts of the town centre may require more mixed uses in order to infill underutilised business uses. Some consideration needs to be given to the future of the commercial role of the town centre, north of the rail line.

A number of matters around land use and development were discussed. The area bordered by Old Sale Road, Bowmans Road, Haigh Street and Bennett Street is underutilised land zoned for Residential 1 use, but is used for farming purposes. One shared view is to develop this land for residential purposes around a wetlands feature that incorporates Narracan Creek and its flood zone area. The area bordered by the Princes Freeway, Watson Road South and farmland is zoned Industrial 3. Given its location in the gateway and the fact that it is not developed for industrial purposes, discussion was centred around a future Residential development for this gateway site. In addition, the

adjacent small pocket of farmland bordered by the Princes Freeway and its on/off ramps and Watson Road South could be rezoned to a Public Park and Recreation Zone. A more complex proposal is to discuss with the Shire of Baw Baw what its plans are for the area to the west/north-west of Moe, the purpose of which is to ascertain whether Moe can grow in this direction.

The road system in the town is problematic. Residents and tourists travelling from one end of the town to the other are generally limited to travelling through the roundabout over the railway line at the intersection of five roads - George Street, Anzac Street, Narracan Drive, High Street and Lloyd Street. The lack of signage at the roundabout often results in tourists heading up the wrong road, getting lost and frustrated. The system results in poor legibility of the town centre and its connection to other key locations. One suggestion to address other traffic issues is to build a new road for trucks heading north through the town, in order to keep them out of the town centre and residential streets, although this does not provide for improved legibility of the town centre.

Site-specific issues include the beautification of the gateway coming off the Princes freeway and the gateway along Moore Street to the town centre. Residents at the rear of Lavalla College would like to ensure that the reserve adjacent to their land is protected from urban development.

There was a perception expressed that the town has been losing social infrastructure, government services and public utilities. Whilst the feeling among many is to forego industrial development for tourism and dormitory (residential living) purposes, there are others who argue that industry equates to jobs and that the loss of industry from Moe/Newborough could be detrimental. As such, there is a perceived need to both protect and develop Moe's employment and tourism assets, whilst also protecting and developing its existing industrial assets.

Further consultation with land development stakeholders in December 2006 raised the issue of the availability of land for future residential development. There was a perception that residential development in the town is hampered by a lack of supply and the draft Structure Plans at that time did not indicate enough new provision of land as compared to Morwell and Traralgon. Stakeholders also expressed a need for lifestyle developments to diversify housing opportunities.

6 Achieving the Objectives

The Structure Plan defines different areas within Moe/Newborough according to the strategies and the different treatment required by different areas. The following table provides a description of each of these areas.

6.1 Areas as identified on the Structure Plan Maps (Figure 2)

Area	Description of Area
Area 1	Industrial area around Moore Street, Old Sale Road, Saxtons Drive, Bell Street and town boundary.
Area 2	Area north of the Racecourse between Saviges road and the town boundary.
Area 3	Undeveloped land zoned Farming and industrial land, bordered by Waterloo Road, Mitchell Road and the town boundary.
Area 4	Municipal and Township Gateway
Area 5	Future residential growth opportunity south of Princes Highway and east of Watson Road South.
Area 6	Industrial site bordered by Narracan Drive, Moe/Newborough-Yallourn railway easement and the botanical gardens.
Area 7	Narracan Drive - Dinwoodie Drive to Venice Street.
Area 8	Yallourn Golf Course - potential Golf/Residential Development.
Area 9	Dinwoodie Drive (northern end).
Area 10	Vacant land zoned Residential, bordered by Moe/Newborough-Yallourn railway easement, Old Slae Road and Narracan Creek.
Area 11	Moe Town Centre.
Area 12	South of the Yallourn Golf Course

Each of the following objectives identify which area they relate to. The Objectives and strategies for achieving these objectives should be read in conjunction with the Structure Plan Maps.

OBJECTIVE 1: Provide for High Amenity Housing Choice

Transition industrial sites to Residential, west of the Moe racecourse (Area 3)

- Review existing land-uses and identify opportunities to rezone existing industrial and farming uses to residential uses.
- Discourage further development of industrial uses in the area, but protect the ongoing operation of existing industry until such time as they choose to relocate.
- Encourage new residential development in the area that provides for greater opportunities for more upmarket housing.
- Encourage the development of a walkable neighbourhood centre.
- Improve pedestrian linkages over Lloyd Street to south-east Moe, with the intent to provide access to existing community facilities.

Consolidate and expand the residential neighbourhood in the area along Narracan Drive (Area 7)

- Encourage new residential development in the area.
- Retain, but not expand, existing business uses around the Old **Moe/Newborough** Regional Hospital.
- Continue the open space link that runs north-south between John Field Drive and Southwell Avenue/Rita Court/Venice Street.

Facilitate the development of a life-style residential neighbourhood centred on the Yallourn Golf Course to diversify overall residential market within the township (Area 8)

- Remove Environmental Significance Overlay (Coal Buffer) in accordance with LV2100 recommendations.
- Encourage new residential development.
- Provide logical and direct pedestrian and vehicle connections to existing community facilities.

Facilitate development of a residential neighbourhood in the area east of Narracan Creek and north of the Moe-Yallourn railway easement, using the Creek as a key feature (Area 10)

- Encourage new residential development in the area.
- Encourage a subdivision design that is sensitive and reflective of Narracan Creek.
- Encourage the development of a walkable neighbourhood centre to service local residents.

Facilitate development of a residential neighbourhood in the area south of Princes Highway and east of Watsons Road South (Area 5). Identify opportunities to:

- Rezone industrial and farming zone to an appropriate residential zone;
- Encourage new residential development;
- Provide logical and direct pedestrian and vehicle connections to existing community facilities.

OBJECTIVE 2: Protect Areas for Future Urban Growth

Protect future residential growth areas and facilitate rezoning and development following development of areas within the Township Boundary (Area 12)

- Earmark land for future residential development.
- Provide a land zoning that will protect it from subdivision in the short-to-mid term.
- Encourage other land parcels identified in this plan to be developed prior to urban growth occurring in this direction.

OBJECTIVE 3: Improve Transport Access and Mobility

Complete the transport network for all modes of transport within the existing urban area, in order to provide a continuous and seamless network (Existing Urban Areas (Transport Structure Plan Maps))

- Introduce bus services to northern Moe/Newborough.
- Introduce an additional bus service to southern Moe/Newborough.
- Significantly expand the network of on-road bike paths throughout all areas of Moe/Newborough, and clearly mark lanes for this purpose.
- Complete off-road paths to connect on-road bike paths and/or residents to bus routes.

Complete the transport network for all modes of transport to new growth areas, in order to provide a continuous and seamless network (Urban Growth Areas (Transport Structure Plan Maps))

- Introduce bus services to the north-west, north-east and east of Moe/Newborough as urban development proceeds.
- Expand the network of on-road bike paths to new growth areas, and clearly mark lanes for this purpose.
- Expand key off-road paths, in particularly along Narracan Creek.

Provide a centralised transport hub that brings together all modes of transport (Town Centre (Transport Structure Plan Maps))

- Bus and train station to be co-located.
- Minimise the walking distance between train and bus services.
- Increase bicycle-parking.
- Provide an information display board detailing train, bus, cycle and pedestrian options.
- Improve accessibility to the train station/central transport hub by improving pedestrian and cycle paths to/from this location.

Provide pedestrian linkages to and from key community facilities (Area 3)

- Provide a route for pedestrian and cyclists to cross over Lloyd Street, the railway line and Waterloo Road.

Provide an alternative exit/entry for vehicles at Dinwoodie Drive from the north at Old Sale Road (Area 9)

- Improve accessibility to and from Dinwoodie Drive for residential and emergency vehicles.
- Reduce the vehicle load and risk accidents at the intersection of Dinwoodie Drive and Narracan Drive.

OBJECTIVE 4: Improve and Protect Visual Amenity

Facilitate transfer of land as Public Open Space to retain vegetation within parkland and to act as a buffer between residential and industrial precincts. (Area 2)

- Encourage provision of land as an 'open space contribution' for subdivision of the areas east and west of the site.
- Provide a buffer between residential and industrial uses.
- Provide an open space link between the Moe Racecourse and farmland.
- Retain vegetation.

Township Gateway – Further improve amenity via landscape improvements within the road reserve (Area 4)

- Improve visual appearance and sense of arrival to Latrobe City.

Moe/Newborough Link site. Amenity improvement opportunity to be created by consolidating industrial sites and development of high profile development (Area 6)

- Encourage an alternative "landmark land use" that compliments the Botanical Gardens. This will require the consolidation of sites and an appropriate use(s) to complement the high profile of the site and provide appropriate vehicle access and egress.
- Discourage further development of industrial uses at this location.

Narracan Drive Amenity Improvement (Area 7).

- Improve this important access route by facilitating commercial and residential development of a high design standard.
- Encourage landowners to develop under-utilised land with well-designed frontages.

OBJECTIVE 5: Decrease Residential-Industrial Interface Conflicts

Consolidate industrial activity in the north-west of Moe/Newborough and minimise conflicts between industry and residential uses (Area 1)

- Separate industrial and residential uses, and provide a suitable buffer between these two often-conflicting uses.
- Improve visual appearance along the industrial section of Moore Street, by ensuring the maintenance of the road reserve and building setbacks.

OBJECTIVE 6: Establish Walkable Neighbourhood Clusters in Growth Areas

Reduce the need to drive long distances for goods, services and community facilities.

- Encourage the development of local community services and facilities in accessible/walkable locations throughout the community.
- Neighbourhood centres are to consist of basic goods and services.
- Neighbourhood centres should not undermine the central role of the Town Centre.

OBJECTIVE 7: Create a Vibrant and Active Town Centre

Strengthen the Moe Town Centre in accordance with Transit Cities Precinct Study (Area 11)

- Encourage the development of new retail, office and residential mixed-use developments within the Moe Town Centre.
- Restrict the development of major retail and office uses outside of the Moe Town Centre.

7 Implementation

7.1.1 Purpose

The purpose of this chapter is to provide an indicative implementation and monitoring program to effectively carry out the strategies and actions contained within the structure plan, to ultimately realise the strategic objectives for Moe/Newborough over the next 30 years.

7.1.2 Timing

Each action is allocated an implementation timing category to assist Council to manage its resources to best administer the structure plan and implementation program. The three terms used are defined by the following periods:

- Short term – start implementation of this action within 12 months
- Medium term – start implementation of this action within 1-5 years
- Long term – start implementation of this action within 5-10 years

The timing of implementation actions is often dependent on one or other actions having taken place or being carried out concurrently. These dependencies are also shown in the table.

It is expected that the structure plan actions would be reviewed every five years, to ensure that key actions and outcomes required to move towards the future vision are achieved.

7.1.3 Lead Organisation

Each action includes who is responsible for driving elements of the Structure Plan. Commonly the lead driver is Latrobe City Council, although in some circumstances stakeholder interests from outside of the Latrobe City Council should take the lead.

7.1.4 Supporting Organisations

The implementation of the Structure Plans will, at times, require a dialogue with multiple government organisations, business, associations, landowners and the community. This table indicates which organisations and parties will need to be consulted in order to achieve the stated objective. This is not an exhaustive list and over the next 30 years there are likely to be changes to who needs to be consulted and why.

7.2 Structure Plan Implementation Guide

Action #	Action and Justification	Timing	Initiative	Supporting
General				
1.	Prepare an amendment to the Latrobe Planning Scheme Municipal Strategic Statement to include references to the Structure Plan including its vision, strategies, framework plan and implementation program.	Short	Latrobe CC	DSE Community Major stakeholders
2.	Advocate the Structure Plans to investment interests.	Medium	Latrobe CC	Major property consultants DIIRD
3.	Monitor progress and review the Structure Plans at the time the Latrobe Planning Scheme is reviewed.	Medium	Latrobe CC	Community Landowners / Managers
Provide for high amenity housing choice				
4.	Evaluate medium and long-term development opportunities and facilitate dialogue with landowners of Areas 3, 7, 8, 10 and 12.	Medium	Latrobe CC and large land owners	Landowners Land developers Community
5.	Rezone all of Area 3 from Farming/Industrial to Residential 1 with a Development Plan Overlay.	Medium	Latrobe CC and large land owners	Landowners Land developers Community
6.	Remove ESO over Area 8 and 12 and rezone Area 8 from Farming to Residential 1 with a Development Plan Overlay, protecting the ongoing use of the Golf Course. Extend town boundary to encompass Area 8.	Short	Latrobe CC	DPI Landowners Developers
7.	Rezone Rural Living allotments in Area 10 to Residential 1.	Short	Latrobe CC	Landowners Community
Protect areas for future urban growth				
8.	Investigate the opportunity for the long term use of Area 12 for Residential, taking particular regard to slope and vegetation issues and integration with Newborough.	Long	Latrobe CC	DSE
9.	Rezone Area 5 in south-east of Moe/Newborough from Industrial and Farming to Residential 1. Extend town boundary to encompass Area 5.	Short	Latrobe CC	Landowners

Action #	Action and Justification	Timing	Initiative	Supporting
Improve Transport Access and Mobility				
10.	Evaluate medium and long-term options to extend the bus routes, off-road and on-road paths to existing urban areas that are under-serviced.	Short term	Latrobe CC	DoI, VicRoads V-Line Latrobe Valley Bus Lines Community Other transport organisations
11.	Evaluate options for a northerly exit from Dinwoodie Drive.	Short	Latrobe CC	Lowanna Secondary School VicRoads Community
Improve and protect visual amenity				
12.	Acquire Area 2 and establish as Public Open Space. Rezone from Industrial to PPRZ. Rezone northern edge of Area 3 from Farming to PPRZ and link with Area 2.	Short/ Medium	Latrobe CC	Landowners
13.	In Area 7, acquire land (if necessary) to extend the PPRZ from W.H Burrage Reserve southwards to Narracan Drive for the purpose of public open space. Farming land should be rezoned to Residential 1.	Short	Latrobe CC	Landowners Community
14.	Prepare a planning scheme amendment to rezone the nature reserve north of Stamford Street to PCRZ.	Short	Latrobe CC	Latrobe CC
15.	Evaluate options to landscape the Latrobe City Gateway, at the western entrance to Moe/Newborough.	Medium	Latrobe CC	Community VicRoads
16.	Improve visual appearance of the industrial land bordered by Narracan Drive, the Moe -Yallourn Railway easement and the Botanical Gardens.	Short/ Medium	Latrobe CC, local business and industry.	Landowners Developers Community
17.	Require industrial businesses in Moore Street to maintain landscape and maintenance obligations under Clause 33.01 of the Latrobe Planning Scheme.	Ongoing	Latrobe CC, local business and industry.	Landowners Developers Community

Action #	Action and Justification	Timing	Initiative	Supporting
Decrease residential-industrial interface conflicts				
18.	Rezone Area 1 from Farming to Industrial with a Development Plan Overlay.	Medium	Latrobe CC Industry	Landowners Developers Industry Community
Establish walkable neighbourhood centres in growth areas				
19.	Evaluate where future neighbourhood clusters should be located and when these should be established.	Short/ Medium	Latrobe CC	DSE DVC Dept of Education DHS
20.	Prepare an amendment to the Latrobe Planning Scheme that encourages small-scale neighbourhood clusters to service identified areas.	Short	Latrobe CC	DSE DVC Dept of Education DHS VicRoads Latrobe Valley Bus Lines Local business Community Landowners Schools
Create a vibrant and active town centre				
21.	Encourage the development of new retail, office and residential mixed-use developments within the Town Centre.	Short	Business, land developers	Latrobe CC
22.	Restrict the development of major retail and office uses outside of the Moe CAD.	Ongoing	Latrobe CC	-



Report _____

Latrobe Structure Plans - Churchill

August 2007

▪ Report

Latrobe Structure Plans - Churchill

Prepared for
Latrobe City Council

By
Beca Pty Ltd

ABN: 85 004 974 341

August 2007

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Revision History

Revision N°	Prepared By	Description	Date
A	Ben Mahon	Initial Draft	January 2007
B	Melody Valentine	Second Draft	June 2007
C	Andrew McCulloch	Final draft incorporating Council officer feedback	August 2007

Document Acceptance

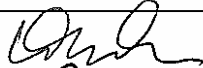
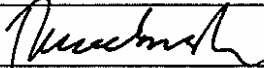
Action	Name	Signed	Date
Prepared by	Ben Mahon and Melody Valentine		
Reviewed by	Andrew McCulloch		31/8/07
Approved by	Trent Kneebush		31/8/07
on behalf of	Beca Pty Ltd		

Table of Contents

1	Introduction and Context.....	1
2	Existing Land Use.....	3
3	Issues, Values and Constraints	4
3.1	Town Centre	4
3.2	Housing and Urban Growth	5
3.3	Amenity	5
3.4	Transport and Mobility	5
4	Strategic Objectives for Churchill	7
4.1	Strategic Objectives	7
5	Consultation	8
6	Achieving the Objectives	13
6.1	Areas as identified on the Structure Plan Maps (Figure 2)	13
7	Implementation Program and Recommendation for Planning Scheme Amendments.....	15
7.2	Structure Plan Implementation Guide	16
	Figure 1 - Churchill Land Use, Opportunities and Constraints	6
	Figure 2 - Churchill Structure Plan Map - Urban Growth	10
	Figure 3 - Churchill Structure Plan Map - Transport Access and Mobility	11
	Figure 4 - Churchill Town Centre Plan	12

1 Introduction and Context

This Structure Plan was written in consultation with Council, stakeholders and the community as part *The Latrobe Structure Plans Review (2007)*. The purpose of these Structure Plans is outlined below.

The Latrobe Structure Plans will provide for growth and change in a planned and managed manner over a 30-year period.

The Plans intends to provide clear direction to the community, government, and the development industry about appropriate development.

The township of Churchill is set on undulating hills, central to the municipality. The area to the north is relatively flat, whilst the area to the south rises up into larger hills that provide a picturesque backdrop to Churchill. Churchill is located to the south of the three other major towns of Latrobe City and is the only one of these towns not to be located on the Princes Freeway and Gippsland Railway. Churchill was established in the 1960's to service the Hazelwood Power Station and to replace the Yallourn Township. The town was planned with a well-defined commercial centre and open space aimed to accommodate an ultimate population of 40,000 people. With the existing population being considerably smaller than planned for, the town has large amounts of undeveloped land and open space. Churchill's town centre is aging and suffers from a lack of cohesion and connectivity. The need for a Town Centre Plan was identified early in the development of this Plan and was developed concurrently. The main objective of this Plan was to create an east-west link connecting Churchill's commercial precinct with the university campus. There was also a focus on consolidating retail and improving vehicle and pedestrian connections throughout the town centre. The objectives and recommendations of the Town Centre Plan are reflected in this Structure Plan to ensure consistency in planning.

To provide a brief snapshot, Churchill can be described as follows:

- Churchill has a current population of 4,898, which is not expected to grow considerably over the next 25 years.
- Churchill is home to the Gippsland Campus of Monash University and the Gippsland Education Precinct.
- Churchill's industry, retail and commercial sectors are small by comparison to the other towns with many consumers travelling to Morwell and Traralgon for their commercial and retail needs.

- Churchill is host to the GREEN Inc Technology & Business Development Centre which provides a space for research and innovation for Gippsland.
- Churchill is situated off the main transport spine through the Latrobe Valley, being the Princes Highway and Railway Line. Bus services connect to Morwell. Private vehicle is by far the most popular mode of transport to work.

As part of the development of this Structure Plan, further detailed work was undertaken specific to the Town Centre to implement one of the main recommendations arising from early drafts. This Structure Plan therefore needs to be read in conjunction with the *Churchill Town Centre Plan (Beca, July 2007)*. The Town Centre Plan and consultation details are included within this report.

2 Existing Land Use

Of the four main towns in Latrobe, Churchill has experienced the least amount of urban development over the past decade. Within the town boundary there are large amounts of residential zoned land that are yet to be developed for their purpose.

Residential

The largest pocket of residential housing is located to the west of Monash Way. A second smaller pocket of residential housing is located to the south of the activity centre. To the north of the activity centre is developed rural living, and undeveloped low-density residential and rural living.

Student housing is located to the east of the activity centre, between the activity centre and Monash University.

Commercial

The Churchill Activity Centre is a small local retail and commercial centre that serves Churchill and neighbouring rural areas. There are also several commercial and community facilities dispersed around the town centre. Within the activity centre there are two shopping centres, both of which are identified for redevelopment.

Industrial

Churchill's industrial area is located in the northwest of Churchill. Half of the zoned area is undeveloped and the access roads to this portion have been blocked, due to the decay of infrastructure.

Educational Facilities

The Gippsland Campus of Monash University and the Gippsland Education Precinct is located in the east of Churchill. Other than the town centre, the University campus and the Education Precinct forms the major activity node in Churchill.

Public Open Space

Churchill is well catered for in terms of public open space. Except along the southern border, a network of parks and reserves ring the majority of Churchill.

Undeveloped Land

There is a large supply of zoned but undeveloped residential and commercial land within the town boundary.

Low Density, Rural Living and Farming

There is low density and rural living areas to the north and south of Churchill. The land to the east of Churchill is used for farming.

3 Issues, Values and Constraints

The issues, values and constraints as identified through document review, site visits and consultation have been identified in terms of four major concepts:

1. Town Centre
2. Housing and Urban Growth
3. Amenity
4. Transport and Mobility

The issues values and constraints associated with each of these concepts are outlined in the following sections.

3.1 Town Centre

The Town Centre and Monash University are the two major activity nodes in Churchill. There is an opportunity to enhance movement between these locations to encourage a more active, vibrant town centre and to encourage more interaction between the university and Churchill's residential community. Increased activity and vibrancy will have many positive effects including improving safety, encouraging civic pride and attracting new business.

Churchill's town centre is widely dispersed as a result of the original development pattern which planned for the much larger projected population. This Structure Plan provides an opportunity to adjust the current land zonings to encourage a consolidated, walkable, well-connected, vibrant town centre. Consolidating the Town Centre to the north of the existing Business 1 Zone provides an opportunity for a medium density residential area south of the Activity Centre.

Churchill's town centre is not well connected with Churchill's main residential area, to the west. The road connections are indirect and not well marked, which is particularly problematic for people passing through the town. The Churchill Town Centre Plan identifies the construction of a direct connection from the western residential area to the retail centre.

The *Churchill Town Centre Plan* developed simultaneously with this report to supplement early drafts of the Structure Plan, which recognised the significance of the Town Centre and an East-West connection to the future success of the town. Council adopted the Plan on 20 August 2007. Economic analysis prepared as part of the *Churchill Town Centre Plan* has shown that the Churchill Town Centre has potential to grow from its current floorspace of 4,200 sq. m to 7,430 sq. m. This growth would be accommodated as part of a consolidation of retail activity within the existing town centre¹.

¹ Essential Economics *Churchill Town Centre East West Connection Feasibility (2007)*

3.2 Housing and Urban Growth

When all existing land within the town boundary is consumed for residential development, urban growth should be encouraged to occur in the south-east. Growth in this direction is in close proximity to the town centre and existing facilities. It will also support east-west activity between the university and town centre.

There is an opportunity to allow for medium or high density residential development to the south of the activity area through the consolidation of the Town Centre.

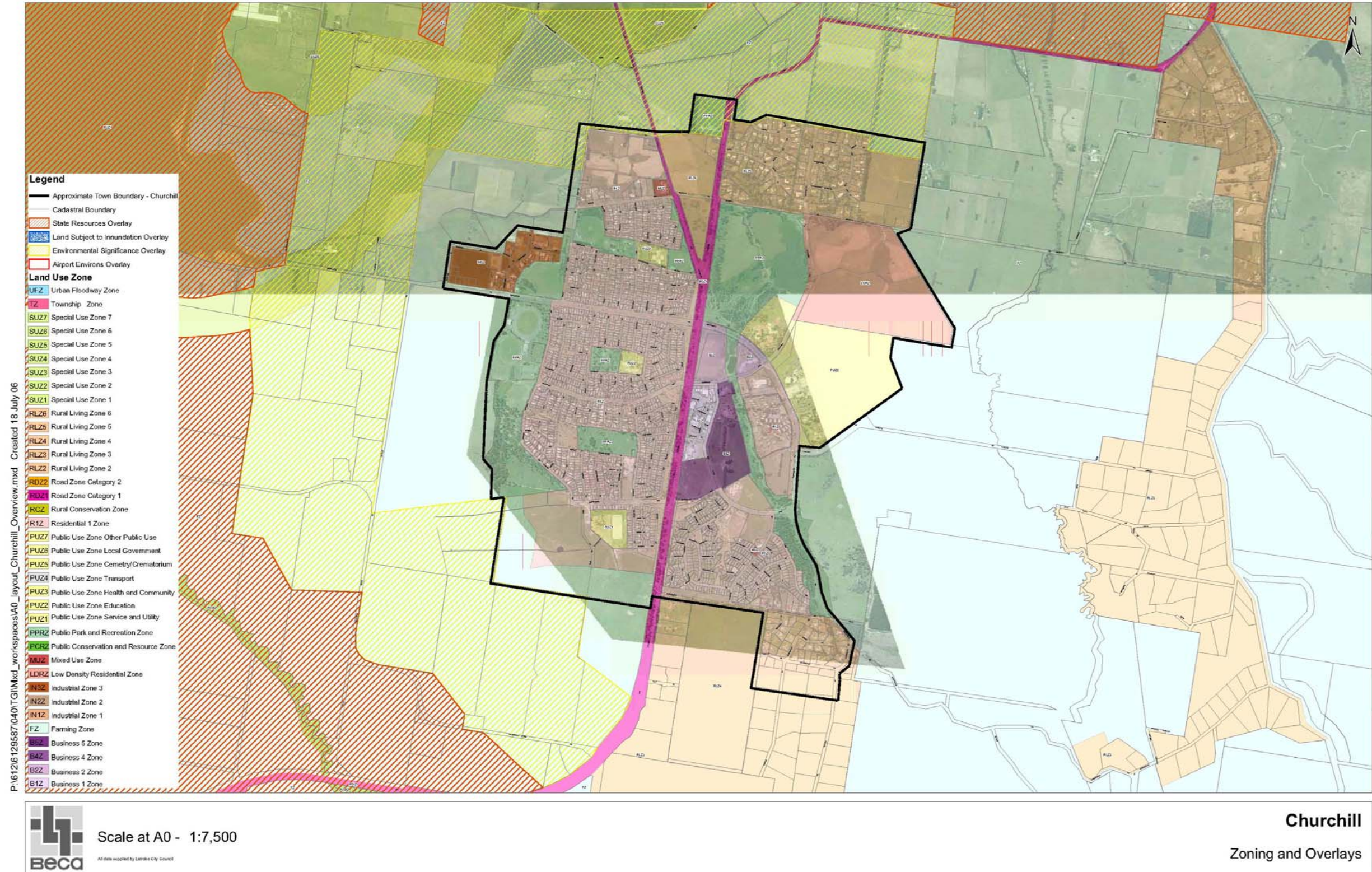
3.3 Amenity

Churchill has large amounts of open space, which present much opportunity for improvement of amenity. There is an opportunity to capitalise on these areas, developing them for both active and passive recreation. The area between Eel Hole Creek and the Leisure Centre in particular should be enhanced in terms of its recreational opportunities.

3.4 Transport and Mobility

Monash Way and the McDonald Way underpass were created with a population of 40,000 people in mind. Monash Way was designed to prevent pedestrian crossings in undesignated 'safe areas' and this has had the result of bisecting the town in two. On the western side there is predominately residential housing, recreational and primary age schooling. On the eastern side there is predominantly retail, commercial, higher educational and community facilities. Bisecting the town like this and not providing for walkability encourages car dependency. In order to support walking and cycling, east-west connections over Monash Way need to be strengthened.

Figure 1 - Churchill Land Use, Opportunities and Constraints



4 Strategic Objectives for Churchill

Of the four major towns in Latrobe, Churchill has the least constraints for future urban growth. Originally planned for a population of 40,000, it only contains a fraction of that, at around 5,000. Despite this, Churchill has had negligible growth over the past decade. There are two main issues that work against Churchill which have inhibited growth in recent years. These are accessibility and vibrancy.

Accessibility issues arise from the township being remote from the major transport spine (Princes Highway and the Railway Line), major employment areas, and services and facilities offered by the other large towns. The Town Centre also lacks vibrancy and exhibits poor urban form. This arises from the large area in the centre of the township originally set aside for an Activity Centre being largely vacant, and the existing centre suffering from poor integration with the rest of the township.

Churchill can build on its position in Latrobe and the Gippsland region as a centre for education. Churchill's greatest challenges are to create a vibrant town centre, overcome isolation from the other main towns and restore a perception within the residential market that Churchill is a great place to live.

The key opportunities offered by this Structure Plan to develop an east-west link between the Town Centre and Monash University; creating a direct link between the western residential area and the town centre; to rezone and develop land to the south of the town centre; and to encourage residential development within the existing town boundary.

Significant population growth is not expected in Churchill, although this may change depending on the outcome of the Traralgon Bypass Supplementary Inquiry. Should the Morwell Traralgon Corridor not ultimately accommodate urban growth, Churchill will remain as a key opportunity to accommodate future urban growth within Latrobe.

Overcoming the constraints of urban structure, accessibility and market perceptions are therefore crucial to secure a sustainable future for Churchill.

4.1 Strategic Objectives

Four major objectives have been identified for Churchill in response to the issues identified within the Issues, Values and Constraints section. These are:

1. To create a vibrant town centre;
2. To increase the intensity of land development around the inner core of the township;
3. To provide for high amenity housing choice; and
4. To improve transport routes and ease of movement

5 Consultation

The Churchill Business Workshop was held in the evening of Thursday 24 August 2006 at Green Inc. and was attended by 6 people. The main two business community representatives were from Monash University and a business owner within the Town Centre.

The main topic discussed in relation to Churchill was Monash University, its contribution to the make up of the town and its plans for the future. In response to new graduate courses, Monash University foresees that its student population will expand from 2000 students today to 3000 students by 2010. The university plans to redevelop and consolidate its housing stock in the area between the university and the town centre, as well as redeveloping the education facilities to create a heart for the university itself. It was recognised that this may present an opportunity to improve the connections between the university and the town centre.

Other issues identified included the need:

- For better transport links between Churchill and other towns, including off-road cycling paths and improved bus linkages.
- For the supermarket proposals to be approved in the right configuration.
- To protect and enhance Mathison Park as a key attraction of Churchill.
- To improve the structure of the Town Centre.

Further consultation was undertaken as part of the development of the Churchill Town Centre Plan. Consultation was introduced into the early stages of the process to ensure stakeholder involvement from the issues and opportunities gathering stage through to the analysis of the different concept options.

Consultation was held in the form of two stakeholder workshops: The first workshop was held on the 26th March 2007, and the second on the 30th May 2007.

A range of stakeholders were invited to the workshops. Workshop attendees included representatives from:

- Latrobe City Council
- Department of Sustainability and Environment
- Gippsland Area Consultative Committee
- Churchill & District Community Association
- Monash University
- Monash University Gippsland Student Union
- Sight and Sound Engineering
- Minster Constructions

- Horizon Petroleum (owners of Shell Service Station)
- 7th Dectex Pty Ltd (FoodWorks Supermarket)
- Green Inc.
- Landowners
- Department of Infrastructure
- Country Fire Authority

Figure 2 - Churchill Structure Plan Map - Urban Growth

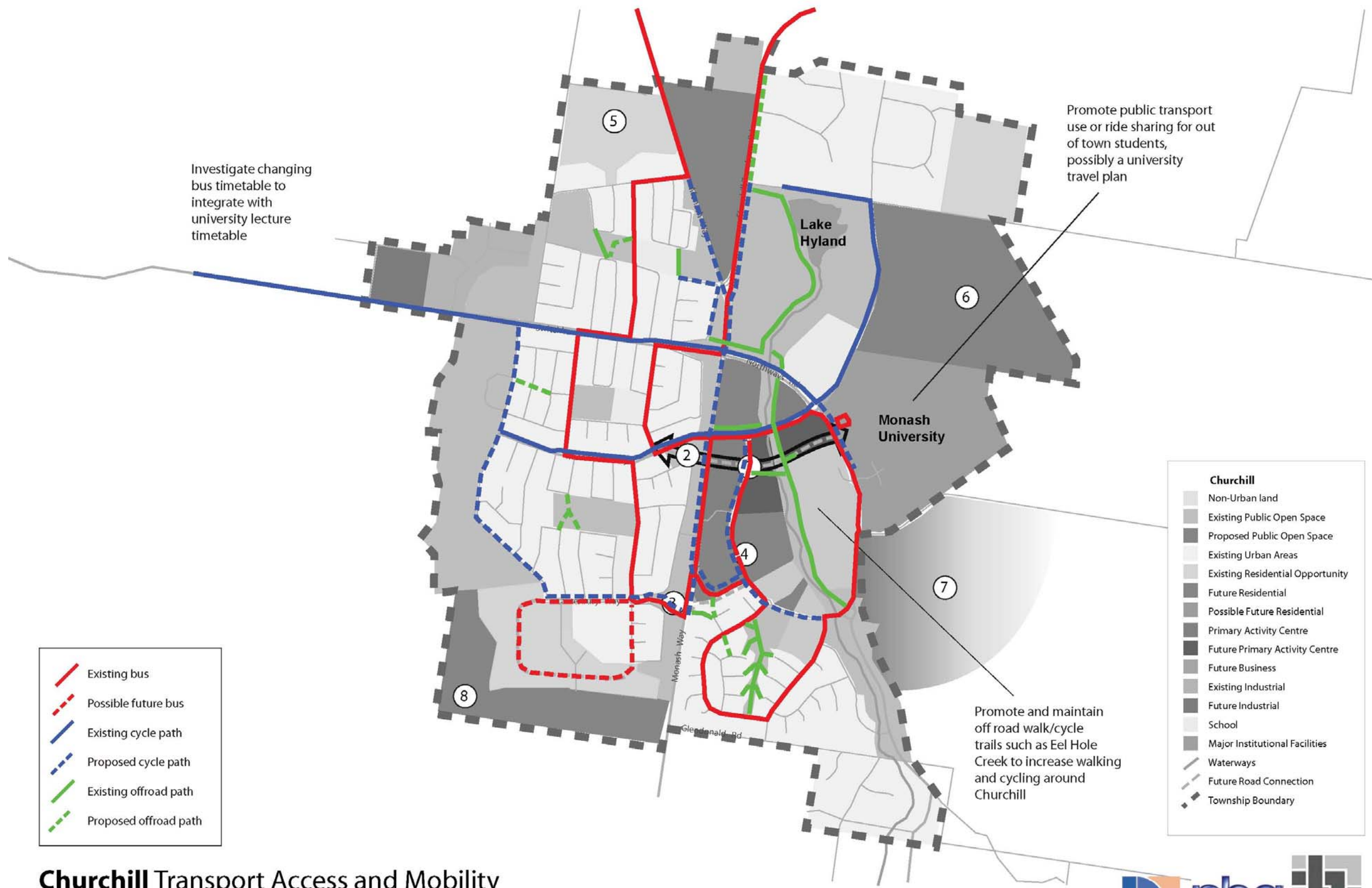


Churchill Urban Growth Structure Plan

August 2007



Figure 3 - Churchill Structure Plan Map - Transport Access and Mobility



Churchill Transport Access and Mobility

August 2007

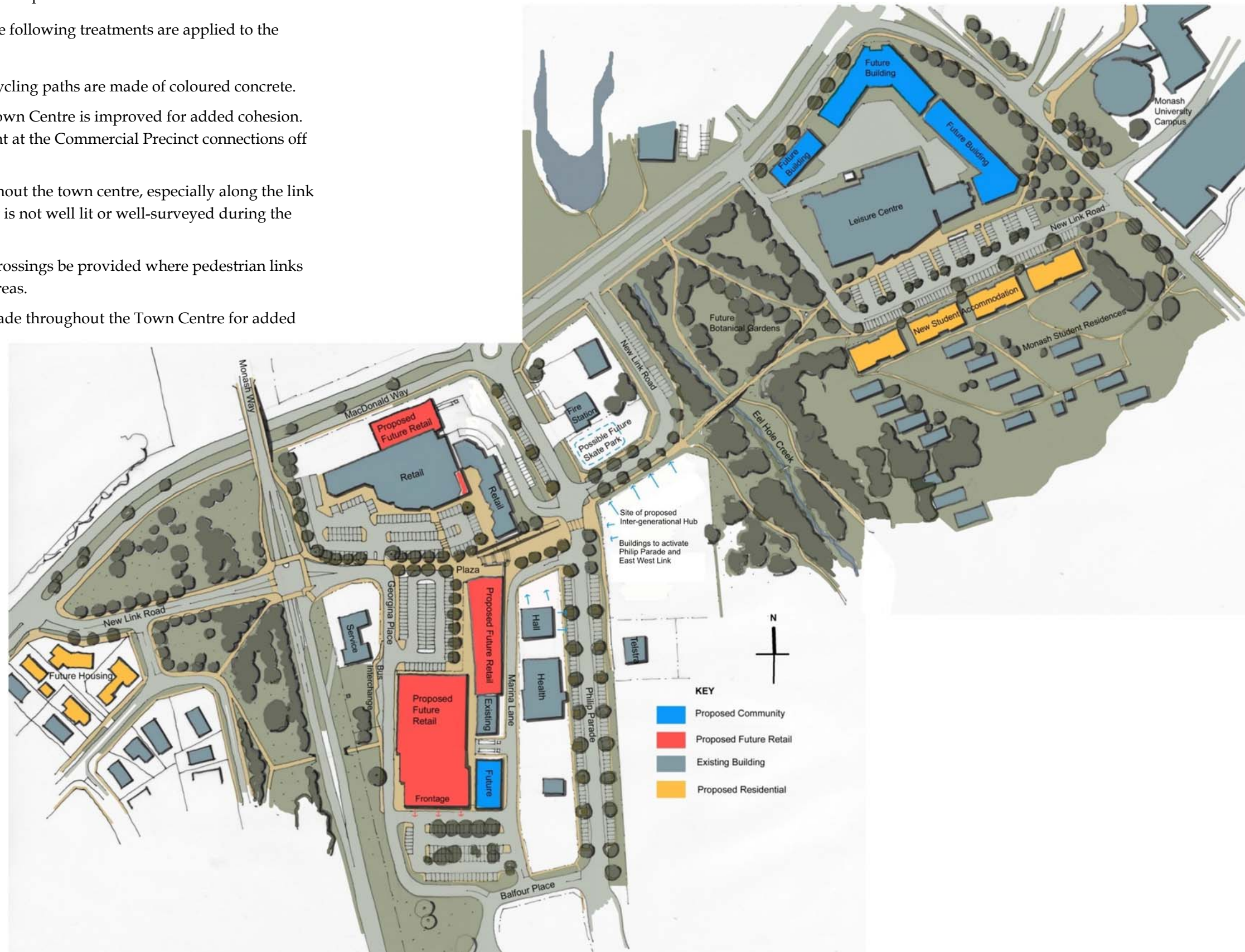


Figure 4 - Churchill Town Centre Plan

This figure shows the overall concept for the Churchill Town Centre Plan.

It is also recommended that the following treatments are applied to the entire town centre:

- The new pedestrian and cycling paths are made of coloured concrete.
- Signage throughout the Town Centre is improved for added cohesion. This is especially important at the Commercial Precinct connections off Monash Way.
- Improved lighting throughout the town centre, especially along the link through Section 3 where it is not well lit or well-surveyed during the evening.
- Well-marked Pedestrian crossings be provided where pedestrian links cross roads and parking areas.
- Planting treatments are made throughout the Town Centre for added aesthetic value.



6 Achieving the Objectives

The Structure Plan defines different areas within Churchill according to the strategic objectives and the different treatment required for these areas. The following table provides a description of each of the areas shown on the Structure Plan Map (Figure 2).

6.1 Areas as identified on the Structure Plan Maps (Figure 2)

Area	Description of Area
Area 1	Churchill Town Centre
Area 2	Between Monash Way and McDonald Way
Area 3	Intersection of Monash Way and Canterbury Way.
Area 4	Bordered by Monash Way, Linear Parkland and the northern alignment of Balfour Place and southern alignment of Canterbury Way.
Area 5	Bordered by Silcocks Road, Monash Way, Acacia Way and Birch Drive.
Area 6	Area between McDonalds Way and the town boundary and the area north of Mackeys Road to the town boundary.
Area 7	Area south of Lawless Road and east of Northways Road.
Area 8	Area south of Canterbury Way.

Each of the following objectives identifies which area they relate to. The Objectives and strategies should be read in conjunction with the Structure Plan Maps.

OBJECTIVE 1: Create a Vibrant Town Centre

Strengthen the links and increase the opportunity for activity between the Town Centre and Monash University (Area 1 and 2)

- Strengthen east-west movement along an active spine.
- This active spine should consist of retail, commercial, educational, community, recreational and residential uses.

OBJECTIVE 2: Increase the Intensity of Land Development Around the Inner Core of the Township

Create a compact town centre (Area 1 and 4)

- Prevent the further dispersion of businesses uses.
- Cluster businesses together within close proximity to the town centre.
- Reduce the reliance on the car to reach multiple destinations.
- Explore options for medium density housing.
- Increase the opportunities for greater research organisations to move to the area.

Reduce the oversupply of undeveloped and un-maintained land around the Town Centre (Area 4)

- Rezone land to residential and encourage new high/medium density residential development in this area.

OBJECTIVE 3: Provide for High Amenity Housing Choice

Encourage the development of existing residential zoned land (Area 4, 5 and 6)

- Encourage residential development in this area.
- Encourage the development of Area 4 as a priority.

Protect the rural land on the urban fringe from fragmentation (Area 7)

- Provide a land use zone that will not lead to the fragmentation of land into Rural Living and Low Density Residential uses.
- Reserve land for the growth of urban residential uses.

OBJECTIVE 4: Improve and Protect Visual Amenity

Complete the Greenbelt along the south-west border of Churchill (Area 8)

- Establish a greenbelt of passive open space, connecting the western recreational fields with the south and south-east end of Churchill.

OBJECTIVE 5: Improve Transport Routes and Ease of Movement

Improve accessibility to key destinations for all modes of transport (Area 2 and 3)

- Strengthen east-west movement for all modes of transport, but especially for pedestrians and cyclists.
- Create a vehicular connection between the western residential area and the retail centre.
- Improve the safety of crossing Monash Way through the introduction of a turning lane at the southern connection to Monash Way and an upgrade of the Georgina Place intersection with Monash Way (for more detail see the Churchill Town Centre Plan)

Complete the transport network for all modes of transport within the existing urban area, in order to provide a continuous and seamless network (Existing Urban Areas (Transport Structure Plan Maps))

- Expand the north-south connections of the on-road bike paths.
- Clearly mark bike lanes for their purpose.

Complete the transport network for all modes of transport to new growth areas, in order to provide a continuous and seamless network (Existing Urban Area (Transport Structure Plan Maps))

- Introduce bus services to the southeast of Churchill as urban development proceeds.
- Complete the network of off-road paths.

7 Implementation Program and Recommendation for Planning Scheme Amendments

7.1.1 Purpose

The purpose of this chapter is to provide an indicative implementation and monitoring program to effectively carry out the strategies and actions contained within the structure plan, to ultimately realise the vision and strategic objectives for Churchill over the next 30 years.

7.1.2 Timing

Each action is allocated an implementation timing category to assist Council to manage its resources to best administer the structure plan and implementation program. The three terms used are defined by the following periods:

- Short term – start implementation of this action within 12 months
- Medium term – start implementation of this action within 1-5 years
- Long term – start implementation of this action within 5-10 years

The timing of implementation actions is often dependent on one or other actions having taken place or being carried out concurrently. These dependencies are also shown in the table.

It is expected that the structure plan actions would be reviewed every five years, to ensure that key actions and outcomes required to move towards the future vision are achieved.

7.1.3 Lead Organisation

Each action includes who is responsible for driving elements of the Structure Plan. Commonly the lead driver is Latrobe City Council, although in some circumstances vested interests other than Latrobe City Council should take the lead.

7.1.4 Supporting Organisations

The implementation of the Structure Plans will, at times, require a dialogue with multiple government organisations, businesses, associations, landowners and the community. This table indicates which organisations and parties will need to be consulted in order to achieve the stated objective. This is not an exhaustive list and over the next 30 years there are likely to be changes to who needs to be consulted and why.

7.2 Structure Plan Implementation Guide

Action	Action and Justification	Timing	Lead Organisation	Supporting Organisation
General				
1.	Prepare an amendment to the Latrobe Planning Scheme Municipal Strategic Statement to include references to the Structure Plan including its vision, strategies, framework plan and implementation program.	Short	Latrobe CC	DSE Community Major stakeholders
2.	Advocate the Structure Plans to investment interests.	Short	Latrobe CC	Major property consultants Department of Industry, Innovation and Regional Development
3.	Monitor progress and review the Structure Plans at the time the Latrobe Planning Scheme is reviewed.	Short	Latrobe CC	Community Land owners and managers
Create a vibrant town centre				
4.	Implement the Churchill Town Centre Plan to strengthen east-west links between the Town Centre and Monash University, and which also connects the Town Centre to McDonald Way.	Short	Latrobe CC Monash Uni	Regional business interests Community
5.	Evaluate options to attract retail, commercial, educational, community, recreation and residential uses to locate in the area between the Town Centre and Monash University.	Short	Latrobe CC Monash Uni	Regional business interests Community
6.	Following the outcome of the urban design study, evaluate the need to rezone the land to accommodate changes.	Short	Latrobe CC	
Increase the intensity of land development around the inner core of the township.				
7.	As part of the future review of the Municipal Strategic Statement, incorporate policy that: <ul style="list-style-type: none"> ■ Discourages the further dispersion of business activity outside the core of the Town Centre. 	Short	Latrobe CC	Landowners Business Community

Action	Action and Justification	Timing	Lead Organisation	Supporting Organisation
	<ul style="list-style-type: none"> ■ Encourages businesses to cluster together within close proximity to the town centre. 			
8.	Rezone land in Area 4 from Business 4 to Residential and encourage new residential development in this area.	Short	Latrobe CC	Landowners Business Community
Provide for high amenity housing choice.				
9.	Promote liveability attributes of Churchill to developers and regional population.	Ongoing	Latrobe CC	Landowners Community
10.	Engage with land developers to encourage residential development in Churchill, especially of Area 4.	Ongoing	Latrobe CC	Landowners Community
11.	Identify Area 7 as a future growth corridor and implement planning policies that protect Area 7 from land fragmentation.	Medium	Latrobe CC	Landowners
Improve and protect visual amenity.				
12.	Evaluate mechanism to acquire and rezone land in the south-west from Farming to PPRZ. (Area 8)	Medium/Long	Latrobe CC	Landowners Community DPI
Improve transport routes and ease of movement.				
13.	Evaluate options for an east-west link from McDonald Way to the Town Centre, connecting to the east-west spine that links the town Centre to Monash University.	Short/Medium	Latrobe CC	VicRoads Business Community
14.	Initiate discussion with VicRoads and possible design work for a roundabout at the intersection of Canterbury Way and Monash Way.	Short/Medium	Latrobe CC	VicRoads Business Community
15.	Evaluate medium and long-term options to extend the bus routes, off-road and on-road paths to existing urban areas that are under-serviced.	Short	Latrobe CC	DoI/VicRoads, Latrobe Valley Bus Lines, Community



Report _____

Traralgon – Morwell Corridor - Concept Plan

August 2007

▪ Report

Traralgon-Morwell Corridor Concept Plan

Prepared for
Latrobe City Council

By
Beca Pty Ltd

ABN: 85 004 974 341

August 2007

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Revision History

Revision N°	Prepared By	Description	Date
A	Ben Mahon	Initial Draft	
B	Andrew McCulloch	Draft for Council approval	August 2007
C	Andrew McCulloch	Final	August 2007

Document Acceptance

Action	Name	Signed	Date
Prepared by	Andrew McCulloch		
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on behalf of	Beca Pty Ltd		

Table of Contents

1	Introduction	1
2	Policy Context.....	1
2.1	Traralgon Bypass Advisory Committee (September 2004)	2
2.2	Impact of LV2100	4
2.3	Traralgon Bypass Supplementary Inquiry (2007)	7
3	Latrobe Residential Land Supply Analysis	8
4	Opportunities and Constraints	10
4.1	North of Princes Highway	10
4.2	South of Princes Highway	11
4.3	Corridor Development Areas.....	14
4.4	Potential Impact on Residential Land Supply	15
5	Consultation	16
6	Issues and Values	17
6.1	Activity Centres	17
6.2	Transport and Mobility	17
6.3	Housing	19
6.4	Amenity	20
6.5	Open Space	20
7	Strategic Objectives for the Traralgon - Morwell Corridor.....	21
7.1	Strategic Objectives	21
8	The Concept.....	23
8.1	Areas as identified on the Concept Plan Map.....	23

1 Introduction

This *Concept Plan* has been developed as part of the Latrobe Structure Plans project, in consultation with Council, stakeholders and the community. As part of the project, Structure Plans have been prepared for Traralgon, Morwell, Churchill, and Moe. The purpose of these Structure Plans is to *provide for growth and change in a planned and managed manner over a 30-year period. The Plans are intended to provide clear direction to the community, government, and the development industry about appropriate development.*

In addition to the Structure Plans for the four towns, this *Concept Plan* was developed to examine how urban development within the Traralgon-Morwell Corridor would complement the Structure Plans for the other towns. The availability of parts of the Corridor for urban development is currently uncertain and relies on the outcome of the approved route of the future Traralgon Bypass and the future of coal reserves in the area.

This *Concept Plan* does not have the same status as the other *Structure Plans*. This Concept Plan articulates the vision of Council to satisfy growth expectations in the next 30 years and beyond. It is expected that the *Concept Plan* will form the starting point for the development of a Structure Plan pending the outcome of the Traralgon Bypass Supplementary Inquiry.

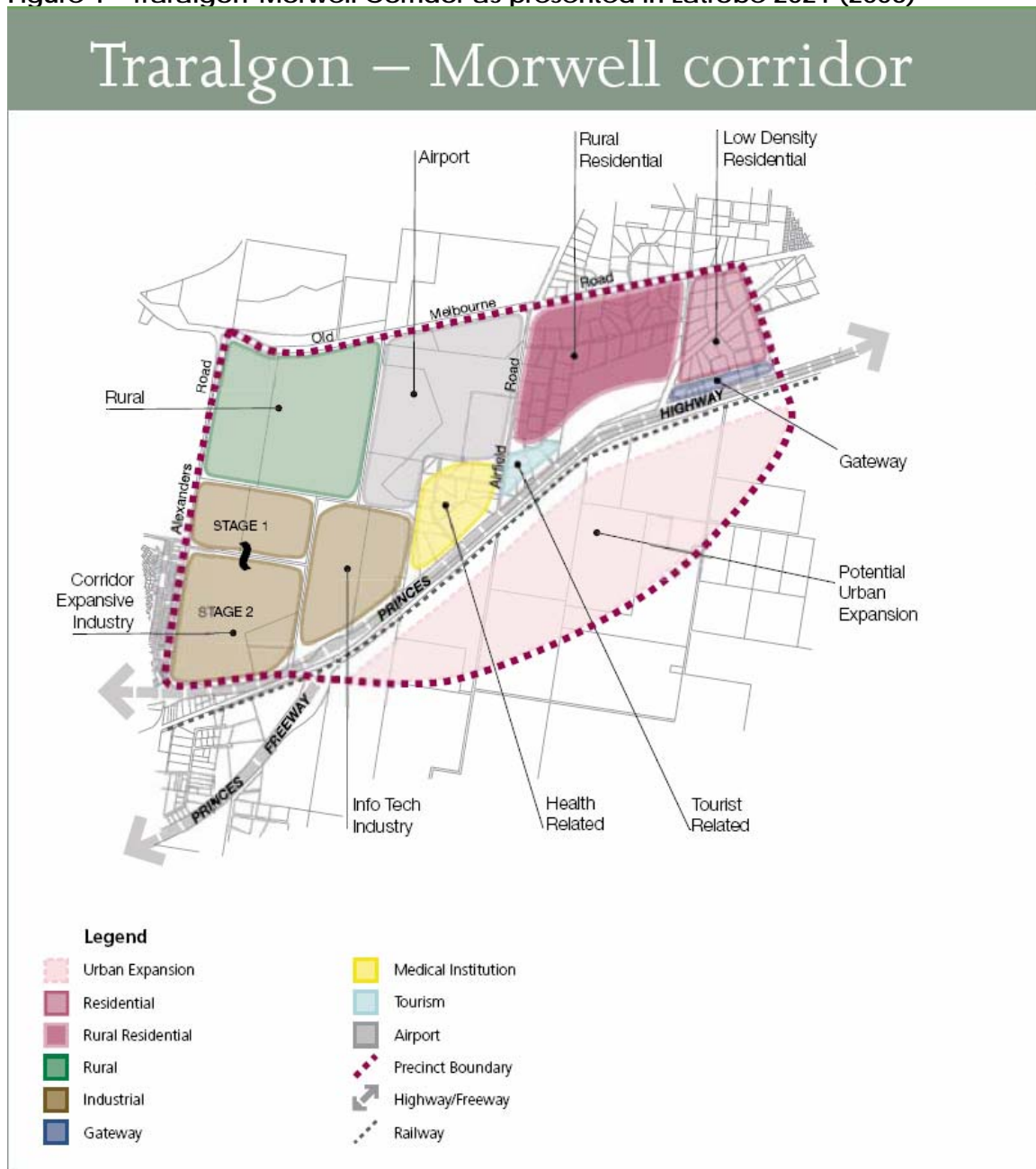
2 Policy Context

Historically, the Traralgon-Morwell Corridor has been set aside as a non-urban area. The Corridor is referred to specifically in Clause 21.03-3 of the Latrobe Planning Scheme, stating the Corridor should allow “*a separate identity for the settlements*” to prevent “*the encroachment of development towards the airport*” and to maintain “*high speed road access between Morwell and Traralgon*”.

Despite this planning history existing within the Planning Scheme, the current position of Latrobe City Council is reflected in Latrobe 2021 (2nd Edition, 2006), Latrobe’s key Strategic Planning tool. Latrobe 2021 sets out revised Structure Plans for the main towns. It is these plans in Latrobe 2021, and not the yet to be revised Planning Scheme, which sets out Council’s current position on future growth. These Structure Plans have formed the starting point for the Latrobe Structure Plans review. Figure 1 indicates Council’s position with respect to the Traralgon-Morwell Corridor prior to the development of the subject *Concept Plan*.

Council’s revised position with respect to the Traralgon-Morwell Corridor has been reflected in its submissions to the Traralgon Bypass Advisory Committee (2004) and the Traralgon Bypass Supplementary Inquiry (2007). The extent of development within the Corridor for urban development ultimately depends on the location of the Traralgon Bypass alignment. Realisation of Council’s vision for the Corridor requires the Bypass reservation to be approved on the southern-most alignment option, and the existing Coal buffer to be lifted from the area north of the Freeway alignment (south of the Princes Highway).

Figure 1 - Traralgon-Morwell Corridor as presented in Latrobe 2021 (2006)



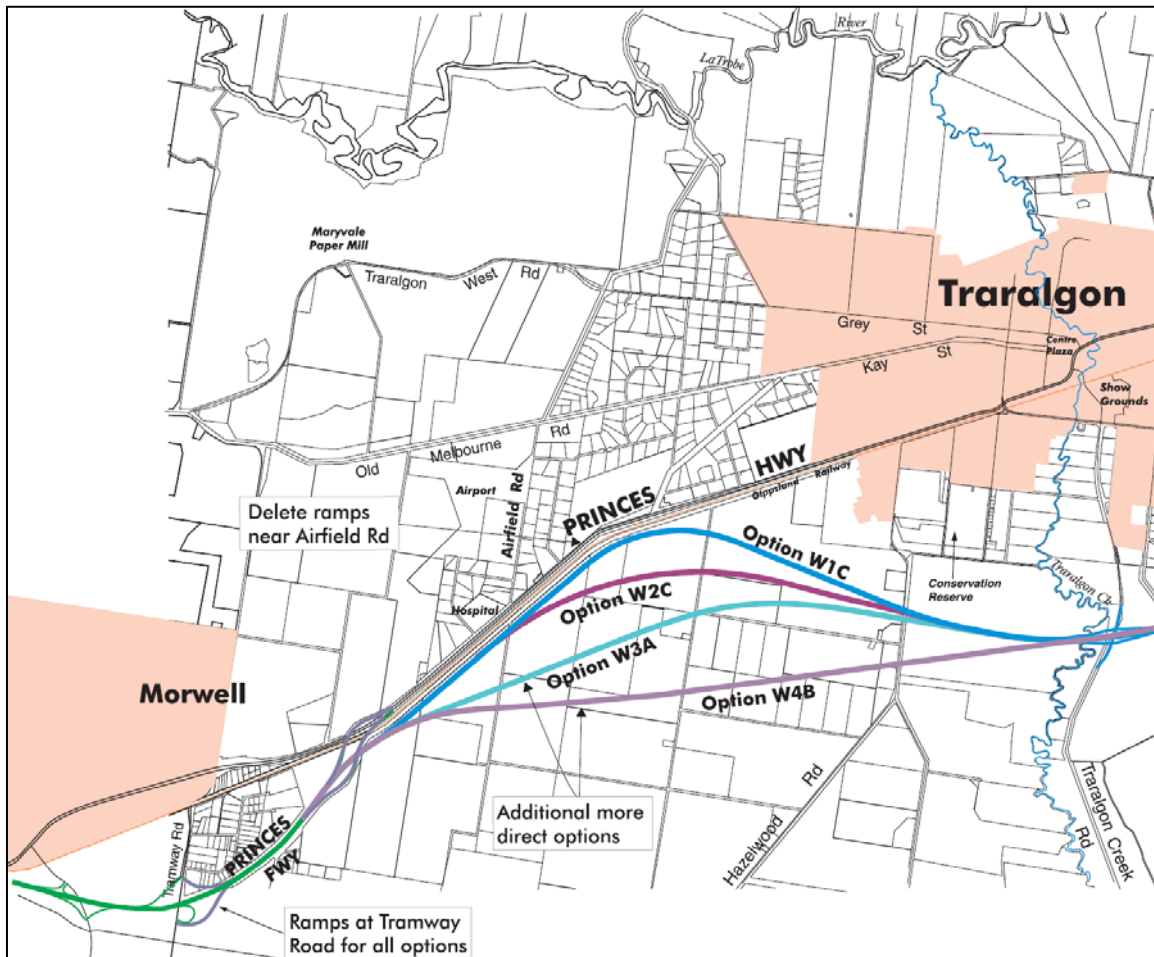
Source: Latrobe 2021 (2006)

2.1 Traralgon Bypass Advisory Committee (September 2004)

In its submission to the original Traralgon Bypass Advisory Committee, Latrobe City Council strongly supported Options W4B and E2D. These were consistent with VicRoads preferred options and ultimately recommended by the original Advisory Committee. In its submission, Council noted the objective of the community and Council was to maximise potential for urban expansion. Council agreed with the Princes Highway Traralgon Bypass - Planning Assessment Report (June 2004) that states at Section 9.3.1:

“It is expected that the need to provide for urban development to the south west of Traralgon will be a major issue affecting the selection of a route for the Bypass as urban expansion in other directions is restricted by the Latrobe River floodplain and the Loy Yang coal mine..... Overall, Options W3A and W4B are rated as performing better than Options W1C and W2C. This is because of their superior performance in relation to providing for the future urban growth of Traralgon, and secondarily, for their superior transport performance. The superior performance of Option W3A and W4A against these objectives is rated as being of greater importance than their performance against the objectives to protect coal resources and in relation to flora and fauna.”

Figure 2 - Traralgon Bypass Route Options



Source: VicRoads Traralgon Bypass Planning Assessment Report, 2004

The original Advisory Committee concluded in its report:

“In assessing the relative merits of the options, the Committee has sought to balance the potentially conflicting interests of coal protection and urban expansion. In doing so it has recommended that the southern most option to the west of Traralgon be adopted (Option W4B) and that Option E2D be adopted for the eastern section. Of

the western options, W4B provides the maximum opportunity for the future urban expansion of Traralgon while potentially sterilising an area of lower value coal. Of the eastern options, E2D has been recommended on the basis that it minimises the impact on existing rural living development on the town's eastern boundary and protects the coal resource associated with Loy Yang."

In adopting this position, the original Advisory Committee stated:

*"... the Committee has been mindful that there are significant constraints to urban development in other directions and that large scale long term growth can only occur to the south and south west. How long it might take to develop any additional land that is made available (or whether in fact it is ever developed) is impossible to determine at this time. Nevertheless, the Committee believes that it would be prudent for the preferred alignment to maximise the amount of land that is available for long term development. The Committee also believes that this future land bank needs to be rigorously protected so that it remains available for urban development. This would preclude the development of large areas for rural living or low density residential development (outside the urban buffer) – outcomes that would compromise Traralgon's long term growth potential. In this context, **the Committee believes that once the bypass alignment and associated coal and buffer boundary issues are resolved, Latrobe City should prepare a detailed Structure Plan for the southern area designed to protect and maximise the opportunity for long term development...** On balance, the Committee believes that there is a need to provide for the future urban growth of Traralgon and that this growth would be best accommodated to the south and south west of the existing urban area, rather than to the east. In this context, the Committee prefers option W4B.*

2.2 Impact of LV2100

The *Latrobe Valley 2100 Coal Resources Project* (LV2100) (2004/05) is the most recent examination of the potential development of the Latrobe Valley brown coal fields to the end of this century. The report was carried out for the Department of Primary Industries (DPI) and supported by Government and industry sponsors. Despite having no status in Government policy at this time, the report has significant ramifications for future urban development within the Valley. The *LV2100 Coal Project: Recommendations – Preliminary Action Plans & Implementation Strategy* (June 2006) overviews and groups recommendations from the project that require actioning. One of four groups of recommendations outlined in this report relate to Land Use Planning and Coal Resource Issues.

In relation to the specific issue of the Traralgon Freeway Bypass, the LV2100 report notes that the southern bypass alignment (recommended by the original Advisory Committee) would sterilize more existing coal than the most northerly route and should therefore be reconsidered. The LV2100 report notes that *"This study has not firmly defined the boundaries of new or modified coal areas. This involves further study of the coal; resources, likely mining areas and the need of new or modified coal areas."*¹ Highly rated coal areas are shown in Figure 3.

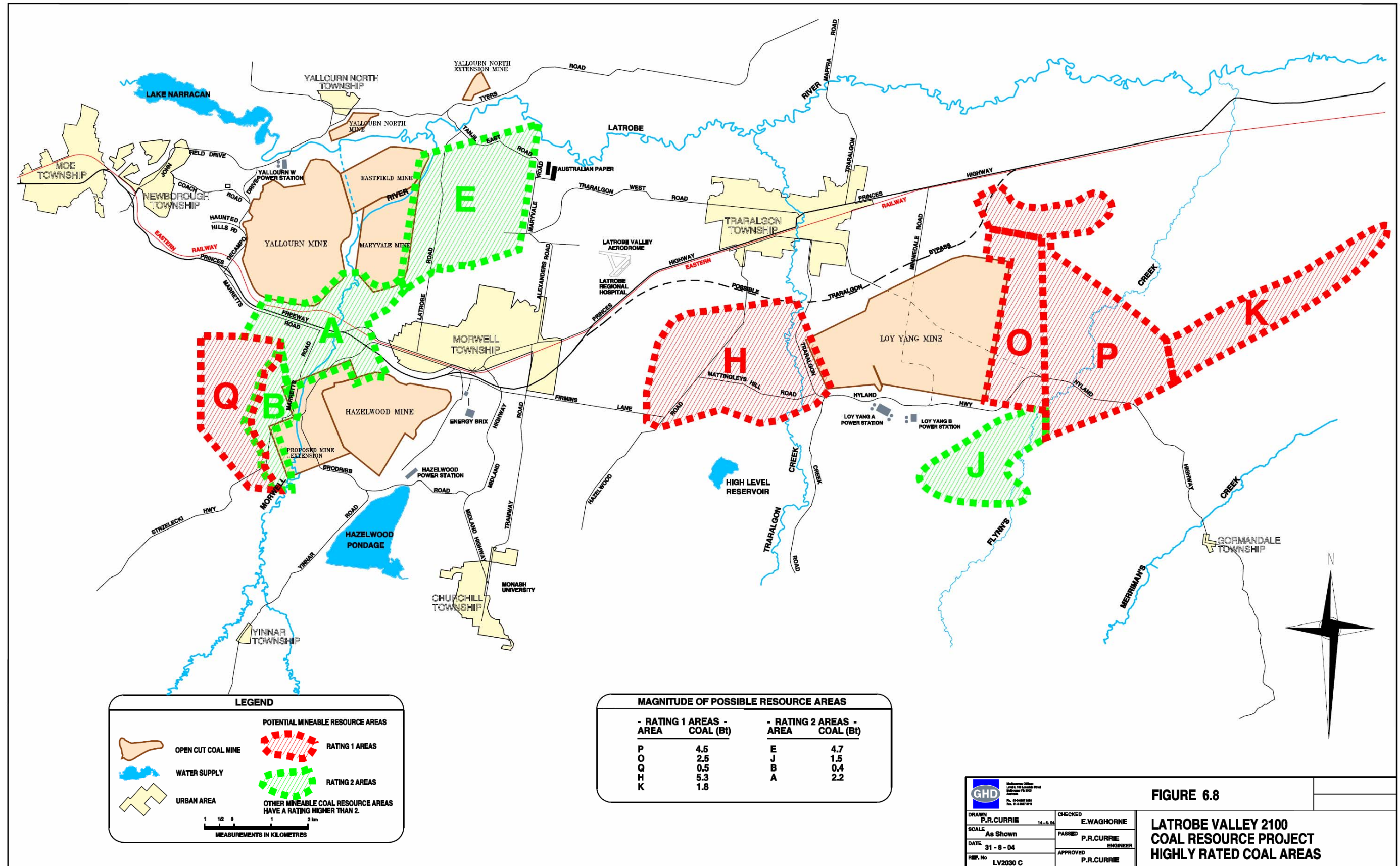
¹ Latrobe Valley 2100 Coal Resources Project, pp55

Most significantly, the project recommended careful location of the Traralgon by-pass and appropriate use of buffers to avoid impacting on *Coal Resource H*. In relation to urban development within the Corridor, the *Action Plans* report notes:

“Traralgon city has few opportunities for expansion and Latrobe City is considering a residential or rural residential subdivision south of the Princes Highway following the approach of a developer. These may require changes to the buffer zone and possibly impinge on Coal Area H development. It is important that these matters are resolved taking into consideration outcomes of the LV2100 Coal Project. The Buffer zone is critical for both Traralgon expansion and future coal use. The economic limits of the northern boundary of the coal area H needs to be defined in a combination with the Princes Freeway by-pass and Traralgon City development.”

The recommendations of LV2100 caused VicRoads not to proceed with a Planning Scheme Amendment to implement the recommendations of the Traralgon Bypass Advisory Committee following its report in 2004.

Figure 3 – LV2100 Highly Rated Coal Areas



Source: Latrobe Valley 2100 Coal Resources Project

2.3 Traralgon Bypass Supplementary Inquiry (2007)

This Inquiry was charged with the task of re-examining the recommendations of the original Advisory Committee, particularly relating to the western Bypass route options. Hearings were held in April 2007, however the report of the Inquiry has not been made public at the time of writing.

Council's position at this Inquiry was that the determination of the Traralgon Bypass in favour of the most southerly route (W4B) is of significant importance to the continued development of Latrobe City. Whilst the current planning scheme poses several policy conflicts in relation to the development of the Traralgon-Morwell Corridor, Council's current position is more adequately stated in Latrobe 2021.

4 Opportunities and Constraints

The following opportunities and constraints have been identified following analysis of the map at Figure 4, which shows Planning Scheme zones and overlays, over an aerial photo. These opportunities and constraints are considered in the light of two development scenarios;

- development of the Corridor for urban development, and
- retaining the existing planning framework.

In the event that all of the Corridor is made available for urban development, rather than creating an independent urban entity, it is proposed that development within the Corridor integrates particularly with Traralgon. An industrial area to the east of Morwell would form a barrier to the integration of the new residential development in Corridor with Morwell's residential area.

4.1 North of Princes Highway

Low Density Residential and Rural Living

A significant area within the Corridor on the north side of Princes Highway is zoned as Low Density Residential Zone and Rural Living Zone. This type of housing has added to the diverse range of housing stock in Traralgon, but is also an impediment to the intensification of urban development within the area, due to the difficulty in restructuring developed areas for more intensive development. Retrofitting infrastructure in such areas can prove difficult and community expectations need to be consistent to amend the planning framework across significant parts of the area for this to be a feasible opportunity. Nevertheless, should an area on the south side of the railway line be made available for urban development, the area bordered by the Princes Highway, the Traralgon Town Boundary, Old Melbourne Road and the Airport Overlay should be considered for conventional urban development, to maximise the efficient use of unconstrained land for urban development.

The feasibility of intensifying urban development in the area north of Princes Highway would be improved by the development of land to the south, providing essential infrastructure and services.

Regional Airport

The large footprint of the Airport Environs Overlay restricts opportunities for urban development north of Princes Freeway within the overlay area. Some areas within the overlay and outside of the airport site are already developed under the Rural Living Zone. Such land use would continue to be appropriate in any scenario for the development of the Corridor. Some areas within the southern portion of the Overlay could be considered for uses that complement the Airport and/or Hospital.

Regional Hospital

The Regional Hospital is centrally located between Morwell and Traralgon. The existing Planning Scheme restricts the intensification of urban development around the Hospital.

The Hospital provides an appropriate focal point for an Activity Centre south of the Highway.

Rural

The *Hollydale* site is a rural allotment within the Corridor on the north side of the highway. Conventional residential development of this area would be appropriate to complement development on the south side of the highway. In the event that the south side is unavailable for residential development, a lower density zone, such as Rural Living would be appropriate to complement adjacent land.

Other land between the Regional Hospital and the Morwell Town Boundary is zoned Rural and Special Use Zone 5 (SUZ5). The SUZ5 zoned land has been set aside for the proposed Morwell River Diversion, however LV2100 recommends that the proposed river diversion is no longer required and recommends that the land be rezoned. An Environmental Significance Overlay in this area signifies the location of a major pipeline. This would need to be protected in the event of development in this area.

Commercial/Retail

Specialised retailing, primarily car yards are located at the eastern end of the corridor. This should be retained in its present form.

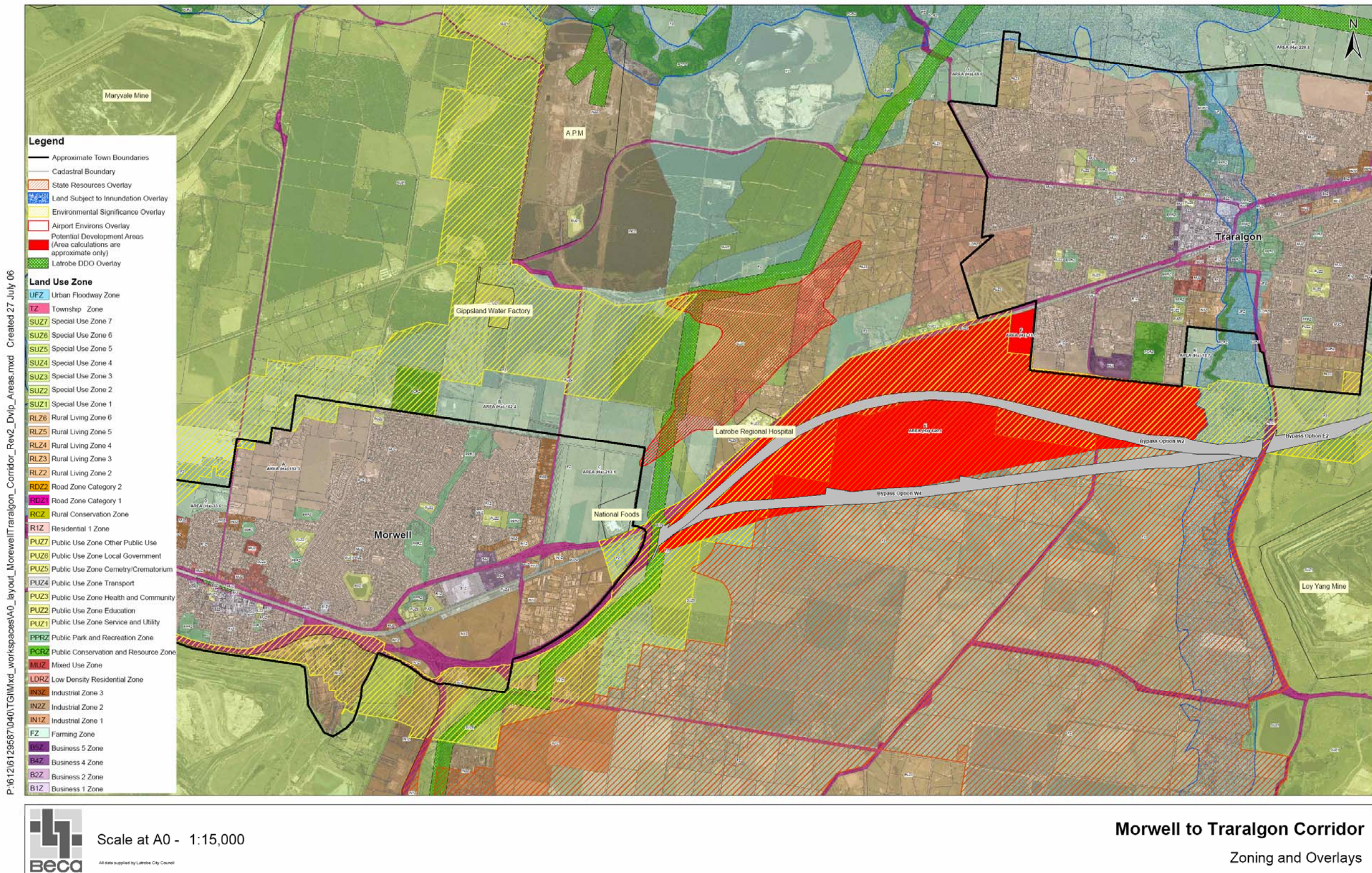
4.2 South of Princes Highway

Land south of the Princes Highway is largely within the Farming Zone and within the State Resources Overlay (SRO) or Environmental Significance Overlay (ESO). These overlays implement the planning framework recommended by *Framework for the Future (1987)* and within the Corridor, protect the coal recognised in *LV2100* as Area H. The SRO covers land affected by potential future coal mining and the ESO is the area set aside to buffer future mining operations from sensitive uses.

The development of the Corridor for urban development ultimately depends on the location of the Traralgon Bypass alignment. Realisation of Council's vision for the Corridor requires the Bypass reservation to be approved on the southern-most alignment option (W4B), and the existing Coal buffer to be lifted from the area north of the Freeway alignment.

Should these constraints be removed, the area between Princes Highway and the future Traralgon Bypass could be developed generally between the National Foods site to the west, and the Traralgon Creek in the East (south of the existing Traralgon township).

Figure 4: Traralgon-Morwell Corridor Constraints



4.3 Corridor Development Areas

Within the Traralgon-Morwell Corridor there are four greenfield opportunities that could be developed pending the outcome of the Traralgon Bypass Inquiry. These four sites are (see map below):

- (A) South of Princes Highway, north of the proposed southern Traralgon Bypass route, east of Morwell and west of Traralgon.
- (B) South of Traralgon, west of Traralgon Creek.
- (C) North of Princes Highway, east of the Regional Hospital and west of the Traralgon Golf Club.
- (D) North of Princes Highway, east of National Foods and west of the regional Hospital.

Figure 5 – Potential Greenfield Sites within the Traralgon-Morwell Corridor



For each of these sites, Table 1 below shows the potential developable land area less roads and open space, average lot size and the potential lot yield. Based on the current average lot size of 941m² the Traralgon-Morwell Corridor has a potential lot yield of 7,800 lots. By encouraging 800m² lot sizes, the yield could be increased to over 9,200 lots. It is considered that this estimate is generous, given non-residential uses have not been subtracted from the developable area (eg retail, commercial, railway and the like).

Table 1 - Potential Lot Yield of Greenfield Sites in the Corridor

Site	Land Area (ha)	Land area (m ²) less roads (18%) and open space (5%)	Lot Yield Scenarios	
			Potential lot yield based on 941m ²	Potential lot yield based on 800m ²
A	605	4,661,580	4,954	5,827
B	227	1,750,980	1,861	2,189
C	59	455,147	484	569
D	70	539,924	574	675
Total			7,872	9,260

4.4 Potential Impact on Residential Land Supply

As previously discussed, the Latrobe Planning Scheme calls for a supply of enough zoned land for 10-15 years and State planning policy (Melbourne 2030) uses a 30-year time frame for strategic planning and urban growth management.

Without the Corridor development it is likely that Traralgon's land supply will have been exhausted by 2020 and there will be no further land supply in proximity to Traralgon to support its continued growth.

Without the Corridor development it is likely that Morwell's land supply will have been exhausted by 2050 and there will be no further land supply in proximity to Morwell to support its continued growth.

Without the Corridor development it is likely that Moe's current designated land supply will have been exhausted by 2029, there are however areas to the south-east and north where further gains could be achieved.

Based on Traralgon's lot demand of 229 lots per annum and an average lots size of 940m², the Corridor area by itself could supply an additional 34 years supply for greenfield subdivisions.

5 Consultation

The consultation process undertaken as part of the Latrobe Structure Plans project raised very little objection to the notion of the Traralgon-Morwell Corridor being used for urban growth.

Business Workshops were conducted in Traralgon, Morwell, Moe and Churchill in August 2006. Most interest in the Corridor was expressed at the Traralgon workshop held on 23 August 2006 at the Latrobe Convention Centre, which was attended by approximately 30 people. The workshop was predominantly attended by professionals and landowners with land development interests, many of whom have interests in the Traralgon-Morwell Corridor. There was general support for urban development within the Corridor, which many saw as an imperative to support the sustainable growth of Traralgon.

The location of big box retailing (bulky goods and home maker centres) featured as an issue in Traralgon. Some would like to see these developed along Argyle Street, whilst others felt that it would be better to locate these in the corridor between Morwell and Traralgon. This issue was also raised in many written submissions as part of the exhibition process in early 2007, although there is interest in many locations apart from the Corridor. Given the limited demand for such facilities as stated in the recent draft Retail Strategy, Council will need to determine carefully the best location for such uses.

During the Business Workshops in August 2006, stakeholders in Moe expressed concern that the development of the Corridor may stifle growth opportunities for Moe, and the Structure Plans should ensure that adequate opportunities are provided in that town for future growth.

6 Issues and Values

The following issues and values have been identified as part of the Traralgon-Morwell Corridor Concept Plan:

1. Activity Centres
2. Transport and Mobility
3. Housing
4. Major Community Infrastructure
5. Amenity
6. Open Space

6.1 Activity Centres

Development of the Corridor will require the provision of locally accessible goods, educational and community facilities in a way that will encourage walking and reduce car dependency. Not only is this likely to reduce pollution and traffic congestion, it will also improve health and well-being of the future community.

Given planning policy to support the continued role of Morwell and Traralgon CAD's and Mid-Valley Shopping Centre as the dominant retail and commercial centres, there is a need to constrain the provision of centres within the Corridor to that which will service local needs. Morwell and Traralgon can continue to provide Major Activity Centres that will service the Corridor.

The Concept Plan envisages the provision of two Activity Clusters in addition to an Activity Centre. *Activity Clusters* are where community facilities and basic day-to-day shopping needs should be co-located. The Activity Centre will be more dominant than the other centres and perform as a *Neighbourhood Centre*, as defined by Melbourne 2030. This is the centre closest to the Regional Hospital, Regional Airport and site earmarked for a future train station. Given the synergies of a population base in the vicinity of 20,000 people, and employment opportunities based around the hospital and airport, the natural growth of this centre should be supported provided that it will be of net economic benefit to the City of Latrobe, the Corridor, Morwell and Traralgon.

6.2 Transport and Mobility

6.2.1 Airport

The Airport is a vital transport infrastructure that needs to be protected. The existing planning framework, utilising the Airport Environs Overlay is satisfactory for this purpose in the event that the Corridor is made available for urban development.

6.2.2 Railway

Whilst public transport patronage within the municipality is presently very low (0.6% of trips to work) there are a number of reasons why a train station should be developed as part of opening up the corridor, including:

- Increasing accessibility to community facilities and mobility of persons who do not have access to or cannot drive a private vehicle.
- Providing sustainable transport as a way of decreasing carbon emissions.
- Providing a high-speed transport network that connects the population, community infrastructure, retail, commercial and employment centres in Moe, Morwell, Traralgon and the Corridor.
- To connect populations outside of the Corridor to the regional Hospital and Airport.

When determining the feasibility of a new train station, the general rule of thumb applied by William Taylor of the Department of Infrastructure is:

- A population of 20,000 within a 3kilometre radius, or
- An employment destination made up of 6,500 jobs.

Other factors that are taken into account include the level of car ownership and whether the proposed station is at the end of a service line. William Taylor has advised that he has applied these rules of thumb to both the urban area of Melbourne and regional areas including Bendigo and Rockbank.

Figure 6 below is a picture of the Corridor, to the left is Morwell to the right is Traralgon. The blue dot is the Latrobe Regional Hospital and the red line shows the 3-kilometre radius from the hospital and where the proposed train station should be located. As can be seen the 3-km line encompasses the majority of the Corridor.

Figure 7 below shows where the majority of the urban residential development is proposed to occur within the Corridor. The Corridor area could ultimately contain a population in excess of 20,000 people.

In addition to residential development the structure plan recommends additional land be set aside to facilitate the co-location of research and commercial enterprise related to the hospital and airport. In the Corridor today there are 1,000 jobs based at the Hospital and Cancer Centre and 130 jobs at the Airport.² It is likely that employment within the corridor will continue to grow as the area develops.

² Urban Enterprise, (2007) Statement of evidence to the Advisory Committee – Urban land Supply and Demand.

Figure 6 – 3-Kilometre Radius from Latrobe Regional Hospital

6.2.3 Roads

Development is likely to occur over an extended time frame and will be undertaken by multiple developers. Vigilance will be required to ensure an environment that is interconnected for all modes of transport.

The Corridor area will be affected by the Princes Freeway and Gippsland Railway. The freeway and railway will become, if not managed correctly, a dividing line between the north and south. By establishing safe routes over the freeway for all modes of transport, communities can become highly integrated and can be provided with a high level of access to community facilities on either side of the freeway.

In order to ensure the early adoption of walking, cycling and public transport by new residents these facilities and services need to be established early in the development process.

6.3 Housing

The area to the north of Princes Highway includes the regional airport, regional hospital and a mixture of farming, rural living and low density residential allotments. It is proposed that land densities in the area up to Old Melbourne Road should be increased. Given the existing fragmentation of the land in rural living allotments, this is likely to occur slowly.

Provided that the Environmental Significance Overlay and State Resource Overlay are peeled back to south of the proposed Traralgon Bypass W4B alignment, land between the existing Princes Highway and the proposed Bypass is attainable for urban development. This land is currently zoned for farming purposes. Major landowners within the identified areas south of Princes Highway have expressed a strong interest in developing their land for residential and other urban purposes.

In order to achieve greater land efficiency within the Corridor it is proposed that average lot sizes should decrease from 940m² to 800m² or less. This will provide for more efficient

use of residential land, which is a scarce resource in this locality. It will also discourage the further subdivision of lots created within subdivisions after development.

6.4 Amenity

Given that the development of the Corridor will occur in stages over an extended period, it is important that the appearance of the inter-town area and gateways are maintained. The existing Traralgon gateway (within the Corridor) is dominated by car yards that line the north side of the highway. Whilst these existing businesses cannot be readily relocated, further development of this type should be discouraged within the Corridor and instead should be encouraged to locate within purpose designed precincts such as the Mid-Valley retail precinct (see Morwell Structure Plan).

6.5 Open Space

It is a State planning requirement that open spaces of appropriate quality, quantity and location be provided to meet the recreational and social needs of the community. These open spaces need to be connected to other open spaces within the Corridor and where possible to other places within Morwell and Traralgon. Given the largely blank canvas at this point in time there is a significant opportunity to plan in open spaces of the highest quality. It should be kept in mind that Latrobe City is seeking to attract new businesses and residents who are likely to seek high amenity environments.

7 Strategic Objectives for the Traralgon - Morwell Corridor

The future development of the Traralgon-Morwell Corridor is fundamentally tied to the outcome of the Traralgon Bypass Supplementary Inquiry. This Inquiry will recommend the alignment of Traralgon Bypass. If the northern route option is chosen, which is the option that the Department of Primary Industry (DPI) prefers, then opportunities to develop within the Corridor are limited. If the southern route option is chosen, which is the option that Latrobe City Council supports, then opportunities to develop within the Corridor are significant. The Concept Plan that follows is predicated on the State government confirming the southern route option alignment, thus opening up development in the Corridor.

The Traralgon-Morwell Corridor is to be primarily a residential area serving Morwell and Traralgon. Due to growth constraints in the Latrobe Valley generally, there is a strong need to subdivide land more efficiently. The average lot size in Traralgon today is 941m² and this will need to be reduced in this area to an average of at most 800m² and significantly smaller (terrace townhouses) directly surrounding the Neighbourhood Activity Centre and neighbourhood activity clusters. By increasing land use efficiencies it is projected that the number of lots could be increased from 7,800 lots to 9,200 lots.

There is no industrial growth planned for the Corridor area, however the future industrial precinct along the eastern edge of Morwell is in close commuting distance.

The creation of a business precinct around the Regional Hospital and Regional Airport would provide for new commercial entities aligned to the medical and aviation industries. The Regional Airport and Hospital would remain in their locations and urban development will need to protect the ongoing use of these established land uses.

The Princes Highway and Gippsland Railway run east-west through the Corridor, connecting the Corridor area to Morwell and Traralgon. The Corridor area therefore has excellent road and rail access to the existing townships of Traralgon and Morwell and the services these towns offer.

A future train station is recommended to be located between the Regional Hospital and Town Centre, which is also in close proximity to the Regional Airport. Not only will this connect new Corridor residents to opportunities outside of their neighbourhood, but also provide existing residents in other towns with improved connections to major community infrastructure.

New road links will be developed to connect the Corridor together on both sides of the Princes Highway and to connect the Corridor closely with Traralgon's existing urban framework.

Public open space links will need to be created in a way that takes into account and utilises key creek lines.

7.1 Strategic Objectives

This Concept Plan outlines seven strategic objectives in response to the identified Issues and Values. These objectives have informed the development of the Concept Plan:

- Establish walkable neighbourhood activity clusters.

- Predicate the development of the Corridor on the provision of a railway station.
- Establish transport routes and ease of movement for a hierarchy of modes.
- Provide for high amenity housing choice.
- Encourage Compatible Land Uses Surrounding Major Infrastructure
- Improve and protect visual amenity.
- Provide for an integrated network of open space

8 The Concept

The following section details a number of strategies that are central to achieving the objectives of the Concept Plan. These strategies provide the detail that shapes the overall Concept Plan, presented in Figure 7, and they should be interpreted in conjunction with the graphic illustration.

8.1 Areas as identified on the Concept Plan Map

Area	Description of Area
Area 1	Latrobe Regional Airport
Area 2	Latrobe Regional Hospital
Area 3	Bordered by Princes Highway, National Foods, airport buffer and Village Avenue.
Area 4 (x2)	Town Gateways
Area 5	New Neighbourhood Activity Centre
Area 6 and 7	Future residential area south of the Princes Highway and north of the proposed Traralgon Bypass (southern option, W4B).
Area 8	Existing Car dealerships.
Area 9	Bordered by Princes Highway, Old Melbourne Road, Airfield Road and Traralgon township boundary.
Area 10	Vehicle and pedestrian crossings over Princes Highway and the Railway Line, preferably underpasses.
Area 11	Area between the airport and hospital, and along either side of Airfield Road.

OBJECTIVE 1: Establish Walkable Neighbourhood Activity Clusters

Establish a compact new Neighbourhood Activity Centre for to cater for local residents (Area 5)

- Locate the Activity Centre in proximity to the Regional Hospital.
- Mid-level range of goods and services only, with the intention of servicing the new community.
- The centre should not compete with the Town Centres of Morwell and Traralgon, nor Mid-Valley Shopping Centre.
- Maintain a compact building form and discourage the dispersion of commercial activities.

Reduce the need to drive long distances for goods, services and community facilities

- Encourage the development of Activity Clusters - local community services and facilities in accessible locations throughout the community.
- Clusters should consist of basic goods and services.
- Clusters should not undermine the central role of Activity Centres.

OBJECTIVE 2: Predicate the Development of the Corridor on the Provision of a Railway Station

Establish a new railway station and bus stop

- Locate the railway station in walking distance to the Regional Hospital and Activity Centre.
- Establish the train station as a transport hub, with bus services stopping directly outside the station, minimising the walking distance between bus and train services.

OBJECTIVE 3: Establish Transport Routes and Ease of Movement for a Hierarchy of Modes

Create a pedestrian orientated urban environment that reduces reliance on private automobile travel

- Provide direct and logical routes for all modes of transport.
- Provide public transport services in the early development stage.
- Provide feeder buses to the train station, rather than duplicating bus/train services along the same route.

Provide transport links across Princes Highway (Area 10)

- Cater to all transport modes.
- Ensure all residential areas can safely and efficiently access a neighbourhood activity cluster.

OBJECTIVE 4: Provide for High Amenity Housing Choice

Increase supply of residential land (Areas 3, 6, 7 and 9)

- Encourage new residential development in this area, decreasing the average lot size to less than 800m².
- Provide logical and direct pedestrian and vehicle connections to and from community facilities in existing towns.
- Provide public open space linkages.

OBJECTIVE 5: Encourage Compatible Land Uses Surrounding Major Infrastructure

Protect the airport and regional hospital from the encroachment of incompatible land uses (Area 1 and 2)

- Discourage the development of residential uses within the flight paths of the Latrobe Regional Airport by retaining the Airport Environs Overlay.

Encourage land uses that have a synergy with the airport and hospital

- Encourage the development of medical orientated facilities and businesses around the Latrobe Regional Hospital.
- Encourage the development of airport orientated businesses around the Latrobe Regional Airport.

OBJECTIVE 6: Improve and protect visual amenity

Do not allow the further development of bulky goods along the spine of Princes Highway/Drive outside the existing car sales precinct (Area 8)

- Discourage the proliferation of bulky goods along the Princes Highway between Morwell and Traralgon.
- Encourage sensitive urban development along the Traralgon-Morwell Corridor.

Enhance and maintain the inter town gateways (Area 4)

- Provide for a gateway to the Corridor at the Morwell interface.

OBJECTIVE 7: Provide for an Integrated Network of Open Space

Utilise features of the natural landscape to establish the pattern of public open space (Corridor)

- Provide public open space and connections to existing public open space.
- Use existing drainage lines and natural water courses.

Figure 7 - Traralgon-Morwell Corridor Concept Plan

