

Latrobe

Transit centred precincts

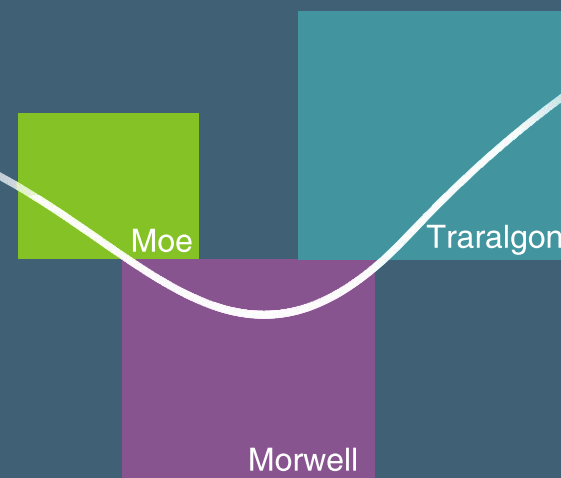
Executive Summary
Revised Consultation Draft

Prepared by

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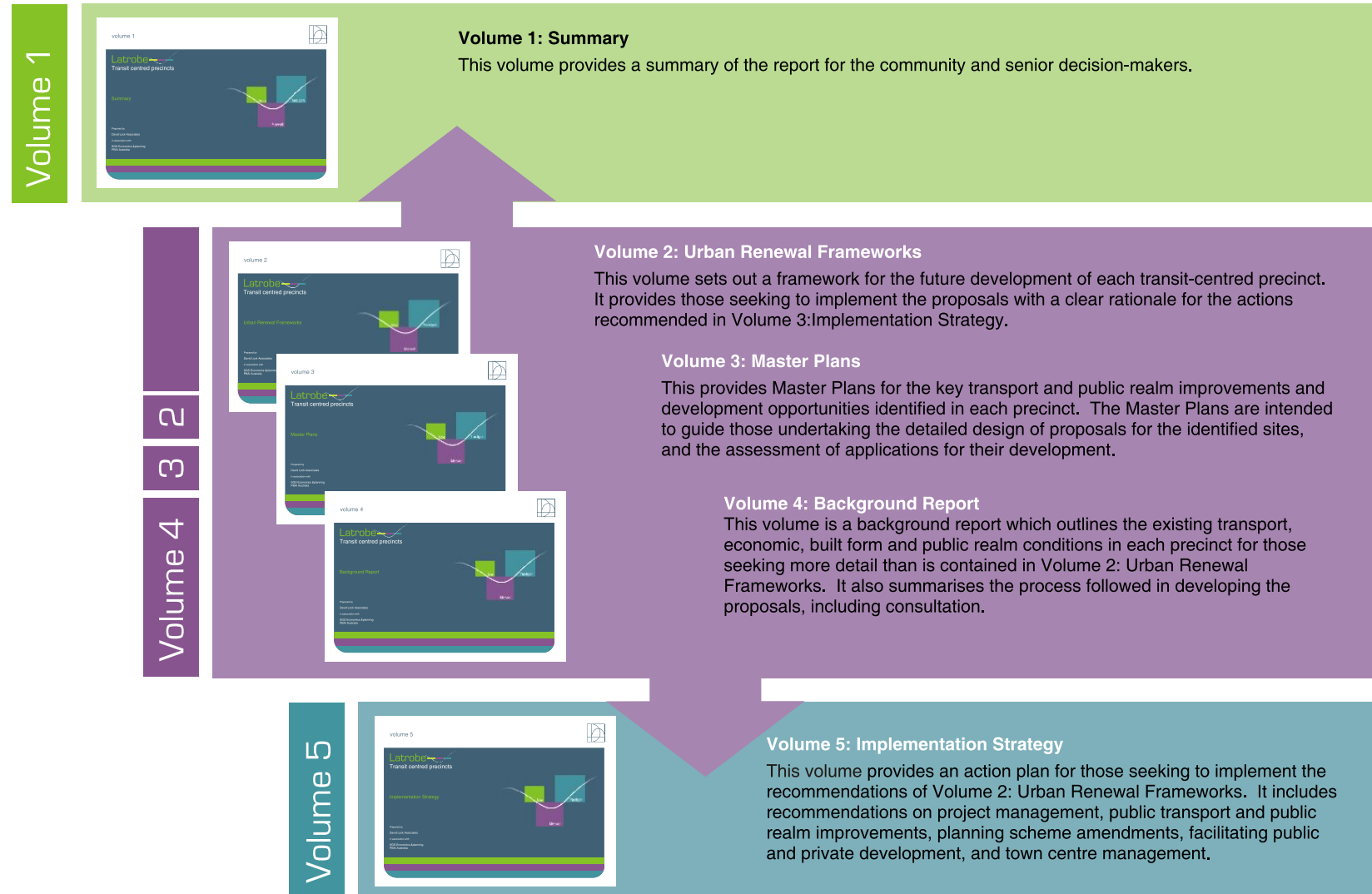
Preface

This is the consultation draft of the Latrobe Transit-centred Precincts Report, which provides a plan for the future development of the areas within a comfortable walking distance of the Moe, Morwell and Traralgon train stations.

The development of the proposals has involved wide informal consultation with key stakeholders and the broad community. However, the proposals contained in this draft have not been formally considered by Council. The purpose of the draft is to seek comment on the proposals to inform their consideration by Council.

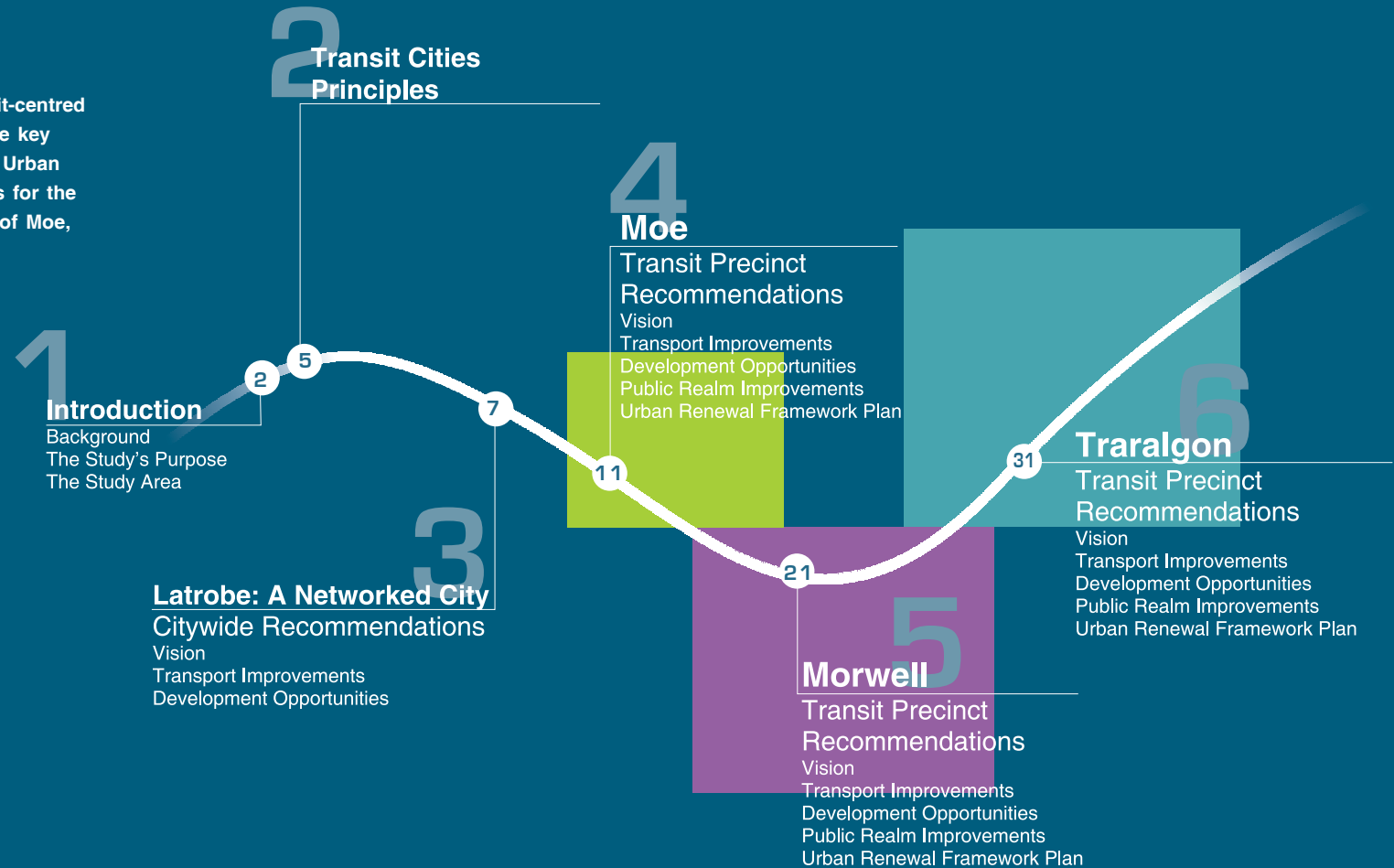
Once the report is adopted, it will be implemented through a partnership between state and local government and co-ordination of agencies and public authorities. Its implementation will be subject to budgetary processes.

The Latrobe Transit-centred Precincts report is presented in five volumes to meet the needs of its different readers:



Contents

This is Volume 1 of the Latrobe Transit-centred Precincts report, which summarises the key findings and recommendations of the Urban Renewal Frameworks and Master Plans for the transit-centred precincts in the towns of Moe, Morwell and Traralgon.



Background

The prosperity of the Latrobe Valley has shown positive signs of growth with a recent increase in investment and new residential development. Demographic trends are also leading to market demand for a greater range of housing types and lifestyle options with Traralgon currently attracting the bulk of this new investment.

However, the Latrobe Valley and its transport network are still marked by the detrimental effects of structural economic and social change led by the downturn in the energy industry in the early 1990s. Of the three towns in the study area, Moe and Morwell most acutely portray the effects of this decline.

The Urban Renewal Frameworks and Master Plans illustrate the means to capture this investment growth and channel it towards Transit Cities outcomes. They also explore how to direct some of this new development to the revitalisation of Moe and Morwell.



Regional Context Plan

The Study's Purpose

The Latrobe Transit Centred Precincts Urban Renewal Frameworks and Master Plans project was initiated by the Department of Infrastructure (DOI) as part of the *Transit Cities* program*. The primary purpose of this program, and a key direction of the Victorian Government's *Melbourne 2030* strategy, is to create safe, vibrant and accessible communities by establishing more compact and vibrant town centres that are linked by effective public transport networks – specifically, high quality rail links. The identification of the Latrobe Valley as one of the thirteen 'transit cities' builds on the inclusion of the Melbourne-Traralgon railway line in the *Regional Fast Rail* program. In particular, the project aims to capitalise on the improved services and faster journey times that the *Regional Fast Rail* project will offer to improve the liveability of Moe, Morwell and Traralgon and, ultimately, their economic vitality.

The Urban Design Frameworks and Master Plans have dual, complementary purposes - to manage growth to enhance the liveability and sustainability of the three towns, and to stimulate local and regional economic and social regeneration. More specifically, they provide strategic direction and detailed recommendations by which to improve public transport, encourage transit-oriented development and enhance the public realm in the town centres of Moe, Morwell and Traralgon. They seek to achieve the following aims.

Create an accessible physical, social and cultural 'centre of gravity' for each town

Increase local and regional public transport patronage

Provide opportunities for an urban lifestyle

Stimulate the local economies of each town

Provide a positive image and stronger focus for public and commercial activity in each town

Improve the public realm quality and attractiveness within each precinct, with the particular aim of improving pedestrian amenity

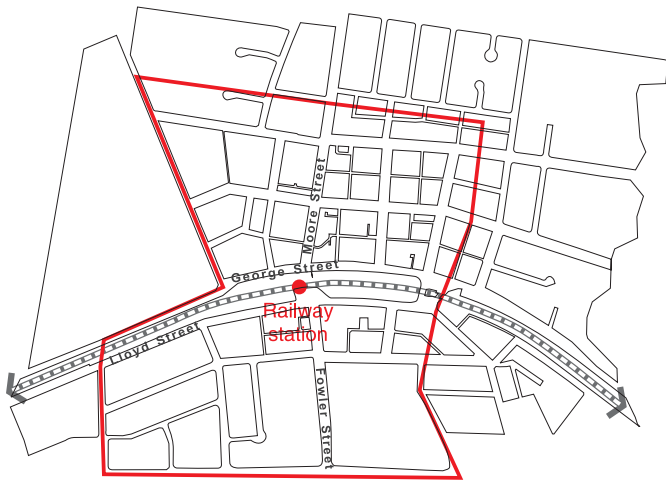
Promote environmentally sustainable outcomes

Facilitate an increase in housing diversity and affordability

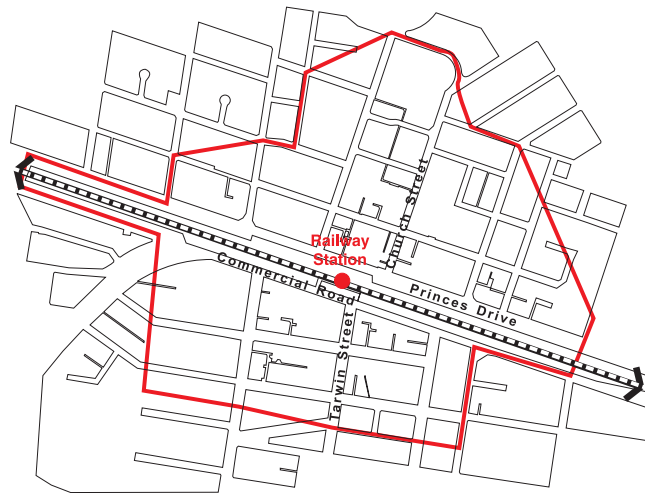
Enhance accessibility to employment and services

The Study Area

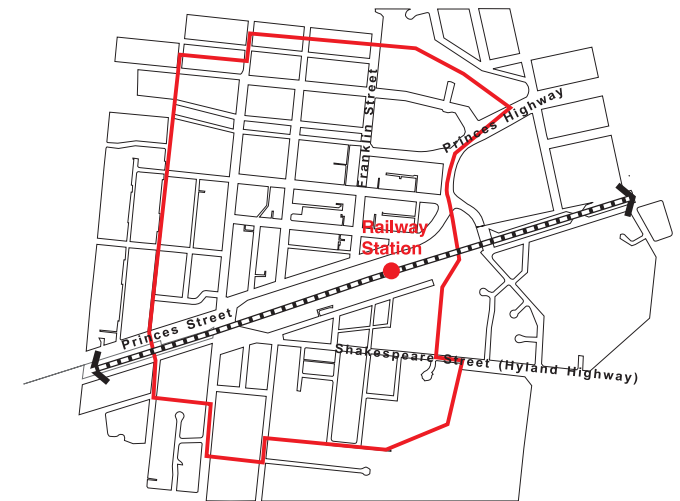
The Transit-Centred Precincts focus on the area within a comfortable walking distance of each of the three towns' railway stations. They incorporate the primary activity centre in each town - ensuring services are easily accessible from transit-oriented development - and some significant development sites.



Moe Transit Precinct



Morwell Transit Precinct



Traralgon Transit Precinct

Transit Cities Principles

The *Transit Cities* principles that form the foundation of the Urban Renewal Frameworks are listed below. They are intended to help those involved in the implementation of the Frameworks to better understand and convey to others the intention of each design decision, assisting in the realisation of the recommendations.

Transit Cities is a \$14.5 million State initiative that aims to encourage higher-density, mixed-use development – particularly housing – in Melbourne and Victoria’s key regional activity centres that are connected to each other by rail. This will create environmentally sustainable, socially inclusive and commercially successful centres.

More specifically *Transit Cities*’ aims are to create ‘safe, vibrant and accessible communities that are centred on public transport’, ‘link people to services, to opportunities and to each other by putting a seamless transport network at their doorstep’, ‘encourage higher-density, mixed-use development... (which) will cater for and stimulate urban growth’ maximise the Victorian Government’s investment in Regional Fast Rail Links’ and ‘protect the local character from uncoordinated urban growth’ by concentrating development around railway stations.

Transit Cities seeks to meet and capitalise on the growing demand for an urban lifestyle, in which people live close enough to walk to shops, services - including high quality public transport - and, in particular, cafes, bars and

restaurants. This increases social interaction, in turn generating a strong sense of community. It also contributes to sustainable urban growth by minimising private car use and supporting public transport, capitalising on existing infrastructure and reducing urban sprawl, reduces inequality by providing more, and potentially more affordable, opportunities to live close to jobs, shops and services and supports local shops and businesses by increasing their catchment.

Therefore, while the term ‘*Transit Cities*’ emphasises the importance of public transport, equally important is the proximity of housing to jobs, shops and services, and the ingredients of an urban lifestyle. In summary, *Transit Cities* are precincts containing a railway station and an activity centre, which concentrate travel origins and destinations within walking distance of the station to foster the use of public transport for longer trips, increase travel ‘equity’ and support the more efficient use of urban infrastructure, contain higher-density housing to foster walking for shorter trips, improve access to jobs, shops and services, and support local businesses, contain the elements of an urban lifestyle and have a ‘walkable’ environment.

In this project, the term ‘transit precincts’ is used to refer to such areas.

General Principles

- A - Promote a positive regional image
- B - Protect and enhance local character
- C - Introduce higher density housing
- D - Ensure an active public realm
- E - Create pedestrian-friendly streets and spaces

An Effective Public Transport System: High quality public transport services & facilities

- F - Provide effective and inviting public transport services
- G - Provide direct and inviting links to public transport nodes
- H - Enhance connectivity between different travel modes
- I - Provide high quality passenger facilities
- J - Give public transport a high public profile

The Streets & Paths: An effective movement network

- K - Create permeable street networks and legible built environments
- L - Provide cycling facilities
- M - Bring traffic in, carefully
- N - Encourage travel behaviour change

The Precinct Cores: Transit-centred & urban lifestyle development

- O - Promote higher-density, mixed used development around public transport and urban lifestyle amenities
- P - Create an urban lifestyle hub

The Town Centres: Vibrant activity centres

- Q - Create compact town centres
- R - Promote diversity
- S - Provide car parking, carefully

The Precinct Edges: More housing close to transport & services

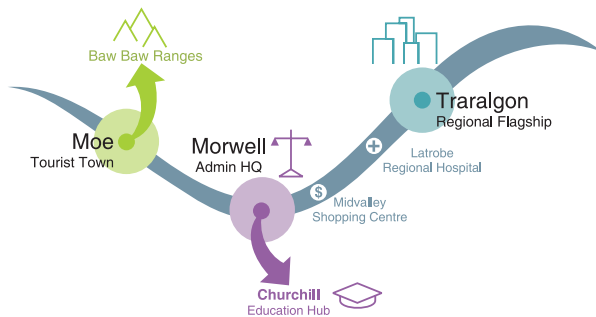
See General Principles

3 Latrobe: A Networked City

Vision

Transit Cities seeks to concentrate new development within existing regional centres, to protect the valued qualities of established urban areas and ensure the liveability of new development areas. This also creates opportunities for an urban lifestyle, and results in more environmentally sustainable and commercially successful urban places. *Melbourne 2030* envisages that the combination of public investment in infrastructure and the establishment of new 'urban lifestyle' locations with excellent transit links to Melbourne and other parts of Regional Victoria will trigger some redistribution of population growth from Melbourne to regional centres, which would have 'knock on' benefits in terms of generating opportunities for housing, retail and other business development.

Moe, Morwell and Traralgon have significant untapped potential for the development of major transit precincts.



The Urban Renewal Framework aims to achieve the following objectives for the Latrobe Valley.

Better Public Transport

- A more effective pattern of train and bus services.
- Inviting public transport gateways.
- A more effective city 'network'.
- A mode shift towards more sustainable modes of travel, including an increase in the use of trains to access Melbourne and other destinations along the railway line.

A New Urban Lifestyle

- New, higher-density development nodes will emerge around the three train stations and town centres, creating vibrant transit precinct cores. All of these will include urban lifestyle areas, which will offer a new housing and lifestyle choice.

A Stronger Economy

- A stronger role for Morwell's precinct core as the headquarters for government services and centre for regional cultural facilities.
- A stronger commercial office and business tourism role for Traralgon's precinct core.
- In the longer-term, the three precinct cores will become New Economy Hubs within Gippsland. New, mixed-use development will contribute to the creation of more vibrant town centres.

A Tourism Destination

- A significant tourism hub in Moe's precinct core, based on its role as the 'gateway' to Latrobe (from Melbourne) and the surrounding natural and historical attractions.

Better Housing Options

- Medium-density housing within comfortable walking distance of shops and services, creating an attractive location for 'empty nesters' and retirees.

An Improved Public Realm

- An enhanced public realm will emerge within the three transit precincts.

3

Drivers of growth : The Economic Context

The Latrobe Valley’s economy has undergone significant structural adjustment in recent decades. Partly as a result of this, common perceptions are dominated by negative characteristics and constrained economic growth – particularly in Moe and Morwell. However, indicators show that Latrobe has ‘turned the corner’ and is now in a phase of growth and renewal (refer to table below).

A growing and diversifying population is also expected to generate housing, retail and local services opportunities - Latrobe’s population is expected to grow by 6,000 to 73,000 by 2021 and total household numbers are expected to grow by 5,400 by 2021. In particular this is expected to generate an increased demand for medium density housing.

In addition, a number of significant planned or mooted developments are expected to add momentum to this revitalisation.

Job Growth	<ul style="list-style-type: none"> Latrobe is already the employment hub of the region, and its stock of jobs is growing strongly. Jobs in Latrobe increased by over 2,200 from 1996-2001 On current trends, 5,000 new jobs could be expected over the next 10 years Unemployment has fallen significantly in recent years (down by 5% points from 1998-2002)
Population Growth	<ul style="list-style-type: none"> Latrobe’s population was fairly stable from 1996 - 2001, but is expected to grow over time. It was 67,000 in 2001 - high by regional standards - and is expected to grow to over 73,000 by 2021.
Household Figures	<ul style="list-style-type: none"> Housing prices have grown strongly since 2001. Prices are responding to a growing economy, population and household base. There have been a significant number of house sales and an upward trend in prices from 2001. In Moe and Morwell, house prices have increased from about \$500/sqm (2000/01) to about \$800/sqm (early 2003). In Traralgon house prices have increased to about \$1000/sqm. There have been a relatively low number of apartment sales with high variability in prices achieved, but with a general upward movement from 2001 in all three towns. Prices around \$1000 to \$2000/sqm may be achievable at the current time, with higher prices likely to be available for quality developments in some locations. Latrobe’s households have become richer in the 5 years to 2001.

Key economic and demographic indicators

Physical context

- Moe, Morwell and Traralgon form part of a networked city structure linked by the Princes Freeway and railway line, with neither one of the three functioning as the ‘capital’ city of the Latrobe Valley. This is further complicated by the fact that Midvalley Shopping Centre and the Latrobe Regional Hospital – two major regional destinations – are located between the Morwell and Traralgon town centres.
- Traralgon is emerging as the ‘flagship’ centre of Gippsland.

Making it happen

Regional towns have a number of characteristics that create unique advantages and challenges for the development of transit precincts, including the presence of remnant public property, relatively low land values, relatively small property markets and typically low-density and low-rise existing urban form.

Much of the envisaged change in the transit precincts relies on private sector investment. However, some of the envisaged development represents new markets for Latrobe with no past trends from which to identify potential demand and returns. Catalysts are likely to be required to stimulate private sector investment. These catalysts will include a broad range of measures, large and small, to create a supportive environment for private sector investment.

Quality demonstration projects may also be needed to illustrate profitability and the low risk to the investor and developer markets and to change market perceptions and preferences. These flagship demonstration projects would be expected to ‘grow’ new markets, increasing the confidence of the private market.

In addition to measures to stimulate private sector investment, a broad policy framework is needed to guide incremental changes in the precincts over the longer term.

Transport Improvements

Improving Rail Services

The *Regional Fast Rail* team and V/Line are currently developing timetables for new services and will be undertaking forecasts of patronage once these timetables are available. As the extent of train services and patronage levels are not yet known, the requirements for modal interchange remain unresolved. This presents an opportunity to influence service planning by articulating and promoting improvements to public transport services such as:

- More frequent services throughout the day, evening and weekend.
- Convenient and fast rail services to provide for longer distance journey to work trips, and the return service in the evening peak.
- More regular services.
- services that serve the needs of tourists to the Latrobe Valley area.

Improving Bus Connections & Services

Opportunities to improve bus connections and services include:

- The potential to coordinate future bus and rail service times to encourage interchange between modes.
- Providing services on Saturday afternoons.
- Providing more frequent and more regular services.
- Providing more direct, routes linking residential areas with key destinations.
- General improvements to bus infrastructure.

Promoting Sustainable Modes of Travel

It is likely that the private car will remain the major access mode to the three town centres in the short term. However, opportunities to improve transport patterns include:

- Future land use development could be concentrated close to public transport to reduce trip lengths
- The Latrobe City Council can lead the move towards sustainable travel patterns by delivering programs such as the *TravelSMART* program.
- Curbing car use through parking restraint where high car use currently exists and where a high quality public transport option is in place.
- Raising awareness of public transport through improved information and marketing.

Improving the Cycle Network

- The opportunity exists to further develop the cycle network by removing gaps and dead ends within each town.
- Potential also exists to encourage cycle tourism activities by providing better links to recreational cycle paths.

Development Opportunities

- There is expected to be demand for new higher-density residential, commercial, retail and tourism development across the Latrobe Valley over the next ten to twenty years. The opportunity exists to direct this demand towards the transit precinct cores.
- This also offers the potential to create a much more positive regional image for each of the three towns by developing new, high quality buildings and streetscapes in the precinct cores.
- Vacant and underutilised land adjacent to the train stations in each transit precinct offers significant opportunities for new higher-density development.
- New development will create a more active public realm.

Encouraging Higher-density Residential Development

- The market for smaller houses in Latrobe is growing.
- There is also likely to be a latent market for higher-density urban living. Successful implementation of a higher-density housing program would mean that some of the housing that would otherwise be accommodated on town fringes would be redirected into the transit precinct cores.
- Demand for about 800 new townhouses is expected over the next twenty years.
- There is envisaged to be demand for around 15 new apartments per year across Latrobe in the initial development cycle, assuming an average sale price of \$250,000. If the product is delivered and diffused slowly to avoid over-supply and ensure quality, this could rise to

about 57 apartments per year once the market is established. This equates to around 1000 apartments over the next twenty years.

- Analysis in other Transit City environments suggests that initial apartment projects in new market settings should involve 'high' quality structures in an attractive public realm setting and provide excellent connections to shops, open space, services and public transport. The total development package of the apartment unit plus street level amenity and access to services will need to be superior to the 'offer' of the detached house and yard in a typical residential environment.
- The key message in developing a new housing market is getting the first products 'right'. The initial apartment product must be high quality and have the capacity to change perceptions and preferences in the minds of the latent market.

Encouraging Office Development

- Based on existing trends, it is estimated that up to 30,000 square metres of new office space may be captured by the three transit precincts over the next 10 years.
- The key markets for offices in Latrobe are government services, local business services, back offices or large firms and possibly advanced business services.
- In particular, there may be opportunities to influence organisations in the education and health sectors to locate or invest in the transit precincts in the future.

Encouraging Retail Development

- There is expected to be demand for at least 8000 square metres of new retail space in Latrobe over the next twenty years.
- The following apportionment can be used as a general guide for retail growth across the municipality:
 - Moe 22% = 1,760m² expansion.
 - Morwell 17% = 1,360m² expansion.
 - Traralgon 53% = 4,240m² expansion.
 - Other centres 8% = 720m² expansion.
- New retail demand may be met in a number of ways, including the better utilisation of existing floor space, expansion of the existing retail area through the construction of new buildings and the take-up of existing vacant space or redevelopment over existing obsolete space.

Promoting Tourism Development

- Latrobe's tourism economy has been growing relatively strongly.
- All three transit precincts can seek to accommodate some or all of these services, however, Moe is strategically positioned to play a core tourism role by virtue of its location as the 'gateway' to Latrobe (from Melbourne) and the gateway to the Mountain Rivers district, Thompson Valley, Mount St Gwinear snowfields, Baw Baw Alpine National Park and gold mining town of Walhalla.

4 Moe Transit Precinct

Vision The Urban Renewal Framework aims to achieve the following objectives for Moe

Better Public Transport

- An inviting public transport gateway, with enhanced connections to the main, northern part of the town centre and a vibrant public square.

A New Urban Lifestyle

- An attractive and distinctive urban lifestyle area containing new, high quality apartments in high quality settings and centred on the train station incorporating vibrant urban lifestyle hubs at the southern end of Moore Street and the northern end of Fowler Street.

A Stronger Economy

- A new office node incorporating new, modern retail and service business premises capitalising on *Regional Fast Rail*, broadband links, the relatively skilled and stable workforce, vacant railway land close to shops and services, and relative affordability.

A Tourism Destination

- A new tourist hub building on and reinforcing patronage of train services and capitalising on Moe's location as a setting off point for the Mountain Rivers district, Thompson Valley, Mount St Gwinear snow fields, Baw Baw Alpine National Park and the gold mining town of Walhalla.

Better Housing Options

- High quality medium-density housing within comfortable walking distance of shops and services.

An Improved Public Realm

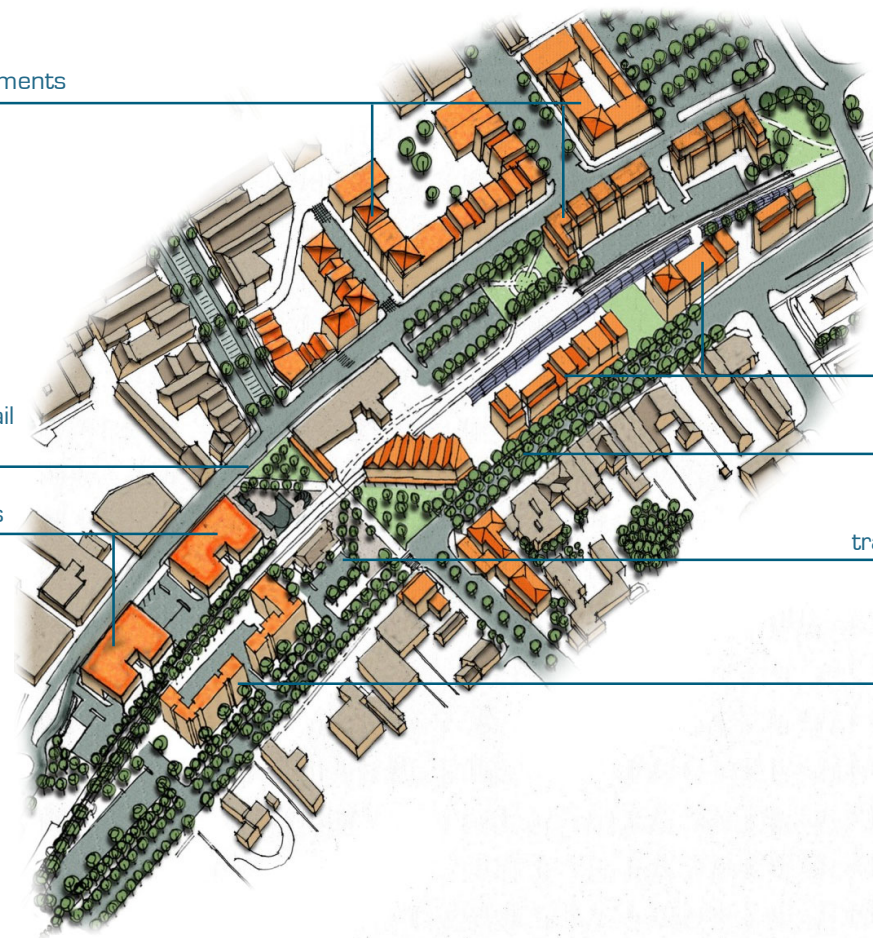
- An enhanced public realm through streetscape improvements and better management of traffic and car parking.

New apartments

New bus-rail

New offices

Station Precinct Vision



New apartments

Streetscape improvements

Upgraded public transport interchange

New apartments

Drivers of growth - Economic Context

Moe is undergoing slow, yet assured, economic growth. There is a perception that there is renewed demand for development, particularly for housing. Also apparent is the potential for tourism and an increased awareness of lifestyle advantages to further heighten this new development demand.

Moe does not have a significant commercial/office sector at the current time but future growth can be expected in sectors like local business services and back offices of large firms. The retail centre of Moe has vacant and under-utilised space and hence any future demand is likely to involve better use of existing floor space and some new development to replace obsolete stock and to cater for expansion.

The expected levels of demand are:

- There is projected demand for approximately 1,760m² of new retail space in Moe over the next ten years.
- There is also projected demand for approximately 200 new apartments and up to 7,500m² of new office space.

The arrival of *Regional Fast Rail* and other infrastructure investments - such as fibre optic cabling rollout and improvements to the Princes Freeway – will further reinforce Moe’s growth.

Physical context

- Access to and interchange with train services at Moe Station from the north relies on the pedestrian level crossing, which is relatively hidden and indirect. The Station is relatively central to the town centre. However, it is on the opposite side of the railway line from the main focus of commercial activity and poorly connected to it by road or footpath. This also disconnects it from local bus services and taxis, although it places the station closer to existing residential development.
- There is vacant and underutilised land close to the station on all sides.
- Through traffic to and from the north bypasses the heart of the town centre.
- Most residences in Moe are single-storey, detached houses, including those relatively close to the station.



Physical Context: Existing Urban Structure, Constraints & Opportunities

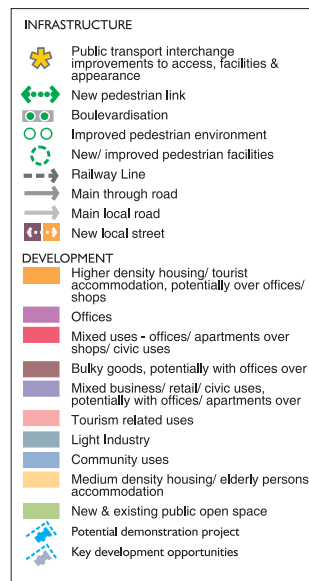
Making it happen

The Latrobe **Planning Scheme** will be amended to facilitate appropriate development, and the outcomes listed above will be actively **marketed** to prospective residents, businesses, developers and investors.

Key catalysts to stimulate private sector investment will include:

- an **upgrade of the station** and associated public transport interchange.
- an **upgrade of key streetscapes** within the precinct;
- efforts to attract **urban lifestyle amenities** to the urban lifestyle hubs.
- the **packaging of public land for development**.
- the offering of **incentives** for and advice relating to appropriate development.

The public landholdings close to the station present significant opportunities for a public-private partnership to develop a quality **demonstration project**.



Key Outcomes

Transport Improvements

The Station and Public Interchange

A Pedestrian Level Crossing

- Relocating the pedestrian level crossing to a position in line with Moore and Fowler Streets, will create a more direct and legible link to both the station and town centre. This would also improve the visibility and profile of the station from the town centre.

B Public Transport Interchange (South)

- Space exists around the station to create a new public transport interchange incorporating bus stops, taxi ranks, passenger drop-off and collection points, cycle lockers, sunny public open space and increased car parking.

C Public Transport Interchange (North)

- The potential exists to create a new, high quality bus stop and open up a direct view between it and the station, further enhancing the visibility and profile of the station.
- This would allow local bus services to the town centre to link more effectively with train services.
- The creation of a new public square could potentially accommodate a relocated skate park.

D George & Lloyd Streets

- George Street and Lloyd Streets present an opportunity to develop a distinctive streetscape treatment to raise the profile and enhance the pedestrian amenity of the station area. This may take

the form of a new central median and a formal avenue of underlit canopy trees.

E Landscaping

See also Vol 4: Master Plans - Moe Project 1, p5.

- Landscaping treatments behind the shops on the north side of the railway line would hide the unattractive 'backs' of the buildings.

F Shared Pedestrian/Cycle Paths

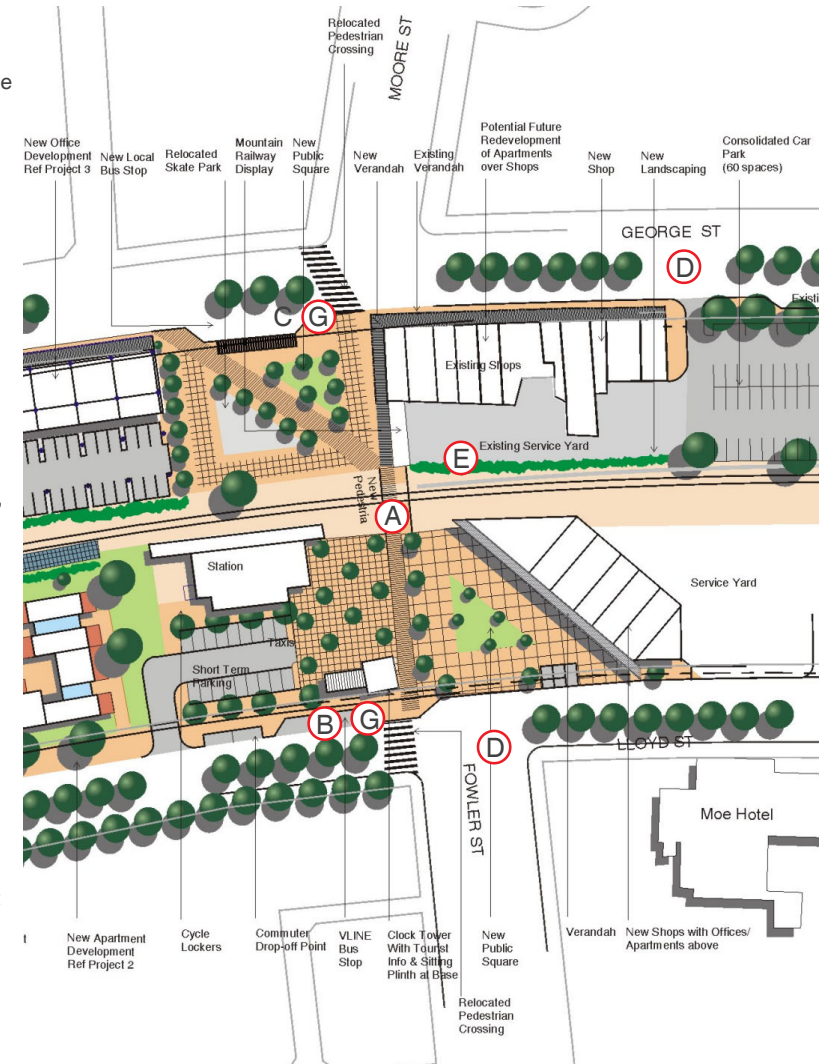
- The opportunity exists to create new shared pedestrian/cycle paths leading from the station along the northern side of Lloyd Street to Moe's southwest, and along the northern side of the railway line to the Moe-Yallourn Rail Trail.

G Bus Stops

- The opportunity exists to improve bus stop facilities. This may include better information, seating, shelter and lighting.

H Active Uses

- Substantial vacant or underutilised railway land remains that could be developed to create a more active public realm. This includes land east and west of the proposed interchange on both sides of the railway line.
- Care should be taken to ensure that such development addresses the public realm appropriately to create an attractive and safe area.



Indicative Station area Master Plan

Movement through the Town Centre

A Clifton Street Block

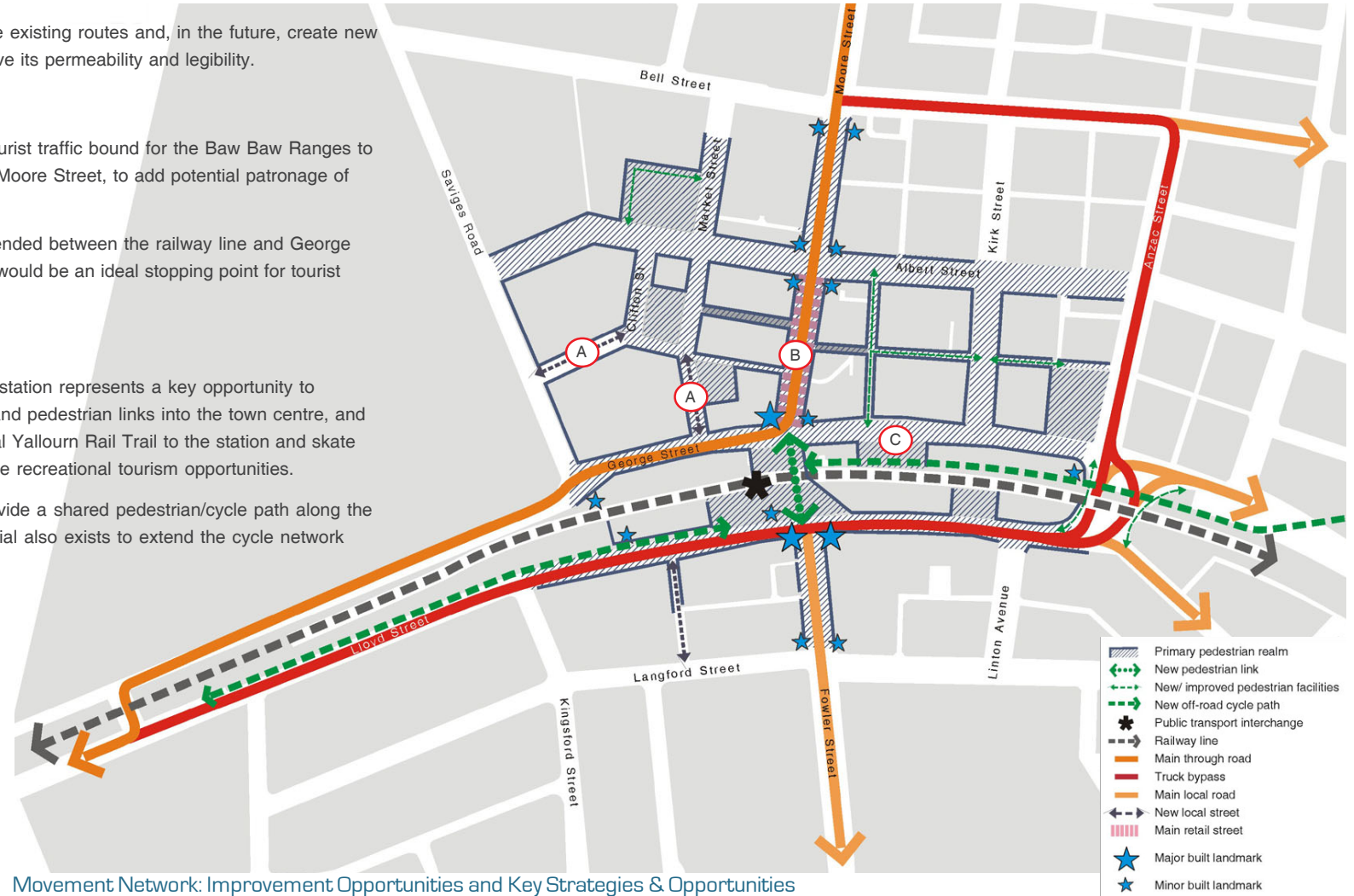
- The opportunity exists to formalise existing routes and, in the future, create new routes through this block to improve its permeability and legibility.

B Tourist Route

- The opportunity exists to direct tourist traffic bound for the Baw Baw Ranges to pass through the town centre via Moore Street, to add potential patronage of local shops and services.
- The new public square recommended between the railway line and George Street at the end of Moore Street would be an ideal stopping point for tourist traffic.

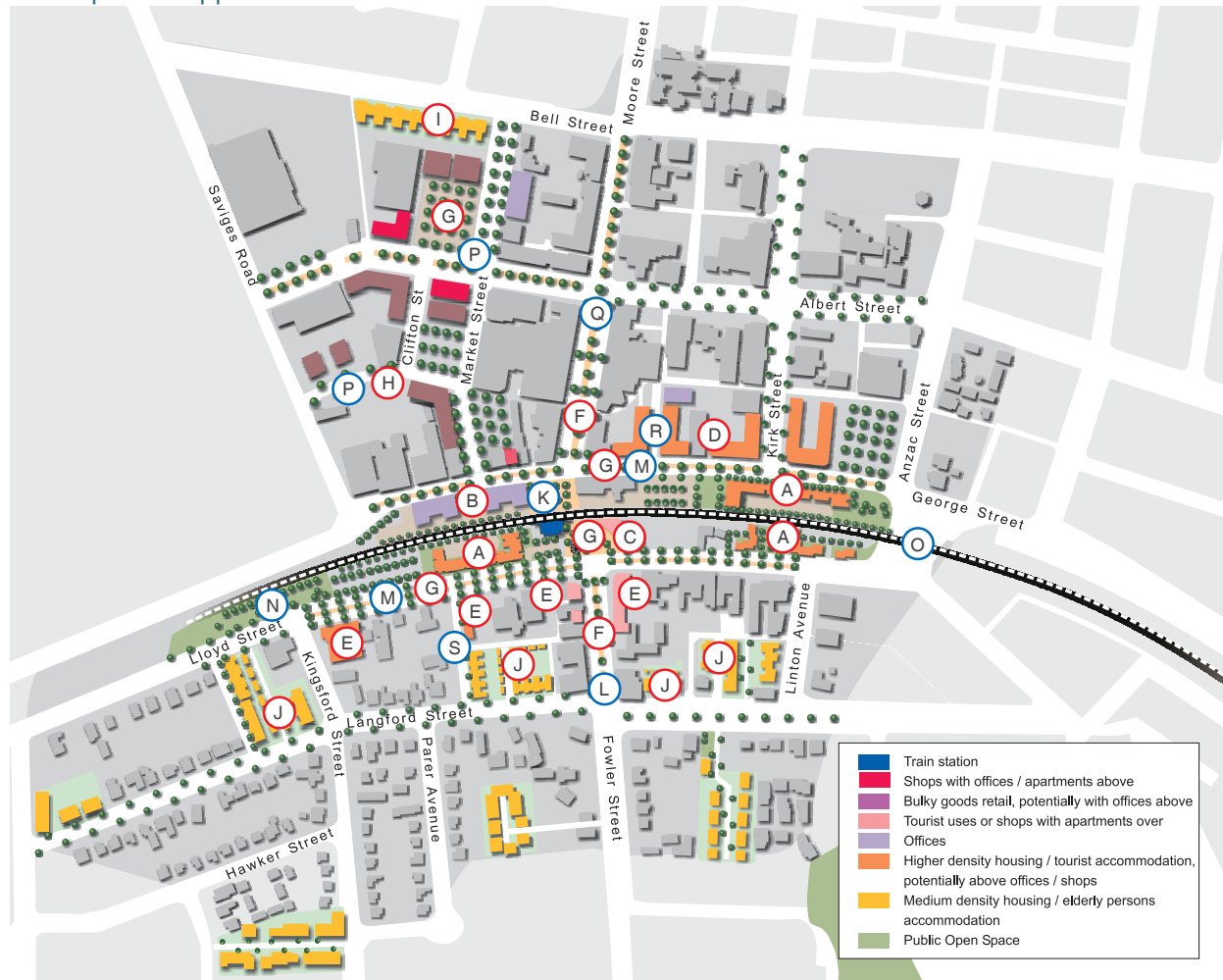
C Improved Cycling Links

- The railway land northeast of the station represents a key opportunity to provide improved 'green' cycling and pedestrian links into the town centre, and to connect the existing recreational Yallourn Rail Trail to the station and skate park. This can would also enhance recreational tourism opportunities.
- The opportunity also exists to provide a shared pedestrian/cycle path along the north side of Lloyd Street. Potential also exists to extend the cycle network throughout the town centre.



Movement Network: Improvement Opportunities and Key Strategies & Opportunities

Development Opportunities



Key Development Opportunities

- H Development Opportunities
- M Public Realm Improvements

A Railway Land Apartments

- Development opportunities exist on excess railway land west of the station and can be created through the consolidation of station carparking and the relocation of the skate park to the proposed square north of the station. In the longer term, the service station and decommissioned sub-station east of the station may provide further opportunities for apartment development.
- Apartments or tourist accommodation are most appropriate on these sites, given sufficient land to meet demand for office development northwest of the station (Opportunity B). Carefully articulated, walk-up buildings of 3-4 storeys are appropriate to minimise to respect to the low-rise character of the street. Careful architectural design is required to create high quality development and to minimise the adverse environmental impacts of the railway line.
- The land southwest of the station presents an ideal opportunity for a 'catalyst' or 'demonstration' project, due to its public ownership, its proximity to the station and the proposed 'urban lifestyle hub'.



B Railway Land Offices

- Undeveloped railway land on the south side of George Street between Saviges Road and Moore Street is available for development. Office development is most appropriate, due to the predominantly commercial setting and potential benefits it would bring to the town centre. Well-articulate buildings, 2-4 storeys high would be possible without causing a detrimental effect on local character or amenity.



C Railway Land Tourism & Urban Lifestyle Amenities

- The informal car parking area east of the station presents an opportunity for tourism and urban lifestyle related development, capitalising on exposure to rail passengers and, potentially, car-borne travellers en route to the Baw Baws.
- The building should be positioned to form a new public square to act as a focus for the precinct core and, importantly, the urban lifestyle hub. Walk-up buildings of 3-4 storeys are appropriate given the low-rise context.

D George Street

- The vacant and underutilised buildings on George Street, east of Moore Street, present an opportunity for higher-density redevelopment.
- The consolidation of retail activity to the northwest part of the town centre (refer to Direction 4) could free up much of this area for redevelopment. Such development would benefit directly from proximity to the town centre and the station.
- Office/ community uses at ground floor with apartments above is most appropriate. This allows the retention of existing occupiers - such as the medical clinic - and the existing commercial character, while recognising the potential for urban living accommodation. Walk-up buildings of 3-4 storeys are appropriate given the low-rise context.

E Lloyd Street

- There are a number of sites on Lloyd Street that represent an underutilisation of land within the precinct core, including the police station, the former service station on the corner of Fowler Street, and the car yards and detached dwellings west of the courthouse. These sites should be redeveloped for predominantly higher-density housing or tourism accommodation.

F Moore Street South & Fowler Street

- Moore Street and Fowler Street contain premises that could accommodate urban lifestyle amenities. 'Shoptop' apartments could be provided at upper levels.

G Coles

- Vacant land around Coles presents an opportunity for new development.. Retail uses at ground floor, ideally with offices or apartments above, is most appropriate to contribute to the creation of a more vibrant, pedestrian-friendly retail environment and enhance the vitality of the town centre.
- Redeveloping the northern edge of the Coles car park as medium-density residential development fronting Bell Street would complement the existing residential character of this street and provide an injection of residents in close walking distance of the town centre and railway station.
- Landscaping treatment of the car park would further improve its attractiveness and contribution to public amenity.



H Clifton Street Block

- Vacant land within the block enclosed by Saviges Road, Albert Street, Moore Street and George Street presents an opportunity for new development. The CFA building on Albert Street would also be more appropriately located outside the retail core, releasing another site for development.
- Retail uses at ground floor, ideally with offices or apartments above, is most appropriate.
- New streets within the block (see Direction 2) would facilitate more intensive development of this land, and create opportunities to increase street frontages.
- Ensuring that all new retail premises front these new streets will make them more attractive and the street environment safer for pedestrian use.



I Coles - the Northern Edge

- Vacant land around Coles presents an opportunity for new development.
- Medium-density residential development would be appropriate to provide a suitable interface between the town centre and the existing residences on the opposite side of the street.
- Two-three storey, attached housing would be appropriate to respect the existing low-rise context. Careful architectural design is required to create high quality development.

J Southern Precinct Edge

See also Vol 4: Master Plans - Moe Project 8, p21.

- Langford Street contains a number of sites that are either underutilised or contain inappropriate, light industrial uses, presenting ideal opportunities for redevelopment for medium-density housing.
- Encouraging existing commercial and light industrial uses to relocate to the northern retail precinct (particularly the area bound by George, Moore and Albert Streets and Saviges Road - see Direction 4) or to existing industrial estates north of the town centre, depending on their use, would strengthen the residential character of this neighbourhood and assist in increasing the amount of housing in the transit precinct.
- Rezoning commercial and industrial properties to a residential zone in the future may increase their land value, which may create an incentive for the businesses to relocate to more appropriate places.

- The development of the vacant land on the northeast corner of Kelly Lane and Langford Street offers the opportunity to create an 'active' frontage to the lane, improving its safety and interest for pedestrians.
- There are a number of other 'opportunity' sites further south, but still within a comfortable walking distance of the station and Fowler Street 'urban lifestyle hub', that could be redeveloped for medium-density housing.
- A mixture of two-storey, attached and semi-detached housing would provide a significant number of new dwellings within the transit precinct, and respect the existing 1-2 storey residential character. Careful architectural design is required to ensure that these lead projects establish a high standard of residential development.

Public Realm Improvements

K Station Square (North & South)

- Opportunity exists to create a much-improved forecourt to the station on both the northern and southern sides of the railway line.

L Fowler Street

- The space exists within Fowler Street to reorganise the parking and street layout to create a more pedestrian-friendly street. Road narrowings, centre of street parking, and new surface treatments would assist pedestrian crossing and provide spaces to plant substantial street trees.

M George & Lloyd Streets

- George Street and Lloyd Streets are both relatively broad, presenting an opportunity to develop a distinctive streetscape treatment to raise the profile and enhance the pedestrian amenity of the station area.

N Railway Land Southwest

- There is a broad strip of unused railway land on the south side of the railway line west of Kingsford Street. This presents the opportunity to create a park for the residents of new apartment buildings.

O Anzac Street Roundabout

- The opportunity exists to improve the safety and amenity of all users of the Anzac Street roundabout through a series of simple adjustments to linemarking and

P Coles & the Clifton Street Block

- The opportunity exists to ensure that new streets and spaces created by new development are active, clear and pedestrian-friendly.

Q Albert and Moore Streets

- The space exists within Moore and Albert Streets to reorganise the parking and street layout to create a more pedestrian-friendly street.

R Hasthorpe Place and Skeetons Lane

- The opportunity exists to enhance the pedestrian amenity of Hasthorpe Place and Skeetons Lane. They could be further enhanced by new development frontages.

S Kelly Lane

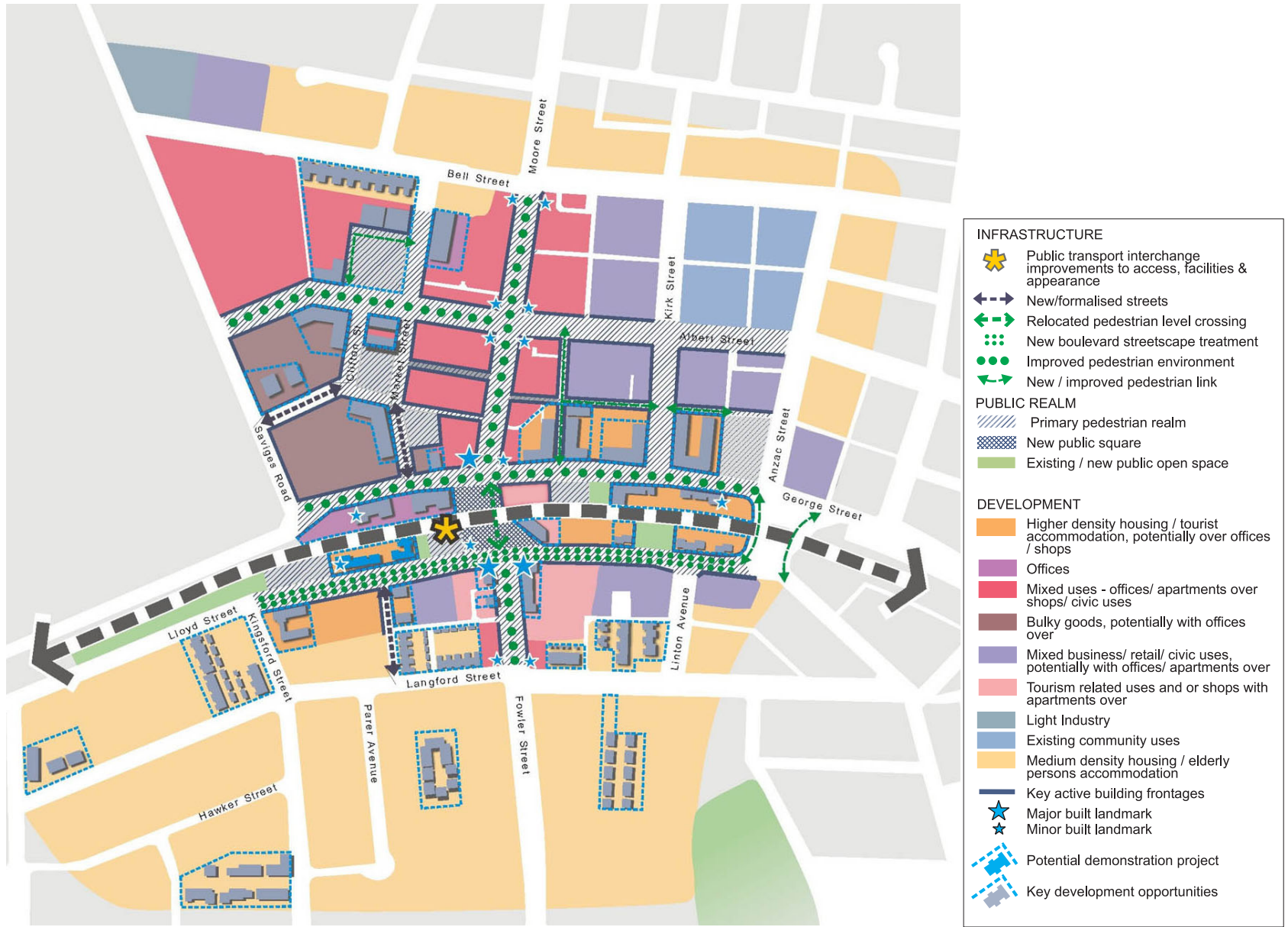
- The opportunity exists to enhance the safety and amenity of Kelly Lane through new, high quality surface treatments and improved lighting and encouraging new development frontages. This would require provision for vehicular access, potentially through the introduction of a 'shared surface' pavement.

T Street Trees

- The opportunity exists to enhance the amenity and attractiveness of the precinct edge for new medium-density housing through additional street tree planting.



Urban Renewal Framework Plan



5 Morwell Transit Precinct

Vision The Urban Renewal Framework aims to achieve the following objectives for Morwell.

Better Public Transport

- An upgrading station area forming an inviting public transport gateway, with good connections to the main, southern town centre and a vibrant public square. This will be a trigger for the emergence of a new civic, medical and local business hub, and an urban lifestyle area

A New Urban Lifestyle

- An attractive and distinctive urban lifestyle area centred on Buckley Street containing new, high quality apartments mixed with small ground floor business premises in high quality settings. This new role as a mixed residential and business location will allow the retention of existing businesses and create a vibrant residential character that is unique within the Latrobe Valley.

A Stronger Economy

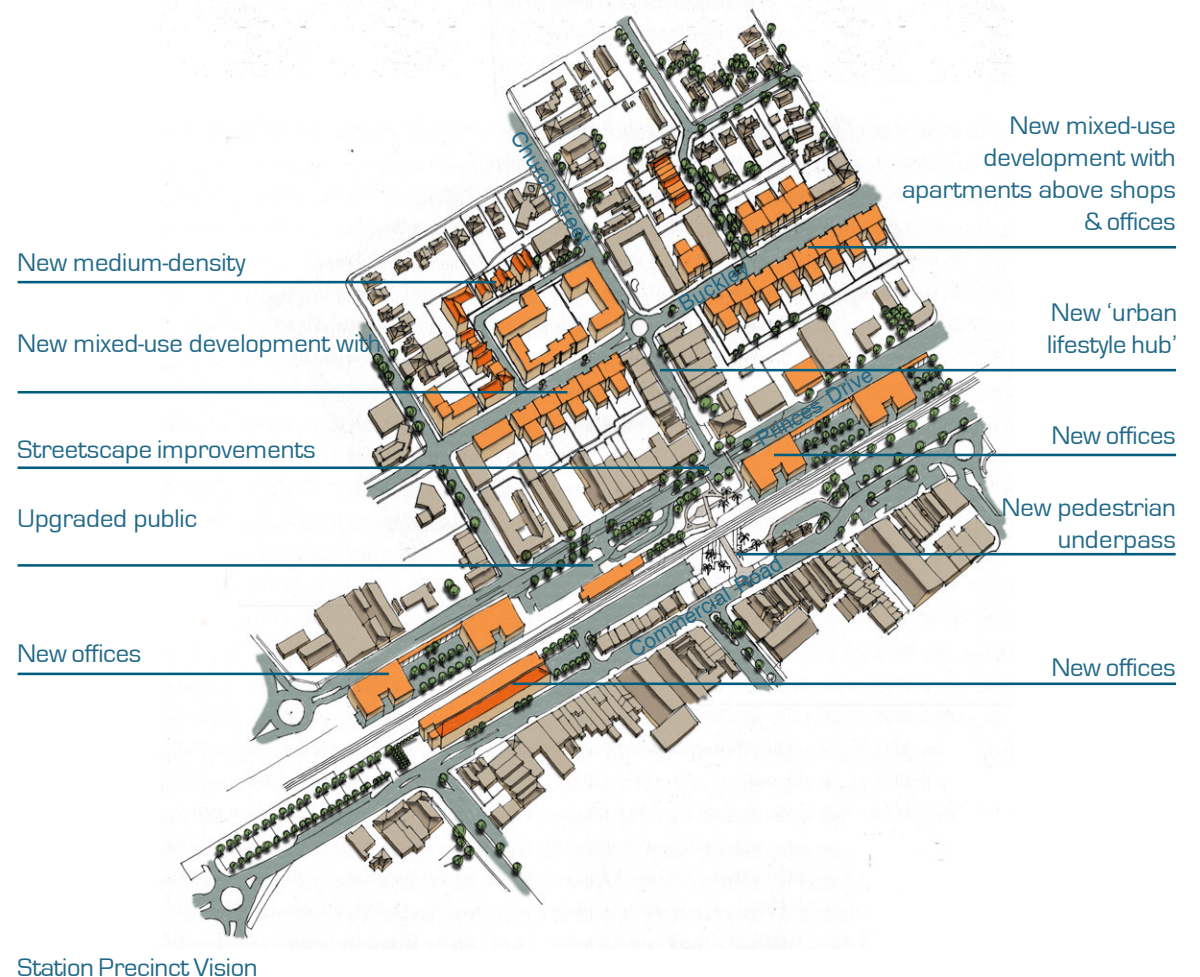
- A new civic, medical and local business hub containing leading-edge commercial architecture around the station, building on the existing critical mass of public offices and facilities and medical services. This will continue to incorporate tourist accommodation.

Better Housing Options

- High quality medium-density housing and/or retirement or aged-care development within walking distance of the station. This will include a new retirement village offering a range of independent and assisted living accommodation.

An Improved Public Realm

- An enhanced public realm through streetscape improvements and better management of traffic and car parking.



Station Precinct Vision

Drivers of growth - Economic Context

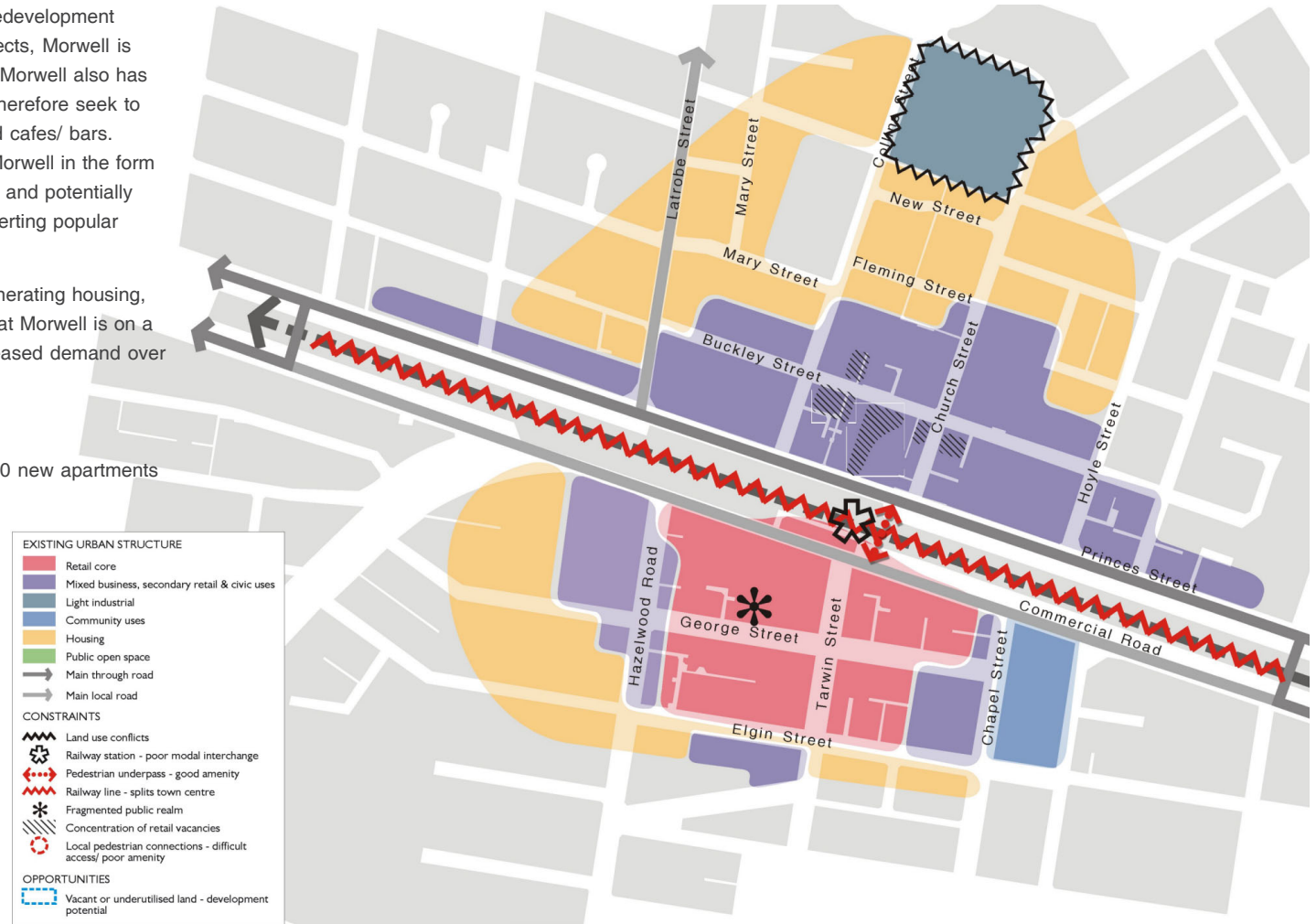
Morwell is on the verge of exciting times. Deliberate attempts to improve the image and conditions of the town have seen significant redevelopment already underway. Through key public development projects, Morwell is increasingly gaining a role as the civic centre of Latrobe. Morwell also has good links to Churchill and Monash University, and can therefore seek to position itself as a centre for student accommodation and cafes/ bars. These two directions for the centre will bring benefits to Morwell in the form of increased employment and a larger population working and potentially living in the town centre. They will also contribute to converting popular negative perceptions of the Morwell centre.

The population of Morwell is growing and diversifying, generating housing, retail and local service opportunities. The perception is that Morwell is on a slow, ascending climb. This is reflected in projected increased demand over the next ten years:

- Approximately 1,500m² of new retail floorspace.
- There is also projected demand for approximately 150 new apartments and up to 7,500m² of new office space.

Physical context

- The railway line splits Morwell and its town centre in two. However, the pedestrian underpass connecting the two parts of the town centre is currently being improved, along with facilities for access to and interchange with train services at Morwell Station.
- There is vacant and underutilised land east and west of the station.
- The northern part of the town centre, adjacent to the station, was decimated by the economic downturn in recent decades and is in need of a new role for its large number of vacant sites and buildings – particularly on Buckley Street.



Existing Urban Structure

- There is a shopping street close the station – Church Street – which contains some of the supporting ingredients of an urban lifestyle.
- The main, southern town centre is relatively compact.
- Most residential accommodation in Moe consists of single-storey, detached houses.

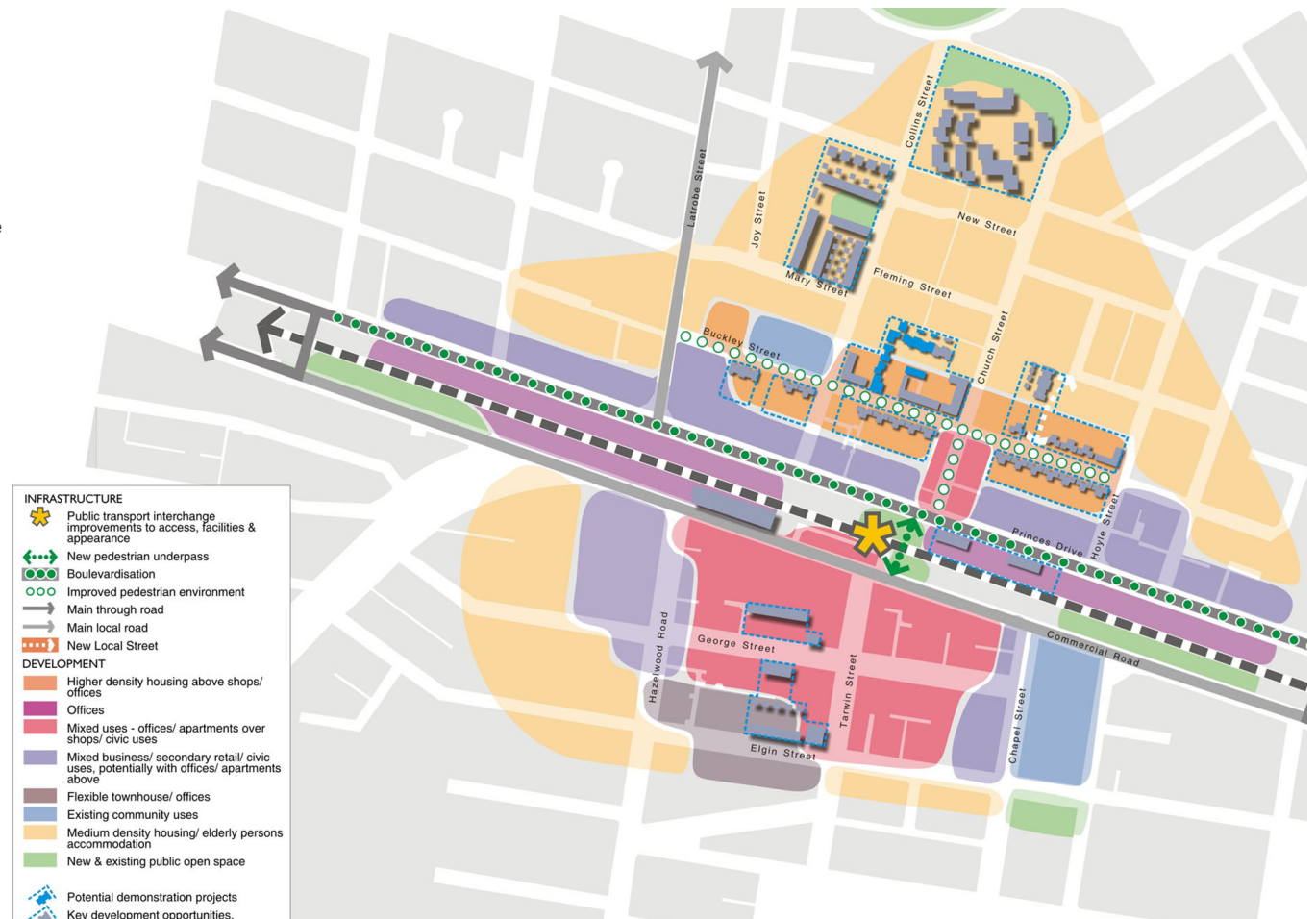
Making it happen

The La Trobe **Planning Scheme** will be amended to facilitate appropriate development, and the outcomes listed above will be actively **marketed** to prospective residents, businesses, developers and investors.

Key catalysts to stimulate private sector investment will include:

- an **upgrade of the station** and associated public transport interchange;
- an **upgrade of key streetscapes** within the precinct;
- efforts to attract **urban lifestyle amenities** to the urban lifestyle hubs;
- the **packaging of public land for development**; and
- the offering of **incentives** for and advice relating to appropriate development.

Key Outcomes



Transport Improvements

Public Interchange Improvements

A Pedestrian Underpass

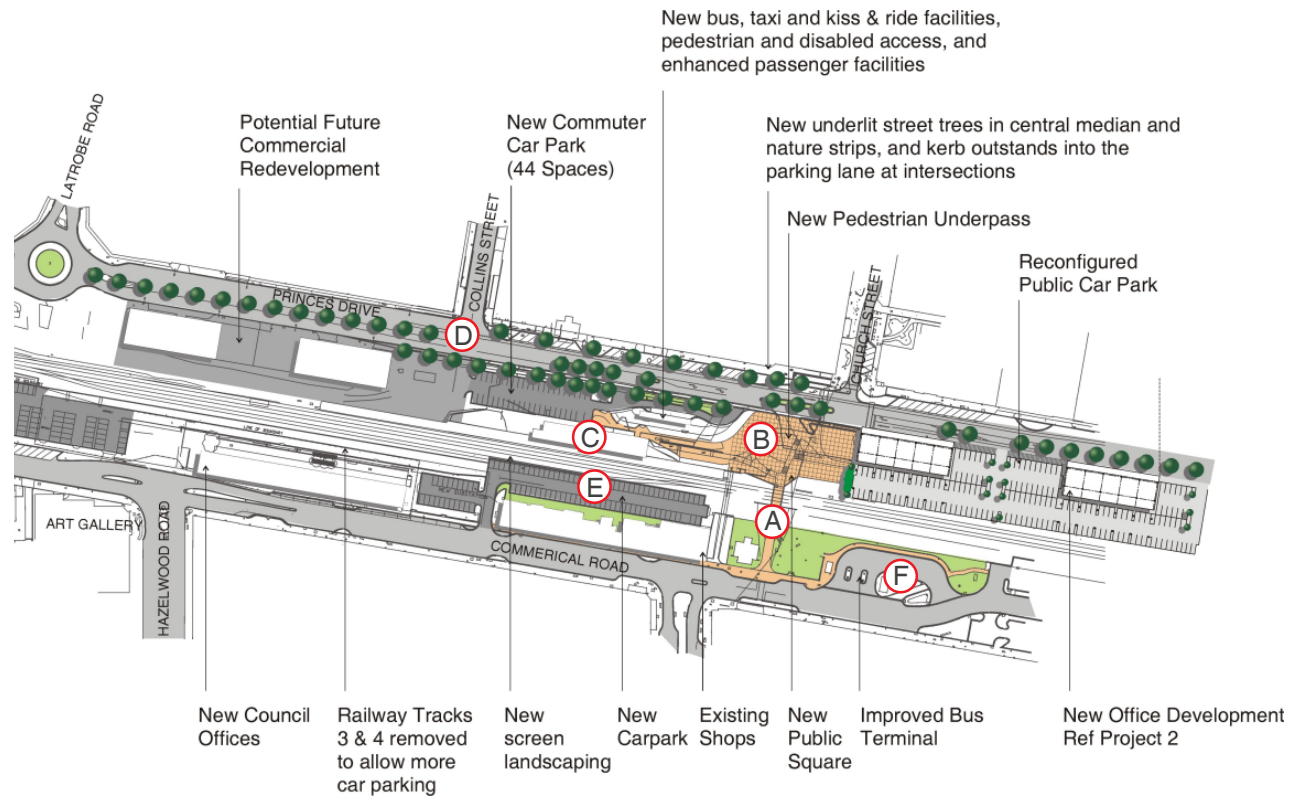
- Works are already under way to improve the pedestrian underpass.
- It is critical that railway tracks 3 and 4 are moved to allow the completion of the underpass.

B Public Transport Interchange

- Works are already under way to improve facilities for cycles, taxis and kiss and ride in the station forecourt.
- The opportunity exists to reconfigure the design of the proposed new station car park to increase its capacity.
- The opportunity exists to ensure that clear, comfortable and direct pedestrian routes are provided through the forecourt to the station.

C The Station Building

- The opportunity exists to refurbish the station building to create a civic landmark that would give public transport a higher and more attractive profile.
- Extend the station building to the west, to incorporate activities would create an active edge to the forecourt, such as a cafe or shop.
- Alternatively, the station and its car park could be replaced by a notable, higher-density, mixed-use development incorporating a new station.



New bus, taxi and kiss & ride facilities, pedestrian and disabled access, and enhanced passenger facilities

D Princes Drive

- Princes Drive presents an opportunity to develop a distinctive streetscape treatment.
- Pedestrian amenity could be enhanced by extending the footpath and shortening the right-turn lanes that reduce the central median.

E Back of Commercial Road Shops

- Landscaping would hide the unattractive backs of the shops.

F Active Uses

- Substantial vacant or underutilised railway land exists that could be developed to create a more active public realm around the station. This includes land to its east and west.

G Bus Facilities

- Address the problems with the bus terminal by extending the roof and adjusting the bus bays in the short-term, and reconfiguring the facility in the longer-term.

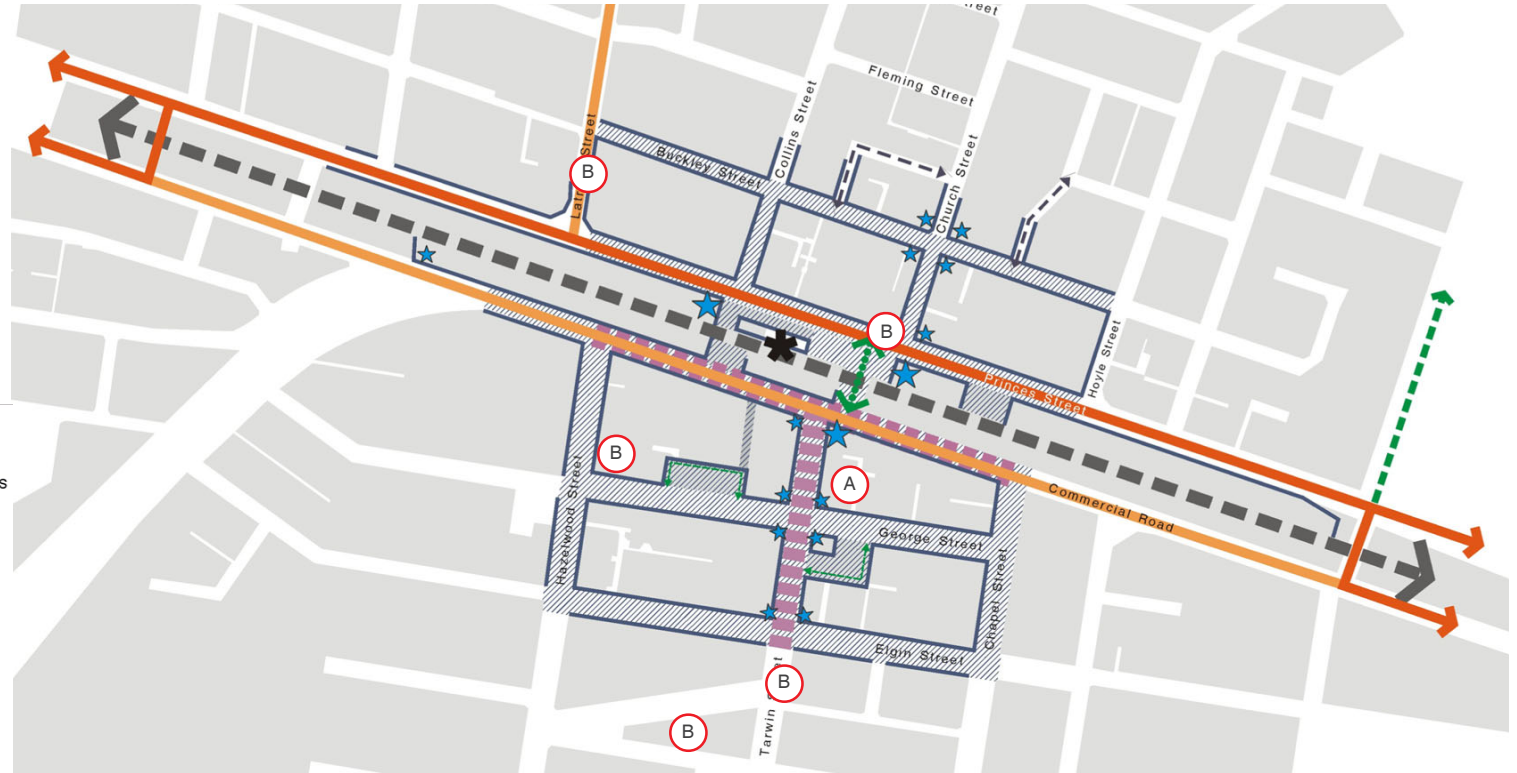
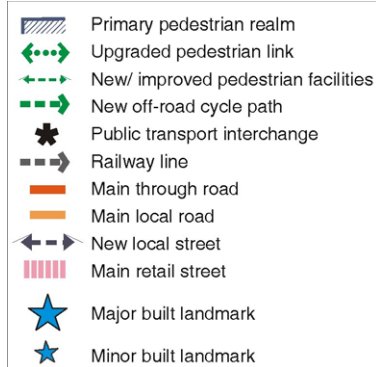
Movement Through the Town Centre

A Pedestrian Underpass

- See above.

B Improved Cycling Links

- Improve the cycle network within the transit precinct by improving links to the station and the retail areas on the southern side of the rail line, and additional access across the rail line.



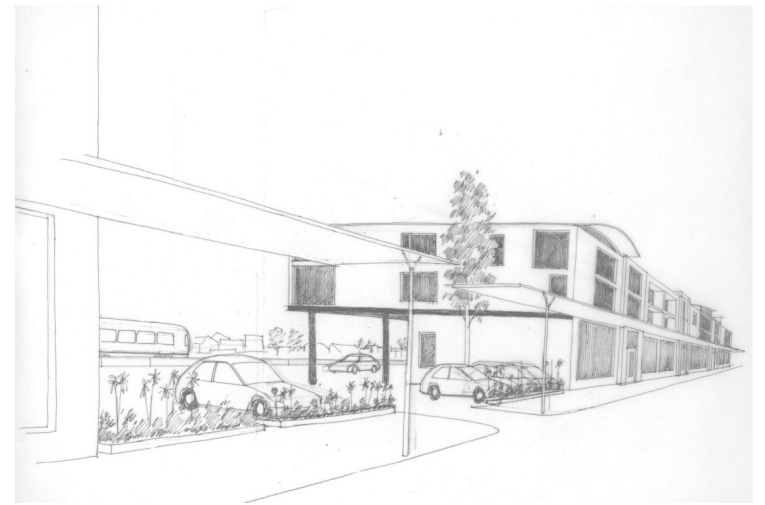
Key Strategies & Opportunities: Movement Network



Key Development Opportunities

(A) Railway Land North

- The opportunity exists to reconfigure and widen the proposed station car park. This will allow it to accommodate all the station parking and allow the railway land northeast of the pedestrian underpass, to be developed. In the longer-term, the service station and garden centre west of the station may provide further opportunities for higher-density development.
- Office development is most appropriate on these sites, due to the adverse environmental impacts of the busy road and the rail line on residential uses and the desire to retain office-based employment uses close to the station. However, apartments should not be precluded at upper levels if they are necessary in order to make a development viable.
- Development of 2-4 storeys, well-articulated buildings would be appropriate. Careful architectural design is required to create high quality development, and to minimise the adverse environmental impacts of the railway line through careful orientation, high quality acoustic and vibration insulation and effective landscaping.



B Princes Drive North

- Vacant and underutilised properties on the north side of Princes Drive could be developed to higher densities. Currently occupied premises may also be redeveloped to higher densities in the future.
- Office development or tourist accommodation is most appropriate on these sites. However, apartments should not be precluded at upper levels if they are necessary in order to make a development viable.
- Development of 2-4 storeys, well-articulated buildings would be appropriate. Careful architectural design is required to create high quality development.

C Buckley Street

- Vacant and underutilised properties along Buckley Street (between Latrobe and Hoyle Streets) present an opportunity for higher-density redevelopment. The relocation of the light industrial activities to more appropriate locations could create further development opportunities.
- Shops, small offices or community uses at ground floor with apartments above is most appropriate, to allow the retention of existing occupiers and the development of an active street environment, while recognising the potential for urban living accommodation.
- Walk-up buildings of 3-4 storeys are appropriate given the low-rise context. This would allow the development of as many as 200 apartments along Buckley Street. Careful architectural design is required to create high quality mixed-use development that will lead the market.

- New internal street connections in the blocks on the north side of Buckley Street either side of Church Street would assist in the intensification of this precinct for medium density housing.
- The Council-owned public car park north of Buckley Street and west of Church Street creates an ideal opportunity for a 'catalyst' or 'demonstration' mixed-use apartment project.

D Church Street

- The opportunity exists to develop Church Street as the 'urban lifestyle hub' for the area surrounding the station through the attraction of appropriate businesses.
- 'Shoptop' apartments could be provided at upper levels.

E Council Offices

- The removal of the redundant railway tracks would allow the completion of the Council office development.



Indicative View of Buckley Street Development



F IGA Site

- Re-establishing a continuous, active retail street frontage to George and Tarwin Streets on the IGA site would contribute to a more compact and pedestrian-friendly retail environment. Offices or apartments could be provided on upper floors.
- Developing the southern half of the IGA site for flexible townhouse units able to accommodate small businesses or dwellings would assist in consolidating the retail core, allow the flexibility to respond to demand for office space or introduce higher-density housing. Heights of 2-3 storeys would be appropriate given the low-rise context.

G George Street Car Park

- The opportunity exists to develop new retail outlets (with offices above) facing into the car park along its northern edge.
- A new shop in front of Spotlight on George Street would provide a more well-defined edge to this street frontage and the carpark. Enhancing the car park through landscaping measures and shading devices, would further enhance its pedestrian amenity.

H Coles Car Park

- Blank frontages currently face on to the Coles car park, creating a largely inactive public space. The potential exists to redevelop the southern part of the car park between Coles and the row of shops facing Tarwin Street.

I George Street

- Relax parking restrictions in the George Street centre-of-road parking to attract more people to park there.

J Collins Street School Site

- The former Collins Street school site provides an ideal opportunity for medium-density housing and/or a retirement or an aged care housing development.
- A mixture of attached and semi-detached 2-3 storey



Indicative View of Developed Collins Street School Site

K Ericsson Site

- The former Ericsson site provides an ideal opportunity for medium-density housing and/or aged care housing development. Individual medium-density housing lots or a nursing home over 2-3 storeys would provide a significant number of new residences in the transit precinct, and respect the low-rise residential character of the surrounding area.
- Any redevelopment should retain the high quality landscape design and mature vegetation on site, incorporating it within public open space where feasible.
- The establishment of a permeable and public internal street layout would improve the permeability of the area.

Public Realm Improvements

L Princes Drive

- Princes Drive is relatively broad, presenting an opportunity to develop a distinctive streetscape treatment to enhance the pedestrian amenity of the station area.
- This may take the form of a new central median and a formal avenue of underlit canopy trees in the median and along the parking lanes/ nature strips.
- The opportunity exists to ensure more parking is available for visitors to local businesses by providing a greater number of 2-4 hour parking spaces on Princes Drive.

M Buckley Street

- Buckley Street contains a central, treed median between Collins and Church Streets. The opportunity exists to continue this treatment in the blocks to the east and west to enhance its pedestrian amenity.
- The opportunity also exists to complete the upgrading of footpaths and the paving of nature strips on the south side of the street.
- The opportunity exists to ensure more parking is available for visitors to local businesses by providing a greater number of 2-4 hour parking spaces on Buckley Street and Princes Drive.

N Collins Street Park

- The potential exists to enhance the landscaping of the park at the northern end of Collins Street to provide a more useful and attractive space for transit precinct residents.

O Church Street

- Small-scale improvements are possible to enhance the pedestrian amenity of Church Street. In particular, the brick seating 'booths' clutter the space; their removal would create a more open public space and scope for more trees.

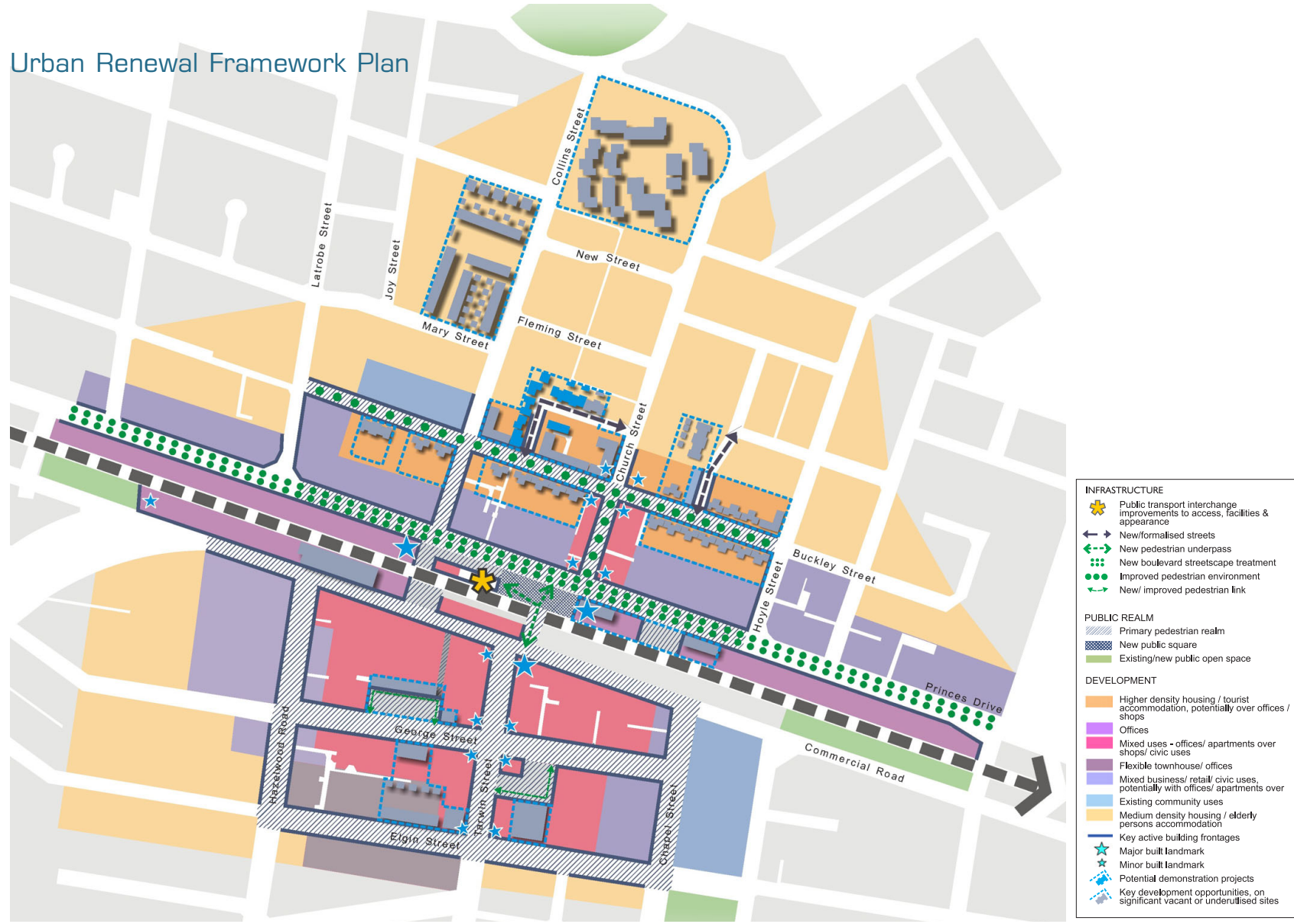
P Public Square

- The opportunity exists to design the areas at each end of the station underpass as a public square, to act as a focal point for social activity.
- The squares should incorporate cafes to animate the space.



Indicative View of Station Building Refurbishment

Urban Renewal Framework Plan



Traralgon Transit Precinct

Vision The Urban Renewal Framework aims to achieve the following:

Better Public Transport

- An inviting public transport gateway, including a major civic landmark, improved access and a new pedestrian and cycle bridge across the rail lines. This will be a key trigger for the emergence of a major office hub, an urban lifestyle area and a major tourism destination.

A New Urban Lifestyle

- An attractive and distinctive urban lifestyle area incorporating a vibrant urban lifestyle hub at the western end of Queens Parade, providing a focus for social activity. The area will contain new, high quality apartments in high quality settings.

A Stronger Economy

- A major office hub of modern retail and service business premises capitalising on Regional Fast Rail and building on Traralgon's economic strengths and relative affordability.

A Tourism Destination

- A new heritage railway museum may be developed, capitalising on the town's historic railway artefacts to establish a major tourism destination.

Better Housing Options

- High quality medium-density housing and/or retirement or aged-care development, creating a transition between the higher-density precinct core and the surrounding low-rise housing.

An Improved Public Realm

- An enhanced public realm through streetscape improvements and better management of traffic and car parking.

Future higher density redevelopment of Southside Central Shopping Centre

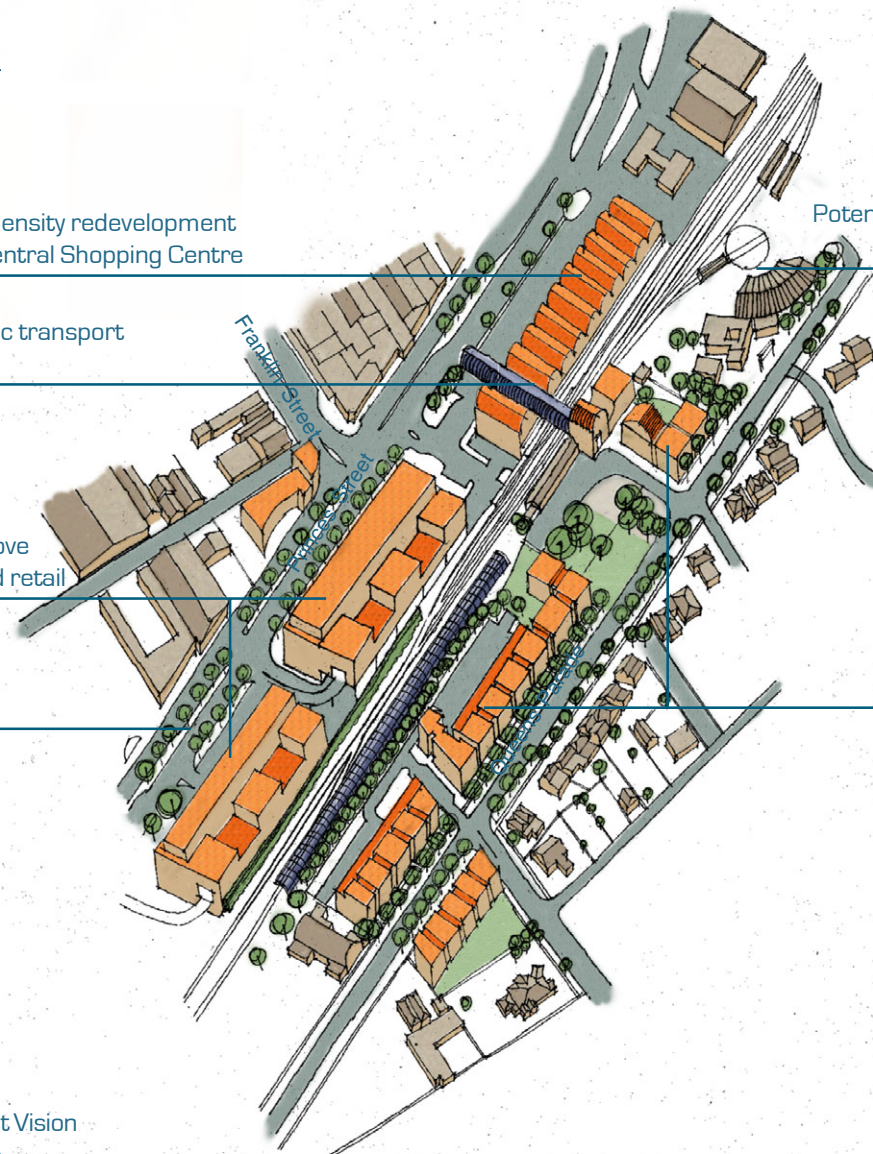
Upgraded public transport interchange

New offices above highway-related retail

Streetscape improvements

Potential heritage railway tourist attraction

New apartments



Station Precinct Vision

Drivers of growth - Economic Context

Traralgon is currently the healthiest and most vibrant of the three towns. It remains the flagship town of the Latrobe Valley and is emerging as the capital of Gippsland, enjoying strong economic growth, relatively low unemployment, a vibrant residential market, high demand for commercial development, the highest proportion of retail and hospitality activity in the municipality, and an expanding, diversifying and aging population that continues to fuel this growth.

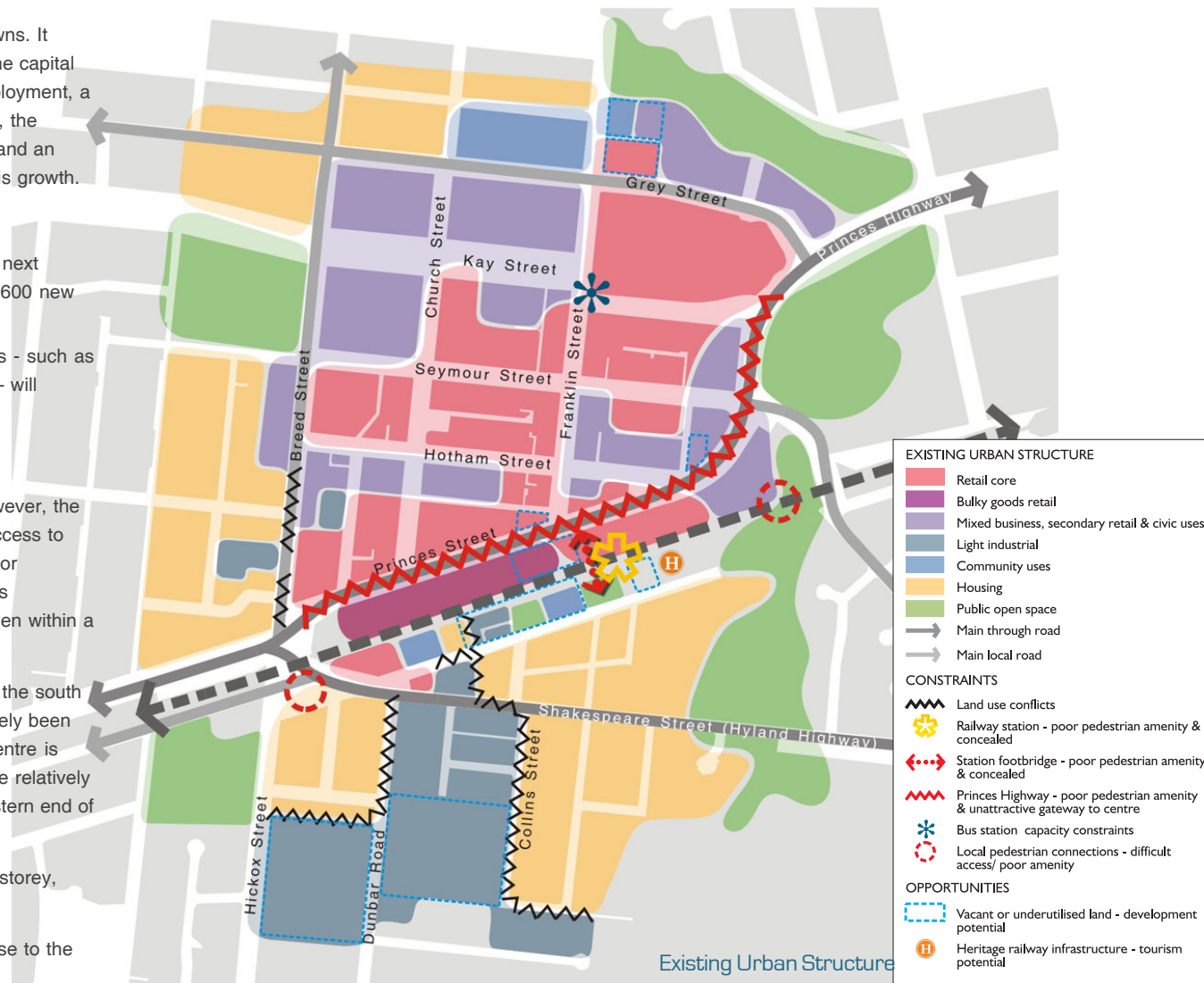
Demand is expected to be:

- Approximately 4,500m² of new retail space in Traralgon over the next twenty years. There is also projected demand for approximately 600 new apartments and up to 15,000m² of new office space.

The arrival of Regional Fast Rail and other infrastructure investments - such as fibre optic cabling rollout and improvements to the Princes Freeway – will further reinforce this growth.

Physical context

- The railway line and Princes Highway split Traralgon in two. However, the town centre is entirely on the northern side of the railway line. Access to the station from the south side of the railway line is poor by road or footpath. The station is adjacent to the town centre. However, it is separated from the centre by the Princes Highway. It is also hidden within a shopping centre.
- There is vacant and underutilised land adjacent to the station on the south side of the railway line. The north side of the railway line has largely been developed for single-storey, highway-related shops. The town centre is relatively compact and vibrant and there is a small shopping node relatively near to the station on the south side of the railway line at the western end of Queens Parade.
- Most residential accommodation in Traralgon consists of single-storey, detached houses.
- There is a considerable area of light industrial uses relatively close to the station on the southern side of the railway line.



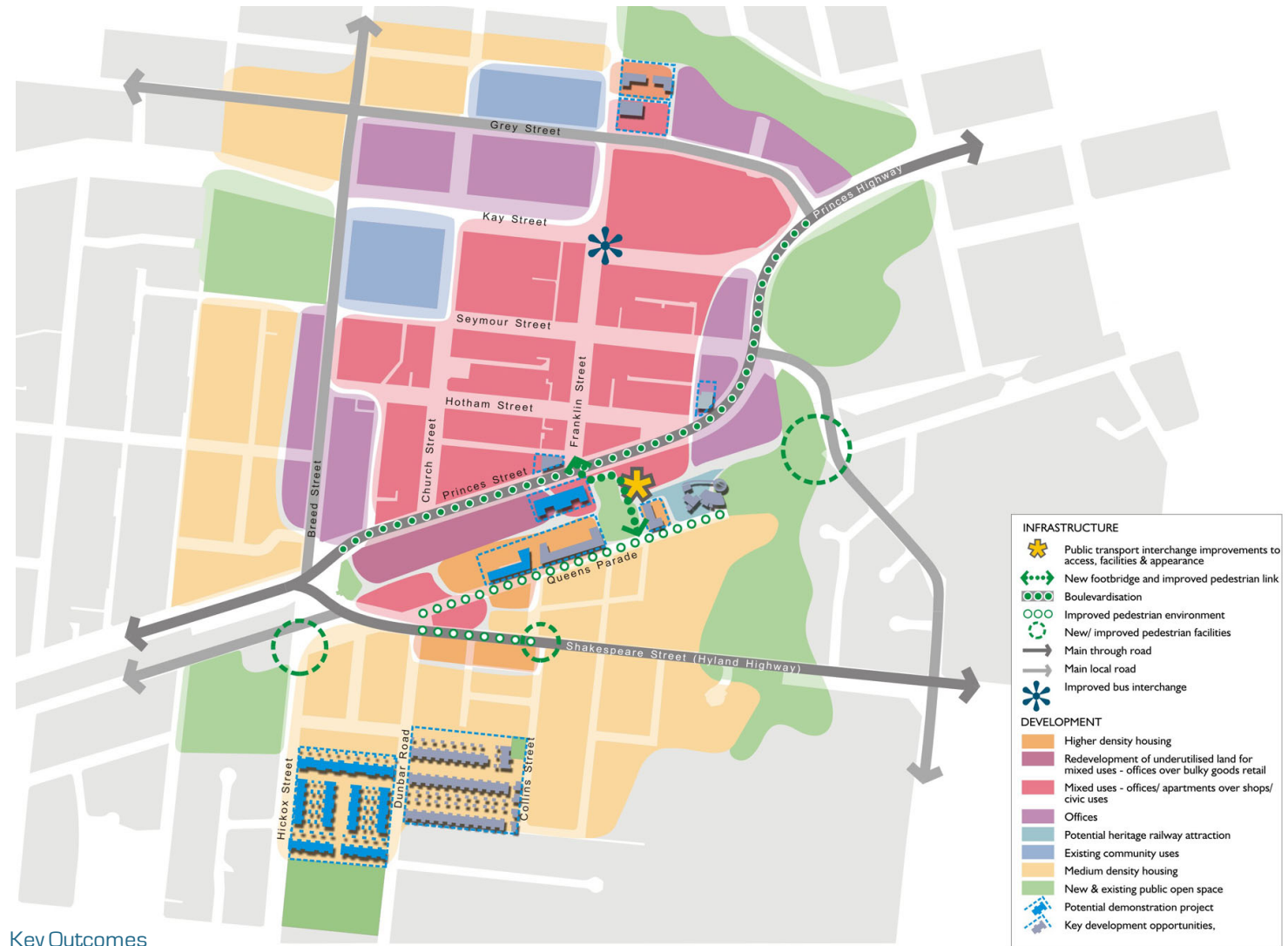
Making it happen

The La Trobe Planning Scheme will be amended to facilitate appropriate development, and the outcomes listed above will be actively marketed to prospective residents, businesses, developers and investors.

Key catalysts to stimulate private sector investment will include:

- an upgrade of the station and associated public transport interchange;
- an upgrade of key streetscapes within the precinct;
- efforts to attract urban lifestyle amenities to the urban lifestyle hubs;
- the packaging of public land for development; and
- the offering of incentives for and advice relating to appropriate development.

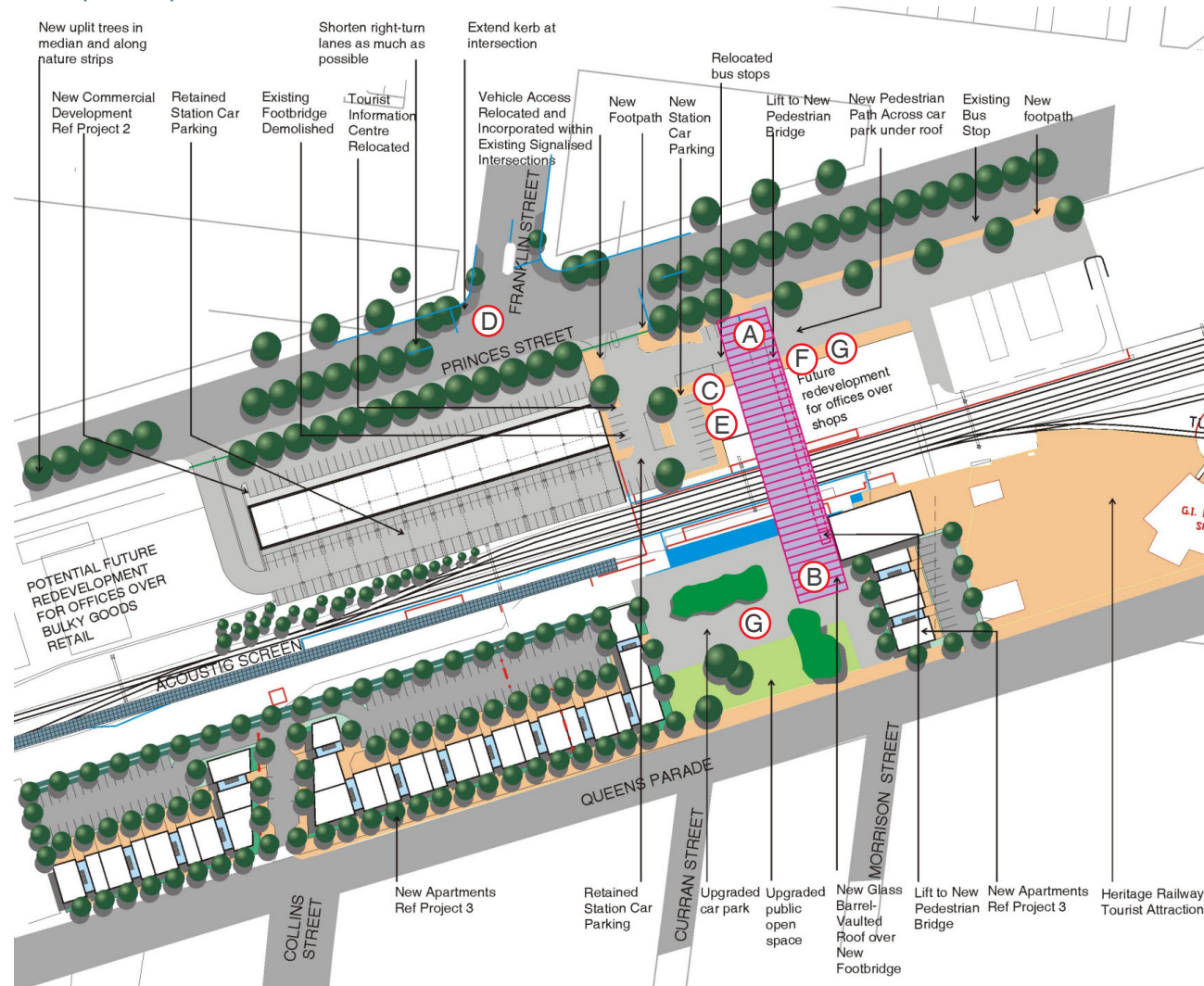
The public landholdings close to the station - in particular, redundant railway land - present significant opportunities for a public-private partnership to develop a quality demonstration project.



Key Outcomes

6

Transport Improvements



A Northern Pedestrian Access

- The opportunity exists to introduce a sheltered footpath across the car park in front of the station entrance to the bus stop on the highway, and continue it west along the edge of the car park to the signalised pedestrian crossing. This would significantly enhance pedestrian access between the station platform, bus stops, taxi ranks and the town centre.
- The cycle length of the traffic lights on the corner of Princes and Franklin Streets could be reduced to lessen wait times.
- The construction of a shelter structure over the station forecourt provides the opportunity to raise the profile of the station within the town centre. A glass barrel-vaulted roof structure would provide a clear indication of the station entry, while also giving it a much stronger presence and identity in Traralgon.

B Southern Pedestrian Access

- The opportunity exists to introduce a new sheltered footbridge over the rail line, accessed by a lift at each end. This would significantly improve access from the south.
- Lift access should be provided to the bridge and should be beyond the security line of the station to provide twenty-four hour access.
- The footbridge could be sheltered by a continuation of the roof structure proposed over the station forecourt, providing a major landmark, a shelter for the platform and raise the profile of public transport further.



Indicative view of proposed new pedestrian bridge from Queens Parade

C Public Transport Interchange

- The relocation of the Latrobe Visitor Centre and the relocation of the station footbridge (see above), would free up space for a reconfiguration of the vehicular access to the station, and allow the accommodation of additional car parking.
- The removal of the need for a bus route through the commuter car park would also take away a significant constraint on the redevelopment of that land.
- The existing station footbridge should not be removed until the new one is constructed.

D Princes Street

- The potential exists to extend the footpath into the parking lane at intersections along Princes Street to enhance pedestrian amenity.
- The potential also exists to introduce additional trees into the Princes Street median and along the nature strips, to further enhance pedestrian amenity and raise the profile of the station area.

E Cycle Facilities

- Cycle racks and lockers should be provided at the station to facilitate cycle-rail trips.

F Rail-Bus Interchange

- Opportunities to enhance the amenity and efficiency of the public transport system through improvements to transport services are limited. However, encouraging bus companies to stop at the station will create a more efficient transport interchange.
- Operators will continue to terminate services at the Traralgon Centre Plaza bus stop, as this is the most popular destination for their passengers. This precludes the degree of timetable integration possible were buses to terminate at the station.

G Car Parking

- The opportunity exists to provide for overflow car parking on the southern side of the station. The southern car park could be upgraded through new linemarking and landscaping.

H Bus Stops

- The opportunity exists to improve bus stop facilities. This may include better information, seating and shelter.

I Active Uses

- Vacant and underutilised land exists adjacent to the station on the southern side of the railway line.
- Care should be taken to ensure that such development addresses the public realm appropriately to create an attractive and safe area.



Improving Movement Through the Town Centre

A Station Footbridge

- The opportunity exists to introduce a new sheltered footbridge over the rail line, accessed by a lift at each end, to significantly improve access from the south.

B Improvements to the Traralgon Creek Pathway

- The opportunity exists to partially remedy the problems associated with the footpath alongside Traralgon Creek through the introduction of a bridge spanning the lowest section of the route and through improvements to the rail underpass.

C Princes Street

- Pedestrian movement along the south side of Princes Street could be facilitated by the provision of a well-lit footpath.

D Shakespeare Street

- The opportunity exists to reconfigure the roundabout at the intersection of Bank and Shakespeare Streets to make pedestrian movements from the southwest of Traralgon into the town centre safer and more pleasant. This would also release land for medium-density housing development within the transit precinct.

E Improved Cycle Links

- The potential exists to fill the gaps in the current cycling network, including
 - the continuation and better delineation and signage of the existing on-road routes
 - on-road cycle lanes on Franklin Street; and
 - the replacement of the existing shared off-street pedestrian/ cycle path along Shakespeare Street with a shared cycle/ parking lane.

F Signage

- The potential exists to improve directional signage for pedestrians and cyclists. This should include clear maps indicating key destinations and the walking time to reach them from the sign.



Development Opportunities

(A) Queens Parade

- There are a number of properties on Queens Parade that could be redeveloped to higher-densities. These include:
 - vacant and underutilised railway land south of the station,
 - light industrial properties on the north side of Queens Parade southwest of the station; and
 - the extensive rear garden of the large Federation house on the corner of Shakespeare and Collins Streets.
- In the longer term, the relocation of the Shell depot and industrial businesses in the estate on the south side of Shakespeare Street may provide further opportunities for higher-density development.
- Apartment development is most appropriate on these sites, given their location on the opposite side of the railway line from the town centre and main highway access, the residential context, and the existence of sufficient opportunity for office development on the north side of the railway line
- Walk-up buildings of 3-4 carefully articulated storeys are appropriate given the low-rise context. This would allow the development of approximately **100 apartments**.

(B) Queens Parade West

- The opportunity exists to develop the shops at the western end of Queens Parade as the 'urban lifestyle hub' for the precinct core through the attraction of appropriate businesses and creation of an appropriate public realm (see below). When the existing buildings are redeveloped, 'shoptop' apartments could be provided at upper levels.

C Princes Street

- The 'highway retail' outlets on Princes Street offer potential opportunities for higher-density redevelopment. This includes the land north of the main station car park currently occupied by a retail development.
- Office development, potentially above highway or bulky goods retail, is most appropriate on these sites.
- Alternatively, this site would be an appropriate location for a hotel and conference centre.
- The cost of basement or upper level car parking may restrict development to 2 storeys, although well-articulated buildings up to 5 storeys high would be possible without causing a detrimental effect on local character or amenity.

D Heritage Railway Attraction

See also Vol 4: Master Plans, Morwell Project 1, p43.

- The items of historic railway infrastructure southeast of the station offer the potential to create a heritage railway tourist attraction.
- The open space in front of the old station building on the southern side of the line could be retained as a forecourt to the tourist attraction.

E Vacant Service Station, Princes Street

- The vacant service station on Princes Street offers the potential for new development. Offices (with apartments above) is appropriate, given its location on the main retail street and the route to the station, and the need to accommodate retail growth.
- The Latrobe Visitor Centre - currently across the highway near the station - could be relocated into a new development on this site.

F Livingstone Street

- The vacant site on the corner of Princes and Livingstone Streets offers the potential for new development. Office development is most appropriate to avoid the spread of the retail core and due to the environmental effects of the highway on residential uses.

G Former Manny's Market

- The former Manny's Market site presents a key opportunity for new development. Highway-related retail, civic or office uses are appropriate on this site, with offices or apartments above, due to its location on a main road on the edge of the retail core.
- Buildings 2-4 storeys would be possible without causing a detrimental impact on local character or amenity.

H Seymour Street Car Park

- The public car park in the block bounded by Franklin, Seymour, Livingstone and Hotham Streets provides a key opportunity for new development.
- The current oversupply of parking in the town centre indicates that some or all of this public parking may be able to be sacrificed to promote new development.



Potential new apartments on Queens Parade

I Council Depot Site

- The former Council depot provides an ideal opportunity for medium-density housing and/or a retirement or aged care housing development (subject to remediation of any ground contamination.)
- The adjoining dog pound also provides an ideal opportunity for medium-density housing, subject to the relocation of the pound.
- A mixture of 2-3 storey attached and semi-detached housing would provide a significant number of new residences in the transit precinct, and respect the low-rise character of the residential areas to the north and west.
- Careful architectural design is required to ensure that this lead project establishes a high

J Traralgon Concrete

- The Traralgon Concrete site provides an ideal opportunity for medium-density housing and/or a retirement or aged care housing development, subject to the relocation of the pound and remediation of any ground contamination.
- A mixture of 2-3 storey attached and semi-detached housing would provide a significant number of new residences in the transit precinct, and respect the low-rise character of the residential areas to the east.
- The development of a new street along the southern boundary of the site would facilitate the subdivision of the deep lots to the south, allowing the development of additional new houses facing the new street.

K Childcare Centre

- The child care centre on Franklin Street just north of the former Manny's Market provides an ideal opportunity for higher-density housing and/or a retirement or aged care housing development, particularly with its attractive outlook over and direct access to the Traralgon Creek parkland. This would require the incorporation of the child care centre or its relocation - potentially to a new building immediately north of the site within the Traralgon Creek parklands.
- The reconfiguration of the ASIC car park would release further land for development that could be consolidated with this site.
- Walk-up buildings of 3-4 storeys are appropriate given the low-rise context to the west.



Indicative View of Redeveloped Council Depot Site

Public Realm Improvements

L Queens Parade

- Queens Parade may incorporate a more pedestrian-friendly environment, including easier crossing points, small public spaces and places for feature trees.

M Queens Parade West

- The space in front of the shops and that released by the removal of the slip road would create the opportunity for a significant new public space, to act as a focal point for the proposed Queens Parade West urban lifestyle hub (see above).

N Princes Street

- The potential exists to extend the footpath into the parking lane at intersections along Princes Street to enhance pedestrian amenity.
- The potential also exists to introduce additional trees into the Princes Street median and along the nature strips, to further enhance pedestrian amenity.

O Station Square

- The forecourt of the old station building on the south side of the railway line would provide valuable green space for apartment residents without a private garden. The park could be upgraded through new landscaping.

P Shakespeare Street

- Shakespeare Street is relatively broad, presenting the opportunity to enhance its pedestrian amenity where it passes through the area surrounding the new urban lifestyle hub by introducing a central median containing a formal avenue of trees.

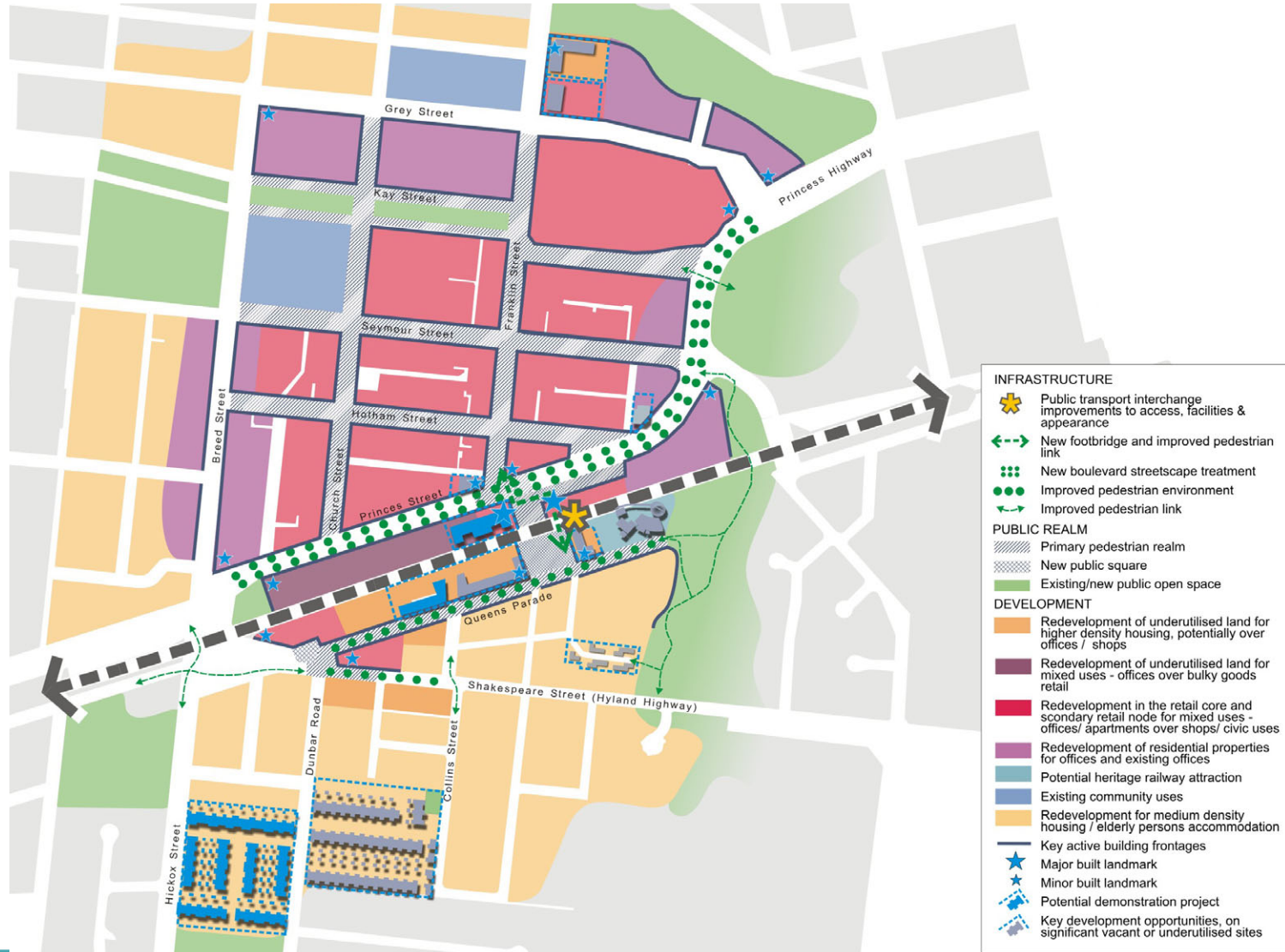
Q Grey Street

- There are plans to improve the pedestrian crossing on Grey Street north of Traralgon Plaza by introducing kerb outstands, a central refuge and lighting.

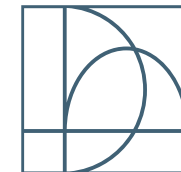
Hickox, Dunbar & Collins Streets

- Once the industrial uses have relocated from these streets, the opportunity will be presented to upgrade the street environments through new landscaping.

Urban Renewal Framework Plan







Latrobe

Transit centred precincts

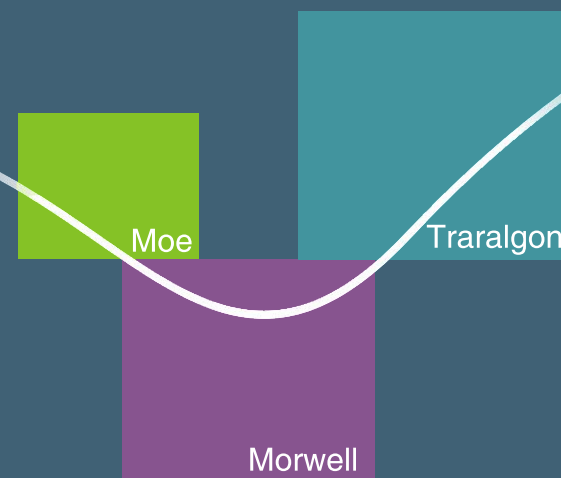
Urban Renewal Frameworks
Revised Consultation Draft

Prepared by

David Lock Associates

in association with

SGS Economics & planning
PBAI Australia



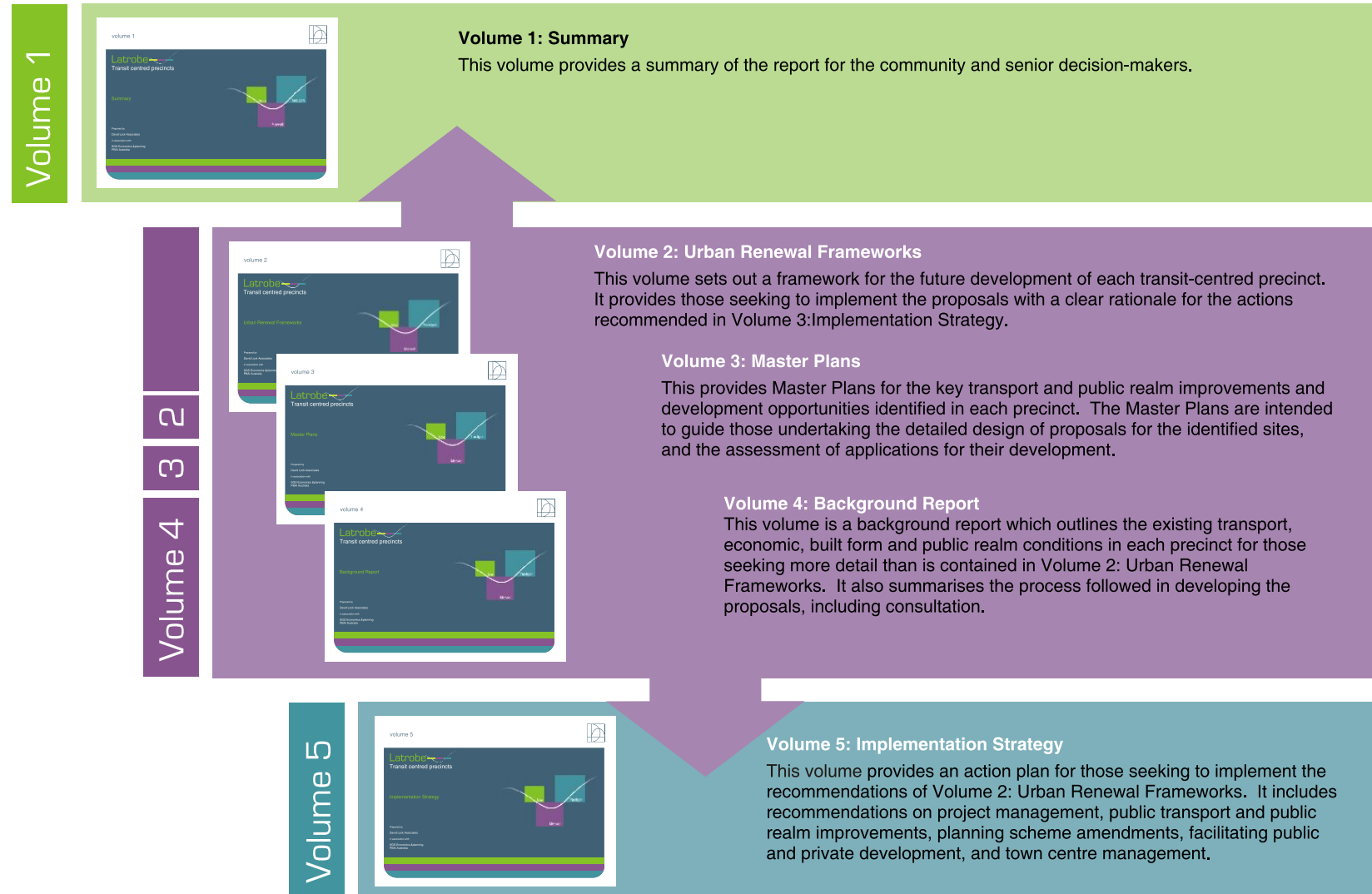
Preface

This is the consultation draft of the Latrobe Transit-centred Precincts Report, which provides a plan for the future development of the areas within a comfortable walking distance of the Moe, Morwell and Traralgon train stations.

The development of the proposals has involved wide informal consultation with key stakeholders and the broad community. However, the proposals contained in this draft have not been formally considered by Council. The purpose of the draft is to seek comment on the proposals to inform their consideration by Council.

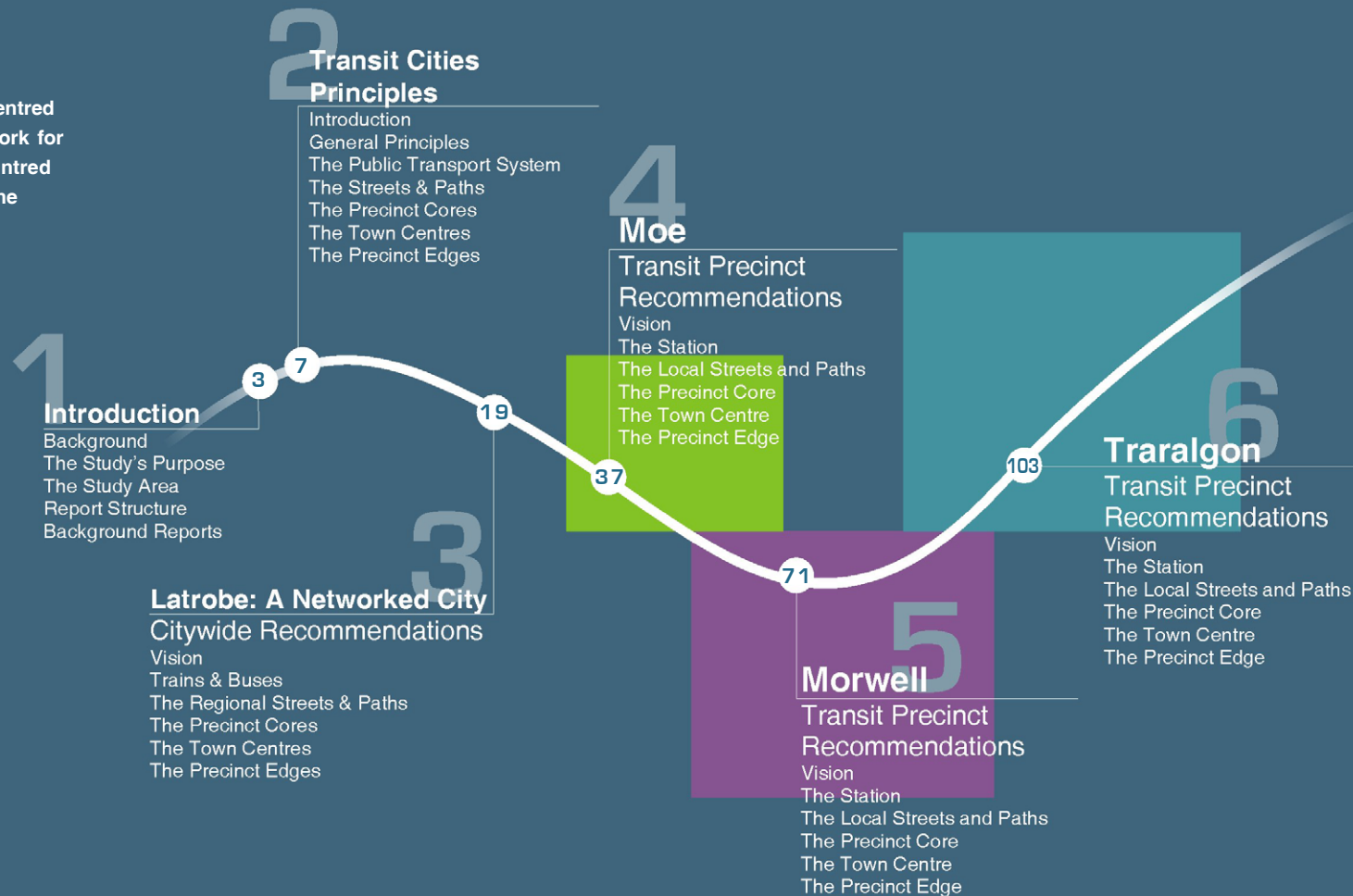
Once the report is adopted, it will be implemented through a partnership between state and local government and co-ordination of agencies and public authorities. Its implementation will be subject to budgetary processes.

The Latrobe Transit-centred Precincts report is presented in five volumes to meet the needs of its different readers:



Contents

This is Volume 2 of the Latrobe Transit-centred Precincts report, which sets out a framework for the future development of each transit-centred precinct. It provides a clear rationale for the proposed actions set out in Volume 5: Implementation Strategy.



1 Introduction

This chapter sets out the background to and purpose of the study, and explains the structure of this volume of the report.

Contents

Background	p4
The Study's Purpose	p4
The Study Area	p5
The Report Structure	p5
Relevant Strategies, Programs and Policies	p6

Background

The prosperity of the Latrobe Valley has shown positive signs of growth with a recent increase in investment and new residential development. Demographic trends are also leading to market demand for a greater range of housing types and lifestyle options with Traralgon currently attracting the bulk of this new investment.

However, the Latrobe Valley and its transport network are still marked by the detrimental effects of structural economic and social change led by the downturn in the energy industry in the early 1990s. Of the three towns in the study area, Moe and Morwell most acutely portray the effects of this decline, including:

- A poor and inconsistent built form quality
- A low intensity of land uses
- The loss of the town 'heart'
- A loss of patronage for business, facilities and services
- A significant decline in the local economy
- An inconsistent public realm quality
- A lack of new and diverse housing options
- A lack of employment opportunities
- Inequitable access to public transport services

The Urban Renewal Frameworks and Master Plans illustrate the means to capture this investment growth and channel it towards Transit Cities outcomes. They also explore how to direct some of this new development to the revitalisation of Moe and Morwell.



Regional Context Plan

The Study's Purpose

The Latrobe Transit Centred Precincts Urban Renewal Frameworks and Master Plans project was initiated by the Department of Infrastructure (DOI) as part of the *Transit Cities* program*. The primary purpose of this program, and a key direction of the Victorian Government's *Melbourne 2030* strategy, is to create safe, vibrant and accessible communities by establishing more compact and vibrant town centres that are linked by effective public transport networks – specifically, high quality rail links. The identification of the Latrobe Valley as one of the thirteen 'transit cities' builds on the inclusion of the Melbourne-Traralgon railway line in the *Regional Fast Rail* program. In particular, the project aims to capitalise on the improved services and faster journey times that the *Regional Fast Rail* project will offer to improve the liveability of Moe, Morwell and Traralgon and, ultimately, their economic vitality.

The Urban Design Frameworks and Master Plans have dual, complementary purposes - to manage growth to enhance the liveability and sustainability of the three towns, and to stimulate local and regional economic and social regeneration. More specifically, they provide strategic direction and detailed recommendations by which to improve public transport, encourage transit-oriented development and enhance the public realm in the town centres of Moe, Morwell and Traralgon. They seek to achieve the following aims.

Create an accessible physical, social and cultural 'centre of gravity' for each town

Increase local and regional public transport patronage

Provide opportunities for an urban lifestyle

Stimulate the local economies of each town

Provide a positive image and stronger focus for public and commercial activity in each town

Improve the public realm quality and attractiveness within each precinct, with the particular aim of improving pedestrian amenity

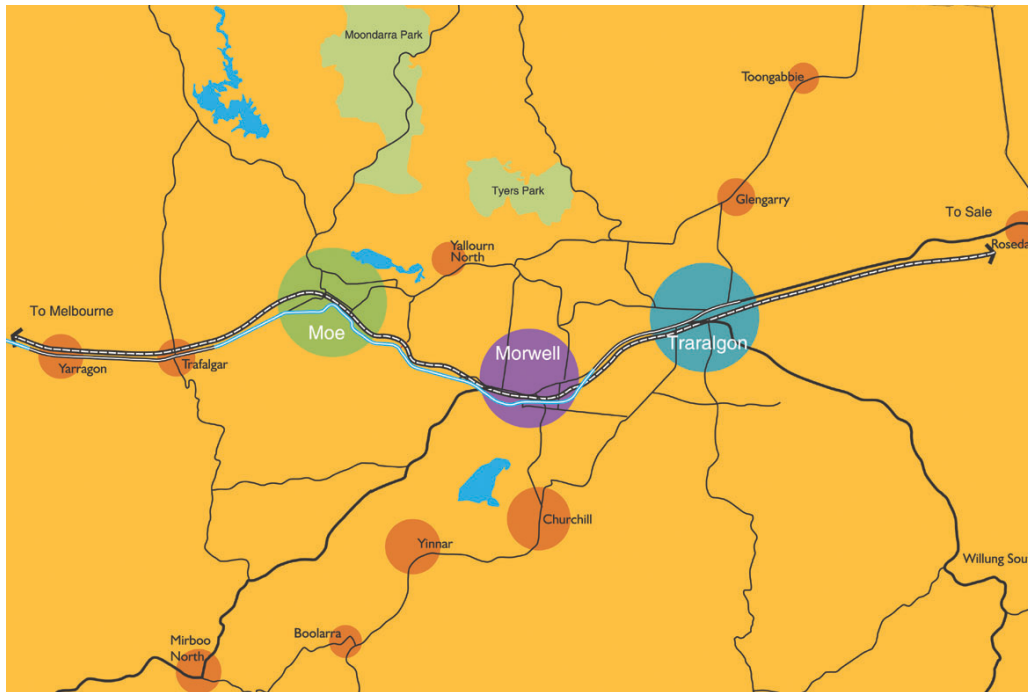
Promote environmentally sustainable outcomes

Facilitate an increase in housing diversity and affordability

Enhance accessibility to employment and services

The Study Area

The Transit-centred Precincts focus on the area within a comfortable walking distance of each of the three towns' railway stations. They incorporate the primary activity centre in each town - ensuring services are easily accessible from transit-oriented development - and some significant development sites.



Latrobe Valley Context Plan



Report Structure

The remainder of this document (Chapters 2-5) is organised according to five broad 'Directions', which reflect the main elements of transit precincts:

Direction 1

The Public Transport System -

High quality public transport services & facilities

Direction 2

The Streets & Paths -

An effective movement network

Direction 3

The Station Surrounds -

Transit centred & urban lifestyle development

Direction 4

The Town Centres -

Vibrant activity centres which do not necessarily include the principal public transport node

Direction 5

The Precinct Edges -

More housing close to transport & services

Relevant Strategies, Programs and Policies

The primary strategies and programs that support the Transit Cities program are:

Regional Fast Rail

The *Regional Fast Rail* project is a component of the state-funded *Linking Victoria* program which aims to revitalise the state's rail links. Its focus is on improving the provision of frequent, convenient, reliable, safe and affordable journeys that link regional Victoria with other state destinations, particularly Melbourne. It will do this by providing quicker travel times, additional services and a new fleet of trains. It incorporates the biggest upgrade of these main regional lines in 120 years.

Upgrades to the Traralgon line will greatly improve the reliability of all Latrobe Valley line services. There will be at least six new services each weekday, including 95 minute express services between Traralgon and Melbourne. Fast Rail services are expected to be operational by mid-2005.

The Urban Renewal Frameworks set out in this volume seek to capitalise on the State's investment in *Regional Fast Rail*.

See also www.doi.vic.gov.au

Melbourne 2030

Melbourne 2030 is the Victorian Government Strategy intended to guide urban growth in Melbourne over the next 30 years. In this time Melbourne is expected to grow by up to one million people and 620,000 households. This will create substantial development pressure within Melbourne and increase the stress on Melbourne's fringe suburbs to meet the need for affordable housing, further amplifying the already unsustainable levels of urban sprawl.

Through its connections to a series of other state government strategies, including *Transit Cities* and *Linking Victoria* (which incorporates the *Regional Fast Rail* project), *Melbourne 2030* aims to guide some of this development pressure, particularly for new housing, to regional Victoria. Providing improved regional links through the enhancement of the public transport network will ensure that this redirected growth occurs in a sustainable and equitable manner.

Melbourne 2030 aims to achieve more sustainable growth by promoting high density, mixed-use development around key transport nodes in activity centres within metropolitan Melbourne and in regional centres serviced by *Regional Fast Rail*. More specifically, it aims to increase the provision within these centres of employment generators, higher residential densities (and a diversity of housing types), capital works improvements to support transport infrastructure, and pedestrian and cycle-friendly environments.

The Transit Cities Principles set out in Chapter 2 respond to the aims of *Melbourne 2030*.

See also www.dse.vic.gov.au

Other relevant local and state strategies and policy statements that have sought to guide growth and revitalise the town centres and that the Frameworks and Master Plans integrate and expand on include:

- The Municipal Strategic Statement in the La Trobe Planning Scheme
- Morwell – Report of the Morwell Revitalisation Taskforce
- Morwell – Medium Density Housing Study – 1999
- Morwell – Details of the CBD Revitalisation Projects
- Latrobe Valley Access and Mobility Study – Dept. of Infrastructure (yet to be released)
- Latrobe City Council Corporate Plan 2000-2002, Community Plan 2000-2005 & Capital Works Program – Latrobe City Council
- Principal Traffic Route Study - Townships of Morwell and Churchill, John Piper Traffic for VicRoads, September 2001
- Principle Traffic Route Study - Township of Taralgon, John Piper Traffic for VicRoads, December 2002
- Principal Traffic Route Study - Moe, Newborough and Yallourn, John Piper Traffic for VicRoads, April 1999
- Taralgon CBD Parking Study, Arup for Latrobe City Council, June 2003
- Latrobe Retail Strategy Review 2001 - Macroplan
- Framework for the Future: Report of the Latrobe Valley Ministerial Taskforce
- Latrobe Tourism Plan 2002 - 2005
- Latrobe Valley Housing Renewal Strategy - SGS Economics and Planning for the Department of Human Services

2 Transit Cities Principles

This chapter presents the *Transit Cities* principles that form the foundation of the Urban Renewal Frameworks and the rationale for their recommendations. It is intended to help those involved in the implementation of the Frameworks to better understand and convey to others the intention of each design decision, assisting in the realisation of the recommendations.

p 9 **General Principles**

(Principles common to more than one direction)

- A - Promote a positive regional image
- B - Protect and enhance local character
- C - Introduce higher density housing
- D - Ensure an active public realm
- E - Create pedestrian-friendly streets and spaces

p 11 **Direction 1 - The Public Transport System:**

High quality public transport services & facilities

- F - Provide effective and inviting public transport services
- G - Provide direct and inviting links to public transport nodes
- H - Enhance connectivity between different travel modes
- I - Provide high quality passenger facilities
- J - Give public transport a high public profile

p 12 **Direction 2 - The Streets & Paths:**

An effective movement network

- K - Create permeable street networks and legible built environments
- L - Provide cycling facilities
- M - Bring traffic in, carefully
- N - Encourage travel behaviour change

p 14 **Direction 3 - The Station Surrounds:**

Transit-centred & urban lifestyle development

- O - Promote higher-density, mixed use development around public transport and urban lifestyle amenities
- P - Create an urban lifestyle hub

p 16 **Direction 4 - The Town Centres:**

Vibrant activity centres

- Q - Create compact town centres
- R - Promote diversity
- S - Provide car parking, carefully

p 17 **Direction 5 - The Precinct Edges:**

More housing close to transport & services

See General Principles

Introduction

Transit Cities is a \$14.5 million State initiative that aims to encourage higher-density, mixed-use development – particularly housing – in Melbourne and Victoria’s key regional activity centres that are connected to each other by rail. This will create environmentally sustainable, socially inclusive and commercially successful centres.

More specifically *Transit Cities*’ aims are to:

- Create ‘safe, vibrant and accessible communities that are centred on public transport’.
- ‘Link people to services, to opportunities and to each other by putting a seamless transport network at their doorstep.’
- ‘Encourage higher-density, mixed-use development... (which) will cater for and stimulate urban growth.’
- ‘Maximise the Victorian Government’s investment in *Regional Fast Rail* Links’.
- ‘Protect the local character from uncoordinated urban growth’ by concentrating development around railway stations.

Transit Cities seeks to meet and capitalise on the growing demand for an urban lifestyle, in which people live close enough to walk to shops, services - including high quality public transport - and, in particular, cafes, bars and restaurants. This increases social interaction, in turn generating a strong sense of community. It also:

- **contributes to sustainable urban growth** by minimising private car use and supporting public transport, capitalising on existing infrastructure and reducing urban sprawl.
- **reduces inequality** by providing more, and potentially more affordable, opportunities to live close to jobs, shops and services.
- **supports local shops and businesses** by increasing their catchment.

Therefore, while the term ‘Transit Cities’ emphasises the importance of public transport, equally important is the proximity of housing to jobs, shops and services, and the ingredients of an urban lifestyle. In summary, Transit Cities are precincts containing a railway station and an activity centre, which:

- **concentrate travel origins and destinations within walking distance of the station** to foster the use of public transport for longer trips, increase travel ‘equity’ and support the more efficient use of urban infrastructure.
- **contain higher-density housing** to foster walking for shorter trips, improve access to jobs, shops and services, and support local businesses.
- **contain the elements of an urban lifestyle.**
- **have a ‘walkable’ environment.**

In this project, the term ‘transit precincts’ is used to refer to such areas.

General Principles

A - Promote a positive regional image

A positive image is needed at a regional level to attract people to live, work, invest in and visit transit precincts. New buildings, infrastructure and streetscape improvements can contribute to this by indicating prosperity, creating a high quality environment and offering a full range of lifestyle opportunities. A proactive Council can also contribute to this by having a positive attitude towards new development.

It is therefore important too:

- Ensure new transport infrastructure and streetscapes are of a high quality design to create an attractive environment - particularly in places of arrival, such as public transport hubs and along main routes through a transit precinct.
- Ensure new buildings are of a high quality, environmentally sensitive and contemporary design, to promote a reputation as a progressive and environmentally sustainable centre.
- Facilitate new development to demonstrate viability and a supportive environment.
- Ensure commercial areas are vibrant to indicate a healthy local economy.
- Facilitate the development of a range of housing types and other amenities that support different lifestyle choices.

B - Protect and enhance local character

It is an aim of the *Transit Cities* program to 'protect the local character from uncoordinated urban growth'.

New development should respect valued local character. This may constrain the density that can be achieved by new development. Therefore, opportunities to develop in areas of poorly valued character should be maximised wherever possible and design techniques that lessen the apparent scale of new development – such as upper floor setbacks and articulation in plan and elevation – should be utilised.

C - Introduce higher-density housing

It is a key aim of the *Transit Cities* program to increase opportunities for people to live close to shops, services - particularly high quality public transport - and job opportunities. The development of higher density housing forms, such as townhouses and apartments, within and around the edges of transit precincts is critical to achieving this aim. It can also:

- support their safety outside business hours by providing 'natural surveillance' (see Principle D).
- increase custom for their shops and businesses.
- offer more affordable accommodation due to its reduced land cost.
- reduce household spending on transport by enabling people to walk and use public transport more readily.

Different forms of housing are appropriate in different parts of a transit precinct to maintain their primary function and

character. Along with different house sizes, the combination of a range of housing forms and locations also provides for a variety of lifestyle choices and incomes. In particular:

- The highest densities of housing (eg. multi-storey apartments) should occur closest to the main public transport hub (eg. a railway station) to ensure that a critical mass of residents can access and support the public transport network.
- Activity centres should have apartments at upper levels, where they can contribute to housing choice and the safety of the precinct outside business hours without detracting from the continuity of retail frontage (see Principle Q).
- Attached townhouses able to be used as dwellings or small offices can be located on the fringe of activity centres. This builds in the flexibility for them to respond to changing property markets without creating 'dead' commercial or residential areas.
- Medium density housing (eg. 2-3 storey apartments and/or townhouses) can be introduced around activity centres to further contribute to the range of residential options and safety of the precinct outside business hours, while reflecting the lower-rise character of the detached housing beyond.
- Lower densities of housing (eg. detached housing) should be precluded from transit precincts and their fringes in order to avoid detracting from the density required to achieve Transit Cities objectives.

General Principles - continued

D - Ensure an active and clear public realm

Successful transit precincts rely on people feeling safe enough to walk around them. This avoids the need to use cars for short trips and creates a more vibrant, sociable environment. This is particularly important around public transport hubs and cafe/ restaurant precincts, which people may wish to use at night.

The built environment can contribute to personal safety and a reduced fear of crime by providing 'natural surveillance' to and ensuring clear visibility within the public realm.

Natural surveillance can be provided by:

- incorporating a range of uses that create activity in the street at different periods of the day and week - such as the introduction of housing in commercial areas (see Principle C).
- orienting development to present an 'active' frontage to the public realm - such as doors, windows and activity that 'spills out' onto the street, eg. outdoor dining.

In particular, staff car parking, and goods delivery and storage areas are inactive most of the time (and also interfere with pedestrian movement). They should therefore be provided at the rear of premises wherever this is possible. This can be facilitated by a rear access lane.

Clear visibility can be ensured by:

- designing development to clearly define the public realm, leaving no undefined or concealed spaces.
- avoiding street furniture or landscaping that creates hiding places.
- providing adequate lighting.

E - Create pedestrian-friendly streets and spaces

Broad, shaded and well-lit footpaths with plentiful seating are a pre-requisite for pedestrian-friendly streets. This is particularly important around public transport hubs, 'urban lifestyle hubs' (see Principle P) and other retail or commercial areas. However, traffic must also be managed to support walking. While good car access into and around a transit precinct is essential to provide passing trade for shops and businesses and natural surveillance at night (see Principle M), the traffic needs to be 'calmed' to ensure it is inviting to walk along and across the street. In particular, pedestrians should be able to cross wherever they choose, and not be limited to formal crossing points, except on main highways. This involves designing streets to:

- limit traffic speeds.
- minimise the distance for pedestrians to cross.
- create gaps in the traffic.
- create a buffer between the footpath and moving traffic.

Public off-street car parks should be pedestrian-friendly too, particularly as they often form valuable pedestrian links. In addition to ensuring their edges are well-defined and active (see Principle D), this involves minimising their area, and designing their edges like pedestrian-friendly streets.

Pedestrian paths should also be provided within car parks to allow safe and easy access to and from cars. The parking area should be well lit and sheltered by trees and/or shade structures to improve safety and amenity.

The Public Transport System: High quality public transport services & facilities

Successful transit precincts rely on public transport offering an attractive alternative to the car. Just like persuading people to buy other goods or services, encouraging people to use public transport involves a range of tasks, from providing a well designed and high quality service that meets people's needs to effectively marketing those services and facilities to people that are likely to use them.

The public transport system must accord with the following principles if it is to contribute to the success of a transit precinct.

F - Provide effective and inviting public transport services

Public transport systems must offer services that are:

- **Convenient**, by linking places that people want to travel between, such as home and work, shops or school, and occurring at the times that people want to travel. For example, services should be provided between residential areas and employment locations at times to suit standard working hours.
- **Fast**, by offering a quick, efficient means of transportation that can successfully compete with the time taken to travel the equivalent distance by car.
- **Regular**, by being frequent, dependable and punctual. People are more likely to choose public transport over alternate means if services are reliable and require a minimum wait time.
- **Safe**, for all types of people at all times of day and night.
- **Comfortable**, by providing adequate seating.

G - Provide direct and inviting links to public transport nodes

The route between their origin or destination and the public transport node must be:

- **Direct**, offering an efficient, convenient and clear route (see Principle K). Long, convoluted routes can be illegible and time-consuming, deterring public transport use.
- **Inviting**, attractive, comfortable and safe, ensuring that the walk to the train station or bus stop is pleasant and without fear of injury or harm. This can be achieved by providing active and pedestrian-friendly streets (see Principles D & E).

In particular, pedestrian connections across railway lines should be at grade where possible, as people are less inclined to use bridges or underpasses, no matter how well they are designed.

H - Enhance connectivity between different travel modes

Some people may travel to a train station by cycle, bus, taxi or private car. It is therefore important to provide effective interchange facilities that enable people to make connections easily between different travel modes. However, care must be taken to avoid separating the community from public transport services by surrounding the station with a pedestrian-unfriendly area dominated by buses and other vehicles. This may mean:

- Bus stops are located in nearby streets.
- Bus layover facilities and commuter car parks are placed slightly further away from the station.

Ideally, the precinct's network of active and pedestrian-friendly streets should extend right to the station entrance.

I - Provide high quality passenger facilities

One of the drawbacks of public transport is that passengers typically have to wait for their service. This can be partially overcome by providing excellent passenger facilities at train stations and bus stops, that offer:

- **Comfort**, through good seating and shelter.
- **Amenities**, such as toilets and newspaper or coffee outlets.
- **Information** on the services - particularly the proximity of the next service.

Passenger waiting areas must also be safe and clean.

This will help to attract a diverse range of people to use the services, and contribute to a positive profile for public transport.

J - Give public transport a high profile

To attract people to use public transport, it must have a high and positive profile. This can be achieved by:

- Designing transport hubs that are prominent and notable civic buildings, not purely functional in nature. This sends a clear message to the community that public transport is an integral, highly regarded and well supported public service provided for the whole community's benefit.
- The positive promotion of public transport services through the media and the distribution of relevant and attractively presented information.

See also Principle N.

The Streets & Paths: An effective movement network

It is an aim of the *Transit Cities* program to 'link people to services, to opportunities and to each other by putting a seamless transport network at their doorstep'. While public transport services and facilities are a key element of this (see Direction 1, above), it is also important that the street network provides a high degree of connectivity and accessibility within and between transit precincts and smaller centres for pedestrians, cyclists, road-based public transport (buses and taxis), and private and commercial vehicles.

The streets and paths within a transit precinct must accord with the following principles if they are to contribute to its success.

K - Create permeable street networks and legible built environments

Successful transit precincts rely on people walking to the train station, shops, services and jobs. This requires a permeable street network and legible built environment to provide convenient and clear routes throughout the precinct.

Walking:

- is a sustainable means of travelling short distances that is available to the large majority of the population at little expense to individuals or the wider community. It is particularly important as it forms an essential link in all journeys whether by car, bus, train or bicycle.
- is essential for the viability of retail businesses, as most shops depend upon passing trade.
- enhances the sense of community by facilitating spontaneous social interaction.
- improves personal health.

To encourage people to walk, the street network must offer relatively direct routes between any two points within the precinct. Convoluted pedestrian routes deter people from walking. The more permeable the network, the more direct are the routes within it. This is enhanced where the built form elements - landmarks, open spaces, streetscapes, land uses and building styles - are discernable and easily grouped into a memorable pattern, creating a 'legible', or easily navigable area.

Permeable street networks also support cycling, buses and taxis. They can result in more streets, which creates more on-street parking, minimising the need for off-street car parks.

L - Provide cycling facilities

Cycling is also a very sustainable mode of transport, well suited to everyday trips of up to 7 kilometres. It is available to a large proportion of the population, requiring only a relatively low level of equipment and fitness.

Cycling provides an important access mode to longer public transport trips. It can therefore provide an important role in transit precincts and should be supported.

Like walking, cycling is supported by a permeable street network and a legible built environment (see Principle K), an active and clear public realm and many of the aspects of pedestrian-friendly streets (see Principles D & E). In addition, cycling is supported by:

- cycle lanes on busier roads.
- short-term cycle storage facilities in retail areas.
- short- and long-term cycle storage facilities at public transport hubs.
- provision for bicycles on public transport vehicles.

Cycle storage facilities should be well designed and locations planned carefully to ensure facilities are safe, convenient and easy to use.

Future needs of cyclists should be considered in the design and construction of all street works, regardless of whether the link is on a designated cycle network or not. This will gradually improve the overall level of service for cyclists along all streets and increase the opportunities for cycling within the town centre.

M - Bring traffic in, carefully

As noted above, transit precincts must make particular effort to support walking, cycling and public transport. However, provision must also be made for private cars, principally to support the economic vitality of shops, services and other amenities that provide the ingredients of an urban lifestyle.

The number and quality of vehicular routes that pass through a town centre is a key factor in its economic success. This has always been the case: settlements have historically begun at the intersection of important routes and successful high streets are almost always the most connected thoroughfares. It is here that they are able to take advantage of high levels of visual exposure and accessibility. Importantly, introducing cars in a retail centre also enhances personal security, particularly at night.

Therefore, in improving provision for pedestrians and cyclists, care must be taken not to remove the livelihood of a town centre by preventing or deterring through traffic. Instead, the streets must be designed and the traffic managed to ensure that car movements and car parking do not dominate or hamper pedestrian movement, cycling or public transport access (see Principle E).

Through truck traffic has adverse impacts on the safety and amenity of town centres and offers little benefit. It should therefore be precluded or discouraged from entering. Tourist traffic, in contrast, has much to offer economically, and should be encouraged in to the town centre through appropriate signage.

N - Encourage travel behaviour change

In addition to the benefits of walking and cycling noted above encouraging a greater use of sustainable forms of transport and less reliance on the car will:

- reduce the inequalities inherent in car-dependent environments, which isolate a significant proportion of the community; and
- maximise the return on investment in infrastructure for those travel modes.

Initiatives aimed at reducing reliance on the car need to form part of a 'carrot and stick' approach, providing improved walking, cycling and public transport environments (see Principles A - H) along with measures to curb car use, such as reducing the provision of car parking spaces. It is widely recognised that travel behaviour cannot be changed through the implementation of encouragement measures alone; the attractiveness of using the car must also be reduced significantly in order to achieve favourable results.

Other 'travel demand management' initiatives include:

- good urban planning to reduce the length of trips that people have to make (see Principles C, O & R);
- encouraging employers to offer telecommuting for one or more days a week to reduce travel to work for their employees;
- setting up 'walking bus' initiatives to provide a safe and sustainable means of travel to school for children; and
- marketing available transport choices to the community to encourage travel behaviour change.

The 'marketing material' for these travel modes should effectively present the available transport options to target markets that could change their existing travel patterns. It should include information such as relevant details of available services and facilities. It should also promote messages that educate people on the benefits of changing travel behaviour and on the negative impacts of car travel and provide incentives for people to change modes.

Information sources should be well designed so that they are easily understood by the community, making use of maps and graphics where possible. They should provide the information that people need, present suitable travel options in a positive way and coordinate information from a number of organisations and services.

Presenting sustainable travel options in a positive way and carefully targeting the recipients of the material will assist in making the most effective use of new and existing infrastructure, inform people of the range of travel choices available and assist in ensuring that an increasing proportion of sustainable transport travellers are 'users of choice' – that is, they either have a car and choose not to use it or they choose not to own a car.

[See also Principles D & E.](#)

The Station Surrounds: Transit-centred & urban lifestyle development

The core of a transit precinct can be defined in two ways: the area immediately around the principal public transport hub - typically a train station - or the heart of the urban lifestyle area. Ideally, these are one and the same, as proximity to high quality public transport is one of the key ingredients of an urban lifestyle.

The area around a station must accord with the following principles if it is to contribute to the success of the transit precinct.

O - Promote higher-density, mixed-use development around public transport and urban lifestyle amenities

There is substantial commonality in the type of development required to support public transport use and that which provides an urban lifestyle: essentially, each requires higher-density, mixed-use development.

In support of public transport, higher densities in close proximity to public transport increase the critical mass of potential patrons, in turn increasing the viability of the public transport system. A mix of uses increases the potential for people to walk to multiple destinations on foot, maximises the efficiency of the public transport system by creating demand at different times, and ensures the public realm is active and overlooked over a longer period of the day and week, supporting safe access to the station by foot or cycle.

In facilitating an urban lifestyle, higher densities in close proximity to urban lifestyle amenities (see Principle P) maximise the potential provision of appropriate housing forms, in turn supporting the viability of those amenities. While this assumes predominantly residential development, retail space at ground floor level allows for an increase in those amenities and creates a vibrant public realm that supports social interaction.

The key difference between the type of development that supports public transport and that which supports an urban lifestyle lies in the additional desirability of concentrating employment opportunities and other major attractions close to the principal public transport hub - along with higher densities of housing - to support public transport use by encouraging commuters and visitors to travel via that mode.

It is essential that development around the station is not simply adjacent to public transport hubs, but that connections and access to public transport services are integrated into the development design. The relationship should be direct and interdependent.

Where the station area is close to an activity centre, a greater density of development in it will also produce associated benefits for the centre. These include:

- Greater accessibility to the centre for more shoppers and retail staff.
- Potentially increased custom for businesses in the centre.
- A more vital and vibrant character that may be associated with the centre, in turn helping to attract further investment.
- Improved personal safety in and around the centre, particularly after dark.

Higher-density and more mixed-use development can be created by changing inappropriate, low intensity land uses, encouraging higher development densities, promoting the reuse of existing buildings for more intensive purposes, and designing the public domain to provide a high quality environment conducive to higher levels of intensity and use. Different land uses can be contained within a tight core through such measures as perimeter block development (where different uses are accommodated within the same block but face different streets) and the vertical segregation of different uses (placing different uses on different floors of a building). Increasing building heights can also assist in achieving the desired density. However, care must be taken to respect the desired built form character (see Principle B) and public realm amenity.

Focusing development on railway stations also often allows the use of public land to lead development. Governments (state or local) have broader objectives beyond the need to make a profit from their land assets. Unlike private landowners or developers, they are able to take a greater risk or accept a lower return on their investment, on the basis of broader benefits. This gives governments the opportunity to invest in slower development markets, and therefore

possibly generate development interest through the construction of 'catalyst' or 'demonstration' projects.

Increased traffic levels as a result of increases in density can act as a travel demand management tool. Successful activity centres will always have a certain level of traffic congestion, due to the visitors they attract and their compactness (see Principle Q). Indeed, this is a positive sign of activity and vitality in a centre. This congestion can deter car use and persuade visitors - particularly local ones - to choose alternative transport options such as walking, cycling or public transport.

P - Create an urban lifestyle hub

A lively 'hub' of urban lifestyle amenities is essential for attracting people to live in a transit precinct. Ideally, these should include:

- convenience shops, such as a supermarket and pharmacy;
- leisure retail, such as bookshops and art galleries;
- entertainment venues, such as cafes, pubs, restaurants and clubs; and
- a fitness centre.

This is the first place where local residents will go to enjoy their urban lifestyle, whether it be to get a coffee, buy a book, or meet people. Ideally it should have a high quality public urban space at its heart. There should also be a high quality public park with active recreational facilities, such as tennis courts, within a comfortable walking distance to compensate for a lack of private open space associated with each dwelling.

The urban lifestyle amenities should be clustered together to facilitate window shopping, trip-combining (buying a newspaper on the way back from breakfast, for example) and social interaction. This may require overall management of tenant-selection to avoid inappropriate uses dispersing the desired amenities.

Ideally, the lifestyle hub should also be co-located with high quality public transport (see Direction 1 principles).

[See also General principles.](#)

The Town Centres: Vibrant activity centres

Vibrant activity centres are a vital ingredient of transit precincts. They provide the shops, services and employment opportunities to meet many of the needs of local residents.

The activity centres contained within transit precincts must accord with the following principles if they are to contribute to the success of the transit precinct.

(Note that the railway station falls outside the town centre core in each of the Latrobe transit precincts.)

Q - Create compact town centres

A continuous row of shopfronts with verandahs encourages shoppers to walk between them.

However, vacant sites, large car parks, non-retail uses or other gaps between retail frontages discourage shoppers to continue shopping along the street. They also deter people from walking between different land use clusters, such as moving from the retail core to the station. Reversing this trend and providing compact, walkable urban environments will dramatically improve environmental quality and enjoyment of the town centre through enhanced social contact and ease of movement and access.

Therefore, retail activity should be consolidated into continuous rows to ensure a synergetic relationship.

Public off-street surface car parks are the chief culprit of fragmented town centres. Maximising the provision of on-street car parking, locating staff parking behind buildings and restructuring off-street car parks to increase efficiency can reduce the amount of land allocating to parking. Sharing car parking areas between different uses through the day and evening can reduce it further, enabling the parking supply to respond more directly to overall parking demand in the centre.

Ideally, public parking should be provided in multi-storey or underground car parks, to minimise the fragmentation of the town centre. Multi-storey car parks should be 'sleeved' with other uses that present an active edge to the public realm. However, these forms of parking are costly, and can usually only be justified in areas with high land values.

R - Promote diversity

The products and services that a town centre has to offer are an essential attribute to the custom that they attract. Attracting a mix of uses enlarges the economy of a town centre. Put simply, the greater the mix of products and services supplied, the greater the likelihood that customers will find the product or services that they want. As a result, an increasing number of people journey to the centre, increasing its vitality and also providing the opportunity for one-stop shopping. This reduces the number of (car) trips necessary, encourages local job growth, saves on transport costs – including environmental costs – and provides an increased opportunity for casual social interaction within the town centre.

A mixture of uses and activity contributes visual interest to the street, further stimulating walking and cycling environments. Different uses also require different built forms that contribute further visual interest to the streetscape. This requires a degree of flexibility to be built into the design of town centre buildings, providing opportunities to reuse existing premises and encourage mixed-use development.

A mixture of land uses can extend the vitality of the town centre beyond traditional shopping hours, contributing to the quality of the public realm through increased interest and safety. In particular, non-retail uses such as offices, housing, entertainment venues and community facilities can contribute to the vibrancy and appeal of a town centre.

S - Provide car parking, carefully

An appropriate mix of on and off-street parking is required to support shops and allow access to town centre facilities. The supply and management of parking spaces provides an effective tool for managing travel patterns and encouraging activity in retail and commercial precincts. Parking management plans therefore need to strike a careful balance between the number and location of spaces, the resultant traffic impacts on surrounding streets, and safety and amenity for other travel modes (including pedestrians, cyclists and buses).

Such plans should ensure:

- The supply of spaces is generally well located in relation to the key activities that it is serving.
- The management of spaces is coordinated to provide sufficient spaces for different user groups in appropriate locations (such as disabled spaces outside their most likely destinations, medium and short stay spaces for shoppers and visitors as close as possible to the shops and businesses, and long stay spaces for employees without on-site parking further away).
- Land within each town centre is used effectively – the provision of parking spaces requires a significant amount of land, so it should be minimised (see Principle Q).

The Precinct Edges: More housing close to transport & services

See [Transit Cities Principles: General](#).

- Spaces are well designed and located to provide safe and attractive areas in relation to vehicles and pedestrians, and visual amenity (see Principles D & E).

On-street car parking has many benefits over off-street car parks:

- It minimises the loss of land for development, by utilising existing infrastructure;
- It assists in 'calming' traffic to create more pedestrian-friendly streets by interrupting flows;
- It creates a buffer between the footpath and moving traffic, further enhancing pedestrian-friendliness; and
- It minimises the need for off-street car parks, which can fragment town centres and be unsafe and unattractive public spaces.

On-street parking should therefore be maximised. Where off-street surface car parks are required, they should be located and designed to allow their development should they not be required at some point in the future.

See also [General principles](#).

Latrobe: A Networked City

CONTENTS

p20 Vision

The key characteristics of the municipality and the outcomes envisaged as a result of the implementation of the Frameworks

Detailed recommendations, presented under the five broad 'Directions' that reflect the main elements of transit precincts

p26 Direction 1 - **Trains & Buses**: High quality public transport services

p29 Direction 2 - **The Regional Streets & Paths**: An effective movement network

p32 Direction 3 - **The Station Surrounds**: Transit-centred & urban lifestyle development

p35 Direction 4 - **The Town Centres**: Vibrant activity centres

p36 Direction 5 - **The Precinct Edges**: More housing close to transport & services

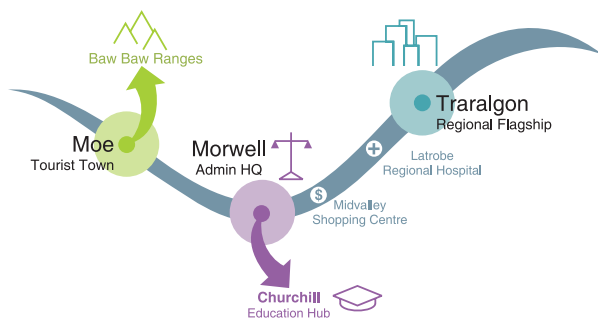
This chapter provides the background for the proposed changes within each transit precinct. It leads to a series of Strategies and Actions that form part of the Implementation Strategy (Volume 5).

Vision

Transit Cities seeks to concentrate new development within existing regional centres, to protect the valued qualities of established urban areas and ensure the liveability of new development areas. This also creates opportunities for an urban lifestyle, and results in more environmentally sustainable and commercially successful urban places.

Melbourne 2030 envisages that the combination of public investment in infrastructure and the establishment of new 'urban lifestyle' locations with excellent transit links to Melbourne and other parts of Regional Victoria will trigger some redistribution of population growth from Melbourne to regional centres, which would have 'knock on' benefits in terms of generating opportunities for housing, retail and other business development.

Moe, Morwell and Traralgon therefore have significant untapped potential for the development of major transit precincts.



Key outcomes

It is envisaged that, through the infrastructure projects noted in the following pages and the application of the strategies set out in this Urban Renewal Framework, the following objectives will be achieved for the Latrobe Valley.

Better Public Transport

- **A considerably more effective pattern of train and bus services** will emerge within and between each town - including the 9 'little towns'* in the municipality – capitalising on the investment in the *Regional Fast Rail* project and the LVAMS (Latrobe Valley Access and Mobility Study) initiatives.
- The station areas will also be upgraded to form **inviting public transport gateways**, with enhanced connections to other travel modes and the surrounding town.
- Public transport improvements will result in a **more effective city 'network'**.
- Public transport improvements will also bring about a **mode shift towards more sustainable modes of travel** – walking, cycling and public transport - although the private car will remain the major access mode for the foreseeable future.
- There will be an **increase in the use of trains** to access Melbourne and other destinations along the railway line for leisure, shopping and business purposes. However, it is not expected that there will be a significant increase in the number of people commuting regularly between the Latrobe Valley and Melbourne, due to the distance between them and competition from Warragul as a regional residential location closer to Melbourne-based workplaces.

A New Urban Lifestyle

- New, higher-density development nodes will emerge around the three train stations and town centres, creating vibrant transit precinct cores. All of these will include **urban lifestyle areas**, which will offer a new housing and lifestyle choice. It is not expected that there will be a significant influx of people from outside the municipality into these areas, due to competition from Warragul and transit cities within Melbourne.

A Stronger Economy

- The roles of Morwell's precinct core as the **headquarters for government services** and **centre for regional cultural facilities** will be strengthened through the development of further public facilities.
- The **commercial office and business tourism role** of Traralgon's precinct core will be strengthened, building on its growing private sector business base.
- In the longer-term, the three precinct cores will become **New Economy Hubs** within Gippsland.
- New, mixed-use development will contribute to the creation of **more vibrant town centres**.

Drivers of growth

The Economic Context

The Latrobe Valley's economy has undergone significant structural adjustment in recent decades. Partly as a result of this, common perceptions are dominated by negative characteristics and constrained economic growth – particularly in Moe and Morwell.

Latrobe's population is expected to grow by 6,000 to 73,000 by 2021. Total household numbers are expected to grow by 5,400 by 2021.

However, indicators show that **Latrobe has 'turned the corner'** and is now in a **phase of growth and renewal** (refer to table below).

A growing and diversifying population is also expected to generate housing, retail and local services opportunities.

A Tourism Destination

- **A significant tourism hub** will emerge in Moe's precinct core, based on its role as the 'gateway' to Latrobe (from Melbourne) and the gateway to the Mountain Rivers district, Thompson Valley, Mount St Gwinear snowfields, Baw Baw Alpine National Park and gold mining town of Walhalla.
- **Student accommodation** may emerge in Morwell's precinct core (in addition to that is Churchill), capitalising on new bars/cafes and its good links to Churchill and Monash University.

Better Housing Options

- The edges of the precincts will be redeveloped over time for medium-density housing, creating an **attractive location for 'empty nesters' and retirees**.

An Improved Public Realm

- An **enhanced public realm** will emerge within the three transit precincts through carefully designed new development, streetscape improvements and better management of traffic and car parking.

Job Growth	<ul style="list-style-type: none"> ■ Latrobe is already the employment hub of the region, and its stock of jobs is growing strongly. ■ Jobs in Latrobe increased by over 2,200 from 1996 0-2001 ■ On current trends, 5,000 new jobs could be expected over the next 10 years ■ Unemployment has fallen significantly in recent years (down by 5% points from 1998-2002)
Population Growth	<ul style="list-style-type: none"> ■ Latrobe's population was fairly stable from 1996 - 2001, but is expected to grow over time. It was 67,000 in 2001 - high by regional standards - and is expected to grow to over 73,000 by 2021.
Household Figures	<ul style="list-style-type: none"> ■ Housing prices have grown strongly since 2001. Prices are responding to a growing economy, population and household base. ■ There have been a significant number of house sales and an upward trend in prices from 2001. ■ In Moe and Morwell, house prices have increased from about \$500/sqm (2000/01) to about \$800/sqm (early 2003). In Traralgon house prices have increased to about \$1000/sqm. ■ There have been a relatively low number of apartment sales with high variability in prices achieved, but with a general upward movement from 2001 in all three towns. Prices around \$1000 to \$2000/sqm may be achievable at the current time, with higher prices likely to be available for quality developments in some locations. ■ Latrobe's households have become richer in the 5 years to 2001.

Key economic and demographic indicators

Latrobe has a strong private and commercial/office sector. Future growth can be expected in sectors like local business services, back offices, government services and potentially advanced business services (due to the growing critical mass of skills in this centre). Demand for office development in the Transit Centres is expected to be between 0sqm and 30,000 sqm over ten years.

Retail expansion can be expected resulting from population growth and an increase in tourism activity. Expectations for retail development vary with between 8,000 and 42,000sqm of development expected.

In addition, a number of **significant planned or mooted developments** are expected to add momentum to this revitalisation. These include:

- Significant improvements to the railway system as part of the **Regional Fast Rail** program, providing more frequent, reliable and comfortable rail services and creating 1100 jobs for the region.
- A number of potential **major energy and resources projects** being considered for the Valley - including planned or mooted investments in mining, manufacturing, power generation, transport and logistics and other activities - that would inject millions of dollars into the region and bring employment to the area along with increased demand for housing, goods and services.
- **Fibre optic cabling** rollout, offering high-speed, broadband communications connections for businesses.
- Improvements to the **Princes Freeway**, enhancing road access.

- Improvements to **higher education and health services**, helping to attract new residents to the area.
- New **government facilities** - bringing employment to the area and increased demand for housing, goods and services.

Other institutional development opportunities are likely to emerge over time with public sector organisations regularly reviewing their facility needs.

At the same time, demographic trends are leading to market demand for a greater range of housing types and lifestyle options. This is expected to generate an increased demand for medium density housing including a possible 500 townhouses over a 20 year period. The demand for apartments is expected to rise, with a demand for 15 apartments per year (in the initial stages) rising to 57 units per year when the market is mature (using \$250,000 as the required benchmark price). In addition to household growth, there has been a significant increase in two cohorts – empty nesters and young adults (both couples and singles) – who are seeking different lifestyle choices based on greater access to services and amenities, less commuting time and smaller housing types – particularly in terms of garden size.

It is timely, therefore, to review the patterns of urban growth in Latrobe and, in particular, to determine whether to allow current patterns to continue, or whether to redirect growth into a different form in order to ensure that the potential benefits available from the significant public investments and growth are fully realised.

Each of the three towns currently captures a different portion of the various drivers of growth. In setting the future pattern for growth in each town, the opportunity exists to review how to best position Moe, Morwell and Traralgon for the future in terms of their role and function within the region.

Physical context

- Moe, Morwell and Traralgon form part of a networked city structure linked by the Princes Freeway and railway line, with neither one of the three functioning as the 'capital' city of the Latrobe Valley. This is further complicated by the fact that Midvalley Shopping Centre and the Latrobe Regional Hospital – two major regional destinations – are located between the Morwell and Traralgon town centres.
- Moe and Traralgon Stations are still relatively central within their towns. However, Morwell has grown far from its station towards the east, resulting in a 'lopsided' form.
- Moe is the 'gateway' to Latrobe (from Melbourne) and the gateway to the Mountain Rivers district, Thompson Valley, Mount St Gwinear snowfields, Baw Baw Alpine National Park and the historic gold mining town of Walhalla.
- Morwell has good links to Churchill and Monash University, and the recent and current developments of the Justice Precinct and Council offices have affirmed its role as the public sector headquarters of Latrobe.
- Traralgon is emerging as the 'flagship' centre of Gippsland.

Making it happen

Regional towns have a number of characteristics that create unique advantages and challenges for the development of transit precincts. These include:

- The presence of remnant public property in the town centres, offering relatively easy access to opportunities for transit-oriented development.
- Relatively low land values – at least in the short-term.
- Relatively small property markets.
- Typically low-density and low-rise existing urban form, resulting in markets that are unfamiliar with higher-density forms of development, and a greater likelihood of public resistance to higher-density development.

The last point highlights the need for good leadership and communication, clear design standards, and a comprehensive package of measures which ensure that the public environment is of high quality.

Much of the envisaged change in the transit precincts relies on private sector investment. However, some of the envisaged development represents new markets for Latrobe, with no past trends from which to identify potential demand and returns. The ‘drivers’ cannot be disputed. However, **catalysts** are likely to be required to stimulate private sector investment. These catalysts will include a broad range of measures, large and small, to create a supportive environment for private sector investment.

Quality **demonstration projects** may also be needed to illustrate profitability and low risk to the investor and developer markets, and to change market perceptions and preferences. The ‘whole of government’ approach espoused by the state government allows consideration of the wider economic and social benefits of urban regeneration and transit-centred development as ‘compensation’ for the potentially low land value yielded by such a project.

Flagship demonstration projects would be expected to ‘grow’ new markets, increasing the confidence of the private market. Gradual rollout of development to avoid oversupply will ensure price growth, further encouraging development activity.

In addition to measures to stimulate private sector investment, a broad **policy framework** is needed to guide incremental changes in the precincts over the longer term. This seeks to capitalise on the transit precincts’ individual attributes.

3

LATROBE: A NETWORKED CITY Vision . Direction 1 . Direction 2 . Direction 3 . Direction 4 . Direction 5

Detailed Recommendations

The remainder of this chapter sets out the analysis and recommendations in relation to *Transit Cities* elements that span the whole municipality. These are set out under the five broad 'Directions'.

Each direction outlines:

Key Principles

The Transit Cities Principles (as identified in chapter 2) that are particularly applicable to the Direction.

Existing Conditions

The existing conditions that indicate to what extent the Direction is currently being achieved.

Opportunities

The opportunities that exist to better achieve the Direction.

Strategies

The strategies recommended to realise the opportunities. Each Strategy has a reference number that links it to Volume 5: Implementation Strategy.

Eg. S4.3.1

Volume 2 chapter number.
Strategy number
Direction number

Where the letter 'n' is indicated, rather than a numerical figure, the strategy applies to all directions and/or strategies within the chapter. Eg. S4.n.n

Actions

The specific actions recommended to implement the strategies.

Eg. A3.2.1

Action table number (eg. Planning Framework).
Action number
Town (eg. 2 = Morwell)

Where the letter 'n' is indicated, rather than a numerical figure, the action applies to all three towns and/or all actions within that action table. Eg. A3.n.n

Trains & Buses: High quality public transport services

Key Principles

- Provide effective and inviting public transport services
- Provide direct and inviting links to public transport nodes
- Enhance connectivity between different travel modes
- Provide high quality passenger facilities
- Give public transport a high profile

Existing Conditions

Public Transport Facilities

The existing condition of public transport facilities and the status of bus and train services in each transit precinct is discussed in Chapters 4, 5 and 6.

General

- More than 30% of the workforce have no access to public transport.
- Car travel is much faster than public transport.
- There is little or no promotion of public transport in Latrobe.

Train Services

- V/Line provides 14 services to Melbourne and 12 from Melbourne each weekday, with 6 services on Saturday and 4 on Sunday in each direction. The journeys between Latrobe and Melbourne take approximately 2 hours - longer than most people are willing to commute each day.
- Two of the weekday services and one Saturday service require passengers to travel by coach between Moe and Warragul Station.
- The majority of existing train passengers are travelling for social or leisure reasons from the Latrobe Valley to stations within metropolitan Melbourne. The existing timetable provides reasonably well for these trips, although it would be improved by more evening and weekend services.

- The existing timetable does not provide well for work trips - for example, the first train on a weekday from Moe to Traralgon arrives in Traralgon at 9.01am. There is little use of the train for work, shopping or personal business trips.
- The safety and comfort of trains is generally good.
- The *Regional Fast Rail* Project will mean substantial upgrades to facilities and services on the Traralgon line.

Bus Services

- Bus services operate to link the three towns, provide services to outlying areas and link the residential suburbs of each town with the centre. The coverage of services services is fairly comprehensive, although there are some residential areas within the towns that are not within 400 metres of a bus route and no services in rural areas.
- Midvalley Shopping Centre is well served by buses on weekdays and Saturday mornings.
- Bus services to Latrobe Regional Hospital and Monash University at Churchill are infrequent.
- The 'circular' nature of many bus routes leads to long journey times.
- Services operate on weekdays and on Saturday mornings, with no services in the evenings, on Saturday afternoons or on Sundays.

- The services are generally infrequent and irregular, and often do not run at suitable times.
- Bus and rail timetables are not coordinated to provide convenient interchange between the two modes.
- The safety and comfort of buses is generally good. There are new accessible buses on some routes.
- The services are generally poorly utilised. The majority of bus passengers are female, not working and travelling for shopping purposes.
- Existing use of bus services is dominated by school and shopping trips, with the majority of passengers using the bus because they 'have to' rather than making a choice between bus and car.
- Existing use of buses for the journey to work or as an access mode to the rail station is very low. The times and frequencies of existing bus services do not provide well for these trips. However, it is considered that even if a comprehensive bus network was provided to serve these markets then patronage would remain low – mainly due to the ease with which these trips can be made by car (journey times are quick, the perceived cost of the trip is very low and parking is free and convenient.
- As a result of low patronage, many bus services lack the critical mass of passengers to make them viable unless measures are put in place to make the car trip less attractive.

Public Transport Patronage and Access

- The need to improve access for all modes of transport within the region is being addressed by the Latrobe Valley Access and Mobility Study (LVAMS), which is currently being completed. It focuses on improving people's ability to travel for work and recreation, to access services and to be a part of the community. LVAMS incorporates broad improvements to the planning and delivery of public transport services and the community transport sector, local access initiatives and travel demand management schemes for the whole Valley.
- In particular, LVAMS considers the overall profile of buses within the area, which is influenced by a number of factors including age/state of repair of the bus fleet, visibility of services and infrastructure in the streets, appearance and helpfulness of staff, marketing initiatives and information sources. The DOI and Valley Transit are working to improve some elements, including staff uniforms, the provision of information at bus stops and replacing the bus fleet with new ultra-low floor buses.

See Chapter 2 of Volume 5: Background Report for more detail on existing train and bus services and patronage across the Latrobe Valley.

Opportunities

Improving Rail Services

The *Regional Fast Rail* team and V/Line are currently developing timetables for new services and will be undertaking forecasts of patronage once these timetables are available. As the extent of train services and patronage levels are not yet known, the requirements for modal interchange remain unresolved. This presents an opportunity to influence service planning by articulating and promoting improvements to public transport services such as:

- More frequent services throughout the day, evening and weekend.
- Convenient and fast rail services from the Latrobe Valley to Warragul, Dandenong and Melbourne in the morning peak to provide for longer distance journey to work trips, and the return service in the evening peak.
- Services linking the three transit precincts during morning and evening peak times to provide access to jobs for people that live and work locally.
- More regular services throughout weekdays that link the three transit precincts - such as hourly services at the same time past each hour - to provide more 'legible' access to shops, healthcare and other services for local people.
- Convenient services that serve the needs of tourists to the Latrobe Valley area, including services that leave Melbourne on Friday late afternoon/evening and return from the Latrobe Valley to Melbourne on Sunday afternoon/evening.

Improving Bus Connections & Services

Opportunities to improve connections and services include:

- The potential to coordinate future bus and rail service times to encourage interchange between modes. Whilst this may not be appropriate in the short term, the introduction of *Regional Fast Rail*, the DOI review of bus services and physical infrastructure provisions in each of the three town centres will encourage modal interchange between bus and rail, making future coordination of timetables important.
- Providing services on Saturday afternoons.
- Providing more frequent and more regular services.
- Providing more direct, and therefore quicker, routes linking residential areas with key destinations, including the rail station, hospital, shops and employment locations. Smaller vehicles may be used to improve the viability of services on lower patronage routes.
- General improvements to bus infrastructure, such as bus stops and associated facilities, to enhance the overall passenger experience and further raise the profile of bus services within the local community.

Opportunities to improve the public transport facilities and services in each transit precinct are discussed in Chapters 4, 5 and 6.

Strategies

- S3.1.1 Improve rail services
- S3.1.2 Improve bus services

Actions

- A2.0.1 Work with the DOI to achieve a positive outcome in relation to timetabling and stopping patterns for the *Regional Fast Rail* service for the three towns.
- A2.0.2 Work with the DOI and local bus operators to effect improved bus services, including routes and timetabling.
- A2.0.3 Work closely with the LVAMS team to ensure policies and actions are complementary and coordinated with projects identified through the Transit Centred Precincts project.

The Regional Streets & Paths: An effective movement network

Key Principles

- Connect town centres to their regional network
- Create permeable street networks and legible built environments
- Provide cycling facilities
- Bring traffic in, carefully
- Encourage travel behaviour change

Existing Conditions

The Road Network

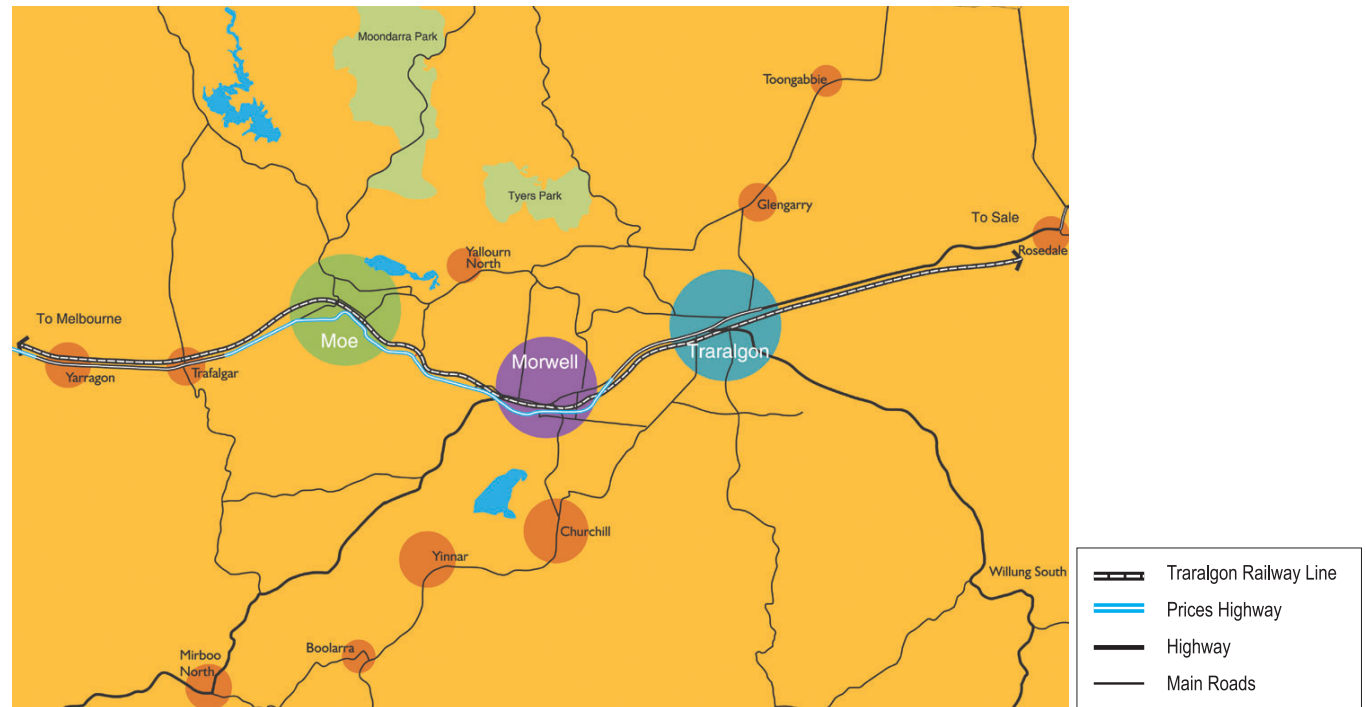
- The three transit precincts are linked by the Princes Highway, which bypasses Moe and Morwell but passes through the southern edge of Traralgon's town centre. Moe and Morwell town centres are linked to the highway via slip roads to the east and west of each centre.
- There is no major traffic congestion or impediments to private car access in any of the transit precincts or on the highway linking them. The most heavily trafficked areas are the main streets of Traralgon. Vehicular access within and between the three transit precincts is therefore generally fairly easy.
- Private car is the dominant mode of travel in the Latrobe Valley, capturing around 80% of trips.

The Cycle Network

- Cyclists are currently provided for in the sealed shoulder of the highway for travel between the three towns. An off-road 'RailTrail' has been created on the disused railway line between Moe and Yallourn Power Station, although this route is not connected to any other cycle facilities.
- The distances and facilities linking the towns is a deterrent to longer distance cycling trips.

- Council and Vic Roads have developed and are implementing a cycle network for each town centre.
- Cycling is not a significant form of travel, yet most of the main towns are topographically suited to cycling.

See Chapter 2 of Volume 5: Background Report for more detail on the existing movement network.



Existing Regional Movement Network

Opportunities

Promoting Sustainable Modes of Travel

Given the existing land use pattern and ease of using a car over public transport, it is likely that the private car will remain the major access mode to the three town centres in the short term. However, opportunities to improve transport patterns include:

- Future land use development could be concentrated close to public transport to reduce trip lengths (see Directions 3 and 5).
- The Latrobe City Council can lead the move towards sustainable travel patterns across the valley by delivering programs that encourage alternative forms of transport to the car such as the *TravelSMART* program (see box opposite).
- Curbing car use through parking restraint where high car use currently exists and where a high quality public transport option is in place. Potential measures include:
 - Minimising car parking supply
 - Stringent enforcement of time limits
 - Closely managing off-street parking provided for a specific use - such as station car parks - through such means as passes or charges that are reimbursed to valid users
- Complementing the provision of improved transport services associated with the *Regional Fast Rail* project and proposed improvements to bus services by raising awareness of public transport through improved information and marketing. Information sources for the Latrobe Valley could include:
 - A travel guide for the Latrobe Valley that includes a map of travel options including rail, bus and taxi services and facilities, car parks as well as local facilities such as shops and medical services. Maps should provide information for the whole area as well as detailed travel information for each of the town centres. The maps should also include useful information and contact details for each of the transport providers.
 - Maps showing walking and cycling routes within each of the town centres, including links to local facilities and services as well as recreational paths. The maps could also include more general information on the benefits of walking and cycling, tips on safe cycling, the location of cycle parking and contact details for local cycle shops and public transport providers.
 - Local information boards at key locations within each of the town centres to guide locals and visitors to local facilities including the railway station, bus stops and taxi ranks. Boards should include contact details for transport providers.
 - Wayfinding signage in each town centre to guide pedestrians and cyclists. Signs should include directions to key destinations as well as a travel distance.

TravelSMART

TravelSMART is an existing, innovative program coordinated by the Victorian Government which helps people reduce their dependency on the car and choose sustainable travel alternatives such as cycling, walking or catching public transport. It involves State and Local Governments working with individuals, households and organisations to identify and promote these alternatives where possible.

The Latrobe Valley presents a range of transport challenges for employers, households and organisations wishing to adopt the *TravelSMART* approach. Thus the metropolitan *TravelSMART* approach needs to be adjusted to suit the needs of a regional population.

The *TravelSMART* approach in a regional context would be effective by working with several organisations together, pooling local transport resources and coordinating services to best match the communities transport needs.

More detailed information about a *TravelSMART* program for the Latrobe Valley can be found in Volume 3: Implementation.

Improving the Cycle Network

- The opportunity exists to further develop the cycle network by removing gaps and dead ends within each town.
- Potential also exists to encourage cycle tourism activities by providing better links to recreational cycle paths.

Strategies

- S3.2.1 Ensure good permeability within the transit precincts
- S3.2.2 Improve cycling facilities
- S3.2.3 Encourage travel behaviour change
- S3.2.4 Promote public transport

Actions

- A4.0.1 Develop and implement a regional cycle strategy.
- A7.0.6 Explore the potential to implement a *TravelSMART* travel behaviour change project within the region.
- A3.n.n Prepare parking precinct plans to clearly establish the parking requirements for new development with the aim of determining the minimum rate needed in order to foster development.
- A7.0.8 Monitor car parking utilisation in each town centre to ensure excess parking is not provided.
- A7.0.9 Ensure parking time limits are strictly enforced.
- A2.0.5 Introduce charges for station parking, reimbursed on the purchase of a train ticket.
- A2.0.4 Design, print and distribute a Travel Guide for the Latrobe Valley and local transport guides for each of the transit precincts.

The Station Surrounds: Transit-centred & urban lifestyle development

Key Principles

- Promote higher-density, mixed-use development around public transport and urban lifestyle amenities
- Create an urban lifestyle hub
- Promote a positive regional image
- Introduce higher-density housing
- Ensure an active public realm
- Create pedestrian-friendly streets and spaces
- Provide direct and inviting links to public transport nodes

Existing Conditions

- Local services and activities are spread across three town centres.
- Major services, such as the main hospital, university, TaFE and shopping centre, are far from railway stations and heavily reliant on car travel.
- There is little higher-density housing in Latrobe, including the transit precincts. The population is dispersed over a large area, with many residents living in low density towns or in a rural setting poorly serviced by public transport.
- The areas around the train stations in each of the transit precincts are currently relatively monofunctional, consisting predominantly of commercial and railway-related uses and no housing.
- Most of the ingredients of urban lifestyle hubs exist within the three transit precincts, however they are dispersed throughout the town centres.
- Vacant and underutilised land immediately around the stations renders the public realm in these areas relatively inactive, with the exception of the northern side of Traralgon Station.
- The quality of the pedestrian environment around the station varies.

More detail on the existing condition around each station is provided in the [Urban Renewal Frameworks for each precinct](#) (see Chapters 4, 5 and 6).

Opportunities

- There is expected to be demand for new higher-density residential, commercial, retail and tourism development across the Latrobe Valley over the next ten to twenty years. The opportunity exists to direct this demand towards the station surrounds.
- Vacant and underutilised land adjacent to the train stations in each transit precinct offers significant opportunities for new higher-density development.
- This also offers the potential to create a much more positive regional image for each of the three towns by developing new, high quality buildings and streetscapes close to the stations, which are seen by all rail travellers through the region and, in the case of Traralgon, by regional car travellers.
- New development will create a more active public realm.

Encouraging Higher-density Residential Development

- Latrobe's population is expected to increase over time, and household numbers are expected to increase at a faster rate (a function of falling household size in the context of a maturing and diversifying population). Consequently, the market for smaller houses in Latrobe is growing.
- There is also likely to be a latent market for higher-density urban living. Successful implementation of a higher-density housing program would mean that some of the housing that would otherwise be accommodated on town fringes would be redirected into the area surrounding the stations.

- The key markets for higher-density living in the transit precincts are likely to be:
 - Older persons such as retirees and ‘empty nesters’ who ‘wish to age in place’ (the latter may be in the workforce).
 - Students that live in single or group households (especially Monash University students and TaFE students).
 - Executive labour / professionals (permanent residents and temporary residents).
 - Other smaller household types, such as single people and lone parent families.
- As a result of the above, there is envisaged to be demand for around 15 new apartments per year across Latrobe in the initial development cycle, assuming an average sale price of \$250,000. If the product is delivered and diffused slowly to avoid over-supply and ensure quality, this could rise to about 57 apartments per year once the market is established. This equates to **around 1000 apartments over the next twenty years**.
- Analysis in other Transit City environments suggests that initial apartment projects in new market settings should involve ‘high’ quality structures in an attractive public realm setting, such as a walk up complex with high quality materials and finishes. The street level environment will need to be high quality and provide excellent connections to shops, open space, services and public transport. The

total development package of the apartment unit plus street level amenity and access to services will need to be superior to the ‘offer’ of the detached house and yard in a typical residential environment.

- The key message in developing a new housing market is getting the first products ‘right’. The initial apartment product must be high quality and have the capacity to change perceptions and preferences in the minds of the latent market. If a poor quality product is provided in the initial stages, then the latent market is likely to reject the concept and the potential for market growth will not be realised.
- The implications of this are:
 - Construction costs will be higher than the ‘cheapest’ products in the market, but this is necessary for a new market to flourish.
 - On the basis the feasibility indicators shown in this study - which are based on unit prices to achieve a quality outcome - represent a conservative, or indeed pessimistic, picture of the financials involved.
 - The noise and vibration impacts of trains on residential uses adjacent to the railway line can be overcome by appropriate building design, and the benefits of convenience will outweigh the perceived adverse impacts of train movements for some prospective residents in the marketplace.

See section 1.3 in Volume 4: Background Report for further information on demand for higher-density housing.

Encouraging Office Development

- Based on existing trends, it is estimated that **up to 30,000 square metres of new office space may be captured by the three transit precincts over the next 10 years**.
- The key markets for offices in Latrobe are government services, local business services, back offices or large firms and possibly advanced business services.
- In particular, there may be opportunities to influence organisations in the education and health sectors to locate or invest in the transit precincts in the future. Other opportunities are likely to emerge over time.
- Various planning strategies and funding bids can be expected in the near future. This offers the potential to encourage these organisations to locate any new facility in the station surrounds. Possible strategies include:
 - Understanding facility investment planning systems of agencies and establishing facility investment protocols with agencies consistent with the objectives of *Transit Cities*.
 - Marketing Latrobe’s transit precincts as cost effective locations for public sector expansion and relocation.
 - Facilitating site assembly and development within the precincts.
 - Providing infrastructure required by agencies.

See section 1.3 in Volume 4: Background Report for further information on demand for office space and public sector facilities.

Promoting Tourism Development

- Latrobe's tourism economy has been growing relatively strongly as measured by increased employment in accommodation services, cafes and restaurants.
- The main tourism opportunities for the transit precincts are the following forms of tourism oriented development:
 - Accommodation (hotels, motels, backpackers/ hostels).
 - Pubs, clubs, cafes and restaurants.
 - Tourist-oriented retail premises such as souvenir shops and hire shops.
 - Galleries, museums and other built cultural attractions.
 - Business tourism facilities such as conference centres.
 - Event & festival facilities.
 - Supporting infrastructure and services such as transport services, bike trails and visitor information centres.
- Some of these types of development will also contribute to an urban lifestyle hub.
- All three transit precincts can seek to accommodate some or all of these services, however, Moe is strategically positioned to play a core tourism role by virtue of its location as the 'gateway' to Latrobe (from Melbourne) and the gateway to the Mountain Rivers district, Thompson Valley, Mount St Gwinear snowfields, Baw Baw Alpine National Park and gold mining town of Walhalla.
- Morwell has good links to Churchill and Monash University, and can therefore seek to position itself as a student accommodation and entertainment centre.

- Traralgon is likely to have strengths in attracting executive labour/ business tourists due to its growing private sector business base.
- A tourist route could be developed incorporating the three towns.

Specific opportunities for higher-density, mixed-use development in the areas surrounding each station are set out in Chapters 4, 5 and 6.

Promoting Retail Development

The potential for new retail development is discussed in Direction 4.

General

- Major investments in regional utilities, manufacturing and mining facilities would boost the existing potential for housing, office and other land use development in the transit precincts. Specifically, the benefits could be to:
 - Enhance the viability of the higher density housing market shown in this analysis;
 - Increase the chance of the higher end office projections being achieved; and
 - Generally add to the range of other land use possibilities.
- The potential to develop a 'critical mass' of activity and intensity in the transit precincts may be diluted by the fact that three centres are competing for regional demand across a number of land use opportunities. Furthermore, Warragul may emerge as another centre that competes for regional *Transit Cities* style development demand.

Strategies

- S3.3.1 Direct new higher-density housing, offices, public facilities and tourism development to the station surrounds.
- S3.3.2 Improve streetscapes in the station surrounds.
- S3.3.3 Ensure new development in the station surrounds is of high quality
- S3.3.4 Ensure new streetscapes in the station surrounds are of high quality

Actions

- A3.n.n Amend the planning scheme
- A4.n.n Undertake public domain improvements
- A5.n.n Promote public development
- A6.n.n Facilitate private development
- A7.n.n Establish a town centre management system

The Town Centres: Vibrant activity centres

Key Principles

- Create compact town centres
- Promote diversity
- Provide car parking, carefully
- Introduce higher-density housing
- Ensure an active public realm
- Create pedestrian-friendly streets and spaces

Existing Conditions

- Traralgon currently has about 44% of municipal retail and hospitality activity, followed by Morwell with 34% and Moewith 22%.
- There is significant vacancy across the Moe, Morwell and Traralgon town centres, which reflects an oversupply of retail floorspace.
- Traralgon is considered to have a positive future outlook, based on its diverse commercial base offer and wide regional catchment. Moe's location at the edge of the municipality provides a relatively stable catchment and positive outlook. Morwell is considered to be the worst performing centre because of its poorer mix of establishments and overlapping catchment and competition from Midvalley Shopping Centre, although the affordability of its rents and goods is a strength.
- Most new retail investment has been in highway retail premises in Traralgon and retail development in Midvalley.
- There is little or no housing within the existing town centres.

See sections 1.2 in Volume 4: Background Report for further information on the existing retail conditions in the town centres.

More detail on the existing condition - compactness, public realm quality, diversity and so on - of the town centres in each precinct is provided in Chapters 4, 5 and 6).

Opportunities

- There is expected to be demand for **at least 8000 square metres of new retail space in Latrobe over the next twenty years** as a result of the growing and diversifying population, increased spending per capita and tourism growth.
- Based on expected population growth between 2006 and 2021, the following apportionment can be used as a general guide for retail growth across the municipality:
 - Moe 22% = 1,760m² expansion.
 - Morwell 17% = 1,360m² expansion.
 - Traralgon 53% = 4,240m² expansion.
 - Other centres 8% = 720m² expansion.
- New retail demand may be met in a number of ways, including:
 - Better utilisation of existing floor space, resulting in increased sales returns per square metre achieved by existing retailers.
 - Expansion of the existing retail area through the construction of new buildings - likely to be for newer forms of retailing, such as bulky goods / highway retail and other large floorplate premises.

- Take-up of existing vacant space or redevelopment over existing obsolete space.
- The opportunity exists to manage car parking in the town centres to maximise support for businesses and ensure efficient use of street space. In particular, time limits should deter staff from parking all day in spaces in the retail core, freeing these spaces for customer use.

See sections 1.3 in Volume 4: Background Report for further information on the demand for retail space.

The potential for new office space, public facilities and higher-density housing development is discussed in Direction 3.

Strategies

- S3.4.1 Direct appropriate new retail development to the Moe, Morwell and Traralgon town centres
- S3.4.2 Encourage an appropriate mix of uses within the Moe, Morwell and Traralgon town centres
- S3.4.3 Ensure new development in the Moe, Morwell and Traralgon town centres supports an inviting public realm
- S3.4.4 Manage public parking in the town centres to give priority to customers and ensure efficient use of street space
- S3.3.2 Improve streetscapes in the transit precincts

Actions

- A3.0.2 Introduce Local Planning Policies (LPPs) for each of the transit precincts, to provide specific land use directions.
- A3.0.3 Introduce a Design and Development Overlay (DDO) over the transit precincts, to ensure appropriate forms of development.
- A7.n.2 Ensure parking restrictions are appropriate.

The Precinct Edges: More housing close to transport & services

Key Principles

- Protect and enhance local character
- Introduce higher-density housing

Existing Conditions

- The edges of the transit precincts largely comprise detached single-storey housing on conventional-sized lots, schools, light industry and open space. There is very little housing at higher densities.
- Some examples of medium density housing - predominantly semi-detached or attached 1-2 storey unit developments - are emerging.

Opportunities

- Latrobe's population is expected to increase over time, and household numbers are expected to increase at a faster rate (a function of falling household size in the context of a maturing and diversifying population). Based on past trends in relation to housing choice, this would result in demand for about **800 new townhouses over the next twenty years**.
- However, there is likely to be a latent market for higher-density urban living which could be drawn out by a more vigorous higher-density housing market combined with a high quality public realm and improved amenities - particularly urban lifestyle amenities (see Direction 3 principle, *Create an urban lifestyle hub*).
- The key markets for medium-density living in the transit precincts are likely to be:
 - Older persons such as retirees and 'empty nesters' (the latter may be in the workforce but have no dependants living with them).
 - Students that live in single or group households (especially Monash University students and TaFE students).
 - Executive labour / professionals (permanent residents and temporary residents).
 - Other smaller household types, such as single people and lone parent families.
- Medium-density housing can take many forms, allowing it to respond to valued local character.

See section 1.3 in Volume 4: Background Report for further information on demand for higher-density housing.

Strategies

- S3.5.1 Encourage medium-density housing at the transit precinct edges
- S3.5.2 Ensure the form of new housing at the transit precinct edges responds to valued local character
- S3.5.3 Ensure the form of new housing at the transit precinct edges creates a permeable, legible, active and clear public realm
- S3.3.2 Improve streetscapes in the transit precincts

Actions

- A3.n.1 Introduce Local Planning Policies (LPPs) for each of the transit precincts, to (provide) specific land use directions.
- A3.0.2 Introduce a Design and Development Overlay (DDO) over the transit precincts, to ensure appropriate forms of development.

Moe

CONTENTS

p39 Vision

The key characteristics of the precinct and the outcomes envisaged as a result of the implementation of this Framework

Detailed recommendations are presented under the five broad 'Directions' that reflect the main elements of transit precincts

p46 Direction 1 - **The Station**: High quality public transport facilities

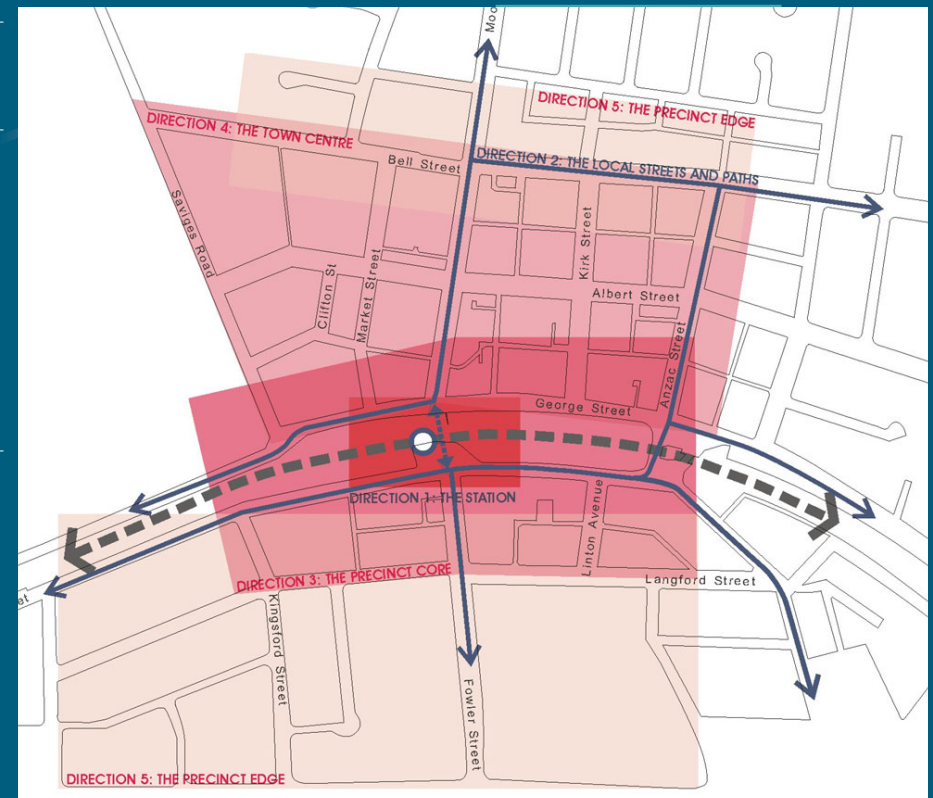
p50 Direction 2 - **The Local Streets & Paths**: An effective movement network

p53 Direction 3 - **The Station Surrounds**: Transit-centred & urban lifestyle development

p60 Direction 4 - **The Town Centre**: A vibrant activity centre

p66 Direction 5 - **The Precinct Edge**: More housing close to transport & services

The Framework provides the rationale for proposed changes within the precinct and leads to a series of Strategies and Actions that form part of the Implementation Strategy (Volume5). The key short-term opportunities for public realm improvements and new development are illustrated in more detail in Volume 3: Master Plans.



Vision

Key outcomes

It is envisaged that, through the infrastructure projects noted in the following pages and the application of the strategies set out in this Urban Renewal Framework, the following objectives will be achieved for Moe.

Better Public Transport

- The station area will be upgraded to form an **inviting public transport gateway**, with enhanced connections to the main, northern part of the town centre and a vibrant public square. (The lack of significant current or projected use of train services for shopping means there is no reason to consider relocating the platform to the north side of the line.) This will be a key trigger for the emergence of a new office node, urban lifestyle area and tourist hub (see below).

A Tourism Destination

- A new **tourist hub** will emerge around the station of Lloyd and Fowler Streets, building on and reinforcing patronage of train services, Moe Hotel and Moe Motel. This will include accommodation, cafes, restaurants, bars, and holiday-related retail outlets, capitalising on Moe's location as a setting off point for the Mountain Rivers district, Thompson Valley, Mount St Gwinear snow fields, Baw Baw Alpine National Park and the gold mining town of Walhalla, less than two hours from Melbourne, allowing it to compete successfully with other tourism locations in the region.

A New Urban Lifestyle

- An attractive and distinctive **urban lifestyle area** will emerge centred on the train station, capitalising on the vacant and underutilised land around it and incorporating vibrant urban lifestyle hubs at the southern end of Moore Street and the northern end of Fowler Street, providing the staples of modern life and a focus for social activity. The area will contain new, high quality apartments in high quality settings, responding to the demand for smaller housing types and an increasing desire to live close to services from the growing and ageing population, improved accessibility to employment centres in Melbourne's southeast, relative affordability, the magnificent views of the Baw Baw Ranges, the relaxed country lifestyle and access to wilderness areas.

An Improved Public Realm

- An **enhanced public realm** will emerge within the town centre through streetscape improvements and better management of traffic and car parking.

A Stronger Economy

- A new **office node** of leading-edge commercial architecture will emerge between the station and the northern town centre, capitalising on *Regional Fast Rail*, broadband links, the relatively skilled and stable workforce, vacant railway land close to shops and services, and relative affordability, to capture a greater share of data processing and call centres.
- New, modern retail and service business premises will capitalise on the growing population to replace obsolete and widely spread buildings in the main, northern town centre, creating - along with streetscape improvements - a **more compact, vibrant and pedestrian-friendly centre**. The consolidation of existing businesses into the heart of the northern town centre will release land on its fringes for transit-oriented development.

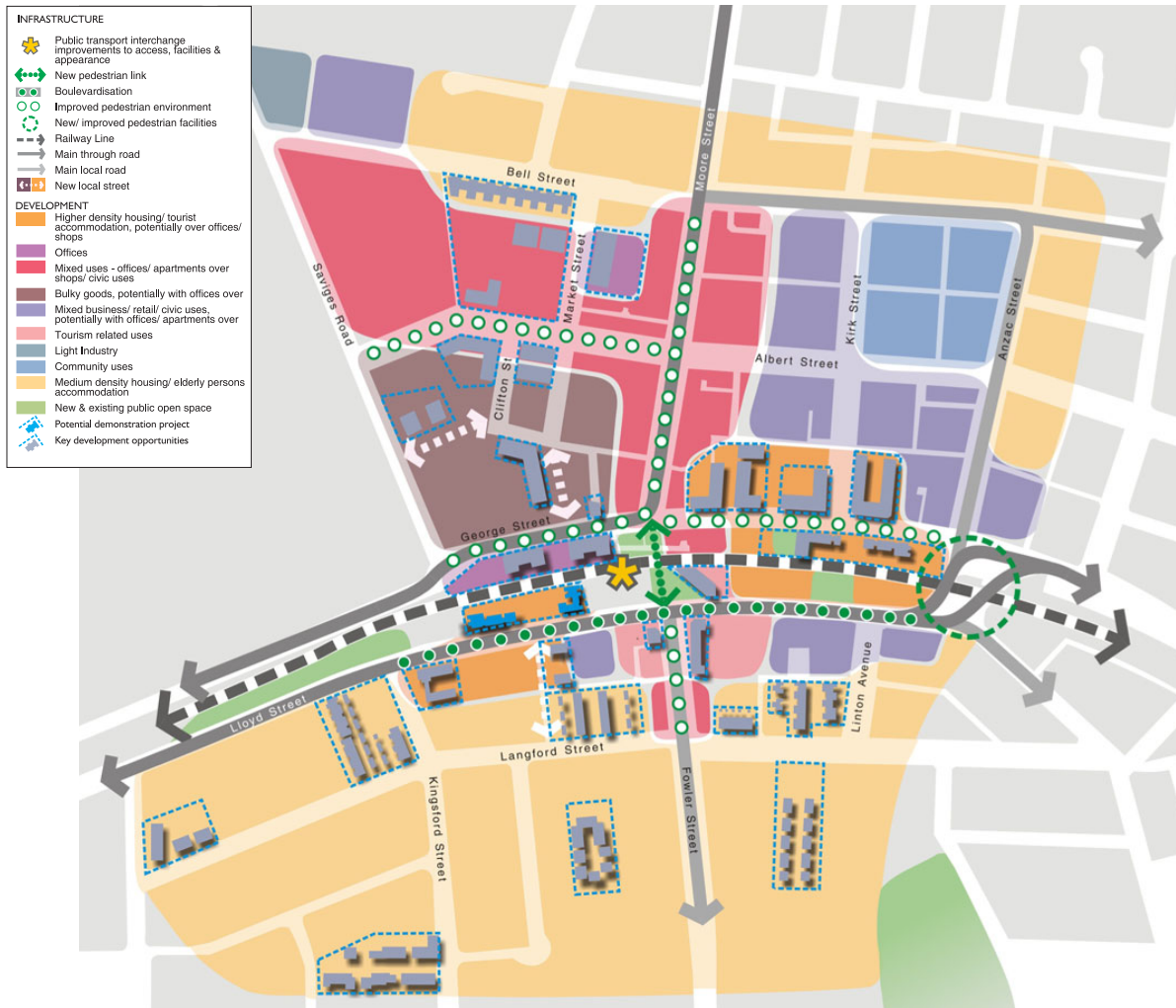
Better Housing Options

- The edges of the transit precinct will be redeveloped for high quality medium-density housing, creating a transition between the higher-density precinct core and the surrounding low-rise housing. This will capitalise on the ageing population and 'opportunity' sites to establish an **attractive alternative location for 'empty nesters' and retirees**, within comfortable walking distance of shops and services.

4

MOE TRANSIT PRECINCT

Vision . Direction 1 . Direction 2 . Direction 3 . Direction 4 . Direction 5



Key Outcomes

Drivers of growth

Economic Context

Moe is undergoing **slow, yet assured, economic growth**. There is a perception that **there is renewed demand for development, particularly for housing**. This demand is being driven by an increase in population numbers, coupled with the effects of an aging population. Also apparent is the **potential for tourism** and an increased awareness of lifestyle advantages to further heighten this new development demand is also apparent.

Moe does not have a significant commercial/office sector at the current time but future growth can be expected in sectors like local business services and back offices of large firms. The retail centre of Moe has vacant and under-utilised space and hence any future demand is likely to involve better use of existing floor space and some new development to replace obsolete stock and to cater for expansion.

Economic projections suggest that the following magnitude of new development may be required in Latrobe over a ten year period to meet demand:

- Potential for approximately 600 new apartment, in addition to other housing forms including townhouses.
- Potential for up to 30,000 sqm of new office development.
- Potential for approximately 4,000 sqm of additional retail space development.
- Other development opportunities in education and health may also be available over time.

Moe will be in the market for this development, and may capture a substantial proportion of smaller housing units, possibly a quarter of the office space and retail space (refer Volume 4, Background Report for further detail on Moe's economic context).

The arrival of **Regional Fast Rail** and other infrastructure investments - such as **fibre optic cabling rollout** and **improvements to the Princes Freeway** – will further reinforce Moe's growth.

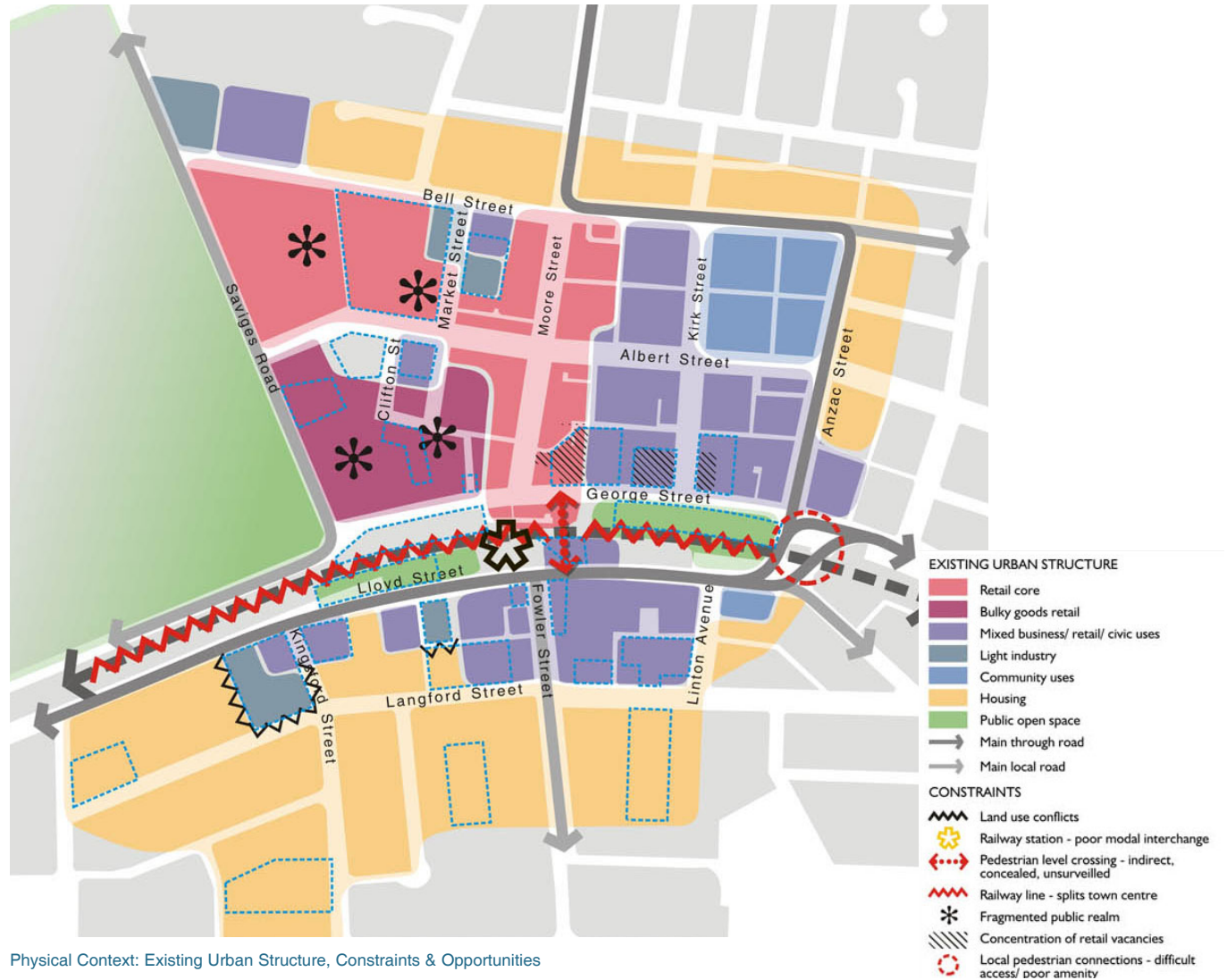
The strategies set out in this Urban Renewal Framework will direct Moe's growth towards the creation of a vibrant urban community centred on the station and town centre.

Physical context



4

- The railway line splits Moe and its town centre in two. Consequently, access to and interchange with train services at Moe Station from the north relies on the pedestrian level crossing, which is relatively hidden and indirect.
- The Station is relatively central to the town centre. However, it is on the opposite side of the railway line from the main focus of commercial activity and poorly connected to it by road or footpath. This also disconnects it from local bus services and taxis, although it places the station closer to existing residential development.
- There is vacant and underutilised land close to the station on all sides.
- There are shopping streets close the station on both sides of the railway line - Moore Street to the north and Fowler Street to the south.
- There is a hotel and motel immediately southeast of the station.
- Through traffic to and from the north bypasses the heart of the town centre.
- The main, northern part of the town centre is fragmented.
- Most residences in Moe are single-storey, detached houses, including those relatively close to the station.



Making it happen

The Latrobe **Planning Scheme** will be amended to facilitate appropriate development, and the outcomes listed above will be actively **marketed** to prospective residents, businesses, developers and investors.

Key catalysts to stimulate private sector investment will include:

- an **upgrade of the station** and associated public transport interchange.
- an **upgrade of key streetscapes** within the precinct;
- efforts to attract **urban lifestyle amenities** to the urban lifestyle hubs (see Principle P in Chapter 2).
- the **packaging of public land for development**.
- the offering of **incentives** for and advice relating to appropriate development.

The public landholdings close to the station - in particular, redundant railway land and the site of the former police station - present significant opportunities for a public-private partnership to develop a quality **demonstration project**.

New apartments

New bus-rail interchange

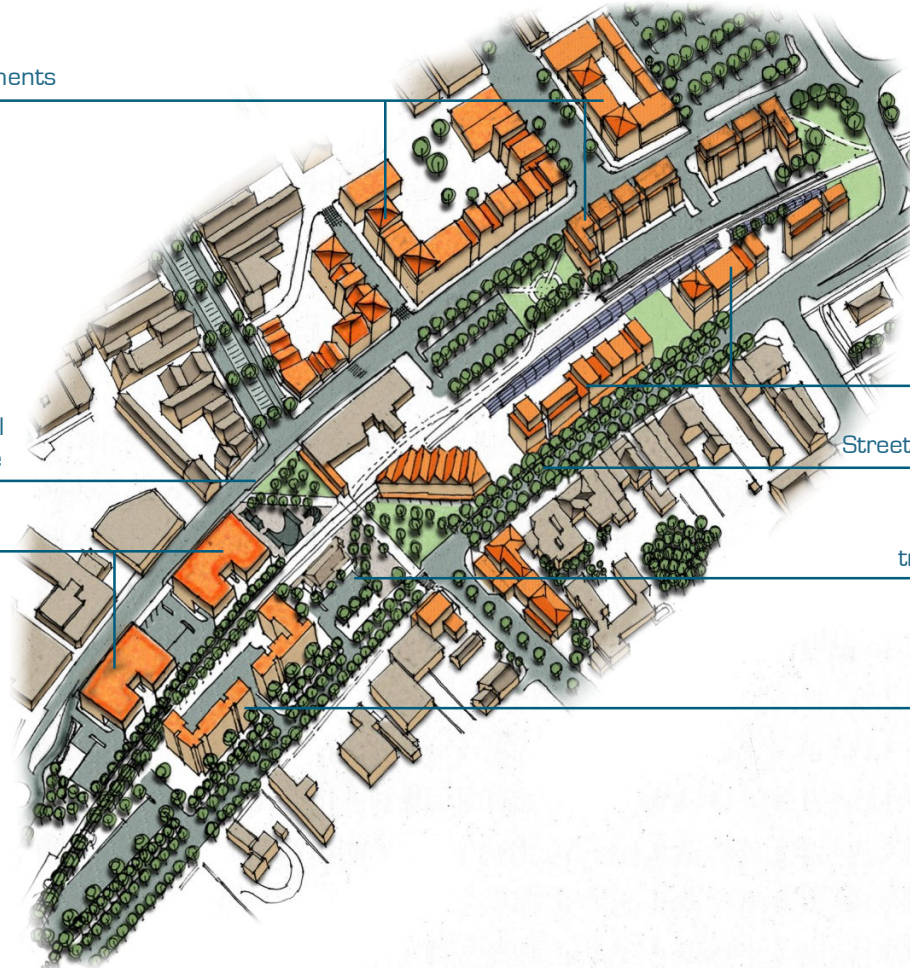
New offices

New apartments

Streetscape improvements

Upgraded public transport interchange

New apartments



Station Precinct Vision

4

Indicative development sequence



01

1-5 years -
Short-term



02

5-10 years -
Medium-term



03

10-15 years -
Med-Long term



04

15-20 years -
Long term

Detailed Recommendations

The remainder of this chapter sets out the analysis and recommendations for the Moe Transit Precinct. These are set out under the five broad 'Directions'.

Each direction outlines:

Key Principles

The Transit Cities Principles (as identified in chapter 2) that are particularly applicable to the Direction.

Existing Conditions

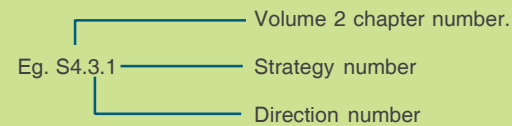
The existing conditions that indicate to what extent the Direction is currently being achieved.

Opportunities

The opportunities that exist to better achieve the Direction.

Strategies

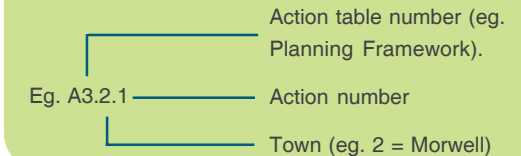
The strategies recommended to realise the opportunities. Each Strategy has a reference number that links it to Volume 5: Implementation Strategy.



Where the letter 'n' is indicated, rather than a numerical figure, the strategy applies to all directions and/or strategies within the chapter. Eg. S4.n.n

Actions

The specific actions recommended to implement the strategies.



Where the letter 'n' is indicated, rather than a numerical figure, the action applies to all three towns and/or all actions within that action table. Eg. A3.n.n

The Station: High quality public transport facilities

Key Principles

- Provide direct and inviting links to public transport nodes
- Enhance connectivity between different travel modes
- Provide high quality passenger facilities
- Give public transport a high profile
- Encourage travel behaviour change

Existing Conditions

Moe Station is centrally located adjacent to the town centre, and contains an attractive station building with reasonable passenger facilities. However:

- The pedestrian level crossing connecting the station and the northern town centre is indirect, hidden from the northern side, of poor quality and potentially unsafe due to a lack of surveillance over the area.
- There is a poor relationship between the station and other travel modes - particularly buses, taxis, walking and cycling. Bus routes serving the town centre do not pass the station, requiring travellers interchanging between train and bus services to follow a convoluted route across the pedestrian level crossing.
- Bus stop facilities are generally poor.
- The lack of active uses around the station creates an uninviting and potentially unsafe public realm, particularly at night.



Existing Conditions: Station Area

CONSTRAINTS

- Land use conflicts
- Railway station - poor modal interchange & connection with town centre
- Pedestrian level crossing - indirect, concealed, & unsurveilled
- Pedestrian link - private, business hours only
- Pedestrian link - poor amenity, unsurveilled
- Railway line - splits town centre
- Concentration of vacant premises
- Poor, local pedestrian connections - difficult access/ poor amenity

OPPORTUNITIES

- Vacant or underutilised land - development potential

LAND USE AND FRONTAGES

- Active → Inactive
- Retail core
 - Bulky goods retail
 - Mixed business/ Retail/ Civic uses
 - Light industry
 - Community uses
 - Housing
 - Public open space

- Public transport has a poor public profile due to the lack of visibility of the station from the town centre, the views from the railway line to vacant unmade car parks, derelict railway infrastructure and the backs of shops, and the dispersed, illegible and low key bus facilities.
- The station car parking will not cater for projected increases in rail patronage as a result of *Regional Fast Rail*.

Note: An overview of existing train and bus services are discussed in Chapter 3.

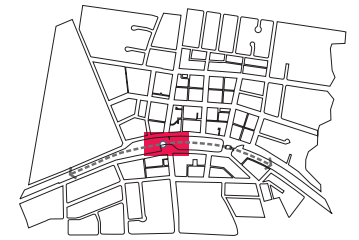
See Chapter 3 in Volume 5: Background Report for more detail on existing public transport services.



Existing pedestrian level crossing Existing station forecourt

Strategies

- S4.1.1 Improve pedestrian access across the railway line
- S4.1.2 Improve interchange between rail services and other travel modes
- S4.1.3 Ensure an appropriate level of station car parking
- S4.1.4 Improve the profile and image of the station area
- S4.1.5 Increase the vitality of the station area
- S4.1.6 Improve bus facilities



Improvement Opportunities

Note: Opportunities and strategies here relate to station infrastructure and access. Improvements to public transport services are identified in Chapter 3.

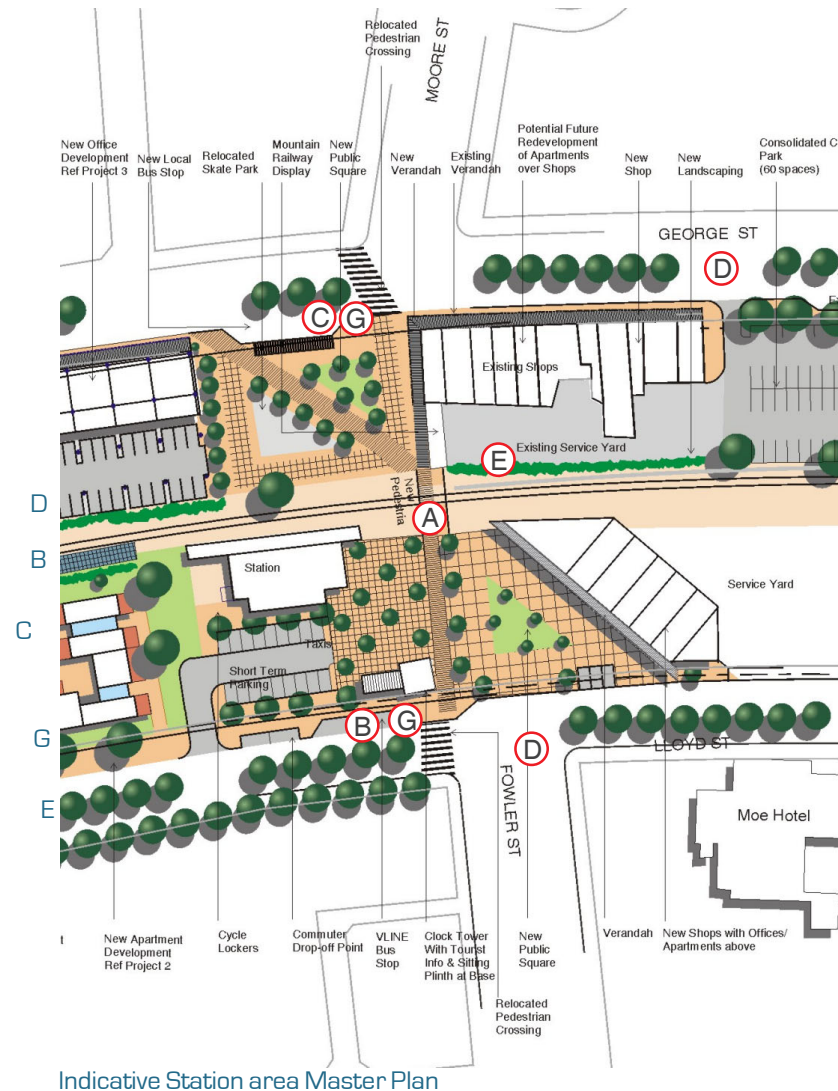
A Pedestrian Level Crossing

See also Vol 3: Master Plans - Moe Project 1, p5.

- It is likely that the pedestrian level crossing will need to be upgraded to meet disabled access standards. This provides an opportunity to relocate it to a position in line with Moore and Fowler Streets, creating a more direct and legible link to both the station and town centre. This would also improve the visibility and profile of the station from the town centre.
- Such a location would require the demolition of one or more shops on the south side of George Street, although it would also release a site for a new shop in front of the existing level crossing.
- Care should be taken to ensure the new crossing is well-lit, broad, edged by active uses and sheltered, to provide a safe and inviting route.
- The existing pedestrian crossings on George and Lloyd Streets should also be relocated to the west side of Moore and Fowler Streets respectively to line up with the new crossing to facilitate pedestrian movement.
- A pedestrian level crossing connecting Fowler and Moore Streets will require the station platform to be shortened by approximately 40 metres. However, the platform can be lengthened at its western end to achieve the required length for current and future trains.

Actions

- A2.1.1 Relocate the existing pedestrian level crossing and pedestrian street crossings to align with Moore and Fowler Streets, and include a safe cycle crossing point.



Indicative Station area Master Plan

B Public Transport Interchange (South)

See also Vol 3: Master Plans - Moe Project 1, p7.

- Space exists around the station to create a new public transport interchange incorporating bus stops, taxi ranks, passenger drop-off and collection points, cycle lockers, sunny public open space and increased car parking.
- Care should be taken to ensure the interchange does not separate the station from the surrounding town. This will avoid the creation of an uninviting, largely unoccupied, area for pedestrians.
- This space could also include a freestanding landmark feature - such as an iconic clocktower - to create a memorable civic feature that would raise the profile of the station without detracting from the integrity of the station building.

Actions

A2.1.2 Design and construct a new public transport interchange in the station forecourt.

A2.1.4 Design and construct a new station car park west of the station.

A2.1.5 Design and construct freestanding landmark feature in new public transport interchange.

C Public Transport Interchange (North)

See also Vol 3: Master Plans - Moe Project 1, p7.

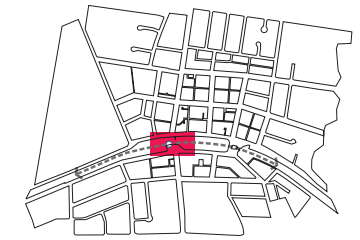
- The potential exists to create a new, high quality bus stop adjacent to the relocated pedestrian level crossing on the southern side of George Street, and open up a direct view between it and the station, further enhancing the visibility and profile of the station.
- This would allow local bus services to the town centre to link more effectively with train services.
- It would require the demolition of some shops, however it would create a new public square and potential location for the skate park should its current site be preferred for development (refer to Direction 3).

Actions

A2.1.3 Design and construct a bus interchange and new public square north of the station.



Indicative view of upgraded Station area from Lloyd Street



D George & Lloyd Streets

See also Vol 3: Master Plans - Moe Project 1, p7.

- George Street and Lloyd Streets are both relatively broad, presenting an opportunity to develop a distinctive streetscape treatment to raise the profile and enhance the pedestrian amenity of the station area.
- This may take the form of a new central median and a formal avenue of underlit canopy trees in the median and along the Lloyd Street nature strips. (The verandahs in George Street preclude *substantial* trees at the side of the road.)

Actions

A4.1.1 Design and construct streetscape improvements to George and Lloyd Streets.

E Landscaping

See also Vol 3: Master Plans - Moe Project 1, p7*5.

- Space exists behind the shops on the north side of the railway line and the decommissioned electricity substation on the south side to plant landscape screens that would hide the unattractive 'backs' of the buildings.

Actions

A2.1.6 Plant a landscape screen behind the shops on the north side of the railway line and the substation on the south side.

F Shared Pedestrian/Cycle Paths

See also Vol 3: Master Plans - Moe Project 1, p7

- The opportunity exists to create new shared pedestrian/cycle paths leading from the station along the northern side of Lloyd Street to Moe's southwest, and along the northern side of the railway line to the Moe-Yallourn Rail Trail.
- These new paths should be well-lit and overlooked by development, to provide a safe and inviting route.

Actions

A4.1.5 Design and construct new shared off-street pedestrian/cycle paths west of the station along the northern side of Lloyd Street, and between the station and the Moe-Yallourn Rail Trail along the northern side of the railway line.

G Bus Stops

- The opportunity exists to improve bus stop facilities. This may include better information, seating, shelter and lighting.

Actions

A2.1.7 Improve facilities at bus stops.

H Active Uses

See also Vol 3: Master Plans - Moe Project 1, p7.

- Even after providing space for a relocated pedestrian level crossing, a new public transport interchange and a visual link between the station and a new bus stop on George Street, substantial vacant or underutilised railway land remains that could be developed to create a more active public realm. This includes land east and west of the proposed interchange on both sides of the railway line.
- Care should be taken to ensure that such development addresses the public realm appropriately to create an attractive and safe area.

Note: More detail is provided on opportunities for higher-density, mixed-use development on railway land in Direction 3.

The Local Streets & Paths: An effective movement network

Key Principles

- Create permeable street networks and legible built environments
- Provide cycling facilities
- Bring traffic in, carefully

Existing Conditions

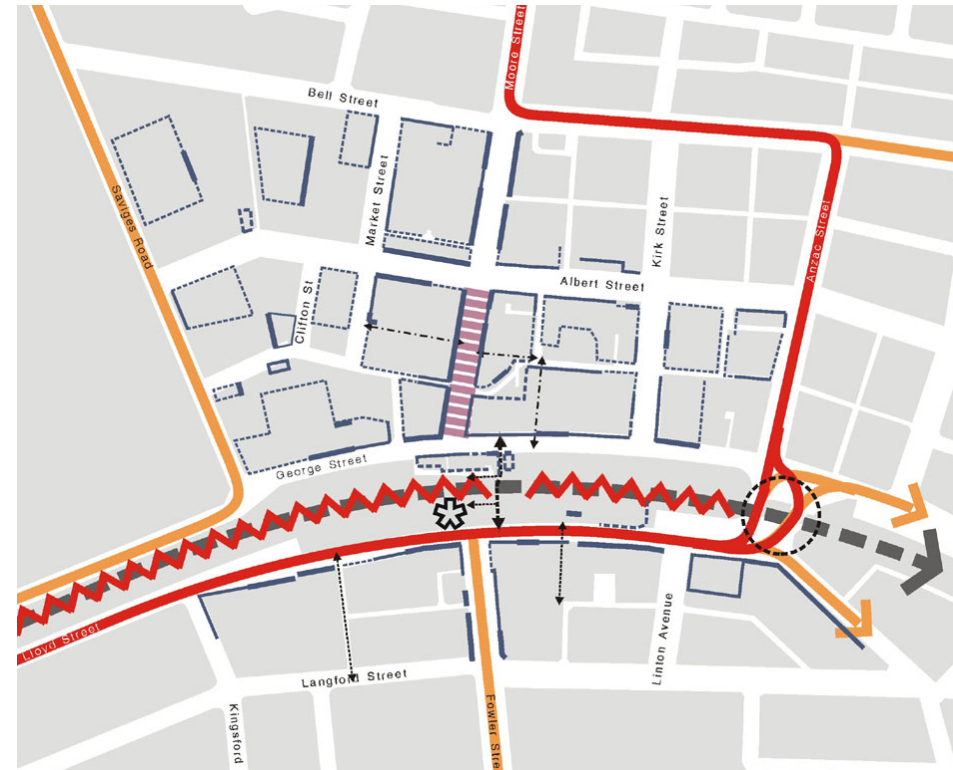
The street networks on either side of the railway line are generally permeable, however:

- Moe and its town centre are effectively bisected by the rail line and there is little visual and physical connection between the two sides. Vehicular movement between the two halves of the town centre is indirect and illegible. Traffic is diverted to the eastern fringe of town or must enter the northern town centre via a level crossing west of the town centre. The distances between these two crossings is approximately 1.1 kilometres and neither effectively connects the two halves of the town centre. (By contrast, Morwell, Traralgon and even Trafalgar have two crossings in or very close to their town centres.)
- As a result of the indirect connections between the two halves of the town centre, it gains little passing trade from through traffic. Car-borne tourists bound for the Baw Baw Ranges are diverted

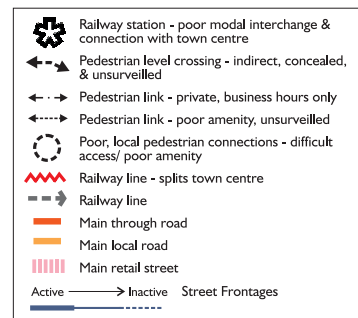
around the town centre and little opportunity or encouragement is provided to entice this passing traffic to pause in Moe to take advantage of Moe's services and facilities and to contribute to the local economy.

- The block bounded by Saviges Road, Albert Street, Moore Street and George Street is very large, and connections through it are indirect and illegible.
- Council's proposed cycle network is being progressively implemented, however it contains gaps and 'dead ends'.
- The Moe-Yallourn Rail Trail is not physically connected to the town centre and is poorly signposted.
- The Directional signage for pedestrians and cyclists is generally poor.

See Chapter 3 in Volume 4: Background Report for more detail on the existing movement network.

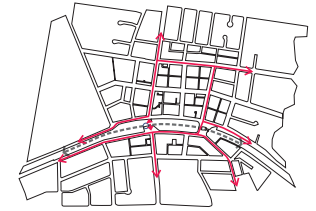


Existing Conditions: Movement Network



Strategies

- S4.2.1 Seek better connections across the railway line
- S4.2.2 Encourage northbound tourists to pass through the town centre and discourage trucks from doing so
- S4.2.3 Improve cycle access to the station and town centre



Improvement Opportunities

A Pedestrian Level Crossing

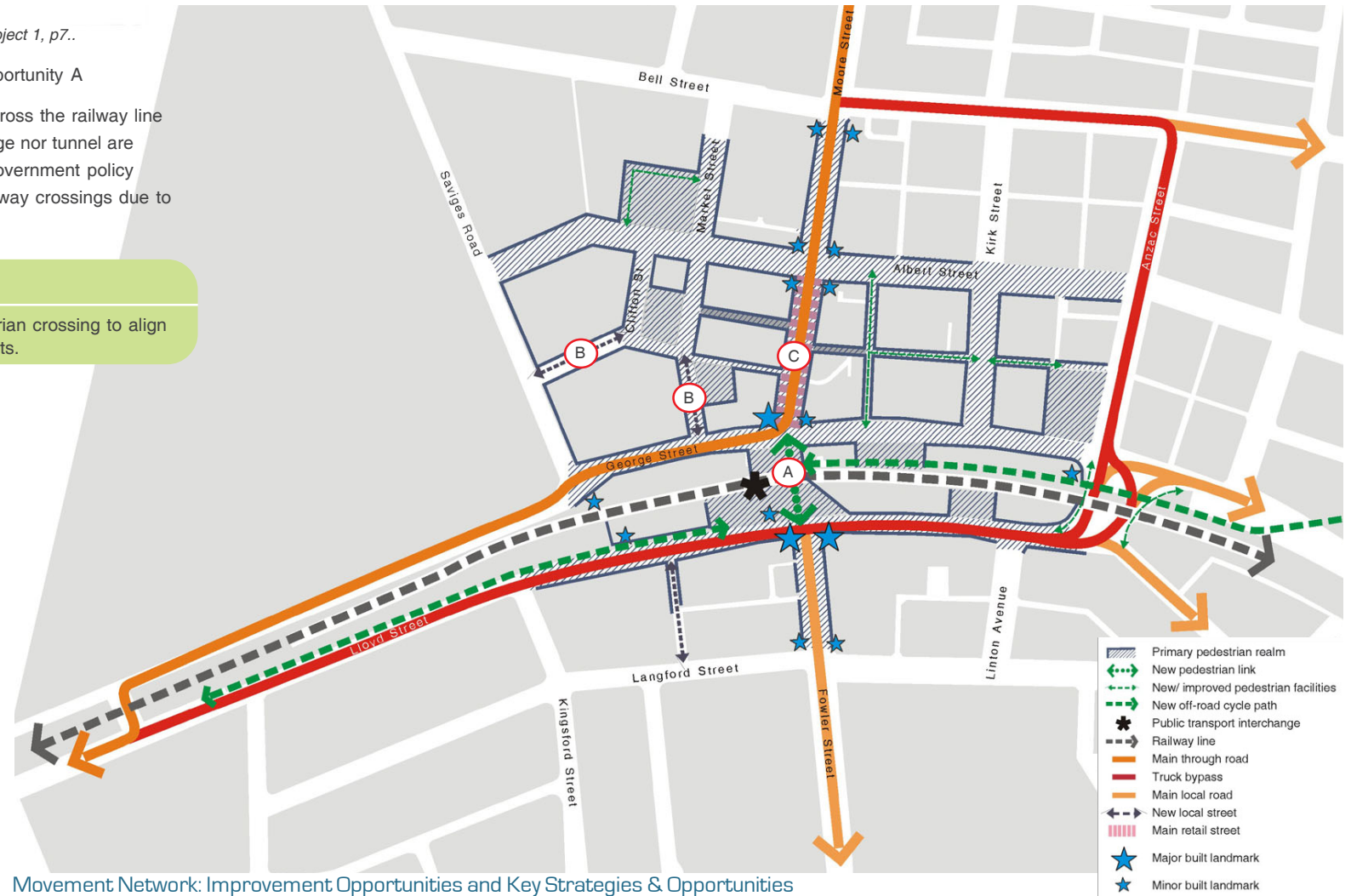
See also Vol 3: Master Plans - Moe Project 1, p7..

- See Direction 1, Improvement Opportunity A

Note: While a vehicular connection across the railway line would be beneficial, neither a bridge nor tunnel are technically feasible and current government policy precludes the creation of new railway crossings due to safety concerns.

Actions

- A2.1.1 Relocate the existing pedestrian crossing to align with Moore and Fowler Streets.



Movement Network: Improvement Opportunities and Key Strategies & Opportunities

B Clifton Street Block

See also Vol 3: Master Plans - Moe Project 6, p19.

- The opportunity exists to formalise existing routes and, in the future, create new routes through this block to improve its permeability and legibility.

Actions

A4.1.7 Extend Market Street to George Street and widen the western access to the Clifton Street car park to form a street.

C Tourist Route

See also Vol 3: Master Plans - Moe Project 7, p21.

- The opportunity exists to direct tourist traffic bound for the Baw Baw Ranges to pass through the town centre via Moore Street, to add potential patronage of local shops and services. This would require that the shared zone in Moore Street be removed. However, this section of the street could be redesigned to ensure that it remains a pedestrian-friendly environment (see Direction 4).
- The new public square recommended between the railway line and George Street at the end of Moore Street (see Direction 1) would be an ideal stopping point for tourist traffic.

Actions

A7.1.1 Install signs directing northbound tourist traffic to Moore Street and truck traffic to Anzac Street.

D Improved Cycling Links

See also Vol 3: Master Plans - Moe Project 1, p7.

- The railway land northeast of the station represents a key opportunity to provide improved 'green' cycling and pedestrian links into the town centre, and to connect the existing recreational Yallourn Rail Trail to the station and skate park. This can would also enhance recreational tourism opportunities.
- The opportunity also exists to provide a shared pedestrian/cycle path along the north side of Lloyd Street, west of the station, to improve accessibility to the station from western Moe.
- Potential exists to extend the cycle network by including on-road links along Albert Street, Saviges Road, Market Street and its extension to George Street.

Actions

A4.1.5 Design and construct new shared off-street pedestrian/cycle paths west of the station along the north side of Lloyd Street, and between the station and the Moe-Yallourn Rail Trail.

A4.1.6 Create new cycle routes along Albert Street, Saviges Road and Market Street, and provide wayfinding signage indicating routes, distances and attractions.

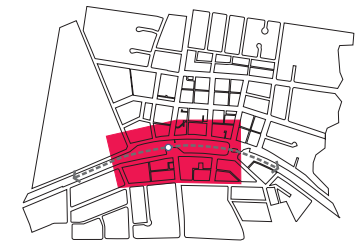
E Signage

- The potential exists to improve directional signage for pedestrians and cyclists. This should include clear maps indicating key destinations and the distance and estimated walking time to them.
- New town maps should be provided in the new Station Square and the new public square on the corner of Albert and Moore Streets (see Direction 4).

Actions

A7.0.4 Review the need to improve cycle and pedestrian related infrastructure and signage within the region.

The Station Surrounds: Transit-centred & urban lifestyle development

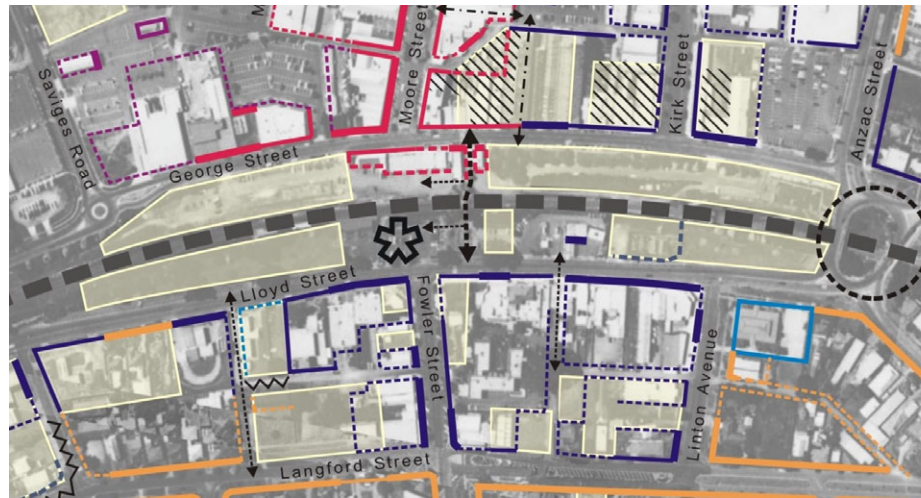


Key Principles

- Promote higher-density, mixed use development around public transport and urban lifestyle amenities
- Create an urban lifestyle hub
- Introduce higher-density housing
- Promote a positive regional image
- Protect and enhance local character
- Ensure an active and clear public realm
- Create pedestrian-friendly streets and spaces

Existing Conditions

- Train and regional bus services are provided at Moe Station, while local bus services are provided in the town centre and along Langford Street.
- Cafes, bars and other urban lifestyle amenities are currently scattered throughout the town centre on both sides of the railway line.
- There is no higher-density residential or mixed-use development within the station surrounds. Most development is single-storey, and residential accommodation within the core is limited to predominantly detached housing to the south.
- The railway land is particularly underutilised, containing large areas of open space and surface car parking.
- It is probable that some contamination will exist on the railway land at concentrations requiring remediation. It is possible, if not probable, that this will cause delays and have considerable cost implications on development.



Existing Conditions: Station Surrounds

LAND USE AND FRONTAGES

Active — Inactive

- Retail core
- Bulky goods retail
- Mixed business/ Retail/ Civic uses
- Light industry
- Community uses
- Housing
- Public open space

CONSTRAINTS

- Land use conflicts
- Railway station - poor modal interchange & connection with town centre
- Pedestrian level crossing - indirect, concealed, & unsurveilled
- Pedestrian link - private, business hours only
- Pedestrian link - poor amenity, unsurveilled
- Railway line - splits town centre
- Concentration of vacant premises
- Poor, local pedestrian connections - difficult access/ poor amenity

OPPORTUNITIES

- Vacant or underutilised land - development potential

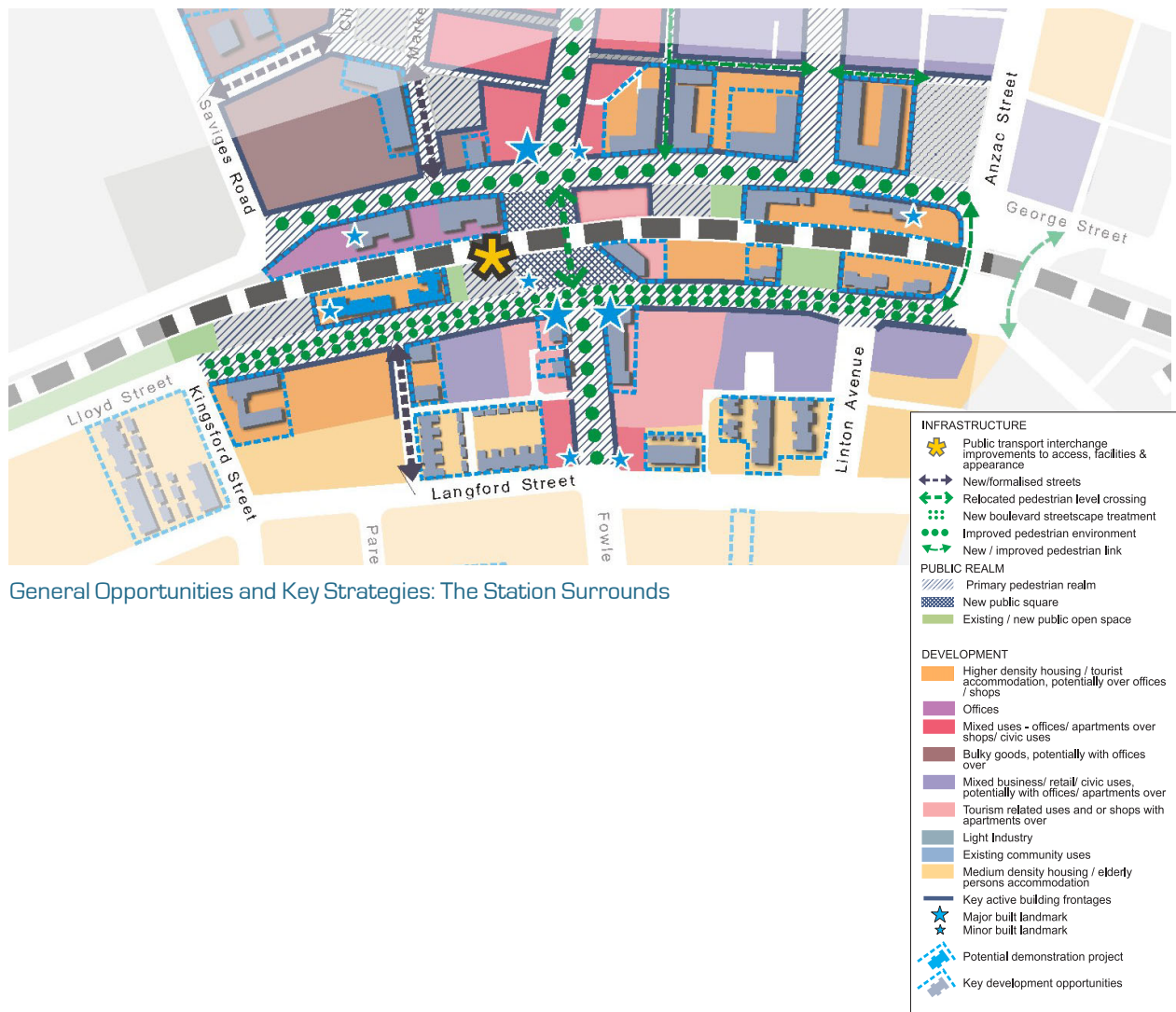
- The railway land is particularly underutilised, containing a service station, decommissioned electricity sub-station, public car parks and open space, which neither take advantage of proximity to the train station nor support an active and clear public realm.
- The streets and public spaces are generally pedestrian-friendly, with the exception of the pedestrian level crossing (see Direction 1) and the Anzac Street roundabout (see below).
- The Anzac Street Roundabout is located such that two sections of the circulating carriageway form bridges over the rail line. This results in steep gradients, poor sight lines and restricted width, which adversely affect pedestrian, cycle and vehicular movement. Further, the

existing lane delineation on the approaches and circulating carriageway fail to provide clear guidance to approaching drivers. There have been a number of incidents of misunderstanding resulting in illegal manoeuvres.

Strategies

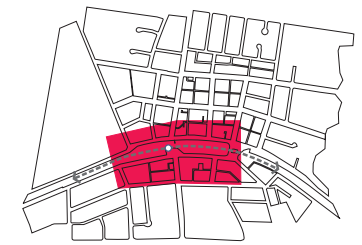
- S4.3.1 Promote higher-density residential and mixed-use development in the station surrounds.
- S4.3.2 Promote the development of urban lifestyle hubs in the station surrounds
- S4.3.3 Encourage the development of tourism-related uses close to Moe station
- S3.3.3 Ensure new development in the station surrounds is of high quality
- S3.3.2 Improve streetscapes in the transit precincts

General Opportunities



General Opportunities and Key Strategies: The Station Surrounds

- There is projected demand for **approximately 200 new apartments and up to 7,500m² of new office space in Moe over the next twenty years**. Along with general population growth and changing lifestyle patterns, this will increase demand for urban lifestyle amenities.
- Moe's location on the southern access route to the Baw Baw Alpine National Park, the Mountain Rivers District, the Thompson Valley, Mt St Gwinear snow fields and the gold mining town of Walhalla make it ideally located to capitalise on tourism opportunities in the region. This is reinforced by a potential increase in cycle tourism due to the towns' close proximity to established cycling Rail Trails.
- Regional Fast Rail will bring Moe within commutable distance from Melbourne's eastern suburbs - particularly the Dandenong Centre.
- Any development over 2 storeys is likely to enjoy spectacular views of the mountains to the north and south.
- Opportunity exists for new higher-density development close to public transport and existing urban lifestyle amenities on:
 - vacant and underutilised railway land surrounding the station - particularly to the west, northwest and northeast;



- properties along George Street between Moore Street and the Safeway car park - whose current buildings have a high vacancy rate, and whose low density means that even the properties occupied by retail or commercial premises are relatively underutilised for a location so close to public transport; and
- properties along Lloyd Street near the station and just west of the southern town centre - currently occupied by low density residential and light industrial development.
- The opportunity exists to create urban lifestyle hubs by concentrating urban lifestyle amenities in Moore Street, immediately north of George Street, and in Fowler Street combined with the railway land immediately across Lloyd Street.
- In the longer term, the shops on the south side of George Street and Lloyd Street present opportunities for higher-density redevelopment incorporating apartments above.
- A redevelopment of the shops on the south side of George Street could incorporate a new station.
- New development adjacent to the town centre on the northern side of the railway line would also support town centre businesses through additional custom and an improved image.
- The potential exists to enhance the pedestrian amenity of key streets and public spaces.
- The opportunity exists to ensure that any new development is of high urban design and architectural quality, to contribute to an excellent image for the Transit Precinct.

Actions

- A3.0.2 Introduce Local Planning Policies (LPPs) for each of the transit precincts, to provide specific land use direction.
- A7.0.1 Undertake a marketing campaign to promote the vision for the transit precincts set out in the Urban Renewal Frameworks to prospective businesses, residents, visitors, developers and investors.
- A6.0.7 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.
- A6.0.2 Determine appropriate incentives to encourage the appropriate redevelopment of sites within the transit precincts.
- A3.0.3 Introduce a Design and Development Overlay (DDO) over the transit precincts to ensure appropriate forms of development.

Key Development Opportunities



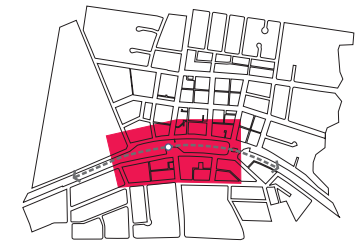
Key Development Opportunities: Station Surrounds

- Train station
- Shops with offices / apartments above
- Bulky goods retail, potentially with offices above
- Tourist uses or shops with apartments over
- Offices
- Higher density housing / tourist accommodation, potentially above offices / shops
- Medium density housing / elderly persons accommodation
- Public Open Space

A Railway Land Apartments

See also Vol 3: Master Plans - Moe Project 2, p9.

- After allowing for the consolidation of all station parking to the western side of the station and an increase of 70% to allow for projected increases in rail patronage, excess railway land remains west of the station for new development. This land is currently under-used open space. Removal of a redundant rail siding and incorporation of excess road reserve would allow this site to be further expanded.
- The opportunity exists to consolidate the car parking north of the railway line and east of the existing pedestrian level crossing into a more efficient layout, releasing land for development. Relocation of the skate park to the proposed square north of the station (see Direction 1) would allow this site to be further expanded.
- In the longer term, the service station and decommissioned sub-station east of the station may provide further opportunities for apartment development. However, the cost of creating clear sites means that the two potential development opportunities identified above are likely to be taken up first.
- The key strategies set out in the Vision indicate that apartments or tourist accommodation are most appropriate on these sites, given sufficient land to meet demand for office development on site B.
- Walk-up buildings of 3 storeys (or 4, with two-storey penthouses) are appropriate given the low-rise context, and more likely to be viable than taller buildings with lifts. However, the buildings will need to be carefully articulated - for example through upper level setbacks and a modulated facade - to minimise their perceived scale in respect to the low-rise character of the street.
- Careful architectural design is also required to create high quality development, and to minimise the adverse environmental impacts of the railway line through careful orientation, high quality acoustic and vibration insulation, effective landscaping and so on.



- An acoustic screen may also be needed to shield noise from the railway line, allowing the creation of pleasant, sunny private open spaces. This may have a sculptural form to express the presence of the station.
- Development of each of the above sites should include a small public park for apartment residents that have no access to private green space.
- Existing mature trees should also be incorporated within the design where possible, particularly to enhance its setting, although a significant reduction in density should be avoided.
- The land west of the station presents an ideal opportunity for a 'catalyst' or 'demonstration' project, due to its public ownership and location at the heart of the precinct core, adjacent to the proposed 'urban lifestyle hub'.



Actions

- A6.1.1 Develop design and planning facilitation briefs for the potential development of railway land.
- A6.1.3 When required to enable the development of railway land, facilitate the development of a reconfigured car park on the south side of George Street, east of the pedestrian level crossing.

B Railway Land Offices

See also Vol 4: Master Plans - Moe Project 3, p11.

- Undeveloped railway land on the south side of George Street between Saviges Road and Moore Street is available for development. This land incorporates the site of the former station building and is now vacant, apart from occasional use as an informal car park.
- The key strategies set out in the Vision indicate that office development is most appropriate, due to the predominantly commercial setting and potential benefits it would bring to the town centre - such as a higher commercial profile and additional patronage for shops and services - and the benefits to office workers of immediate proximity to shops and services. Residential development is also likely to be less marketable here

due to the commercial setting. However, apartments should be allowed at upper levels if necessary in order to create a viable development.

- The cost of basement or upper level car parking is likely to restrict development to 2 storeys. However, well-articulated buildings up to 4 storeys high would be possible without causing a detrimental effect on local character or amenity.
- Prior to development, an appropriate 'meanwhile use' could be identified to improve the site's appearance, but which is easily replaced, eg. a garden centre or marketplace.



Actions

- A6.1.1 Develop design and planning facilitation briefs for the potential development of railway land.
- A6.1.4 Investigate potential 'meanwhile uses' for the vacant land south of George Street between Saviges Road and Moore Street.

C Railway Land Tourism & Urban Lifestyle Amenities

See also Vol 3: Master Plans - Moe Project 1, p7.

- The informal car parking area east of the station presents an opportunity for tourism- and urban lifestyle-related development, capitalising on exposure to rail passengers and, potentially, car-borne travellers en route to the Baw Baws (see Direction 2).
- Current users of the car park would be provided for by the enlarged station car park to the west, and additional car parking in Fowler Street (see below).
- The development could form a new tourism hub, accommodating small shop units catering for cafés, a restaurant, a bar, camping/hiking shops, cycling shops, and/or office space for tour operators, and also a tourist information kiosk. It could also provide urban lifestyle amenities (See Chapter 2, Principle P). Short-term or permanent apartments could be provided at upper levels. The building should be positioned to retain a view of the Moe Hotel from the new level crossing, forming a new public square to act as a focus for the precinct core and, importantly, the urban lifestyle hub.
- Walk-up buildings of 3 storeys (or 4, with two-storey penthouses) are appropriate given the low-rise context, and are more likely to be economically viable than taller buildings with lifts.

Actions

- A6.1.5 Develop the tourism precinct concept.
- A6.1.1 Develop design and planning facilitation briefs for the potential development of railway land.

D George Street

See also Vol 3: Master Plans - Moe Project 4, p13.

- The vacant and underutilised buildings on George Street, east of Moore Street, present an opportunity for higher-density redevelopment.
- The consolidation of retail activity to the northwest part of the town centre (refer to Direction 4) could free up much of this area for redevelopment. Such development would benefit directly from proximity to the town centre and the station.
- The key strategies set out in the Vision indicate that office/ community uses at ground floor with apartments above is most appropriate. This allows the retention of existing occupiers - such as the medical clinic - and the existing commercial character, while recognising the potential for urban living accommodation.
- New development should include space for small business to front Hasthorpe Place to enhance the range of business accommodation and improve the safety and attractiveness of the laneway.
- Any redevelopment of the arcade between George Street and Hasthorpe Place should incorporate a new pedestrian link addressed by commercial uses.
- Walk-up buildings of 3 storeys (or 4, with two-storey penthouses) are appropriate given the low-rise context, and more likely to be economically viable than taller buildings that require lifts.
- Verandahs should be incorporated on the George Street and Kirk Street frontages to maintain the existing character and pedestrian amenity.

Actions

- A3.1.2 Rezone all properties fronting George Street (between Moore and Anzac Streets) and Kirk Street south of Hasthorpe Place to Mixed Use Zone.

E Lloyd Street

- There are a number of sites on Lloyd Street that represent an underutilisation of land within the precinct core.
- The police station site presents an ideal opportunity to reinforce the tourism focus through the development of a new backpackers hostel or the expansion of the motel to the south. This would capitalise on exposure to rail passengers and, potentially, car-borne travellers en route to the Baw Baws (see Direction 2).
- Other opportunities on Lloyd Street for higher-density redevelopment include the former service station on the corner of Fowler Street, and the car yards and detached dwellings west of the courthouse. The key strategies set out in the Vision indicate that these sites should be redeveloped for predominantly higher-density housing or tourism accommodation.

Actions

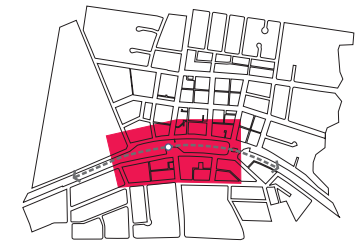
- A6.0.7 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.

F Moore Street South & Fowler Street

- Moore Street and Fowler Street contain premises that could accommodate urban lifestyle amenities.
- 'Shoptop' apartments could be provided at upper levels.

Actions

- A7.0.1 Undertake a marketing campaign to promote the vision for the transit precincts set out in the Urban Renewal Frameworks to prospective businesses, residents, visitors, developers and investors. This should include targeting appropriate retailers.



Key Public Realm Improvement Opportunities

G Station Square (North & South)

See also Vol 3: Master Plans - Moe Project 1, p7.

- As set out in Direction 1, opportunity exists to create a much-improved forecourt to the station on both the northern and southern sides of the railway line.

Actions

- A2.1.2 Design and construct a new public transport interchange in the station forecourt.
- A2.1.3 Design and construct a bus interchange and new public square north of the station.

H Fowler Street

See also Vol 3: Master Plans - Moe Project 7, p21.

- The space exists within Fowler Street to reorganise the parking and street layout to create a more pedestrian-friendly street.
- Road narrowings, centre of street parking, and new surface treatments would assist pedestrian crossing and provide spaces to plant substantial street trees.

Actions

- A4.1.3 Design and construct the proposed changes to the layout of Fowler Street.

I George & Lloyd Streets

See also Vol 3: Master Plans - Moe Project 1, p7.

- George Street and Lloyd Streets are both relatively broad, presenting an opportunity to develop a distinctive streetscape treatment to raise the profile and enhance the pedestrian amenity of the station area.
- This may take the form of a new central median and a formal avenue of underlit canopy trees in the median and along the Lloyd Street nature strips. (The verandahs in George Street preclude *substantial* trees at the side of the road.)

Actions

- A4.1.1 Design and construct streetscape improvements to George and Lloyd Streets.

J Railway Land Southwest

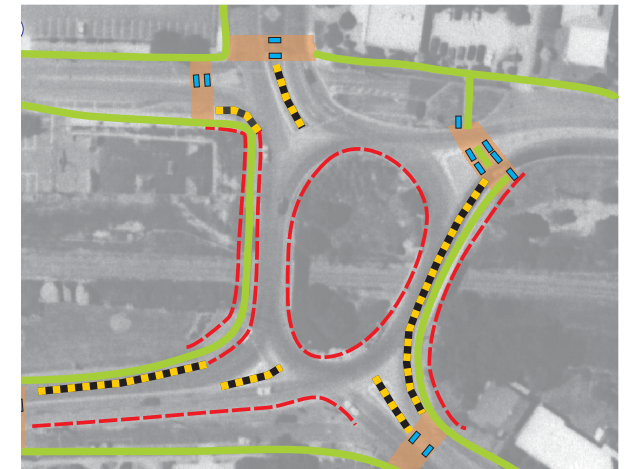
- There is a broad strip of unused railway land on the south side of the railway line west of Kingsford Street. This presents the opportunity to create a park for the residents of new apartment buildings that have no access to private green space.

Actions

- A4.1.8 Design and implement landscaping improvements to the railway land on the south side of the line west of Kingsford Street to form a public park.

K Anzac Street Roundabout

- The opportunity exists to improve the safety and amenity of all users of the Anzac Street roundabout through a series of simple adjustments to linemarking and kerblines:



Improvements to Anzac St Roundabout

- Areas subject to Pedestrian Improvements
- Existing Footpath
- Existing Crash Barrier and/or Pedestrian Fence
- Proposed Crash Barrier and/or Pedestrian Fence
- Proposed Chevron sign
- Moe Rail Station
- Rail Line

Actions

- A4.1.4 Develop the concept for improvements to the Anzac Street roundabout.

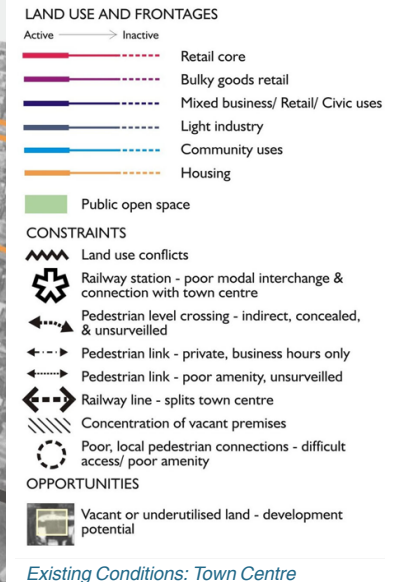
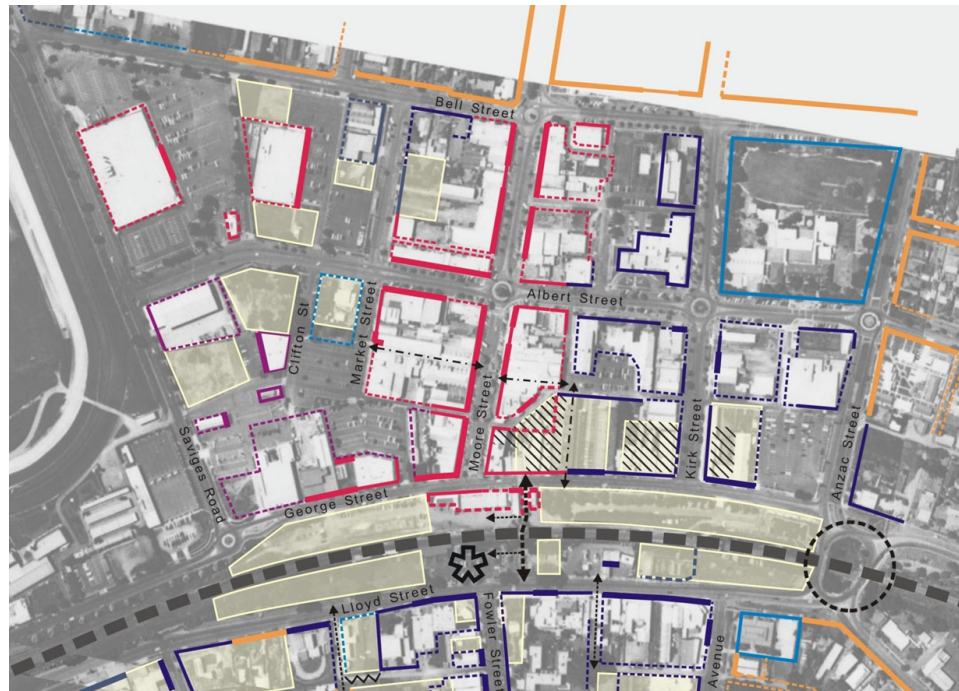
The Town Centre: A vibrant activity centre

Key Principles

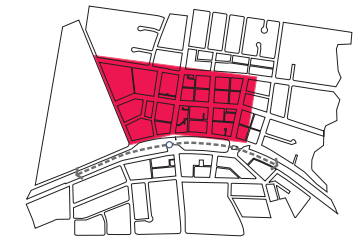
- Create compact town centres
- Promote diversity
- Provide car parking, carefully
- Protect and enhance local character
- Introduce higher-density housing
- Ensure an active and clear public realm
- Create pedestrian-friendly streets and spaces

Existing Conditions

- The Moe town centre is vibrant and operating successfully on Moore and Albert Streets. Moe's location at the edge of the municipality provides the centre with a relatively stable catchment and a positive outlook. However, as a whole the centre has an oversupply of retail space, leading to a relatively high number of vacancies and less vibrancy on its periphery.
- Recent patterns of development in the town centre have resulted in a fragmented retail core, splintered by vacant land and a level of off-street car parking that appears to significantly exceed demand. In particular, the centre's strongest retail attractions - Moore Street, Albert Street immediately west of Moore Street, Coles, Kmart and Safeway - are not joined by continuous shopfronts. However, there is currently insufficient retail floor space demand for this to occur. There are also major non-retail facilities separating Safeway from Moore Street that are unlikely to be redeveloped in the foreseeable future.



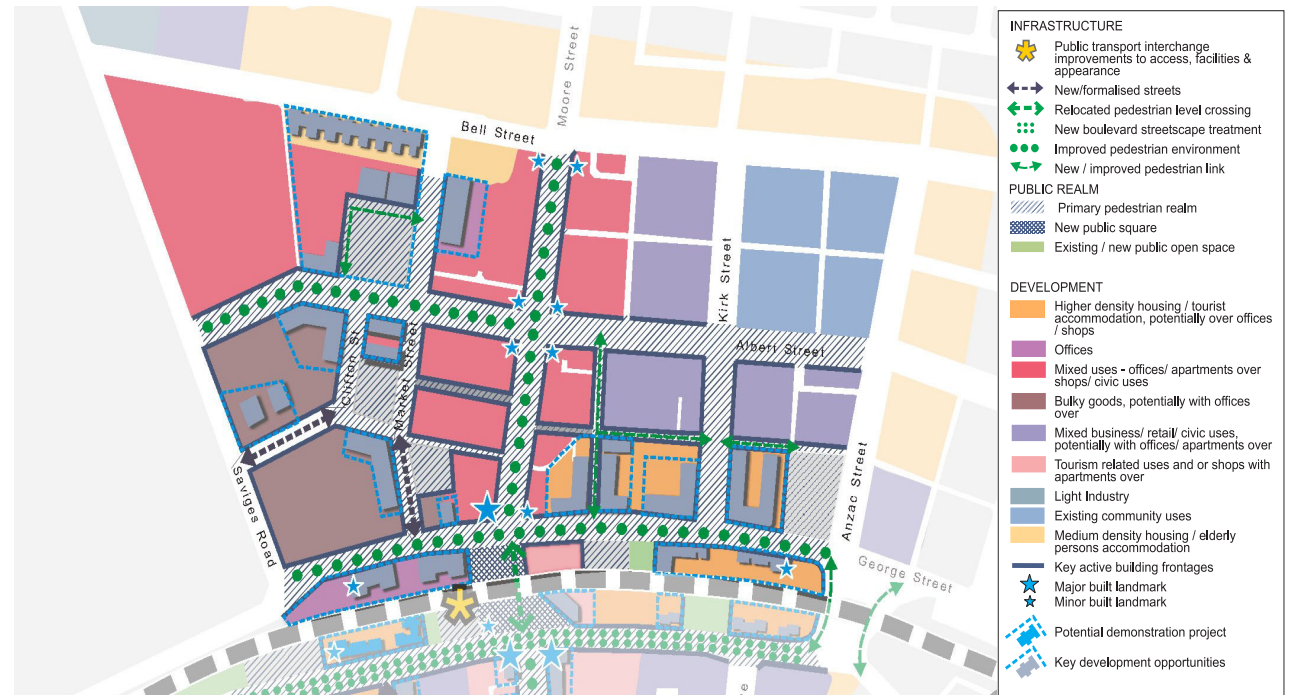
- The town centre contains a mixture of predominantly retail, office and civic uses. It contains no residential accommodation. A small number of inappropriate non-retail uses within the core retail area detract from the vibrancy of the centre.
- Bell and Anzac Streets currently act as an interface between the centre and adjoining residential areas. New development along these streets therefore needs to consider the local character on either side.
- The streets in the centre are well-used for on-street car parking, minimising the amount of off-street car parking required and supporting a pedestrian-friendly environment.
- Moore Street, George Street and Albert Street east of Market Street are relatively active, clear and pedestrian-friendly. However, the remaining streets and public spaces are not inviting for pedestrians. In particular, the Coles block and that surrounded by Albert, Moore and George Streets and Saviges Road have large underutilised areas and fail to provide a safe and high quality public realm.



Strategies

- S4.4.1 Encourage the development of vacant and underutilised sites and car parks, and the reuse of vacant buildings in the town centre
- S4.4.2 Encourage all new retail development other than small shops serving local residential areas and large format shops to locate within the retail core - fronting Moore Street between George and Bell Streets, and Albert Street between Clifton and Moore Streets
- S4.4.3 Encourage the relocation of non-retail uses at ground floor level within the retail core
- S4.4.4 Encourage all new large-format retail development to locate within the block bounded by Saviges Road and Bell, Market and George Streets
- S4.4.5 Encourage the development of offices or apartments above shops
- S4.4.6 Ensure new development in the town centre creates a compact retail core and an active and clear public realm
- S4.4.7 Ensure all streets and lanes in the town centre are pedestrian-friendly
- S4.4.8 Ensure efficient use of street space in the town centre
- S4.4.9 Encourage the development of medium-density housing on the fringe of the town centre
- S4.4.10 Seek the creation of new street connections through the block bounded by Saviges Road and Albert, Moore and George Streets
- S4.4.11 Ensure easy access into the town centre by cycle

General Opportunities



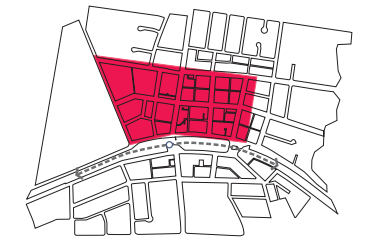
General Opportunities and Key Strategies: Town Centre

- There is projected demand for **approximately 1,760m² of new retail space in Moe over the next twenty years** (see Chapter 3, Direction 4).
- There is also projected demand for **approximately 200 new apartments and up to 7,500m² of new office space** (see Direction 3).
- Vacant and underutilised land in the area between Moore Street and Coles/Kmart presents an opportunity to locate new retail development where it will consolidate the retail core. In particular, providing continuous shopfronts along Albert Street will create a more pedestrian-friendly retail environment and capitalise on the attraction of larger stores by locating the smaller shops along the ‘ant track’ between them.

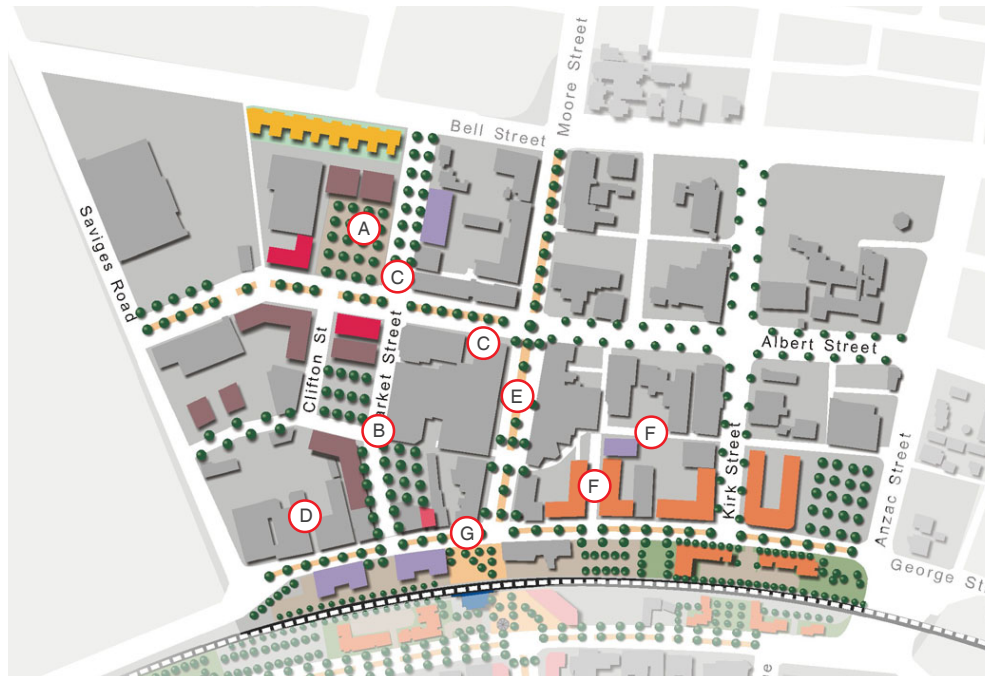
- Should a detailed parking survey confirm the oversupply of car parking within the town centre, part of the parking area in the block bounded by Albert, George and Moore Streets and Saviges Road could form a site for new retail development, further consolidating the retail core. Converting some longer-stay on-street parking spaces to medium-stay spaces could compensate for the overall loss of parking.
- Redevelopment of non-retail uses within the proposed retail core (eg. the CFA building on Albert Street) for retail purposes could contribute to a more continuous retail and active street frontage.
- New retail development could have offices or apartments at upper levels, to increase the diversity of the centre and introduce higher-density housing.
- Vacant and underutilised land between George and Albert Streets, west of Moore Street, could provide an appropriate site for new bulky goods retail development where larger buildings are less likely to fragment the pedestrian-friendly scale of the town centre and where complementary uses already exist.
- Promoting higher-density residential and mixed-use development on the fringe of the town centre through rezonings and other measures may cause existing retail businesses on these properties to be relocated into the retail core, adding to the demand for new floorspace.
- New streets and spaces created in the Coles block and that bounded by Albert, George and Moore Streets and Saviges Road should be designed to be active, clear and pedestrian-friendly.
- Improvements could be made to existing streets and lanes to improve their pedestrian amenity and facilities for cyclists.

Actions

- A3.1.5 Undertake a parking survey and prepare a Parking Precinct Plan to clearly establish the parking requirements for new development in the Moe Town Centre with the aim of determining the minimum rate needed in order to foster development.
- A3.0.2 Introduce Local Planning Policies (LPPs) for each of the transit precincts to provide specific land use directions.
- A6.0.2 Determine appropriate incentives to encourage the appropriate (re)development of sites within the transit precincts.
- A6.0.7 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.
- A3.0.3 Introduce a Design and Development Overlay (DDO) over the transit precincts to ensure appropriate forms of development.
- A7.1.2 Ensure parking restrictions are appropriate.



Key Development Opportunities



Key Development Opportunities: Town Centre

- Train station
- Shops with offices / apartments above
- Bulky goods retail, potentially with offices above
- Tourist uses or shops with apartments over
- Offices
- Higher density housing / tourist accommodation, potentially above offices / shops
- Medium density housing / elderly persons accommodation
- Public Open Space



A Coles

See also Vol 3: Master Plans - Moe Project 5, p17.

- Vacant land around Coles presents an opportunity for new development.
- The key strategies set out in the Vision indicate that retail uses at ground floor, ideally with offices or apartments above, is most appropriate to contribute to the creation of a more vibrant, pedestrian-friendly retail environment and enhance the vitality of the town centre. This development may include an expansion of the Coles supermarket.
- This development would provide new retail floorspace to enable the relocation of existing retail premises currently operating outside the retail core.
- Redeveloping the northern edge of the Coles car park as medium-density residential development fronting Bell Street would complement the existing residential character of this street and provide an injection of residents in close walking distance of the town centre and railway station.

- Improving the landscape treatment of the car park through the introduction of trees and shelter would further improve its attractiveness and contribution to public amenity.

Actions

- A3.1.3 Rezone all of the properties fronting Bell Street west of Moore Street extending as far as the industrial land to the west to Residential 2 Zone.

Key Public Realm Improvement Opportunities

B Clifton Street Block

See also Vol 3: Master Plans - Moe Project 6, p19.

- Vacant land within the block enclosed by Saviges Road, Albert Street, Moore Street and George Street presents an opportunity for new development. The CFA building on Albert Street would also be more appropriately located outside the retail core, releasing another site for development.
- The key strategies set out in the Vision indicate that retail uses at ground floor, ideally with offices or apartments above, is most appropriate to contribute to the creation of a more vibrant, pedestrian-friendly retail environment and enhance the vitality of the town centre.
- New streets within the block (see Direction 2) would facilitate more intensive development of this land, and create opportunities to increase street frontages and enhance exposure for these retail premises to 'passing trade'.
- Ensuring that all new retail premises front these new streets will make them more attractive and the street environment safer for pedestrian use.

Actions

- A4.1.8 Extend Market Street to George Street and widen the western access to the Clifton Street car park to form a street.
- A6.1.2 Develop design and planning facilitation briefs for potential development within the Clifton Street car park.

C Coles

See also Vol 3: Master Plans - Moe Project 5, p17.

- The opportunity exists to ensure that new streets and spaces created through development around Coles are active, clear and pedestrian-friendly.

D Clifton Street Block

See also Vol 3: Master Plans - Moe Project 6, p19.

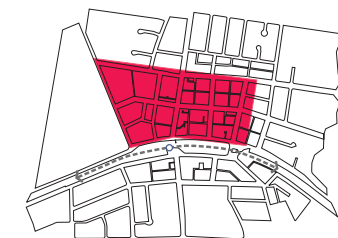
- The opportunity exists to ensure that new streets and spaces created within the block enclosed by Saviges Road, Albert Street, Moore Street and George Street are active, clear and pedestrian-friendly.

Actions

- A6.1.2 Develop design and facilitation briefs for potential development within the Clifton Street car park.



Indicative view of the Clifton Street Block



E Albert and Moore Streets

See also Vol 3: Master Plans - Moe Project 7, p21.

- The space exists within Moore and Albert Streets to reorganise the parking and street layout to create a more pedestrian-friendly street.
- Road narrowings, centre of street parking, and new surface treatments would assist pedestrian crossing movements by shortening the distance to be crossed and enabling one direction of traffic to be negotiated at a time.
- It is likely that the existing street trees will be able to remain. The central parking area would also provide space to plant substantial street trees.
- A sunny public space could be created on the corner of Albert and Moore Streets by removing parking for a short section and widening the southern footpath into the road.
- Adding a new taxi rank on Moore Street would increase the accessibility of taxis to the main user group and better cater for their night time use.

Actions

A4.1.2 Design and construct the proposed changes to the layout of Moore and Albert Streets.

F Hasthorpe Place and Skeetons Lane

See also Vol 3: Master Plans - Moe Project 1, p7.

- The opportunity exists to enhance the pedestrian amenity of Hasthorpe Place and Skeetons Lane through new, high quality surface treatments and improved lighting.
- They could be further enhanced by new development frontages (see George Street key development opportunity, Direction 3).

Actions

A4.1.9 Improve the condition and amenity of Hasthorpe Place and Skeetons Lane.

G George Street

See also Vol 3: Master Plans - Moe Project 1, p21.

- The opportunity exists to enhance the pedestrian amenity of George Street through the introduction of a new central median containing a formal avenue of underlit canopy trees (see Direction 1).

Actions

A4.1.1 Design and construct streetscape improvements to George and Lloyd Streets.



Indicative View of Albert and Moore Streets

4

The Precinct Edge: More housing close to transport & services

Key Principles

- Introduce higher-density housing
- Protect and enhance local character
- Ensure an active and clear public realm
- Create pedestrian-friendly streets and spaces

Existing Conditions

- The edge of the transit precinct is predominantly occupied by single-storey housing along with a few light industrial properties. There are a small number of medium-density residences - predominantly single storey, attached units - however, these are of mixed quality and a relatively low density considering their proximity to the railway station and town centre.
- There is vacant and underutilised land around Coles in the northern edge of the precinct, which creates a poor interface with the residential properties on the opposite side of Bell Street.
- There are a number of vacant and underutilised sites and inappropriate land uses around the southern edge of the transit precinct, particularly along Langford Street.
- The streets and spaces in the precinct edge are generally active, clear and pedestrian-friendly. However, Kelly Lane between Lloyd and Langford Streets has no footpath or lighting and is lined by blank walls.



Existing Conditions: Precinct Edge

Strategies

S4.5.1 Promote the development of medium-density housing or elderly persons accommodation on the fringe of the transit precinct

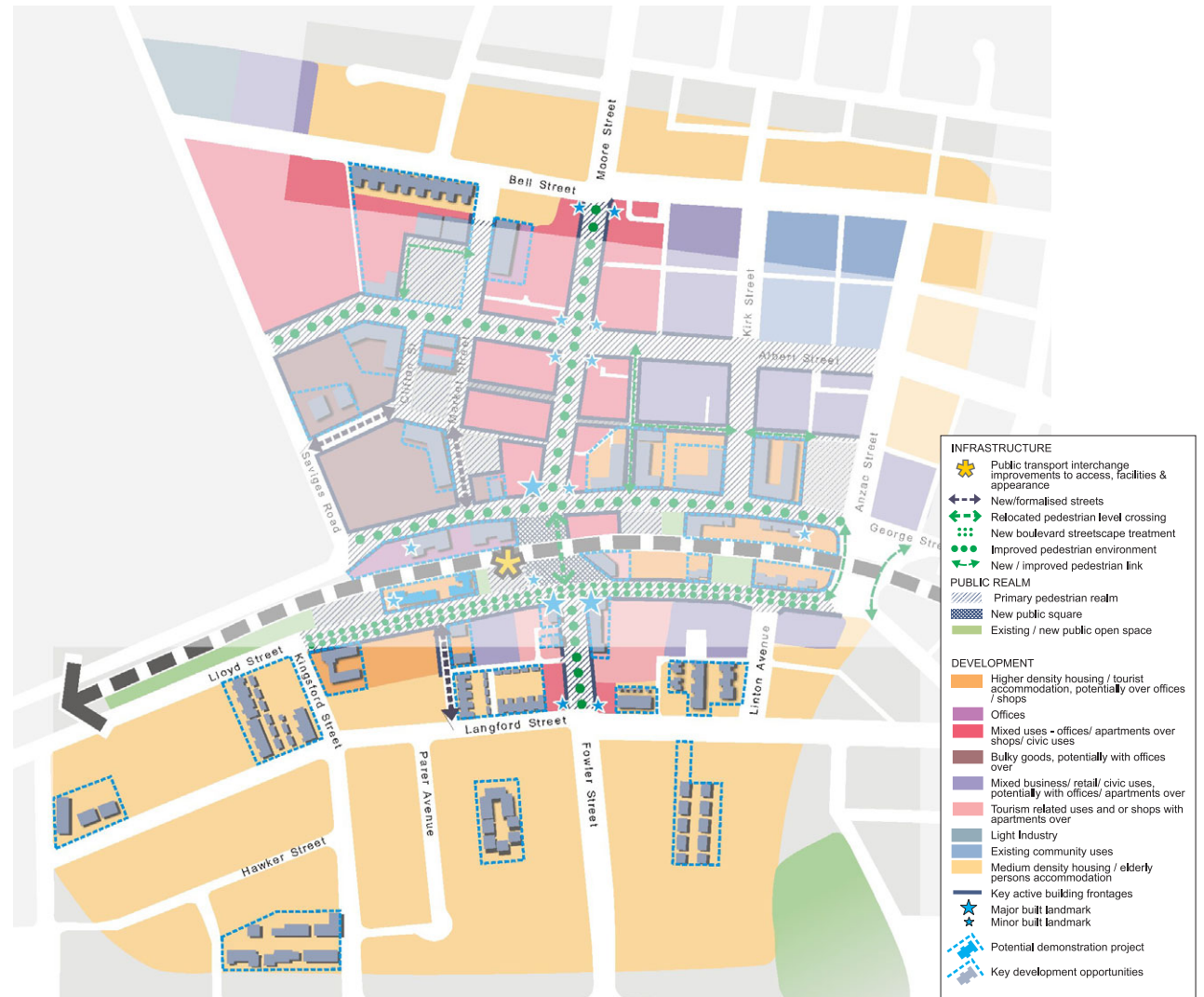


General Opportunities

- There is projected demand for **approximately 200 new townhouses in Moe over the next twenty years** (see Chapter 3, Direction 5).
- Vacant and underutilised land in the precinct edge presents an opportunity to locate new medium-density housing development where it will contribute to Transit Precinct objectives. Developing potential sites along the northern edge of Coles and on Langford Street will also 'repair' the character of the adjoining residential neighbourhoods.
- The opportunity exists to encourage the redevelopment of any housing around the edge of the transit precinct to be for medium-density housing.

Actions

A6.0.7 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.



General Opportunities and Key Strategies: Precinct Edge

4

Key Development Opportunities



A Coles - the Northern Edge

See also Vol 3: Master Plans - Moe Project 5, p17.

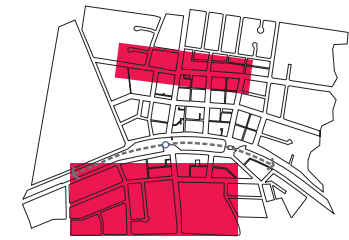
- Vacant land around Coles presents an opportunity for new development.
- The key strategies set out in the vision indicate that medium-density residential development would be appropriate to provide a suitable interface between the town centre and the existing residences on the opposite side of the street.
- Two-three storey, attached housing would be appropriate to respect the existing low-rise context.
- Careful architectural design is required to create high quality development.

Actions

A3.1.3 Rezone all of the properties fronting Bell Street west of Moore Street extending as far as the industrial land to the west to Residential 2 Zone.

Key Opportunities: Precinct Edge

- Train station
- Shops with offices / apartments above
- Bulky goods retail, potentially with offices above
- Tourist uses or shops with apartments over
- Offices
- Higher density housing / tourist accommodation, potentially above offices / shops
- Medium density housing / elderly persons accommodation
- Public Open Space



B Southern Precinct Edge

See also Vol 3: Master Plans - Moe Project 8, p23.

- Langford Street contains a number of sites that are either underutilised or contain inappropriate, light industrial uses, presenting ideal opportunities for redevelopment for medium-density housing.
- Encouraging existing commercial and light industrial uses to relocate to the northern retail precinct (particularly the area bound by George, Moore and Albert Streets and Saviges Road - see Direction 4) or to existing industrial estates north of the town centre, depending on their use, would strengthen the residential character of this neighbourhood and assist in increasing the amount of housing in the transit precinct.
- Rezoning commercial and industrial properties to a residential zone in the future may increase their land value, which may create an incentive for the businesses to relocate to more appropriate places.
- The development of the vacant land on the northeast corner of Kelly Lane and Langford Street offers the opportunity to create an 'active' frontage to the lane, improving its safety and interest for pedestrians.
- There are a number of other 'opportunity' sites further south, but still within a comfortable walking distance of the station and Fowler Street 'urban lifestyle hub', that could be redeveloped for medium-density housing.
- A mixture of two-storey, attached and semi-detached housing would provide a significant number of new dwellings within the transit precinct, and respect the existing 1-2 storey residential character.
- Careful architectural design is required to ensure that these lead projects establish a high standard of residential development.



Potential medium-density housing on Kelly Lane

Actions

- A3.1.4 Rezone the Business 1 Zone properties fronting Langford Street to Residential 2 Zone.

Key Public Realm Improvement Opportunities

C Kelly Lane

See also Vol 3: Master Plans - Moe Project 8, p23.

- The opportunity exists to enhance the safety and amenity of Kelly Lane through new, high quality surface treatments and improved lighting.
- It could be further enhanced by new development frontages (see Southern Precinct Edge key development opportunity above). This would require provision for vehicular access, potentially through the introduction of a 'shared surface' pavement.

Actions

- A4.1.10 Improve the condition and amenity of Kelly Lane.
- A6.1.6 When required to enable the appropriate development of land abutting Kelly Lane, construct a new roadway in the lane.

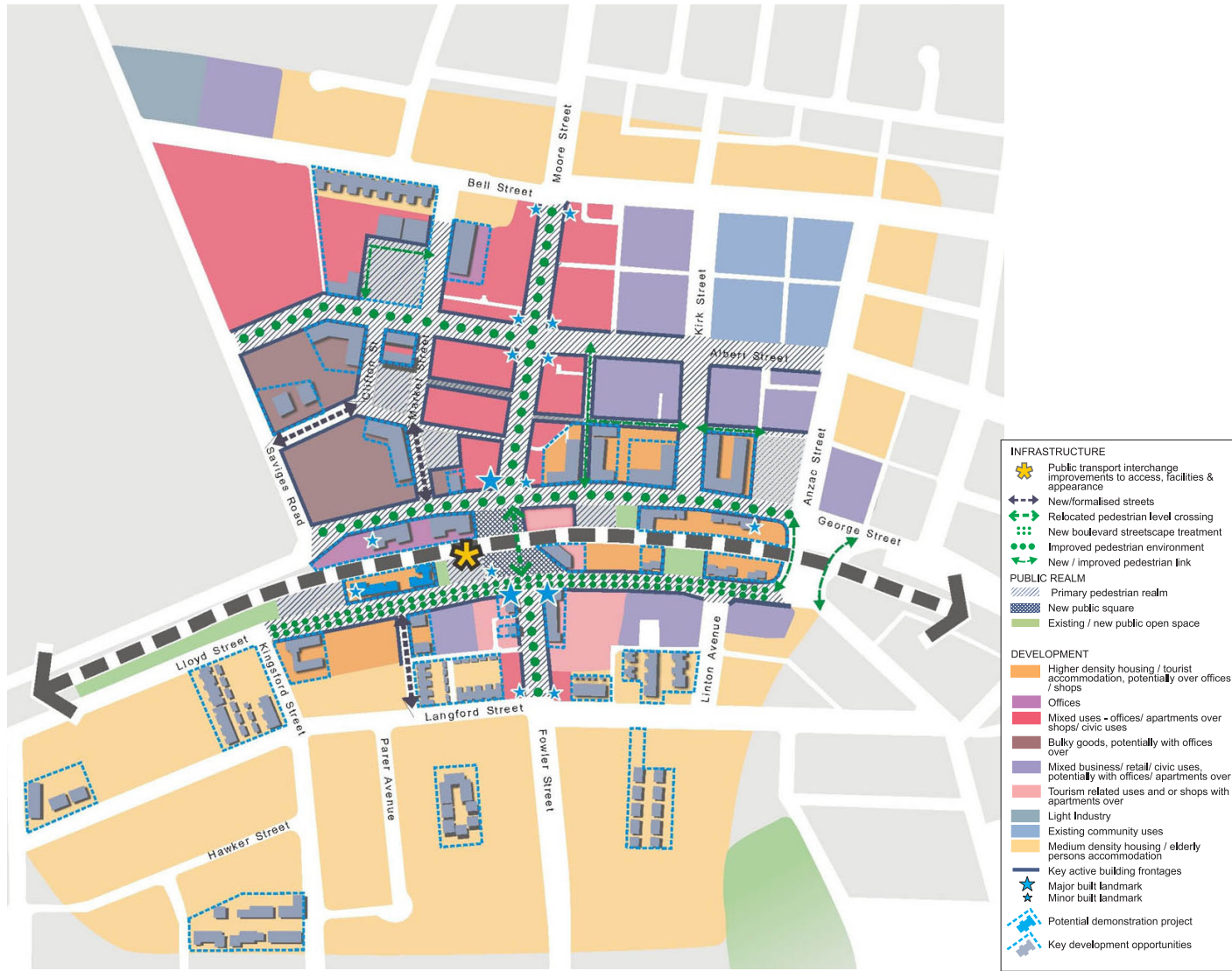
D Street Trees

- The opportunity exists to enhance the amenity and attractiveness of the precinct edge for new medium-density housing through additional street tree planting.

Actions

- A4.1.11 Plant additional street trees in the precinct edge.

Urban Renewal Framework Plan



Morwell

CONTENTS

p72 Vision

The key characteristics of the precinct and the outcomes envisaged as a result of the implementation of this Framework

Detailed recommendations are presented under the five broad 'Directions' that reflect the main elements of transit precincts

p80 Direction 1 - **The Station**: High quality public transport facilities

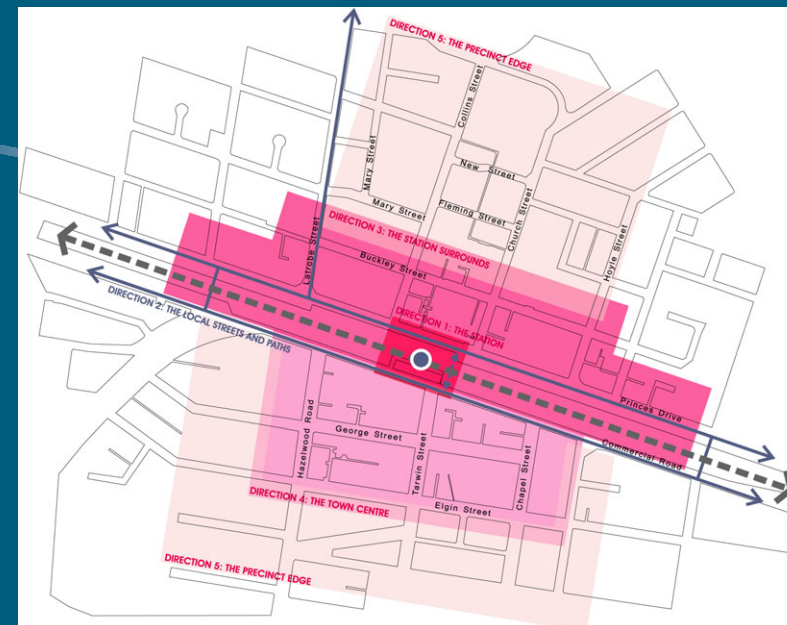
p84 Direction 2 - **The Local Streets & Paths**: An effective movement network

p87 Direction 3 - **The Station Surrounds**: Transit-centred & urban lifestyle development

p93 Direction 4 - **The Town Centre**: A vibrant activity centre

p97 Direction 5 - **The Precinct Edge**: More housing close to transport & services

The Framework provides the rationale for proposed changes within the precinct and leads to a series of Strategies and Actions that form part of the Implementation Strategy (Volume 5). The key short-term opportunities for public realm improvements and new development are illustrated in more detail in Volume 3: Master Plans.



Vision

Key outcomes

It is envisaged that, through the infrastructure projects noted in the following pages and the application of the strategies set out in this Urban Renewal Framework, the following objectives will be achieved for Morwell.

Better Public Transport

- The station area will continue to be upgraded to form an **inviting public transport gateway**, with good connections to the main, southern town centre and a vibrant public square. (The lack of significant current or projected use of train services to get to shops, services or employment in the town centre means there is no reason to consider relocating the platform to the south side of the line.) This will be a trigger for the emergence of a new civic, medical and local business hub, and an urban lifestyle area (see below).

Better Housing Options

- The edges of the transit precinct will be redeveloped for high quality medium-density housing and/or retirement or aged-care development, establishing an **attractive home for 'empty nesters' and retirees**, close to shops and services and creating a transition between the higher-density precinct core and the surrounding low-rise housing. This will include a new retirement village just north of the station, offering a range of independent and assisted living accommodation and capitalising on the ageing population and large 'opportunity' sites.

A New Urban Lifestyle

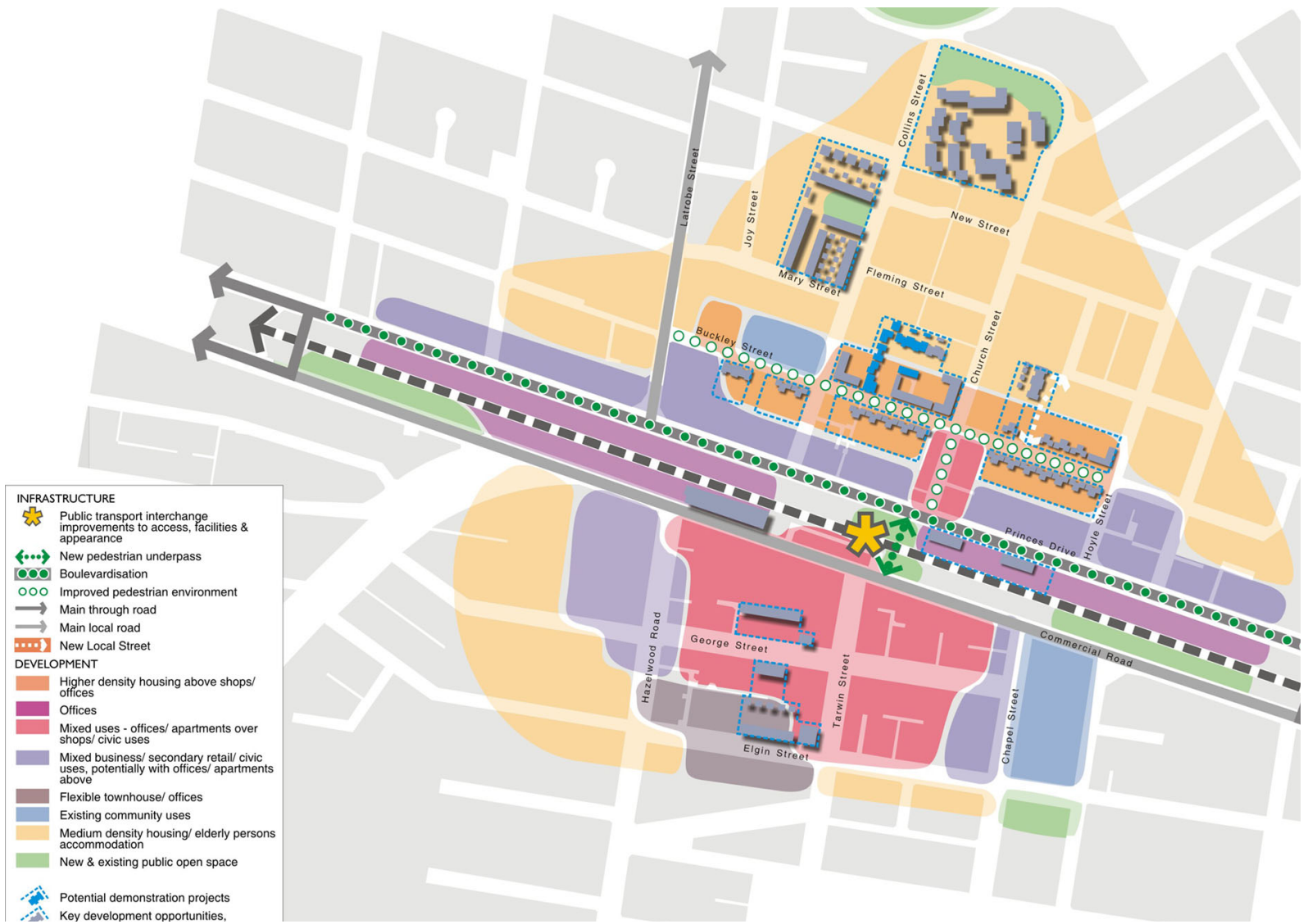
- The northern town centre will be rejuvenated through the emergence of an attractive and distinctive **urban lifestyle area** centred on Buckley Street, capitalising on vacant and underutilised land close to a strengthened urban lifestyle hub at the southern end of Church Street, providing the staples of modern life and a vibrant focus for social activity. The area will contain new, high quality apartments mixed with small ground floor business premises in high quality settings, responding to the town's role as a gateway to Monash University at Churchill, demand for housing from workers at major new energy and resources projects around Morwell - including temporary accommodation - general demand for smaller housing types and an increasing desire to live close to services from the growing and ageing population, and relative affordability. The new role as a mixed residential and business location will contribute to the consolidation of retail activity in the southern town centre, allow the retention of existing businesses, be compatible with the ongoing presence of larger office uses and create a vibrant residential character that is unique within the Latrobe Valley.

A Stronger Economy

- A new **civic, medical and local business hub** containing leading-edge commercial architecture will emerge around the station, building on the existing critical mass of public offices and facilities and medical services, and capitalising on broadband links, the growing population and relative affordability, to accommodate more local and state government agencies, and health and higher order business services, and increase the critical mass of high skilled workers in the town. This will continue to incorporate tourist accommodation, capitalising on 'passing trade' on the highway and proximity to a strengthened urban lifestyle hub in Church Street.
- New, modern retail and service business premises will capitalise on the growing population to replace obsolete buildings in the main, southern town centre, and accommodate a wider range and critical mass of services - particularly personal and business - to complement the retail offer and create a **stronger centre**, better able to compete with Mid Valley, Moe and Traralgon.

An Improved Public Realm

- An **enhanced public realm** will emerge within the town centre through streetscape improvements and better management of traffic and car parking.



- INFRASTRUCTURE**
- Public transport interchange improvements to access, facilities & appearance
 - New pedestrian underpass
 - Boulevardisation
 - Improved pedestrian environment
 - Main through road
 - Main local road
 - New Local Street
- DEVELOPMENT**
- Higher density housing above shops/offices
 - Offices
 - Mixed uses - offices/ apartments over shops/ civic uses
 - Mixed business/ secondary retail/ civic uses, potentially with offices/ apartments above
 - Flexible townhouse/ offices
 - Existing community uses
 - Medium density housing/ elderly persons accommodation
 - New & existing public open space
 - Potential demonstration projects
 - Key development opportunities.

Key Outcomes

The Vision

Drivers of growth

Economic Context

Morwell is on the verge of exciting times. Deliberate attempts to improve the image and conditions of the town have seen significant redevelopment already underway.

Through key public development projects, Morwell is increasingly gaining a role as **the civic centre of Latrobe**. Morwell also has good links to Churchill and Monash University, and can therefore seek to position itself as a **centre for student accommodation and cafes/ bars**. These two directions for the centre will bring benefits to Morwell in the form of increased employment and a larger population working and potentially living in the town centre. They will also contribute to converting popular negative perceptions of the Morwell centre.

The population of Morwell is growing and diversifying, generating housing, retail and local service opportunities. Importantly, there is a perception that if existing owners and residents were going to move they would already have done so, therefore the perception is that Morwell is on **a slow, ascending climb**. This is reflected in residential demand, where an increase has occurred, particularly for smaller

dwelling. It is envisaged that Morwell can develop a higher density of housing in the Transit Centre to meet this demand. The market is likely to be older persons, students and other smaller household types.

Morwell has a growing commercial/office sector with future growth expected in local business services and government services. However, Morwell also needs to build a wider range and critical mass of services, especially personal services and business services, to complement its retail offer. A low level of retail expansion is expected.

Economic projections suggest that the following magnitude of new development may be required over a ten year period in the whole Latrobe area to meet demand:

- Potential for approximately 600 new apartments, in addition to other housing forms including townhouses.
- Potential for up to 30,000 sqm of new office development.
- Potential for approximately 4,000 sqm of additional retail space development.
- Other development opportunities in education and health may also be available over time.

Morwell will be in the market for this development, and may capture a substantial proportion of smaller housing units, possibly a quarter of the office space and retail space.

[See Volume 4, Background Report for more information on the economic projections for Morwell.](#)

The arrival of **Regional Fast Rail** and other infrastructure investments - such as **fibre optic cabling rollout** and **improvements to the Princes Freeway** – will further reinforce this growth.

The strategies set out in this Urban Renewal Framework will direct Morwell's growth towards the creation of a vibrant urban community centred on the station and town centre.



Physical context

- The railway line splits Morwell and its town centre in two. However, the pedestrian underpass connecting the two parts of the town centre is currently being improved, along with facilities for access to and interchange with train services at Morwell Station.
- The station is relatively central to the town centre. However, it is on the opposite side of the railway line from the main focus of commercial activity and indirectly connected to it by road or the underpass currently being upgraded. This also creates indirect connections with the bus terminal and local taxis.
- There is vacant and underutilised land east and west of the station.

Collins Street School Site

Ericsson Site

Church Street

Railway Station

Coles

Art Gallery

Manny's Market

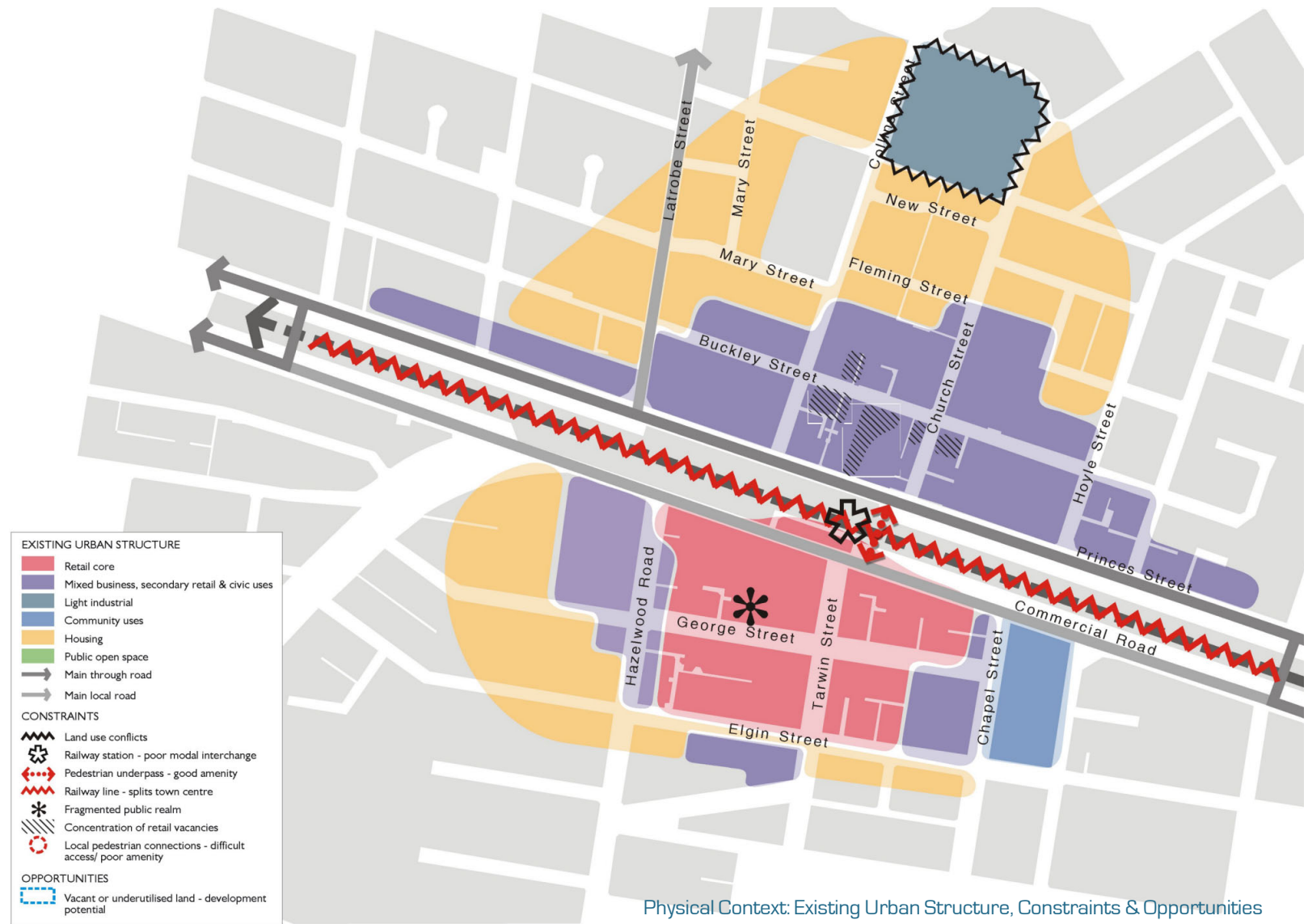
5

MORWELL TRANSIT PRECINCT

Vision

Direction 1 . Direction 2 . Direction 3 . Direction 4 . Direction 5

- The northern part of the town centre, adjacent to the station, was decimated by the economic downturn in recent decades and is in need of a new role for its large number of vacant sites and buildings – particularly on Buckley Street.
- There is a shopping street close the station – Church Street – which contains some of the supporting ingredients of an urban lifestyle.
- The main, southern town centre is relatively compact.
- Most residential accommodation in Morwell consists of single-storey, detached houses.



Physical Context: Existing Urban Structure, Constraints & Opportunities

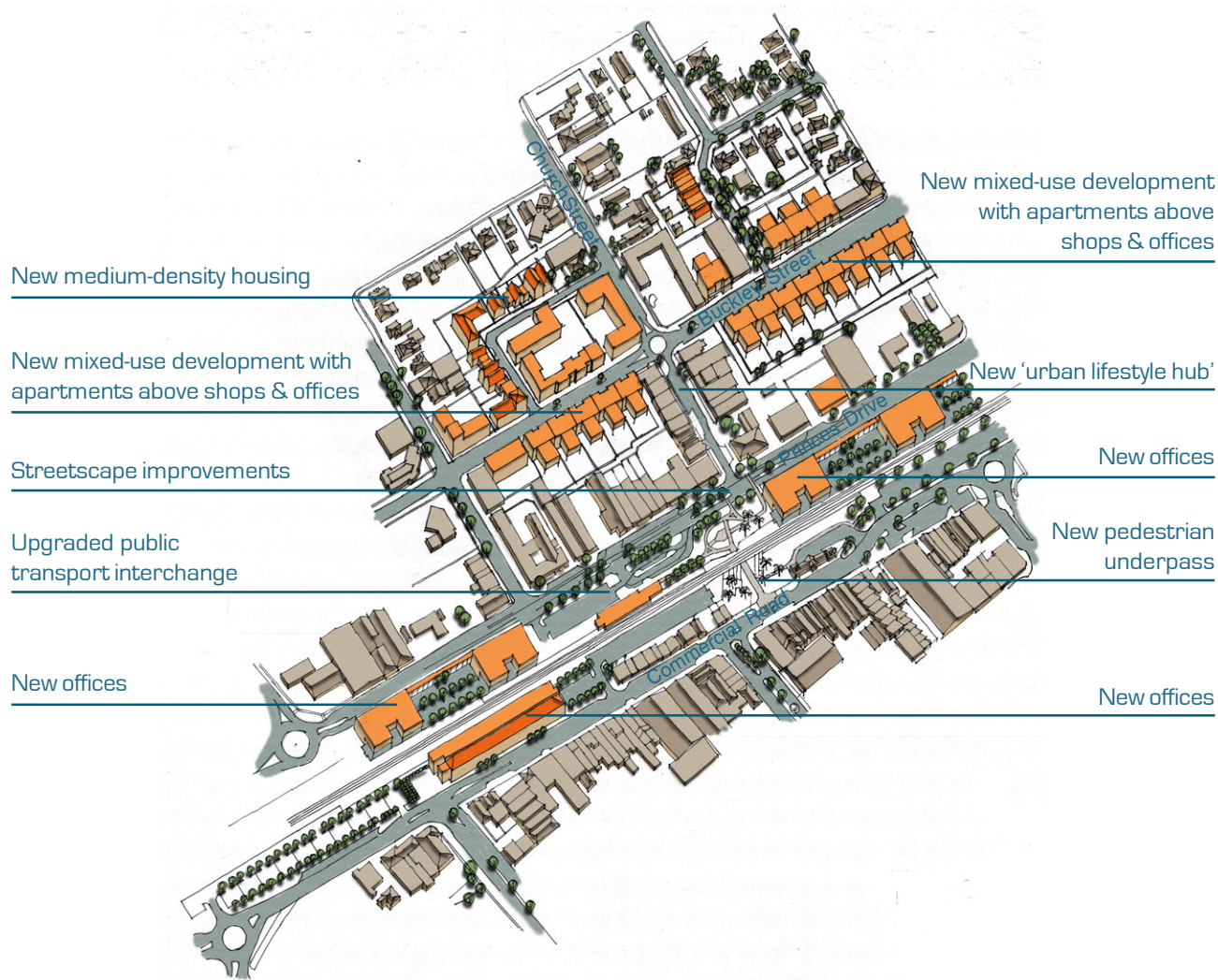
Making it happen

The La Trobe **Planning Scheme** will be amended to facilitate appropriate development, and the outcomes listed above will be actively **marketed** to prospective residents, businesses, developers and investors.

Key catalysts to stimulate private sector investment will include:

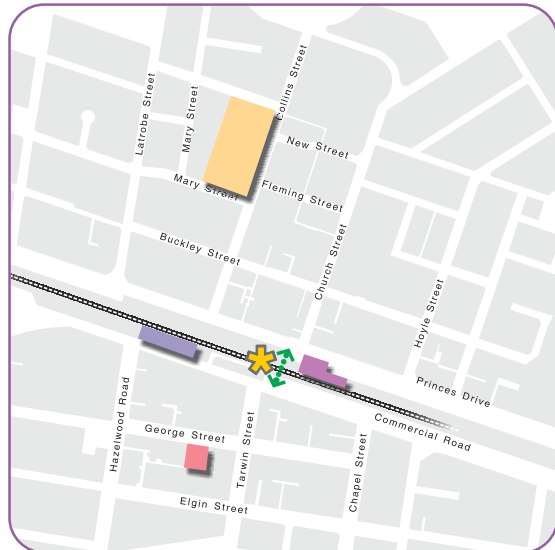
- an **upgrade of the station** and associated public transport interchange;
- an **upgrade of key streetscapes** within the precinct;
- efforts to attract **urban lifestyle amenities** to the urban lifestyle hubs;
- the **packaging of public land for development**; and
- the offering of **incentives** for and advice relating to appropriate development.

The public landholdings close to the station - in particular, Council's Buckley Street car park - present significant opportunities for a public-private partnership to develop a quality **demonstration project**.

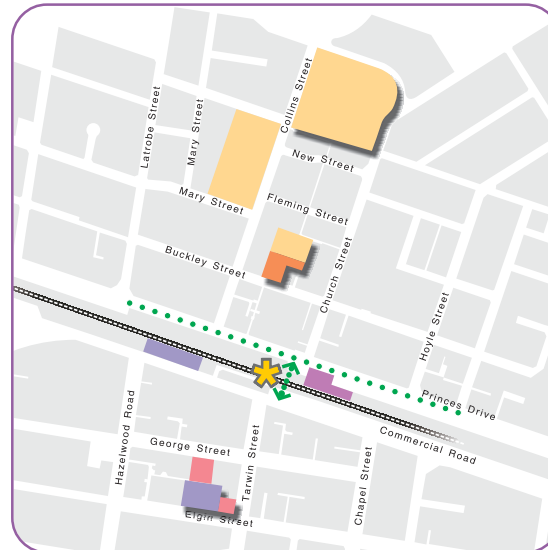


Station Precinct Vision

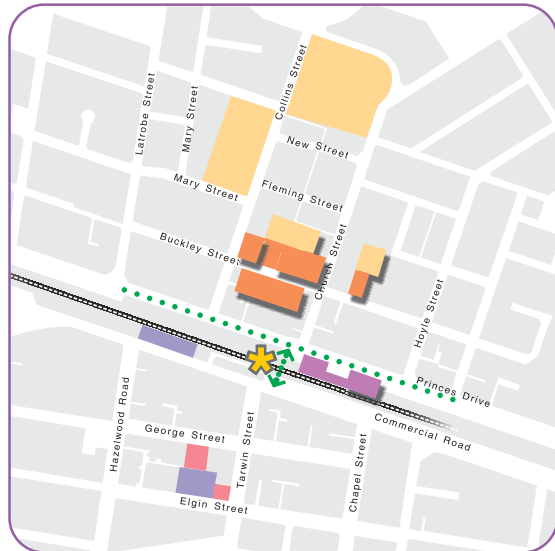
Indicative development sequence



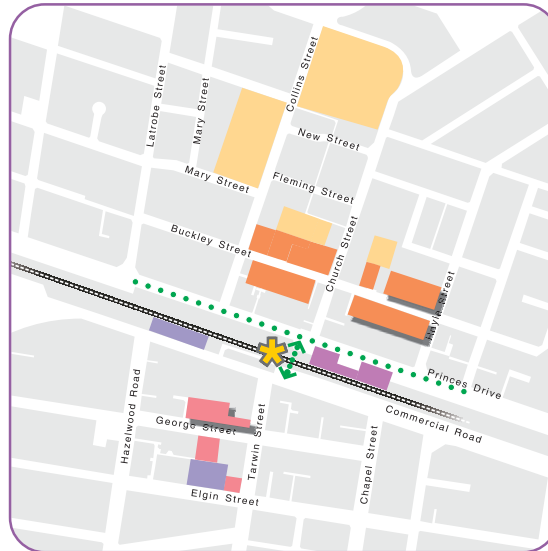
01
1-5 years -
Short-term



02
5-10 years -
Medium-term



03
10-15 years -
Med-Long term



04
15-20 years -
Long term

Detailed Recommendations

The remainder of this chapter sets out the analysis and recommendations for the Morwell Transit Precinct. These are set out under the five broad 'Directions'.

Each direction outlines:

Key Principles

The Transit Cities Principles (as identified in chapter 2) that are particularly applicable to the Direction.

Existing Conditions

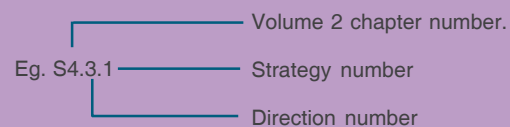
The existing conditions that indicate to what extent the Direction is currently being achieved.

Opportunities

The opportunities that exist to better achieve the Direction.

Strategies

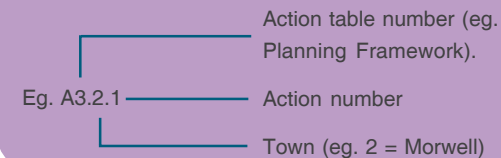
The strategies recommended to realise the opportunities. Each Strategy has a reference number that links it to Volume 5: Implementation Strategy.



Where the letter 'n' is indicated, rather than a numerical figure, the strategy applies to all directions and/or strategies within the chapter. Eg. S4.n.n

Actions

The specific actions recommended to implement the strategies.



Where the letter 'n' is indicated, rather than a numerical figure, the action applies to all three towns and/or all actions within that action table. Eg. A3.n.n

The Station: High quality public transport facilities

Key Principles

- Provide direct and inviting links to public transport nodes
- Enhance connectivity between different travel modes
- Provide high quality passenger facilities
- Give public transport a high profile
- Encourage travel behaviour change

Existing Conditions

Note: The existing train and bus services are discussed in Chapter 3.

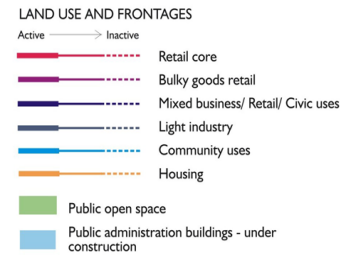
- Morwell Station is centrally located adjacent to (though on the opposite side of the railway line from) the town centre and has reasonable passenger facilities.
- Works are under way to improve pedestrian, cycle, taxi and kiss and ride facilities at the station, which will create a more effective public transport interchange.
- Upgrades to the pedestrian underpass (under construction) are addressing barriers to pedestrian movement across the railway line. This is critical to provide easier transfer from trains to the town centre and the bus terminal on the southern side of the railway line.

However:

- The continued presence of railway tracks 3 and 4, which serve a freight function that is planned to be moved to a new facility adjacent to Midvalley Shopping Centre, is hindering the completion of the pedestrian underpass.



Existing Conditions: Station Area



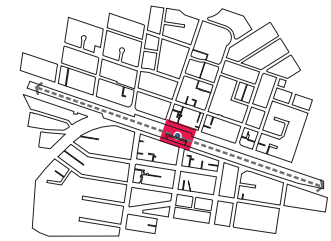
- Bus routes serving the town centre stop outside the station on Princes Drive on the way to the centre, and terminate at the Bus Terminal on the opposite side of the railway line. This results in a need for travellers to follow a convoluted route under the railway line to interchange from train to bus. Moving the bus terminus to the station would result in inconvenience to shoppers, as they would have to walk under the rail line to the centre once their bus terminated its route.
- The lack of active uses around the station creates an uninviting and potentially unsafe public realm, particularly at night.
- The unattractive station building, lack of visibility of the station from the town centre, the view from the railway line of unmade car parks and the backs of shops, and the dispersed and illegible low key bus facilities give public transport, and the train services in particular, a poor public profile.
- The main station car park will not cater for projected increases in rail patronage as a result of *Regional Fast Rail*, although there is more than sufficient off-street car parking available nearby.



Existing railway station



Existing pedestrian underpass



- Facilities for the integration of cycle trips with bus and rail trips are poor or non-existent.
- Bus stop facilities are generally poor. The roof over the bus terminal in Commercial Road has been placed too close to the road, so that the rear of the buses must remain in the roadway in order for passengers to enter under cover. The bus stops at the train station have small shelters, however the remainder only consist of a sign.

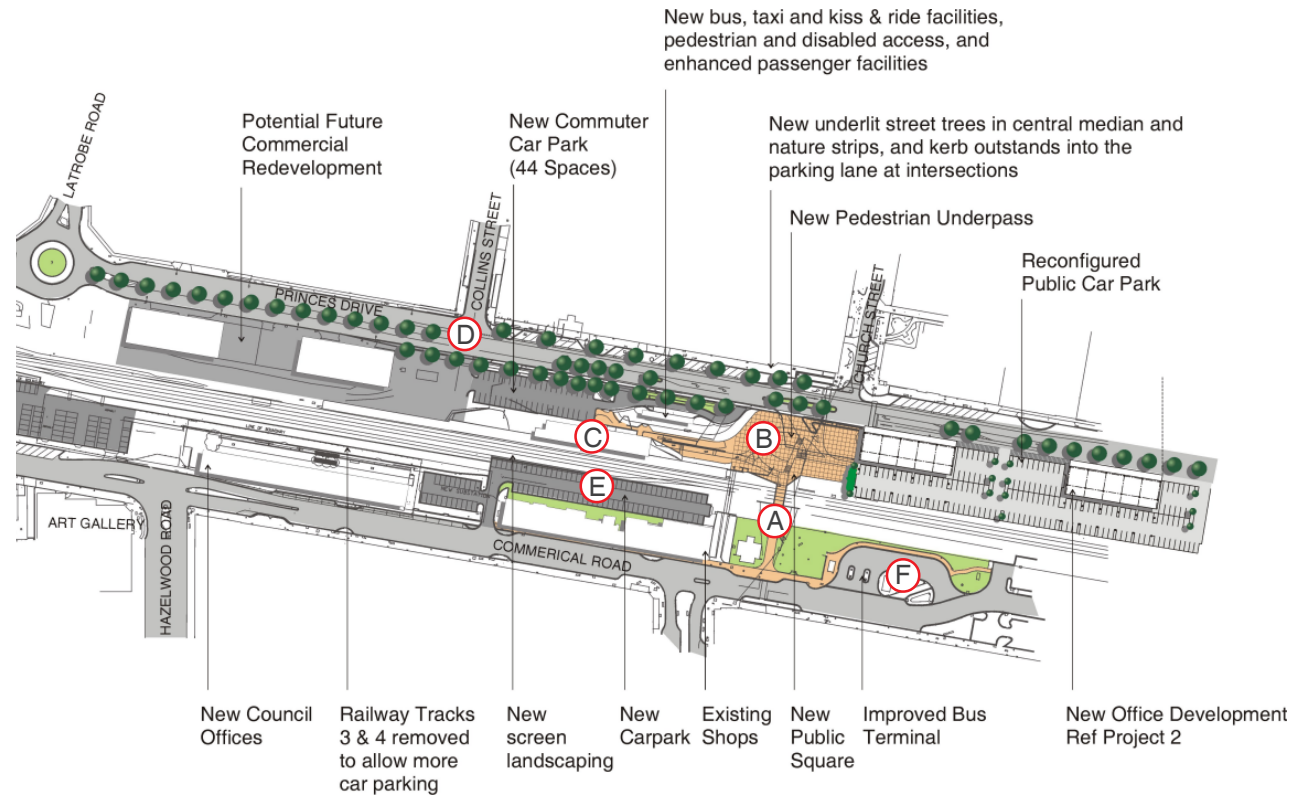
See Chapter 4 of Volume 4: Background Report for more detail of existing public transport facilities.

Strategies

- S5.1.1 Improve pedestrian access across the railway line
- S5.1.2 Improve interchange between rail services and other travel modes
- S5.1.3 Ensure an appropriate level of station car parking
- S5.1.4 Improve the profile and image of the station area
- S5.1.5 Increase the vitality of the station area
- S5.1.6 Improve bus facilities

Opportunities

Note: Opportunities and strategies for improvements to public transport services are identified in Chapter 3.



A Pedestrian Underpass

See also Vol 3: Master Plans, Morwell Project 1, p27.

- Works are already under way to improve the pedestrian underpass.
- It is critical that railway tracks 3 and 4 are moved to allow the completion of the underpass.

Actions

- A2.2.1 Complete public transport interchange improvements.
- A2.2.6 Continue to lobby for the removal of railway tracks 3 and 4.

B Public Transport Interchange

See also Vol 3: Master Plans, Morwell Project 1, p27.

- Works are already under way to improve facilities for cycles, taxis and kiss and ride in the station forecourt.
- The opportunity exists to reconfigure the design of the proposed new station car park to increase its capacity. This would ensure that all of the projected demand for passenger parking can be met in the station car park.
- The opportunity exists to ensure that clear, comfortable and direct pedestrian routes are provided through the forecourt to the station, to avoid the public transport interchange acting as a barrier to pedestrians.

Actions

A2.2.2 Design and construct the new western car park.

C The Station Building

See also Vol 3: Master Plans, Morwell Project 1, p27.

- The opportunity exists to refurbish the station building to create a civic landmark that would give public transport a higher and more attractive profile. This could build on the contemporary architectural style of the Latrobe Regional Art Gallery and new Council offices to contribute to a distinctive and progressive identity for Morwell.
- The opportunity exists to extend the station building to the west, to incorporate activities that would create an active edge to the forecourt, such as a cafe or shop.

- Alternatively, the station and its car park could be replaced by a notable, higher-density, mixed-use development incorporating a new station and other active uses addressing Princes Drive, the refurbished interchange (see above) and the public space to the east. Car parking could be incorporated within the development or provided further west.

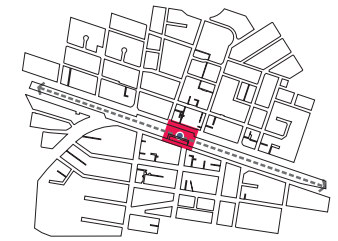
Actions

A6.2.1 Develop design and planning facilitation briefs for the potential development of railway land.

A2.2.3 If interest in a higher-density, mixed-use redevelopment of the station is not forthcoming, upgrade station building.



Indicative Station area Master Plan



D Princes Drive

See also Vol 3: Master Plans - Morwell Project 1, p27.

- Princes Drive is relatively broad, presenting an opportunity to develop a distinctive streetscape treatment to raise the profile and enhance the pedestrian amenity of the station area.
- This may take the form of a formal avenue of underlit canopy trees in the median and along the nature strips.
- Pedestrian amenity could be enhanced by extending the footpath into the parking lane at intersections and shortening the right-turn lanes that reduce the central median.

Actions

A4.2.3 Design and construct streetscape improvements in Princes Drive.

E Back of Commercial Road Shops

See also Vol 3: Master Plans, Morwell Project 1, p27.

- Space exists behind the shops on the southern side of the railway line to plant a landscape screen that would hide the unattractive backs of the shops.

Actions

A2.2.1 Complete public transport interchange improvements.

F Active Uses

See also Vol 3: Master Plans, Morwell Project 1, p27.

- Substantial vacant or underutilised railway land exists that could be developed to create a more active public realm around the station. This includes land to its east and west.

Note: More detail is provided on opportunities for higher-density, mixed-use development on station land in Direction 3.

G Bus Facilities

- The opportunity exists to address the problems associated with the bus terminal by extending the roof and adjusting the bus bays in the short-term, and reconfiguring the facility in the longer-term.
- Other bus stops in the transit precinct could be improved by better information, seating and shelter.

Actions

A2.2.4 Make improvements to bus terminal.

A2.2.5 Improve facilities at bus stops.

The Local Streets & Paths: An Effective Movement Network

Key Principles

- Create permeable street networks and legible built environments
- Provide cycling facilities
- Bring traffic in, carefully

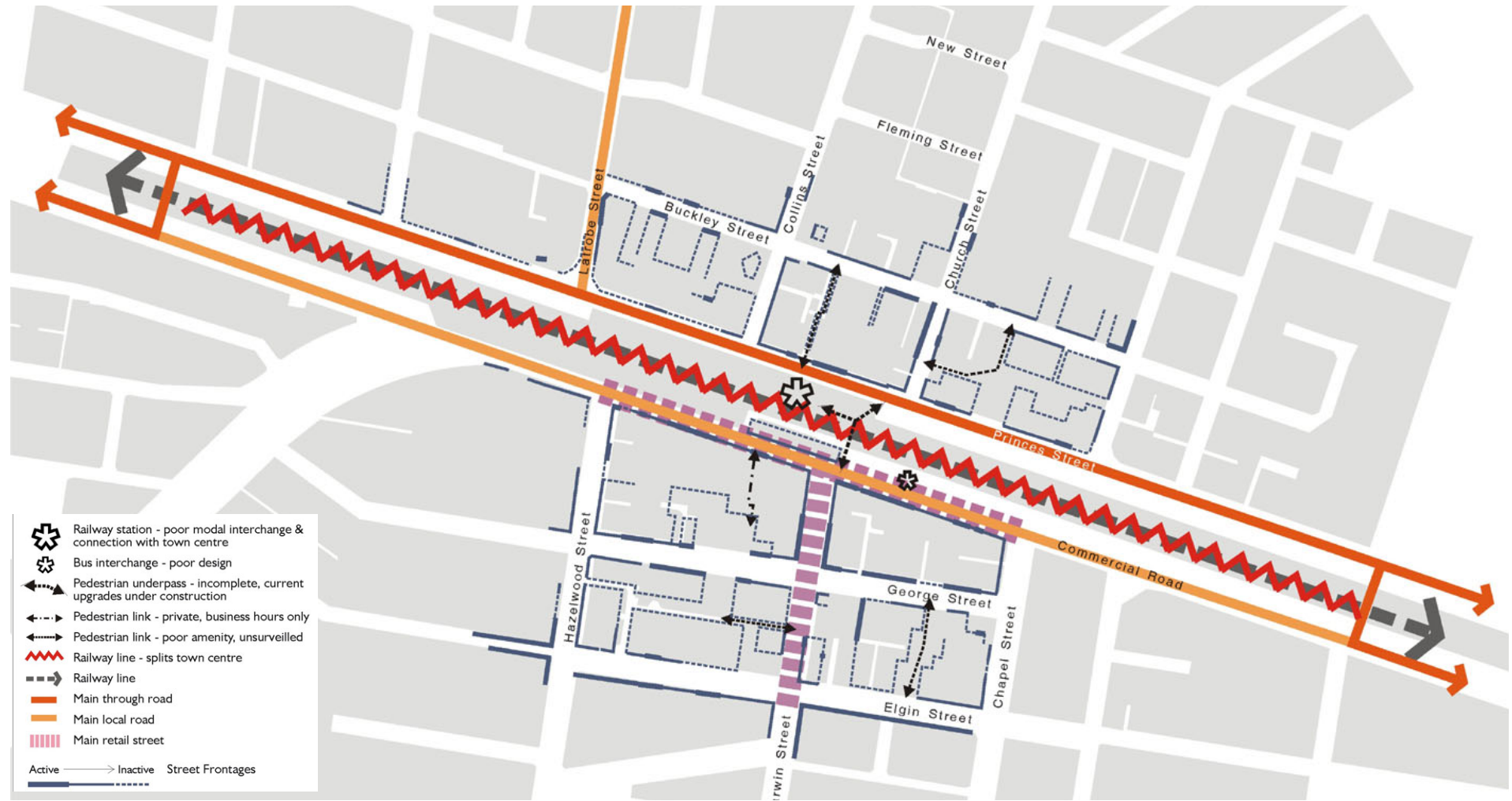
Existing Conditions

- The street networks on either side of the railway line are generally permeable.
- Vehicular access across the railway line is possible via overpasses at either end of the town centre, which provide relatively direct, legible access. (An additional vehicular link through the centre of Morwell may provide some of the benefits that would accrue from the suggested level crossing at Moe, however, the justification for this connection is not as strong. The concentration of retail activity on the southern side of the railway line, the lack of significant north-south regional traffic, and the existence of two crossings within close proximity of the town centre reduce the imperative for an additional, central connection. It is also understood that a recent proposal for an additional vehicle crossing was not approved.)
- Upgrades to the pedestrian underpass (under construction) are addressing barriers to pedestrian movement across the railway line. This is critical to provide easier transfer from trains to the town centre and the bus terminal on the southern side of the rail line. However, the continued presence of railway tracks 3 and 4, which serve a freight function that is planned to be moved to a new facility adjacent to Midvalley Shopping Centre, is hindering the completion of the pedestrian underpass.
- The new Council offices under construction will include a new footpath along the north side of Commercial Road.
- Council's proposed cycle network is being progressively implemented, however it contains gaps, particularly on the southern side of the town centre.
- The Princes Freeway bypasses the Morwell town centre. However, the centre benefits from the routing of major traffic routes into and through the town along Princes Drive and Commercial Road. Commercial Road is 'calmed' to support pedestrian activity, however Princes Drive is dominated by traffic, hampering pedestrian movement - particularly across it.
- Directional signage for pedestrians and cyclists is generally poor.

See Chapter 4 in Volume 4: Background Report for more detail on the existing movement network.

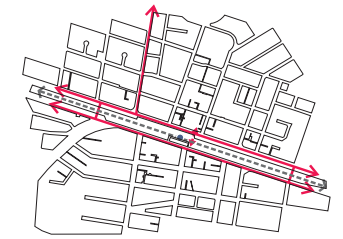
Strategies

- P5.1.1 Improve pedestrian access to the station and town centre
- P5.2.1 Improve cycle access to the station and town centre



- Railway station - poor modal interchange & connection with town centre
- Bus interchange - poor design
- Pedestrian underpass - incomplete, current upgrades under construction
- Pedestrian link - private, business hours only
- Pedestrian link - poor amenity, unsupervised
- Railway line - splits town centre
- Railway line
- Main through road
- Main local road
- Main retail street
- Active
- Inactive
- Street Frontages

Existing Conditions: Movement Network



Improvement Opportunities

A Pedestrian Underpass

See also Vol 3: Master Plans, Morwell Project 1, p27.

- Works are already under way to improve the pedestrian underpass.
- It is critical that railway tracks 3 and 4 are moved to allow the completion of the underpass.

B Improved Cycling Links

- The opportunity exists to improve the cycle network within the transit precinct by improving links to the station and the retail areas on the southern side of the rail line, and additional access across the rail line.

Actions

A4.2.5 Design and construct new on-street cycle lanes along Elgin Street, Tarwin Street, Buckley Street and Commercial Road.

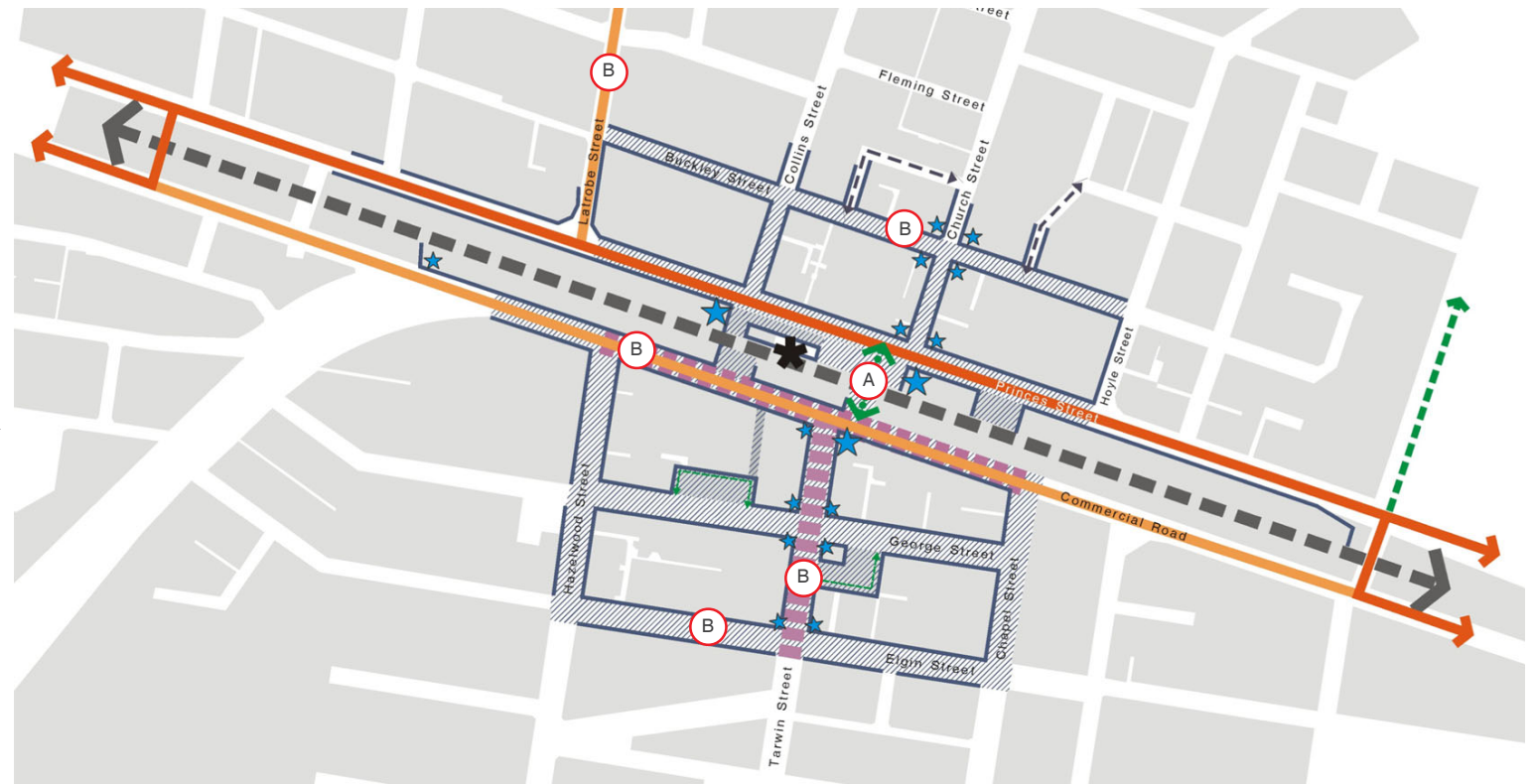
A4.2.6 Linemark the shared parking and cycle lane along Latrobe Road as listed in the action plan in the VicRoads Operational Management Plan.

Actions

A2.2.1 Complete public transport interchange improvements.

A2.2.6 Continue to lobby for the removal of railway tracks 3 & 4.

- Primary pedestrian realm
- Upgraded pedestrian link
- New/ improved pedestrian facilities
- New off-road cycle path
- Public transport interchange
- Railway line
- Main through road
- Main local road
- New local street
- Main retail street
- Major built landmark
- Minor built landmark



Key Strategies & Opportunities: Movement Network

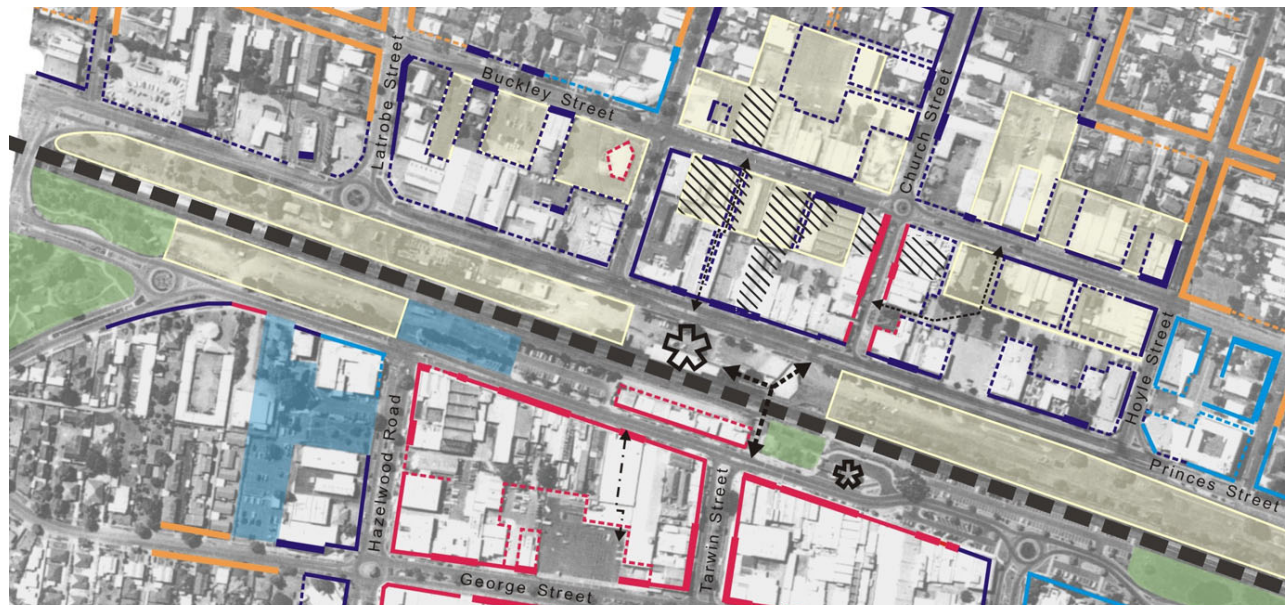
The Station Surrounds: Transit-centred & urban lifestyle development

Key Principles

- Promote higher-density, mixed use development around public transport and urban lifestyle amenities
- Create an urban lifestyle hub
- Introduce higher-density housing
- Promote a positive regional image
- Protect and enhance local character
- Ensure an active and clear public realm
- Create pedestrian-friendly streets and spaces

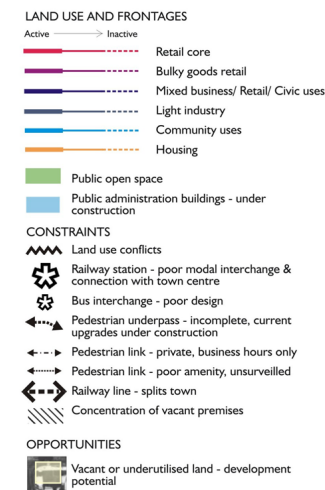
Existing Conditions

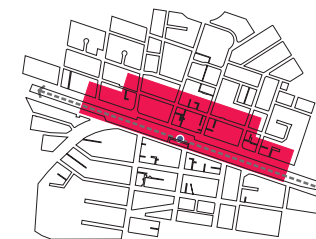
- Train and regional bus services are provided at Morwell Station, while local bus services are provided from Princes Drive and Commercial Road.
- Cafes, bars and other urban lifestyle amenities are currently concentrated in the northern end of Tarwin Street and the southern end of Church Street.
- There is no higher-density residential or mixed-use development within the station surrounds, although the new Council offices on the south side of the railway line will increase the amount of activity in the area. Most development is single- or two-storey, and there is virtually no residential accommodation of any type within this area.
- The railway land is particularly underutilised, containing a garden centre, service station, public car park and open space, which neither take advantage of proximity to the train station nor support an active and clear public realm.



Existing Conditions: The Station Surrounds

- There is limited risk of gross contamination on the railway land. There is likely to be some contamination, however not to the extent likely to present prohibitive delays or costs.
- The northern part of the former town centre is marked by a high proportion of vacant sites and buildings, and deteriorating building fabric - particularly along Buckley Street. This creates an inactive and poorly defined public realm in places, and presents a poor image.
- The continued presence of railway tracks 3 and 4, which serve a freight function that is planned to be moved to a new facility adjacent to Midvalley Shopping Centre, is preventing the planned new car parking behind the new Council offices and shops on the south side of the railway line.
- The streets and spaces are generally pedestrian-friendly - particularly in Buckley Street between Collins and Church Streets, and the southern end of Church Street, where the streetscape 'calms' the traffic. However, Princes Drive is dominated by traffic, which hampers pedestrian activity.





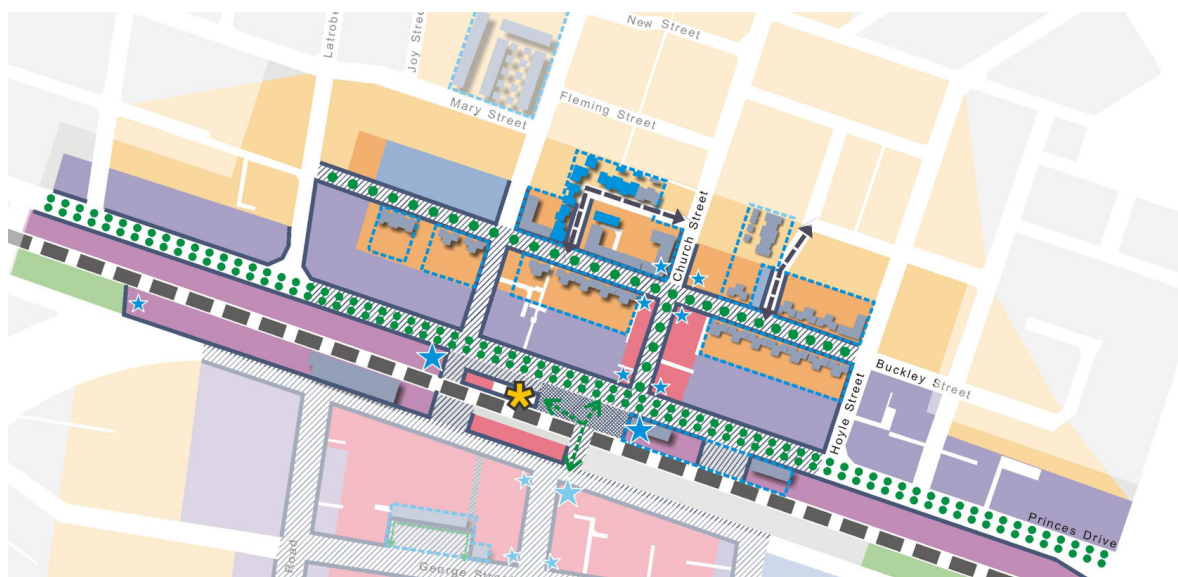
Strategies

- S5.3.1 Promote higher-density residential and mixed-use development in the station surrounds
- S5.3.2 Promote the expansion of urban lifestyle amenities in Church Street
- S3.3.3 Ensure new development in the station surrounds is of high quality
- S3.3.2 Improve streetscapes in the transit precincts

Opportunities

- There is projected demand for **approximately 150 new apartments and up to 7,500m² of new office space in Morwell over the next ten years** (see Volume 4, Background Report for more information). Along with general population growth and changing lifestyle patterns, this will increase demand for urban lifestyle amenities.
- Opportunity exists for new higher-density development close to public transport and existing urban lifestyle amenities on:
 - vacant and underutilised railway land on the north side of the railway line;
 - underutilised land on the north side of Princes Drive; and
 - vacant and underutilised land in Buckley Street.

- The existing shops on Church Street and the railway land immediately across Princes Drive present an opportunity to develop an urban lifestyle hub that is central to the precinct core and adjacent to the station.
- The removal of the surplus railway tracks and the relocation of freight uses to a new facility at Midvalley will allow the completion of the parking associated with the new Council offices development and additional public parking on the southern side of the railway line.
- The potential exists to further enhance the pedestrian amenity of streets and public spaces where necessary.
- Council has the opportunity to demand that any new development is of high urban design and architectural design quality, to contribute to a vastly improved image for the Transit Precinct.

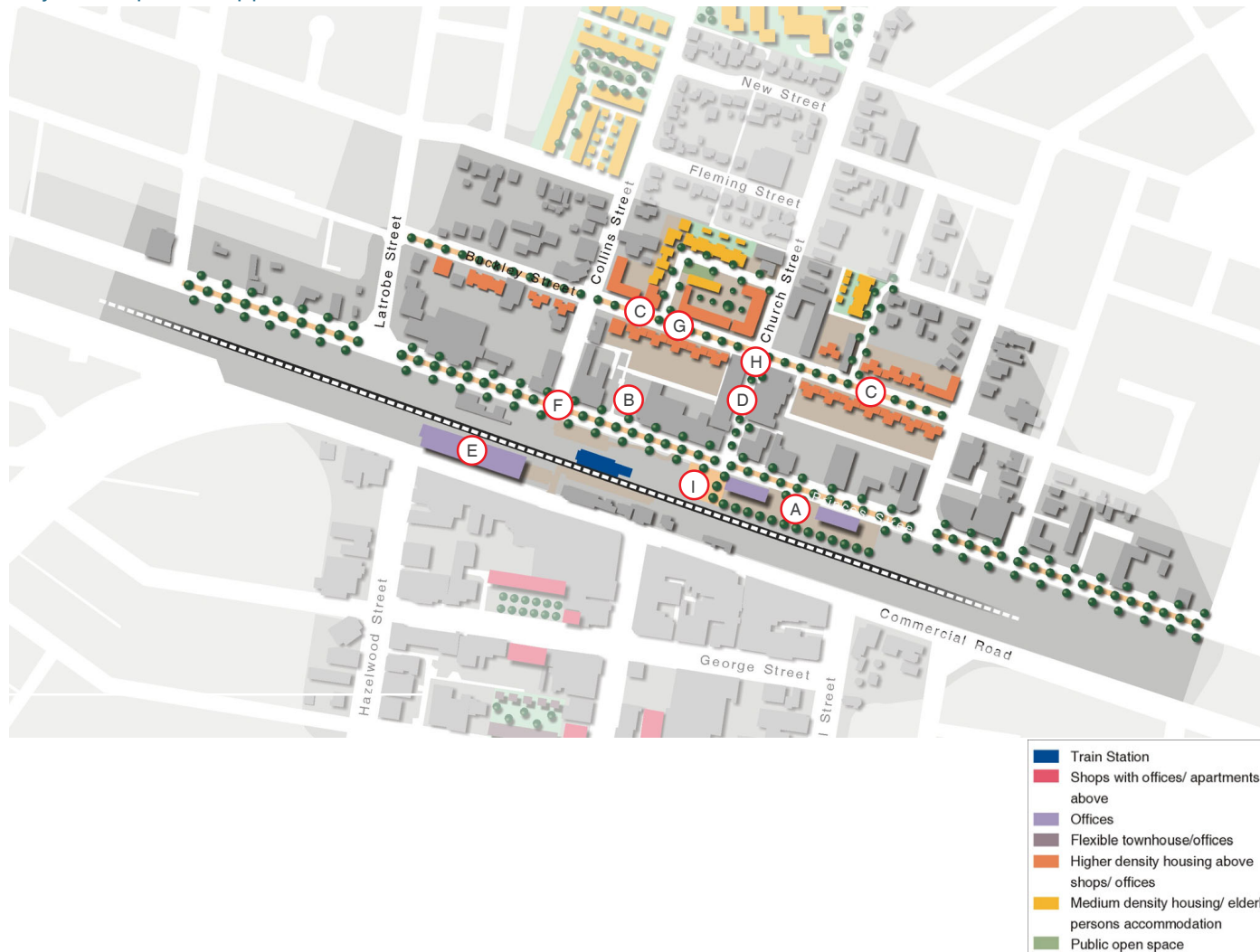


Key Strategies: Precinct Core

Actions

- A3.0.2 Introduce Local Planning Policies (LPPs) for each of the transit precincts, to (provide) specific land use direction.
- A7.0.1 Undertake a marketing campaign to promote the vision for the transit precincts set out in the Urban Renewal Frameworks to prospective businesses, residents, visitors, developers and investors.
- A6.0.7 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.
- A6.0.2 Determine appropriate incentives to encourage the appropriate redevelopment of sites within the transit precincts.
- A3.0.3 Introduce a Design and Development Overlay (DDO) over the transit precincts to ensure appropriate forms of development.

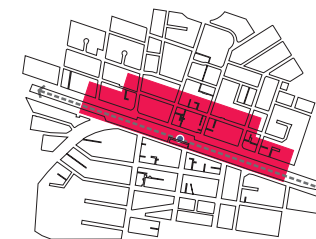
Key Development Opportunities



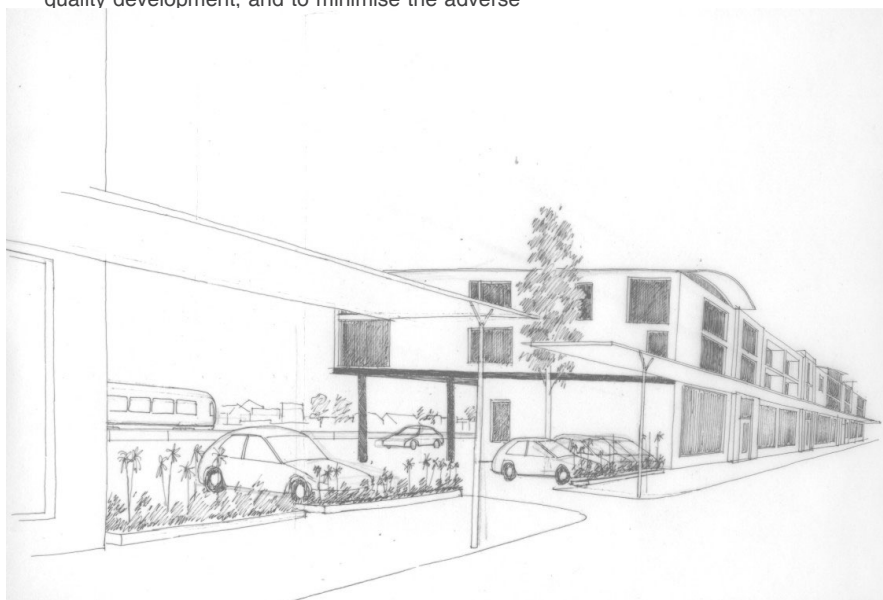
(A) Railway Land North

See also Vol 4: Master Plans, Morwell Project 2, p27.

- The opportunity exists to reconfigure and widen the proposed station car park will allow it to accommodate all the station parking, including a 70% increase in parking spaces to cater for projected increases in railway patronage (see Direction 1). This would allow the railway land just northeast of the pedestrian underpass, currently designated for car parking, to be developed, with the parking being reconfigured into a more compact form further east.
- In the longer-term, the service station and garden centre west of the station may provide further opportunities for higher-density development. However, the cost of creating vacant and clean sites means that the land east of the station referred to above is likely to be taken up first.
- The key strategies set out in the Vision indicate that predominantly office development is most appropriate on these sites, due to the adverse environmental impacts of the busy road and the rail line on residential uses and the desire to retain office-based employment uses close to the station. However, apartments should not be precluded at upper levels if they are necessary in order to make a development viable.



- The cost of basement or upper level car parking is likely to restrict development to 2 storeys, although well-articulated buildings up to 4 storeys high would be possible without having a detrimental effect on local character or amenity.
- Careful architectural design is required to create high quality development, and to minimise the adverse



Actions

- A6.2.1 Develop design and planning facilitation briefs for the potential development of railway land.
- A6.2.3 When required to enable the development of railway land, facilitate the development of a reconfigured car park east of the station.

B Princes Drive North

- Some vacant and underutilised properties exist on the north side of Princes Drive that could be developed to higher densities. Currently occupied premises may also be redeveloped to higher densities in the future.
- The key strategies set out in the Vision indicate that predominantly office development or tourist accommodation is most appropriate on these sites, due to the adverse environmental impacts of the busy road and the rail line on residential uses, the desire to retain office-based employment uses close to the station and the potential 'passing trade' for tourist accommodation along the highway. However, apartments should not be precluded at upper levels if they are necessary in order to make a development viable.
- The cost of basement or upper level car parking is likely to restrict development to 2 storeys, although well-articulated buildings up to 4 storeys high would be possible without causing a detrimental effect on local character or amenity.
- Careful architectural design is required to create high quality development.

C Buckley Street

See also Vol 3: Master Plans, Morwell Project 3, p31.

- The vacant and underutilised properties along Buckley Street between Latrobe and Hoyle Streets present an opportunity for higher-density redevelopment. The relocation of the light industrial activities to more appropriate locations could create further development opportunities.
- The key strategies set out in the Vision indicate that shops, small offices or community uses at ground floor with apartments above is most appropriate, to allow the retention of existing occupiers and the development of an active street environment, while recognising the potential for urban living accommodation. The ground floor spaces could also accommodate 'urban lifestyle amenities', such as bars and cafes. This envisaged character would be entirely compatible with the ongoing presence of larger office uses, such as the Latrobe City Health Service.
- Walk-up buildings of 3 storeys (or 4, with two-storey penthouses) are appropriate given the low-rise context and more likely to be viable than taller buildings with lifts. This would allow the development of as many as 200 apartments along Buckley Street.
- Verandahs should be incorporated on the street frontage to maintain the existing character and pedestrian amenity.

- New internal street connections in the blocks on the north side of Buckley Street either side of Church Street would assist in the intensification of this precinct for medium density housing by providing increased opportunities for street frontages, and therefore an increased number of residential addresses.
- Careful architectural design is required to create high quality mixed-use development that will lead the market and establish the appeal of this new development type to the area.
- The Council-owned public car park north of Buckley Street and west of Church Street creates an ideal opportunity for a 'catalyst' or 'demonstration' mixed-use apartment project. This should include a small public park for apartment residents without access to a private garden.

Actions

A6.2.2 Develop design and planning facilitation briefs for the appropriate development of the Buckley Street Council car park.



D Church Street

- The opportunity exists to develop Church Street as the 'urban lifestyle hub' for the precinct core through the attraction of appropriate businesses.
- 'Shoptop' apartments could be provided at upper levels.

Actions

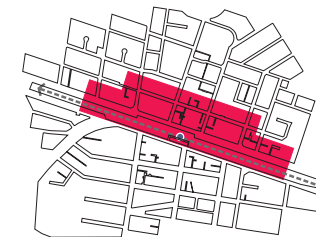
A7.0.1 Undertake a marketing campaign to promote the vision for the transit precincts set out in the Urban Renewal Frameworks to prospective businesses, residents, visitors, developers and investors. This should include targeting appropriate retailers.

E Council Offices

- The removal of the redundant railway tracks would allow the completion of the Council office development.

Actions

A2.2.6 Continue to lobby for the removal of railway tracks 3 and 4.



Key Public Realm Improvement Opportunities

F Princes Drive

See also Vol 3: Master Plans, Morwell Project 1, p27.

- Princes Drive is relatively broad, presenting an opportunity to develop a distinctive streetscape treatment to enhance the pedestrian amenity of the station area.
- This may take the form of a new central median and a formal avenue of underlit canopy trees in the median and along the parking lanes/ nature strips.
- The opportunity exists to ensure more parking is available for visitors to local businesses by providing a greater number of 2-4 hour parking spaces on Princes Drive.

Actions

A4.2.1 Design and construct streetscape improvements in Princes Drive.

G Buckley Street

See also Vol 3 Master Plans, Morwell Project 3, p231

- Buckley Street contains a central, treed median between Collins and Church Streets. The opportunity exists to continue this treatment in the blocks to the east and west to enhance its pedestrian amenity.
- The opportunity also exists to complete the upgrading of footpaths and the paving of nature strips on the south side of the street.
- The opportunity exists to ensure more parking is available for visitors to local businesses by providing a greater number of 2-4 hour parking spaces on Buckley Street and Princes Drive.

Actions

A4.2.2 Design and construct streetscape improvements in Buckley Street.

H Church Street

- Small-scale improvements are possible to enhance the pedestrian amenity of Church Street. In particular, the brick seating 'booths' clutter the space; their removal would create a more open public space and scope for more trees.

Actions

A4.2.3 Design and construct streetscape improvements in Church Street.

I Public Square

See also Vol 3: Master Plans, Morwell Project 1, p27.

- The opportunity exists to design the areas at each end of the station underpass as a public square, to act as a focal point for social activity.
- The squares should incorporate cafes to animate the space.

Actions

A2.2.1 Complete public transport interchange improvements.

The Town Centre: A vibrant activity centre

Key Principles

- Create compact town centres
- Promote diversity
- Provide car parking, carefully
- Protect and enhance local character
- Introduce higher-density housing
- Ensure an active and clear public realm
- Create pedestrian-friendly streets and spaces

Existing Conditions

- Morwell town centre has an oversupply of retail space, leading to a high number of vacancies. It suffers from competition from Moe and Traralgon and Midvalley Shopping Centre.
- The southern part of the town centre is the strongest retail area within the transit precinct. It is also increasingly home to government services and cultural facilities, including the Latrobe Art Gallery, the Justice Precinct and the Latrobe Council Offices under construction. These flagship developments are providing the impetus for further growth and investment in the town centre. Together with the existing town library and key social service facilities, these developments are strengthening the identity of the southern town centre as Morwell's cultural and commercial centre.



Existing Conditions: Town Centre

LAND USE AND FRONTAGES

Active — Inactive

- Red solid line: Retail core
- Red dashed line: Bulky goods retail
- Blue solid line: Mixed business/ Retail/ Civic uses
- Blue dashed line: Light industry
- Light blue solid line: Community uses
- Orange solid line: Housing
- Green solid area: Public open space
- Light blue solid area: Public administration buildings - under construction

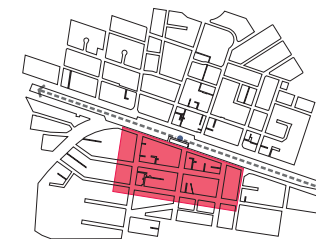
CONSTRAINTS

- Black wavy line: Land use conflicts
- Star symbol: Railway station - poor modal interchange & connection with town centre
- Star with gear symbol: Bus interchange - poor design
- Black arrow with dashed line: Pedestrian underpass - incomplete, current upgrades under construction
- Black arrow with dashed line: Pedestrian link - private, business hours only
- Black arrow with dashed line: Pedestrian link - poor amenity, unsurvelled
- Black arrow with dashed line: Railway line - splits town
- Black arrow with dashed line: Concentration of vacant premises

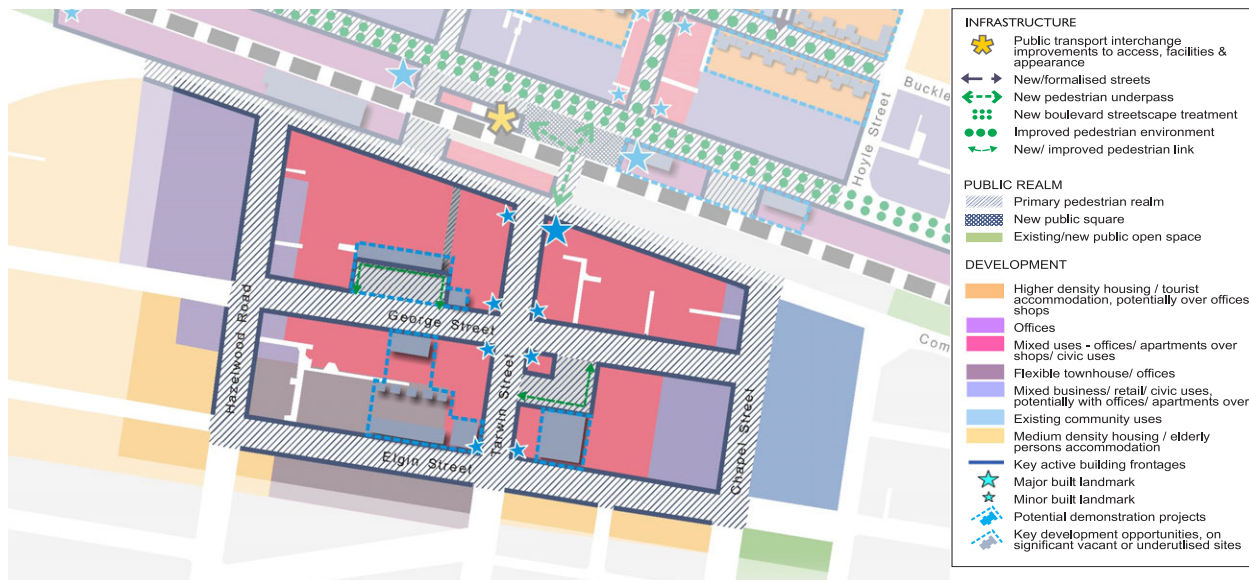
OPPORTUNITIES

- Black arrow with dashed line: Vacant or underutilised land - development potential

- Hazelwood Road and Elgin Street currently act as an interface between the centre and adjoining residential areas. New development along these streets therefore needs to consider the local character on either side.
- The centre contains a mixture of predominantly retail, office and civic uses. It contains no residential accommodation (although it is surrounded by medium density development and detached houses).
- The streets in the centre are generally active, clear and pedestrian-friendly, particularly as a result of the predominantly intact traditional, compact urban form and centre-of-road parking. The exceptions to this are the Coles and former IGA car parks and that on the northern side of George Street west of Tarwin Street, which lack pedestrian facilities and active edges, and creating gaps in the line of active frontages.
- The streets in the centre are well-used for on-street car parking, minimising the amount of off-street car parking required and supporting a pedestrian-friendly environment.
- Cycle storage facilities within the town centre are poor.



General Opportunities



Key Strategies: Town Centre

- There is projected demand for **approximately 1,500m² of new retail floorspace in Morwell over the next ten years** (see Volume 4, Background Report for more detail). While this is a relatively low figure, opportunities should be taken to direct new retail development where it will consolidate the existing retail core. 'Infill' development of existing underutilised or vacant land would improve the retail environment through the creation of continuous, active frontages.
- There is also projected demand for **approximately 150 new apartments and up to 7,500m² of new office space**.
- New retail development could have offices or apartments at upper levels, to increase the diversity of the centre and introduce higher-density housing.
- Existing retail businesses on the southern fringe of the town centre could be relocated into the retail core to free up land for new office or residential development.
- Opportunities to improve the pedestrian amenity of the off-street car parks should be taken when adjoining sites are redeveloped.
- Cycle racks could be provided.

Strategies

- P5.4.1 Encourage all new retail development other than small shops serving local residential areas and large-format shops to locate within properties fronting Commercial Road and George Street between Hazelwood Road and Chapel Streets, and Tarwin Street between Commercial Road and Elgin Street
- P5.4.2 Encourage the development of offices or apartments above shops
- P5.4.3 Ensure new development in the town centre creates a compact retail core and an active and clear public realm
- P5.4.4 Ensure all streets and lanes in the town centre are pedestrian-friendly
- P5.4.5 Encourage the development of medium-density housing on the fringe of the town centre

Actions

- A3.2.3 Prepare a Parking Precinct Plan to clearly establish the parking requirements for new development in the Morwell Town Centre with the aim of determining the minimum rate needed in order to foster development.
- A3.0.2 Introduce Local Planning Policies (LPPs) for each of the transit precincts to (provide) specific land use directions.
- A6.0.2 Determine appropriate incentives to encourage the appropriate (re)development of sites within the transit precincts.
- A6.0.7 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.
- A3.0.3 Introduce a Design and Development Overlay (DDO) over the transit precincts to ensure appropriate forms of development.
- A7.2.2 Ensure parking restrictions are (appropriate).
- A4.2.7 Install additional cycle racks in the town centre.

Key Development & Public Realm Improvement Opportunities



Key Opportunities: Town Centre

- Train Station
- Shops with offices/ apartments above
- Offices
- Flexible townhouse/offices
- Higher density housing above shops/ offices
- Medium density housing/ elderly persons accommodation
- Public open space

A IGA Site

See also Vol 3: Master Plans, Morwell Project 4, p35.

- Re-establishing a continuous, active retail street frontage to George and Tarwin Streets on the IGA site would contribute to a more compact and pedestrian-friendly retail environment. Offices or apartments could be provided on upper floors.
- Developing the southern half of the IGA site for flexible townhouse units able to accommodate small businesses or dwellings would assist in consolidating the retail core, allow the flexibility to respond to demand for office space or introduce higher-density housing, and reinforce the



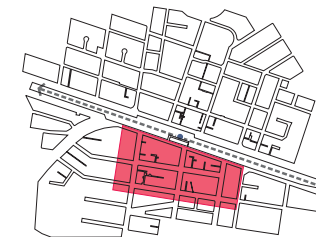
Indicative View of townhouse development along Elgin Street

residential character of Elgin Street. Heights of 2-3 storeys would be appropriate given the low-rise context and residential character of Elgin Street.

- Parking should be located behind the buildings, accessed via the lane off Tarwin Street, to allow the buildings to address the street.

Actions

- A3.2.2 Rezone land fronting Elgin Street west of Tarwin Street that is presently zoned Business 1 Zone (including the southern half of the former IGA site) and Business 2 Zone to Mixed Use Zone



B George Street Car Park

See also Vol 3: Master Plans, Morwell Project 5, p37.

- The public car park fronting George Street between Hazelwood Road and Tarwin Street is edged by blank walls and services areas at the rear of shops (facing Commercial Road). This results in an inactive, poorly-defined and unpedestrian-friendly public space. The opportunity exists to develop new retail outlets (with offices above) facing into the car park along its northern edge, to effectively remedy this condition.
- Demolishing the Paint Right building would assist in creating an improved, more well-defined edge to the car park, and provide land to replace the car parking lost through the construction of the new building.
- A separate service and staff parking area should be retained between the existing shops facing Commercial Road and these new shops to avoid unpedestrian-friendly loading activity in the public realm and minimise the area of the public car park. This could be accessed via the laneway leading to the carpark from Hazelwood Road.

- A new shop in front of Spotlight on George Street would provide a more well-defined edge to this street frontage and the carpark.
- Enhancing the car park through landscaping measures and shading devices, would further enhance its pedestrian amenity.

Actions

A6.2.4 Encourage the consolidation of land currently forming the George Street car park, service yard and the Paint Right shop to develop new shops (with upper storey offices) and an upgraded car park



C Coles Car Park

See also Vol 3: Master Plans, Morwell Project 3, p31

- Blank frontages currently face on to the Coles car park, creating a largely inactive public space. However, the potential exists to redevelop the southern part of the car park between Coles and the row of shops facing Tarwin Street. The level difference across the site would allow the new development to retain the existing amount of car parking all at the level of Elgin Street, while incorporating new floorspace above. This could provide an active frontage to the remaining car park at the upper level, along with better pedestrian facilities such as shaded footpaths.
- In the meantime, the businesses occupying the small shops between the car park and Tarwin Street should be discouraged from all facing one way or the other, to avoid the creation of a long blank wall to either the street or car park.

Actions

A7.2.1 Discourage the businesses occupying the shops between the Coles car park and Tarwin Street from all facing one way or the other.

D George Street

- The opportunity exists to relax parking restrictions in the George Street centre-of-road parking to attract more people to park there, adding to the vitality of the street.

Actions

A7.2.2 Ensure parking restrictions are (appropriate).

The Precinct Edge: More housing close to transport & services

Key Principles

- Introduce higher-density housing
- Protect and enhance local character
- Ensure an active and clear public realm
- Create pedestrian-friendly streets and spaces

Existing Conditions

- The edge of the transit precinct is predominantly occupied by single-storey, detached residential development. There is little diversity in housing types.
- There are two large vacant or underutilised 'opportunity' sites on the northern fringe of the transit precinct: a former primary school site that is now cleared, and the former Ericsson site, which contains a large structure currently being used as a furniture warehouse, set in landscaped grounds.
- Fleming Street also contains a large number of houses in poor condition.
- The streets and spaces in the precinct edge are generally active, clear and pedestrian-friendly. The park at the northern end of Collins Street, just outside the precinct to the north, is poorly landscaped.

Strategies

- S5.5.1 Promote the development of medium-density housing or elderly persons accommodation on the fringe of the transit precinct



LAND USE AND FRONTAGES

Active — Inactive

- Red solid line: Retail core
- Red dashed line: Bulky goods retail
- Blue solid line: Mixed business/ Retail/ Civic uses
- Blue dashed line: Light industry
- Blue dotted line: Community uses
- Orange solid line: Housing
- Green solid area: Public open space
- Light blue solid area: Public administration buildings - under construction

CONSTRAINTS

- Black wavy line: Land use conflicts
- Black star symbol: Railway station - poor modal interchange & connection with town centre
- Black gear symbol: Bus interchange - poor design
- Black dashed line with arrow: Pedestrian underpass - incomplete, current upgrades under construction
- Black dashed line with arrow: Pedestrian link - private, business hours only
- Black dashed line with arrow: Pedestrian link - poor amenity, unsurveilled
- Black dashed line with arrow: Railway line - splits town
- Black hatched area: Concentration of vacant premises

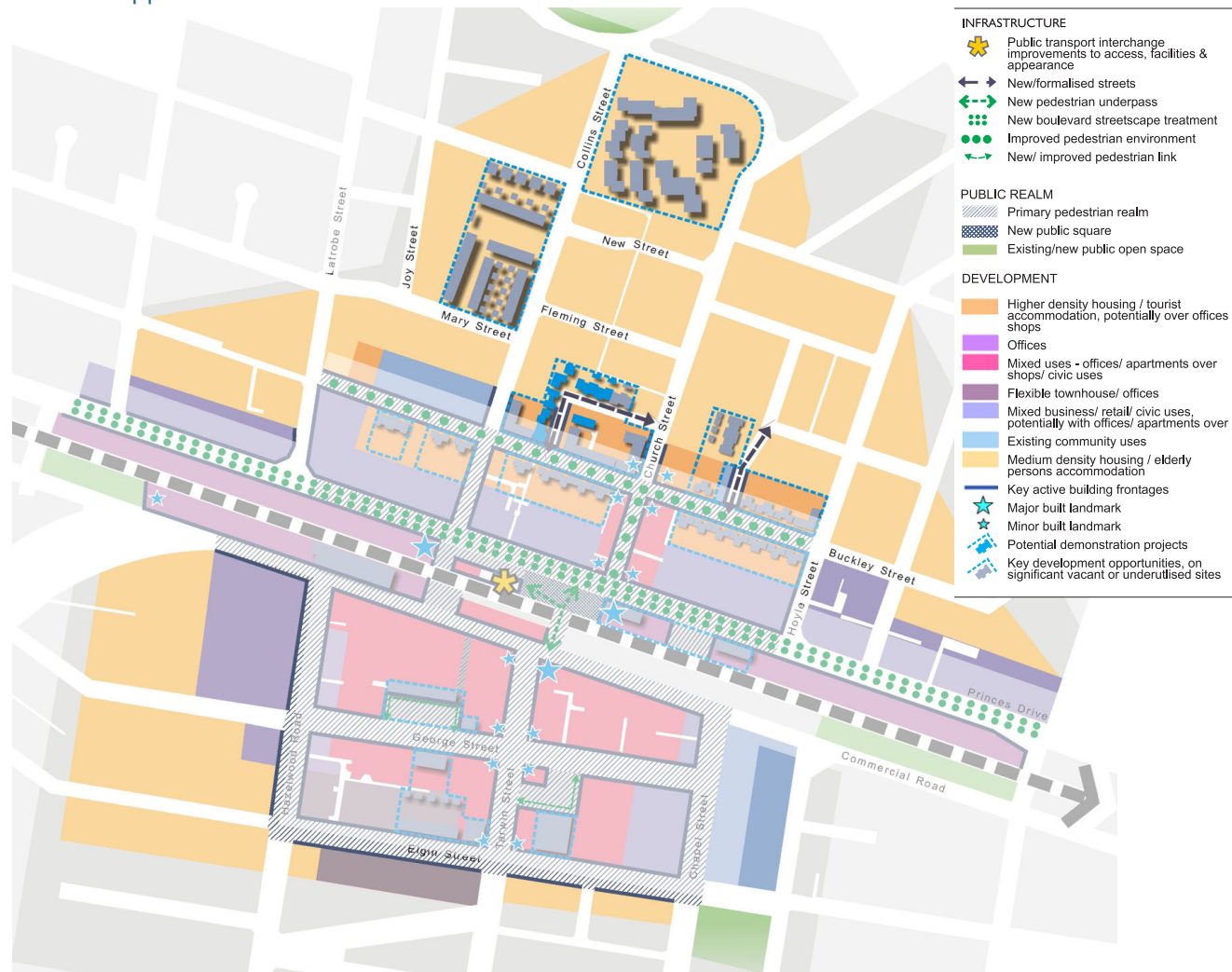
OPPORTUNITIES

- Black dashed line with arrow: Vacant or underutilised land - development potential

Existing Conditions: Precinct Edge



General Opportunities



- There is projected demand for **approximately 150 new apartments / townhouses in Morwell over the next ten years** (see Volume 4, Background Report for more detail).
- There is also a significant demand for aged care housing which, like 'urban lifestyle' housing, is relatively dense, and best located close to shops, services and public transport.
- The former primary school site and the Ericsson site present key opportunities to locate new medium-density housing and/or aged care facilities where they will contribute to Transit Precinct objectives. They are also close to a wide range of medical services, which is a key attribute for elderly persons accommodation.
- The redevelopment of poor quality housing on Fleming Street could also provide the opportunity to develop medium-density housing within the transit precinct.
- Redevelopment of the southern part of the former IGA site could also incorporate medium-density housing opportunities (see Direction 4).
- The opportunity exists to encourage any redevelopment of housing around the edge of the transit precinct to be for medium-density housing.

Actions

A6.0.7 Promote the vision for the transit precincts as set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.

Key Strategies: Precinct Edge

Key Development Opportunities



A Collins Street School Site

See also Vol 4: Master Plans, Morwell Project 6, p37.

- The former Collins Street school site provides an ideal opportunity for medium-density housing and/or a retirement or an aged care housing development.
- A mixture of attached and semi-detached 2-3 storey housing, or 2-storey retirement village units, would provide a significant number of new residences in the transit precinct, and respect the low-rise residential character of the surrounding area.





Key Public Realm Improvement Opportunities

B Ericsson Site

See also Vol 3: Master Plans, Project 7, p41.

- The former Ericsson site provides an ideal opportunity for medium-density housing and/or aged care housing development.
- Individual medium-density housing lots or a nursing home over 2-3 storeys would provide a significant number of new residences in the transit precinct, and respect the low-rise residential character of the surrounding area.
- Any redevelopment should retain the high quality landscape design and mature vegetation on site, incorporating it within public open space where feasible.
- The establishment of a permeable and public internal street layout (if not developed as a nursing home) would improve the permeability of the area.



Actions

- A3.2.2 Rezone the former Collins Street school site, Ericsson site and the Residential 1 zoned properties abutting Fleming Street to Residential 2 Zone.

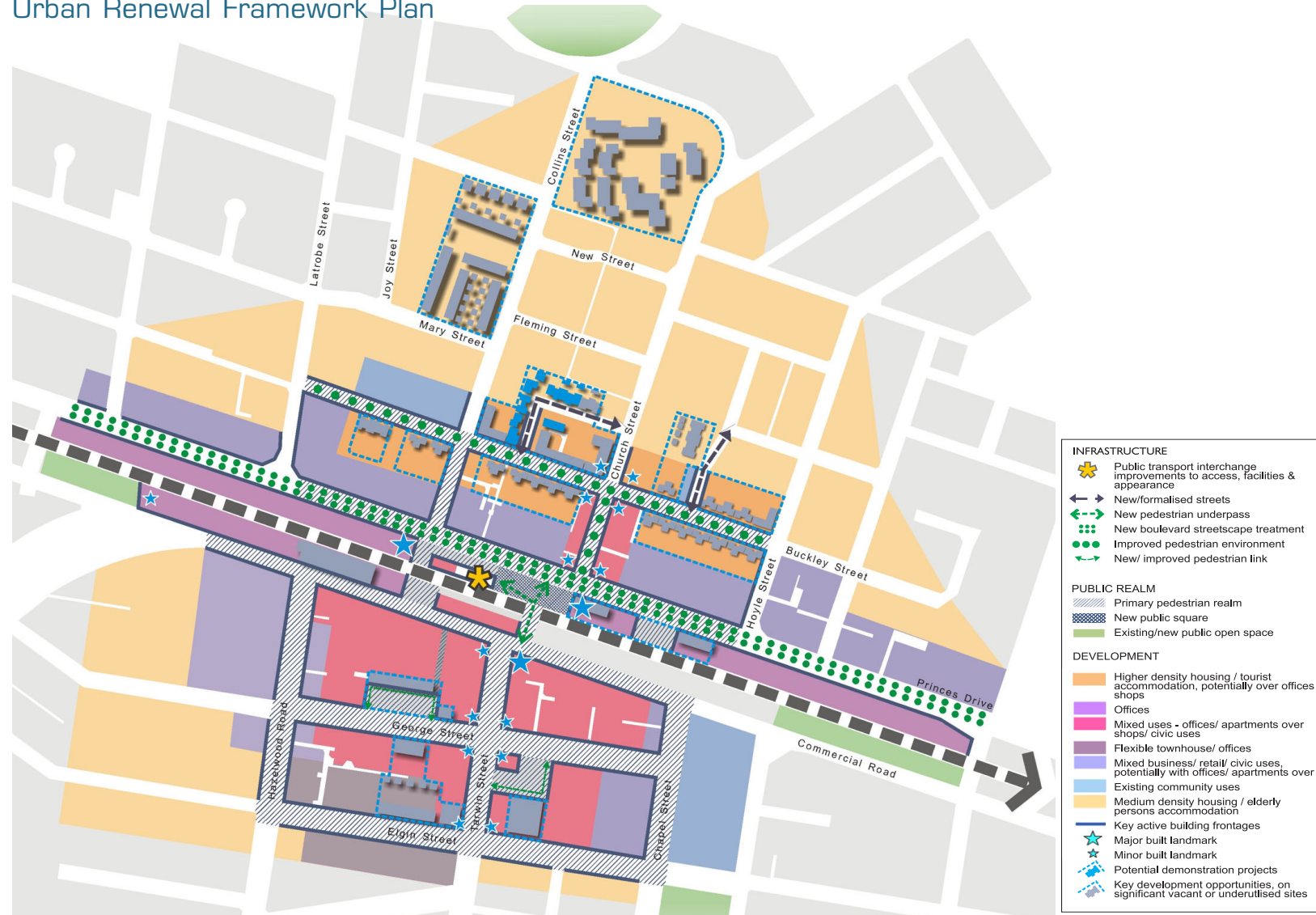
C Collins Street Park

- The potential exists to enhance the landscaping of the park at the northern end of Collins Street to provide a more useful and attractive space for transit precinct residents.

Actions

- A4.2.8 Design and implement landscaping improvements to Collins Street Park

Urban Renewal Framework Plan



Toralgon

CONTENTS

p104 Vision

The key characteristics of the precinct and the outcomes envisaged as a result of the implementation of this Framework

Detailed recommendations are presented under the five broad 'Directions' that reflect the main elements of transit precincts

p112 Direction 1 - **The Station:** High quality public transport facilities

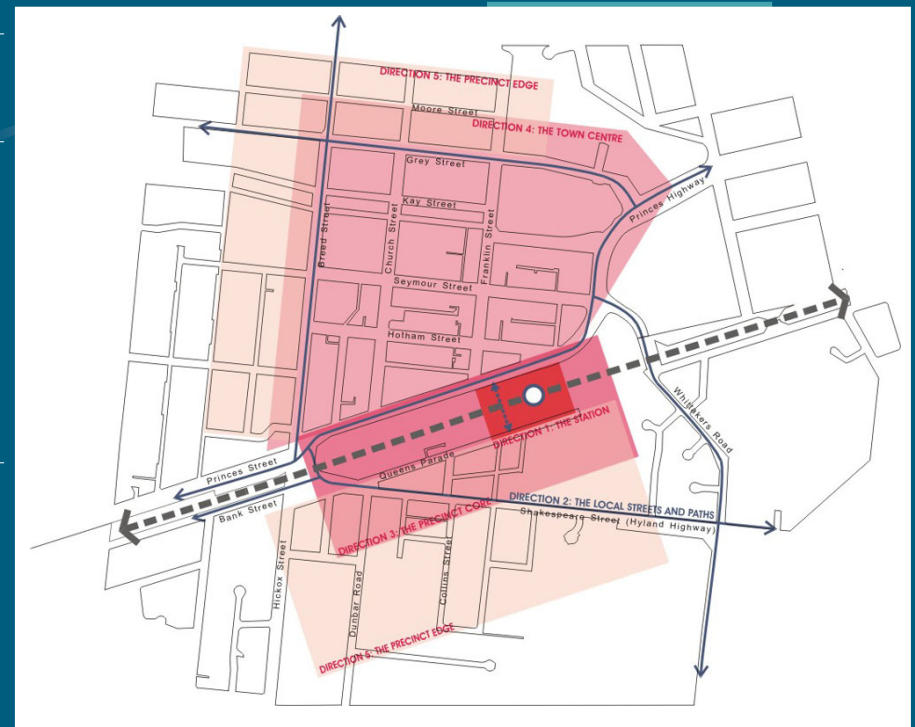
p118 Direction 2 - **The Local Streets & Paths:** An effective movement network

p121 Direction 3 - **The Station Surrounds:** Transit-centred & urban lifestyle development

p127 Direction 4 - **The Town Centre:** A vibrant activity centre

p132 Direction 5 - **The Precinct Edge:** More housing close to transport & services

The Framework provides the rationale for proposed changes within the precinct and leads to a series of Strategies and Actions that form part of the Implementation Strategy (Volume 5). The key short-term opportunities for public realm improvements and new development are illustrated in more detail in Volume 3: Master Plans.



Vision

Key outcomes

It is envisaged that, through the infrastructure projects noted in the following pages and the application of the strategies set out in this Urban Renewal Framework, the following objectives will be achieved for Traralgon.

Better Public Transport

- The station area will be upgraded to form an **inviting public transport gateway**, including a striking new station entrance creating a major civic landmark, improved access from the north by foot, cycle, bus and taxi, and a new pedestrian and cycle bridge across the rail lines. This will be a key trigger for the emergence of a major office hub, an urban lifestyle area and a major tourism destination (see below).

A New Urban Lifestyle

- An attractive and distinctive **urban lifestyle area** will emerge just south of the station, capitalising on vacant and underutilised land and incorporating a vibrant urban lifestyle hub at the western end of Queens Parade, providing the staples of modern life and a focus for social activity. The area will contain new, high quality apartments in high quality settings, responding to an increasing desire - particularly from 'empty nesters', executive labour (permanent and temporary residents), university or TaFE students, and other smaller household types such as single women and lone parent families - to live close to services and activities.

A Stronger Economy

- A **major office hub** of leading-edge commercial architecture will emerge along Princes and Breed Streets, building on the existing critical mass of public offices and professional consultancy businesses in the town, and capitalising on *Regional Fast Rail*, broadband links, the relatively skilled and stable workforce, the growing population, growth in Latrobe's utility, primary and production sectors, and relative affordability. The offices will enable Traralgon to capture a greater share of data processing and call centre activity, accommodate more local and state government agencies and higher order business services, and increase the critical mass of high skilled workers in the town.
- New, modern retail and service business premises will replace obsolete buildings in the town centre, capitalising on increased demand from the growing population. This will expand the range and critical mass of shops and services, creating a **stronger regional centre** that can better compete with Mid Valley, Sale and large centres in Melbourne's southeast.

A Tourism Destination

- A new heritage railway museum may be developed, capitalising on the town's historic railway artefacts – such as the railway turntable - the proximity of the Mountain Railway to Walhalla, and a location less than two hours from Melbourne, to establish a **major tourism destination**.

Better Housing Options

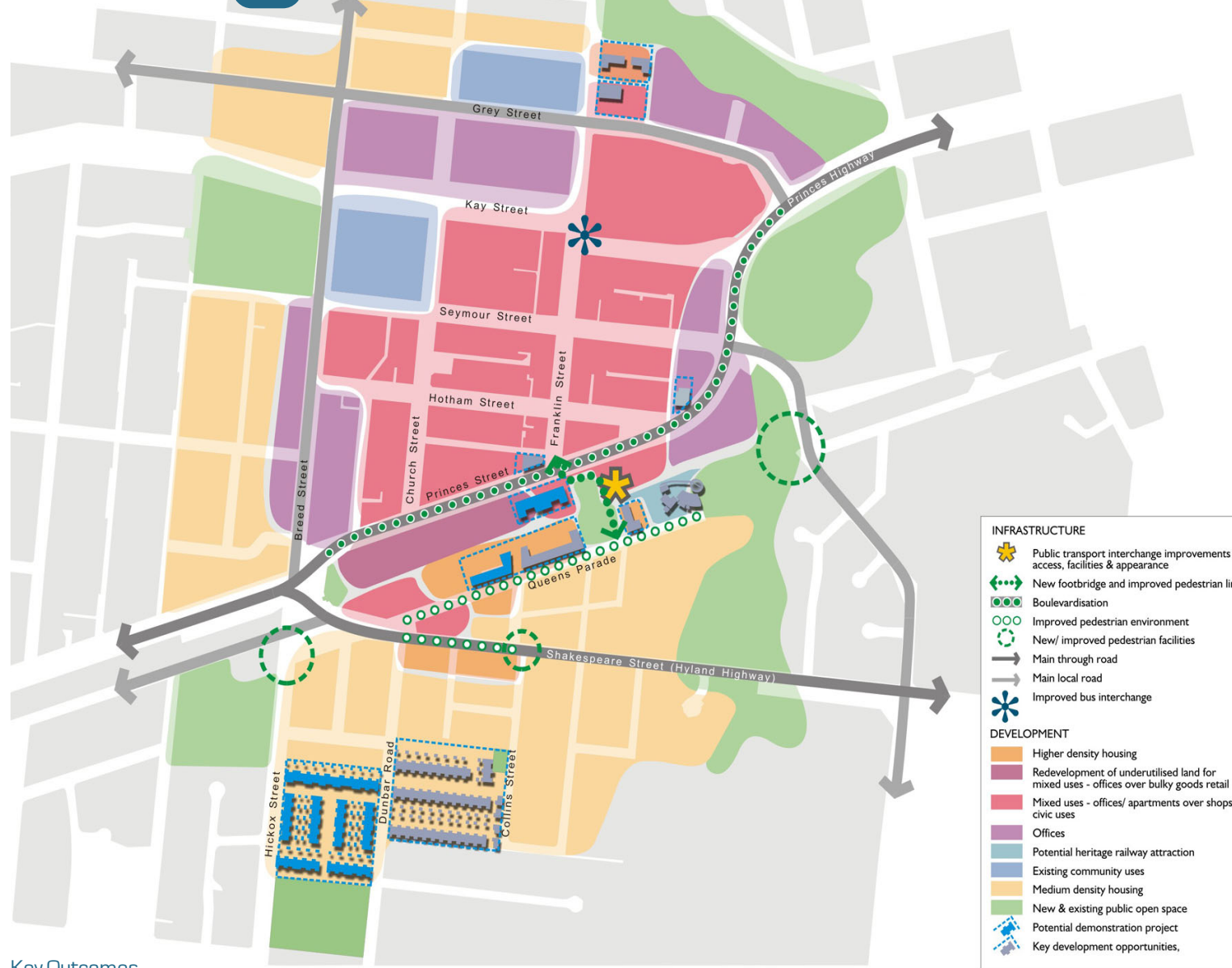
- The edges of the transit precinct will be redeveloped for high quality medium-density housing and/or retirement or aged-care development, creating a transition between the higher-density precinct core and the surrounding low-rise housing. This will capitalise on the ageing population and large 'opportunity' sites to establish an **attractive location for 'empty nesters' and retirees**, within comfortable walking distance of shops and services.

An Improved Public Realm

- An **enhanced public realm** will emerge within the town centre through streetscape improvements and better management of traffic and car parking.

MOE TRANSIT PRECINCT

Vision Direction 1 . Direction 2 . Direction 3 . Direction 4 . Direction 5



- INFRASTRUCTURE**
- Public transport interchange improvements to access, facilities & appearance
 - New footbridge and improved pedestrian link
 - Boulevardisation
 - Improved pedestrian environment
 - New/ improved pedestrian facilities
 - Main through road
 - Main local road
 - Improved bus interchange
- DEVELOPMENT**
- Higher density housing
 - Redevelopment of underutilised land for mixed uses - offices over bulky goods retail
 - Mixed uses - offices/ apartments over shops/ civic uses
 - Offices
 - Potential heritage railway attraction
 - Existing community uses
 - Medium density housing
 - New & existing public open space
 - Potential demonstration project
 - Key development opportunities

Key Outcomes

Drivers of growth

Economic Context

Traralgon is currently **the healthiest and most vibrant of the three towns**. It remains the **flagship town of the Latrobe Valley** and is emerging as the **capital of Gippsland**, enjoying **strong economic growth, relatively low unemployment, a vibrant residential market, high demand for commercial development, the highest proportion of retail and hospitality activity in the municipality**, and an **expanding, diversifying and aging population** that continues to fuel this growth.

This is illustrated by the fact that private investment in the Latrobe Valley disproportionately favours Traralgon over existing opportunities in Morwell and Moe. The significant private and public sector role, generating accommodation, retail and entertainment uses further supports this growth. Further commercial/office development in sectors like local business services, back offices, government services and potentially advanced business services is expected. As a result, Traralgon has the strengths to attract executive labour and the business tourist due to its growing private sector business base.

The arrival of **Regional Fast Rail** and other infrastructure investments - such as **fibre optic cabling rollout** and **improvements to the Princes Freeway** – will further reinforce this growth.

Economic projections suggest that the following magnitude of new development may be required in the Latrobe area over a ten year period to meet demand:

- Potential for approximately 600 new apartments in Latrobe, in addition to other housing forms including townhouses.
- Potential for up to 30,000 sqm of new office development in Latrobe.
- Potential for approximately 4,000 sqm of additional retail space development in Latrobe.
- Other development opportunities in education and health may also be available over time.

Traralgon will be in the market for this development, and may capture a substantial proportion of smaller housing units, possibly half of the office space and retail space (see Volume 4, Background Report for more detail on Traralgon's economic context).

Other development opportunities include tourism oriented activities and community facilities like health facilities, education and sports complexes.

The strategies set out in this Urban Renewal Framework will direct Traralgon's growth towards the creation of a vibrant urban community centred on the station and town centre.



Physical context

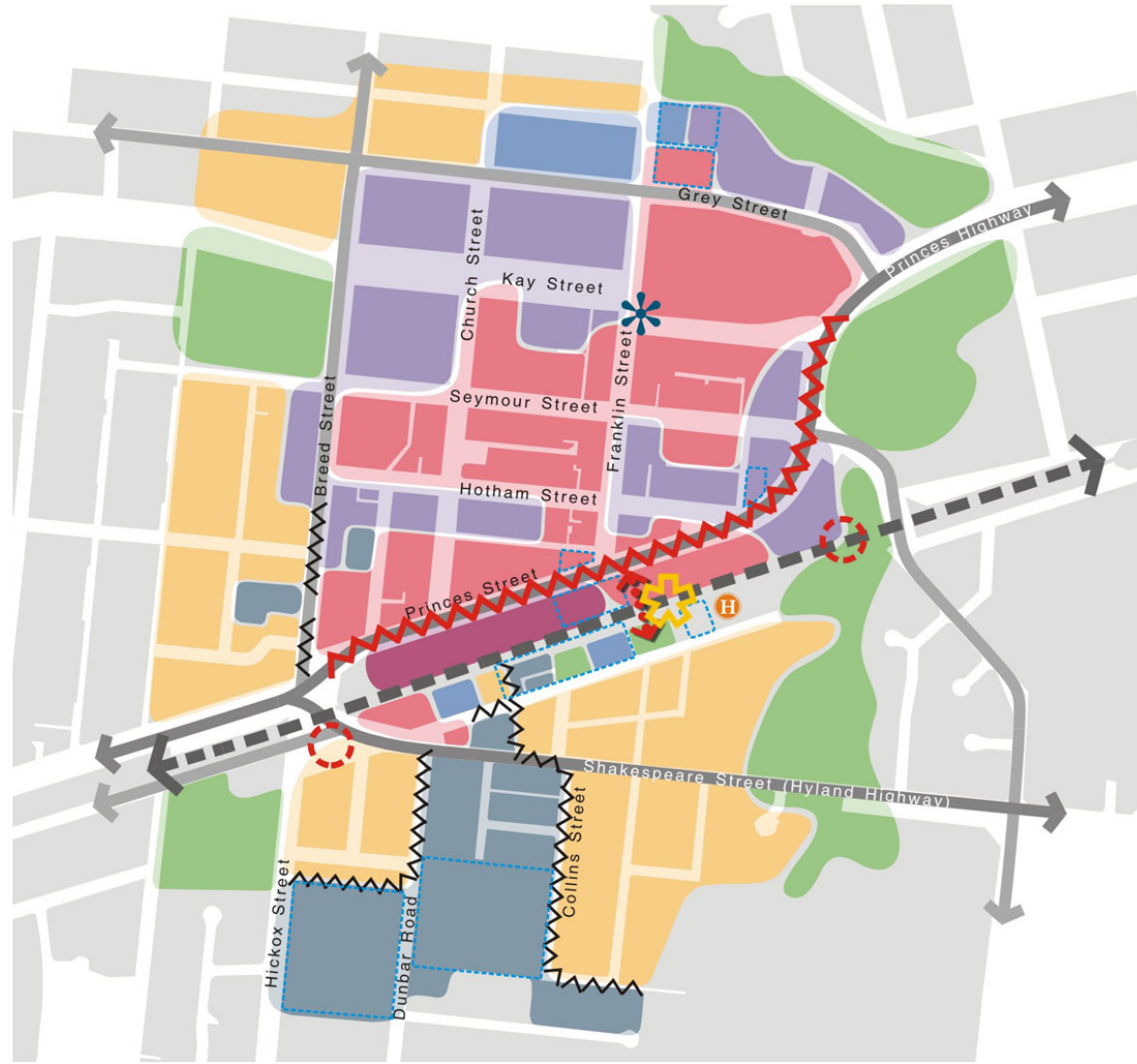
- The railway line and Princes Highway split Traralgon in two. However, the town centre is entirely on the northern side of the railway line.
- Access to the station from the south side of the railway line is poor by road or footpath.
- The station is adjacent to the town centre. However, it is separated from the centre by the Princes Highway. It is also hidden within a shopping centre.
- There is vacant and underutilised land adjacent to the station on the south side of the railway line. The north side of the railway line has largely been developed for single-storey, highway-related shops.
- There is a small shopping node relatively near to the station on the south side of the railway line at the western end of Queens Parade.
- The town centre is relatively compact and vibrant.
- Most residential accommodation in Traralgon consists of single-storey, detached houses, which reach relatively close to the station on the south side of the railway line.
- There is a considerable area of light industrial uses relatively close to the station on the southern side of the railway line.

6

TRARALGON TRANSIT PRECINCT

Vision

Direction 1 . Direction 2 . Direction 3 . Direction 4 . Direction 5



EXISTING URBAN STRUCTURE

- Retail core
- Bulky goods retail
- Mixed business, secondary retail & civic uses
- Light industrial
- Community uses
- Housing
- Public open space
- Main through road
- Main local road

CONSTRAINTS

- Land use conflicts
- Railway station - poor pedestrian amenity & concealed
- Station footbridge - poor pedestrian amenity & concealed
- Princes Highway - poor pedestrian amenity & unattractive gateway to centre
- Bus station - capacity constraints
- Local pedestrian connections - difficult access/ poor amenity

OPPORTUNITIES

- Vacant or underutilised land - development potential
- Heritage railway infrastructure - tourism potential

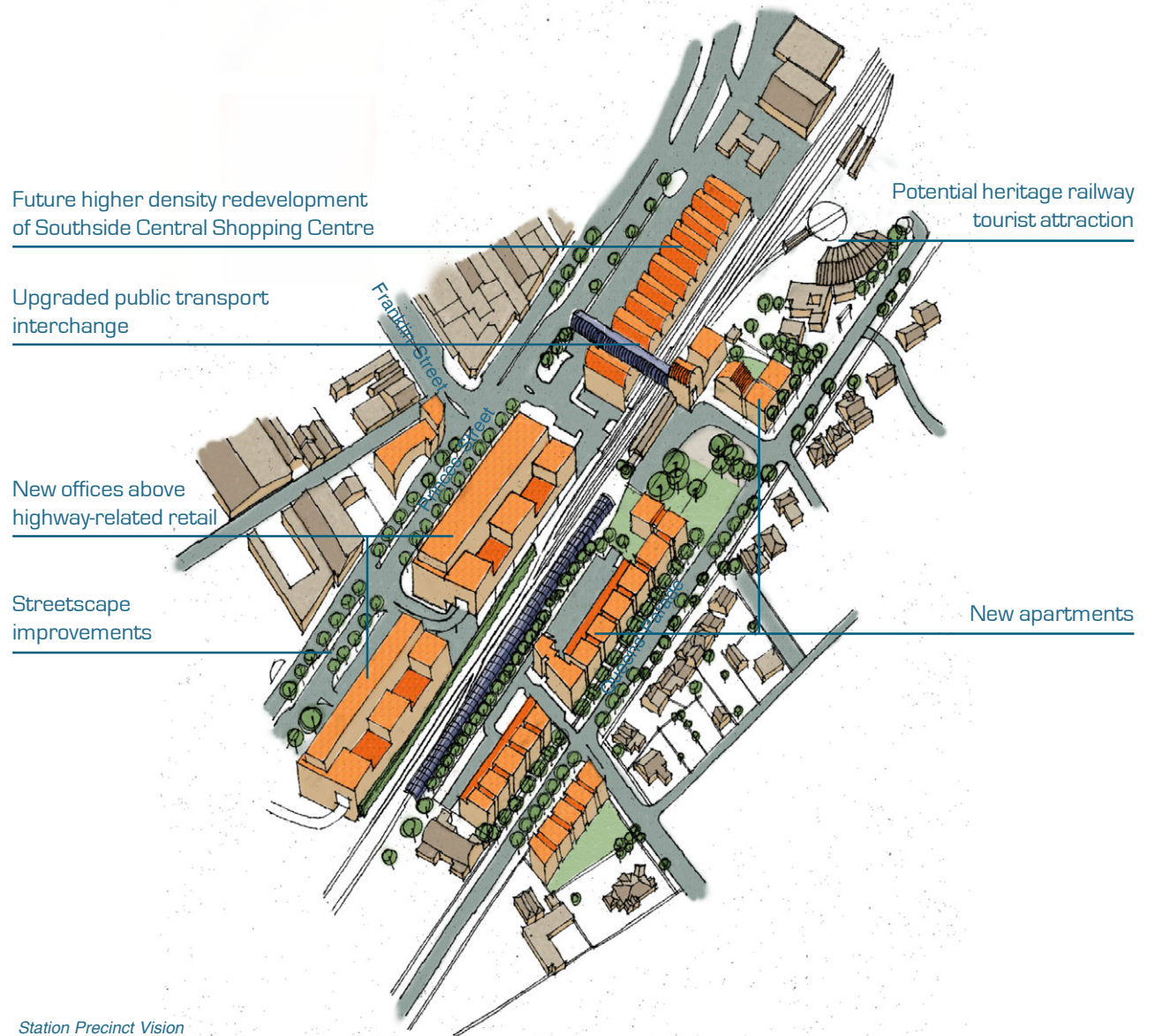
Making it happen

The La Trobe Planning Scheme will be amended to facilitate appropriate development, and the outcomes listed above will be actively marketed to prospective residents, businesses, developers and investors.

Key catalysts to stimulate private sector investment will include:

- an upgrade of the station and associated public transport interchange;
- an upgrade of key streetscapes within the precinct;
- efforts to attract urban lifestyle amenities to the urban lifestyle hubs;
- the packaging of public land for development; and
- the offering of incentives for and advice relating to appropriate development.

The public landholdings close to the station - in particular, redundant railway land - present significant opportunities for a public-private partnership to develop a quality demonstration project.

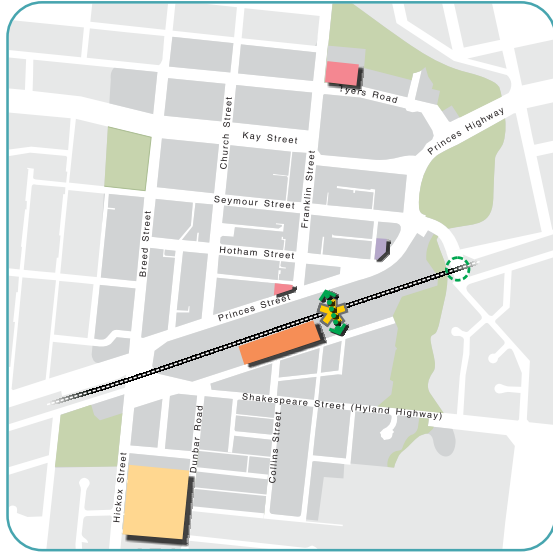


Station Precinct Vision

6

TRARALGON TRANSIT PRECINCT

Vision . Direction 1 . Direction 2 . Direction 3 . Direction 4 . Direction 5



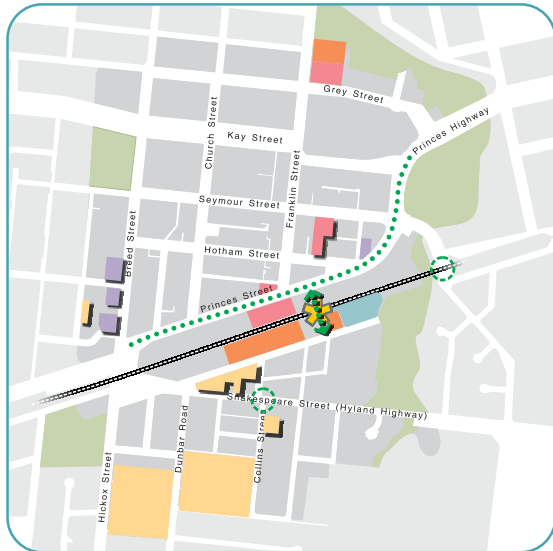
01

1-5 years -
Short-term



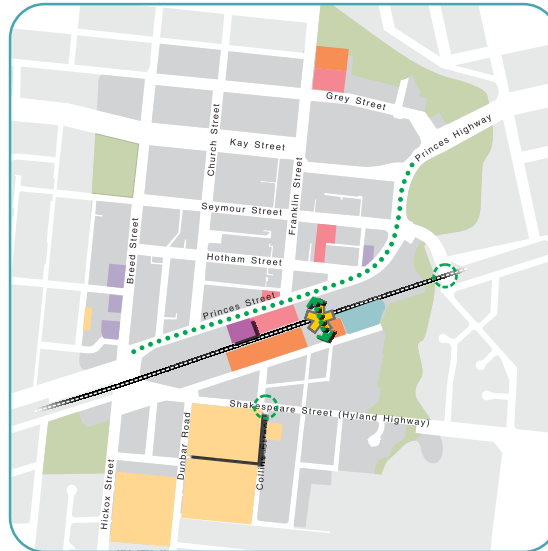
02

5-10 years -
Medium-term



03

10-15 years -
Med-Long term



04

15-20 years -
Long term

Detailed Recommendations

The remainder of this chapter sets out the analysis and recommendations for the Traralgon Transit Precinct. These are set out under the five broad 'Directions'.

Each direction outlines:

Key Principles

The Transit Cities Principles (as identified in chapter 2) that are particularly applicable to the Direction.

Existing Conditions

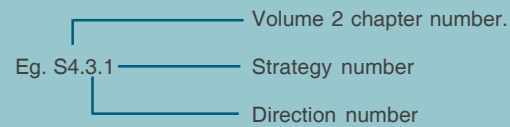
The existing conditions that indicate to what extent the Direction is currently being achieved.

Opportunities

The opportunities that exist to better achieve the Direction.

Strategies

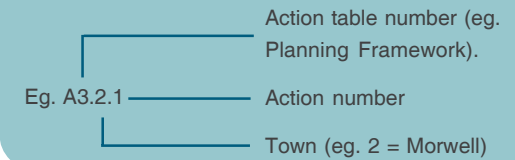
The strategies recommended to realise the opportunities. Each Strategy has a reference number that links it to Volume 5: Implementation Strategy.



Where the letter 'n' is indicated, rather than a numerical figure, the strategy applies to all directions and/or strategies within the chapter. Eg. S4.n.n

Actions

The specific actions recommended to implement the strategies.



Where the letter 'n' is indicated, rather than a numerical figure, the action applies to all three towns and/or all actions within that action table. Eg. A3.n.n

The Station: High quality public transport facilities

Key Principles

- Provide direct and inviting links to public transport nodes
- Enhance connectivity between different travel modes
- Provide high quality passenger facilities
- Give public transport a high profile
- Encourage travel behaviour change

Existing Conditions

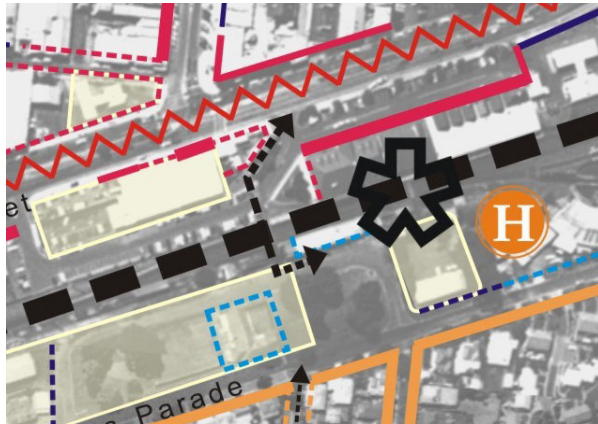
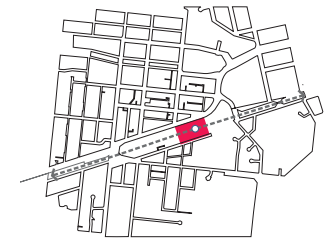
Note: The existing train and bus services are discussed in Chapter 3.

Traralgon Station is centrally located adjacent to (though across a busy road from) the town centre. It has dedicated bus stops, a taxi zone, reasonable passenger facilities and commuter car parking on the northern and southern sides of the rail line. It is also surrounded by active uses, creating a safe and lively public realm. However:

- The current pedestrian route to the station from the town centre is not clear, direct, sheltered or even provided with a footpath for its whole length. Pedestrian amenity along Princes Street to the north of the railway line is generally poor.
- Pedestrian access from the south is also inadequate, with the only connection provided by a footbridge that is also illegible and indirect, in poor condition, unsafe at night and does not meet disabled access requirements.
- Access to the station for buses, taxis, bicycles and private cars is also difficult due to the separation of the station from the vast majority of the town by both the Princes Highway and railway line.

- There are no cycle racks or lockers, which deters combined cycling and rail trips.
- Bus services are currently dispersed across the town centre and don't all stop at the station. Improvements to interchange between buses and trains are under way, with proposals being considered to reroute some services to provide better links.
- The principal station car park on the northern side of the railway line will not cater for projected increases in rail patronage as a result of Regional Fast Rail, although the southern car park will accommodate the overflow.
- The lack of active uses around the southern approach to the station creates an uninviting and potentially unsafe public realm, particularly at night.
- The station is currently hidden within the Southside Central shopping centre, which makes it difficult to locate the entrance to the station. It also fails to provide the station with the high public profile required to promote public transport. This is particularly important as Traralgon will be the terminus of the Latrobe Valley *Regional Fast Rail* services, and therefore the point where many people will access it.
- The Latrobe Visitor Centre is housed in a historic building that has been relocated to the station area, just west of the station. In addition to hiding the pedestrian bridge across the railway line (see above), this does not serve visitors arriving along the Princes Highway from the west well, and is separated from the town centre. Council is currently considering a proposal to relocate the tourist information centre away from the station area.
- Bus stop facilities are generally poor.

See Chapter 4 of Volume 4: Background Report for more detail on existing public transport facilities.



Existing Conditions: Station Area

LAND USE AND FRONTAGES

- Active → Inactive
- Retail core
 - Bulky goods retail
 - Mixed business/ Retail/ Civic uses
 - Light industry
 - Community uses
 - Housing

- Public open space
- H Heritage items

CONSTRAINTS

- ⚡ Land use conflicts
- ⊗ Railway station - poor modal interchange & connection with town centre
- ↔ Footbridge - visually concealed, exposed to weather, steep and unattractive
- ↔ Pedestrian link - private, business hours only
- ↔ Pedestrian link - poor amenity, unsurveilled
- ⚡ Princes Highway - splits town
- ↔ Railway line - splits town
- ⊗ Poor, local pedestrian connections - difficult access/ poor amenity

OPPORTUNITIES

- Vacant or underutilised land - development potential



Poor pedestrian connection over the railway line

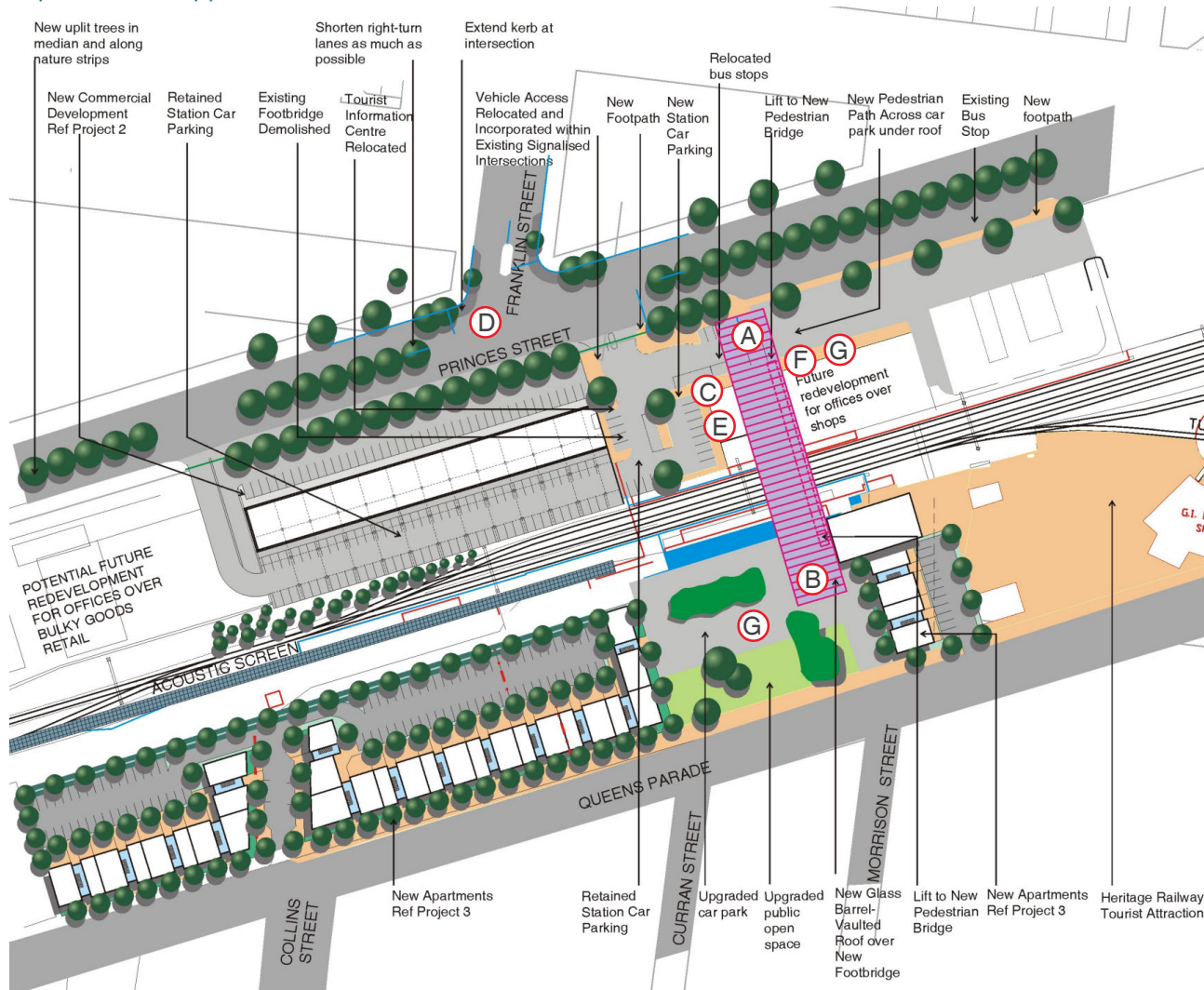


Station entrance concealed within retail development; poor public realm outside station

Strategies

- S6.1.1 Improve pedestrian access across the railway line
- S6.1.2 Improve interchange between rail services and other travel modes
- S6.1.3 Ensure an appropriate level of station car parking
- S6.1.4 Improve the profile and image of the station area
- S6.1.5 Increase the vitality of the station area
- S6.1.6 Improve bus facilities

Improvement Opportunities

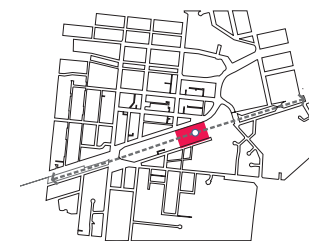


Note: Strategies and opportunities for improvements to public transport services are identified in Chapter 3.

A Northern Pedestrian Access

See also Vol 4: Master Plans, Traralgon Project 1, p43.

- The opportunity exists to introduce a sheltered footpath across the car park in front of the station entrance to the bus stop on the highway, and continue it west along the edge of the car park to the signalised pedestrian crossing. This would significantly enhance pedestrian access between the station platform, bus stops, taxi ranks and the town centre.
- The cycle length of the traffic lights on the corner of Princes and Franklin Streets could be reduced to lessen the wait for people walking to and from the station.
- Although a small number of parking spaces may be lost in order to achieve this, these would be regained through the proposed relocation of the Latrobe Visitor Centre (see below).
- The construction of a shelter structure over the station forecourt provides the opportunity to raise the profile of the station within the town centre. A glass barrel-vaulted roof structure would provide a clear indication of the station entry, while also giving it a much stronger presence and identity in Traralgon.



- The realisation of this proposal relies on the support of the private owner of the property. However, the proposal would not adversely affect the other tenants in the Southside Central Shopping Centre. Indeed, it would support them through enhanced access.

Actions

A2.3.1 Seek agreement from the Southside Central Shopping Centre owner to make improvements to the public transport interchange, and design and construct the improvements.

A2.3.5 Review the potential to reduce the cycle length of the traffic lights at the intersection of Princes and Franklin Streets.

B Southern Pedestrian Access

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- The opportunity exists to introduce a new sheltered footbridge over the rail line, accessed by a lift at each end. This would significantly improve access from the south.
- The use of ramps to access the bridge instead of lifts is not recommended due to the length of ramp required, which would be difficult to accommodate and would add considerable length to the journey, deterring its use.
- The lift entries should be beyond the security line of the station so that they are available for access to and from the northern town centre twenty-four hours a day. However, they should be integrated into the station building on the northern side and, potentially, a new entrance building to a heritage railway tourist attraction on the southern side (see Direction 3), to enhance their safety - at least during the opening hours of those facilities.
- The footbridge could be sheltered by a continuation of the roof structure proposed over the station forecourt, providing a major landmark and a shelter for the platform. This would raise the profile of public transport further and provide a clear and attractive town landmark.
- The realisation of this proposal relies on the support of the private owner of the property. However, the proposal would not adversely affect the other tenants in the Southside Central Shopping Centre. Indeed, it would support them through enhanced access.
- In the short-term, replacing the steel cladding fixed to the side of the existing footbridge with glass or perspex would enhance the quality and safety of this connection.

Actions

A2.3.1 Seek agreement from the Southside Central Shopping Centre owner to make improvements to the public transport interchange, and design and construct the improvements.



Indicative view of proposed new pedestrian bridge from Queens Parade

C Public Transport Interchange

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- The relocation of the Latrobe Visitor Centre would allow the relocation of the former church building it currently occupies to a site more befitting of its architectural character. In combination with the relocation of the station footbridge (see above), this would free up space for a reconfiguration of the vehicular access to the station, and allow the accommodation of additional car parking.
- Moving the access point to the west to form part of the signalised intersection of the highway with Franklin Street would allow vehicles to enter and exit in either through the commuter car park at the back of the Ford dealership to exit eastwards, which is both unattractive and indicates a low priority being placed on public transport. The removal of the need for a bus route through the commuter car park would also take away a significant constraint on the redevelopment of that land (see Direction 3).
- The existing station footbridge should not be removed until the new one is constructed.

Actions

- A2.3.1 Seek agreement from the Southside Central Shopping Centre owner to make improvements to the public transport interchange, and design and construct the improvements.

D Princes Street

See also Vol 3: Master Plans, Traralgon Project 1, p45.

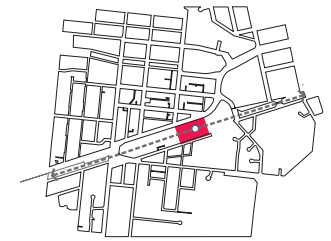
- The potential exists to extend the footpath into the parking lane at intersections along Princes Street to enhance pedestrian amenity.
- The potential also exists to introduce additional trees into the Princes Street median and along the nature strips, to further enhance pedestrian amenity and raise the profile of the station area. The trees could be underlit to further raise the profile of the area. Ideally, the right-turn slots that cut into the central median should be reduced in length as much as possible, to maximise the continuity of the trees.



Indicative view of potential new offices on Princes Street

Actions

- A4.3.1 Design and construct improvements to Princes Street.



E Cycle Facilities

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- Cycle racks and lockers should be provided at the station to facilitate cycle-rail trips.

Actions

A2.3.1 Seek agreement from the Southside Central Shopping Centre owner to make improvements to the public transport interchange, and design and construct the improvements.

F Rail-Bus Interchange

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- Opportunities to enhance the amenity and efficiency of the public transport system through improvements to transport services are limited.
- However, encouraging bus companies whose services do not currently stop at the station to do so will create a more efficient transport interchange. In particular, the interstate buses that currently pick up passengers on Seymour Street should be encouraged to stop at the station.
- Operators will continue to terminate services at the Traralgon Centre Plaza bus stop, as this is the most popular destination for their passengers. This precludes the degree of timetable integration possible were buses to terminate at the station.

Actions

A2.3.2 Encourage bus operators whose services do not currently stop at the station - particularly interstate buses - to do so.

G Car Parking

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- The opportunity exists to provide for overflow car parking on the southern side of the station. The southern car park could be upgraded through new linemarking and landscaping.

Actions

A2.3.3 Upgrade the southern station car park.

G Bus Stops

- The opportunity exists to improve bus stop facilities. This may include better information, seating and shelter.

Actions

A2.3.4 Improve facilities at bus stops.

H Active Uses

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- Vacant and underutilised land exists adjacent to the station on the southern side of the railway line. This could be developed to create a more active public realm.
- Care should be taken to ensure that such development addresses the public realm appropriately to create an attractive and safe area.

Note: More detail is provided on opportunities for higher-density, mixed-use development on railway land in Direction 3.



Indicative view of potential new apartments on Queens Parade

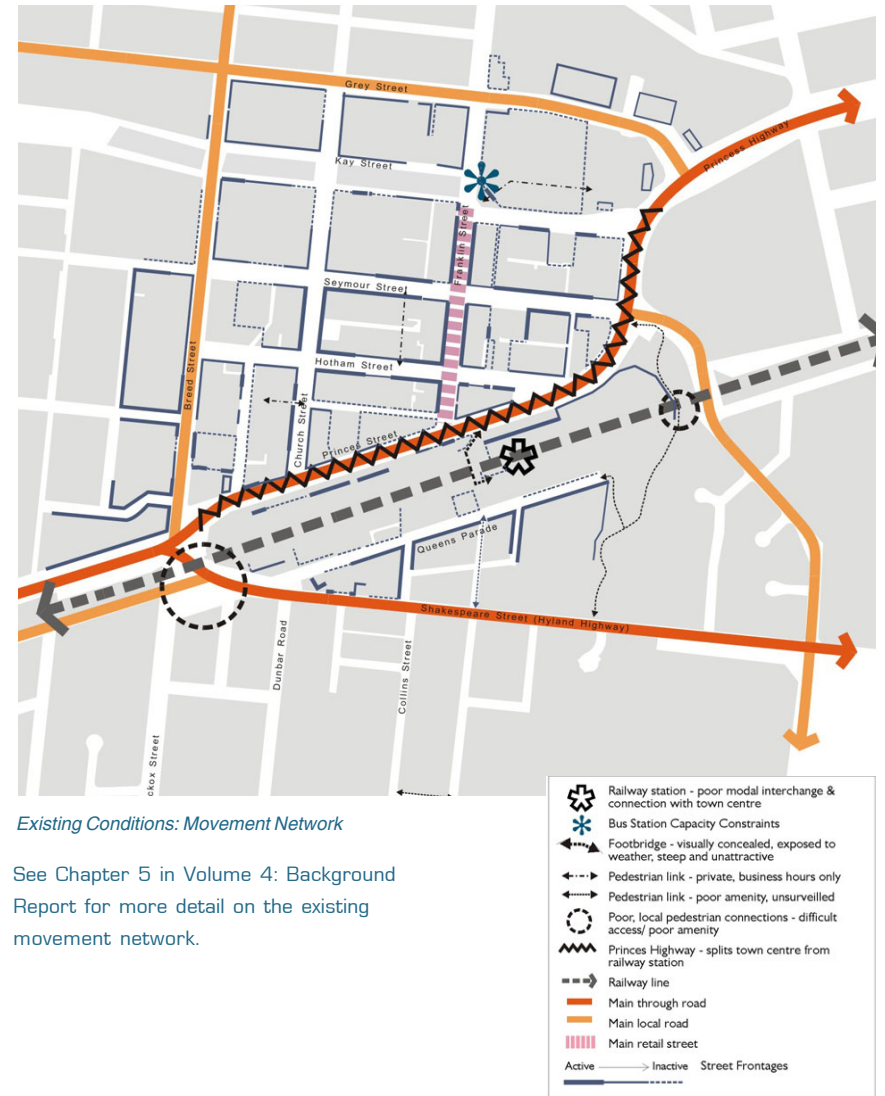
The Local Streets & Paths: An Effective Movement Network

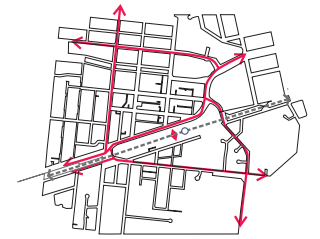
Key Principles

- Create permeable street networks and legible built environments
- Provide cycling facilities
- Bring traffic in, carefully

Existing Conditions

- The street networks on either side of the railway line are generally permeable, and provide good access for pedestrians, cyclists, buses, taxis and private vehicles.
- As the whole town centre and the majority of the town is located on the north side of the railway line, most traffic is circulating on this side, and the need to cross the railway line into the southern side is not particularly great. This avoids some of the access issues that confront Moe and, to a lesser extent, Morwell, whose town centres are split by the railway line.
- Adequate vehicular access into the centre of Traralgon from the south is available via the Breed Street and Whittakers Road underpasses, while pedestrians also have the option of the station footbridge (see Direction 1) or the path alongside Traralgon Creek. However, both of these pedestrian-only options offer poor amenity, deterring some people some of the time. The footpath alongside Traralgon Creek is impassable in times of flood and unsafe at night.
- Provision for pedestrians along the southern side of Princes Street is poor or non-existent.
- Shakespeare Street is a relatively busy road that can act as a barrier to pedestrian movement between southern Traralgon and the station and town centre. In particular, the roundabout at the intersection of Bank and Shakespeare Streets creates an indirect, unsafe and unpleasant pedestrian route.
- There are capacity constraints at the main bus interchange (adjacent to the Traralgon Centre Plaza). However, bus operators plan to resolve this through timetable changes, rather than major physical improvements.
- Development of the currently implemented cycle network in Traralgon has been brought about by opportunistic allocation of excess road space to on-street cycle paths, and is therefore often illogical and disconnected, and does not connect the town centre with the station and outlying suburbs very effectively.
- Consideration is currently being given to creating a bypass for the Princes Highway around Traralgon.
- Directional signage for pedestrians and cyclists is generally poor.



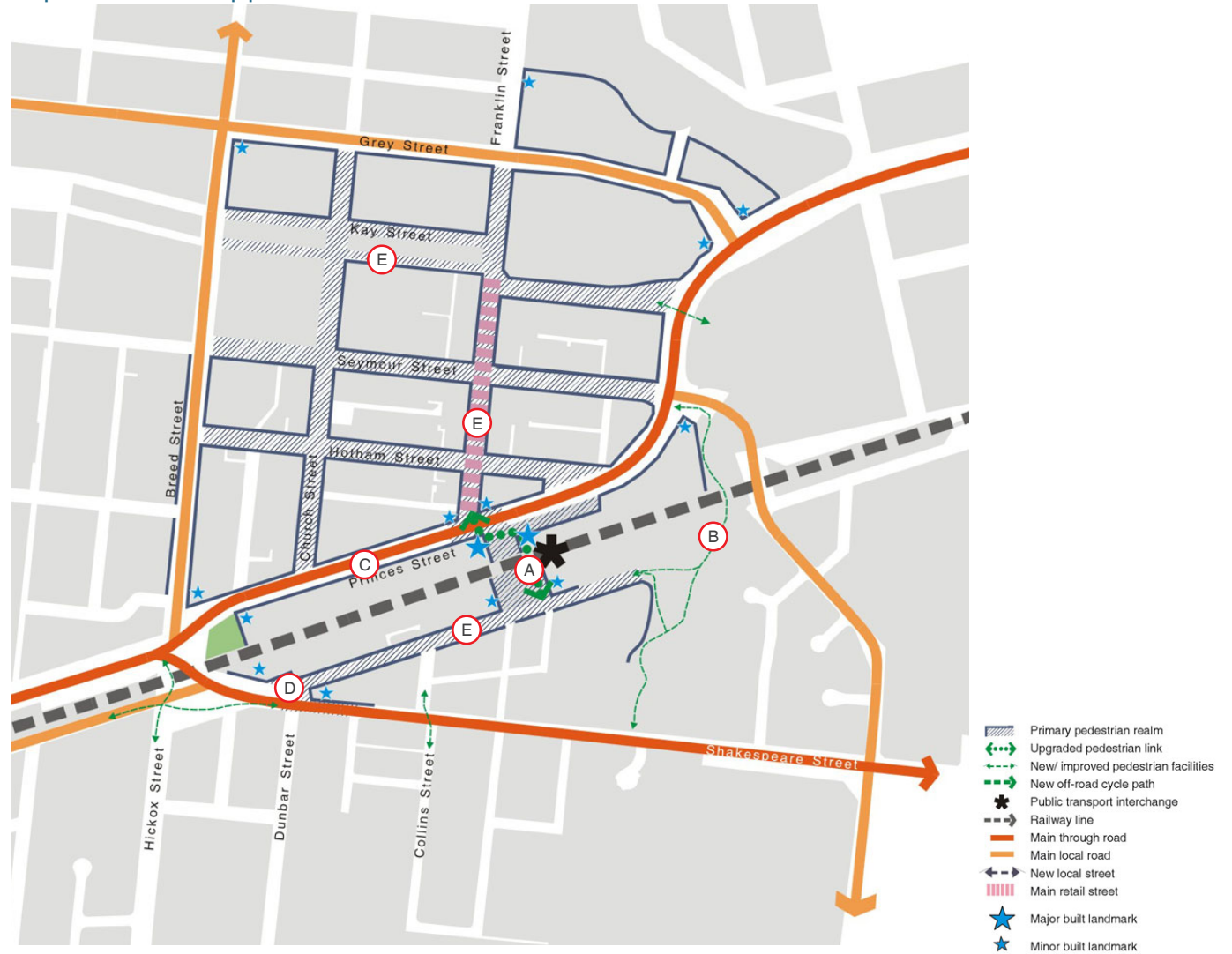


Traralgon Creek footpath: unpassable in times of flood and unsafe at night

Strategies

- S6.2.1 Improve pedestrian access to the station and town centre
- S6.2.2 Improve cycle access to the station and town centre
- S6.2.3 Improve road safety and traffic management

Improvement Opportunities



Key Strategies & Opportunities: Movement Network

Improvement Opportunities

A Station Footbridge

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- The opportunity exists to introduce a new sheltered footbridge over the rail line, accessed by a lift at each end, to significantly improve access from the south.

See Direction 1 for further discussion of this opportunity.

B Improvements to the Traralgon Creek Pathway

- The opportunity exists to partially remedy the problems associated with the footpath alongside Traralgon Creek through the introduction of a bridge spanning the lowest section of the route and through improvements to the rail underpass. These may include improved lighting, painting the walls white, and reshaping the entrances to the underpass so that there are no concealed spaces.

Actions

- A4.3.2 Design and construct improvements to the Traralgon Creek path including the railway underpass.

C Princes Street

- Pedestrian movement along the south side of Princes Street could be facilitated by the provision of a well-lit footpath.

Actions

- A4.3.3 Provide a footpath and pedestrian lighting along the southern side of Princes Street.

D Shakespeare Street

See also Vol 3: Master Plans, Traralgon Project 7, p61.

- The opportunity exists to reconfigure the roundabout at the intersection of Bank and Shakespeare Streets to make pedestrian movements from the southwest of Traralgon into the town centre safer and more pleasant. This would also release land for medium-density housing development within the transit precinct.
- A pedestrian refuge in Shakespeare Street where it is crossed by Collins Street would assist people walking to and from the station and town centre.

Actions

- A4.3.4 Reconfigure the Hyland Highway roundabout to improve pedestrian amenity.
- A4.3.5 Provide a pedestrian refuge in Shakespeare Street at its intersection with Collins Street.

E Improved Cycle Links

- The potential exists to fill the gaps in the current cycling network.
- Particularly useful improvements would include:
 - the continuation and better delineation and signage of the existing on-road routes to the west of the town centre along Kay Street;
 - on-road cycle lanes on Franklin Street; and
 - the replacement of the existing shared off-street pedestrian/ cycle path along Shakespeare Street with a shared cycle/ parking lane.

- The proposed new station footbridge (see Direction 1) and upgrades to the path alongside Traralgon Creek (see above) will also improve the cycle network.

Actions

- A4.3.6 Linemark a shared bicycle/ parking along Shakespeare Street as listed in the action plan in the VicRoads Operational Management Plan.
- A4.3.7 Delineate, mark and sign the existing bicycle path on Kay Street west of Breed Street.
- A4.3.8 Provide a bicycle lane along Kay Street east of Breed Street.
- A4.3.9 Design and construct changes to the design of Franklin Street to encourage cyclists through the town centre.

F Signage

- The potential exists to improve directional signage for pedestrians and cyclists. This should include clear maps indicating key destinations and the walking time to reach them from the sign.
- New town maps should be provided in the station forecourt, Traralgon Plaza and the intersection of Franklin and Seymour Streets (see Direction 4).

Actions

- A7.0.4 Review the need to improve cycle and pedestrian related infrastructure and signage within the region to support tourism.

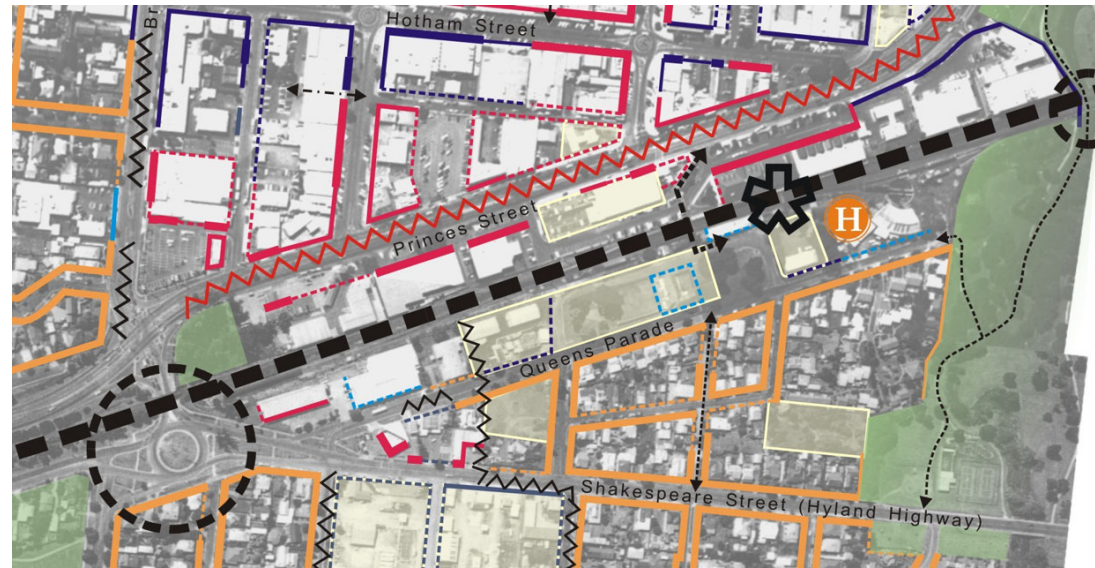
The Station Surrounds: Transit-centred & urban lifestyle development

Key Principles

- Promote higher-density, mixed use development around public transport and urban lifestyle amenities
- Create an urban lifestyle hub
- Introduce higher-density housing
- Promote a positive regional image
- Protect and enhance local character
- Ensure an active and clear public realm
- Create pedestrian-friendly streets and spaces

Existing Conditions

- Train, regional bus services and some local bus services are provided at Traralgon Station.
- Cafes, bars and other urban lifestyle amenities are currently scattered throughout the town centre.
- There is no higher-density residential or mixed-use development within the station surrounds. Most development is single-storey, and residential accommodation within the core is limited to predominantly detached housing to the south.
- There is a high risk of contamination on the railway land. This has the potential to cause significant delay and cost to development.



Existing Conditions: Station Surrounds

- The streets and public spaces are generally pedestrian-friendly, with the exception of Princes Street and Shakespeare Street - which are dominated by traffic, hampering pedestrian activity - and the footbridge over the railway line (see Direction 1).
- There is a collection of unique, historic railway infrastructure in the area southeast of the station. This includes the turntable and signal box.

LAND USE AND FRONTAGES

Active — Inactive

- Retail core
- Bulky goods retail
- Mixed business/ Retail/ Civic uses
- Light industry
- Community uses
- Housing

Public open space

Heritage items

CONSTRAINTS

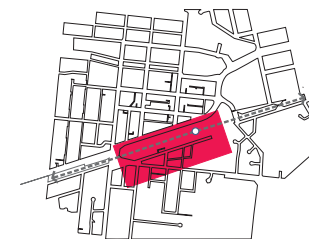
- Land use conflicts
- Railway station - poor modal interchange & connection with town centre
- Footbridge - visually concealed, exposed to weather, steep and unattractive
- Pedestrian link - private, business hours only
- Pedestrian link - poor amenity, unsurveilled
- Princes Highway - splits town
- Railway line - splits town
- Poor, local pedestrian connections - difficult access/ poor amenity

OPPORTUNITIES

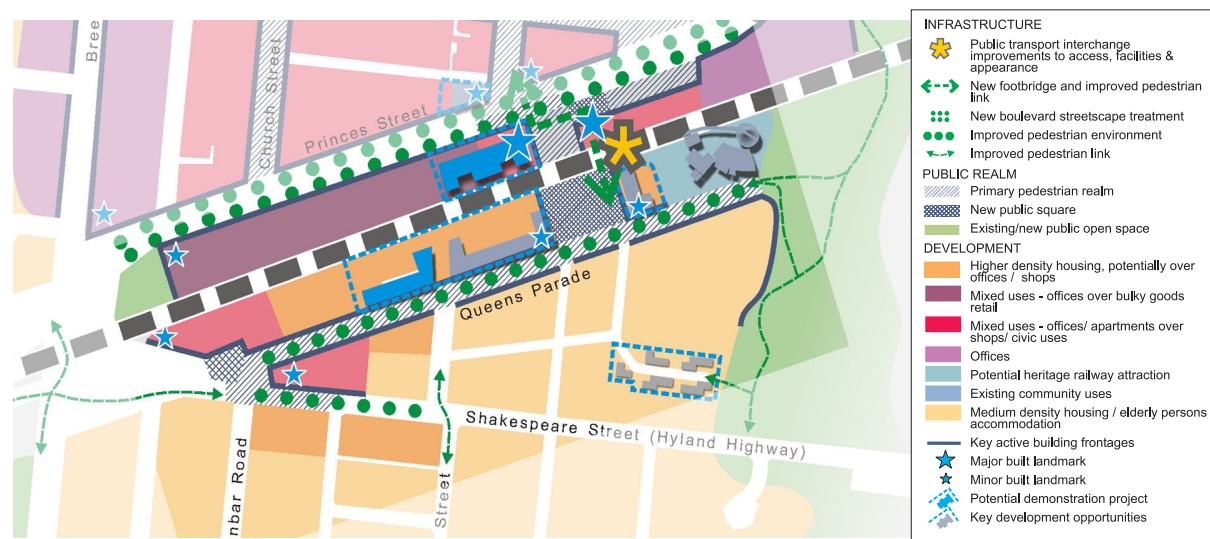
- Vacant or underutilised land - development potential

Strategies

- S6.3.1 Promote higher-density residential and mixed-use development in the station surrounds
- S6.3.2 Promote the development of urban lifestyle hubs in the station surrounds
- S6.3.3 Encourage the development of tourism-related uses close to the station
- S3.3.3 Ensure new development in the station surrounds is of high quality
- S3.3.2 Improve streetscapes in the transit precincts



General Opportunities



Key Strategies: Precinct Core

- There is projected demand for **approximately 600 new apartments and up to 15,000m² of new office space in Traralgon over the next twenty years** (see Chapter 3, Direction 3). Along with general population growth and changing lifestyle patterns, this will increase demand for urban lifestyle amenities.
- There is also potential for a conference centre in Traralgon, capitalising on its growing private sector business base and emerging role as the capital of Gippsland (see Chapter 3, Direction 3).
- Opportunity exists for new higher-density development close to public transport on:
 - vacant and underutilised railway land south of the station;
 - light industrial properties southwest of the station; and
 - the extensive rear garden of the large Federation house on the corner of Shakespeare and Collins Streets.
- Other sites that contain uses which are inappropriate in such close proximity to the station, and thus represent longer-term opportunities for new higher-density development close to public transport include:
 - the Shell depot on the southern side of Shakespeare Street;
 - the industrial estate on the southern side of Shakespeare Street; and
 - the 'highway retail' developments on the south side of Princes Street.
- The Southside Central shopping centre also presents a longer-term opportunity for higher-density redevelopment incorporating offices or apartments above shops.

Actions

- A3.0.2 Introduce Local Planning Policies (LPPs) for each of the transit precincts, to provide specific land use direction.
- A7.0.1 Undertake a marketing campaign to promote the vision for the transit precincts set out in the Urban Renewal Frameworks to prospective businesses, residents, visitors, developers and investors.
- A6.0.7 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.
- A6.0.2 Determine appropriate incentives to encourage the appropriate redevelopment of sites within the transit precincts.
- A3.0.3 Introduce a Design and Development Overlay (DDO) over the transit precincts to ensure appropriate forms of development.

- The existing shops and swimming pool at the western end of Queens Parade present an opportunity to develop an urban lifestyle hub that is central to the potential new higher-density housing (see below and Direction 5) and benefits from passing trade along Shakespeare Street.
- The unique heritage railway items southeast of the station offer the potential to develop a tourist attraction. This would complement the craft shops in the old station building and attract a different group of people into the transit precinct, potentially adding to both rail and retail patronage.
- The opportunity exists to enhance the pedestrian amenity of streets and public spaces where necessary.
- The opportunity exists to ensure that any new development is of high urban design and architectural quality, to contribute to an excellent image for the Transit Precinct.

Key Development Opportunities



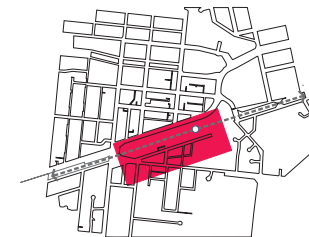
Key Opportunities: Precinct Core

- Train station improvements
- Shops with offices/ apartments above
- Offices over bulky goods retail
- Offices
- Potential tourist attraction
- Higher density housing, potentially above shops
- Medium density housing / elderly persons accommodation
- Public open space

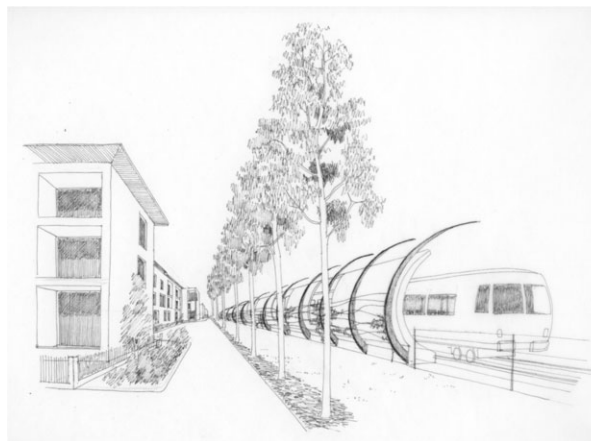
A Queens Parade

See also Vol 3: Master Plans, Traralgon Project 3, p51.

- There are a number of properties on Queens Parade that could be redeveloped to higher-densities. These include:
 - vacant and underutilised railway land south of the station, including the open space, tennis courts, VRI building, VicTrack offices and the extension of Collins Street leading to the old station building;
 - light industrial properties on the north side of Queens Parade southwest of the station; and
 - the extensive rear garden of the large Federation house on the corner of Shakespeare and Collins Streets.
- In the longer term, the relocation of the Shell depot and industrial businesses in the estate on the south side of Shakespeare Street may provide further opportunities for higher-density development. However, the cost of creating clear sites means that the opportunities referred to above are likely to be taken up first.
- The overall strategies set out in the Vision indicate that predominantly apartment development is most appropriate on these sites, given their location on the opposite side of the railway line from the town centre and main highway access, the residential context, and the existence of sufficient opportunity for office development on the north side of the railway line (see site D below).
- Walk-up buildings of 3 storeys (or 4, with two-storey penthouses) are appropriate given the low-rise context, and more likely to be viable than taller buildings with lifts. This would allow the development of approximately **100 apartments**. However, the buildings will need to be carefully articulated - for example through upper level setbacks and a modulated façade - to minimise their perceived scale in respect to the low-rise residential character of the street.



- Signals have previously been installed for a vehicular level crossing in line with Collins Street. New development should therefore maintain the potential for this route.
- Careful architectural design is required to create high quality development, and to minimise the adverse environmental impacts of the railway line through careful orientation, high-quality acoustic and vibration insulation, effective landscaping, etc.
- An acoustic screen may also be needed to shield noise from the railway line, allowing the creation of pleasant, sunny private open spaces. This may have a sculptural form to express the presence of the station.
- Existing mature trees should also be incorporated within the design where possible, particularly to enhance its setting, although a significant reduction in density should be avoided.



An acoustic screen may be needed to shield noise from the railway line. This could have a sculptural form to express the presence of the station.

B Queens Parade West

- The opportunity exists to develop the shops at the western end of Queens Parade as the 'urban lifestyle hub' for the precinct core through the attraction of appropriate businesses and creation of an appropriate public realm (see below).
- When the existing buildings are redeveloped, 'shoptop' apartments could be provided at upper levels.

Actions

- A3.0.2 Introduce Local Planning Policies (LPPs) for each of the transit precincts, to provide specific land use direction.
- A3.3.1 Rezone the land between the railway line and Queens Parade that is west of the railway service land to Mixed Use Zone.
- A6.3.1 Develop design and planning facilitation briefs for the potential redevelopment of railway land south of the railway line.



Potential new apartments on Queens Parade

C Princes Street

See also Vol 3: Master Plans, Morwell Project 2, p47.

- The 'highway retail' outlets on Princes Street offer potential opportunities for higher-density redevelopment.
- This includes the land north of the main station car park currently occupied by a retail development – primarily containing a Ford dealership. The consolidation of the car park with the adjoining land would enable a comprehensive redevelopment that may achieve a higher density while still accommodating the station car parking.
- The reconfiguration of the vehicular access to the station (see Direction 1) would take away the need for buses to pass through the commuter car park, removing a significant constraint on the development of this site.
- The overall strategies set out in the Vision indicate that office development, potentially above highway or bulky goods retail, is most appropriate on these sites, due to the adverse environmental impacts of the highway and the rail line on residential uses, the desire to retain office-based employment uses close to the station and the desire to retain bulky goods retail close to the town centre.
- Alternatively, this site would be an appropriate location for a hotel and conference centre.

- The cost of basement or upper level car parking may restrict development to 2 storeys, although well-articulated buildings up to 5 storeys high would be possible without causing a detrimental effect on local character or amenity.
- Careful architectural design is required to create high quality development, and to minimise the adverse environmental impacts of the railway line through careful orientation, high quality acoustics insulation and effective landscaping.



Actions

- A6.3.2 Develop design and planning facilitation briefs for the potential development of the station car park and adjoining private land to the north.

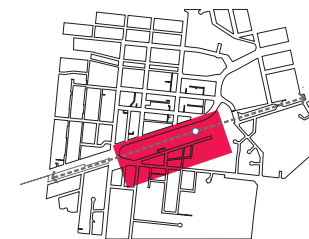
D Heritage Railway Attraction

See also Vol 3: Master Plans, Morwell Project 1, p45.

- The items of historic railway infrastructure southeast of the station offer the potential to create a heritage railway tourist attraction.
- The open space in front of the old station building on the southern side of the line could be retained as a forecourt to the tourist attraction. It could easily accommodate car parking for both the museum and commuters, noting that these two groups are unlikely to overlap much.
- The tourist attraction should be signposted on the northern side of the station at the entrance to the new footbridge. This will expose the location and importance of the heritage significance to a higher portion of passing trade, traffic (along the highway) and to the critical mass of passengers arriving from the town centre.

Actions

- A5.3.1 Investigate the feasibility of a heritage railway attraction incorporating the historic railway infrastructure southeast of the station.



Key Public Realm Improvement Opportunities

E Queens Parade

See also Vol 3: Master Plans, Morwell Project 3, p51.

- Queens Parade has a relative broad road pavement, which may be narrowed in places to create:
 - a more pedestrian-friendly environment, including easier crossing points;
 - small public spaces; and
 - places for feature trees.
- The street contains some mature trees dotted along it. The opportunity exists to reinforce this through additional tree planting.

Actions

A4.3.10 Design and construct streetscape improvements in Queens Parade.

F Queens Parade West

- The shops at the western end of Queens Parade are set back from the street.
- There is a left-turn slip road from Shakespeare Street into Queens Parade that is not needed, and which contributes to the domination of traffic in that area.
- The space in front of the shops and that released by the removal of the slip road would create the opportunity for a significant new public space, to act as a focal point for the proposed Queens Parade West urban lifestyle hub (see above).

Actions

A4.3.11 Design and construct a public square at the corner of Queens Parade and Shakespeare Street.

G Princes Street

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- The potential exists to extend the footpath into the parking lane at intersections along Princes Street to enhance pedestrian amenity.
- The potential also exists to introduce additional trees into the Princes Street median and along the nature strips, to further enhance pedestrian amenity. Ideally, the right-turn slots that cut into the central median should be reduced in length as much as possible, to maximise the continuity of the trees.

Actions

A4.3.1 Design and construct improvements to Princes Street.

H Station Square

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- The forecourt of the old station building on the south side of the railway line is partly needed for car parking for the station (see Direction 1) and heritage railway tourist attraction (see above). However, space remains as a public park, which would provide valuable green space for apartment residents without a private garden.
- The park could be upgraded through new landscaping.

Actions

A4.3.12 Design and implement landscape improvements to the open space in the forecourt of the old station building.

I Shakespeare Street

- Shakespeare Street is relatively broad, presenting the opportunity to enhance its pedestrian amenity where it passes through the area surrounding the new urban lifestyle hub by introducing a central median containing a formal avenue of trees.
- Trees could also be provided in the nature strips on either side.

Actions

A4.3.13 Design and construct streetscape improvements to Shakespeare Street.

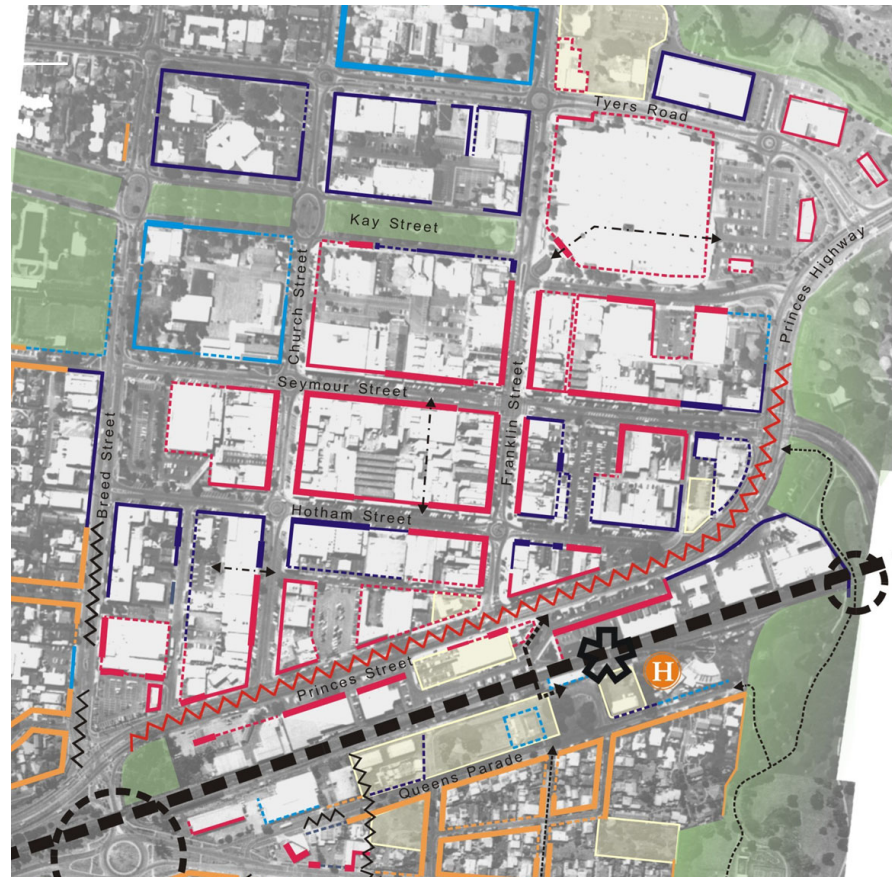
The Town Centre: A vibrant activity centre

Key Principles

- Create compact town centres
- Promote diversity
- Provide car parking, carefully
- Protect and enhance local character
- Introduce higher-density housing
- Ensure an active and clear public realm
- Create pedestrian-friendly streets and spaces

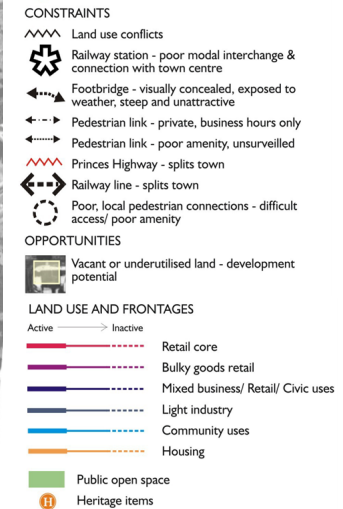
Existing Conditions

- Traralgon town centre is vibrant and successful, attracting people from across the Latrobe region.
- Demand for development opportunities in the centre currently exceeds their supply, with few immediate opportunities for infill development.
- The traditional compact form of the centre is predominantly intact. However, a small number of off-street car parks and some 'big box' shops detract from the amenity, safety and appearance of the centre by creating gaps and blank walls in the line of active frontages.
- The centre contains a mixture of predominantly retail, office, civic and education uses. It contains no residential accommodation (although it is bounded by predominantly detached houses to the north and west).



Existing Conditions: Town Centre

- Sites along Princes Street currently enjoy a high degree of exposure to passing traffic. 'Highway-related' retail outlets have therefore gravitated to this location.
- The centre has expanded into the houses on the western side of Breed Street. However, redevelopment of these properties needs to respect the adjoining residential character and amenities.



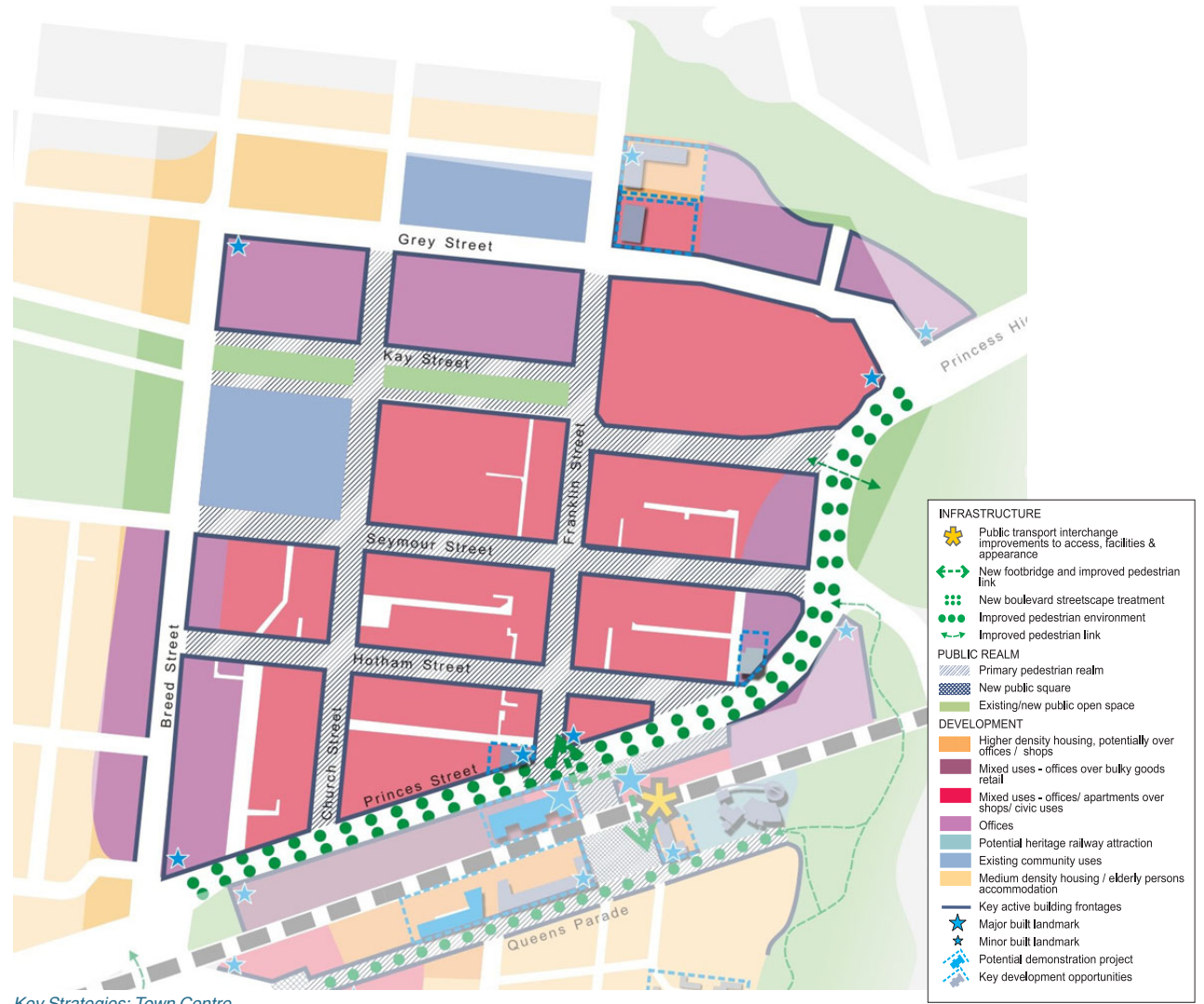
- The streets in the centre are well-used for on-street car parking, minimising the amount of off-street car parking required and supporting a pedestrian-friendly environment. The 2002 Traralgon CBD Parking Study indicates that only 65-70% of the car parking in the centre is used at peak (although specific areas experience more than 90% occupancy during weekdays).
- The streets in the centre are generally active, clear and pedestrian-friendly, particularly as a result of the traditional, compact urban form and on-street car parking. The exceptions to this are the blank walls around Traralgon Plaza, and the off-street car parks which lack pedestrian facilities and active edges.
- Provision for pedestrians wishing to cross Princes Street between Victory Park and Post Office Place is poor.



Strategies

- S6.4.1 Encourage the development of vacant and underutilised sites and car parks
- S6.4.2 Encourage all new retail development other than small convenience shops serving local residential areas and large format shops to locate within the retail core fronting:
 - Franklin Street - between Princes Street and Kay Street/Post Office Place;
 - Hotham Street, between Livingstone Street and Breed Street (on the north side of Hotham Street) and Deakin Street (on south side of Hotham Street);
 - Seymour Street, between Livingstone Street and Church Street (on the north side of Seymour Street) and Breed Street (on the south side of Seymour Street); and
 - The south sides of Kay Street and Post Office Place, between Church Street and Princes Street.
- S6.4.3 Encourage the relocation of non-retail uses at ground floor level from within the retail core
- S6.4.4 Encourage the development of offices or apartments above shops
- S6.4.5 Ensure new development in the town centre creates a compact retail core and an active and clear public realm
- S6.4.6 Ensure all streets and lanes in the town centre are pedestrian-friendly
- S6.4.7 Ensure efficient use of street space in the town centre
- S6.4.8 Encourage the development of medium-density housing on the fringe of the town centre
- S6.4.9 Ensure easy access into the town centre by bicycle

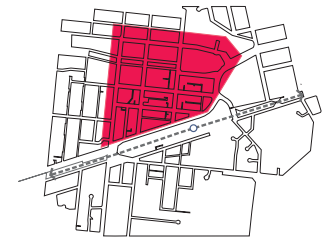
General Opportunities



- There is projected demand for **approximately 4,500m² of new retail space in Traralgon over the next twenty years** (see Chapter 3, Direction 4). There is also projected demand for **approximately 600 new apartments and up to 15,000m² of new office space** (see Chapter 3, Direction 3).
- There is limited potential for infill development in the centre. Key opportunities are:
 - the disused service station on the corner of Princes and Franklin Streets;
 - the vacant site on the corner of Princes and Livingstone Streets; and
 - the former Manny's Market site.
- Other development opportunities include:
 - the ASIC car park, which could be reconfigured to release some land for development - potentially in conjunction with the adjoining child care centre site (see above); and
 - off-street public car parks - including the Council car park in the block bounded by Franklin, Seymour, Livingstone and Hotham Streets, those associated with Traralgon Plaza and Safeway, and two further car parks on Princes Street.
- Development of the off-street car parks listed above is unlikely to be viable while there is a requirement to retain the same amount of public parking in addition to that required by new development. However, the 2002 Traralgon CBD Parking Study identified that peak occupancy of parking in the centre only reaches 65-70%, indicating that the capacity exists to sacrifice some parking to create sites for new development, or to reduce the parking requirement to promote new development. Of the car parks listed above, the Traralgon Plaza's underground car park was noted as being underutilised, potentially freeing up some of the open-air parking for development.
- The redevelopment of existing buildings at higher densities could accommodate additional retail and office space, and new apartments.
- Opportunities also exist to redevelop the remaining houses on Breed Street for higher-density office development. Any development on Breed Street should take account of the local character of the adjoining residential area. Small-medium sized offices up to three storeys high with a relatively domestic scale would not have an adverse impact on the adjoining character.
- The spread of retail development beyond the existing retail core should be resisted to retain its compactness. This may require the displacement of some existing ground floor office space within the retail core to upper levels.
- Princes Street could continue to be a location for highway-related retail uses. While they are traditionally incompatible with compact town centre form, there is potential benefit in highway-related shops being within walking distance of the retail core. However, opportunities should be taken to intensify the level of development along this corridor by incorporating office space on upper floors (see Direction 3). The overall strategies set out in the Vision indicate that residential accommodation is considered inappropriate here due to the environmental impacts of the highway, rail line and existing uses.
- When Traralgon Plaza is redeveloped in the future, active and pedestrian-friendly edges should be demanded to all street frontages.
- Opportunities to improve the pedestrian amenity of the off-street car parks should be taken when adjoining sites are redeveloped.

Actions

- A3.3.4 Using the findings of the Traralgon CBD Parking Study (2002), prepare a Parking Precinct Plan to clearly establish the parking requirements for new development in the Traralgon Town Centre with the aim of determining the minimum rate needed in order to foster development.
- A3.0.2 Introduce Local Planning Policies (LPPs) for each of the transit precincts to (provide) specific land use directions.
- A6.0.2 Determine appropriate incentives to encourage the appropriate (re)development of sites within the transit precincts.
- A6.0.7 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.
- A3.0.3 Introduce a Design and Development Overlay (DDO) over the transit precincts to ensure appropriate forms of development.
- A7.3.2 Ensure parking restrictions are (appropriate).



Key Development Opportunities



Key Opportunities: Town Centre

A Vacant Service Station, Princes Street

- The vacant service station on Princes Street offers the potential for new development.
- The overall strategies set out in the Vision indicate that retail development with offices or apartments above is most appropriate, given its location on the main retail street and the route to the station, and the need to accommodate retail growth.
- The Latrobe Visitor Centre - currently across the highway near the station - could be relocated into a new development on this site. This would ensure that it is still convenient to people arriving by train, but is more convenient than the current centre for westbound highway travellers. It would also allow members of a travelling party to wander easily into the town centre where they might contribute to the economy of the town, while other members are seeking information from the Visitor Centre. Parking for long vehicles such as tour buses or cars towing caravans could be provided at the side of the highway.

B Livingstone Street

- The vacant site on the corner of Princes and Livingstone Streets offers the potential for new development.
- The overall strategies set out in the Vision indicate that office development is most appropriate, to avoid the spread of the retail core and due to the environmental effects of the highway on residential uses.

C Former Manny’s Market

See also Vol 3: Master Plans, Traralgon Project 4, p55.

- The former Manny’s Market site presents a key opportunity for new development.
- The overall strategies set out in the Vision indicate that highway-related retail, civic or office uses are appropriate on this site, with offices or apartments above, due to its location on a main road on the edge of the retail core.
- The cost of basement or upper level car parking is likely to restrict development to two storeys, although buildings up to 4 storeys high would be possible without causing a detrimental impact on local character or amenity.
- Particular attention should be paid to providing an active edge to Franklin Street and Grey Street. In particular, any loading areas for large-format retail premises should be located along the northern or eastern site boundaries or internally within the site.
- Development on this site will need to take account of the sewer main crossing it from north to south.
- Part of the site is also subject to inundation, which brings particular design requirements to development.
- A vehicular service lane along the northern boundary of this site may be able to be shared by the development of the adjoining childcare centre site to the north (see Direction 5).

Actions

A3.3.2 Rezone the former Manny’s market site and adjacent sites (24-28 Grey Street and the adjacent Council-owned land on Franklin Street) from Business Zone and Public Park and Recreation Zone to Mixed Use Zone.

D Seymour Street Car Park

- The public car park in the block bounded by Franklin, Seymour, Livingstone and Hotham Streets provides a key opportunity for new development.
- Development is unlikely to be viable if there is a requirement to retain the current level of public parking in addition to that required by new development. However, the current oversupply of parking in the town centre indicates that some or all of this public parking may be able to be sacrificed to promote new development.

Actions

A6.3.3 Develop design and planning facilitation briefs for potential development within the Seymour Street car park.

Key Public Realm Improvement Opportunities

E Princes Street

See also Vol 3: Master Plans, Traralgon Project 1, p45.

- The potential exists to extend the footpath into the parking lane at intersections along Princes Street to enhance pedestrian amenity.
- The potential also exists to introduce additional trees into the Princes Street median and along the nature strips, to further enhance pedestrian amenity and raise the profile of the station area. The trees could be underlit to further raise the profile of the area. Ideally, the right-turn slots that cut into the central median should be reduced in length as much as possible, to maximise the continuity of the trees.
- Pedestrian movement between Victory Park and Post Office Place could be facilitated by highlighting this route more clearly.

Actions

- A4.3.1 Design and construct improvements to Princes Street.
- A4.3.15 Highlight the existing pedestrian route between Post Office Place and Victory Park by installing chevron signs or equivalent.

F Grey Street

- There are plans to improve the pedestrian crossing on Grey Street north of Traralgon Plaza by introducing kerb outstands, a central refuge and lighting.

Actions

A4.3.16 Make improvements to the Grey Street pedestrian crossing as listed in the action plan in the VicRoads Operational Management Plan.

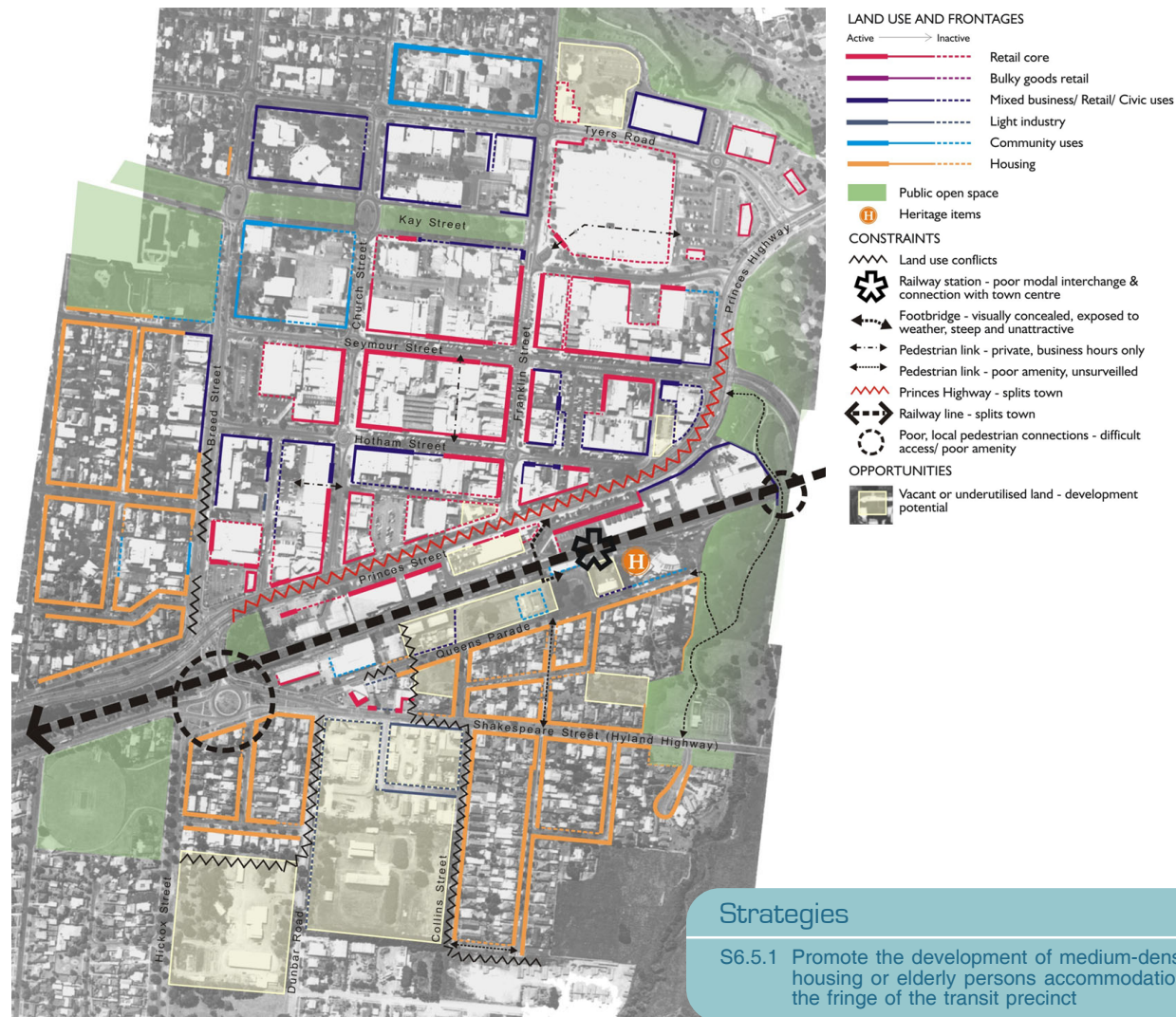
The Precinct Edge: More housing close to transport & services

Key Principles

- Introduce higher-density housing
- Protect and enhance local character
- Ensure an active and clear public realm
- Create pedestrian-friendly streets and spaces

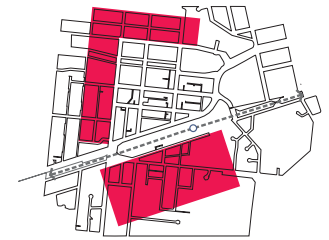
Existing Conditions

- The edge of the precinct north of the railway line is predominantly occupied by single-storey, detached houses and public open space. This edge has little diversity in housing types.
- The edge of the precinct south of the railway line contains two areas of predominantly single-storey, detached housing. It also contains a largely unused former Council depot now partly used as a dog pound, and a substantial area of varying light industrial uses, which neither take advantage of proximity to the train station nor support an active and clear public realm.
- The residential streets and parks in the precinct edge are generally active, clear and pedestrian-friendly.
- There are a number of parks in the precinct edge on both sides of the railway line.



Strategies

- S6.5.1 Promote the development of medium-density housing or elderly persons accommodation on the fringe of the transit precinct

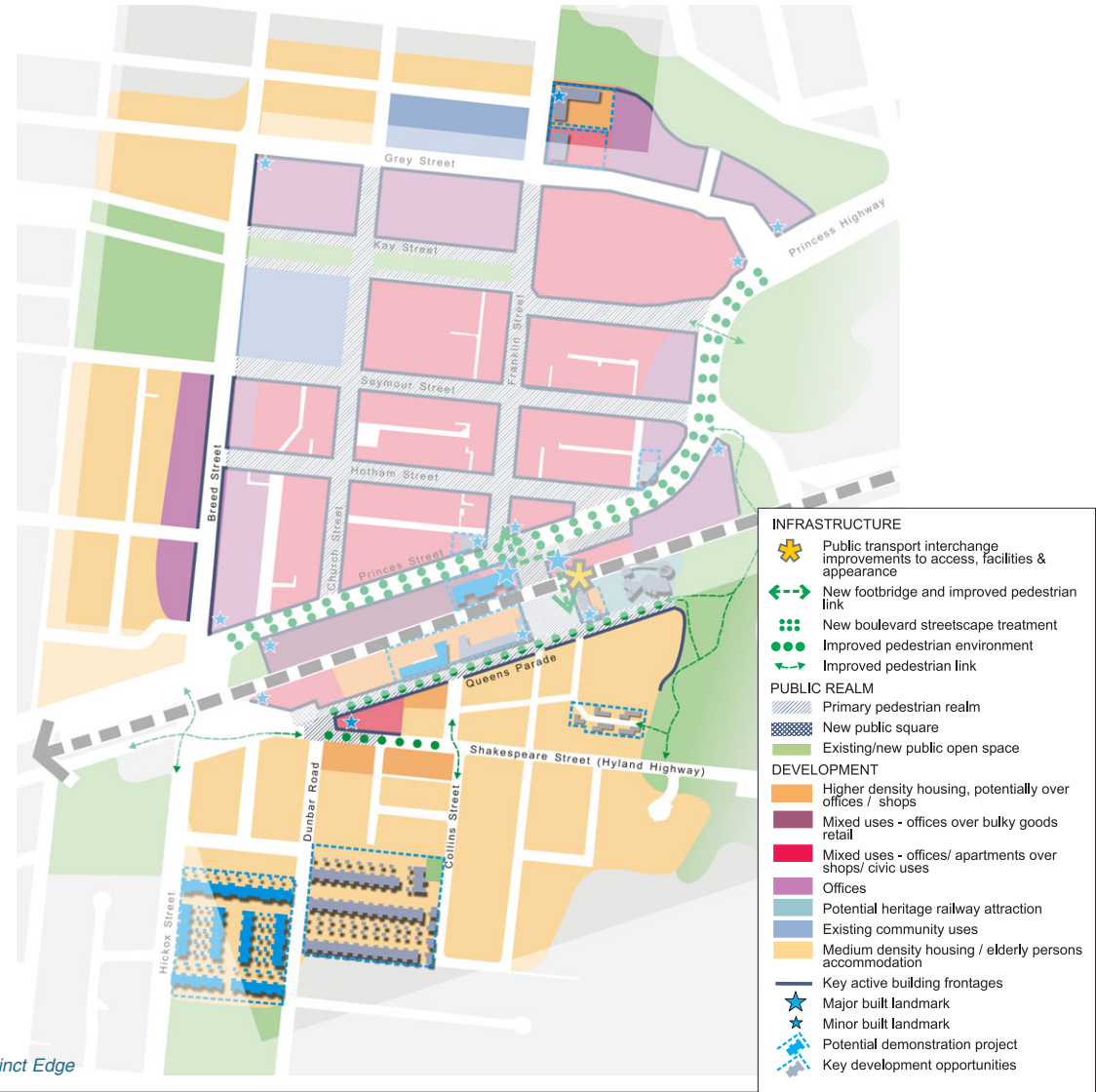


General Opportunities

- There is a projected demand for **approximately 500 new townhouses in Traralgon over the next twenty years** (see Chapter 3, Direction 5).
- There is also a significant demand for aged care housing which, like 'urban lifestyle' housing, is relatively dense and best located close to shops, services and public transport.
- Opportunity exists for new townhouse development on:
 - the former Council depot site between Hickox and Dunbar Streets; and
 - the former Manny's Market site on Grey Street.
- There are also two significant sites within the southern precinct edge that contain inappropriate uses for a transit precinct, and would be suited to townhouse development. However, these would require the relocation of their current tenants and, potentially, decontamination:
 - the Traralgon Concrete site; and
 - the Traralgon Dog Pound.
- The opportunity exists to encourage any redevelopment around the edge of the transit precinct to be for medium-density housing.

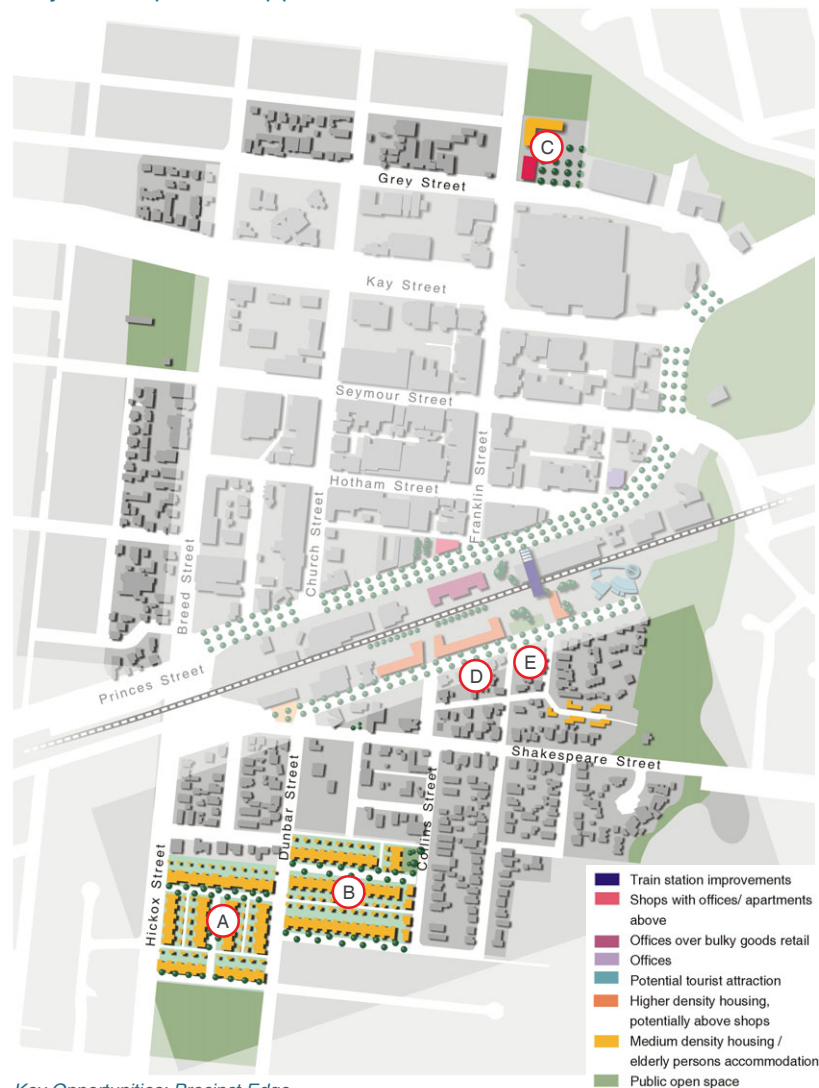
Actions

- A6.0.7 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.
- A3.3.4 Rezone the Residential 1 zoned area between the station and industrial land to its south, and between Hickox Street and the Traralgon Creek, to Residential 2 Zone.
- A3.0.2 Introduce Local Planning Policies (LPPs) for each of the transit precincts to (provide) specific land use directions.



Key Strategies: Precinct Edge

Key Development Opportunities



A Council Depot Site

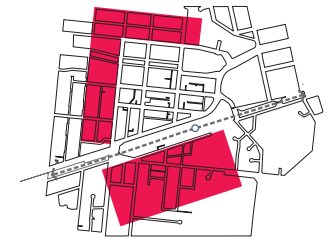
See also Vol 3: Master Plans, Traralgon Project 5, p57.

- The former Council depot provides an ideal opportunity for medium-density housing and/or a retirement or aged care housing development subject to remediation of any ground contamination.
- The adjoining dog pound also provides an ideal opportunity for medium-density housing, subject to the relocation of the pound.
- A mixture of 2-3 storey attached and semi-detached housing would provide a significant number of new residences in the transit precinct, and respect the low-rise character of the residential areas to the north and west.
- Particular attention should be paid to providing an active edge to Hickox and Dunbar Streets, and Burnet Park to the south.

- Careful architectural design is required to ensure that this lead project establishes a high standard of residential development.

Actions

- A6.3.4 Develop design and planning facilitation briefs for potential development of the Traralgon Dog Pound and the Council depot site, including an option of incorporating the adjoining privately-owned land that was previously part of the Council depot.
- A3.3.6 Review the extent of the Environmental Audit Overlay on the land zoned Mixed Use Zone south of Allard Street between Hickox Street and Dunbar Road.



B Traralgon Concrete

See also Vol 3: Master Plans, Traralgon Project 6, p59.

- The Traralgon Concrete site provides an ideal opportunity for medium-density housing and/or a retirement or aged care housing development, subject to the relocation of the pond and remediation of any ground contamination.
- A mixture of 2-3 storey attached and semi-detached housing would provide a significant number of new residences in the transit precinct, and respect the low-rise character of the residential areas to the east.
- Particular attention should be paid to providing an active edge to Dunbar and Collins Streets.
- The development of a new street along the southern boundary of the site would facilitate the subdivision of the deep lots to the south, allowing the development of additional new houses facing the new street.
- The incorporation of a new public park in the northeast corner of the site would serve the new houses plus the existing houses to the east.



Indicative View of Redeveloped Council Depot Site

C Childcare Centre

See also Vol 3: Master Plans, Traralgon Project 4, p55.

- The child care centre on Franklin Street just north of the former Manny's Market provides an ideal opportunity for higher-density housing and/or a retirement or aged care housing development, particularly with its attractive outlook over and direct access to the Traralgon Creek parkland.
- This would require the incorporation of the child care centre or its relocation - potentially to a new building immediately north of the site within the Traralgon Creek parklands.
- The reconfiguration of the ASIC car park would release further land for development that could be consolidated with this site.
- In order to achieve a reasonable development, this would also require the rezoning of land currently designated for Public Park and Recreation but separated from the parkland by a road.
- The site is also subject to inundation, which brings particular design requirements to development. Any development should have regard to the Traralgon Flood Strategy.
- Walk-up buildings of 3 storeys (or 4, with two-storey penthouses) are appropriate given the low-rise context to the west, and are more likely to be viable than taller, lifted buildings.
- Particular attention should be paid to providing an active edge to Franklin Street and the Traralgon Creek parklands.
- Development on this site will need to take account of the sewer main crossing it from north to south.

- A vehicular access lane along the southern boundary of this site may be able to be shared by the development of the adjoining former Manny's Market site to the south (see Direction 4).

Actions

- A6.3.5 Develop design and planning facilitation briefs for the potential development of the childcare centre on Franklin Street.

Key Public Realm Improvement Opportunities

A & B Hickox, Dunbar & Collins Streets

- Once the industrial uses have relocated from these streets, the opportunity will be presented to upgrade the street environments through new landscaping.

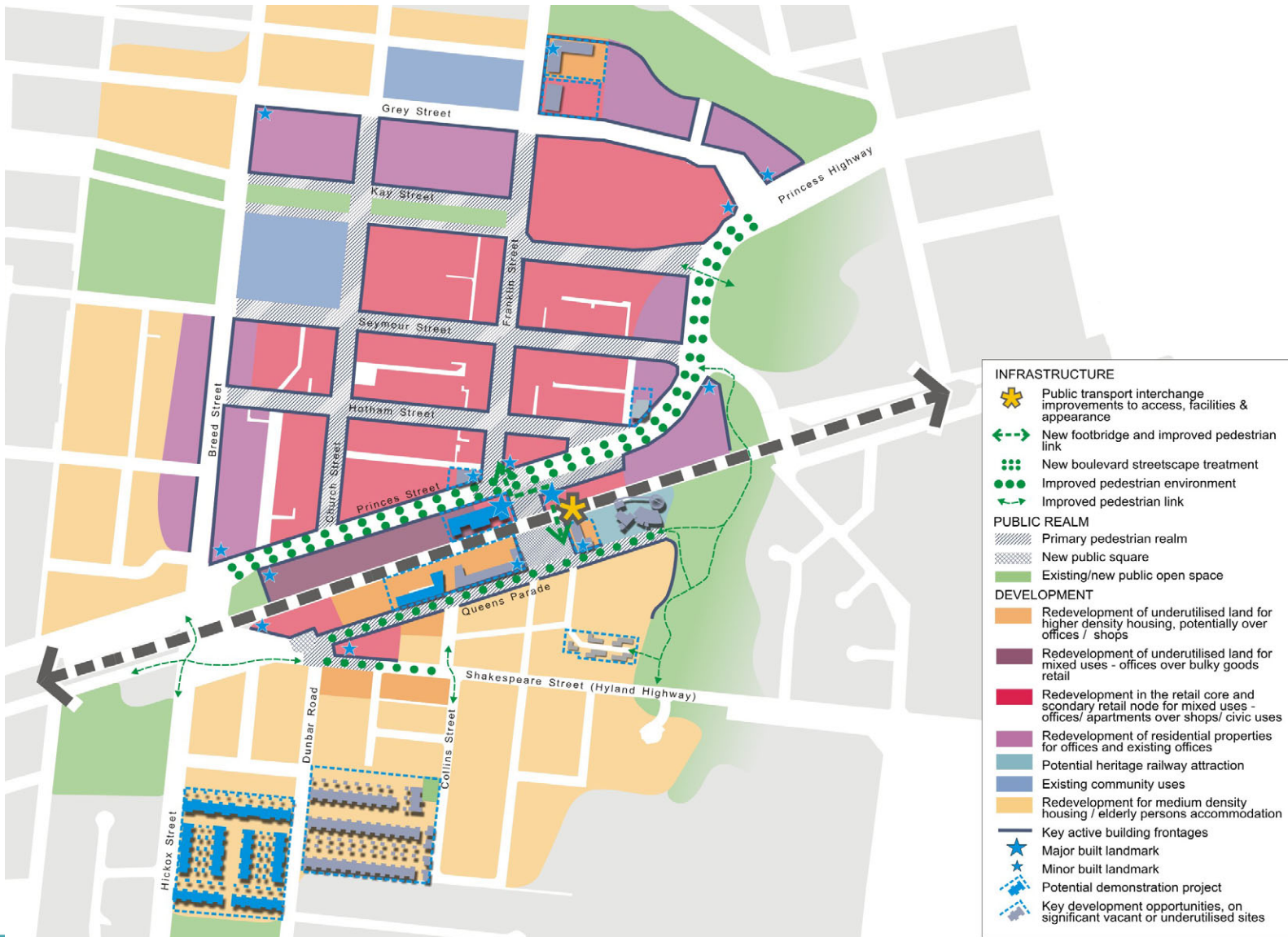
Actions

- A4.3.14 Plant additional trees in Hickox, Dunbar and Collins Streets.

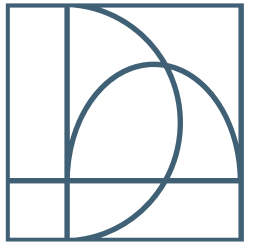


Indicative View of Redeveloped Child Care Site

Urban Renewal Framework Plan







Latrobe

Transit centred precincts

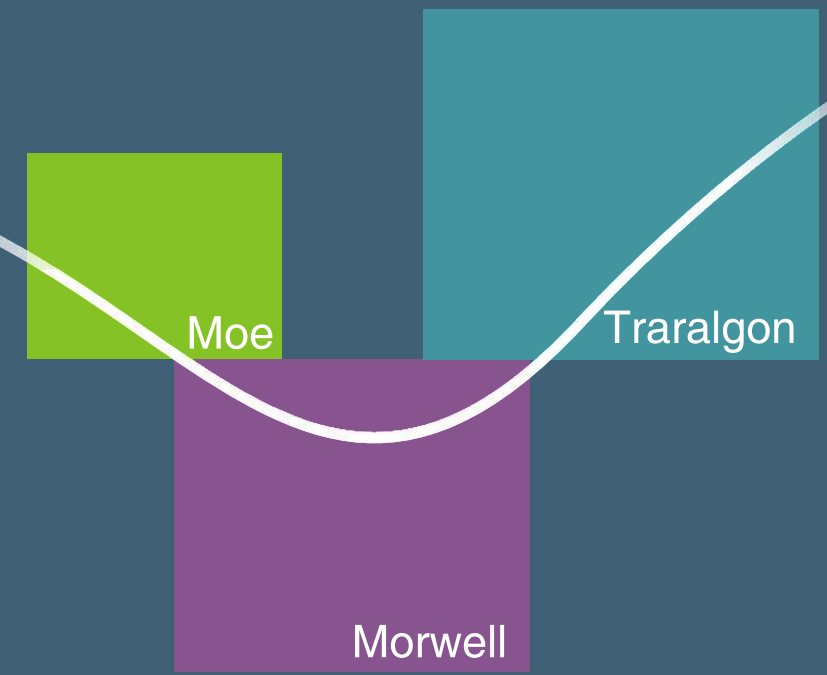
Master Plans
Revised Consultation Draft

Prepared by

David Lock Associates

in association with

SGS Economics & Planning
PBAI Australia



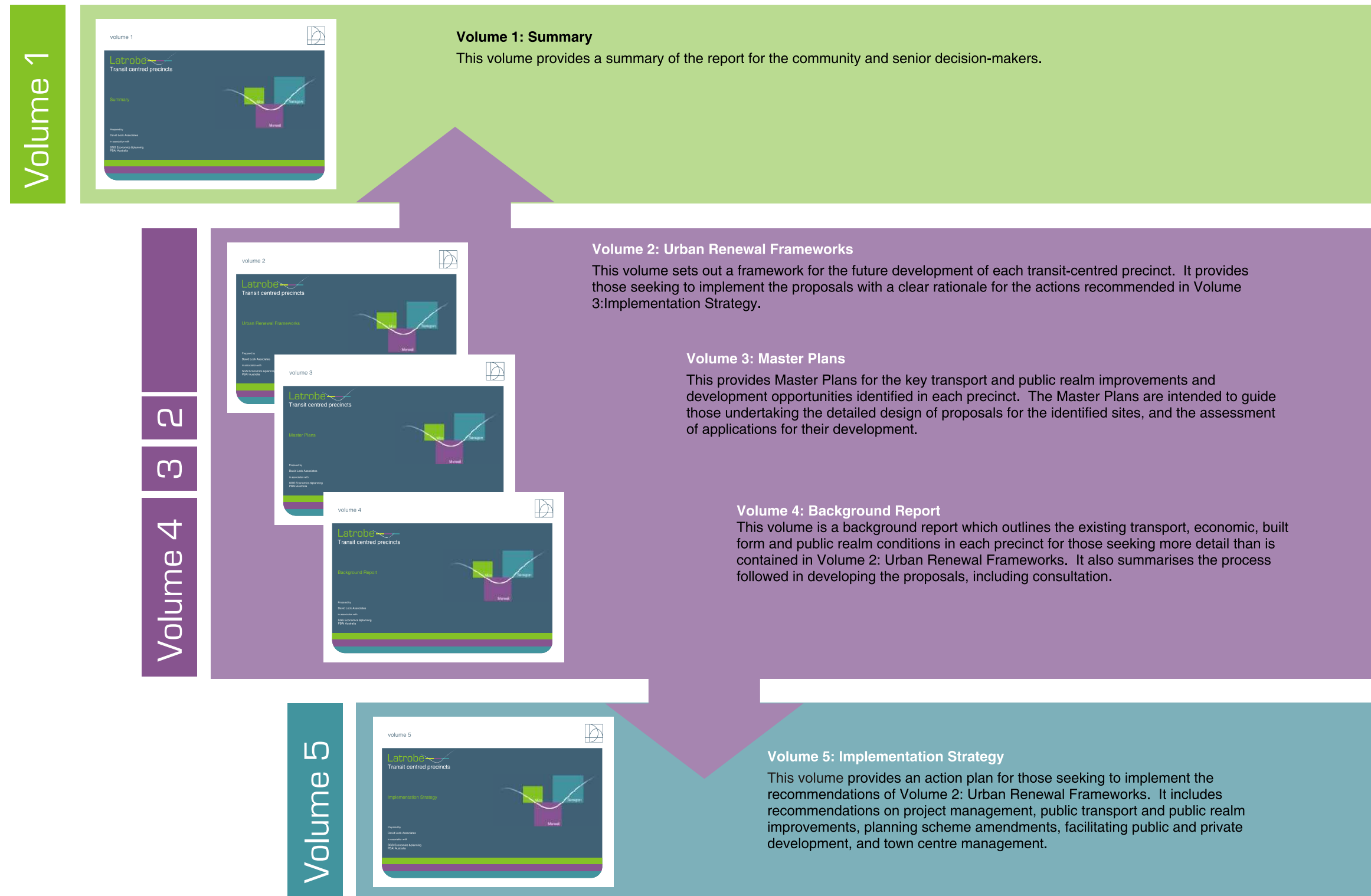
Preface

This is the consultation draft of the Latrobe Transit-centred Precincts Report, which provides a plan for the future development of the areas within a comfortable walking distance of the Moe, Morwell and Traralgon train stations.

The development of the proposals has involved wide informal consultation with key stakeholders and the broad community. However, the proposals contained in this draft have not been formally considered by Council. The purpose of the draft is to seek comment on the proposals to inform their consideration by Council.

Once the report is adopted, it will be implemented through a partnership between state and local government and co-ordination of agencies and public authorities. Its implementation will be subject to budgetary processes.

The Latrobe Transit-centred Precincts report is presented in five volumes to meet the needs of its different readers:



Contents

This is Volume 3 of the Latrobe Transit-centred Precincts project, which provides master plans for the key public realm improvements and development opportunities identified in each transit precinct. The master plans are intended to guide the detailed design of proposals for the identified sites, and the assessment of applications for their development. Rationales for the proposals are provided in *Volume 2: Urban Renewal Frameworks*.

Each Master Plan contains:

1. **A site analysis**, identifying the key characteristics of the site and its context that any design should respond to.
2. **A design response**, setting out the key characteristics that should be incorporated within any design for the site.
3. An **indicative development concept** in plan and perspective, provided for the purpose of illustrating the potential scale and nature of development on the site. These do not constitute design proposals.
4. An **implementation summary**, setting out the actions needed to facilitate the proposal. *Volume 5: Implementation Strategy* provides an overall framework for the implementation of each of the proposals, including consideration of timing, costs and funding.

Feasibility assessments are also provided for four of the development concepts selected for early facilitation as demonstration projects, to showcase new forms of development.

This includes a higher-density residential development opportunity in each of the three transit precincts, plus an office-retail development opportunity in Traralgon.

The purpose of the assessments is to test selected catalyst projects from a financial perspective to identify the hurdles required to achieve viability. Further details on the demand analysis and conclusions is provided overleaf.

General Design Standards are provided to guide the form of development surrounding the station, in the town centre cores and at the edge of the transit precincts.

The Master Plans contained in this document are listed to the right. A location plan is provided at the beginning of each precinct and on each Master Plan.

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FINANCIAL EVALUATION Assumptions and Method

An indicative feasibility testing method a simple Net Residual Land Value Analysis - is used to gain an understanding of the financial merits of the nine developments within the four projects.

The analysis undertaken provides an overview of sale prices required to achieve 'pre-land' viability, that is, income minus construction and related development costs (but not including land purchase and site preparation costs). This provides an indication of the minimum required sale price (or reversion) for viability, which is of course increased if land purchase and site preparation is included.

This base-line (pre-land) figure is compared to demand and price indicators to assess viability.

Land is not factored in at this level of analysis due to complexities in estimating land purchase, building demolition and site preparation costs in this level of analysis. Factoring in site acquisition and preparation costs will increase required selling prices, to make projects viable. The extent to which land cost will influence price will vary on a case by case basis.

Factors that add to the complexity and cost of land are as follows:

- Site purchase - This can be difficult where land ownership is fragmented, or not readily available to 'the market' for purchase or long term lease. These issues currently apply to sites examined in this assessment, to some extent.
- Planning controls - The possibility of the planning scheme amendment process can be a further time and cost barrier. This currently applies to sites examined in this assessment.
- Site contamination - Sites that have been used for industrial or railway uses can be contaminated which may require lengthy and costly remediation measures before residential or commercial development can proceed. VicTrack have advised that some sites around the rail areas of the Transit Precincts may require remediation (subject to detailed testing)¹.

1. Potential Contamination Assessment, VicTrack

DEMAND ANALYSIS AND PRICE COMPARISON Higher Density Housing

Demand Analysis

The tables below summarise the demand analysis for apartment living in Latrobe. This suggests that in the initial years of apartment development, demand is likely to be as shown in the Base Estimate table, at particular price points.

Base Estimate for Apartments

Price	Apartments Over 10 Years	Per Year Over 10 Years
Initial Interest	784	78
\$150,000	725	73
\$200,000	285	29
\$250,000	145	15
\$300,000	75	8
\$350,000	25	3
\$400,000	5	1

The pre-land feasibility analysis suggests that an apartment price around \$250,000 would be required for viability (prices above and below this figure were calculated depending on the configuration of the unit, but \$250,000 is a general benchmark). On this basis 15 apartments would be demanded each year across Latrobe City. At a lower price demand goes up, and at a higher prices demand falls away.

Assuming that Transit Centred apartments (as a new product in Latrobe) are diffused carefully into the market with quality structures and fit-out, in quality urban settings, then an enlarged market could be 'drawn out'. This has been estimated and summarised in the table below. For example, demand for the \$250,000 apartment could rise to about 57 per year.

Sustainable Number of Apartments (Market Growth)

Price	Apartments Over 10 Years	Per Year Over 10 Years
-------	--------------------------	------------------------

		10 Years
Initial Interest	3,032	303
\$150,000	2,806	281
\$200,000	1,118	112
\$250,000	575	57
\$300,000	299	30
\$350,000	99	10
\$400,000	19	2

Price Comparison

Analysis of previous sales (per sqm)² shows that, despite variability in prices achieved for apartments in the towns, up to \$2,000 / sqm may be achievable in 2003, as a typical price.

On this basis, the required prices of \$2,100 to \$2,800 / sqm (without land costs) are outside the current range of typical prices, but are within the realms of possibility now or in the near future, assuming prices continue to grow and a premium is paid for a quality Transit Centred housing product.

Furthermore, there are a number of sales (albeit small and sporadic) in each of the towns that reach and / or exceed the required prices above (ie. about \$2,100 to \$2,800 / sqm). This suggests that a premium price may be achieved in the towns from time to time. However, the market is very shallow at the required price level.

2. Latrobe Transit Centred Precincts, Development Economics, Stage 1 Report Context and Forecasts, SGS Economics & Planning

OFFICE-RETAIL Demand Analysis

It is estimated that Latrobe's Transit Centred Precincts are likely to experience between zero and 30,000 sqm of new office development over ten years.³

This provides a 'likely outcome' range. On this basis, the three office development options could be absorbed as follows:

- Option A - 7,200 sqm 24% of high end estimate;\
- Option B - 4,800 sqm 16% of high end estimate; and
- Option C - 1,500 sqm 5% of high end estimate.

The retail component of this catalyst project would involve replacement of existing retail space and marginal change in existing floorspace provision. On this basis the retail development is justified by demand. In any case, the demand analysis for retail suggests that about 4,500 sqm of new space will be required in Traralgon over 20 years. Hence, some augmentation of retail in this centre is justified.

Comparison

There has been a small number of retail and commercial sales over time⁴, which is unlikely to provide reliable trend information. The individual attributes of each property determines the price that can be achieved. Nevertheless, on the available information, it may be suggested that prices are holding ground or heading up in the three towns, with retail and commercial prices generally around the \$1,000 / sqm mark, and pushing up to \$2,000 / sqm in Traralgon.

On this basis the average price of \$1,800 / sqm (Option A) and \$2,500 / sqm (Option B) required for (pre-land) viability is again within the realms of possibility now or possibly at some future time if prices continue to grow. Option C at \$3,400 / sqm (pre-land) is unlikely to be sustainable in the Traralgon situation in the near future.

3. Latrobe Transit Centred Precincts, Development Economics, Stage 1 Report Context and Forecasts, SGS Economics & Planning

4. Latrobe Transit Centred Precincts, Development Economics, Stage 1 Report Context and Forecasts, SGS Economics & Planning

CONCLUSIONS Higher Density Housing

It is concluded that:

- The housing concepts developed for testing are on the margins of commercial viability, if land can be provided at low or zero cost. At a required benchmark price of \$250,000, the demand analysis suggests a low number of units per year could be demanded (around 15 in initial stages) and price comparison information confirms that a low number of sales may be achieved in the current market.
- The introduction of land costs into the equation would damage project viability.
- On this basis, an important development facilitation mechanism is release of suitable land at a price that can assist project viability.

Office-Retail

It is concluded that:

- Of the three office-retail options considered, Option B (4,800 sqm office, 1,600 sqm retail, etc.) should be pursued ahead of the other options as this provides a reasonable addition of office space at a price the market may be able to support now or in the near future. Option A is cost / price prohibitive and Option C adds little office stock (notionally one years' supply) for the works required.
- Option B may require development facilitation assistance to be viable, based on the broad figures used in this analysis.
- Option B (or any significant office development) will need to be driven by a pre-commitment from a tenant to be initiated.

Moe: Aerial Photograph



Moe: Key Opportunities



- ① Station Precinct
- ② Railway Land Apartments
- ③ Railway Land Offices
- ④ George Street
- ⑤ Coles
- ⑥ Clifton Street Block
- ⑦ Moore / Albert / Fowler Streets
- ⑧ Langford Street

- Train station
- Shops with offices / apartments above
- Bulky goods retail, potentially with offices above
- Tourist uses or shops with apartments over
- Offices
- Higher density housing / tourist accommodation, potentially above offices / shops
- Medium density housing / elderly persons accommodation
- Public Open Space

Moe 1: Station Precinct

Site Analysis

1. Characterful station building with adequate passenger facilities
2. Railway line splits town in two
3. V/line bus stop
4. Generally flat, little-used open space with some substantial trees
5. Under-used station car park with approx 30 spaces
6. Pedestrian level crossing
7. Pedestrian crossing
8. Generally flat, unmade car park
9. Service station
10. Decommissioned substation
11. Little-used open space, rising gently to the east
12. Generally flat, little-used informal car park
13. Site of former station building
14. Single-storey shops & offices facing George St, presenting unattractive rear service areas to the rail corridor
15. Well-lit, though hidden and unsurveilled pedestrian alley leading to pedestrian level crossing
16. Taxi rank
17. Generally flat, inefficiently configured public car park set amongst substantial trees
18. Steep bank from street level up to car park
19. Skate park
20. Beginning of Moe-Yallourn Rail Trail
21. Town centre across George St to the north
22. Mixture of 1-2 storey highway-related uses and housing across Lloyd St to the south
23. Court house
24. Landmark, characterful Moe Hotel building
25. 1-2 storey shops across Lloyd St to the south
26. No formal bicycle routes to the station

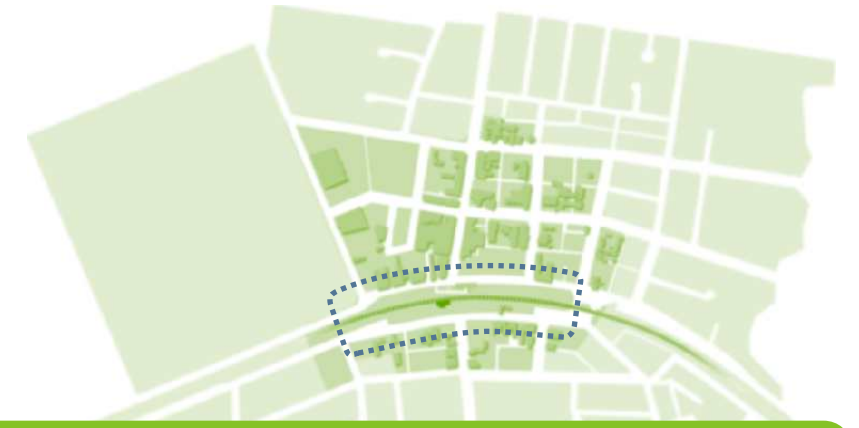
Site Analysis



Design Response

Design Response

1. Develop new long-term station car park for approx 87 spaces to cater for envisaged increase in rail patronage as a result of Regional Fast Rail and Transit Cities
2. Reconfigure station forecourt and adjacent unmade car park to provide cycle lockers, taxi rank, short-term parking and public square, to facilitate modal interchange
3. Relocate pedestrian level crossing nearer to station, in line with Moore / Fowler Street desire line, to facilitate station and town centre access. Investigate longer-term potential for vehicular level crossing or underpass.
4. Mark 2 kerbside parking spaces as commuter drop-off point and relocate V/line bus stop close to station with new shelter
5. Provide landmark clocktower visible from along Moore, Fowler and Lloyd Streets to mark location of public transport interchange, incorporating travel and tourist information
6. Develop new shops with continuous active frontages to new public square and potentially up to 2 storeys of offices or apartments above, to enliven public realm and provide space for tourist-related businesses. Ensure alignment maintains view of Moe Hotel from relocated pedestrian level crossing
7. Create new local bus stop on George Street to facilitate interchange with trains
8. Create new public square, opening up views of the train station from Moore St and the new bus stop on George St, and vice versa. Open up the side of the shop on its eastern edge, and incorporate the proposed Mountain Railway Junction display to its south (if it goes ahead) to make a more attractive, comfortable and safe public realm. Relocate the skate park here if its current site is developed in the future
9. Provide dense landscaping behind existing shops northeast of the station to screen them from the rail corridor
10. Construct new shared pedestrian/ cycle path to the Moe-Yallourn Rail Trail to the east
11. Construct new shared pedestrian/ cycle path to the station from the southwest
12. Consolidate the car park northeast of the station into a more compact form and relocate the skate park to the new square north of the station, to enable the development of higher density housing (refer Project 2)
13. Develop the little-used open space west of the station for higher density housing (refer Project 2)
14. Develop the unmade car park northwest of the station for offices, potentially with apartments above (refer Project 3)
15. In the longer term, redevelop the service station, decommissioned substation and little-used open space east of the station for higher density housing
16. Introduce a central median in George and Lloyd Streets with underlit trees, construct kerb outstands into the parking lane at each intersection and plant new trees in the Lloyd Street nature strips, to enhance pedestrian amenity and provide an attractive gateway to the station and northern town centre, and an attractive setting for development



Indicative Development Concept



Indicative public transport interchange layout



View of public transport interchange from Lloyd Street



Potential future vehicular level crossing or underpass linking Moore and Fowler Streets

Moe 2: Railway Land Apartments

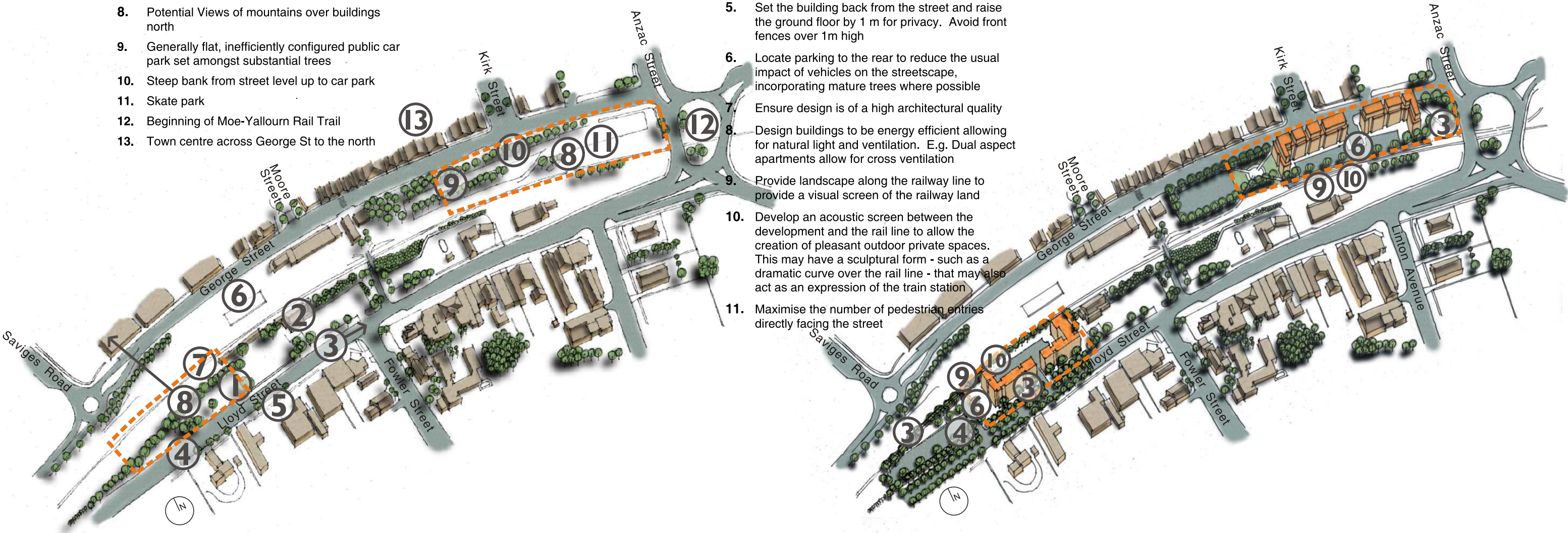


Site Analysis

1. Flat underutilised open with substantial trees
2. Adjacent to train station
3. 300m to shops via pedestrian level crossing
4. 400m to park
5. Development to the south across Lloyd Street is generally 1-2 storeys and includes a court house and car yard.
6. Vacant land used as informal car park
7. Railway line
8. Potential Views of mountains over buildings north
9. Generally flat, inefficiently configured public car park set amongst substantial trees
10. Steep bank from street level up to car park
11. Skate park
12. Beginning of Moe-Yallourn Rail Trail
13. Town centre across George St to the north

Design Response

1. Develop for high density residential uses up to four storeys high
2. Modulate the façade and set back upper levels to minimise the apparent building bulk
3. Provide communal or public open space at the east and west ends of the developments incorporating mature trees where possible
4. Address the street and communal or public open space with habitable room windows & balconies
5. Set the building back from the street and raise the ground floor by 1 m for privacy. Avoid front fences over 1m high
6. Locate parking to the rear to reduce the usual impact of vehicles on the streetscape, incorporating mature trees where possible
7. Ensure design is of a high architectural quality
8. Design buildings to be energy efficient allowing for natural light and ventilation. E.g. Dual aspect apartments allow for cross ventilation
9. Provide landscape along the railway line to provide a visual screen of the railway land
10. Develop an acoustic screen between the development and the rail line to allow the creation of pleasant outdoor private spaces. This may have a sculptural form - such as a dramatic curve over the rail line - that may also act as an expression of the train station
11. Maximise the number of pedestrian entries directly facing the street



Indicative Development Concept - South Western Site

Development Summary

Site Area (m²)	
Freight Victoria Land	1,865
VicTrack Land Leased To 3 rd Parties Incl. Council	2,935
Total	4,800
Accommodation (No. Of Dwellings)	
1-Bedrm Apartments	12
2-Bedrm Apartments	16
3-Bedrm Apartments	5
Total	33
Car Parking (No. Of Spaces)	
Resident (On-Site)	38
<i>Note: Visitor Parking Provided On-Street.</i>	



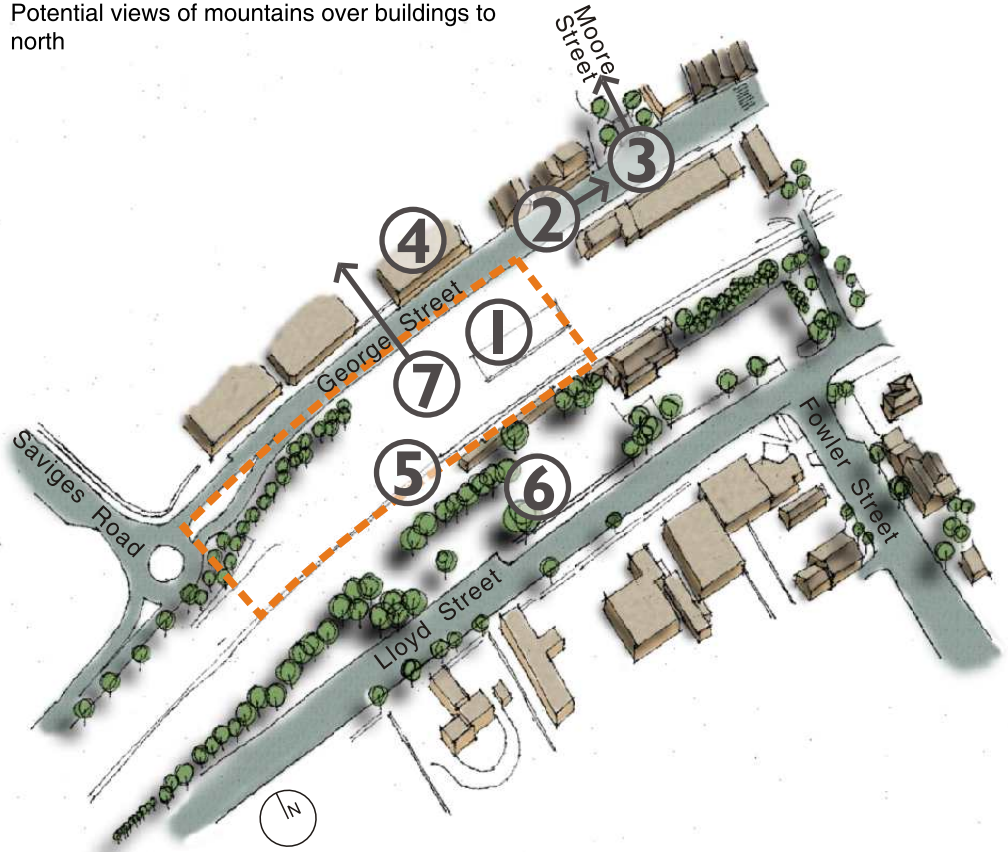
View from Lloyd Street



Moe 3: Railway Land Offices

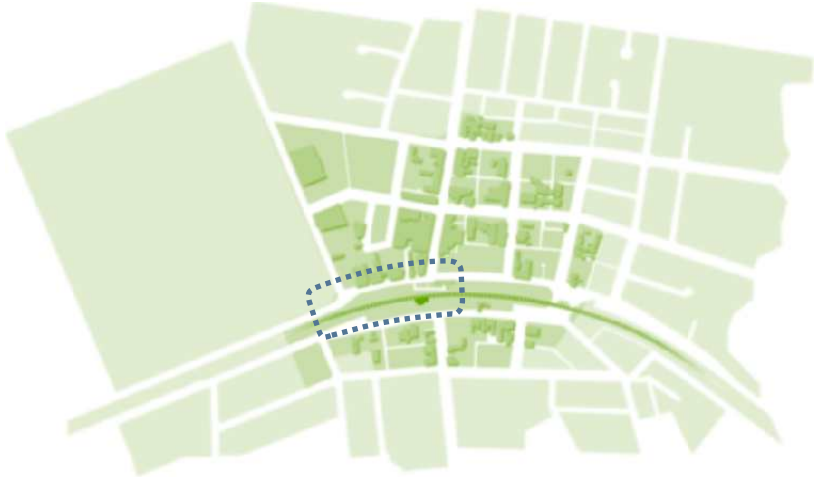
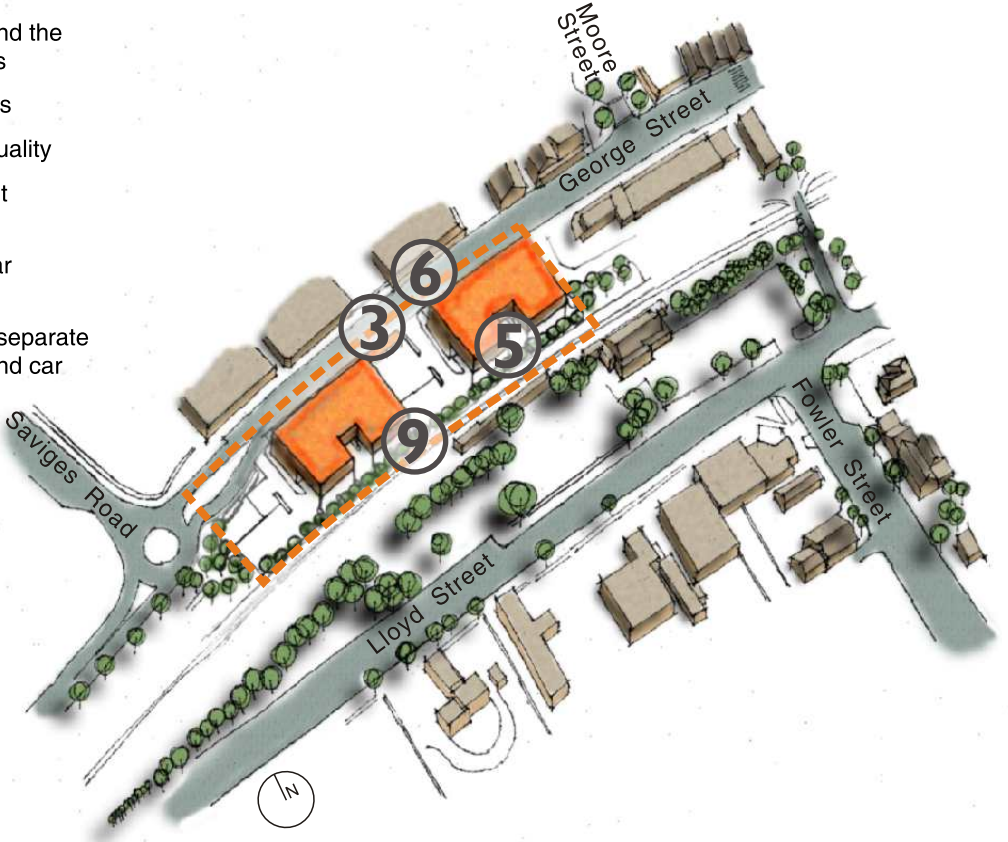
Site Analysis

1. Flat vacant land used as an informal car park
2. 300m to train station via existing pedestrian level crossing
3. Adjacent to shops
4. Development to the north across George Street is single-storey and predominantly retail and commercial
5. Railway line
6. Under-utilised open space
7. Potential views of mountains over buildings to north



Design Response

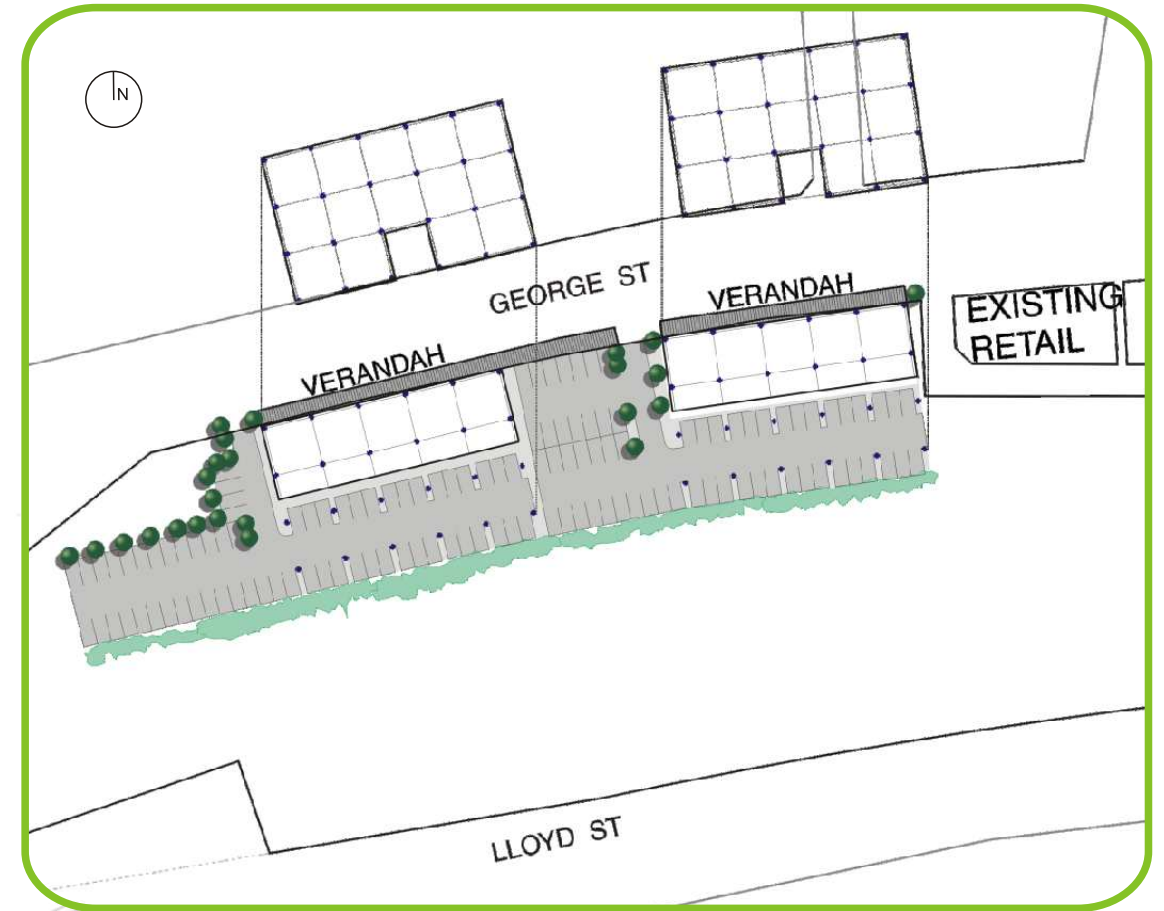
1. Develop for office space at ground floor with up to 3 further floors of offices or apartments above
2. Address the street with a glazed façade on the front boundary
3. Provide a continuous verandah on the front boundary to unify the façade, provide shelter and visual interest, and help screen the car park from George Street
4. Provide articulation to the front façade and set back upper levels to minimise the apparent building bulk
5. Locate as much parking as possible behind the building or at basement or first floor levels
6. Utilise parking in George Street for visitors
7. Ensure design is of a high architectural quality
8. Design the buildings to be energy efficient allowing for natural light and ventilation.
9. Provide screen landscaping along the rear boundary
10. Ensure any residential development has separate pedestrian entries directly off the street and car park



Indicative Development Concept

Development Summary

Site Area (m ²)	
V/Line Freight Land	5,890
Accommodation (m ²)	
Office (2 Dbl-Storey Buildings)	3,720
Car Parking (No. Of Spaces)	
Office Staff (On-Site)	122



View from George Street

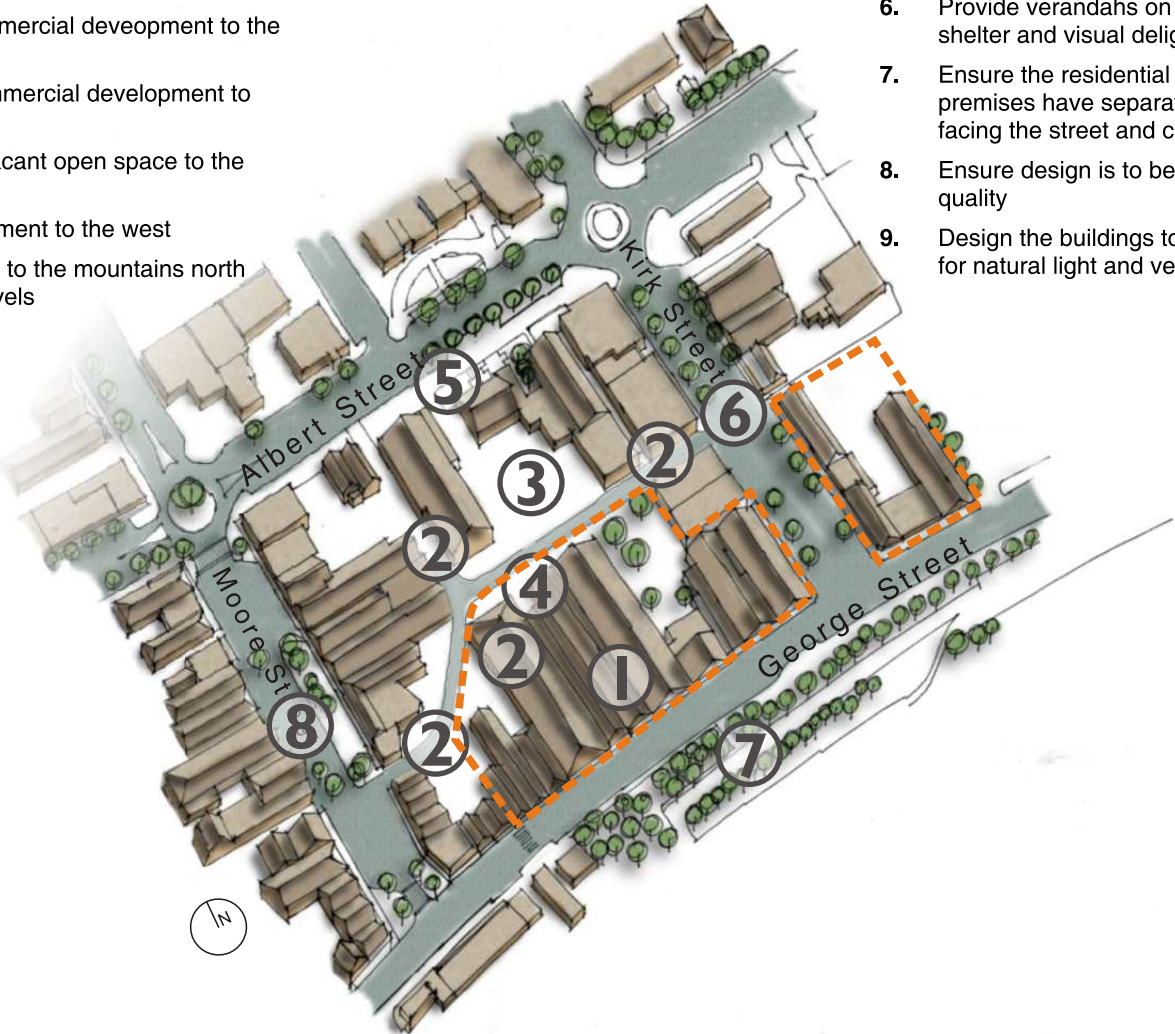
Moe 4: George Street

Site Analysis

1. The buildings facing George Street between Moore and Kirk Streets sit on flat land and contain some community and commercial activities, however many of them are unoccupied, utilised for lower order commercial uses and/or in poor physical condition
2. Well used pedestrian connections through a series of arcades that link George Street to Moore Street and lanes that link George Street to Albert and Kirk Streets
3. Well used car park behind the George Street frontage servicing the RSL
4. Small number of active frontages on the lane to the rear of the George Street frontage (Hasthorpe Place)
5. 1-2 storey civic and commercial development to the north
6. 1-2 storey retail and commercial development to the east
7. Public carparking and vacant open space to the south
8. 1-2 storey retail development to the west
9. Potential excellent views to the mountains north and south from upper levels

Design Response

1. Develop mixed use buildings up to 4 storeys high containing apartments, and potentially commercial premises or community services on the ground floor
2. Provide space for small businesses fronting Hasthorpe Place, to enhance its pedestrian safety and visual interest
3. Retain a pedestrian link addressed by commercial or community uses in line with the north-south lane to the north
4. Modulate the façade and set back upper levels to minimise the apparent building bulk
5. Locate parking at the rear to reduce the impact of vehicles on the streetscape
6. Provide verandahs on buildings fronting roads for shelter and visual delight
7. Ensure the residential and commercial/community premises have separate pedestrian entries, directly facing the street and car park
8. Ensure design is to be of a high architectural quality
9. Design the buildings to be energy efficient allowing for natural light and ventilation



Indicative Development Concept - Corner George/Kirk Streets

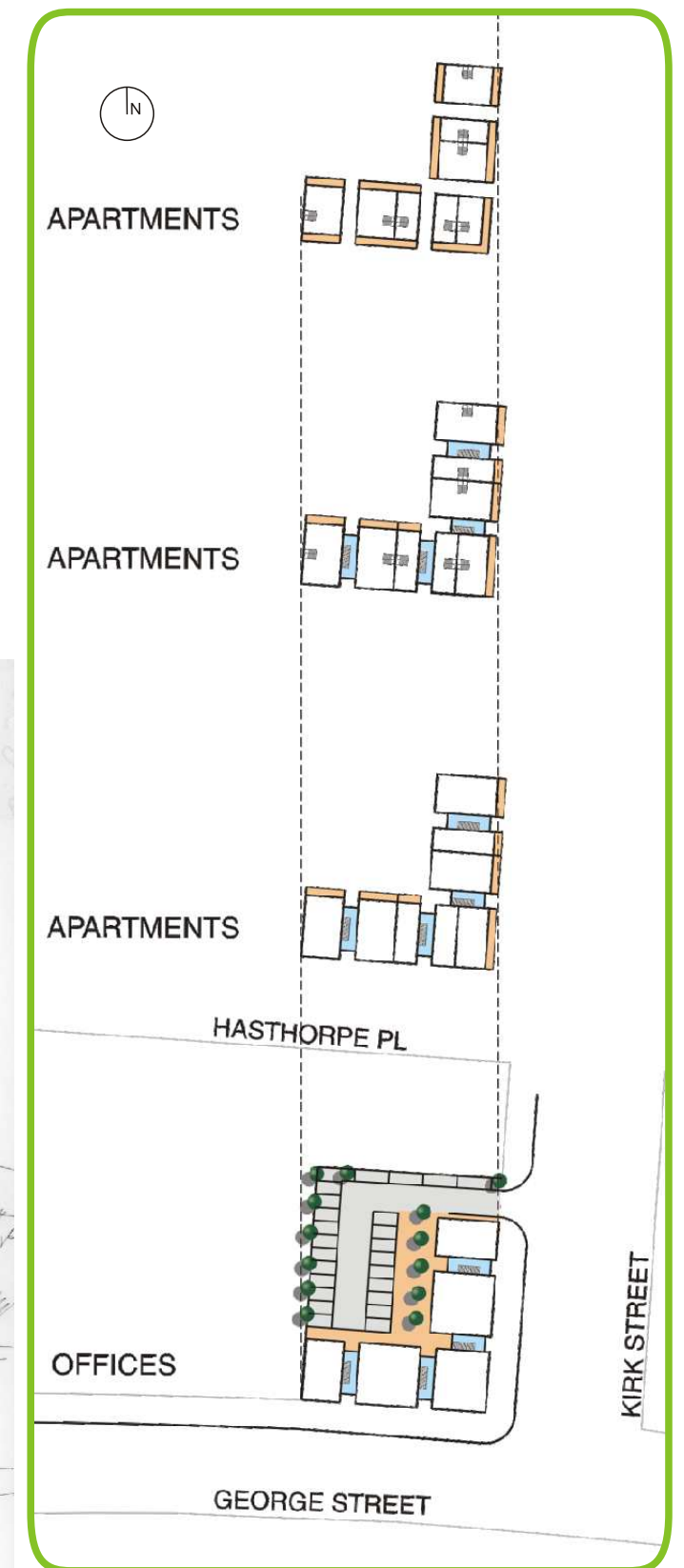
Development Summary

Site Area (m²)	
Private Land (9 Lots & Rear Lane)	1,650
Accommodation	
Office (ground floor)	590 m ²
1-Bedrm Apartments	3
2-Bedrm Apartments	8
3-Bedrm Apartments	5
Total Apartments	16
Car Parking (No. Of Spaces)	
Resident (On-Site)	16
Office (On-Site)	8

Note: Visitor Parking Provided On Street.



Indicative view along George Street



Indicative Feasibility Analysis - Corner George/Kirk Streets

The table below summarises the result of the feasibility analysis. In order to notionally gain a positive value, Moe apartment housing would need to sell for approximately \$2,600 / sqm. This translates into about \$210,000 for 80 sqm apartments and \$262,000 for 100 sqm apartments (for pre-land viability).

This figure is outside the range of prices currently achieved but may be possible in the future with development of a new housing market and continued growth in the regional economy and housing prices generally.

A complicating factor with this site is that it is privately owned.

	Size (sqm) / Rate (%)	Unit Price / Cost (sqm)	No.	Apartment Price	Total
Gross Realisation:					
80 sqm Apartments	80	\$2,616	7	\$209,280	\$1,464,960
100 sqm Apartments	100	\$2,616	14	\$261,600	\$3,662,400
					\$5,127,360
Allowance for Profit and Risk: % of Gross Realisation	10.0%				\$512,736
Construction Costs:					
Apartment Block	2,260	\$1,400			\$3,164,000
Balconies	21	\$5,155			\$108,255
Parking Area	525	\$64			\$33,600
Landscaping and Access Points	350	\$50			\$17,500
Sub-Total					\$3,323,355
Tax and Contingency: % of Sub-Total	15.0%				\$498,503
					\$3,821,858
Other Costs:					
Professional Fees: % of Construction:	10.0%				\$382,186
Selling Costs: % of Gross Realisation:	3.0%				\$153,821
Finance, Legal, Government Costs: % of Gross Realisation:	5.0%				\$256,368
					\$792,375
Assume Land Cost is Zero:					\$0

Source: Derived from Rawlinsons Australian Construction Handbook 2002, adjusted to 2003 prices

Note: This feasibility analysis relates to a preliminary version of the development concept with a slightly different composition. However, the results of the analysis are considered to be representative of the current concept.

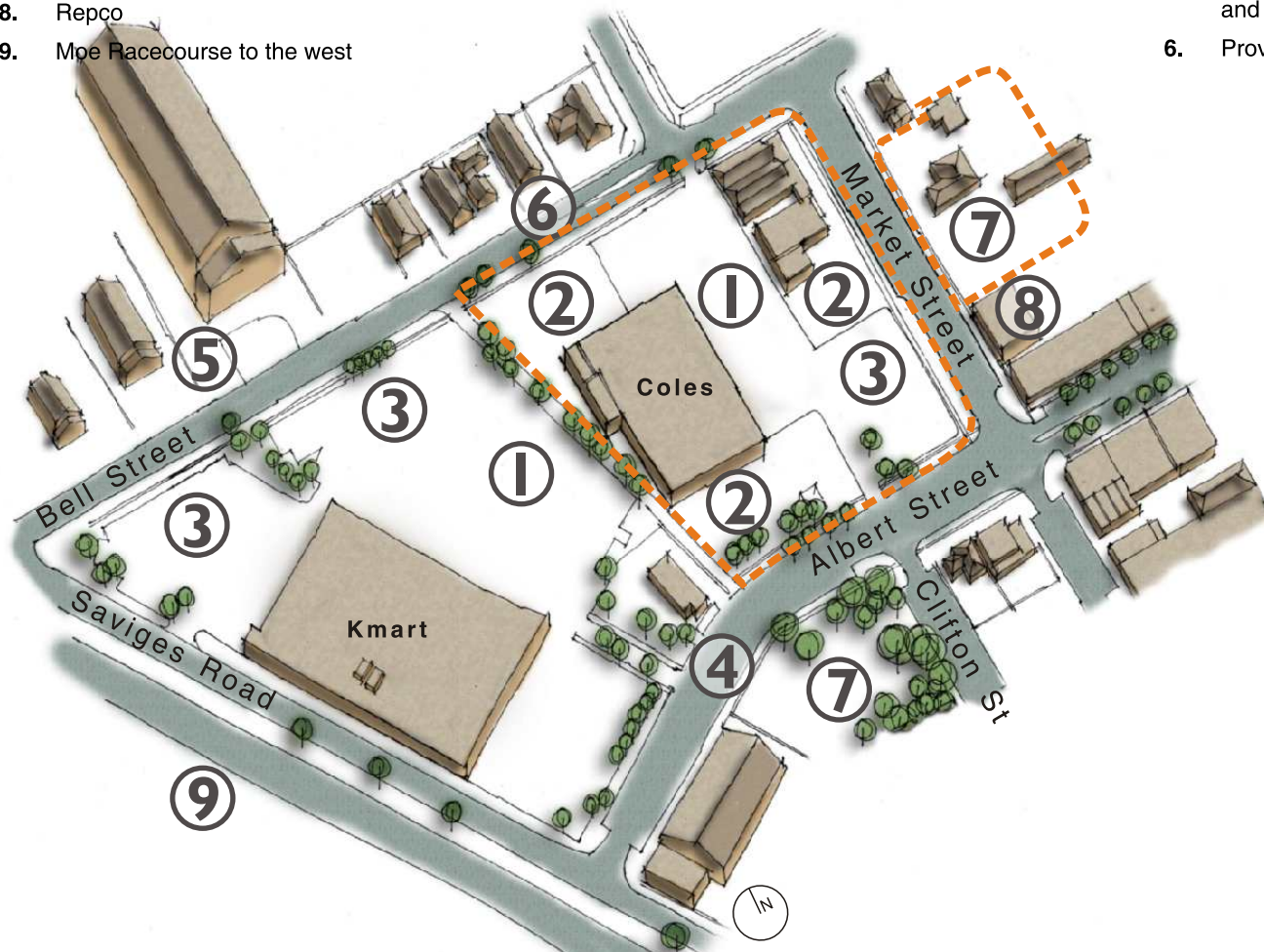
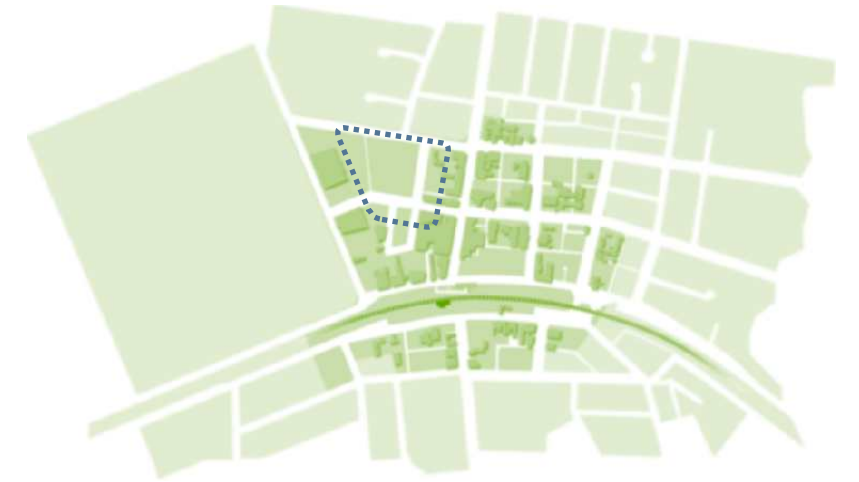
Moe 5: Coles

Site Analysis

1. Fragmented retail environment consisting of isolated buildings in a broad expanse of car parking, creating an unpleasant and potentially unsafe pedestrian environment
2. Flat, vacant land
3. Apparent oversupply of parking
4. Lack of comfortable pedestrian crossing opportunities
5. Light Industrial development to the northwest
6. Single-storey residential development to the northeast
7. 1-2 storey retail and commercial development to the east and south
8. Repco
9. Moe Racecourse to the west

Design Response

1. Develop new medium-density housing up to 3 storeys high on vacant and underutilised land facing Bell Street to 'repair' its residential character
2. Develop new shops on vacant and underutilised land, potentially with office space above, with continuous active frontages to car parks and streets. This may include an expansion of Coles
3. Consolidate and landscape the car park and provide a footpath around its perimeter
4. Develop new offices up to 3 storeys high on underutilised land facing Market Street with active street frontages
5. Provide verandahs on buildings fronting car parks and roads for shelter and visual delight
6. Provide rear lanes to service housing and shops



Indicative Development Concept - Coles

Development Summary

Site Area (m²)	
Private Land West Of Market St (9 Lots)	17,960
Private Land East Of Market St (6 Lots)	4,565
New Accommodation	
Retail	2,130 m ²
Potential Office over New Retail	2,700 m ²
Office (2 Storey Buildings)	2,700 m ²
Townhouse Lots	18
Car Parking (No. Of Spaces)	
Total Retail Staff & Customer (Incl. For Coles)	209
Total Office (On Site)	99
<i>Note: Townhouse & Office Parking Provided On Site</i>	

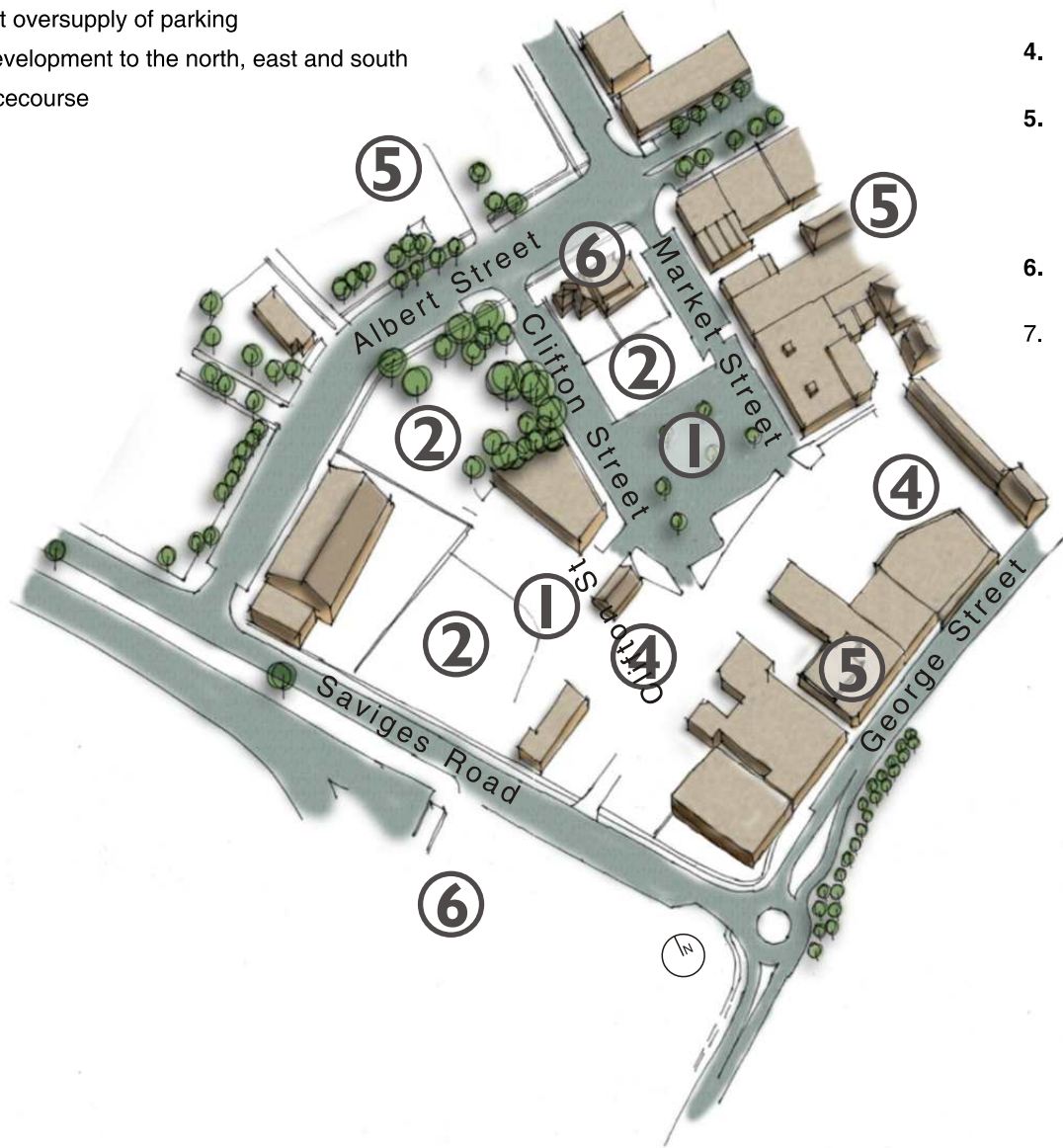


Indicative view from south

Moe 6: Clifton Street Block

Site Analysis

1. Fragmented retail environment consisting of isolated buildings in a broad expanse of car parking, creating an unpleasant and potentially unsafe pedestrian environment
2. Flat, vacant land
3. Underutilised and incongruous land use (C.F.A.)
4. Apparent oversupply of parking
5. Retail development to the north, east and south
6. Moe Racecourse



Design Response

1. Develop new shops on vacant and underutilised land (including the CFA), potentially with office space above, with continuous active frontages to car parks and streets
2. Retain service access
3. Provide verandahs on buildings fronting car parks and roads for shelter and visual delight
4. Landscape the car park and provide a footpath around its perimeter
5. Create new link by extending Market Street to Lloyd Street, to allow development to capitalise on passing trade and provide a direct and easily understood link to the town centre from the northwest railway land
6. Formalise and improve link from Clifton Street to Saviges Road
7. Provide rear lane to service shops



Indicative Development Concept - Clifton Street Block

Development Summary

Site Area (m²)	
Council Land (Car Park & Road)	925
CFA Land	2,480
Private Land (5 Lots, Incl. 2 For Road Widening Only)	5,160
Total	8,565
New Accommodation (m²)	
Retail	4,900m ²
Car Parking (No. Of Spaces)	
Additional Retail Customer	9

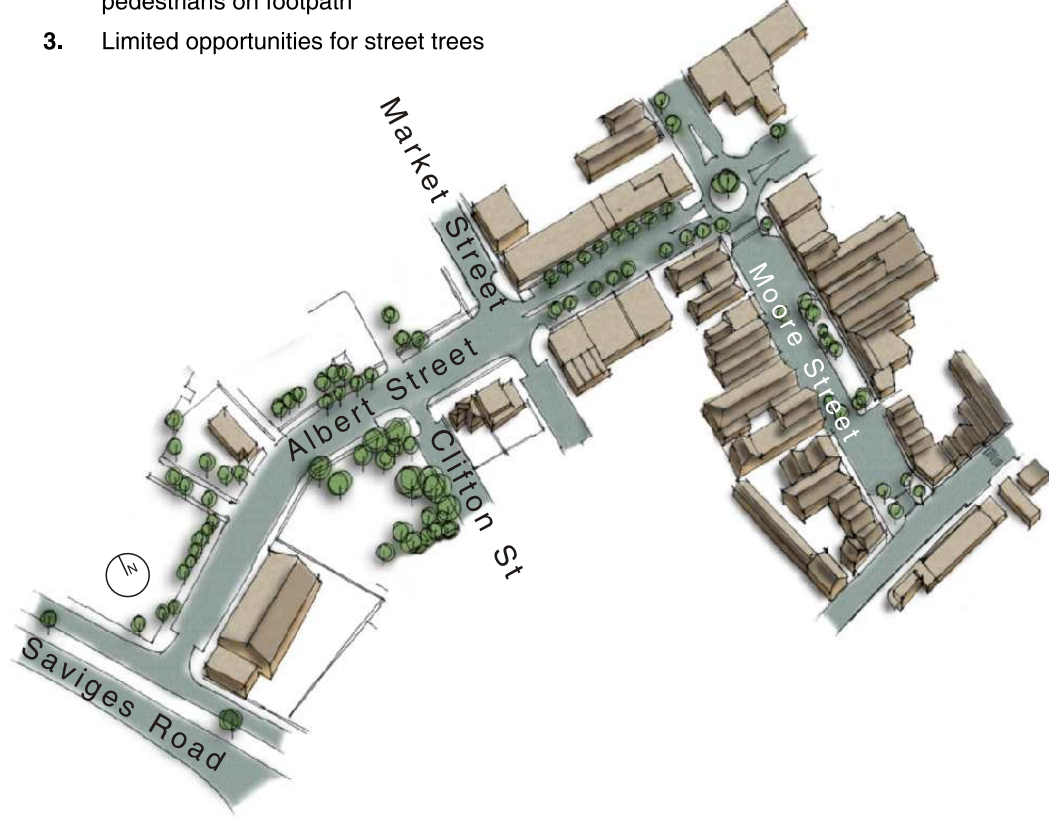


Indicative view from the south

Moe 7: Moore, Albert and Fowler Streets

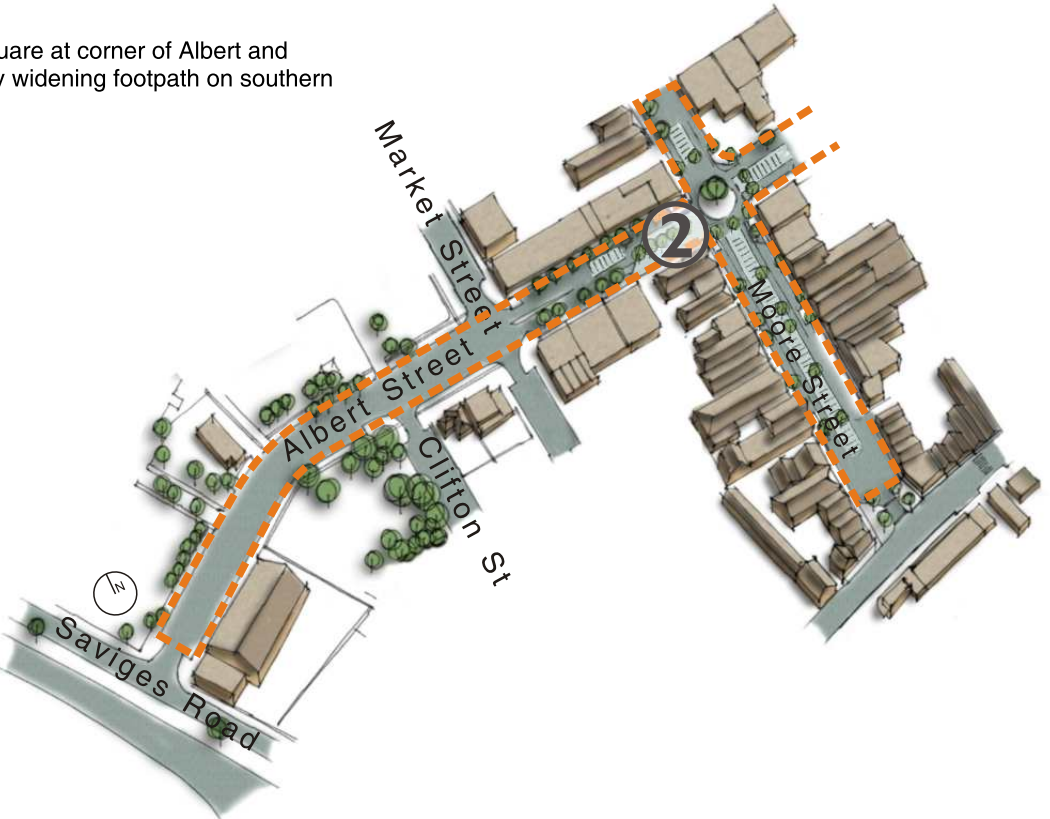
Site Analysis - Moore & Albert Streets

- 1. Broad road pavements with no central pedestrian refuge
- 2. Angled parking creating indirect pedestrian crossing movements and perceived threat to pedestrians on footpath
- 3. Limited opportunities for street trees



Design Response - Moore & Albert Street

- 1. Replace angled keyside parking with parallel kerbside parking, cycle lanes, and right-angled centre-of-road parking, to increase priority given to pedestrians through slower traffic and shorter crossing distances and to allow substantial street trees
- 2. Create public square at corner of Albert and Moore Streets by widening footpath on southern side

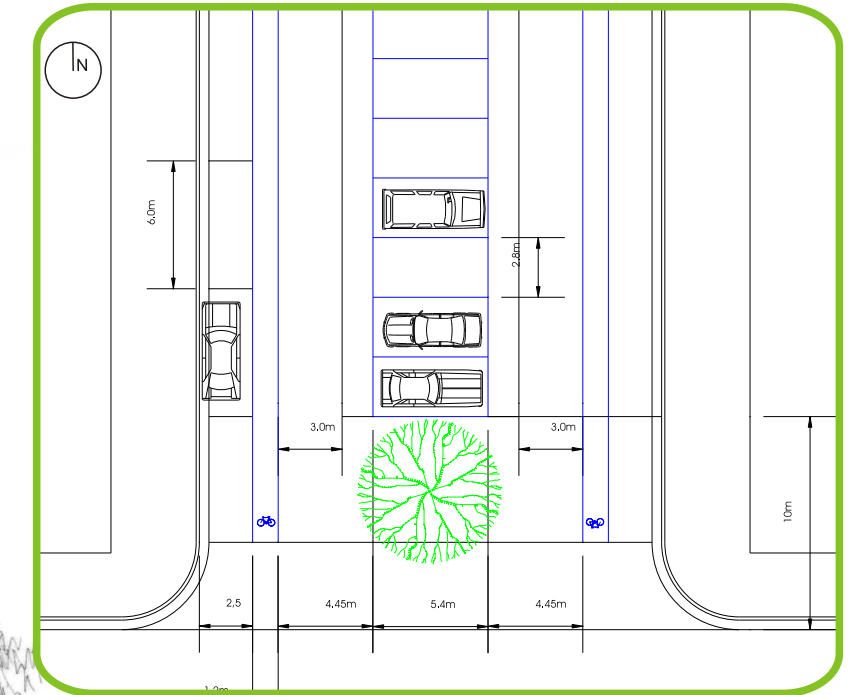


Key Features

- A space of 1.5 metres at each end of the central parking spaces to allow drivers to move forward to view approaching traffic in the travel lane.
- A manoeuvring/cycle lane marked at 1.2 metres wide adjacent to the kerbside and the central parking spaces
- 2.8 metre wide central parking spaces to make entry and exit movement by cars easier and allow pedestrians to pass between parked cars more easily
- Road pavement on northern edge of square raised to footpath level and paved like pedestrian space to provide road crossing and slow traffic



Indicative view along street



Indicative Parking Plan for Moore and Albert Streets

Moe 8: Langford Street

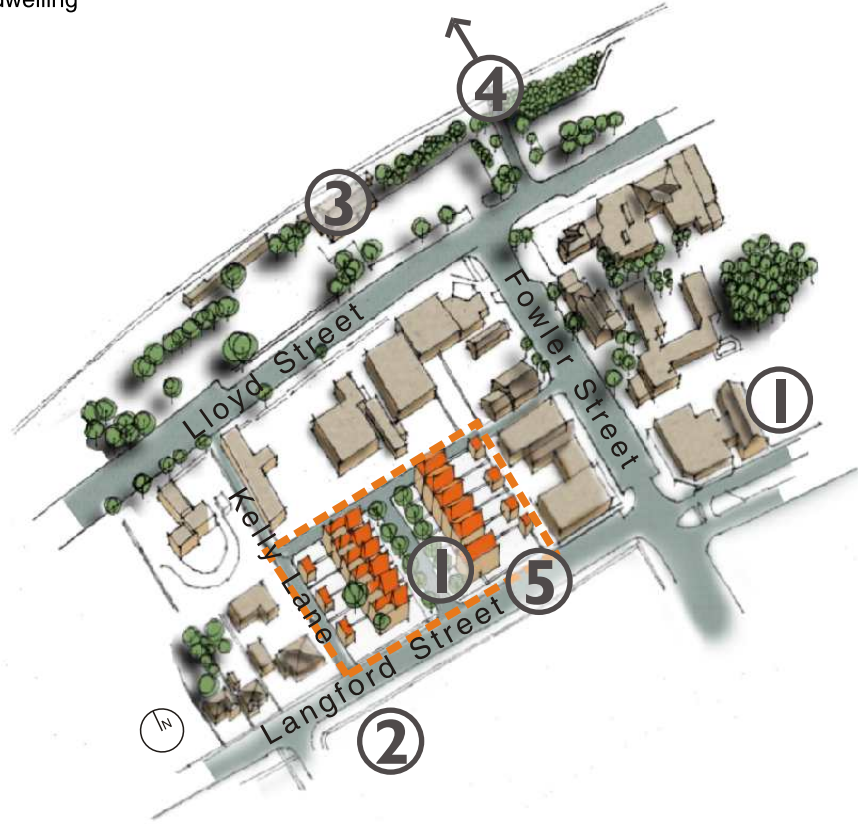
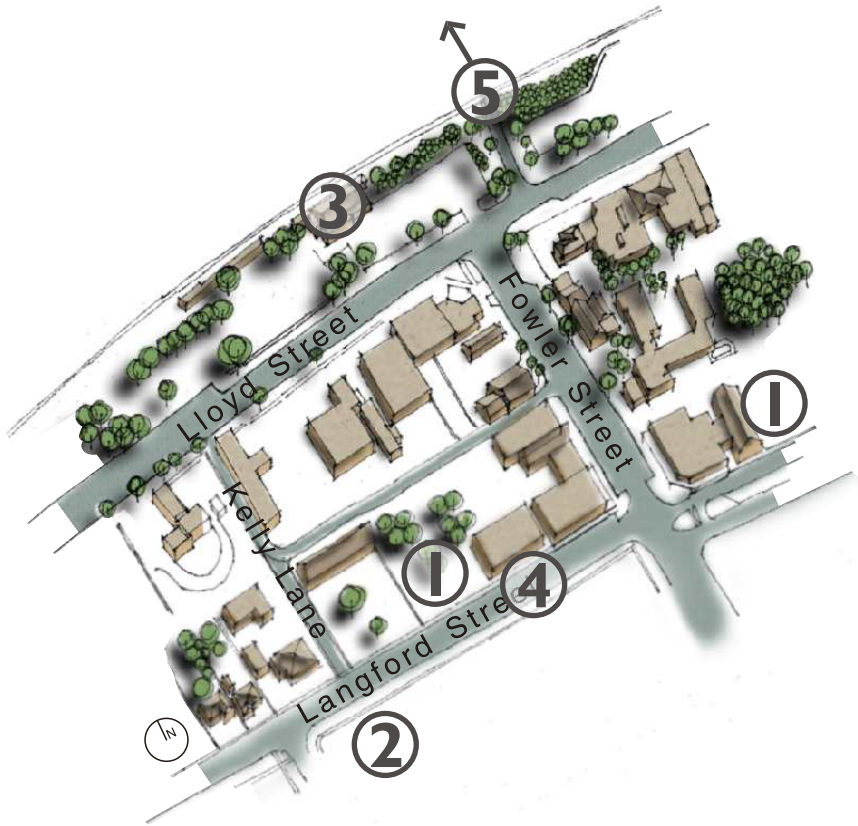


Site Analysis

1. Intermittent underutilised sites and/or activities such as light industrial or commercial uses that are incongruent with residential dwellings adjacent and opposite
2. Detached, 1-2 storey residential dwellings
3. 200-800m to train station
4. 0-200m to bus stop
5. 250-850m to town centre
6. 50-500m to park

Design Response

1. Develop vacant, underutilised and inappropriately used land for medium density housing up to 3 storeys high to repair the street back to a residential environment with a consistent identity and no incongruous activities
2. Utilise predominantly attached and semi detached forms facing an existing or new street (rather than 'gun barrel' units), with rear vehicle access serviced by a lane where the lots are 10m wide or less. This is to ensure:
 - An attractive and safe public realm
 - Internal and external privacy
 - Minimal visual impact of the car
 - Flexibility for redevelopment of each dwelling



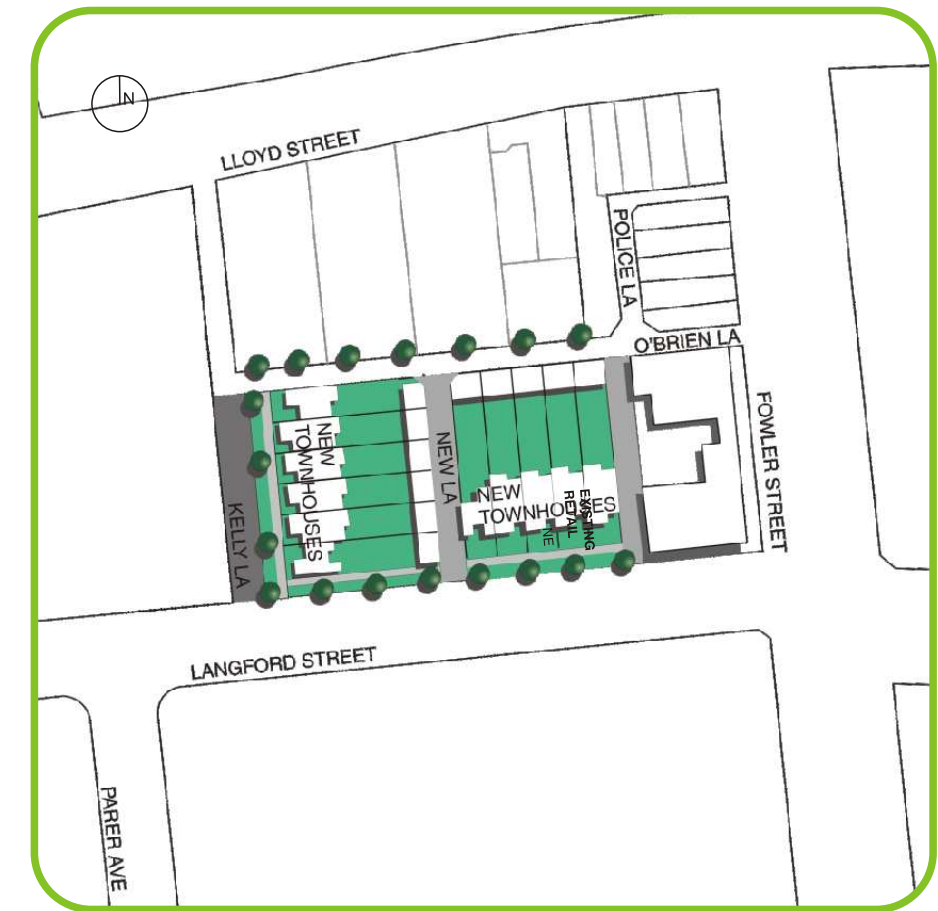
Indicative Development Concept - Kelly Lane

Development Summary

Site Area (m ²)	
Private Land (7 Lots)	5,405
Accommodation (No. Of Dwellings)	
Townhouse Lots	11
<i>Note: Resident Parking Provided On-Site & Visitor Parking Provided On-Street.</i>	



Indicative view along Kelly Street



Morwell : Aerial Photograph

Collins Street
School Site

Railway Station



Ericsson Site

Church Street

Coles

Art Gallery

Manny's Market

Morwell Key Opportunities



- ① Station Precinct
- ② Railway Land North
- ③ Buckley Street
- ④ IGA Site
- ⑤ George Street Car Park
- ⑥ Collins Street School Site
- ⑦ Ericsson Site

- Train Station
- Shops with offices/ apartments above
- Offices
- Flexible townhouse/offices
- Higher density housing above shops/ offices
- Medium density housing/ elderly persons accommodation
- Public open space

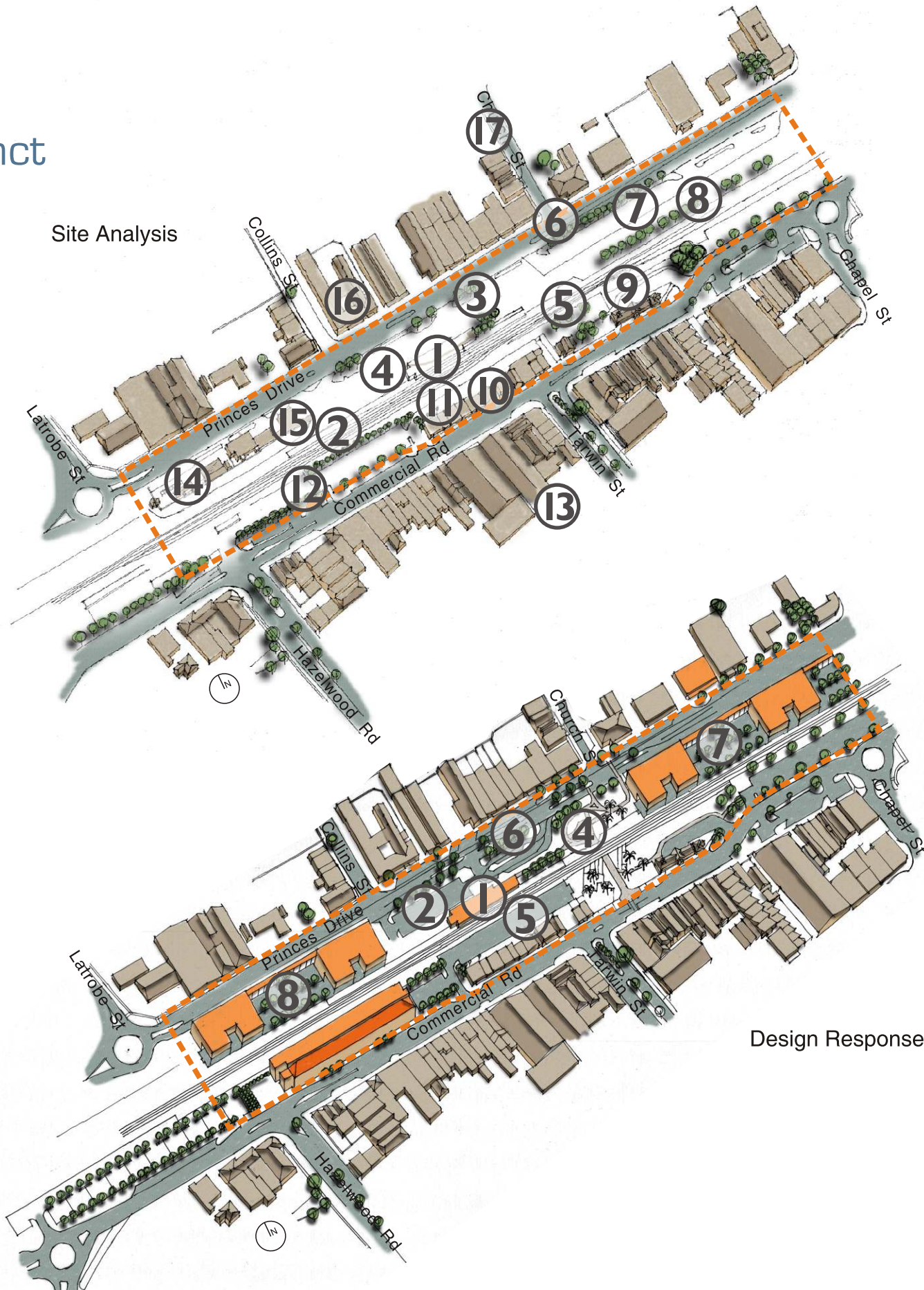
Morwell 1: Station Precinct



Site Analysis

1. Unattractive station building with adequate passenger facilities
2. Railway line splits town centre in two
3. New bus, taxi, kiss & ride and disabled access facilities
4. Generally flat, unmarked and under-used station car park with approx 30 spaces
5. New pedestrian underpass with incomplete landscaping at entries
6. New signalised pedestrian crossing
7. Generally flat, relatively little-used public car park with approx 83 spaces
8. Generally flat, unused open space
9. Bus terminal with passenger shelters
10. Single-storey shops and offices facing Commercial Road, presenting unattractive rear to the rail corridor
11. New public car park
12. New Council offices and adjacent footpath under construction
13. Town centre across Commercial Road to the south
14. Garden centre
15. Service station
16. Mixture of 1-3 storey highway-related, retail and office uses across Princes Drive to the north
17. Cafes and local retail in Church Street just across Princes Drive to the north
18. No formal bicycle routes to the station

Site Analysis



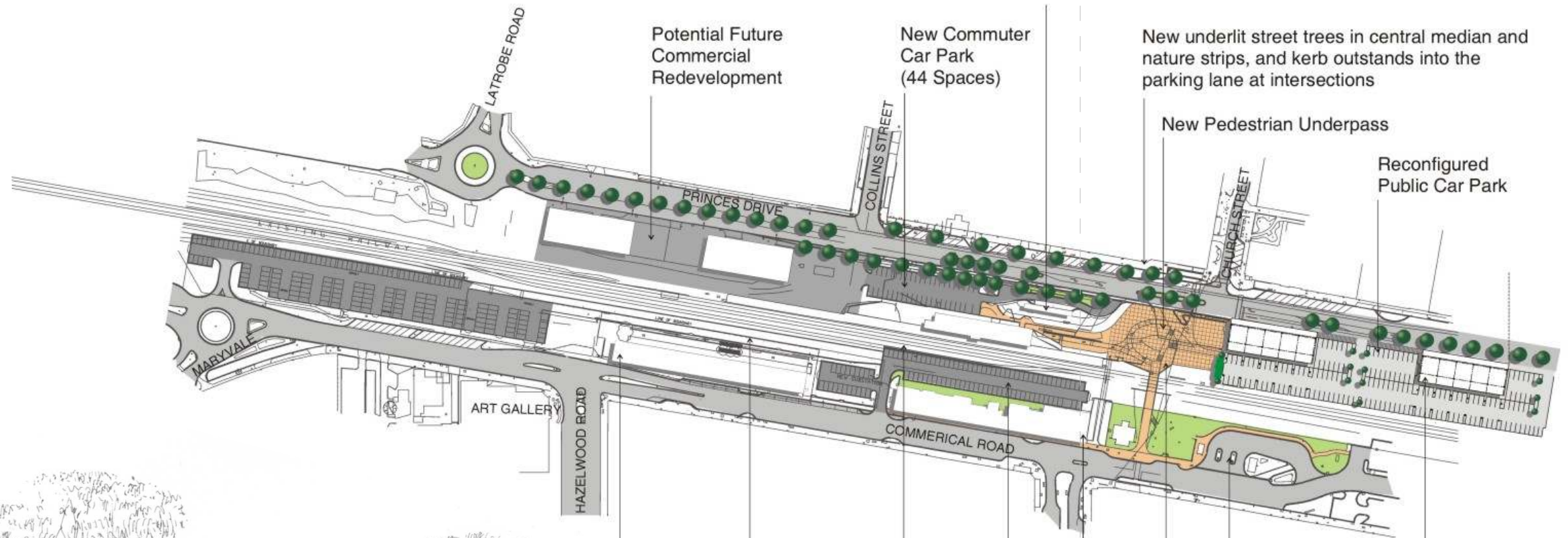
Design Response

1. Seek interest in a higher density, mixed-use redevelopment of the station, or refurbish station building to create civic landmark and present more attractive image
2. Develop new station car park for approx 44 spaces to cater for envisaged increase in rail patronage as a result of Regional Fast Rail and Transit Cities
3. Construct new on-street cycle lanes along Princes Drive and Commercial Road
4. Create urban squares at entries to pedestrian underpass
5. Provide dense landscaping behind existing shops south of the station to screen them from the rail corridor
6. Plant and underlight street trees in Princes Drive central median and along each nature strip, and construct kerb outstands into the parking lane at each intersection, to enhance pedestrian amenity and provide an attractive gateway to the station and northern town centre, and an attractive setting for development
7. Consolidate the car park east of the station into a more compact form to enable the development of new offices (refer Project 2)
8. In the longer-term, redevelop garden centre, petrol station and gas depot for higher density office development.

Design Response

Indicative Development Concept - Station Precinct

New bus, taxi and kiss & ride facilities, pedestrian and disabled access, and enhanced passenger facilities



New underlit street trees in central median and nature strips, and kerb outstands into the parking lane at intersections

New Pedestrian Underpass

Reconfigured Public Car Park

New Council Offices

Railway Tracks 3 & 4 removed to allow more car parking

New screen landscaping

New Carpark

Existing Shops

New Public Square

Improved Bus Terminal

New Office Development Ref Project 2



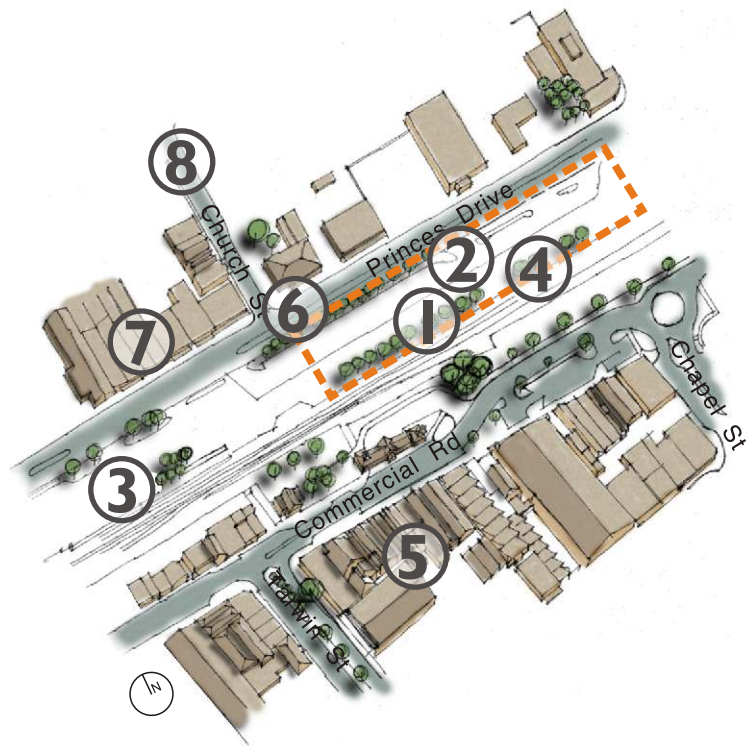
Indicative view of refurbished station from north

Morwell 2: Railway Land North



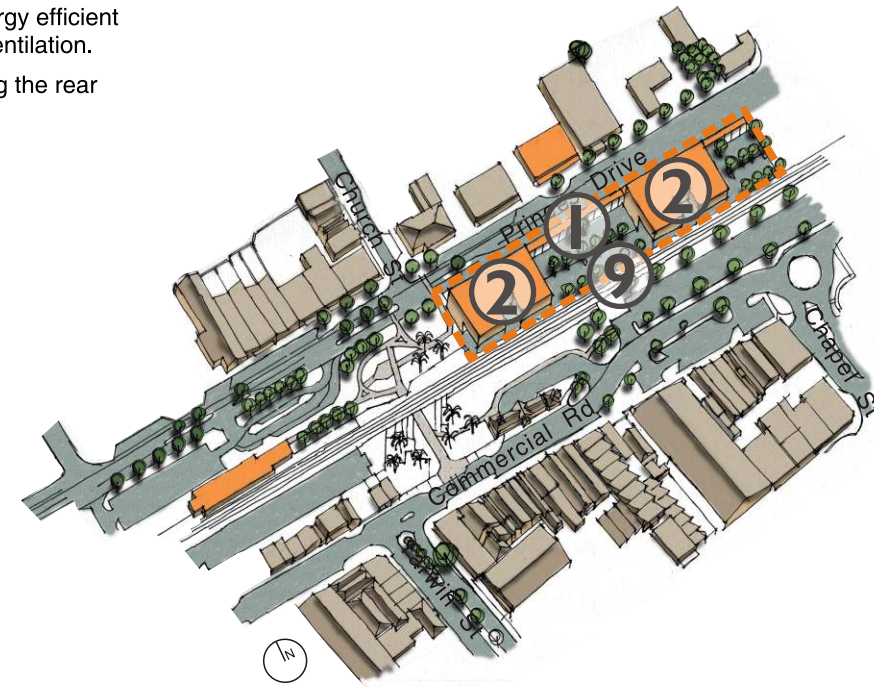
Site Analysis

1. Generally flat, under-utilised open space
2. Generally flat, relatively little-used public car park with approx 83 spaces
3. Adjacent to train station
4. Railway line
5. Town centre across railway line to the south via new pedestrian underpass
6. New signalised pedestrian crossing
7. Mixture of 1-3 storey highway-related, retail and office uses across Princes Drive to the north
8. Cafes and local retail in Church Street just across Princes Drive to the north



Design Response

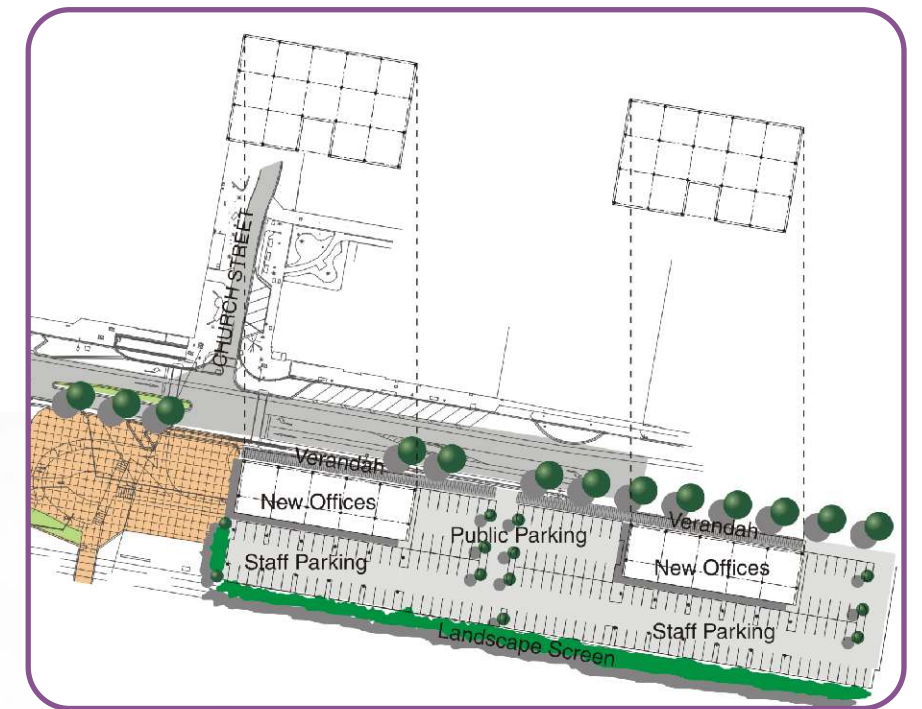
1. Consolidate the public car park into a more compact form to enable the development of new offices
2. Develop the remaining space for offices up to 4 storeys high
3. Address the street with a glazed façade on the street boundary
4. Provide a continuous verandah on the front boundary to unify the façade, provide shelter and visual interest, and help to screen the car park from Princes Drive
5. Provide articulation to the front façade and setback upper levels to minimise the apparent building bulk
6. Locate as much parking as possible behind the building or at basement or floor levels
7. Ensure design is of a high architectural quality
8. Design the buildings to be energy efficient allowing for natural light and ventilation.
9. Plant a landscape screen along the rear boundary



Indicative Development Concept - Railway Land North

Development Summary

Site Area (m²)	
Council Land (Road)	2,740
V/Line Freight Land	1,010
Victrack Land Leased To 3 rd Parties Incl. Council	1,880
Total	5,630
Accommodation (m²)	
Office (2 Dbl-Storey Buildings)	3,720
Car Parking (No. Of Spaces)	
Office Staff (On-Site)	122
Public	40
Total	162



Indicative View from Princes Drive

Morwell 3: Buckley Street



Site Analysis

1. Buckley Street contains a high proportion of vacant sites and buildings, deteriorated buildings and a poor public realm. Typical development is 1-3 storey, larger format buildings sitting on larger lots
2. 200m to train station and 250m to the town centre
3. Existing system of lanes to access rear of lots north of Buckley Street
4. Detached residential dwellings to the north
5. Large 1-3 storey office buildings to the south facing Princes Drive
6. 1-2 storey shops along Church Street



Design Response

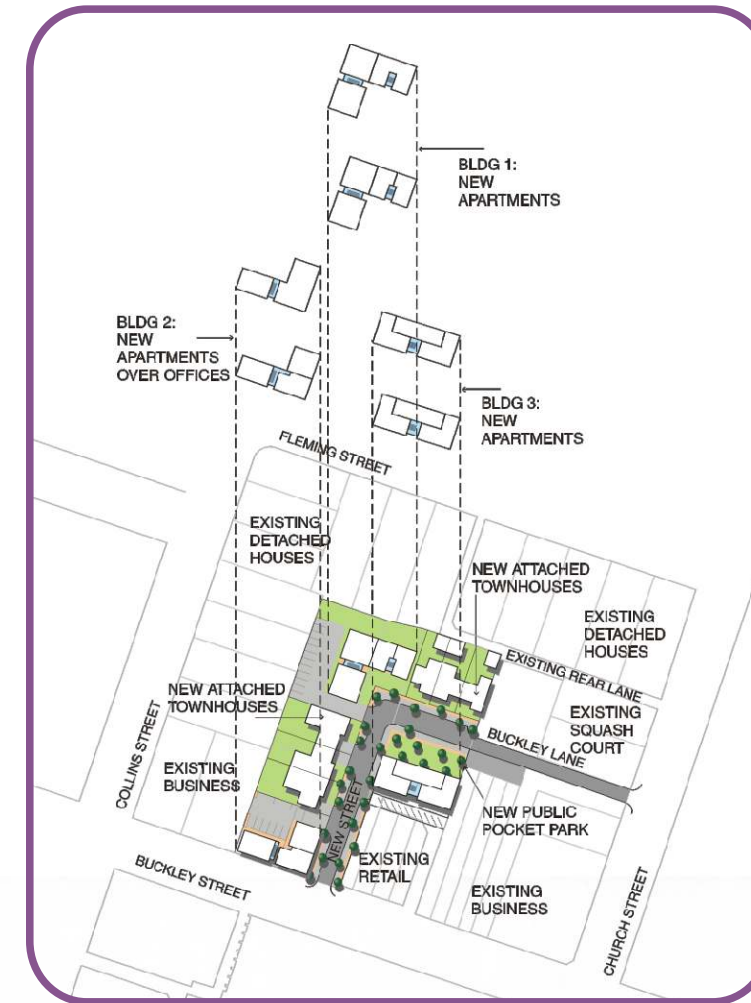
1. Redevelop vacant and underutilised sites and buildings facing Buckley Street for mixed use buildings, with small commercial premises - such as bars, cafes, studio spaces or small office premises - at ground floor level and apartments above
2. Retain appropriate existing businesses through their relocation into new premises
3. Modulate the façade and set back upper levels to minimise the apparent building bulk
4. Build to the front and side boundaries at ground floor level
5. Locate parking to the rear to reduce the impact of vehicles in the locality, accessed via existing network of lanes or new links
6. Provide active frontages at ground floor level and verandahs on building frontages for shelter and visual delight
7. Ensure the design is of a high architectural quality
8. Design buildings to be energy efficient, allowing for natural light and ventilation
9. Establish new internal street connections in the block bounded by Buckley, Church, Fleming and Collins Streets, and between Buckley and James Streets, to allow further intensification of this precinct for medium density housing by providing increased opportunities for street frontages
10. Develop open space associated with the new internal street connection creating a high quality communal 'green' square
11. Address open space with habitable room windows
12. Develop medium density housing behind Buckley Street as attached or semi detached dwellings facing the street (rather than 'gun barrel' units) with rear vehicle access serviced by a lane where possible. This is to ensure:
 - An attractive and safe public realm
 - Internal and external privacy
 - Minimal visual impact of the car
 - Flexibility for redevelopment of each dwelling
13. Ensure the residential and commercial premises have separate pedestrian entries, directly facing the street and car park
14. Retain Hall if required



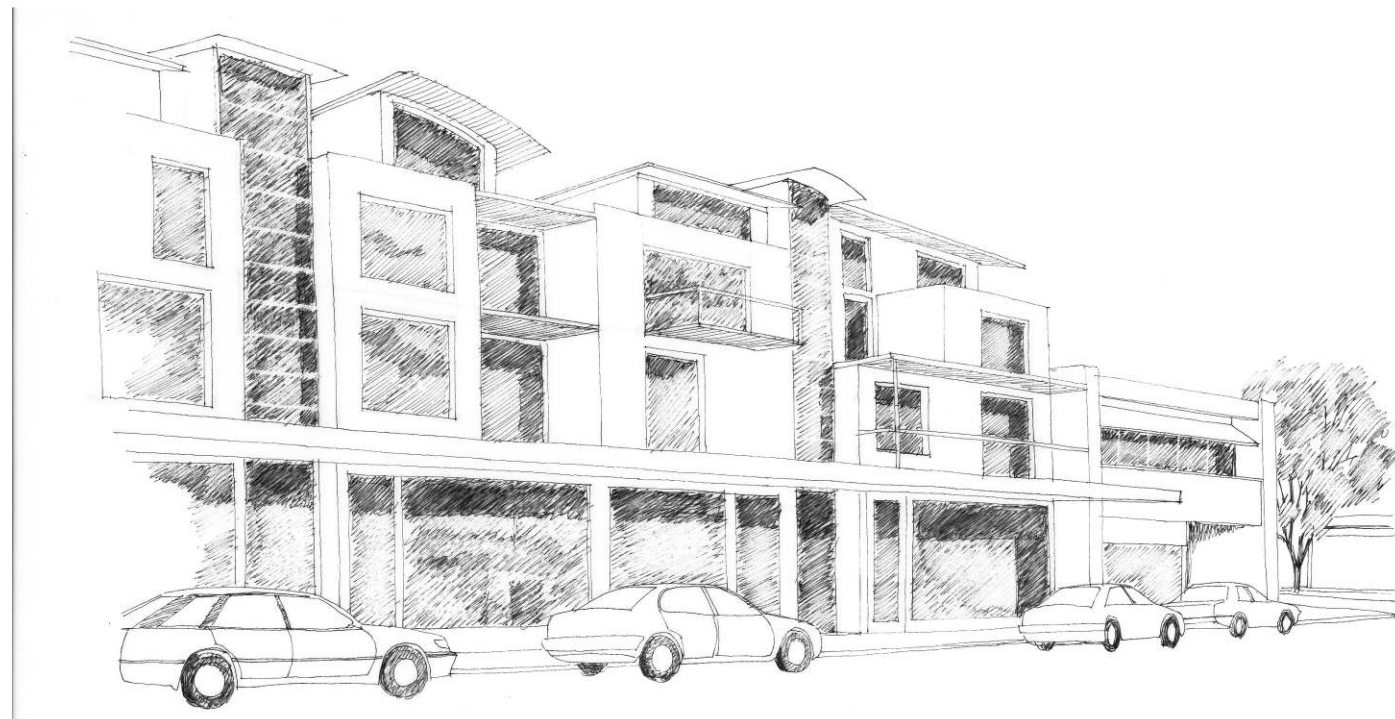
Indicative Development Concept - Buckley Street (Council Land)

Development Summary

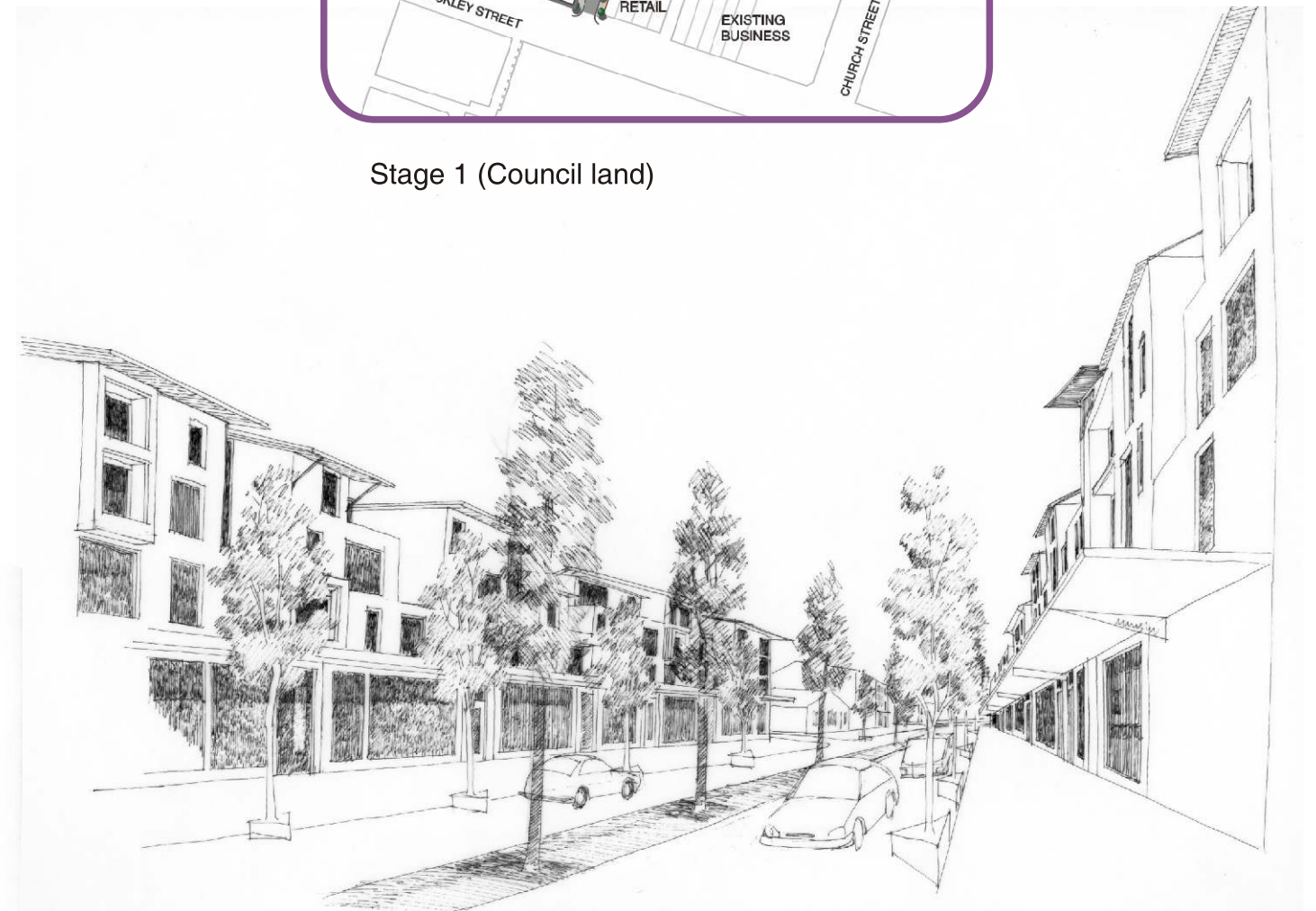
Site Area (m²)			
Council land	7,000		
Accommodation (No. Of Dwellings)			
Townhouse lots	6		
	Bldg 1	Bldg 2	Bldg 3
1-bedrm apartments	5	3	4
2-bedrm apartments	6	5	5
Total	11	8	9
Public open space	240m ²		
Car Parking (No. Of Spaces)			
Resident (on-site)	11	8	9
<i>Notes:</i>			
1. Visitor parking provided on-street.			
2. Kernot Hall could remain.			



Stage 1 (Council land)



Indicative view of south side of Buckley Street, just east of Collins Street



Indicative view from Buckley Street

Indicative Feasibility Analysis - Buckley Street (Council Land)

The following four tables summarise the result of the feasibility analysis at a broad level. Note that land is not included nor is road construction and public open space, and thus this base-line analysis focuses on individual developments within the overall project.

In order to notionally gain a positive value (pre-land), the various housing developments are required to achieve the following prices:

- Morwell townhouses-approximately \$2,100 / sqm or about \$312,000 for 150 sqm townhouses is required for pre-land viability.
- Morwell apartment building 1 - approximately \$2,800 / sqm or about \$222,000 for 80 sqm apartments and \$277,000 for 100 sqm apartments is required for pre-land viability.
- Morwell apartment building 2 - approximately \$2,700 / sqm or about \$270,000 for 100 sqm apartments and \$325,000 for 120 sqm apartments is required for pre-land viability.
- Morwell apartment building - approximately \$2,650 / sqm or about \$212,000 for 80 sqm apartments and \$318,000 for 120 sqm apartments is required for pre-land viability.

These values are outside the range of prices currently achieved but may be possible in the future with development of a new housing market and continued growth in housing prices. A positive factor with this site is that it is fully Council owned and thus a development venture may be more easily attained.

Townhouses

	Size (sqm) / Rate (%)	Unit Price / Cost (sqm)	No.	House Price	Total
Gross Realisation:					
Townhouses	150	\$2,080	6	\$312,000	\$1,872,000
Allowance for Profit and Risk: % of Gross Realisation	10.0%				\$187,200
Construction Costs:					
Townhouses	900	\$1,247			\$1,122,300
Garages	120	\$520			\$62,400
Landscaping and Access Points	570	\$50			\$28,500
Sub-Total					\$1,213,200
Tax and Contingency: % of Sub-Total	15.0%				\$181,980
					\$1,395,180
Other Costs:					
Professional Fees: % of Construction:	10.0%				\$139,518
Selling Costs: % of Gross Realisation:	3.0%				\$56,160
Finance, Legal, Government Costs: % of Gross Realisation:	5.0%				\$93,600
					\$289,278
Assume Land Cost is Zero:					\$0

Apartment Building 1

	Size (sqm) / Rate (%)	Unit Price / Cost (sqm)	No.	Apartment Price	Total
Gross Realisation:					
80 sqm Apartments	80	\$2,769	5	\$221,520	\$1,107,600
100 sqm Apartments	100	\$2,769	6	\$276,900	\$1,661,400
			11		\$2,769,000
Allowance for Profit and Risk: % of Gross Realisation	10.0%				\$276,900
Construction Costs:					
Apartment Block	1,200	\$1,400			\$1,680,000
Balconies	11	\$5,155			\$56,705
Parking Area	275	\$64			\$17,600
Landscaping and Access Points	800	\$50			\$40,000
Sub-Total					\$1,794,305
Tax and Contingency: % of Sub-Total	15.0%				\$269,146
					\$2,063,451
Other Costs:					
Professional Fees: % of Construction:	10.0%				\$206,345
Selling Costs: % of Gross Realisation:	3.0%				\$83,070
Finance, Legal, Government Costs: % of Gross Realisation:	5.0%				\$138,450
					\$427,865
Assume Land Cost is Zero					\$0

Indicative Feasibility Analysis - Buckley Street (continued)

Apartment Building 2

	Size (sqm) / Rate (%)	Unit Price / Cost (sqm)	No.	Apartment Price	Total
Gross Realisation:					
100 sqm Apartments	100	\$2,704	3	\$270,400	\$811,200
120 sqm Apartments	120	\$2,704	5	\$324,480	\$1,622,400
			8		\$2,433,600
Allowance for Profit and Risk: % of Gross Realisation	10.0%				\$243,360
Construction Costs:					
Apartment Block	1,080	\$1,400			\$1,512,000
Balconies	8	\$5,155			\$41,240
Parking Area	200	\$64			\$12,800
Landscaping and Access Points	220	\$50			\$11,000
Sub-Total					\$1,577,040
Tax and Contingency: % of Sub-Total	15.0%				\$236,556
					\$1,813,596
Other Costs:					
Professional Fees: % of Construction:	10.0%				\$181,360
Selling Costs: % of Gross Realisation:	3.0%				\$73,008
Finance, Legal, Government Costs: % of Gross Realisation:	5.0%				\$121,680
					\$376,048
Assume Land Cost is Zero:					\$0

Apartment Building 3

	Size (sqm) / Rate (%)	Unit Price / Cost (sqm)	No.	Apartment Price	Total
Gross Realisation:					
80 sqm Apartments	80	\$2,644	4	\$211,520	\$846,080
120 sqm Apartments	120	\$2,644	5	\$317,280	\$1,586,400
			9		\$2,432,480
Allowance for Profit and Risk: % of Gross Realisation	10.0%				\$243,248
Construction Costs:					
Apartment Block	1,080	\$1,400			\$1,512,000
Balconies	9	\$5,155			\$46,395
Parking Area	225	\$64			\$14,400
Landscaping and Access Points	75	\$50			\$3,750
Sub-Total					\$1,576,545
Tax and Contingency: % of Sub-Total	15.0%				\$236,482
					\$1,813,027
Other Costs:					
Professional Fees: % of Construction:	10.0%				\$181,303
Selling Costs: % of Gross Realisation:	3.0%				\$72,974
Finance, Legal, Government Costs: % of Gross Realisation:	5.0%				\$121,624
					\$375,901
Assume Land Cost is Zero:					\$0

Morwell 4: IGA Site

Site Analysis

1. Disused IGA supermarket and carpark with two street frontages on site, falling from north to south
2. George Street predominantly 1-2 storey shops and offices
3. Elgin Street predominantly 1-2 storey shops on the northern side and houses on the southern side
4. Lane servicing the IGA site from Tarwin Street
5. Partly vacant shops



Design Response

1. On the northern half of the site, develop new shops with continuous shopfronts and potentially up to 2 storeys of offices or apartments above, to re-establish retail continuity to George Street
2. Develop the southern half of the site for flexible townhouse units of 2-3 storeys able to accommodate small businesses or dwellings, to reinforce and respect the residential character of Elgin Street
3. Locate parking behind new buildings accessed from rear lane off Tarwin Street
4. Provide verandahs on George Street building frontages for shelter and visual delight
5. Ensure development on southern half of site faces Elgin Street and is predominantly attached to ensure:
 - An attractive and safe public realm
 - Internal and external privacy
 - Minimal visual impact of the car
 - Flexibility for redevelopment of each dwelling
6. Modulate the front facades and set back upper levels to minimise the apparent building bulk
7. Ensure design is of a high architectural quality
8. Design buildings to be energy efficient allowing for natural light and ventilation



Indicative Development Concept - IGA Site

Development Summary

Site Area (m²)	
Private land	6,110
Accommodation (m²)	
Retail	1,170 m ²
Potential office above retail	2,340 m ²
520m ² office/ townhouse lots	8

Note: Retail staff & office/ townhouse parking provided behind buildings on-site; customer/ visitor parking provided on-street.



Indicative view from Elgin Street

Morwell 5: George Street Car Park



Site Analysis

1. Car park edged by blank walls and storage and delivery areas at the rear of shops, providing no natural surveillance
2. Existing pedestrian lane linking the car park and Hazelwood Road
3. Entrance to Manny's Market
4. Entrance to Spotlight
5. Isolated single storey shop (Paint Right)
6. Newspaper office and printing press
7. 1-2 storey shops and offices

Design Response

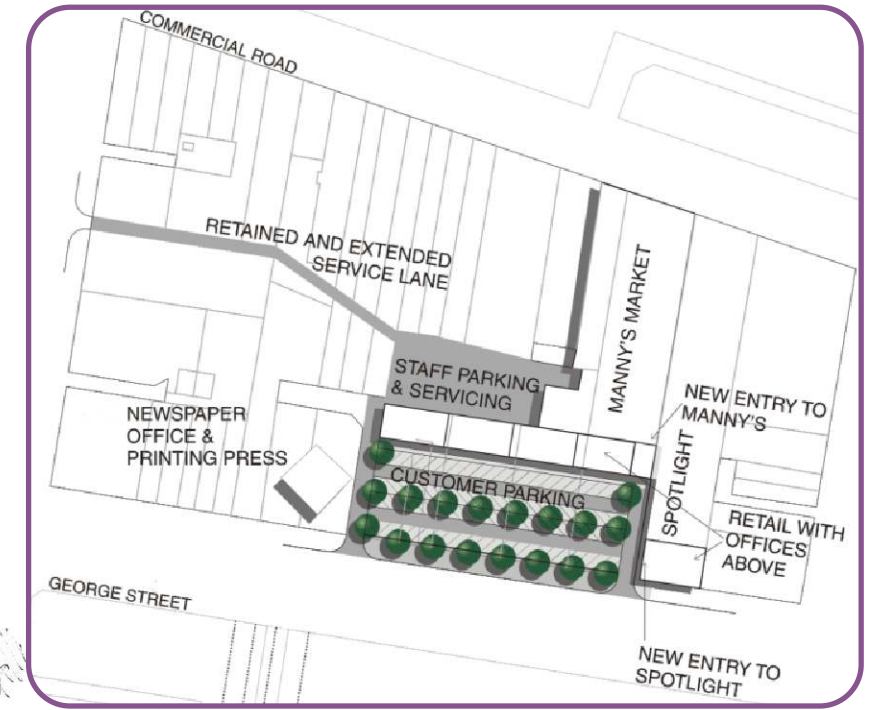
1. Develop new shops with continuous active frontages to the carpark along its northern edge, and up to 2 storeys of offices above, to enhance safety and appearance of car park and separate public and servicing areas.
2. Incorporate new entrance to Manny's Market from the car park
3. Extend Spotlight to George Street to 'repair' frontage
4. Demolish the Paint Right building to create a more well- defined edge to the car park and replace the car parking lost through the construction of the new shops
5. Retain service and staff parking area between the existing shops facing Commercial Road and the new shops, accessed via an extension of the lane off Hazelwood Road.
6. Landscape carpark and provide a footpath around its perimeter
7. Provide verandahs on buildings fronting car parks and roads for shelter and visual delight



Indicative Development Concept - George Street Car Park

Development Summary

Site Area (m²)	
Council land (lane)	55
Private land (7 lots)	3,430
Accommodation	
Retail	800m ²
Potential office above	1,600m ²
Car Parking (No. Of Spaces)	
Public	84



Indicative view looking east

Morwell 6: Collins Street School Site



Site Analysis

1. Redundant school site
2. 250m to station
3. 150m to parks and recreation facilities
4. Single-storey detached dwellings facing the site to the north, east and south
5. Backyards of single storey detached dwellings to the west
6. Bounded by roads to the north, south and east



Design Response

1. Develop housing, predominantly at medium density to capitalise on the close proximity of the station and town centre, potentially in the form of retirement or elderly persons housing
2. Establish a permeable and public internal street layout unless developed as a single property (e.g. retirement village)
3. Utilise predominantly attached and semi detached forms facing an existing or new street (rather than 'gun barrel' units), with rear vehicle access serviced by a lane where the lots are 10m wide or less . This is to ensure:
 - An attractive and safe public realm
 - Internal and external privacy
 - Minimal visual impact of the car
 - Flexibility for redevelopment of each dwelling
4. Utilise articulation, materials and fenestration that is complementary to the existing residential character of the locality on new buildings facing surrounding streets
5. Ensure internal streets are addressed by development
6. Ensure public open space and streets are fronted by habitable rooms to create a safe and attractive public realm
7. Restrict new buildings to a maximum of 3 storeys (9m) to respect detached housing context



Indicative Development Concepts - Collins Street School Site

Development Summary - Residential Subdivision

Site Area (M)	
Private land	18,000
Accommodation	
400m ² detached house lots	5
230-400m ² townhouse lots	42
Public open space	765m ²
<i>Note: Resident parking provided on-site; visitor parking provided on-street.</i>	

Development Summary - Retirement Village

Site Area (m ²)	
Private land	18,000
Accommodation (No. Of Dwellings)	
Independent living units (on 2 levels)	96
Car Parking (No. Of Spaces)	
Total resident & visitor	76
<i>Note: Could be developed in conjunction with aged care facility on Ericsson site – ref Project 7</i>	



Residential Subdivision

Retirement Village



Indicative view of new park

Morwell 7: Ericsson Site

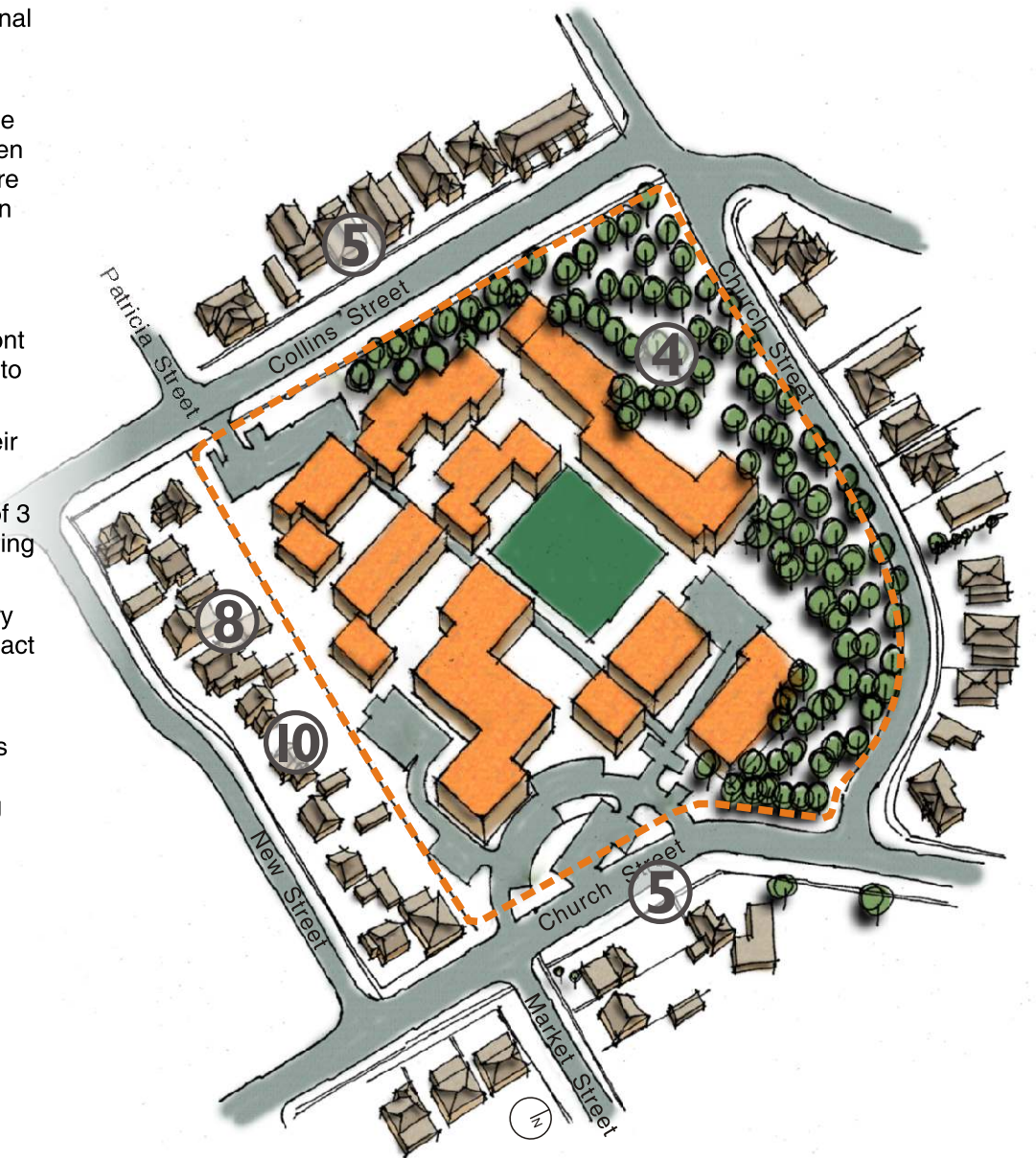
Site Analysis

1. Large underutilised industrial building dominated and defined the saw tooth roof and large blank facades
2. Edna Walling designed gardens incorporating extensive stands of mature trees, providing characterful landscape buffer protecting residential land to the north from potential noise and poor, obtrusive appearance of industrial building
3. Main access to the site via Church Street to the east
4. Bounded on the west, north and east by roads. Predominantly with detached single-storey dwellings beyond
5. Southern boundary defined by substantial back yards of dwellings fronting New Street



Design Response

1. Redevelop site for residential purposes, with density maximised within constraints of retained vegetation and neighbourhood character to capitalise on proximity to town centre and existing infrastructure
2. Maximise dwelling diversity within medium density category
3. Establish a permeable and public internal street layout unless developed as a single property (e.g. nursing home)
4. Confine new buildings largely to the site of the existing building to respect garden design and allow the retention of mature trees as public park, or communal open space if site developed as a single property (e.g. nursing home)
5. Site and design buildings to address Collins and Church Streets with low front fences but retain perimeter vegetation to soften impact of new buildings
6. Break up larger buildings to reduce their apparent bulk
7. Restrict new buildings to a maximum of 3 storeys (9m) to respect detached housing context
8. Set back buildings from south boundary by at least 5m to reduce the visual impact and allow for adequate daylight and sunlight into neighbouring properties
9. Provide rear access lanes and garages for lots less than 10m. wide if site is developed for medium density housing



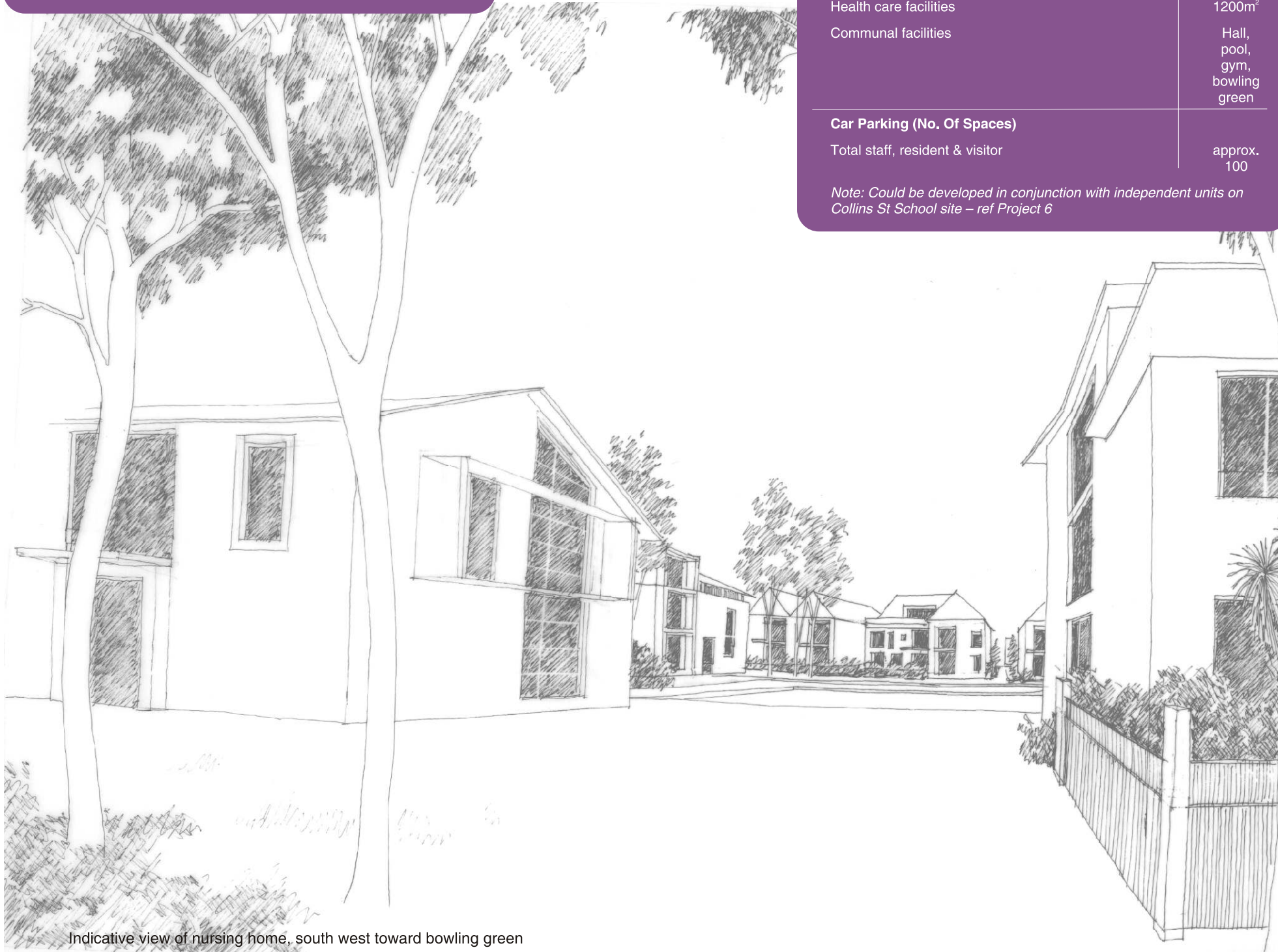
Indicative Development Concepts - Ericsson Site

Development Summary - Residential Subdivision

Site Area (m²)	
Private land	29,000
Accommodation	
295-365m ² townhouse lots	24
Public open space	
	6,000m ²
<i>Note: Resident parking provided on-site; visitor parking provided on-street.</i>	

Development Summary - Nursing Home

Site Area (m²)	
Private land	29,000
Accommodation	
Assisted living units with communal dining & lounge facilities (on 3 levels)	225 units
Nursing & critical care unit	100 people
Health care facilities	1200m ²
Communal facilities	Hall, pool, gym, bowling green
Car Parking (No. Of Spaces)	
Total staff, resident & visitor	approx. 100
<i>Note: Could be developed in conjunction with independent units on Collins St School site - ref Project 6</i>	



Indicative view of nursing home, south west toward bowling green



Residential Subdivision



Nursing Home

Traralgon Aerial Photograph

Latrobe City Council Offices

Primary School

Service Station

Former Council Depot



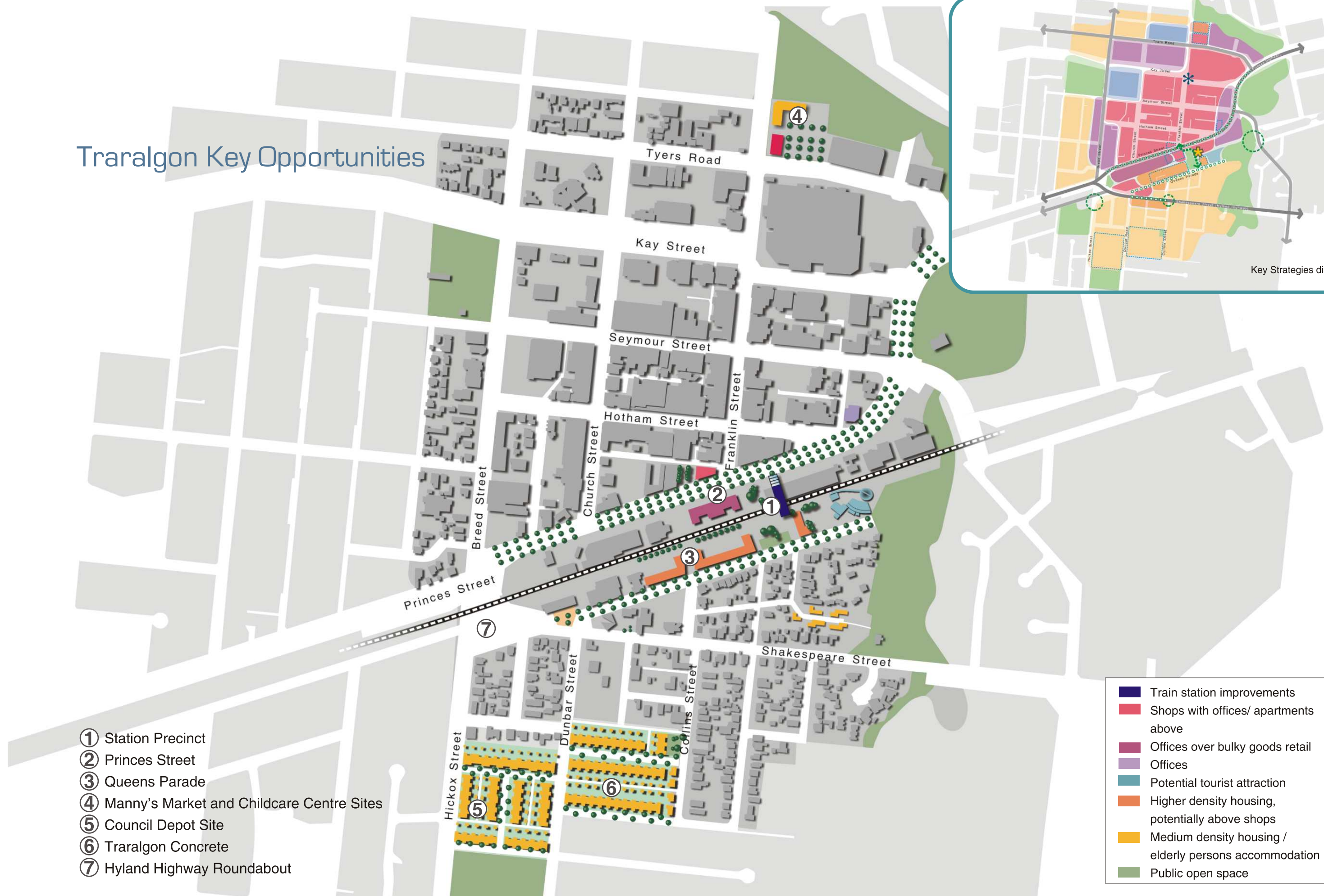
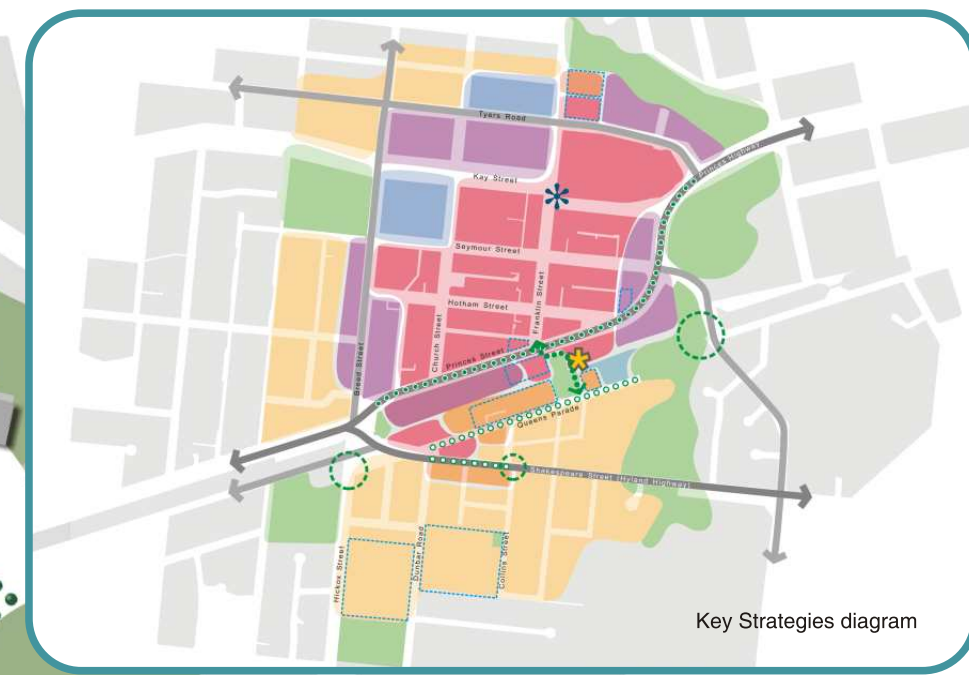
Traralgon Centre Plaza

Franklin Street

Railway Station

VRI Building

Traralgon Key Opportunities



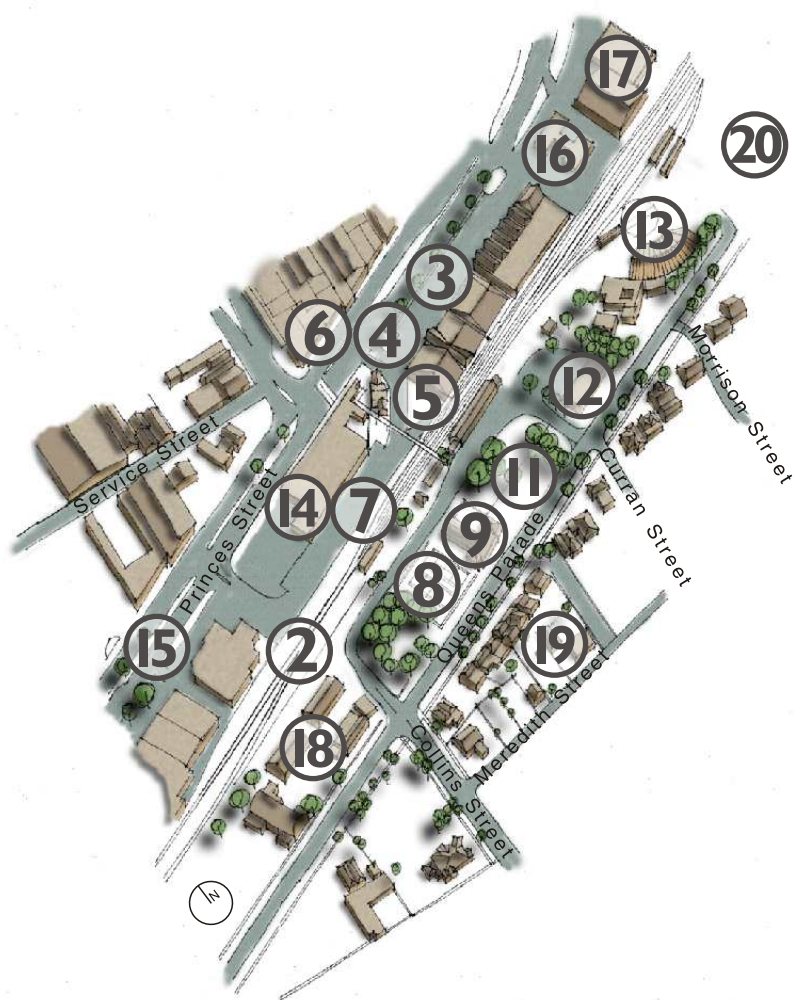
- ① Station Precinct
- ② Princes Street
- ③ Queens Parade
- ④ Manny's Market and Childcare Centre Sites
- ⑤ Council Depot Site
- ⑥ Traralgon Concrete
- ⑦ Hyland Highway Roundabout

- Train station improvements
- Shops with offices/ apartments above
- Offices over bulky goods retail
- Offices
- Potential tourist attraction
- Higher density housing, potentially above shops
- Medium density housing / elderly persons accommodation
- Public open space

Traralgon 1: Station Precinct

Site Analysis

1. Station facilities hidden within Southside Shopping Centre
2. Railway line splits town in two
3. Bus stops and public car park in front of station
4. Visitor Information Centre in historic building
5. Hidden, convoluted and unattractive footbridge with non DDA-compliant ramps, in poor condition
6. Signalised pedestrian crossing
7. Well-used station car park hidden behind Ford car yard with approx 80 spaces
8. Generally flat, little-used open space and tennis courts with some substantial trees
9. Victorian Rail Institute (VRI) building
10. Former station building occupied by craft outlets
11. Generally flat, little-used, unmarked car park and open space with some substantial trees
12. Railway administration building
13. Historic railway infrastructure, partly occupied by craft workshop
14. Single-storey bulky goods retail buildings
15. Busy highway separating station from town centre to the north (Princes Street)
16. Service station
17. New 3-storey office building
18. Single-storey light industrial buildings
19. Single-storey houses across Queens Parade to the south
20. Traralgon Creek and linear park
21. No formal bicycle routes to the station

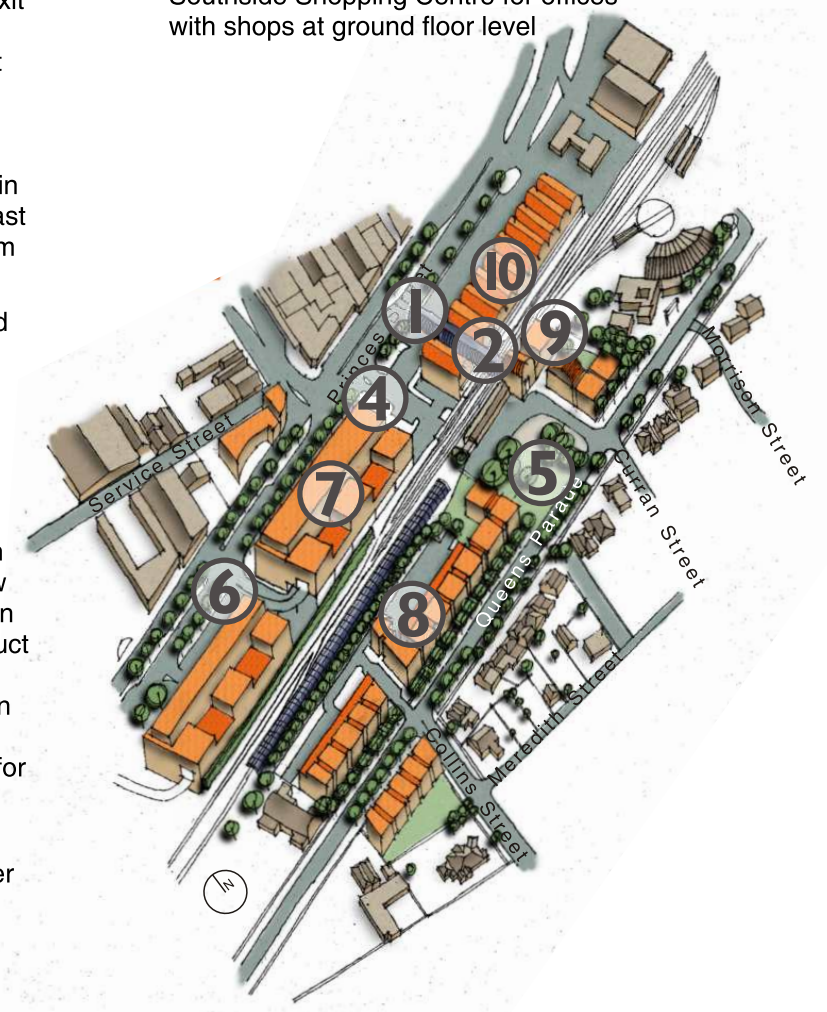


Design Response

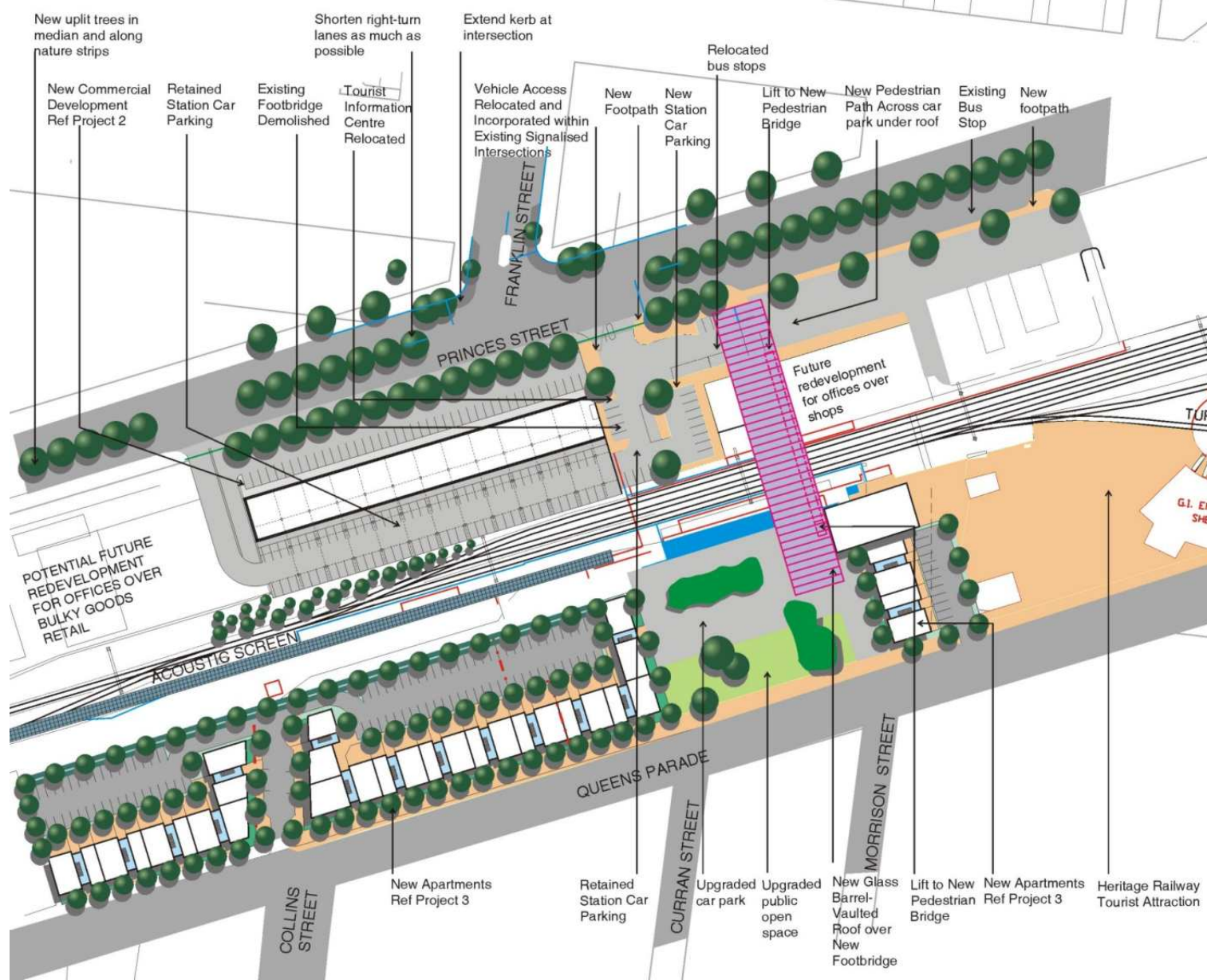
1. Construct new glass barrel-vaulted roof over station entrance to clearly mark its location, create a civic landmark and provide a sheltered route to bus stops on Princes Street.
2. Construct new, well-lit footbridge over the rail lines under the new roof and accessed by lifts at either end
3. Improve passenger waiting facilities
4. Relocate the Visitor Information Centre to allow the incorporation of the car park exit within the Franklin Street intersection, allowing buses and cars to turn right out of the car park without having to go behind the Ford car yard, the development of additional station car parking to cater for envisaged increase in rail patronage as a result of Regional Fast Rail, and the relocation of bus stops from in front of the station entrance
5. Retain and landscape car park in the old station forecourt to cater for envisaged increase in rail patronage as a result of Regional Fast Rail and Transit Cities. Preserve open space to its south for future expansion
6. Provide a continuous footpath along the southern side of Princes Street between Breed Street and Tyers Road, plant new underlit street trees in the central median and along each nature strip, and construct kerb outstands into the parking lane at each intersection, to enhance pedestrian amenity and provide an attractive gateway to the town centre and setting for development
7. Redevelop the Ford car yard and adjoining shops along with the commuter car park, for offices above bulky goods retail or a hotel/conference centre (refer Project 2)



8. Redevelop the light industrial buildings, little-used open space and VRI building, and the railway administration building south of the rail line for higher density housing (refer Project 3)
9. Investigate the feasibility of a heritage railway tourist attraction incorporating the historic railway infrastructure
10. In the longer term, redevelop the Southside Shopping Centre for offices with shops at ground floor level



Indicative Development Concept - Station Precinct



Indicative view of redeveloped shopping centre from north east



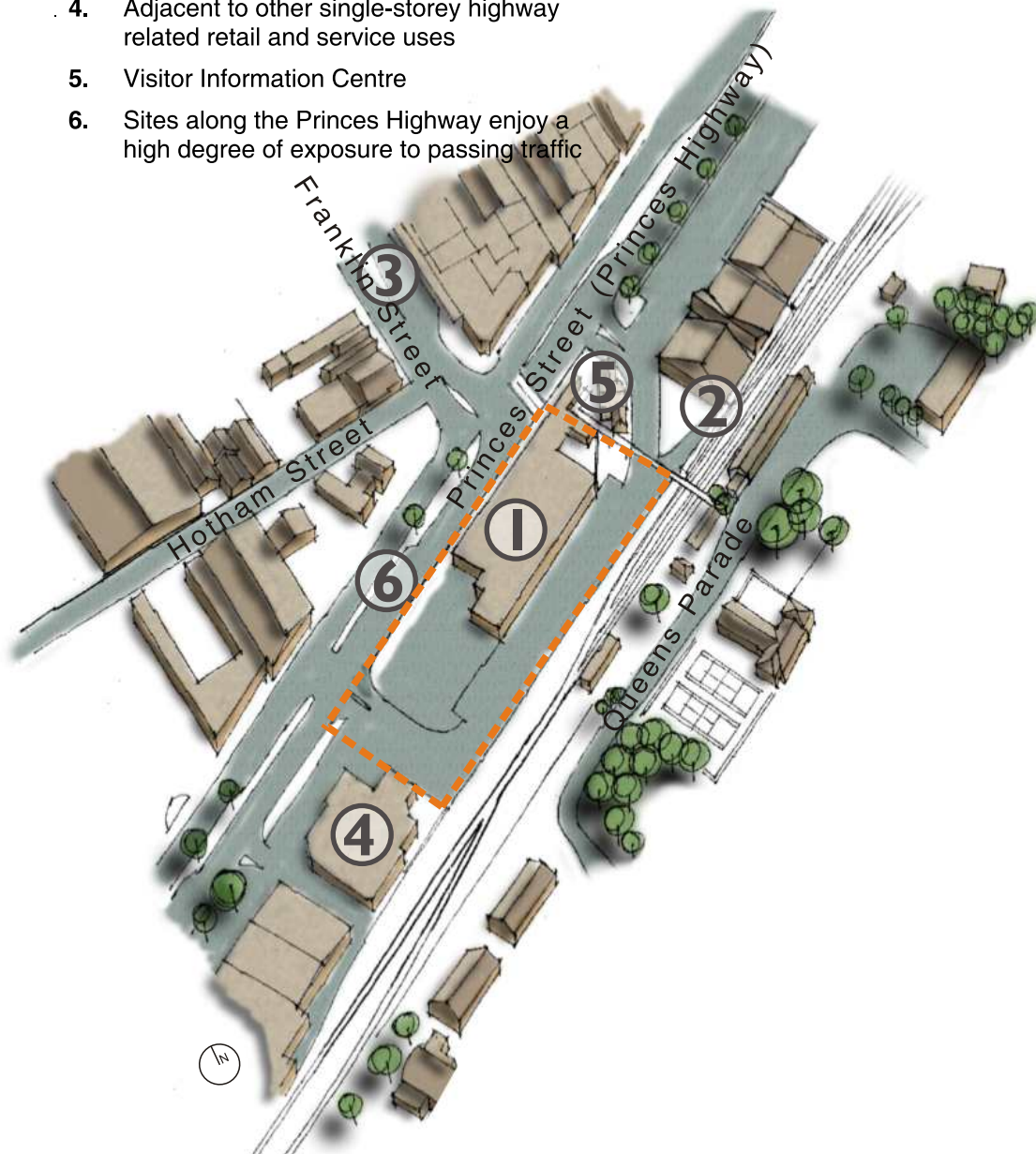
Indicative view from Queens Parade

Traralgon 2: Princes Street



Site Analysis

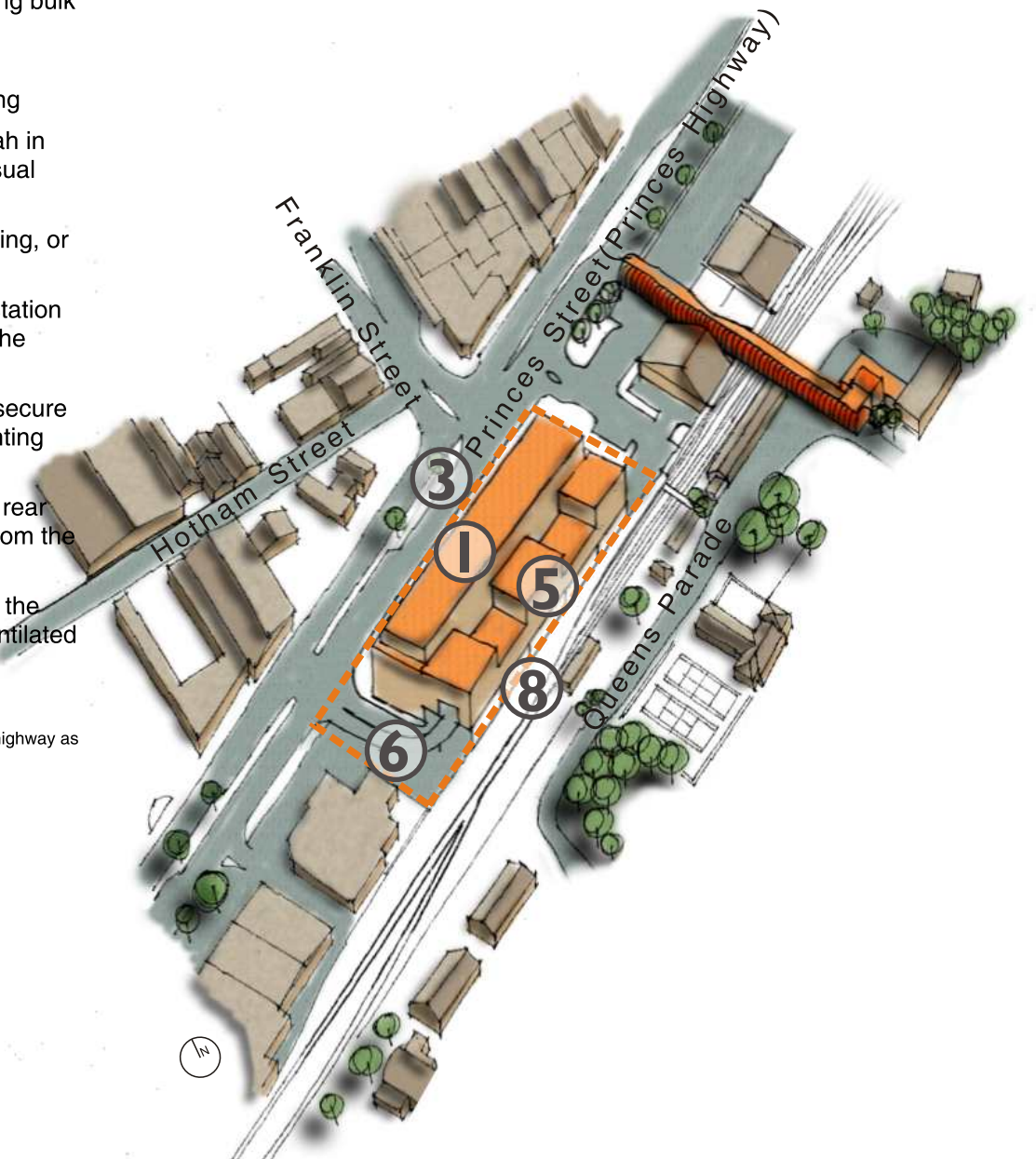
1. Single-storey Ford car showroom and retail tenancies on a large, flat site
2. Adjacent to the train station
3. Adjacent to the predominantly 1-2 storey town centre
4. Adjacent to other single-storey highway related retail and service uses
5. Visitor Information Centre
6. Sites along the Princes Highway enjoy a high degree of exposure to passing traffic



Design Response

1. Redevelop Ford site and adjacent highway-related retail premises to provide up to four storeys of office space above bulky goods retail or a hotel/conference centre
2. Modulate the façade and set back upper levels to minimise the apparent building bulk
3. Provide a continuous, active retail or commercial frontage to the highway, potentially behind customer car parking
4. Provide a broad footpath and verandah in front of the building for shelter and visual interest
5. Locate office parking behind the building, or at first floor or basement level
6. Provide for a bus route between the station entrance and the highway access at the western end of the site
7. Ensure parking spaces are safe and secure through the provision of adequate lighting and good visibility
8. Provide dense landscaping along the rear boundary to screen any car parking from the rail line
9. Ensure design is energy efficient with the building able to be naturally lit and ventilated
10. Ensure design is high quality and contemporary

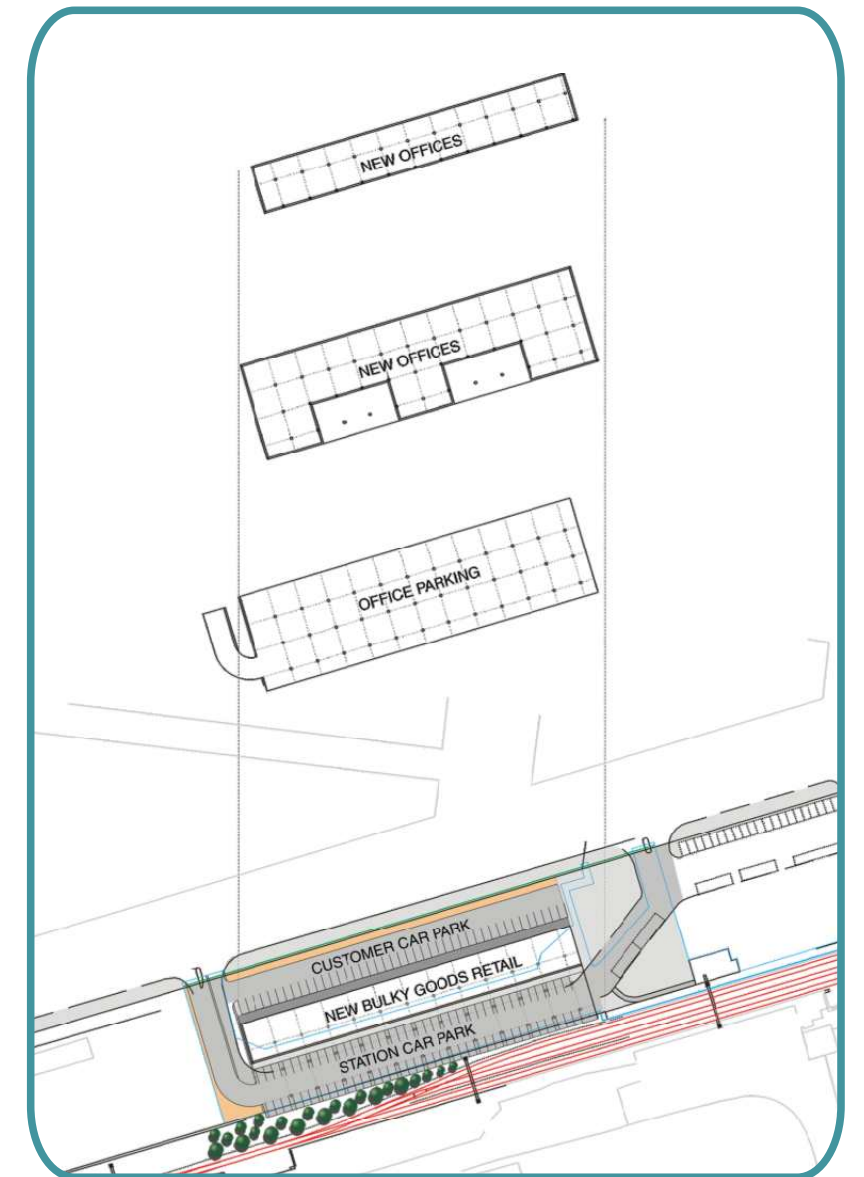
Note: This development form could be replicated along the highway as far as Shakespeare Street to the west



Indicative Development Concept - Princes Street

Development Summary

Site Area (m²)	
VicTrack land (car park)	3,120
Council land (road)	35
Private land	3,095
Total	6,250
Accommodation (m²)	
Bulky goods retail (Grd floor)	1600
Office (2 nd & 3 rd floors)	4750
Car Parking (No. Of Spaces)	
Station long-term (Grd level, behind building)	76
Retail (Grd level, in front of building)	43
Office (1 st floor)	144
Total	263



Indicative Feasibility Analysis - Princes Street

Three options were developed for the office-retail building. These are described in the tables to the right. All have variations of the following elements: ground floor retail, upper level office space and parking for retail customers, office workers and commuters. Parking for the latter is included because the development site is in part on VicTrack land used for commuter parking purposes.

The tables show the result of the analysis for the three options. In order to notionally gain a positive value, the following prices would need to be achieved:

- Option A is likely to require approximately \$3,400 / sqm or about \$5.5m for retail and \$24.4m for offices (for pre-land viability). Option A has a high unit cost related to basement parking.
- Option B is likely to require approximately \$2,500 / sqm or about \$3.9m for retail and \$11.8m for offices (for pre-land viability).
- Option C is likely to require approximately \$1,800 / sqm or about \$1.7m for retail and \$2.6m for offices (for pre-land viability).

Note that the land for this site is in part public and private ownership.

Note: The development concepts on the previous page represents Option B.

Note: This feasibility analysis relates to a preliminary version of the development concept with a slightly different composition. However, the results of the analysis are considered to be representative of the current concept.

Option A

	Size (sqm) / Rate (%)	Unit Price / Cost (sqm)	No.	Total
Gross Realisation:				
Retail	1,600	\$3,385	1	\$5,416,000
Offices	7,200	\$3,385	1	\$24,372,000
				\$29,788,000
Allowance for Profit and Risk: % of Gross Realisation	10.0%			\$2,978,800
Construction Costs:				
Basement Office Parking (1st Level Ramp)	6,150	\$1,214		\$7,466,100
Retail Customer Parking	1,100	\$64		\$70,400
Commuter Parking	2,200	\$64		\$140,800
Retail Shops	1,600	\$518		\$828,800
Offices (Levels 1, 2 and 3)	7,200	\$1,491		\$10,735,200
Landscaping and Access Points	1,350	\$50		\$67,500
Sub-Total				\$19,308,800
Tax and Contingency: % of Sub-Total	15.0%			\$2,896,320
				\$22,205,120
Other Costs:				
Professional Fees: % of Construction:	10.0%			\$2,220,512
Selling Costs: % of Gross Realisation:	3.0%			\$893,640
Finance, Legal, Government Costs: % of Gross Realisation:	5.0%			\$1,489,400
				\$4,603,552
Assume Land Cost is Zero:				\$0

Option B

	Size (sqm) / Rate (%)	Unit Price / Cost (sqm)	No.	Total
Gross Realisation:				
Retail	1,600	\$2,457	1	\$3,931,200
Offices	4,800	\$2,457	1	\$11,793,600
				\$15,724,800
Allowance for Profit and Risk: % of Gross Realisation	10.0%			\$1,572,480
Construction Costs:				
Office Parking (1st Level Ramp)	4,200	\$459		\$1,927,800
Retail Customer Parking	1,100	\$64		\$70,400
Commuter Parking	2,200	\$64		\$140,800
Retail Shops	1,600	\$518		\$828,800
Offices (Levels 2 and 3)	4,800	\$1,491		\$7,156,800
Landscaping and Access Points	1,350	\$50		\$67,500
Sub-Total				\$10,192,100
Tax and Contingency: % of Sub-Total	15.0%			\$1,528,815
				\$11,720,915
Other Costs:				
Professional Fees: % of Construction:	10.0%			\$1,172,092
Selling Costs: % of Gross Realisation:	3.0%			\$471,744
Finance, Legal, Government Costs: % of Gross Realisation:	5.0%			\$786,240
				\$2,430,076
Assume Land Cost is Zero:				\$0

Indicative Feasibility Analysis - Princes Street

Option C

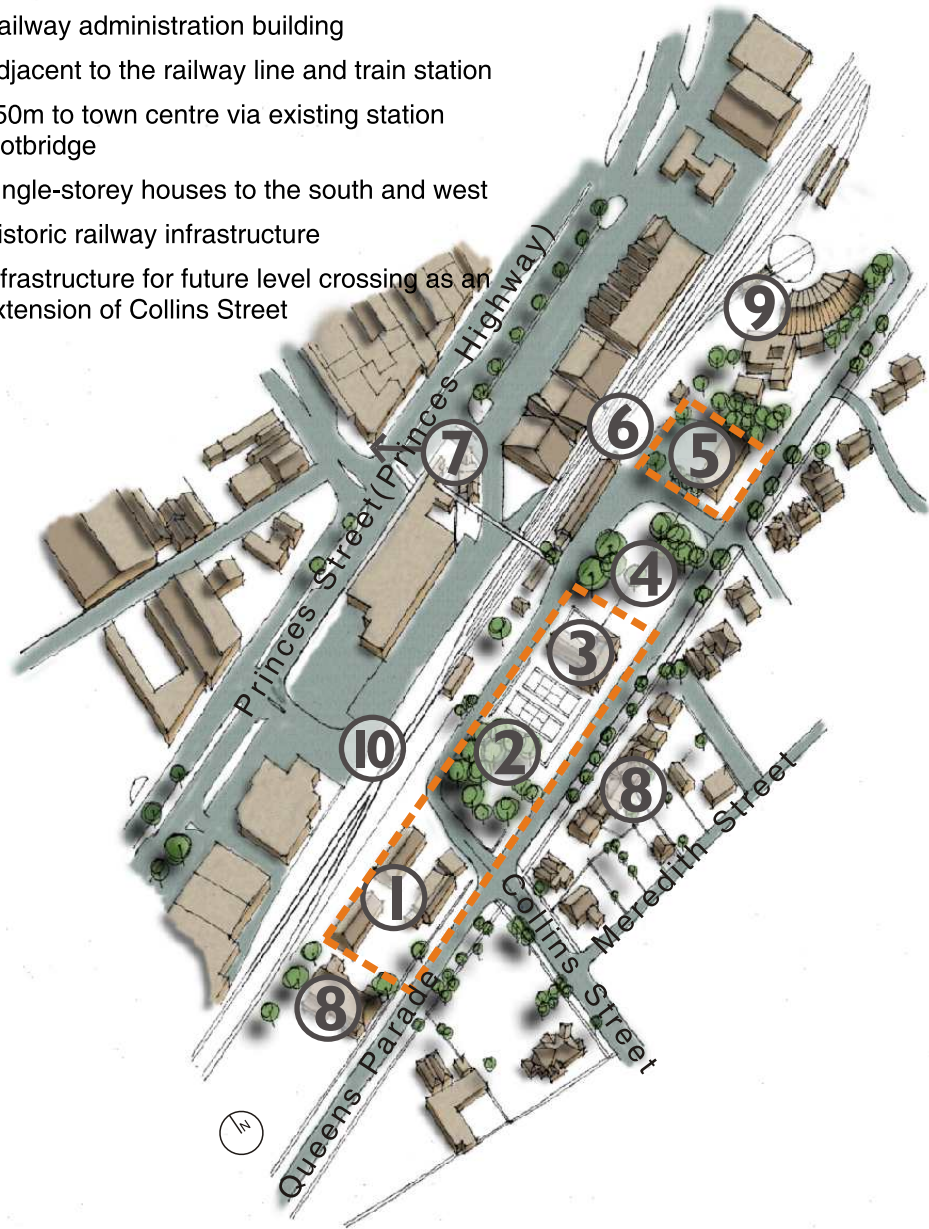
	Size (sqm) / Rate (%)	Unit Price / Cost (sqm)	No.	Total	
Gross Realisation:					
Retail	1,000	\$1,717	1	\$1,717,000	\$1,717,000
Offices	1,500	\$1,717	1	\$2,575,500	\$2,575,500
					\$4,292,500
Allowance for Profit and Risk: % of Gross Realisation	10.0%				\$429,250
Construction Costs:					
Office Parking	1,350	\$64			\$86,400
Retail Customer Parking	625	\$64			\$40,000
Commuter Parking	2,200	\$64			\$140,800
Retail Shops	1,000	\$518			\$518,000
Offices	1,500	\$1,295			\$1,942,500
Landscaping and Access Points	1,075	\$50			\$53,750
Sub-Total					\$2,781,450
Tax and Contingency: % of Sub-Total	15.0%				\$417,218
					\$3,198,668
Other Costs:					
Professional Fees: % of Construction:	10.0%				\$319,867
Selling Costs: % of Gross Realisation:	3.0%				\$128,775
Finance, Legal, Government Costs: % of Gross Realisation:	5.0%				\$214,625
					\$663,267
Assume Land Cost is Zero:					\$0

Traralgon 3: Queens Parade



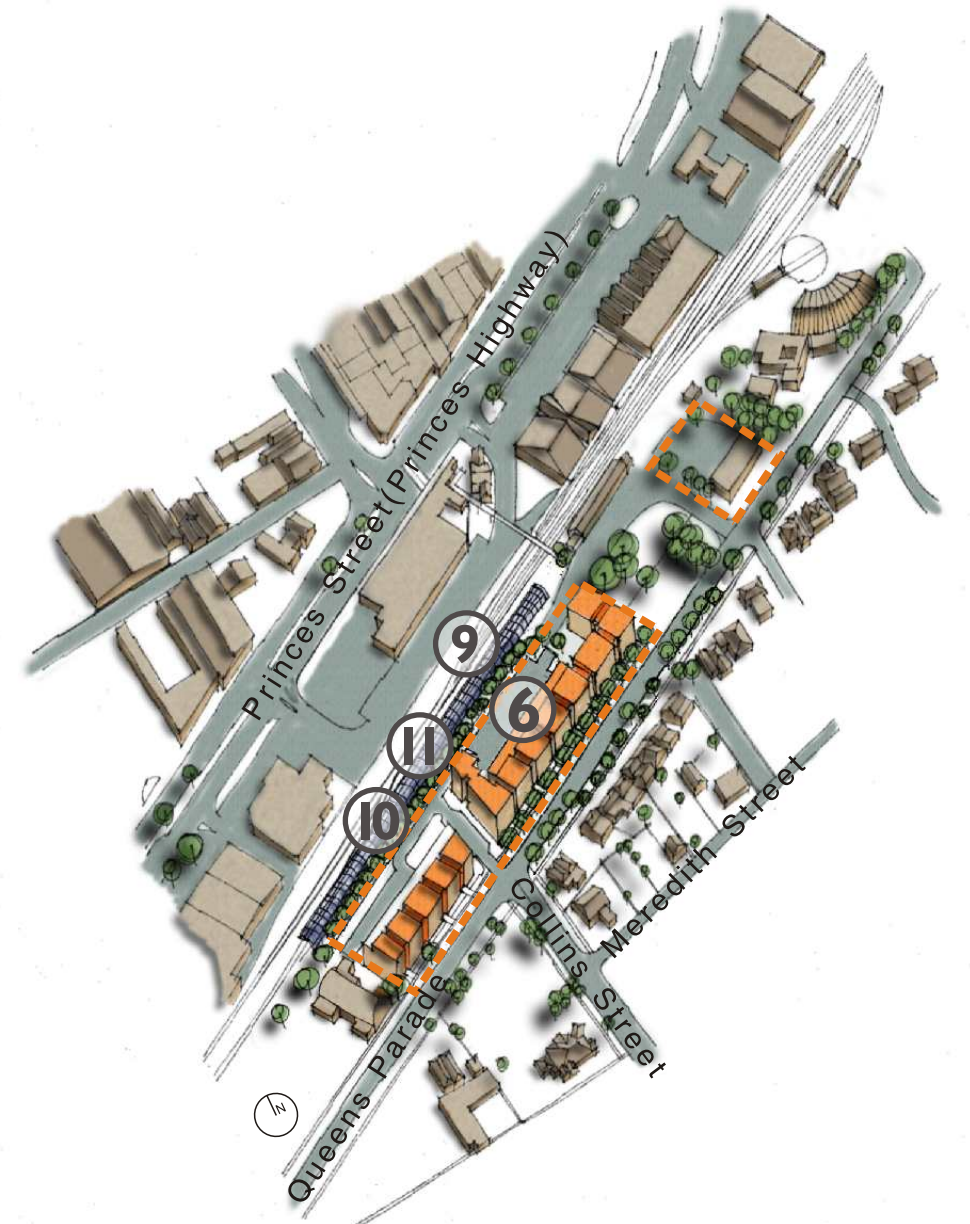
Site Analysis

1. Single-storey light industrial buildings
2. Little-used open space
3. Little used Victoria Rail Institute (VRI) building
4. Former station forecourt
5. Railway administration building
6. Adjacent to the railway line and train station
7. 150m to town centre via existing station footbridge
8. Single-storey houses to the south and west
9. Historic railway infrastructure
10. Infrastructure for future level crossing as an extension of Collins Street



Design Response

1. Develop for high density housing up to 4 storeys high, potentially accommodating office uses at ground floor level
2. Modulate the façade and set back upper level setbacks to minimise the apparent building bulk
3. Set buildings back from the street and raise the ground floor by 1m for privacy. Avoid front fences over 1.2m high
4. Address the street and public open space with habitable room windows and balconies
5. Maximise the number of pedestrian entries directly facing the street
6. Locate parking at the rear to reduce the visual impact of vehicles on the streetscape
7. Ensure design is of a high architectural quality
8. Design buildings to energy efficient, allowing for natural light and ventilation e.g dual aspect apartments allow for cross-ventilation
9. Develop an acoustic screen between the development and the rail line to allow the creation of pleasant outdoor private spaces. This may have a sculptural-form such as a dramatic curve over the rail line-that may also act as an expression of the train station
10. Provide screen landscaping between the site and rail line
11. Preserve potential for level crossing



Indicative Development Concept - Princes Street

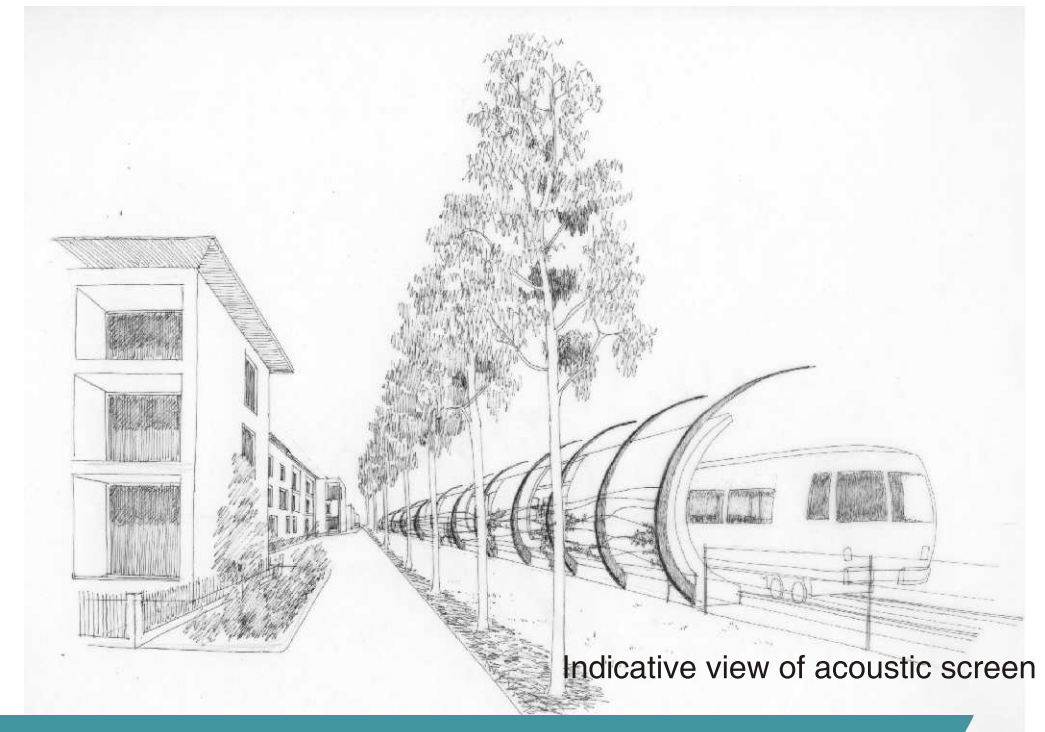
Development Summary

Site Area (m ²)			
V/line Freight land			965
VicTrack land leased to 3 rd parties incl. Council			2,675
Council land (lane)			330
Private land			2,540
Total			6,510
Accommodation (No. Of Dwellings)			
	Stage 1	Stage 2	Stage 3
1-bedrm apartments	10	8	8
2-bedrm apartments	19	16	16
3-bedrm apartments	7	6	6
Total	36	30	30
Car Parking (No. Of Spaces)			
Resident (on-site)	42	36	36

Note: Visitor parking provided on-street.



Indicative view from Queens Parade



Indicative view of acoustic screen

Traralgon 3: Queens Parade

Indicative Feasibility Analysis - Princes Street

The table to the right summarises the result of the analysis. In order to notionally gain a positive value, the apartments would need to sell for approximately \$2,650 / sqm or about \$158,000 for 60 sqm apartments, \$264,000 for 100 sqm apartments and \$316,000 for 120 sqm apartments (for pre-land viability).

This site, like the Morwell site, is a strong candidate for development facilitation because the land is government owned (ie. VicTrack owned).

This figure is marginally outside the range of per sqm prices currently achieved in Traralgon, which generally achieves higher prices in a Latrobe context.

Note: This feasibility analysis relates to a preliminary version of the development concept with a slightly different composition. However, the results of the analysis are considered to be representative of the current concept.

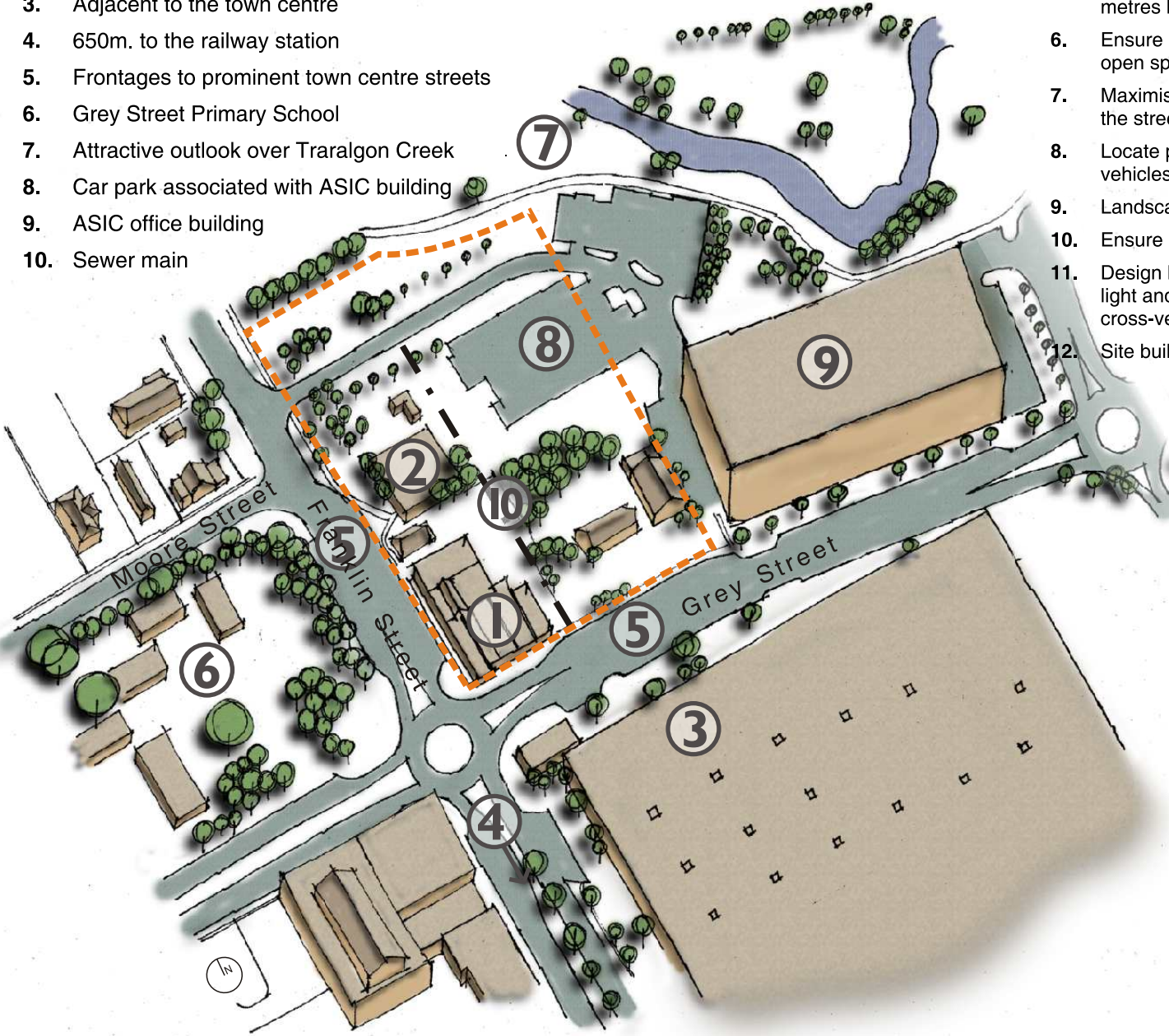
Stage 1

	Size (sqm) / Rate (%)	Unit Price / Cost (sqm)	No.	Total	
Gross Realisation:					
60 sqm Apartments	60	\$2,631	14	\$157,860	\$2,210,040
100 sqm Apartments	100	\$2,631	17	\$263,100	\$4,472,700
120 sqm Apartments	120	\$2,631	5	\$315,720	\$1,578,600
			36		\$8,261,340
Allowance for Profit and Risk: % of Gross Realisation	10.0%				\$826,134
Construction Costs:					
Apartment Block	3,600	\$1,400			\$5,040,000
Balconies	36	\$5,155			\$185,580
Parking Area	1,225	\$64			\$78,400
Landscaping and Access Points	1,000	\$50			\$50,000
Sub-Total					\$5,353,980
Tax and Contingency: % of Sub-Total	15.0%				\$803,097
					\$6,157,077
Other Costs:					
Professional Fees: % of Construction:	10.0%				\$615,708
Selling Costs: % of Gross Realisation:	3.0%				\$247,840
Finance, Legal, Government Costs: % of Gross Realisation:	5.0%				\$413,067
					\$1,276,615
Assume Land Cost is Zero:					\$0

Traralgon 4: Manny's Market and Childcare Centre Sites

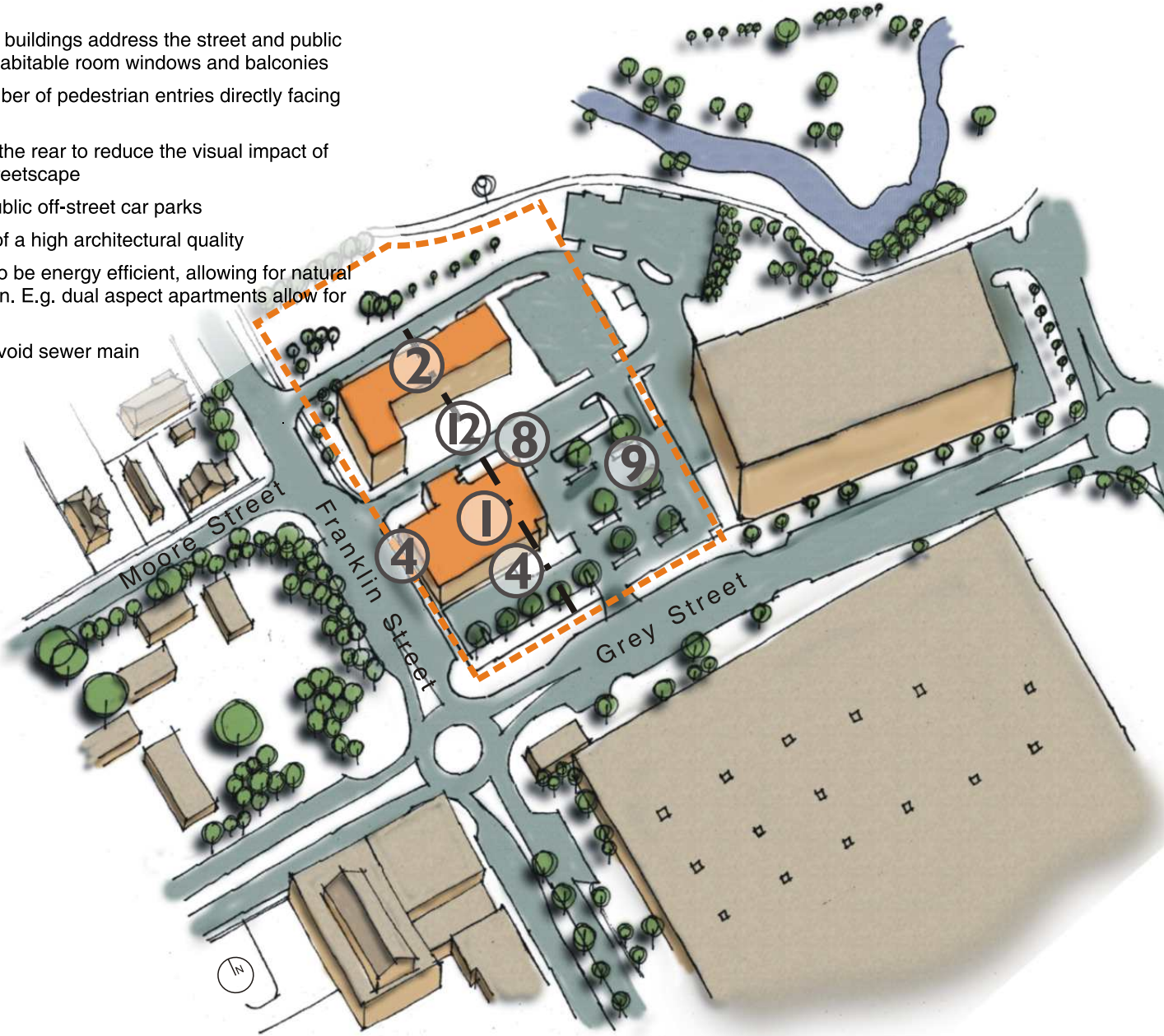
Site Analysis

1. Disused Manny's Market building
2. Existing childcare centre
3. Adjacent to the town centre
4. 650m. to the railway station
5. Frontages to prominent town centre streets
6. Grey Street Primary School
7. Attractive outlook over Traralgon Creek
8. Car park associated with ASIC building
9. ASIC office building
10. Sewer main



Design Response

1. Redevelop southern part of the site for retail uses facing Grey Street, potentially with up to 2 storeys of offices or apartments above to capitalise on its adjacency to the town centre
2. Consolidate the ASIC car parking in a more compact form to allow the redevelopment of northern part of the site for high density housing up to 4 storeys high, potentially incorporating a reconfiguration of the childcare centre to capitalise on the outlook towards the creek and proximity to the town centre
3. Modulate the façades and set back the top storeys to minimise the apparent bulk
4. Minimise the setback from either Franklin or Grey Streets to ensure that part of the development form defines the street edge
5. Set residential buildings back from the street and raise the ground floor by 1m. for privacy. Avoid front fences over 1.2 metres high
6. Ensure residential buildings address the street and public open space with habitable room windows and balconies
7. Maximise the number of pedestrian entries directly facing the street
8. Locate parking at the rear to reduce the visual impact of vehicles on the streetscape
9. Landscape any public off-street car parks
10. Ensure design is of a high architectural quality
11. Design buildings to be energy efficient, allowing for natural light and ventilation. E.g. dual aspect apartments allow for cross-ventilation
12. Site buildings to avoid sewer main



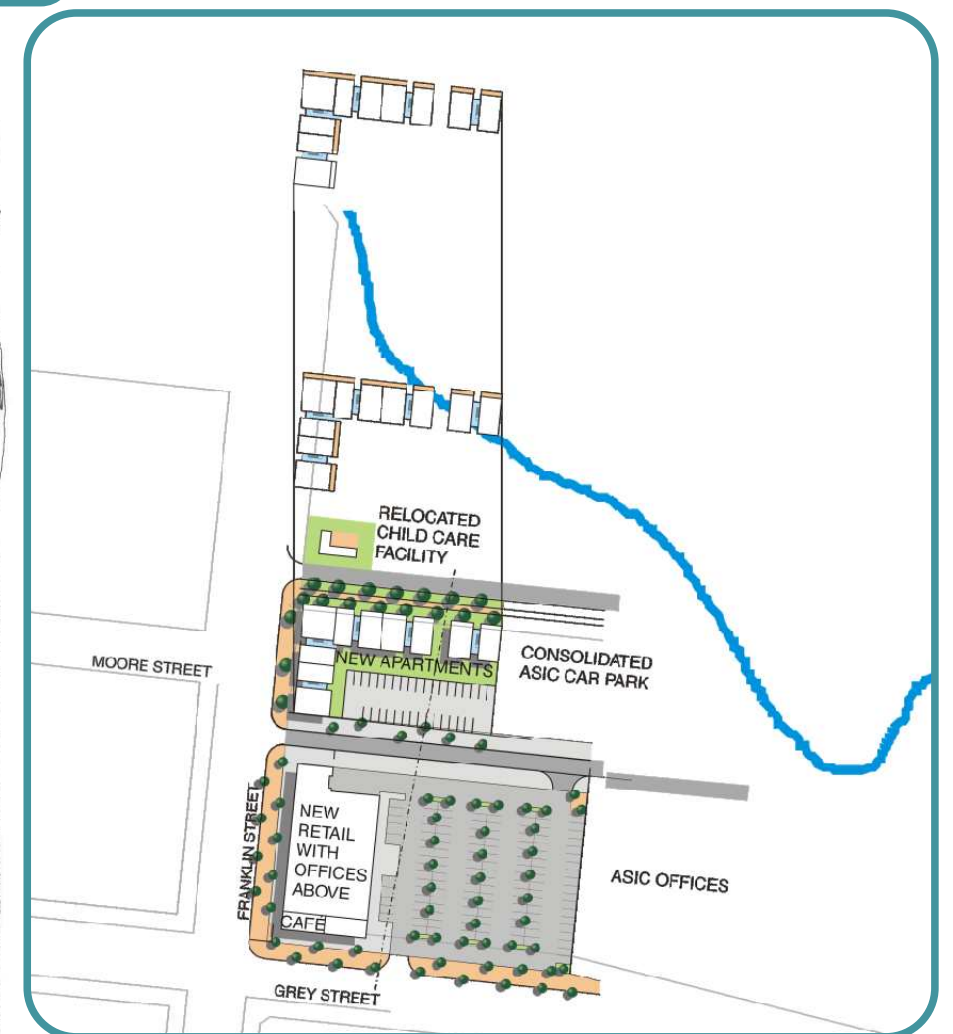
Indicative Development Concept - Manny's Market and Childcare Centre Sites

Implementation

Development Summary

Action	Responsibility	Other stakeholders
<p>4.1 Make the following changes to the La Trobe Planning Scheme:</p> <ul style="list-style-type: none"> ■ Introduce a new Traralgon CAD Local Planning Policy into the La Trobe Planning Scheme that develops the strategic directions set out in the MSS into more specific policies, including more specific land use directions such as the type of shops and businesses considered appropriate in each area. ■ Rezone the former Manny's Market site to MUZ. ■ Introduce a DDO over the CAD to ensure appropriate forms of development, such as continuous retail frontages on boundaries abutting streets and public car parks. ■ List the Traralgon Urban Renewal Framework and Master Plans as Reference Documents. 	Latrobe City	Property owners
<p>4.2 Promote the development of the former Manny's Market site in accordance with the Design Parameters set out in the Master Plan for Traralgon Project 4 through discussions with the owner/ developer of the site.</p>	Latrobe City	Property owner/ developer

Site Area (M)	
Private land	9750 m ²
Accommodation	
Retail	1280m ²
Childcare	50m ²
1-bedrm apartments	15
2-bedrm apartments	12
3-bedrm apartments	3
Total apartments	30
Car Parking (No. Of Spaces)	
Retail (on-site)	92
Resident (on-site)	33
<i>Note: Residential visitor parking provided on-street.</i>	



Indicative view from north west

Traralgon 5: Council Depot Site

Site Analysis

1. Disused Council Depot
2. Traralgon Dog Pound
3. 750m. to train station and town centre via existing station footbridge
4. Adjacent to D Cameron Memorial Park
5. Adjacent to Burnet Park, providing an attractive outlook
6. Single-storey detached dwellings facing the site across a Hickox Street to the west
7. Back yards of single storey detached dwellings to the north
8. Traralgon Concrete (industry) across Dunbar Road to the east, across a street

Design Response

1. Develop housing, predominantly at medium density to capitalise on the close proximity of the station and town centre, potentially in the form of aged care units
2. Establish a permeable and public internal street layout unless developed as a single property (e.g. nursing home)
3. Utilise predominantly attached and semi-detached forms facing an existing or new street (rather than 'gun barrel' units), with rear vehicle access serviced by a lane where the lots are 10m. wide or less. This is to ensure:
 - An attractive and safe public realm
 - Internal and external privacy
 - Minimal visual impact of the car
 - Flexibility for redevelopment of each dwelling
4. Utilise articulation, materials and fenestration that is complementary to the existing residential character of the locality on new buildings facing surrounding streets
5. Ensure any internal streets are addressed by development
6. Provide a street along the boundary with Burnet Park and address it with habitable rooms to create a safer and more attractive public realm
7. Restrict new buildings to a maximum height of 3 storeys (9m) to respect detached housing context



Indicative Development Concept - Council Depot Site

Implementation

Development Summary

Action	Responsibility	Other stakeholders
5.1 Make the following changes to the Latrobe Planning Scheme: <ul style="list-style-type: none"> Rezone the R1Z area south of station (as far as the end of Collins and Curran Streets) to R2Z. List the Traralgon Urban Renewal Framework and Master Plans as Reference Documents. 	Latrobe City	Property owners
5.2 Promote the development of the former Council depot, concrete batching plant and 'Federation House' sites in accordance with the Design Parameters set out in the Master Plans for Traralgon Projects 5 and 6 through discussions with the owners/ developers of these sites.	Latrobe City	Property owners/ developers
5.3 Seek VicRoads' support for the redevelopment of the Hyland Highway roundabout in accordance with the Master Plan for Traralgon Project 7. If the above is successful:	VicRoads	Latrobe City
5.4 Rezone the released land to R2Z.	Latrobe City	
5.5 Redevelop the roundabout and sell the released land for development.	VicRoads	

Site Area (m ²)	
Council land	11,080
Private land	19,400
Total	30,480
Accommodation	
220-455m ² townhouse lots	68
Notes:	
1. A cash contribution in lieu of the provision of public open space is considered appropriate given the proximity of D Cameron Memorial and Burnet Parks.	
2. Resident parking provided on-site; visitor parking provided on-street.	

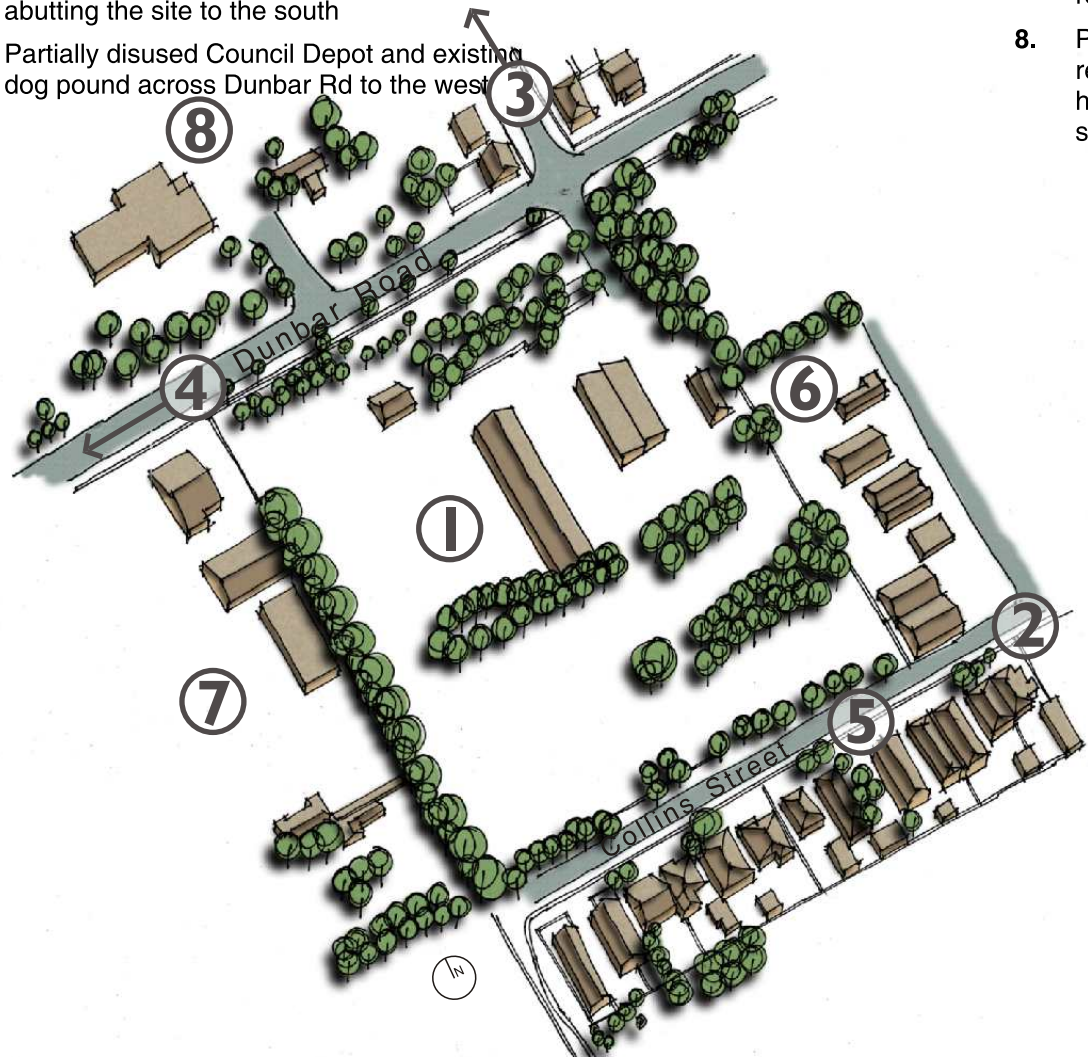


Indicative view looking south along Hickox Street

Traralgon 6: Traralgon Concrete

Site Analysis

1. Traralgon Concrete Products industrial site
2. 550m. to train station
3. 200m. to D Cameron Memorial Park
4. 100m. to Burnet Park
5. Single-storey detached dwellings facing the site across Collins St to the east
6. Service yards of industrial sites abutting the site to the north
7. Service yards of larger industrial sites abutting the site to the south
8. Partially disused Council Depot and existing dog pound across Dunbar Rd to the west



Design Response

1. Develop housing, predominantly at medium density to capitalise on the close proximity of the station and town centre, potentially in the form of aged care units
2. Establish a permeable and public internal street layout unless developed as a single property (e.g. nursing home)
3. Utilise predominantly attached and semi-detached forms facing an existing or new street (rather than 'gun barrel' units), with rear vehicle access serviced by a lane where the lots are 10m. wide or less. This is to ensure:
 - An attractive and safe public realm
 - Internal and external privacy
 - Minimal visual impact of the car
 - Flexibility for redevelopment of each dwelling
4. Utilise articulation, materials and fenestration that is complementary to the existing residential character of the locality on new buildings facing surrounding streets
5. Ensure any internal streets are addressed by development
6. Locate any public open space to be provided as open space contribution where it is of greatest convenience to the broader community
7. Ensure any public open space is addressed by habitable room windows
8. Provide a street along the southern boundary to facilitate redevelopment of the rear of the properties to the south for housing, and address it with habitable rooms to create a safe and attractive public realm



Indicative Development Concept - Traralgon Concrete

Development Summary

Site Area (m²)	
Private land	30,560
Accommodation	
260-535m ² townhouse lots	71
Public open space	1,300m ²
<i>Note: Resident parking provided on-site; visitor parking provided on-street.</i>	



Indicative view along new street

Traralgon 7: Hyland Highway Roundabout

Site Analysis

1. Large, complex roundabout creating interrupted, indirect and unpleasant routes for pedestrians and cyclists moving between southwest Traralgon and the train station or town centre
2. Recent history of accidents near intersection of Bank St (Churchill-Traralgon Rd) and Hickox St, resulting in proposal¹ to convert northern section of Hickox St to one-way northbound with left-only exit into Bank St, convert current one-way entrance road to roundabout from Banks St to two-way and remove current exit road from roundabout to Banks St, to reduce the number of conflict points in and around the intersection
3. Substantial area of underutilised land within comfortable walking distance of train station and town centre
4. Left-turn slip lane from Shakespeare St (Hyland Highway) into Queens Pde creating additional and dangerous crossing point for pedestrians

Prepared by John Piper Traffic for VicRoads

Design Response

1. Install chevron signage at pedestrian crossing points and review lighting levels around the roundabout, to improve pedestrian conditions
2. Adopt proposed changes to roundabout, except retain two-way movement in Hickox St and right-turns from it into Bank St to allow the removal of exit road from roundabout to Hickox St, further reducing the number of roads for pedestrians to cross and releasing land for development
3. Develop the released land for medium-density housing
4. Remove the left-turn slip lane from Hyland Highway into Queens Parade to improve pedestrian conditions

Indicative Development Concept - Highland Highway Roundabout

Development Summary

Site Area (m ²)	
VicRoads land	515
Accommodation (No. Of Dwellings)	
Townhouse lots	2
<i>Note: Resident parking provided on-site; visitor parking provided on-street.</i>	



General Design Standards

New development surrounding the station should:

- Address the street and any other public or communal open space with habitable room windows, to contribute to an attractive and safe public realm.
- Locate car parking behind the building(s) or at basement level to reduce the visual impact of vehicles on the streetscape and include on street parking in calculation of provision.
- Have modulated and well-designed facades to minimise their perceived scale and contribute to an attractive streetscape.
- Provide natural light and ventilation to contribute to energy efficiency, reduced emissions and a healthy and pleasant internal environment.

New residential development surrounding the station should:

- Be high quality structures with significant aesthetic appeal such that they meet the internal amenity standards of Clause 55 of the planning scheme, to ensure a high quality internal environment. This internal environment should include:
 - High quality appliances and fittings
 - High ceilings
 - Best practice sound proofing between apartments and external areas
- Provide a sunny public or communal open space area to compensate for lack of access to a private garden.
- Incorporate generous balconies and public or communal open space to provide a high level of amenity for residents.
- Be set back from the street boundary and avoid habitable rooms less than 1 metre above footpath level on the street frontage, to ensure privacy for residents.
- Provide direct pedestrian access from both the street and resident car parking, separate from the entrance to other uses in a mixed-use development, to contribute to residential amenity and a visually rich streetscape and pleasant internal environment.

New development in town centre cores should:

- Be built to and for the full width of the front boundary, to ensure a well-defined public realm.
- Present a predominantly clear-glazed ground floor frontage to streets, public car parks and other public spaces, and avoid opaque security devices such as metal roller shutters, to contribute to an attractive and safe public realm.
- Locate staff car parking, goods storage and loading bays behind the building(s) where possible to avoid breaking the connection between the shopfront and footpath.
- 'Wrap' blank-walled, large-format shops with smaller, outward-facing shops, to contribute to an attractive and safe public realm.
- Incorporate a verandah over the footpath for the full width of the lot, to contribute to a comfortable public realm.
- Include offices, entertainment uses or apartments at upper levels, to contribute to a diverse centre and an active public realm.
- Incorporate separate pedestrian entries from both the street and car park for each different use in a mixed-use development, to contribute to occupant amenity and a visually rich streetscape.

New development at the edge of transit precincts should:

- Incorporate a variety of housing types, to meet the diverse needs of the community.
- Utilise predominantly attached and semi-detached forms facing an existing or new street (rather than 'gun-barrel' units), to ensure a safe and attractive public realm, internal and external privacy, flexibility for the redevelopment of each dwelling, and to contribute to energy efficiency and affordability.
- Ensure all new and existing streets and public open spaces are addressed by dwellings, to contribute to an attractive and safe public realm.
- Ensure garages are not in front of the forward-most wall of the house and provide rear vehicle access serviced by a lane where the lots are 10m wide or less, to minimise the visual impact of parking on the street.
- Incorporate existing mature trees within the layout where possible without significantly reducing the density, to enhance the setting for development and the identity of the development.
- Utilise articulation, materials and fenestration that is complementary to, but not mimicking, the existing residential character of the locality of new buildings, to protect and potentially enhance local character.
- Large developments at the edge of transit precincts should:
 - Incorporate a permeable and public internal street network unless developed as a single property (eg. a retirement village).
 - Provide footpaths on both sides of all new streets, except shared surfaces.



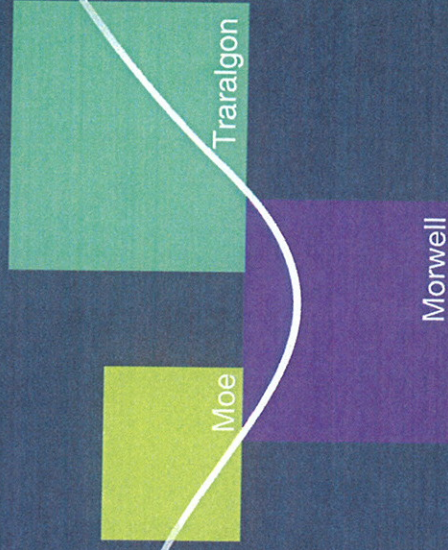
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Latrobe

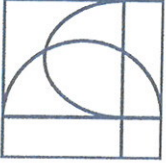
Transit centred precincts

Background Report

Prepared by
David Lock Associates
in association with
SGS Economics & planning
PBAI Australia



December 04



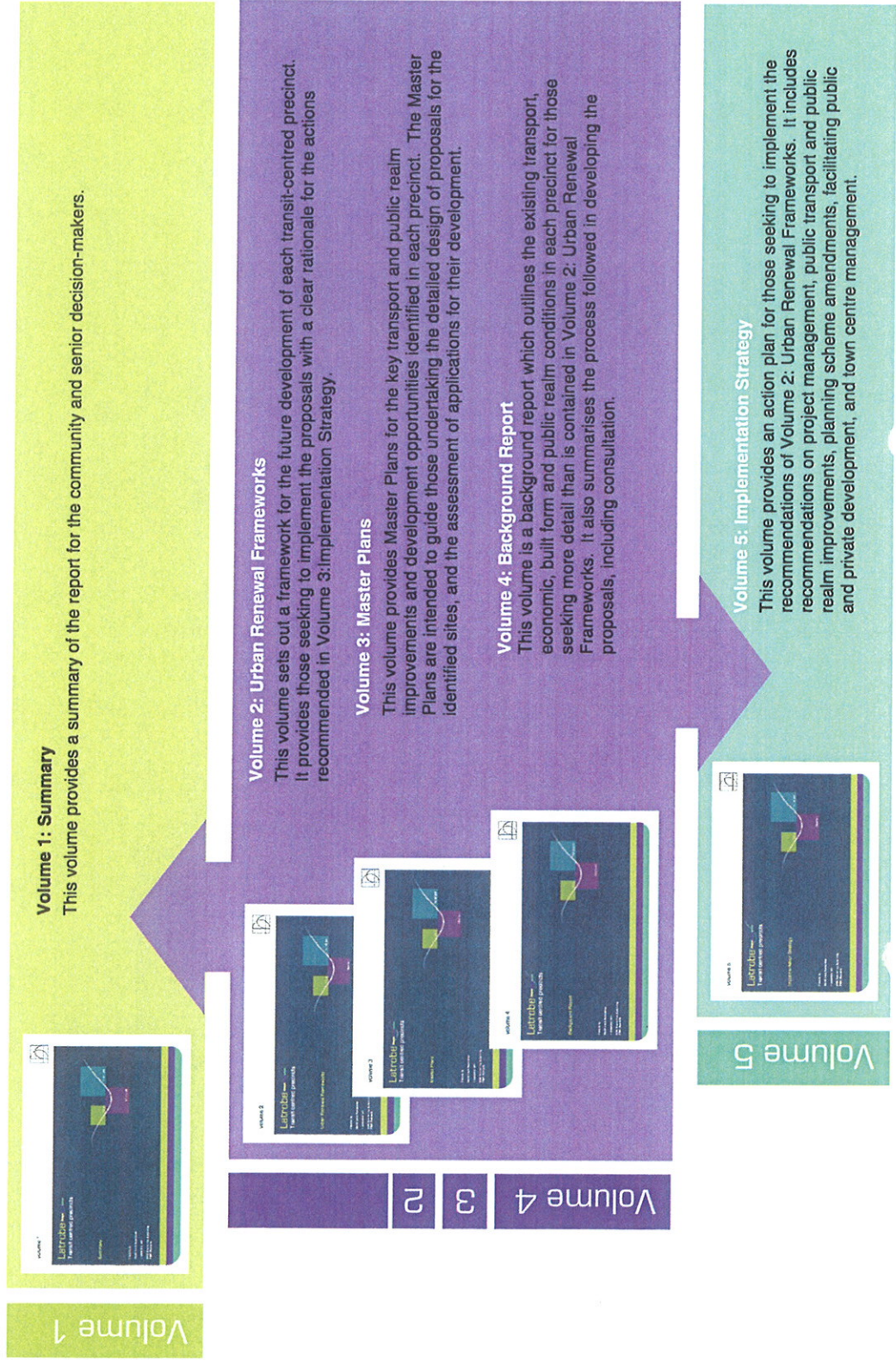
Preface

This is the Latrobe Transit-centred Precincts Report, which provides a plan for the future development of the areas within a comfortable walking distance of the Moe, Morwell and Traralgon train stations.

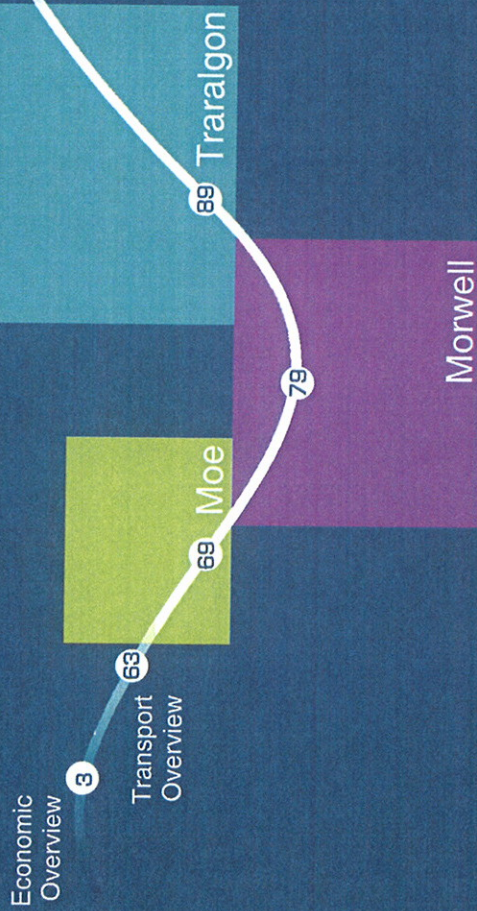
The development of the proposals has involved wide consultation with key stakeholders and the broad community.

The report will be implemented through a partnership between state and local government and co-ordination of agencies and public authorities. Its implementation will be subject to budgetary processes.

The Latrobe Transit-centred Precincts report is presented in five volumes to meet the needs of its different readers:



Contents



This is Volume 4 of the Latrobe Transit-centred Precincts report, which outlines the existing transport, economic, built form and public realm conditions in each precinct for those seeking more detail than is contained in Volume 2: Urban Renewal Frameworks.

The contents of this volume are the results of an audit and analysis of the existing conditions and projected changes in the study area. This is based on site surveys and a review of material from previous and current studies, current planning controls, available data relating to demographics, land use, property ownership, property sales, retail trade, traffic volumes, car parking and services infrastructure.

CHAPTER 1 provides a contextual analysis of economic and social conditions in the region with a view to providing development forecasts for major town centre land uses.

CHAPTER 2 provides an overview of the existing transport context of the three precincts. More detail on the transport conditions in each precinct is provided in Chapters 3, 4 and 5.

CHAPTERS 3, 4 and 5 outline the existing land use, urban form and transport conditions in the Moe (Chapter 3), Morwell (Chapter 4) and Traralgon (Chapter 5) Transit Precincts.

1 Economic Overview

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1.4 Options Development Input	56

1.1 Introduction

Background

The Latrobe Valley has undergone significant structural adjustment in recent decades. This has been mostly associated with restructuring of State utilities and coal mining but has also been associated with underlying productivity improvements in agriculture, forestry and production sectors resulting in job shedding. The upshot has been greater efficiency gains in processes but loss of labour intensive activities and jobs.

Major job shedding, high unemployment and related social impacts have had a significant flow on impact on the region's social and economic fabric during the 1990s. In this context the regional population declined.

However, this macro picture of structural economic and social shock sits alongside underlying renewal. The region continues to have exporter strengths in utilities, primary industries and production. Business services and various population driven activities like education have shown growth in the period of adjustment. Tourism (natural attractions, arts, culture, food) is emerging, as are other sectors.

In this context, the regional towns of Moe, Morwell and Traralgon are poised for renewal. The towns are linked to the State rail network and have been nominated by the State Government and Latrobe City for more intensive development as part of the Transit Cities Program. Fast rail access, broadband linkages and more cosmopolitan and vibrant developments are envisaged in the towns, to complement the emerging economic strengths of the region.

Purpose

This assignment calls for a strategy to position the Transit Centred Precincts of Moe, Morwell and Traralgon for long-term prosperity (with a 20-year outlook). This will include a focus on development that will deliver social and economic vibrancy, business innovation and economic development. A particular aim of the initiative is to make better use of public infrastructure investment in the town centres, especially the fast rail investment. The strategy is to be practical and have outcomes to 'kick start' the renewal process in the short term.

This report provides one element of the strategy: development economics. The report provides a contextual analysis of economic and social conditions in the region with a view to provide development forecasts for major town centre land uses. The forecasts focus on higher density residential opportunities, office / commercial development opportunities and retail development opportunities. Consideration is also given to 'other' land uses. This information is provided to inform design frameworks for the study area precincts.

Study Area

The study area for this assignment is the Transit Centred Precincts of Moe, Morwell and Traralgon. This defines the areas surrounding the rail station and commercial centres of three towns.

Structure

This report is structured as follows.

Development Economics Research – This section reviews recent trends and existing conditions in Latrobe to inform possible development directions for the region and the three towns. In particular, this section provides:

- Economic profile;
- Social profile;
- Indicators of recent activity; and
- Literature review and selected consultation.

Development Analysis and Forecasts – This section provides broad development forecasts for major land uses. In particular, this section provides information on:

- Residential development possibilities;
- Commercial development possibilities;
- Public sector facility planning;
- Retail development possibilities; and
- Other development possibilities.

Options Development Input – This section provides recommendations regarding land use development in the three precincts looking forward.

1.2 Development Economics Research

This section reviews recent trends and existing conditions in Latrobe to inform possible development directions for the region and the three towns. In particular, this section provides:

- Economic profile;
- Social profile;
- Indicators of recent activity; and
- Literature review and selected consultation.

Economic Profile

The following sections profile the economy of Latrobe. This includes snapshot and time series information on job stock, industry output and identification of export sectors. A parallel analysis of the 'Wider Region' (which comprises Latrobe, Baw Baw, South Gippsland and Wellington) and Regional Victoria is undertaken for benchmarking purposes where appropriate.

Job Stock and Industry Profile

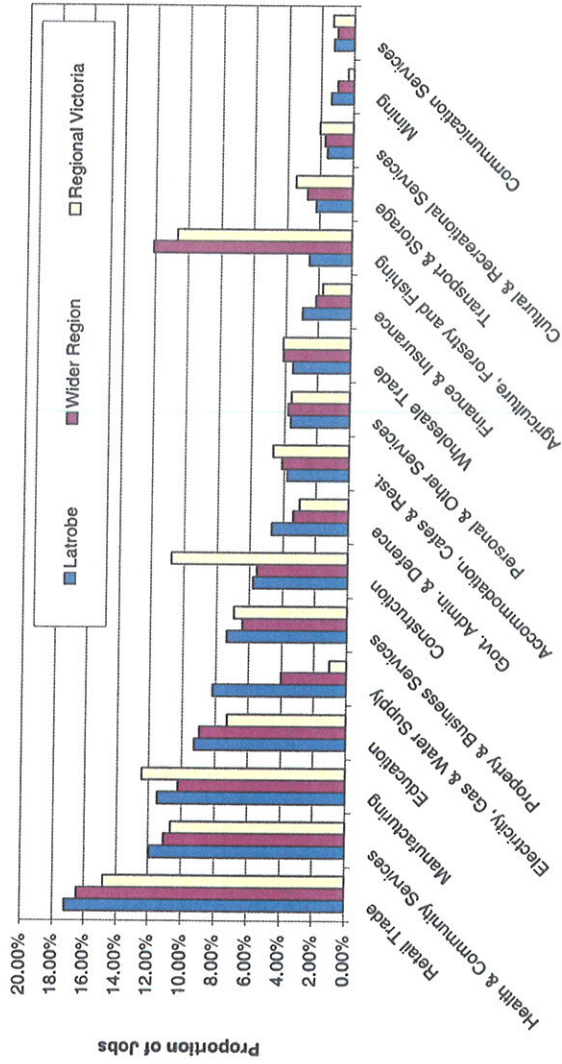
Latrobe is the major employment node in the Wider Region. It offers almost 44% of total job stock in the Wider Region, and almost 4.5% of jobs in a Regional Victoria context.

Job Stock, Selected Areas, 2001

	Employment	Share of Wider Region	Share of Regional Victoria
Latrobe - Moe	4,196	7.35%	0.75%
Latrobe - Morwell	10,448	18.31%	1.87%
Latrobe - Traralgon	10,103	17.71%	1.81%
Latrobe - Bal	252	0.44%	0.05%
Latrobe	24,999	43.81%	4.48%
Baw Baw	11,852	20.77%	2.12%
South Gippsland	9,291	16.28%	1.66%
Wellington	1,091	1.91%	0.19%
Wider Region	57,060	100.00%	10.22%
Regional Victoria	558,545		

Source: ABS Census 2001, Journey to Work

Industry Structure, Selected Areas, 2001



Source: ABS Census 2001, Journey to Work

The chart above shows the industry structure of jobs in Latrobe, the Wider Region and Regional Victoria. The biggest employment sectors are 'population driven' sectors (ie. the sectors that are determined by the size and composition of the population) such as Retail Trade, Health & Community Services, Education and Property & Business Services.

The strong Electricity, Gas & Water Supply profile of Latrobe is reflected in the data, as the municipality remains the power generation capital of Victoria.

Furthermore, another 'higher order' activity in Latrobe is manufacturing. This activity is likely to be a downstream spin-off from the power / utilities, agriculture and forestry sectors.

The proportion of jobs in Agriculture, Forestry & Fishing is low by regional standards. This is a reflection of vast tracts of land being used for coal mining and power generation in Latrobe.

The table opposite looks at the evolution of the employment opportunities in various sectors over the last five years. A key feature of this data is that the **Latrobe economy is growing**. Job stock increased from 22,794 in 1996 to 24,999 in 2001.

In terms of absolute change in jobs by industry sector, the major growth sectors are Manufacturing, Health & Community Services, Retail Trade and Government Administration & Defence.

All of these bar manufacturing can be classified as population driven sectors. Manufacturing is (or has the potential to be) an export sector, as sales from (some) firms in Manufacturing tend to have wider reach and generate inter-regional and international sales. This is a positive sign for the municipality.

Despite growth in Manufacturing and maintenance of Latrobe as the key power generation hub in the State, advanced business services have shown signs of decline in the five-years to 2001. Finance & Insurance and Property & Business Services have contracted. This may be a reflection of 'outdrift' forces of such activity to key business nodes in a regional and national context (eg. centralisation of the higher order services to central Melbourne and Sydney and some regional centres).

Industry Structure and Change, Selected Areas, 1996 - 2001

	Latrobe			Wider Region		
	1996	2001	Av Ann Change	1996	2001	Av Ann Change
&& Not stated	5	76	71	15	204	189
B Mining	220	351	131	617	583	-34
M Govt. Admin. & Defence	850	1,178	328	1,715	1,933	218
C Manufacturing	2,122	2,878	756	4,724	5,826	1,102
I Transport & Storage	423	561	138	1,073	1,581	508
O Health & Community Services	2,259	2,989	730	4,655	6,326	1,671
Q Personal & Other Services	789	908	119	1,681	2,179	498
H Accommodation, Cafes & Rest.	850	950	100	1,907	2,359	452
G Retail Trade	3,926	4,310	384	7,911	9,399	1,488
D Electricity, Gas & Water Supply	1,940	2,045	105	2,083	2,296	213
F Wholesale Trade	845	888	43	2,316	2,357	41
P Cultural & Recreational Services	385	401	16	775	988	213
N Education	2,295	2,323	28	4,475	5,120	645
E Construction	1,465	1,452	-13	2,898	3,194	296
A Agriculture, Forestry and Fishing	676	654	-22	6,844	6,919	75
L Property & Business Services	1,976	1,888	-138	3,232	3,663	431
J Communication Services	404	312	-92	679	598	-81
990 Non-Classifiable Economic Units	205	140	-65	444	289	-155
K Finance & Insurance	1,159	745	-414	1,678	1,246	-432
Total	22,794	24,999	2,205	49,722	57,060	7,338

Source: ABS Census 2001, Journey to Work

Other important features reflected in the table are as follows. Despite the deterioration in terms of trade and the continued decline in the world price of natural resources over the last decade, Mining sector experienced strong growth of 9.8% pa in Latrobe, while experiencing negative growth rate in the Wider Region. This suggests that the Mining sector is consolidating its activities in favour of Latrobe.

Government Administration & Defence experienced a significantly higher growth rate in Latrobe compared to the Wider Region signifying that Latrobe has been repositioning itself to undertake the lead role in this activity in Gippsland.

The strong growth experienced in Health & Community Services is a reflection of the rising demand for health services driven by an ageing population.

Other sectors that experienced high positive growth rates are Retail Trade and Accommodation, Cafes & Restaurants. The growth in these sectors can be accounted for by the rise of tourism industry in Latrobe in addition to the local population base. However, the Wider Region experienced higher growth rates compared to Latrobe, suggesting that the municipality faces stiff competition in attracting tourist dollars from areas with a more developed tourism 'offer'.

Overall, the total job opportunities offered by Latrobe grew at 1.9% pa, which is about one percentage point lower than the Wider Region.

Industry Output

Latrobe's total annual industry output equates to about \$2,147 million¹. This represents almost 50% of the total output of the Wider Region (\$4351 million) and 5.5% of the output of Regional Victoria (\$38,988 million). By way of comparison, Latrobe has about 44% and 41% of Wider Regional jobs and population respectively. This suggests that Latrobe's workers are more productive by virtue having high capital-intensive, high value-adding industry sectors as a base.

Industry Output, Selected Areas, 2001

Industry	Latrobe	Wider Region	Regional Victoria
Elec., gas, & water supply	\$548.0m	\$615.3m	\$1,605.0m
Manufacturing	\$220.5m	\$446.4m	\$5,339.1m
Property & business services	\$180.4m	\$359.5m	\$3,804.1m
Health & community services	\$162.5m	\$343.9m	\$3,238.5m
Retail trade	\$142.7m	\$311.1m	\$2,742.4m
Mining	\$137.8m	\$228.8m	\$768.2m
Education	\$126.7m	\$279.2m	\$2,220.7m
Construction	\$117.8m	\$259.1m	\$4,881.1m
Finance & insurance	\$114.3m	\$191.1m	\$1,513.6m
Govt admin. & defence	\$75.7m	\$124.2m	\$1,081.7m
Wholesale trade	\$68.0m	\$180.6m	\$1,775.9m
Personal & other services	\$49.9m	\$119.6m	\$1,102.5m
Agric., forestry & fishing	\$48.7m	\$515.2m	\$4,442.9m
Transport & storage	\$48.6m	\$137.1m	\$1,688.8m
Accomm., cafes & restaurants	\$39.8m	\$98.8m	\$1,088.3m
Communication services	\$39.4m	\$75.6m	\$934.1m
Cultural & recreation services	\$26.5m	\$65.3m	\$761.3m
Total	\$2,147.2m	\$4,350.8m	\$38,988.2m
	100.0%	100.0%	100.0%

Source: Derived from ABS Census 2001 and ABS National Accounts Data 2001/02, Cat: 5220.0

¹ This is based on 2001/02 labour factor incomes by industry for Australia, extrapolated to Latrobe, Wider Region and Regional Victoria's employment structure at that time.

Export and Local Sectors, Selected Areas, 2001

	Latrobe				Export Generated Jobs	LQ Wider Region	LQ Regional Victoria
	Employment	Location Quotient	Local Jobs	Export Generated Jobs			
2 Digit ANZSIC Industries	1882	15.46	122	1,760	7.36	1.21	
36 Electricity and Gas Supply	1174	6.14	191	983	3.33	1.38	
23 Wood & Paper Prod Mfg	285	5.01	57	228	2.19	0.24	
11 Coal Mining	152	4.60	33	119	4.36	2.00	
03 Forestry and Logging	163	2.71	60	103	1.82	1.99	
37 Water Sply Swrge & Drnge Serv	843	1.42	592	251	1.22	1.22	
87 Community Services	862	1.34	645	217	1.31	1.12	
53 Mtr Vehicle Retailing & Serv	28	1.30	22	6	1.14	1.21	
14 Other Mining	2323	1.30	1,794	529	1.25	1.02	
84 Education	55	1.28	43	12	1.57	1.25	
E00 Construction, n.d.	1170	1.26	925	245	0.90	0.67	
81 Government Administration	2023	1.18	1,718	305	1.14	1.06	
86 Health Services	1545	1.16	1,337	208	1.18	1.07	
51 Food Retailing	1787	1.15	1,560	227	1.02	0.93	
52 Prsnl & Hhold Good Retailing	478	1.10	434	44	1.08	0.79	
96 Other Services	13	1.08	12	1	0.47	0.29	
B00 Mining, undefined	116	1.08	107	9	1.03	0.98	
G00 Retail Trade, undefined	123	1.05	118	5	0.83	1.04	
O00 Health & Community Services, n.d.	3	1.04	3	0	1.36	0.99	
65 Other Transport	280	1.03	271	9	1.39	1.12	
45 Basic Material Wholesaling	140	0.97	140	0	0.88	0.81	
990 Non-Classifiable Economic Units	571	0.94	571	0	0.87	1.38	
41 General Construction	430	0.91	430	0	1.04	1.17	
95 Personal Services	204	0.88	204	0	0.54	0.39	
74 Insurance	6	0.86	6	0	1.71	1.92	
A0 Agriculture n.d.	258	0.84	258	0	0.86	0.95	
93 Sport and Recreation	334	0.84	334	0	0.66	0.86	
27 Metal Product Manufacturing	826	0.80	826	0	0.78	1.74	
42 Construction Trade Services	98	0.79	98	0	0.62	1.01	
26 Non-Metallic Mini Prod Mfg	396	0.77	396	0	1.04	1.21	
61 Road Transport	950	0.77	950	0	0.84	0.94	
57 Accommodn, Cafes & Restaurants	53	0.77	53	0	0.71	0.95	
I00 Transport and Storage, n.d.	157	0.77	157	0	0.50	0.37	
75 Services to Finance & Insurance							

continued overleaf

Industry Concentration Index

The following analysis seeks to identify the main export sectors in Latrobe.

Exports

At a regional level, trade between regions plays a highly important role. Inter-regional trade, via exports, affects the regional economy's aggregate demand for goods and services and hence, the levels of total income, output and employment. Specifically, inter-regional exports acts as an additional source of demand that is over and above the demand from local consumers. Therefore, it is an injection into an economy's income stream.

The following table identifies the main export sectors of Latrobe and compares these to the Wider Region and Regional Victoria using location quotient (LQ) analysis². Using this method, it is estimated that over 5,200 jobs in Latrobe can be attributed to external demand (export sectors), which is equivalent to 21% of total jobs. This proportion is higher than that in the Wider Region (20%) as well as Regional Victoria (16%).

The analysis indicates that Latrobe's primary export sectors are Electricity & Gas Supply, Wood & Paper Product Manufacturing, Coal Mining, Forestry & Logging and Water Supply, Sewerage & Drainage Services.

A number of population driven sectors like Education, Government Administration, Health Services and Food Retailing generate jobs over and above the national average indicating that Latrobe plays a 'regional capital' role for many services by drawing in customers from outside the municipality.

² By comparing the proportion of jobs in the study area with the same figures at the national level, a location quotient index is derived. A score above 1.0 indicates an over-representation of jobs in that sector, thus indicating that a quantum of those jobs is generated by external demand (ie. exporting). A score that is less than 1.0 implies that an industry sector is an import sector.

Export and Local Sectors, Selected Areas, 2001 (continued)

73 Finance	381	0.76	381	0	0.63	0.55
C00 Manufacturing, n.d.	163	0.76	163	0	0.79	0.95
71 Communication Services	312	0.70	312	0	0.59	0.74
78 Business Services	1597	0.67	1,597	0	0.58	0.63
21 Food,Bevrage & Tobcco Mfg	316	0.67	316	0	1.01	1.91
46 Machinery & Mtr Vehiclie Whlslng	280	0.66	280	0	0.76	0.65
91 Motion Picture,Radio,TV Serv	86	0.66	86	0	0.56	0.56
77 Property Services	238	0.64	238	0	0.57	0.57
K00 Finance and Insurance, n.d.	3	0.57	3	0	0.75	0.37
28 Machinery & Equipment Mfg	363	0.55	363	0	0.44	0.80
29 Other Manufacturing	110	0.54	110	0	0.61	0.66
01 Agriculture	468	0.54	468	0	3.18	2.83
47 Personal & Hhold Good Whlslng	302	0.54	302	0	0.55	0.75
L00 Property and Bus Services, n.d.	3	0.52	3	0	0.23	0.39
24 Prntg,Publishg & Recorded Media	156	0.52	156	0	0.48	0.67
15 Services to Mining	14	0.46	14	0	0.89	0.33
25 Petrim Coal Chmcl & Ass Prod Mfg	124	0.43	124	0	0.63	0.54
F00 Wholesale Trade, n.d.	26	0.43	26	0	0.40	0.57
62 Rail Transport	32	0.37	32	0	0.25	0.31
02 Serv to Agric Hunting & Trapping	20	0.37	20	0	1.68	1.95
92 Libraries,Museums and the Arts	54	0.33	54	0	0.57	0.88
P00 Cult & Rec Services, n.d	3	0.26	3	0	0.23	0.80
66 Services to Transport	46	0.24	46	0	0.31	0.41
04 Commercial Fishing	8	0.22	8	0	0.75	0.93
67 Storage	10	0.21	10	0	0.14	0.62
22 Txl Clthg Flwr & Lthr Mfg	40	0.21	40	0	0.96	1.33
12 Oil and Gas Extraction	3	0.20	3	0	4.39	0.95
63 Water Transport	6	0.19	6	0	0.18	0.62
&& Not stated	76	0.17	76	0	0.21	0.29
64 Air and Space Transport	15	0.11	15	0	0.10	0.20
13 Metal Ore Mining	8	0.09	8	0	0.07	0.22
82 Defence	8	0.04	8	0	0.08	0.69
D00 Elec, Gas & Water Supply, n.d.	0	0.00	0	0	0.00	0.29
M00 Govt Admin & Defence, n.d.	0	0.00	0	0	0.00	0.36
97 Private Hholds Employing Staff	0	0.00	0	0	0.00	0.60
Q00 Personal and Other Services, n.d.	0	0.00	0	0	0.00	0.69
Total	24999		19,738	5,261		

This data also suggests that Latrobe is a net importer in a wide range of other activities. The sectors that score a low LQ are likely to be the importers.

Source: ABS Census 2001, Journey to Work

Industry Contribution from Exports

On the basis of factor productivity, it is estimated that more than \$770 million can be attributed to export activities in Latrobe, which is equivalent to 36% of total Latrobe output. The Wider Region's total output from export activities is estimated at \$1,199 million, or 28% of total output. For Regional Victoria, export output is estimated at \$6,886 million or 18% of total output. This again shows that Latrobe has a strong export economy, based on utilities and natural resource sectors and the down-stream processing of goods from those sectors.

Industry Contribution from Exports, Selected Areas, 2001

	Latrobe		Wider Region		Regional Victoria	
	Factor income (\$m)	% Industry Contribution	Factor income (\$m)	% Industry Contribution	Factor income (\$m)	% Industry Contribution
Elec., gas, & water supply	\$495.0m	64.3%	\$499.6m	41.7%	\$507.7m	7.4%
Mining	\$91.7m	11.9%	\$108.7m	9.1%	\$39.1m	0.6%
Manufacturing	\$74.7m	9.7%	\$78.1m	6.5%	\$968.0m	14.1%
Health & community services	\$30.2m	3.9%	\$44.7m	3.7%	\$283.0m	4.1%
Education	\$28.6m	3.7%	\$55.5m	4.6%	\$32.9m	0.5%
Retail trade	\$21.7m	2.8%	\$35.1m	2.9%	\$122.2m	1.8%
Govt admin. & defence	\$15.6m	2.0%	\$0.0m	0.0%	\$0.0m	0.0%
Agric., forestry & fishing	\$8.8m	1.1%	\$344.3m	28.7%	\$2,760.3m	40.1%
Personal & other services	\$2.4m	0.3%	\$6.3m	0.5%	\$100.0m	1.5%
Construction	\$1.0m	0.1%	\$4.5m	0.4%	\$1,811.3m	26.3%
Wholesale trade	\$0.7m	0.1%	\$18.5m	1.5%	\$55.7m	0.8%
Transport & storage	\$0.0m	0.0%	\$4.0m	0.3%	\$206.0m	3.0%
Accomm., cafes & restaurants	\$0.0m	0.0%	\$0.0m	0.0%	\$0.0m	0.0%
Communication services	\$0.0m	0.0%	\$0.0m	0.0%	\$0.0m	0.0%
Finance & insurance	\$0.0m	0.0%	\$0.0m	0.0%	\$0.0m	0.0%
Property & business services	\$0.0m	0.0%	\$0.0m	0.0%	\$0.0m	0.0%
Cultural & recreation services	\$0.0m	0.0%	\$0.0m	0.0%	\$0.0m	0.0%
Total	\$770.2m	100.0%	\$1,199.3m	100.0%	\$6,886.3m	100.0%

Source: Derived from ABS Census 2001 & ABS National Accounts 2002, Cat: 5220.0

Export and Import Change Analysis

The table below analyses the annual changes in location quotients. As shown, various sectors can be grouped into four categories depending on whether an industry is an export or import industry, and whether its concentration (LQ) is increasing or declining. The first category, exporters with a rising LQ, is the most desirable situation; a self-sufficient and prosperous region would have a significant proportion of sectors within this category. Local governments and planning agencies need to provide adequate support and maintain an environment that is conducive to these industries for continued growth and expansion.

Location Quotient Change Analysis, Latrobe, 1996 – 2001

	Location Quotient (LQ)		Annual Average Growth Rate (1996-2001)
	1996	2001	
Export Industries & Rising LQ			
Electricity, Gas & Water Supply	11.07	11.18	0.19%
Mining	0.85	1.55	12.66%
Health & Community Services	1.04	1.23	3.36%
Govt. Admin. & Defence	0.76	1.06	6.76%
Export Industries & Declining LQ			
Education	1.42	1.30	-1.87%
Retail Trade	1.27	1.18	-1.42%
Construction	1.01	0.86	-3.17%
Finance & Insurance	1.31	0.79	-9.57%
Import Industries & Rising LQ			
Personal & Other Services	0.95	1.00	1.06%
Manufacturing	0.74	0.95	5.12%
Wholesale Trade	0.63	0.67	1.23%
Transport & Storage	0.43	0.52	4.17%
Import Industries & Declining LQ			
Accommodation, Cafes & Rest.	0.80	0.77	-0.85%
Communication Services	0.90	0.70	-5.00%
Property & Business Services	0.88	0.66	-5.56%
Cultural & Recreational Services	0.72	0.66	-1.81%
Agriculture, Forestry and Fishing	0.70	0.66	-1.24%

Source: Derived from ABS Census 2001, Journey to Work and ABS Census 1996, Cat: 2020.0

Features highlighted by this analysis are:

- Latrobe has a strong and continuing reliance of utility and related sectors.
- Population driven activity – especially activities serving a growing and ageing population – are growing.
- Production and transport sectors are growing as a spin-off from utility and natural resource sectors.
- Tourism is growing but is coming off a low base in the municipality (as indicated by Accommodation, Cafes & Restaurants).
- Various service sectors continue to have a low profile in Latrobe.

Perhaps the most significant weakness or 'gap' in Latrobe's economic structure is the small and declining higher order business services group. Activities like Finance & Insurance and Property & Services have contracted.

Business trends of today are marked by a greater trend towards outsourcing of specialist business services. Firms engaged in production (eg. power generation, manufacturing, primary industries) outsource to a host of specialists in accountancy, law, marketing, business management and others in order to focus on core business activity and have the capacity to source the most advanced and competitive services. This is necessary for firms to be able to produce first class goods in a competitive global economic environment. The trend towards outsourcing of advanced business services is growing.

On this basis, growth in Latrobe's utility, primary and production sectors is very likely to be associated with growth in demand for advanced business services. The questions for the regional economy are: Where are these services sourced? Can Latrobe seek to provide these services within its boundaries? This would be ideal for the region in order to retain local wealth, generate a high number and wide range of service jobs and generate flow-on benefits to local retail and service sectors.

The available information suggests that Latrobe is losing its business services capabilities. Advanced business services are generally located where the skills are, and at this time Latrobe may lack a critical mass of high skilled workers to sustain this activity.

These forces have also contributed to the capture of economic activities like data processing and call centres in Latrobe where there is a stable and skilled labour pool. Fast rail links and broadband links will boost the capacity of Latrobe to capture a greater share of such activity.

In order to avoid leakages from inter-regional imports, Latrobe should concentrate on developing and fostering import replacement industries. This analysis implies that Latrobe should continue to boost its exporter sectors and develop strategies to develop its advanced business service capabilities.

Social Profile

This section reviews social indicators in relation to Latrobe, the Wider Region and Regional Victoria.

Population and Household Change

In 2001, Latrobe registered a population of 67,022 persons, down slightly on 1996 Census period. The Wider Region experienced growth in this period (albeit marginal) and Regional Victoria had relatively strong population growth during this time.

Households in Latrobe in 2001 totalled 25,399 and increased by 0.5% pa from 1996. Household size declined in Latrobe in the five years to 2001, reflecting a trend to smaller households across Australia generally.

Population and household numbers in Latrobe are expected to increase gradually until 2011 and then relatively faster in the ten years to 2021. Similar growth is expected for Regional Victoria.

Forecast Population and Household Change, Selected Areas, 2001-2021

	2006			2011			Ave HH		
	Pop'n	H'hold	Size	Pop'n	H'hold	Size	Pop'n	H'hold	Size
Latrobe	70,579	28,662	2.46	70,848	29,931	2.37			
Regional Victoria	1,342,051	534,969	2.51	1,367,656	565,330	2.42			

	2016			2021			Ave HH		
	Pop'n	H'hold	Size	Pop'n	H'hold	Size	Pop'n	H'hold	Size
Latrobe	72,010	31,399	2.29	73,366	32,899	2.23			
Regional Victoria	1,394,836	595,808	2.34	1,424,138	626,802	2.27			

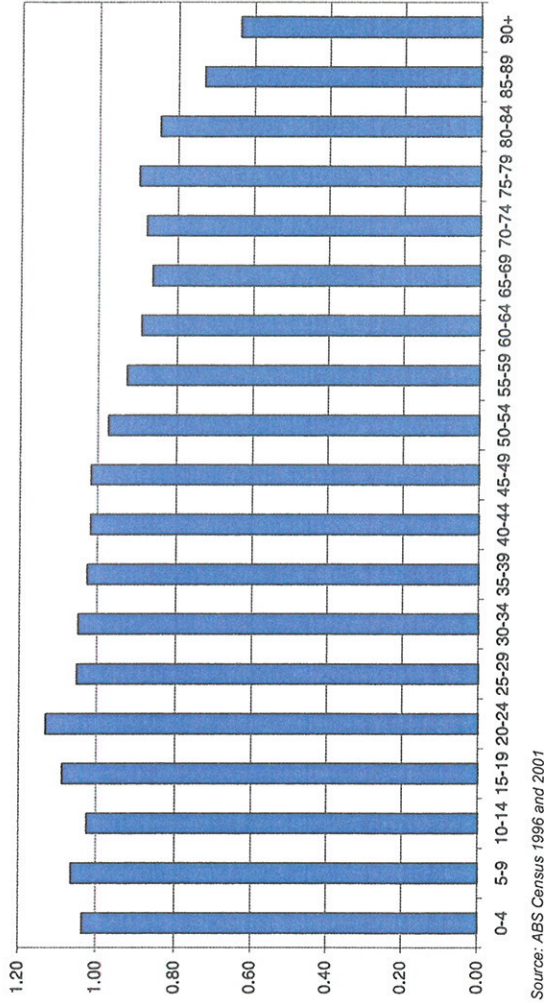
Source: Department of Infrastructure, Victoria in Future

Population and Household Trends, Selected Areas

	Latrobe			Wider Region			Regional Victoria		
	1996	2001	Change	1996	2001	Change	1996	2001	Change
Pop'n	67,564	67,022	-542	164,449	165,643	1,194	1,235,376	1,278,422	43,046
H'hold	24,797	25,399	602	59,794	60,788	994	490,138	471,544	-18,594
Ave HH Size	2.72	2.64	-0.90	2.75	2.72	1.20	2.52	2.71	-2.32
			% Ann. Ave.			% Ann. Ave.			% Ann. Ave.
			-0.80%			0.73%			3.48%
			-0.16%			0.15%			0.70%
			0.49%			1.66%			-3.79%
			-0.33			0.44			-0.92
			-0.33			0.44			-0.92

Source: ABS Census 1996 and 2001

Latrobe Compared to Regional Victoria, Population Cohorts, 2001



Source: ABS Census 1996 and 2001

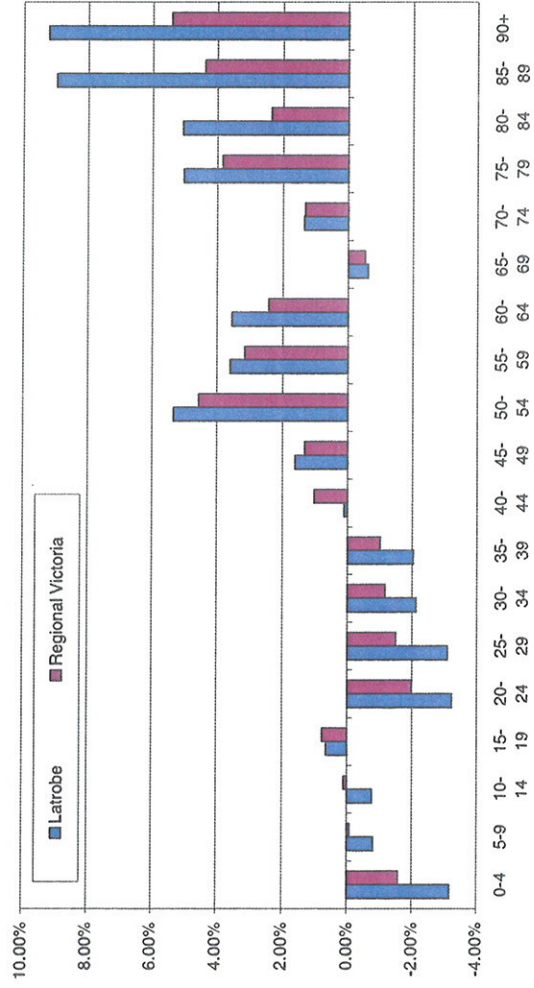
Age Structure

Latrobe's age profile, compared to Regional Victoria, is illustrated to the right. This shows that Latrobe has a relatively 'younger' age structure compared to non-metropolitan Victoria, with all age cohorts up to 49 being over-represented and all age cohorts over 50 being under-represented.

The lower graphic shows change in age structure in the five years to 2001. Despite Latrobe's 'younger' age profile in 2001 compared to Regional Victoria, the gap is closing. Latrobe is gaining older persons at a faster rate and is losing younger people at a faster rate. A significant trend has been the outdrift of the core working age cohorts of between 20 and 39 years.

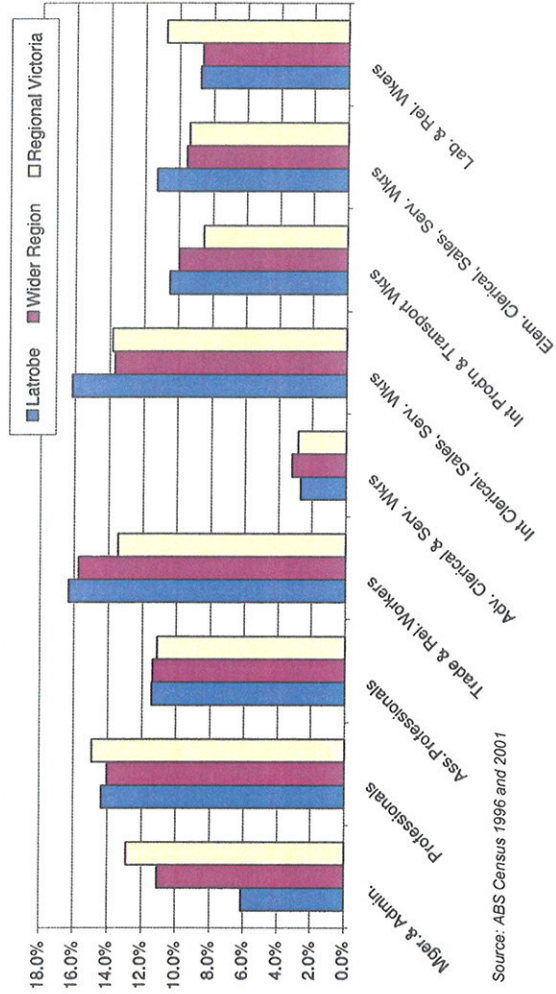
It appears that many rural areas and regional centres are not having a great deal of success in attracting young people back to their home regions at this point in time. However, growing job opportunities and higher education places will boost the capacity of the towns to retain and attract a younger and more skilled population. Furthermore, Latrobe's towns will have the capacity to attract inward migration from older demographic groups based on quality provision of health and other services.

Change in Age Profile, Selected Areas, 1996 - 2001



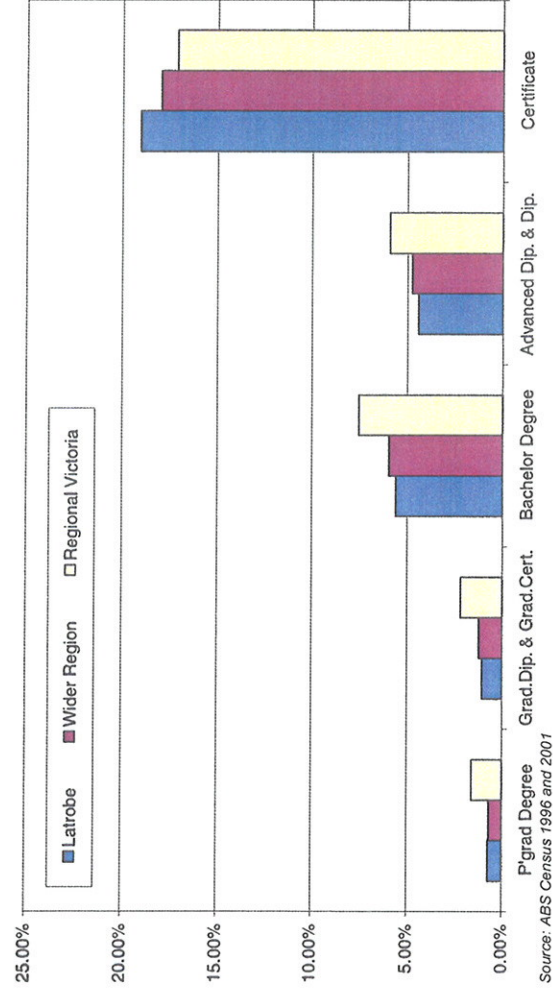
Source: ABS Census 1996 and 2001

Employment by Occupation, Selected Areas, 2001



Source: ABS Census 1996 and 2001

Highest Qualification Obtained, Selected Areas, 2001



Source: ABS Census 1996 and 2001

Skills Profile

Latrobe's occupational profile is similar to Regional Victoria, with two main points of difference:

- The first is a low proportion of 'managers', which in regional settings comprises mainly farm managers. Hence Latrobe's low count in this employment category is a reflection of the relatively low number of farms in Latrobe compared to other regional areas.
- Secondly, Latrobe has a clear strength in trade, clerical and vocational fields, which is a reflection of the utility, government and population driven service employers in the municipality.

Qualifications data also shows that Latrobe is more vocationally oriented as opposed to business services oriented at the current time. This pattern is linked to other trends evident in the region, namely: the lack of advanced business service job opportunities leading to the outdrift of a corresponding workforce to other areas.

Labour Force and Unemployment Trends

Over the five years to 2002, Latrobe's labour market conditions have improved significantly, with unemployment numbers down and employed numbers up.

A key feature of the data in the table below is the relative prosperity of Traralgon compared to Morwell and Moe. The latter two locations have significant unemployment numbers and rates in 2002. Traralgon achieves a very good labour market result on a regional basis.

Labour Force Characteristics, Selected Areas, June 1998-2002

	1998	1999	2000	2001	2002
Latrobe					
Persons Unemployed	4,271	3,865	3,922	3,428	2,842
Persons Employed	22,621	23,541	18,125	26,765	25,086
Labour Force	26,892	27,406	22,047	30,193	27,928
Unemployment Rate	15.9%	14.1%	17.8%	11.4%	10.2%
Moe					
Persons Unemployed	1,269	1,133	1,152	988	803
Persons Employed	5,168	5,427	5,786	6,239	5,882
Labour Force	6,437	6,560	6,938	7,227	6,685
Unemployment Rate	19.7%	17.3%	16.6%	13.7%	12.0%
Morwell					
Persons Unemployed	1,734	1,578	1,584	1,423	1,171
Persons Employed	7,147	7,473	7,988	8,548	8,052
Labour Force	8,881	9,051	9,572	9,971	9,223
Unemployment Rate	19.5%	17.4%	16.5%	14.3%	12.7%
Traralgon					
Persons Unemployed	1,146	1,044	1,077	924	790
Persons Employed	9,269	9,570	10,149	10,770	10,027
Labour Force	10,415	10,614	11,226	11,694	10,817
Unemployment Rate	11.0%	9.8%	9.6%	7.9%	7.3%
Wider Region					
Persons Unemployed	1,998	1,999	2,000	2,001	2,002
Persons Employed	44,657	47,671	41,459	34,153	41,210
Labour Force	383,966	391,289	393,820	384,494	411,807
Unemployment Rate	428,623	438,960	435,279	418,647	453,017
	10.4%	10.9%	9.5%	8.2%	9.1%

Source: DEWRSB Small Area Labour Markets

Dwelling Structure

Detached houses are the most common housing form in Latrobe, the Wider Region and Regional Victoria, at around 88%. Apartments (1 to 2 storeys) are the second most common form of housing followed by semi detached housing options. The proportions between housing forms have remained largely unchanged over the five years to 2001.

This historic pattern of dwelling structure is expected to change with the introduction of new and smaller housing types integrated with services in Transit Centred Precincts. The underlying demand drivers are in place for this to occur, that is, smaller households and a more diverse population.

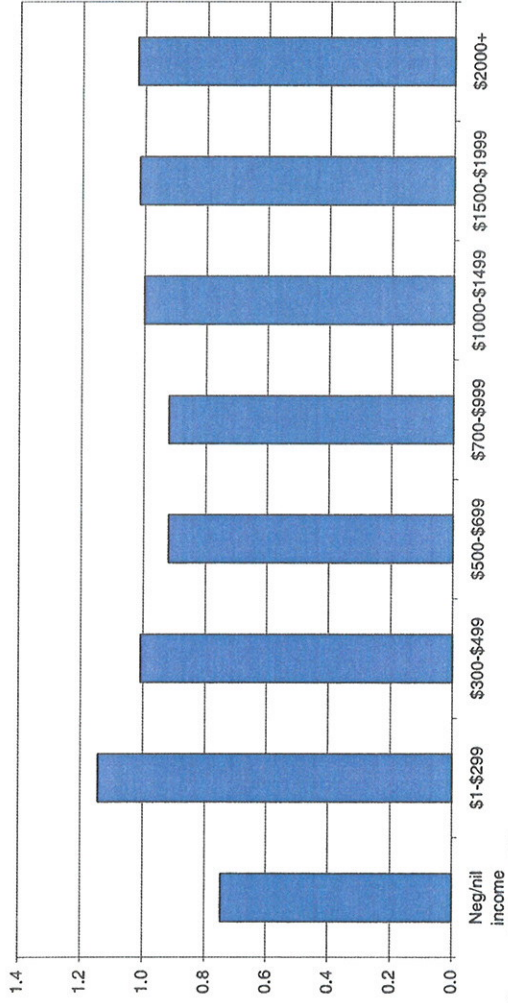
Dwelling Structure, Selected Areas, 1996 and 2001

	Latrobe		Wider Region		Regional Victoria	
	1996	% Share	1996	% Share	1996	% Share
Separate house	21,856	87.19%	54,037	89.49%	399,215	87.87%
Semi-detached, row or terrace house, t/house, etc	822	3.28%	1,651	2.73%	12,553	2.76%
Flat, unit or apartment: In 1 or 2 storey block	1,768	7.05%	3,015	4.99%	26,114	5.75%
Flat, unit or apartment: In 3 or more storey block	18	0.07%	38	0.06%	490	0.11%
Flat, unit or apartment: Attached to a house	35	0.14%	75	0.12%	936	0.21%
Flat, unit or apartment: Total	1,821	7.26%	3,128	5.18%	27,540	6.06%
Other dwelling: Caravan, cabin houseboat	201	0.80%	600	0.99%	5,900	1.30%
Other dwelling: Improvised home, tent, sleeper out	18	0.07%	55	0.09%	476	0.10%
Other dwelling: Home or flat attach to shop/office	41	0.16%	229	0.38%	2,754	0.61%
Other dwelling: Total	260	1.04%	884	1.46%	9,130	2.01%
Not stated	307	1.22%	685	1.13%	5,883	1.29%
Total	25,066	100.00%	60,385	100.00%	454,321	100.00%

	Latrobe		Wider Region		Regional Victoria	
	2001	% Share	2001	% Share	2001	% Share
Separate house	22,886	87.95%	57,154	89.49%	430,699	87.87%
Semi-detached, row or terrace house, t/house, etc	1,066	4.10%	1,986	2.73%	16,153	2.76%
Flat, unit or apartment: In 1 or 2 storey block	1,600	6.15%	2,959	4.99%	27,256	5.75%
Flat, unit or apartment: In 3 or more storey block	19	0.07%	65	0.06%	727	0.11%
Flat, unit or apartment: Attached to a house	24	0.09%	62	0.12%	694	0.21%
Flat, unit or apartment: Total	1,643	6.31%	3,086	5.18%	28,677	6.06%
Other dwelling: Caravan, cabin houseboat	213	0.82%	570	0.99%	6,119	1.30%
Other dwelling: Improvised home, tent, sleeper out	11	0.04%	80	0.09%	656	0.10%
Other dwelling: Home or flat attach to shop/office	44	0.17%	211	0.38%	2,374	0.61%
Other dwelling: Total	268	1.03%	861	1.46%	9,149	2.01%
Not stated	158	0.61%	377	1.13%	3,288	1.29%
Total	26,021	100.00%	63,464	100.00%	487,966	100.00%

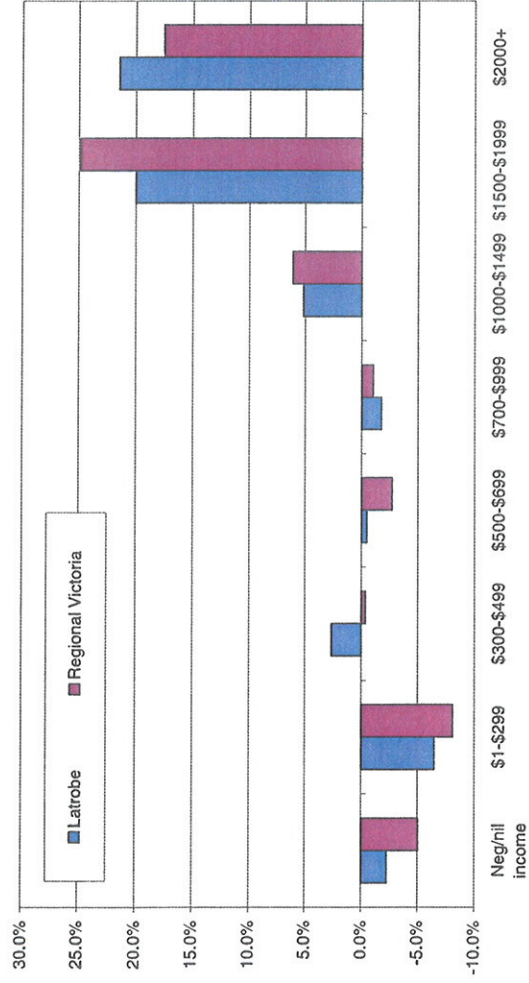
Source: ABS Census 2001

Latrobe Compared to Regional Victoria, Household Income, 2001



Source: ABS Census 2001

Change in Household Income Profile, 1996 - 2001



Source: ABS Census 1996 and 2001

Household Income

Weekly household income in Latrobe compared to Regional Victoria is shown opposite. Latrobe has a slight over-representation of 'low' and 'high' income households, and a lower representation of 'middle' income households. This is a reflection of a high unemployment rate at one end of the scale and a significant cluster of higher order jobs in export sectors and government administration at the other end of the scale.

In terms of change in household income in the five years to 2001, both Latrobe and Regional Victoria have shed low income households and gained higher income households. This pattern is consistent with wider trends indicating improvement in the regional economy, in terms of economic expansion, employment growth and falling unemployment.

The stand out feature of this data is the rapid growth of high income households in both Latrobe and Regional Victoria.

Indicators of Recent Activity

This section reviews investment trends and recent property sales.

Investment Trends

Broad Investment Trends

The table opposite provides building approvals data for Latrobe and Regional Victoria. This shows that the value of building approvals for all land uses in Latrobe has fluctuated widely over a five year period to 2002 falling from \$109 million in 1998 to a minimum of \$52 million in 2000 before picking up again in 2001 and 2002. By 2002, the total value of all building approvals had recovered to \$107 million.

Over the five-year period, residential approvals accounted for the bulk of approvals, followed by 'other' land uses. Commercial, retail, industrial and other works are generally at a lower level but have spikes associated with major works on an irregular basis.

The average value of residential approvals in Latrobe has gone up from \$39,257 in 1998 to \$56,892 in 2002. Average approval values for all sectors combined have marginally risen mainly related to residential with other sectors being more sporadic on a year-by-year basis.

Latrobe Building Approvals (\$'000, Constant 2001-02 Prices)

Year	Housing	Comm.	Retail	Industrial	Other	Total
1998	42,869	9,098	6,701	13,658	36,977	109,303
1999	51,103	4,012	3,273	2,895	9,813	71,097
2000	36,569	4,300	2,381	1,403	7,036	51,690
2001	37,509	5,320	6,529	2,835	8,925	61,117
2002	56,266	8,277	17,142	1,089	24,125	106,899
Total	224,316	31,007	36,026	21,880	86,876	400,106

Latrobe No. of Building Approvals

Year	Housing	Comm.	Retail	Industrial	Other	Total
1998	1,092	49	51	44	74	1,310
1999	1,058	45	36	25	55	1,219
2000	847	52	27	25	65	1,016
2001	815	52	32	19	56	974
2002	989	47	59	14	62	1,171
Total	4,801	245	205	127	312	5,680

Latrobe Average Value (\$'000, Constant 2001-02 Prices)

Year	Housing	Comm.	Retail	Industrial	Other	Total
1998	39,257	185,673	131,392	310,409	499,689	83,437
1999	48,302	89,156	90,917	115,800	178,418	58,324
2000	43,175	82,692	88,185	56,120	108,246	50,876
2001	46,023	102,308	204,031	149,211	159,375	62,748
2002	56,892	176,106	290,542	77,786	389,113	91,289
Total	46,723	126,559	175,737	172,283	278,449	70,317

continued overleaf

Source: Derived from Building Commission Victoria (Various Years), "Building Victoria"

continued from previous page

Regional Victoria Building Approvals (\$'000, Constant 2001-02 Prices)						
Year	Housing	Comm.	Retail	Industrial	Other	Total
1998	1,231,990	133,851	108,155	90,831	305,714	1,835,518
1999	1,614,521	102,153	86,008	98,678	381,218	2,242,005
2000	1,442,789	134,145	91,272	93,574	357,378	2,089,575
2001	1,724,833	126,822	98,173	56,268	387,563	2,382,561
2002	2,066,276	220,553	112,971	85,072	408,950	2,893,822
Total	8,080,409	717,024	496,579	424,423	1,840,823	11,443,481
Regional Victoria No. of Building Approvals						
Year	Housing	Comm.	Retail	Industrial	Other	Total
1998	22,126	879	834	941	1,069	25,849
1999	25,775	820	826	601	1,188	29,210
2000	24,198	971	783	616	1,283	27,851
2001	25,825	1,105	658	510	1,185	29,283
2002	28,458	1,235	776	573	1,273	32,315
Total	126,382	5,010	3,877	3,241	5,998	144,508
Regional Victoria Average Value(\$'000, Constant 2001-02 Prices)						
Year	Housing	Comm.	Retail	Industrial	Other	Total
1998	55,680,6472	152,276,451	129,682,254	96,526,0361	285,981,291	71,009,246
1999	62,639,0301	124,576,829	104,125,908	164,189,684	320,890,572	76,754,7073
2000	59,624,3078	138,151,139	116,567,05	151,305,844	278,548,714	75,026,929
2001	66,789,274	114,318,552	149,199,088	110,329,412	327,057,384	81,363,2825
2002	72,607,9134	178,585,425	145,581,186	148,467,714	321,249,018	89,550,4255
Total	63,936,3913	143,118,563	128,083,312	130,954,335	306,906,135	79,189,256

Source: Derived from Building Commission Victoria (Various Years), "Building Victoria"

In terms of relative importance of the development types, Latrobe has a more even mix across the sectors compared to Regional Victoria as a whole, which is more reliant on residential works – see table below.

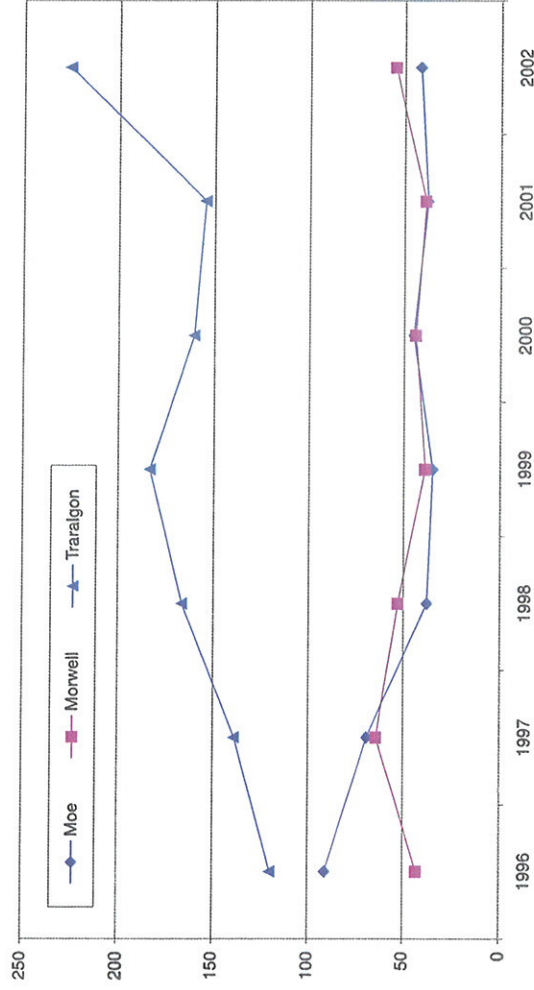
Total Value of Building Approvals 1998-2002 (\$'000, Constant 2001-02 Prices)

	Housing	Comm.	Retail	Industrial	Other	Total
Latrobe	224,316	31,007	36,026	21,880	86,876	400,106
	56.1%	7.7%	9.0%	5.5%	21.7%	100.0%
Regional Victoria	8,080,409	717,024	496,579	424,423	1,840,823	11,443,481
	70.6%	6.3%	4.3%	3.7%	16.1%	100.0%

Source: Derived from Building Commission Victoria (Various Years), "Building Victoria"

A Focus on Residential Approvals Activity by Area

The graph shows that within Latrobe, Traralgon is surging ahead of Morwell and Moe in terms of dwelling activity. This is consistent with other information that suggests that Traralgon is increasingly playing a regional 'flagship' role within Gippsland.



Number of Dwelling Approvals, Quarterly and Yearly Totals

	Moe				Morwell				Traralgon				
	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	Mar	Jun	Sep	Dec	Total
1996	15	31	16	29	10	12	12	9	43	32	26	23	120
1997	8	11	24	26	6	19	13	26	64	29	36	38	139
1998	6	18	9	5	38	9	20	11	53	45	41	24	167
1999	5	13	8	9	13	9	10	7	39	44	53	40	184
2000	5	19	7	14	45	8	20	6	44	50	60	25	161
2001	13	6	11	8	38	9	7	10	39	27	44	43	155
2002	8	12	12	10	42	15	16	11	55	64	61	51	225
Total	60	110	87	101	358	70	103	75	89	337	291	277	1,152

Property Sales Review

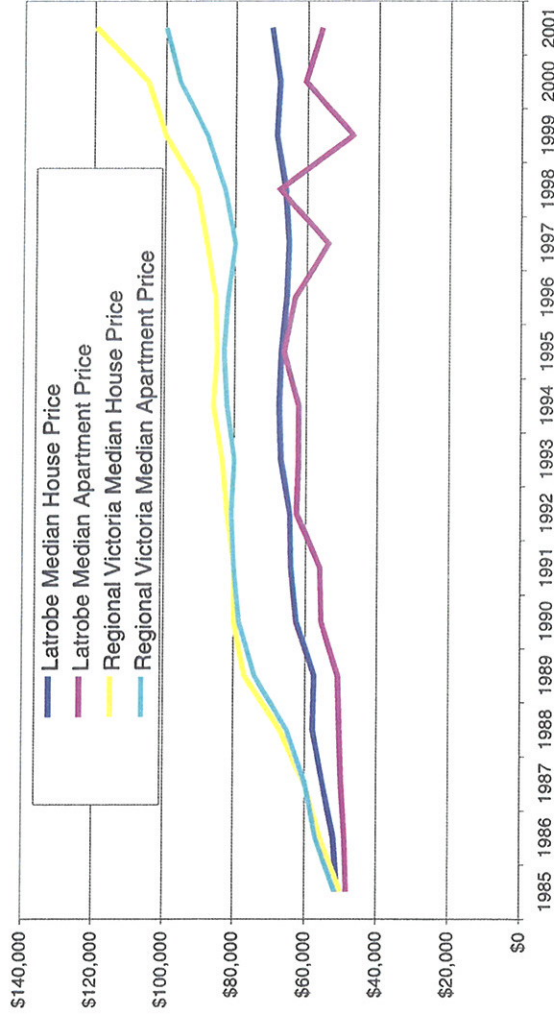
A review of property sales provides information on market depth in a property category (eg. housing, retail, office), given by number of sales over time, and provides information on prices and trends in prices achieved to understand relative supply and demand conditions within market areas.

The figure opposite shows house and apartment price trends in Latrobe from 1985 to 2001 (historic data) compared to Regional Victoria. This shows that in the mid 1980s, there was only marginal difference in prices between Latrobe and Regional Victoria, and between houses and apartments. From the late 1980s and early 1990s however, a significant gap in prices had emerged with Latrobe falling behind Regional Victoria. This is an outcome of the economic shocks from the restructuring and downsizing of utility and related sectors in Latrobe during this period.

From the late 1990s the gap between Regional Victoria and Latrobe grew larger, with prices in country Victoria surging upward, reflecting a wider economic and property market boom in Victoria during this time. This boom included significant property price increases in tourist towns and 'lifestyle' locations, particularly along the coast and within two hours drive from Melbourne.

Note that the above data provides information up to 2001 only. In more recent times Latrobe's property market has started to 'pick up' with prices in a number of sectors increasing, as shown in the following charts.

Median House and Apartment Prices, Selected Areas, 1985 - 2001

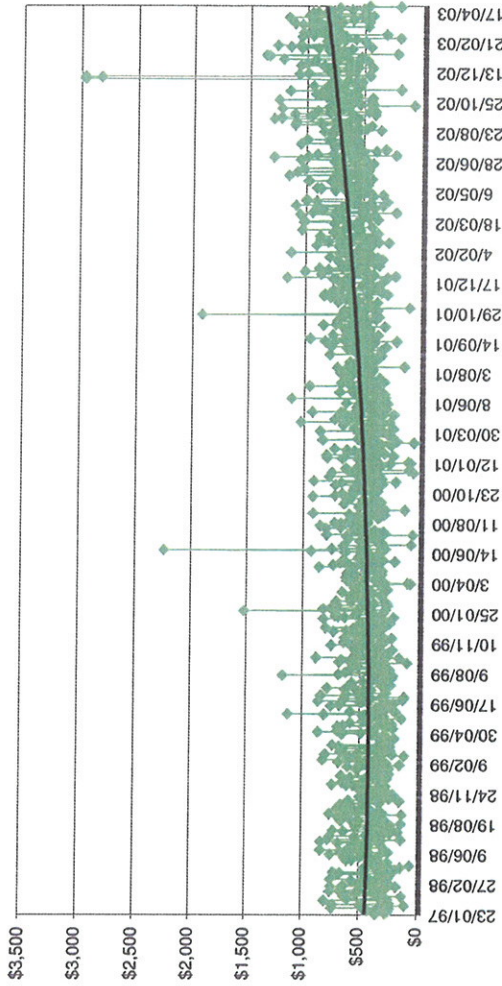


Source: Landata, 2001

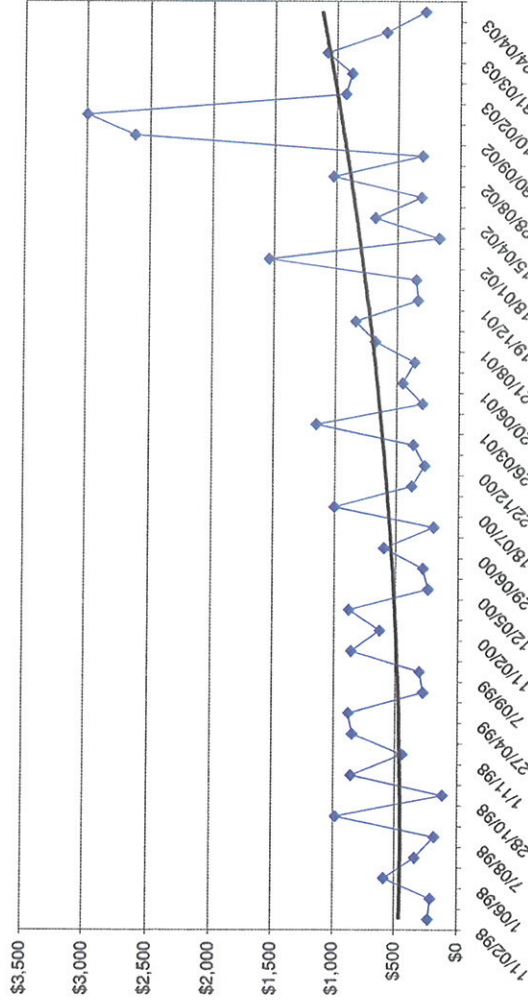
The following charts provide property sales and price per square metre achieved over time in Moe, Morwell and Traralgon for houses, apartments and commercial and retail properties. (Commercial data is not included for Moe due to a low number of sales).

The detailed sales information is derived from unpublished data provided by Latrobe City. Note that this data is indicative only and is provided to obtain insights into general market depth and price trends in the three towns. This data is likely to contain anomalies despite efforts to remove such entries. Also, caution should be taken when interpreting trends where there are a low number of sales per year.

Moe Residential House, Price / SQM



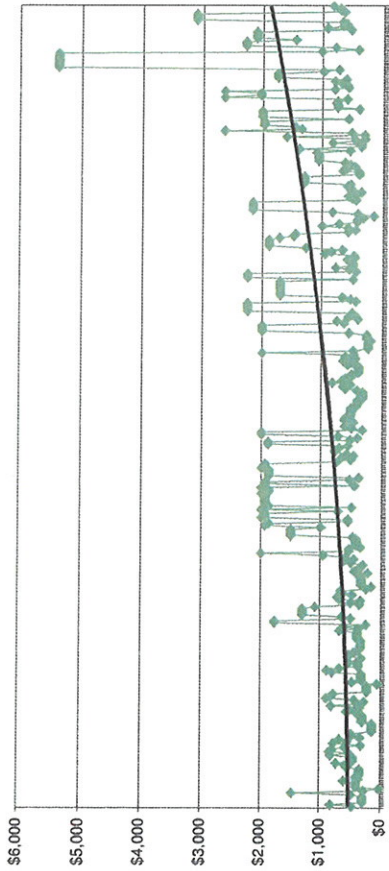
Source: Derived from Latrobe City Unpublished Data



- In all three towns, the data generally shows the following.
- There have been a significant number of **house sales** and an upward trend in prices, especially from 2001. In Moe and Morwell prices have increased from about \$500 / sqm in 2000/01 to about \$800 / sqm in early 2003. In Traralgon prices have increased to about \$1,000 / sqm on average.
 - There have been a relatively low number of **apartment sales** with high variability in prices achieved, but a general upward movement can be seen from 2001 in all towns. Prices in the order of \$1,000 to \$2,000 / sqm may be achievable at the current time, with higher prices likely to be available in Traralgon.
 - There has been a small number of **retail and commercial sales** over time (which is unlikely to provide reliable trend information). Nevertheless, on the available information, it may be suggested that prices are holding ground or heading up in the three towns.

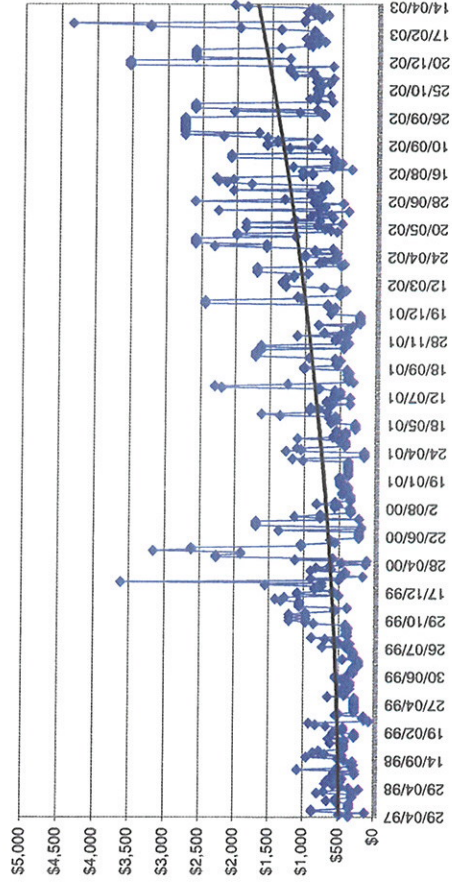
To summarise, this information suggests that residential activity provides the greatest market depth and shows sign of price growth, which will encourage development activity. Retail and commercial uses have lower market depth and thus development is likely to be more restrained and based on pre-commitments with a less risk taking focus.

Moe General Retailing, Price / SQM



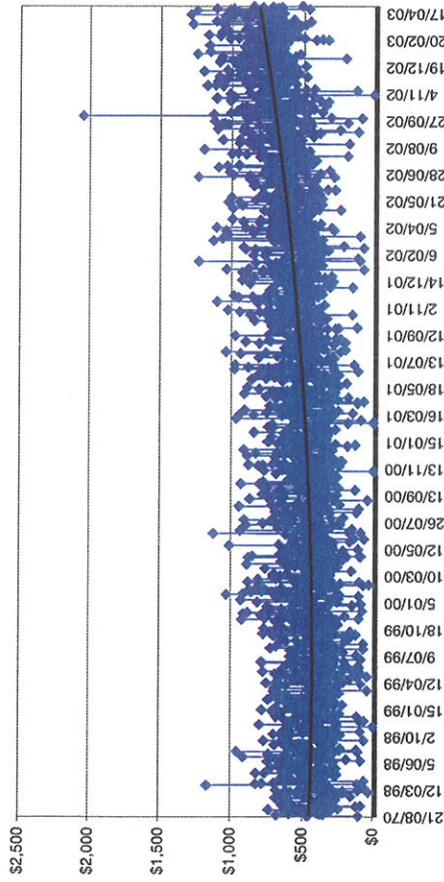
Source: Derived from Latrobe City Unpublished Data

Morwell Apartment, Flat & Units, Price/ SQM



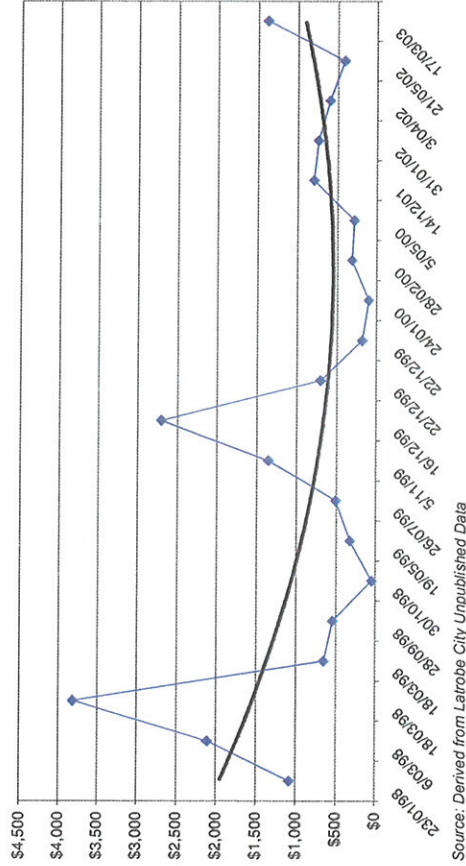
Source: Derived from Latrobe City Unpublished Data

Morwell Residential House, Price / SQM



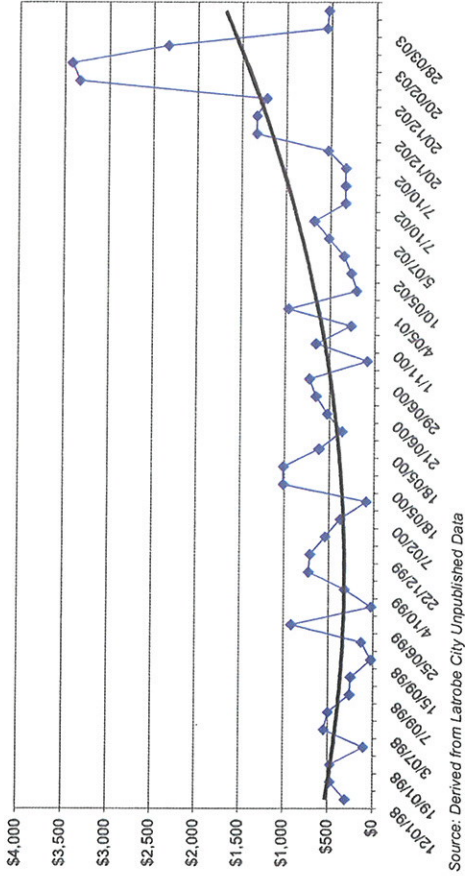
Source: Derived from Latrobe City Unpublished Data

Morwell Commercial Office, Price / SQM

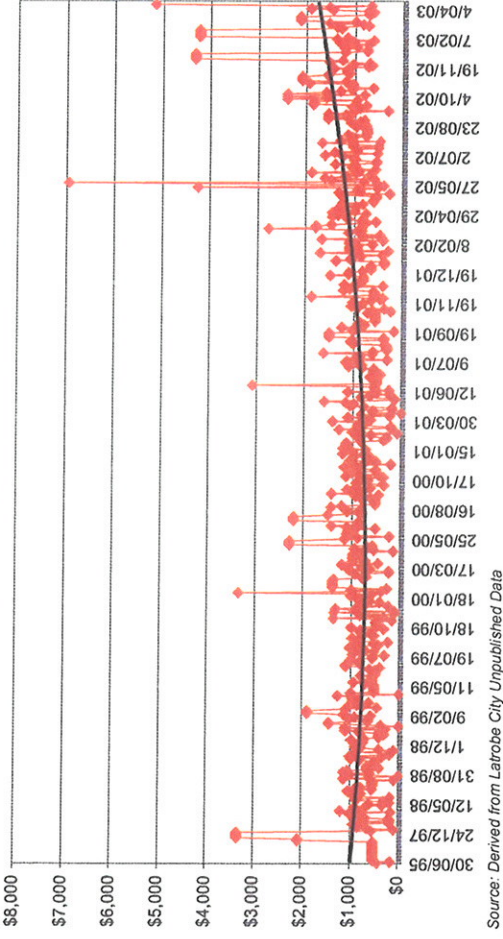


Source: Derived from Latrobe City Unpublished Data

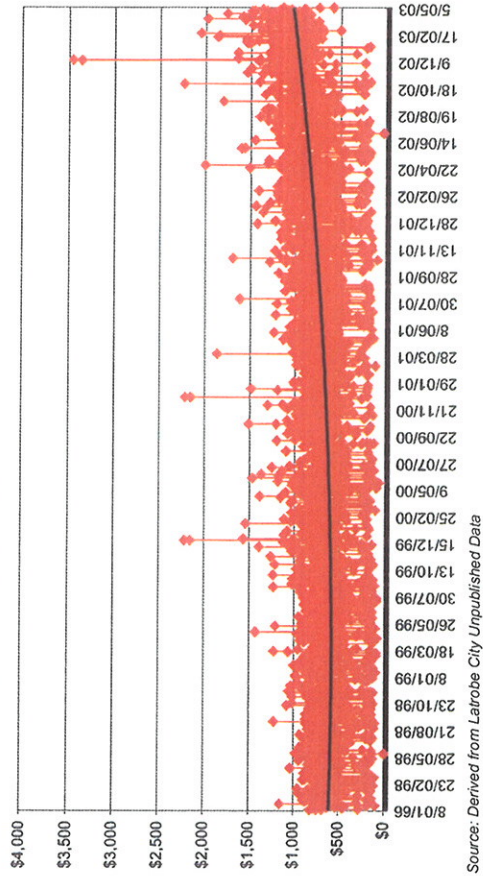
Morwell General Retail, Price / SQM



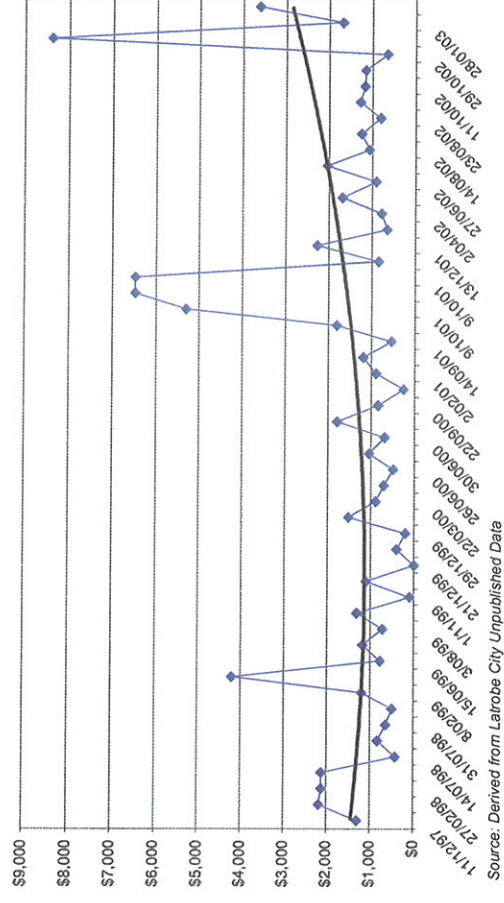
Taralgon Apartment, Flat & Unit, Price / SQM



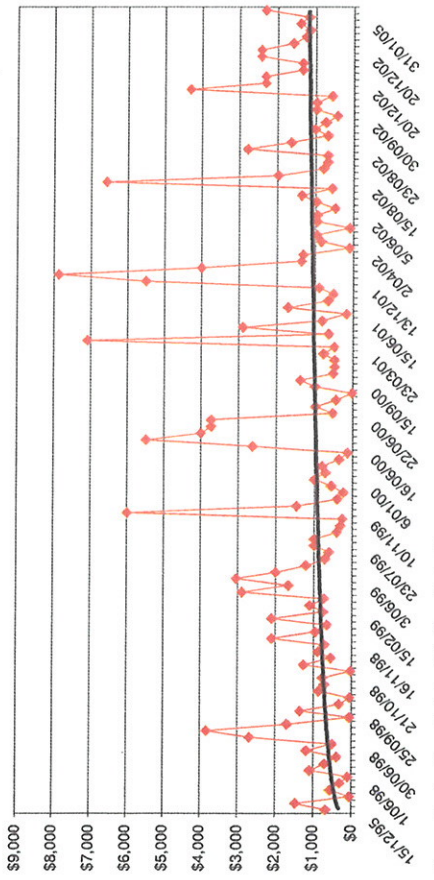
Taralgon Residential House, Price / SQM



Taralgon Commercial Office, Price / SQM



Traralgon General Retailing (price per sqm)



Source: Derived from Latrobe City Unpublished Data

Literature Review and Selected Consultation

Other contextual information is provided in this section of the report. This comprises literature review summaries and a synthesis of consultation undertaken for this assignment (including information from site inspections).

Master Plans & Urban Renewal Frameworks for Transit Centred Precincts in Moe, Morwell and Traralgon (Study Brief, Latrobe City 2002)

Latrobe is described as being 150 kilometers outside the metropolitan area and being the main regional centre in Gippsland (having the third largest population in regional Victoria not including Geelong). Latrobe has three major centres on a linear corridor (rail and freeway / highway), which operates as a 'networked city' system. This is distinct from most regional municipalities, which typically have one large centre.

Moe is described as the gateway to Latrobe from Melbourne and tourism gateway (to Mountain Rivers district, Thompson Valley, Mount St Gwinear snow fields, Baw Baw Alpine National Park and gold mining town of Waihalia). The town is considered to have residential development potential with significant views to the Baw Baw Ranges. Sites considered to offer development potential include VicTrack Land adjacent to the station, police station building in Fowler Street, and various other sites in the CBD.

Morwell is the central town in the City. It accommodates transport serves (experiencing significant rail patronage in a regional context), government services, manufacturing, power and other industrial activities. Morwell has two retail centres, the traditional town centre (CBD style) and Mid Valley shopping centre on its south-eastern fringe. A feature of Morwell is its strong links to the university town of Churchill (Monash University Campus).

Recent strategies to revitalise Morwell include: plans for construction of new Council headquarters; station car parking development; refurbishment of the regional art gallery; construction of a new justice precinct; pedestrian network upgrades; intermodal transport interchange development; removal of freight rail infrastructure from the city centre; and various traffic works.

Tasks planned but not yet undertaken in Morwell include: development of mixed use areas; introduction of housing into the centre; open space and rose garden development; and expansion of the medical and health precincts.

Traralgon is the largest town in Gippsland. It developed traditionally as an agricultural service centre and more recently has developed an engineering profile (associated with power industry works) and has a large retail, business and government services role, which serves a wide regional catchment. Traralgon also has tourism and hospitality strengths and has experienced strong residential development in recent years.

Sites that have potential for higher density housing include land along the north side of Queen Street held by VicTrack, and adjacent properties.

Morwell CBD Revitalisation Action Plan, Discussion Paper (La Trobe Shire Council, Morwell CBD Revitalisation Taskforce, 1999)

This report was prepared to provide a framework for the revitalisation of Morwell, generate additional interest in the Morwell Central Business District, and to facilitate public comment regarding the revitalisation process.

The key outcomes and project tasks are listed as: consolidate the retail core; develop a medium density residential strategy; develop older persons housing; improve parking systems; improve pedestrian networks; facilitate public sector agency investment in the town, including the Council offices and Department of Justice; make improvements to the arts centre; enhance the medical and health precinct; encourage rail station redevelopment; integrate the rose garden with the CBD; utilise the ex 'freightgate' site to create a 'visual gateway'; maximise opportunities presented by centrally located open space; and restore heritage built features.

Monwell Town Centre, Medium Density Residential Strategy (RPD Group, Morgan & McKenna Architects, 1999)

This report was prepared to direct and contribute to the rejuvenation of the northern precinct of the Morwell Town Centre, primarily through the provision of medium density housing integrated with selected mixed use development. The strategy seeks to foster renewed community and investor confidence and provide diversity in housing opportunities adjacent to a key retail centre, while also protecting the viability of existing commercial land uses.

The report identifies an appropriate site for the development of medium density housing that meets the expectations and demands, and complies with the restrictions of the project. It identifies building techniques (single storey, setback from boundaries, low site coverage, reduced building mass, large landscaping areas) that ensure the amenity and privacy of adjacent properties will not be adversely affected.

Latrobe Valley Housing Renewal Strategy (SGS Economics and Planning, 2002)

This document provides a strategy for public housing estate renewal in four towns in the Latrobe Valley: Moe, Morwell, Churchill and Traralgon. The report focuses on neighbourhood renewal projects in specific areas within these towns (Moe Heights, Morwell East, Glendonald Estate and Traralgon East) and provides guidance on the number and standard of housing to be provided (including the location and mix of housing). The report provides strategic directions for the application of funds to maximise the Latrobe Ministerial Task Force's effectiveness in delivering social housing outcomes.

The report presents recommendations for the four towns separately and the broader Latrobe Valley region. The recommendations address: improving the mix of public housing stock to better match needs; providing tenants with a better standard of housing and neighbourhood amenity; increasing apprenticeship, training and employment options; and improve the social outcomes for the citizens in Latrobe City. More general directions address the need for safer streets and parks, public telephones, management and enhancement of properties, maintenance of private property, amenity and facilities in public parks, housing diversity and choice, and streetscape amenity.

Latrobe Region Shopping Centres: a Study of CBD Retailing Dispositions in Moe, Morwell and Traralgon (Reimers, V. and Pullin, L. - Monash University)

This research paper explores retailing in the CBDs of Moe, Morwell and Traralgon in a regional context. The purpose of the paper is to understand the current position of the centres and provide recommendation regarding future strategic directions.

A key finding is that there is significant vacancy across the three centres, but especially Morwell, which reflects an over-supply of retail space (Morwell 18% vacancy, Moe 13% and Traralgon 12%).

Traralgon is considered to have a positive future outlook, based on its diverse offer and wide regional catchment. It has emerged as the dominant centre in the region.

Moe's retail and service offer does not offer distinct advantages over the other centres but its location at the edge of the municipality provides a relative stable catchment and positive outlook.

Morwell is considered to be the worst performing centre, because of its poorer mix of establishments compared to Moe and Traralgon. Moe and Traralgon have advantages in terms of serving rural hinterlands and small towns at the periphery of and outside Latrobe, whereas Morwell suffers from competition from these centres, constraining its market reach.

Furthermore, Mid Valley Shopping centre acts to disperse the retail offer of Morwell, and competes with the town centre in terms of providing discount department store, cinemas, major hardware, electrical goods, bookstores and health services.

Morwell needs to build a wider range and critical mass of services, especially personal services and business services, to complement its retail offer.

Consultation (Based on Meetings with Representatives from Latrobe City, Sample of Property Owners and Real Estate Agents) Following is a synthesis of views expressed by a number of individuals. Only main themes are presented.

Housing - Housing development has been strong in recent years and this is considered to be the main opportunity for the town centres looking forward. Some consider medium and high density housing a real development opportunity looking forward, more so that retail and commercial development opportunities. This in part relates to a growing and ageing population but also to a perception (by some) of lack of supply of residential development land in the region and a desirability to live close to services. Mixed use development is a possibility, such as retail ground floor in part mixed with residential and perhaps small offices.

Retail – Most new retail investment has been in highway retail premises in Traralgon and retail development in Mid Valley. Apart for that most investment has been of a low scale. Major new opportunities are not expected although there may be more discount retail premises investment in the region. Many retail premises are obsolete and not suited to the need of modern retailers and service providers. This is driving new retail development such as bulky goods and generally larger premises.

Commercial – The main commercial development opportunities are considered to be government offices and call centre type establishments. The market for office investment is patchy.

Health Services – Latrobe Hospital is poorly located from a population perspective, being between Traralgon and Morwell, but despite this health services in the municipality are of a high standard and will act to retain and attract older population groups in years to come.

Education Services – The municipality has a good supply and mix of education services from University to TaFE and other providers. The only issue of concern is location, with services dispersed across the City. A possibility is development of student housing in Morwell, as this is the best connected major centre to the Churchill campus of Monash University.

Town Centre Needs – General infrastructure and amenity improvements are desired, and better utilisation of sites would be a positive, to boost the 'look' and image of the towns.

Public Transport – This is a key issue in the City, as services are dispersed across and between centres. The infrastructure (bus and train) is considered to be in place but services in terms of direction and frequency is considered poor. This marginalises groups that do not have access to car transport, such as young people.

Public Investments - Latrobe is expected to benefit from planned development of the fast rail system, fibre optic / broadband rollout, freeway improvements and ongoing improvements to higher education and health services. New government facilities (local government, justice precinct and others) are being developed.

Private Investments - The outlook for Latrobe is positive. The municipality has planned investments in mining, manufacturing, power generation, transport & logistics and other activities.

Risk - The main risks for the municipality are closure of major operations such as power generation or major manufacturers.

1.3 Development Analysis and Forecast

This section provides broad development forecasts for major land uses. In particular, this section provides information on:

- Residential development possibilities;
- Commercial development possibilities;
- Public sector facility planning;
- Retail development possibilities; and
- Other development possibilities.

Disclaimer - Note that the following forecasts are indicative and provide a general guide to development opportunities. The information has been compiled and interpreted only for the purposes of informing development and urban design principles in the context of this brief. The information must not be relied on for any other purpose or by any other third party without prior verification. SGS Economics and Planning Pty Ltd offers no warranty or guarantee in relation to the interpretations of the information.

Residential Development Possibilities

Introduction to Housing Opportunities

It was noted earlier that Latrobe's population is expected to increase over time, and household numbers are expected to increase at a faster rate (a function of falling household size in the context of a maturing and diversifying population). For example, the Department of Infrastructure estimates that there could be about 5,400 more households in Latrobe in 2021 (off a 2001 base). This would translate into opportunities for development of (primarily) separate houses and townhouses. If current rates of dwelling types are used, this might mean:

- About 4,800 new separate houses;
- About 500 new townhouses; and
- A small number of apartments.

However, this (past) trend information does not take into account the potential to establish a new and more vigorous 'higher density' housing market in Latrobe. Such a market can have many benefits in terms of:

- Better utilising valuable but scarce land close to services and rail stations to maximum potential;
- Building a 'café culture' and extending hours of activity;
- Increasing informal surveillance, and making a place look and be safer;
- Encouraging a more pedestrian and public transport oriented lifestyle; and
- Generally adding to a sense of vibrancy.

It is the view here that a latent market for higher density Transit City living is *likely to be present to some extent*. The key markets for higher density living in the Transit Centres are likely to be:

- Older persons such as retirees and 'empty nesters' (the latter may be in the workforce but have no dependants living with them).
- Students that live in single or group households (especially Monash University students and TaFE students).
- Executive labour / professionals (permanent residents and temporary residents).
- Other smaller household types, such as single women and lone parent families.

The task is to understand the market and how this can be drawn out (which will require analysis and planning that is not simply based on past trends). Successful implementation of a high density housing program would mean that the some housing that would otherwise be accommodated on town fringes would be redirected into the Transit Centres.

For the purposes of this assignment it is felt that 'lower rise' apartment complexes (generally one, two or three storeys) are the only form of 'high density' housing available to Latrobe. 'High rise' complexes often found in major metropolitan centres are discounted as an opportunity in Latrobe, due to market need, acceptance, cost and price factors not being suited in Latrobe.

Higher Density Demand By Price

On this basis, housing development possibilities in Latrobe are summarised as follows:

- Separate houses will continue to comprise the bulk of the market. The 'free market' is likely to meet this need, and this is generally likely to occur on town fringes and within major infill sites across the towns.
- Townhouses will continue to comprise a significant portion of the market, and will possible increase market share over time. Again, it is felt that the 'free market' is likely to meet this need, and this is generally likely to occur on town fringes and within major infill sites across the towns. Transit Centre sites may be suitable for this form of development.
- A number of apartments are a possibility for the Transit Centres. This form of housing would be suited to a Transit Centre location given that it would make best use of scarce land resources in the precincts.

Given this context, the remainder of this section of the report examines the potential for 'higher density' housing development in the Transit Centres in more detail.

This Transit Centred Precinct project is based on 'opening up' new markets including new residential development possibilities. The potential for higher density living in a Transit Centred Precinct is difficult to assess using past trends because this form of housing represents a 'new' product in the Latrobe marketplace. Hence this analysis requires a set of assumptions on level of interest in this form of living by price.

SGS Economics & Planning has developed a set of ratios that apply to this topic in Transit City environments. The ratios assume that a proportion of owner-occupier, renters and investors are interested in higher density living / investing in a market area. The ratios are based on surveys undertaken in outer metropolitan Melbourne, and relate to interest in apartments in three storey or higher complexes. It is not possible to replicate the survey based ratios within the scope of this assignment and hence for the purpose of this analysis, it is assumed that the same ratios hold in Latrobe, except that the interest applies to all forms of apartments including one and two storeys. In effect this means that the ratios apply to lower density forms of housing than what might be available in metropolitan Melbourne, which is reflective of reality. In other words, the analysis for Latrobe is 'factored down' to take into account Latrobe's lower tolerance of different development forms.

Other calibrations are made in the analysis. This includes calibrations based on Latrobe's household by type profile, and income profile.

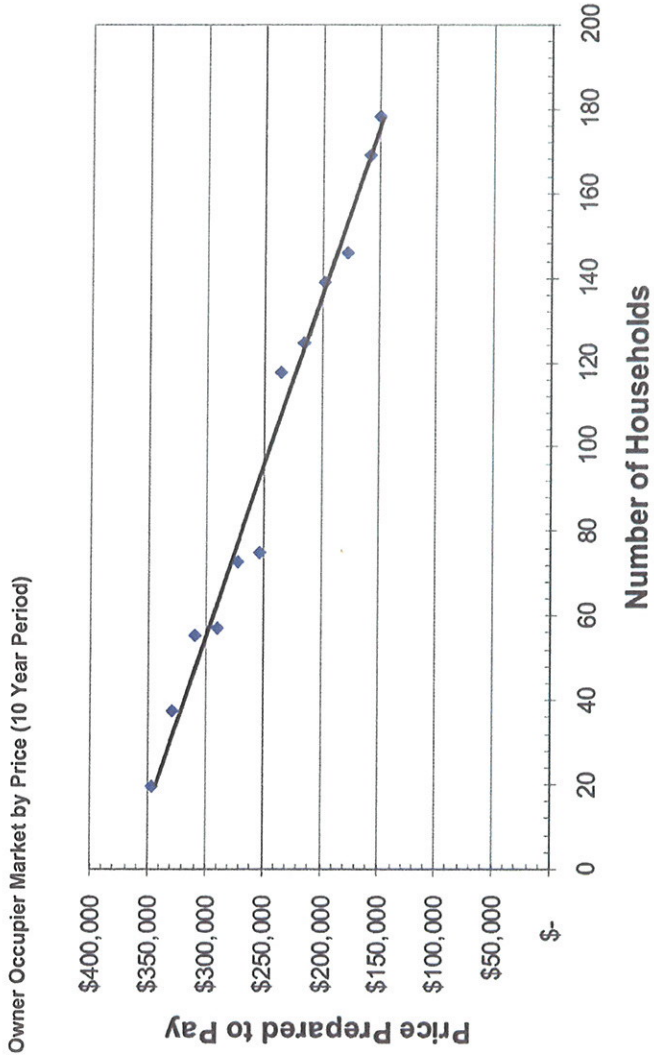
Such assumptions are deemed reasonable because modelling must estimate possible future conditions, for which past trends provide little information, where the product in question is 'new' to a market area.

On this basis, the following analysis provides a guide to future interest in higher density living by price in a Transit Centred Precinct environment by assessing:

- Apartment living interest by price from owner-occupiers;
- Apartment investment interest by price (from investors), and
- Apartment living interest by price from private housing renters.

This analysis is merged to provide a total demand table for Transit Centred Precinct living, as a base case, and then this case is 'factored up' to account for possible growth in this form of housing over time.

Owner Occupiers - Owner occupying household's number 18,728¹ in Latrobe. Based on SGS Economics & Planning research it is assumed that 28% of households intend to move in the next ten years. It is therefore estimated that 5,244 households will move within this time frame. It is also estimated that 3.4% have an interest in apartments (SGS Economics & Planning research). This translates to a figure of 178 apartments over 10 years. The figure below is a demand curve for the owner-occupier market using these assumptions. It utilises information on the price owner-occupiers expect to pay for their next dwelling applied to a Latrobe context².

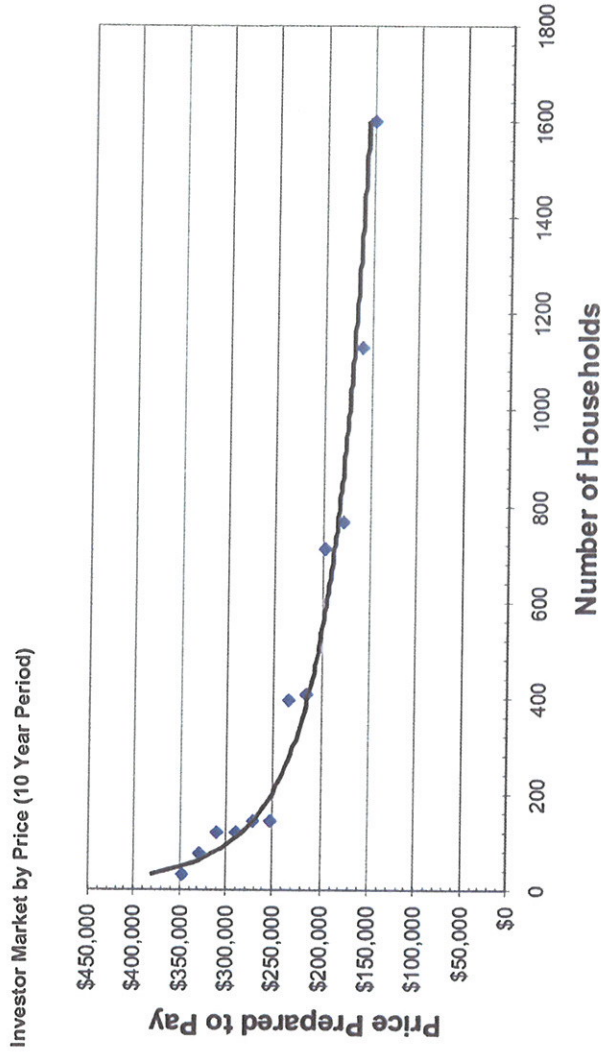


¹ ABS Census, 2001

² Prices have been scaled according to the income profile of Latrobe.

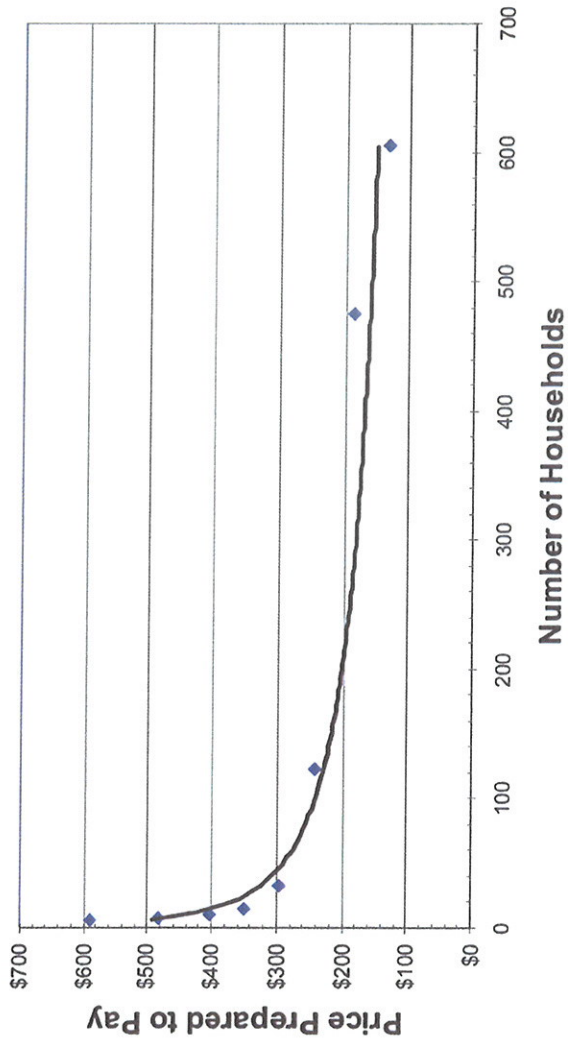
Investors - SGS Economics & Planning research results suggest that in urban settings about 35% of households are likely to purchase an investment dwelling within the next ten years. In Latrobe, where there are 25,399³ households (2001), this translates to a figure of 8,890 possible investors.

Assuming, 18% of these potential investors purchase an apartment in Latrobe (based on SGS Economics & Planning research), the subsequent figure is a potential for 1,600 apartment investments in Latrobe over 10 years, or 160 per annum. The demand curve below has been constructed based on the price at which potential investors may consider purchasing a residential investment property, scaled to the Latrobe context.

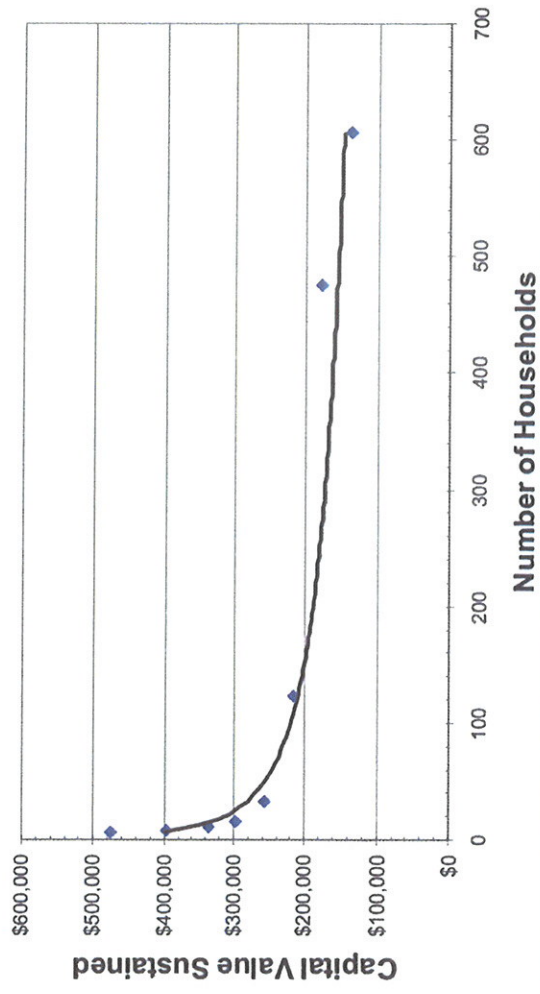


³ ABS Census 2001.

Renter Market by Price (10 Year Period)



Renter Market by Capital Value Sustained (10 Year Period)



Renters - There are 3,836⁴ households that rent in Latrobe. Research has indicated that about 16% of renters would be interested in apartment style living over the coming 10 years, if such accommodation were made available (SGS Economics & Planning research). This translates to a figure of 606 renter households. The upper figure opposite shows the demand curve for 'interested' renters. It disaggregates the 606 interested renter households by the price they are willing to pay (based on ABS Census 2001 data).

An estimate of the 'capital value' that is sustained by rents paid is shown opposite below. Assumptions in the analysis are renters will pay a premium of \$50 per week for a new apartment in a Transit Centre environment (this is a reflection of the benefits attributable to this residential location) and gross rents need to be 7% of purchase price to attract investors. On this basis, the figure below shows the relationships between the rental market and the sustainable capital value.

The large number of investors as opposed to renters, at each price level, indicates that there are an insufficient number of renters to support all of the potential investors. Hence the renter figures provide the demand case for renters and investors.

⁴ The number of rented separate house, semi-detached, row or terrace house, townhouse and flat, unit or apartment. The figure does not include accommodation rented from a State/Territory Housing Authority or non-stated category.

Base Estimate Demand for Apartments

Assuming a quality product was diffused into Transit Centred Precincts, the following base case demand for apartment can be estimated at price levels. It is assumed that the sustainable number of apartments is the addition of the owner-occupier and renter market demand curves. Note that these figures do not take into account market growth factors, which are addressed in the following pages.

Base Estimate for Apartments

Price	Apartments Over 10 Years	Per Year Over 10 Years
Initial Interest	784	78
\$150,000	725	73
\$200,000	285	29
\$250,000	145	15
\$300,000	75	8
\$350,000	25	3
\$400,000	5	1

Growing the Market

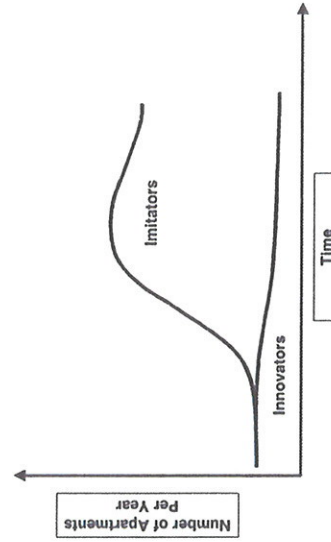
The picture outlined above is a 'static analysis' in that it reflects what the market is likely to do with a current level of knowledge. Experience has shown that when a new product is brought to the market and if it is well received, the market subsequently grows. There are three methods by which to factor these figures to account for a growing market:

1. Current renters moving from the rental to the owner-occupier market;
2. Marketing dynamics whereby initial interest is multiplied by a factor of 3.5 based on innovator / imitator dynamics; and
3. From household growth in Latrobe generally.

1. Research shows that 6% of renters intend to purchase an apartment dwelling (SGS Economics & Planning). This figure is used to factor up the initial interest of owner-occupiers in the model described above.

2. A 'Bass model' provides a means of analysing the dynamics of a population taking up a new product. There are four key elements to the diffusion process: the innovation, channels of communication, time and social system⁵. In the context of the Transit Centres apartment scenario: the innovation is apartment living; the channel of communication is observation / site inspection, word of mouth, television, radio, internet or other related mediums; time pertains to the rate at which apartments are adopted by the population; and the Latrobe community is the social system.

The uptake of a new product has been widely documented in a variety of research. It is initially expected that only a few households take up a new product (ie. the numbers presented in the Base Estimate above). These individuals are called innovators. In subsequent periods, diffusion of the product throughout society increases due to communication, and this results in an increasing rate of adoption, by imitators. That is, product take-up displays a skewed (to the right) 's-shape', as shown below. The growth rate ultimately slows down and levels off. When the level of adoption reaches its maximum, the market subsequently declines and the number of adoptions drop to a sustainable rate. Such a pattern has been evident in growth of inner Melbourne apartments.



Based on research the following generalisations can be applied to this study (which are used for calculation purposes below):

- There is approximately a 10 year gap between when innovators initially take to the market and when it reaches its peak; and
 - The ratio of innovators to imitators is approximately 1:3.5.
3. This analysis has so far not considered changes to the number of households in Latrobe. Households are forecasted by Department of Infrastructure (Victoria in Future, 2000) to grow by approximately 9% in the ten years to 2011. This growth provides an increase in the number of owner-occupiers, investors and renters for apartments.

Calculations for Market Growth

Initial Absorption

	Apartment Price						
	Initial Interest	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000
Owner Occupiers	178	175	135	95	55	15	0
Investors	1,600	1,600	550	200	100	50	10
Renters	606	550	150	50	20	10	5

Add 6% to Owner Occupiers for Renters Intending to Purchase

	Apartment Price						
	Initial Interest	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000
Owner Occupiers	189	186	143	101	58	16	0
Investors	1,600	1,600	550	200	100	50	10
Renters	606	550	150	50	20	10	5

Imitator/Innovator Ratio X3.5

	Apartment Price						
	Initial Interest	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000
Owner Occupiers	660	649	501	352	204	56	0
Investors	5,600	5,600	1,925	700	350	175	35
Renters	2,121	1,925	525	175	70	35	18

Add Household Growth at 9%

	Apartment Price						
	Initial Interest	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000
Owner Occupiers	720	708	546	384	222	61	0
Investors	6,104	6,104	2,098	763	382	191	38
Renters	2,312	2,098	572	191	76	38	19

Sustainable Absorption - Owner Occupiers + Renters

	Apartment Price						
	Initial Interest	\$150,000	\$200,000	\$250,000	\$300,000	\$350,000	\$400,000
Number of Apartments (10 years)	3,032	2,806	1,118	575	299	99	19
Number of Apartments (per year)	303	281	112	57	30	10	2

Sustainable Absorption

The sustainable absorption of apartments is factored up as is shown in the table above, and summarised below. Note that the results are price specific, and will be contingent on a number of preconditions including diffusion of a quality product in the initial stages to ensure the new housing offer has a chance of take-up as shown by the table.

This table estimates sustainable absorption of apartments in the Latrobe market over a ten-year period at a given price. As shown, the lower the price the more apartment product is estimated to be demanded, and visa versa.

Sustainable Number of Apartments (Market Growth)

Price	Apartments Over		Per Year Over 10 Years
	10 Years	Years	
Initial Interest	3,032	303	
\$150,000	2,806	281	
\$200,000	1,118	112	
\$250,000	575	57	
\$300,000	299	30	
\$350,000	99	10	
\$400,000	19	2	

Note that this provides a broad guide only. This information was developed only for the purpose of informing design options for the Transit Centred Precincts.

Development Issues and Directions

The above analysis provides an indicative aggregate figure of apartment demand at a given price in Latrobe.

Note that is it important that apartments are diffused carefully into the market to avoid over-supply at any given time and to ensure roll-out of a quality product and lifestyle offer. The concept requires that a quality apartment product and a quality urban setting is provided to ensure the benefits of the Transit Centred Precinct are a part of the package. It is important that the first projects are quality demonstration projects, having the capacity to change market perceptions of and preferences towards apartments, and demonstrate profitability and low risk to developers / investors.

On this basis it is likely that take up of apartments in initial years will be slow, with factoring up conditions taking hold in the latter phases of the development cycle. For example, the analysis above suggests that if apartments were offered for sale at a price of \$250,000, there may be 15 takers in year one, or 145 takers over ten years. If this product is delivered and diffused slowly to avoid over-supply and ensure quality, then factoring up may result in about 57 apartments being demanded in any one year, or 575 over 10 years. The 'sustainable absorption' projections provided above are more likely to play out in the latter part of the decade.

It terms of type of development, the price information provided above suggests that low risk projects are provided in initial years, with the possibility for more adventurous (ie. high rise) projects in subsequent development phases. Similar analysis in other Transit City environments suggests that initial apartment projects in new market settings should involve 'low' cost but 'high' quality structures in an attractive public domain setting, such as a maximum three storey walk up complex with high quality materials and finishes. The street level environment will need to be high quality and provide excellent connections to shops, open space, services and public transport. The total development package of the apartment unit, plus street level amenity and access to services will need to be superior to the 'offer' of the detached house and yard in a typical residential environment.

Commercial Development Possibilities

Overview of Office Markets

The markets for office space can be classified as follows.

- **Government Services** – This includes offices and agencies of local, state and Commonwealth government. This is a significant sector in Latrobe given its regional headquarters role in a Gippsland context.
- **Local Business Services** – This includes businesses that derive most of their work from the local population base, such as accountants, solicitors, doctors, real estate agents and the like. This sector is determined by the size and composition of the population base, and business base.
- **Back Offices of Large Firms** – This describes data processing centres and call centres of large organisations. This is a significant sector in Latrobe. The locational requirements of such operations are access to a relatively skilled and stable workforce in a low cost setting (ie. labour and property costs) that provides good ICT infrastructure.
- **Advanced Business Services** – This describes 'higher order' business services that offer highly specialised professional services to a range of clients including international and national public and private organisations. This includes firms in business management, financial services, legal services, research & development, marketing and various other consultancy services.

Commercial Development Forecasts

This section will seek to provide an indication of possible future office development demand in Latrobe. This is a difficult task given that office demand is related to government department policy (for government services), sporadic investments (from back office developments), broader economic trends and growth (for advanced business services), and population size and composition (for local business services). In addition to the demand conditions, supply side considerations are also key determinants of regional office development. The region may be generating demand for office space but the extent to which any region captures this potential depends on the local offer, in terms of labour force skills, property conditions (infrastructure, services, image, cost) and other factors. The upshot is that office demand is difficult to precisely forecast.

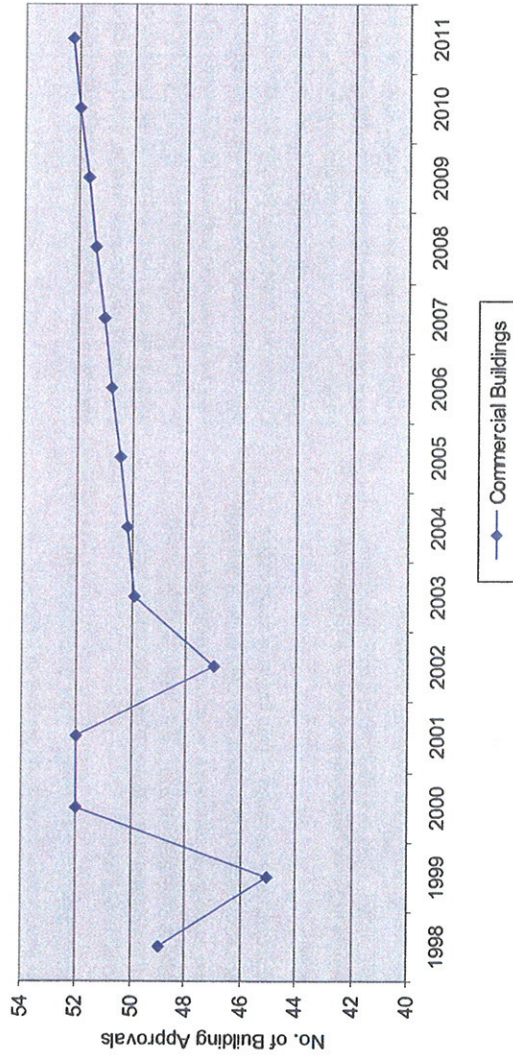
Despite this, SGS Economics & Planning has developed a number of modelling methods to undertake forecasting at a broad level. The methods are based on trend projections and regional modelling methods. They are: Building Approval Trend Projections; Employment Trend Projections; GSP Production Based Trends; and Input Output Modelling. These methodologies forecast the aggregate demand for office development in Latrobe over a ten-year period.

Trend Projections Using Building Approvals Data

This sub-section forecasts the value of building approvals for office developments that might be attracted to Latrobe on a 'trend' or 'do nothing' basis. This assumes that there is no external shock to the economy.

The following figure and table shows the forecasts of the number and value of building approvals for office space developments that might take place in Latrobe.

Forecast of Number of Building Approvals for Commercial Floorspace



Source: Derived from Building Commission Victoria (various years), "Building Victoria"

Forecast of Value of Building Approvals for Commercial Floorspace in Latrobe

Year	Value of Building Approvals (\$'000, Constant 2001-02 Price)	
	Actual	Forecasts
1998	9,098	
1999	4,012	
2000	4,300	
2001	5,320	
2002	8,277	
2003		6,101
2004		6,068
2005		6,034
2006		6,001
2007		5,968
2008		5,934
2009		5,901
2010		5,867
2011		5,834
Total 2003 - 2011		53,709

Source: Derived from Building Commission Victoria (various years), "Building Victoria"

According to the 2002 edition of the Australian Construction Handbook (Rawlinsons), the cost of constructing regional two to three storey office building with standard finishes (excluding air conditioning, lifts and car parking) lies in the range of \$975 to \$1,070 per square metre. Applying the mid point of this range the projected floorspace provision in Latrobe would be as shown in the table below.

Projected Increments in Commercial Floorspace Based on Building Approvals Data (Method 1)

Year	Sqm.
2001	5,203
2002	8,095
2003	5,967
2004	5,934
2005	5,902
2006	5,869
2007	5,836
2008	5,804
2009	5,771
2010	5,738
2011	5,706
Total 2001 - 2006	31,767
Total 2006 - 2011	28,855

Hence, building approvals data suggests that there would be a net increase in office space of 52,500 square meters by 2011.

Trend Projections Based on Journey to Work Data

The methodology applied here uses data for changes in employment levels to estimate the demand for commercial floorspace in Latrobe – see table below.

Total employment levels in various industries for 1996 and 2001 are given in Column 2. Based on employment levels in 1996 and 2001, compound annual growth rate is calculated and is given in Column 3. Column 4 uses the annual growth rate to forecast the employment levels to 2006 and 2011. The 'office quotient', which indicates the proportion of jobs in each industry that are office based, that is, require office space to perform their activities, is then applied*. Column 6 uses the office quotient to calculate the total number of people in each industry that will demand commercial floorspace in 2006 and 2011. Column 7 shows the net change in office-based jobs. Using the floorspace ratio of 20 square metres per employee, Column 8 indicates additional commercial floorspace (in square metres) that may be demanded by each industry in 2006 and 2011.

Hence, by 2011 it is expected that Latrobe will demand an additional 42,000 square metres of office floor space. Manufacturing, Government Administration & Defence, Health & Community Services, Retail Trade and Mining are the major sectors that are expected to demand additional office space.

As with all trend based analyses, the forecasts below do not take into account any changes or external shocks that might affect the economy.

*SGS has estimated an office quotient for each industry by analysing total employment by 3 digit category under the Australia New Zealand Standard Industrial Classification (ANZSIC) in terms of the Australia Standard Classification of Occupations (ASCO). This was achieved via special cross-tabulation provided by ABS.

Commercial Floorspace Forecasts for Latrobe (2001 - 2011) (method 2)

Column 1 1 Digit ANZSIC Industrial Classification	Column 2		Column 3	Column 4		Column 5	Column 6			Column 7			Column 8		
	Total Employment		Compound Annual Growth Rate	Employment Forecasts		Office Quotient	Total Office Jobs			Net Increase in Office Jobs			Additional Demand for Office Space (Sqm)		
	1996	2001		2006	2011		2001	2006	2011	2001-2006	2006-2011	2006	2011 (2001 to 2011)	2006	2011 (2001 to 2011)
Agriculture, Forestry and Fishing	682	660	-0.67%	638	617	6.44%	42	41	40	-1	-1	-28.12	-27.19	-55.31	
Mining	222	354	9.78%	565	900	42.30%	150	239	381	89	142	1,780.65	2,839.30	4,619.95	
Manufacturing	2142	2903	6.27%	3,935	5,334	28.39%	824	1,117	1,514	293	397	5,859.46	7,942.40	13,801.86	
Electricity, Gas & Water Supply	1958	2063	1.05%	2,173	2,290	46.48%	959	1,010	1,064	51	54	1,026.15	1,081.07	2,107.22	
Construction	1479	1465	-0.19%	1,451	1,437	22.22%	326	322	319	-3	-3	-61.50	-60.92	-122.41	
Wholesale Trade	853	896	0.99%	941	988	46.15%	413	434	456	21	22	415.66	436.56	852.22	
Retail Trade	3963	4348	1.87%	4,770	5,234	26.20%	1,139	1,250	1,371	111	121	2,213.52	2,428.63	4,642.15	
Accommodation, Cafes & Rest.	858	958	2.24%	1,070	1,196	34.66%	332	371	414	39	43	777.19	868.12	1,645.31	
Transport & Storage	427	566	5.80%	750	994	33.32%	189	250	331	61	81	1,227.50	1,627.02	2,854.52	
Communication Services	408	315	-5.05%	243	187	62.81%	198	153	118	-45	-35	-902.01	-696.20	-1,598.20	
Finance & Insurance	1170	751	-8.47%	483	310	93.30%	701	450	289	-251	-161	-5,014.16	-3,221.22	-8,235.37	
Property & Business Services	1994	1854	-1.45%	1,724	1,602	61.16%	1,134	1,054	980	-80	-74	-1,595.87	-1,483.56	-3,079.43	
Govt. Admin. & Defence	858	1188	6.73%	1,646	2,280	61.11%	726	1,006	1,393	280	387	5,592.75	7,746.42	13,339.17	
Education	2316	2343	0.23%	2,370	2,398	22.24%	521	527	533	6	6	121.08	122.49	243.58	
Health & Community Services	2280	3015	5.75%	3,987	5,272	21.38%	645	852	1,127	208	275	4,155.91	5,495.73	9,651.64	
Cultural & Recreational Services	389	404	0.81%	421	438	32.50%	131	137	142	5	6	107.68	112.09	219.78	
Personal & Other Services	796	916	2.84%	1,053	1,212	22.26%	204	235	270	31	35	612.31	704.25	1,316.55	
Total	22794	24999	1.86%	27,417	30,070		8,634	9,448	10,744	814	1,296	16,288.22	25,915.00	42,203.22	

Commercial Floorspace Forecast for Latrobe to 2006 (Method 3 Part 1)

Industry	Current Production	GSP Growth Rate	Forecast Production	Employees per \$1million	Employee Growth	Office Quotient	Office Employees
Agriculture, hunting and trapping	\$54 m	+25.17%	\$67 m	9	125	5.84%	7
Forestry and fishing	\$26 m	+25.17%	\$32 m	6	41	18.52%	8
Mining	\$214 m	-71.29%	\$61 m	2	-252	42.30%	-107
Meat and dairy products	\$79 m	+31.59%	\$103 m	3	73	24.83%	18
Other food products	\$26 m	+31.59%	\$35 m	4	31	24.83%	8
Beverages, tobacco products	\$3 m	+31.59%	\$4 m	3	3	24.83%	1
Textiles	\$6 m	+31.59%	\$8 m	5	9	23.49%	2
Clothing and footwear	\$2 m	+31.59%	\$3 m	7	4	23.49%	1
Wood and wood products	\$44 m	+31.59%	\$58 m	7	104	22.58%	23
Paper, printing and publishing	\$195 m	+31.59%	\$257 m	6	345	37.63%	130
Petroleum and coal products	\$63 m	+31.59%	\$83 m	1	15	35.74%	5
Chemicals	\$22 m	+31.59%	\$29 m	3	21	35.74%	7
Rubber and plastic products	\$4 m	+31.59%	\$6 m	5	6	35.74%	2
Non-metallic mineral products	\$22 m	+31.59%	\$29 m	5	33	27.90%	9
Basic metals and products	\$67 m	+31.59%	\$88 m	3	62	25.96%	16
Fabricated metal products	\$37 m	+31.59%	\$48 m	4	50	29.33%	15
Transport equipment	\$18 m	+31.59%	\$24 m	5	28	29.33%	8
Other machinery and equipment	\$52 m	+31.59%	\$69 m	6	95	24.53%	23
Miscellaneous manufacturing	\$11 m	+31.59%	\$15 m	10	37	26.73%	10
Electricity, gas and water	\$863 m	-17.04%	\$716 m	2	-352	46.48%	-163
Construction	\$181 m	+36.79%	\$248 m	8	539	22.22%	120
Wholesale trade	\$131 m	+38.34%	\$181 m	7	343	46.15%	158
Retail trade	\$178 m	+38.34%	\$246 m	21	1,424	26.20%	373
Repairs	\$73 m	+38.34%	\$101 m	9	243	26.20%	64
Accommodation, cafes and restaurants	\$74 m	+38.34%	\$103 m	13	367	34.66%	127
Transport and storage	\$109 m	+39.87%	\$153 m	5	226	33.32%	75
Communication services	\$57 m	+39.87%	\$80 m	6	125	62.81%	79
Finance and insurance	\$124 m	+44.02%	\$179 m	6	331	93.30%	309
Ownership of dwellings	\$222 m	+31.63%	\$292 m	302	21,137	0.00%	0
Property and business services	\$242 m	+44.02%	\$349 m	8	816	61.15%	499
Government administration	\$140 m	+22.61%	\$172 m	8	269	61.11%	164
Education	\$115 m	+22.61%	\$142 m	20	530	22.24%	118
Health and community services	\$162 m	+22.61%	\$199 m	19	682	21.38%	146
Cultural and recreational services	\$37 m	+51.72%	\$56 m	11	209	32.50%	68
Personal and other services	\$56 m	+51.72%	\$86 m	16	474	22.26%	105
Total Office Employees to 2011							2,429
Total Commercial Floorspace to 2011							48,590 Sqm

Summary of Commercial Forecasts

An overview of the possible future change in commercial floorspace in Latrobe, made using the four methods detailed above, is provided in the table below. It should be noted that all of these estimates are trend based. That is, they do not explicitly allow for the structural shifts that can be caused due to technological change or improved physical infrastructure. However, to the extent that these shifting drivers are embedded in production processes, the projections based on GSP trends may be the most reliable.

Total Office Floorspace Forecasts for Latrobe (sqm)

Forecast Method	2001-06	2006-11	Total
Building Approvals	31,767	28,855	60,622
Employment Projections	16,288	25,915	42,203
GSP Production Based	24,032	24,558	48,590
Input Output Modelling / Export Based	-3,009	1,049	-1,961

It is important to note that not all of the floorspace indicated in the projections will be delivered in the form of conventional, 'activity centre' office buildings. Much of the office space in question will be in ancillary buildings in other land use settings. Research by SGS Economics & Planning suggests that around 50% of the estimated gross requirement indicated above will be supplied in conventional office buildings in activity centres, and the other half across a variety of employment settings, including attaching to power plants, factories, warehouses and other non activity centre locations. Hence the potential for office development in the Transit Centred Precincts is provided by the following ranges.

Total Office Floorspace Development Potential for the Transit Centred Precincts in Latrobe (sqm)

Forecast Method	2001-06	2006-11	Total
Building Approvals	15,884	14,428	30,311
Employment Projections	8,144	12,958	21,102
GSP Production Based	12,016	12,279	24,295
Input Output Modelling / Export Based	-1,505	525	-981

The modelling methods provide a range of possibilities for Latrobe and its Transit Centred Precincts. At a broad level the conclusions are:

- Up to 60,000 sqm of new office space may be captured in Latrobe over 10 years; and
- Up to 30,000 sqm of new office space may be captured in Transit Centred Precincts in Latrobe.

Note that this provides a broad guide only. This information was developed only for the purpose of informing design options for the Transit Centred Precincts.

Public Sector Facility Planning

Government departments and agencies have a key role to play in facilitating Transit City / Centre outcomes by locating appropriate facility investments in the designated precincts.

This section presents the findings of a review of facility planning intentions of government agencies in the Gippsland region.

Agency Survey

The following table displays those agencies that were surveyed regarding their current location (relevant to this study) and their facility planning intentions.

Government Agency	Response
Latrobe Council	Relocating to new office complex in Morwell.
Dept. Justice	New Justice Precinct in Morwell.
Australian Broadcasting Corp.	Have facilities in Sale and Morwell. New building being constructed in Ballarat. No apparent other plans.
Education, Science and Training	Have an office in Morwell. No apparent plans.
ASIC	New facility in Traralgon.
Industry Tourism and Resources	Have an office in Traralgon. No apparent plans.
Migrant Resource Centre	Have an office in Morwell. Uncertainty over funding. No apparent plans for expansion.
Training and Tertiary Education	Have an office in Moe (regional office) and Morwell (district office). Melbourne CBD office relocating.
Vic Roads	Renovating Traralgon regional office.
Regional Development	Have an office in Traralgon. No apparent plans.
Victoria Legal Aid	Have an office in Traralgon. No apparent plans.
Victoria Police	New stations being built in Moe and Morwell. Both sites have been finalised in consultation with Latrobe Council. No plans to relocate Traralgon facility.
Country Fire Authority	No apparent plans – Sale facility relocated two years ago.

Educational Institution	Response
East Gippsland Institute of TAFE	No plans for campus / facility expansion. Partnership with RMIT to deliver programs at Lakes Entrance facility.
Central Gippsland Institute of TAFE	Refurbishment of Yallourn Campus near completion. Warragul Campus at the design stage of \$1m extensions. Refurbishment of existing space - completion date Jan 2004. West Gippsland identified as growth area. OGIT does not believe growth in either Moe, Morwell or Traralgon is guaranteed. Complete review of masterplan to be completed in 2003. Some opportunity for further discussion.
LaTrobe University	No apparent plans.
Melbourne University	Renovations at Dookie and Glenormiston campuses – no apparent plans for expansion.
Monash University	New precinct development at Churchill campus. \$14m / 10,000 sqm facilities. All within Churchill.
RMIT	Completed development of Hamilton Learning Centre. Partnership with EGIT - new facility at Lakes Entrance.

Health / Medical Facilities	Response
Bairnsdale Regional Health Service	Recently completed masterplan. Aiming to build new accommodation facilities (\$7.2m) and living facilities (\$350k). Subject to Government approval. Bairnsdale the preferred location.
Central Gippsland Health Service	Space is urgently required for a new rural training centre – offices and accommodation. Preferred location is on existing campus. Negotiations possible, however opportunities limited.
La Trobe Regional Hospital	No apparent plans for expansion beyond existing facilities.

Opportunities for Intervention

There may be opportunities to influence organisations in the education and health sectors to locate / invest in the Transit Centred Precincts in the future. Various planning strategies and funding bids can be expected in the near future and hence these organisations should be encouraged to locate any new facility in the Precincts subject to this study.

Possible strategies include:

- Understanding facility investment planning systems of agencies and establishing facility investment protocols with agencies consistent with the objectives of Transit Cities / Centres program.
- Marketing Latrobe's Transit Centres as cost effective locations for public sector expansion and relocation.
- Facilitating site assembly and development within the Precincts.
- Providing infrastructure required by agencies.

Retail Development Possibilities

This analysis focuses on the potential future demand for retail (food and non-food) and hospitality floorspace. Hospitality space refers to uses like cafes, restaurants, pubs and the like.

The purpose of the analysis is to identify broad demand changes between 2001 and 2021 in retail / hospitality floorspace to help inform design options for the Transit Centred Precincts, in the context of the current brief. Note that this section does not provide a detailed retail analysis.

Existing Conditions

It is possible to gain an overview of the current retail levels in Latrobe by analysing employment data within locations. Past studies have shown that there is a strong relationship between retail turnover and retail employment in a region. On this basis, the table below shows the reported retail employment in the region and the implied annual turnover.

This shows that Traralgon has about 44% of municipal retail and hospitality activity, followed by Morwell 34% and Moe 22%.

Retail and Hospitality Employment and Turnover in Latrobe

	Employment			Total
	Food	Non Food	Hospitality	
Latrobe – Moe	374	357	207	938
Latrobe – Morwell	522	560	331	1,413
Latrobe – Traralgon	616	817	419	1,852
Latrobe - Bal	3	6	0	9
Total	1,515	1,740	957	4,212

	Turnover			Total
	Food	Non Food	Hospitality	
Latrobe – Moe	\$52,080,613	\$53,628,962	\$21,302,768	\$127,012,343
Latrobe – Morwell	\$72,690,053	\$84,123,861	\$34,063,846	\$190,877,760
Latrobe – Traralgon	\$85,779,833	\$122,730,705	\$43,120,095	\$251,630,633
Latrobe - Bal	\$417,759	\$901,327	\$0	\$1,319,086
Total	\$210,968,257	\$261,384,854	\$98,486,708	\$570,839,819

Source: Derived from ABS Journey to Work 2001

Demand Trends and Projections

Total estimated resident population in Latrobe's SLAs are shown over time in the table below. Population projections for every five-year interval to 2021 are displayed. This shows that the population in the area is expected to grow marginally, from about 70,673 in 2001 to approximately 73,366 in 2021.

Note that this information is based on Department of Infrastructure population projections (Victoria in Future, 2000). Actual Census figures in 2001 show a lower population in Latrobe (ie. 67,564) than that shown in the projected 2001 figures. Although this suggests that the projection is marginally out, this is not a significant issue for the current analysis. This is because the current analysis estimates, in broad terms, demand change from 2001 to 2021. The key data variable is change between these periods and for this purpose Department of Infrastructure projections are assumed to be reasonably reflective of what is likely to happen, irrespective of the figure of the base year (2001).

Retail expenditure was adapted for Latrobe residents using the 1998-1999 ABS Household Expenditure Survey (publication 6535.0). This publication shows how different income demographics affect retail expenditure. A calculation for the average Latrobe resident is shown below. For use for analysing retail catchments, this calculation was performed on each SLA within the study area.

Latrobe Population Projections

Population	Projected 2001	Projected 2006	Projected 2011	Projected 2016	Projected 2021
Latrobe - Moe	18,846	18,862	18,910	19,155	19,465
Latrobe - Morwell	23,512	23,459	23,437	23,663	23,933
Latrobe - Traralgon	25,604	25,555	25,754	26,352	27,028
Latrobe - Bal	2,711	2,703	2,747	2,840	2,940
Total	70,673	70,579	70,848	72,010	73,366

Source: ABS Household Expenditure Survey 1998-1999 6535.0, ABS Census 2001.

Latrobe HH Retail Expenditure Variation by Income (1998\$)

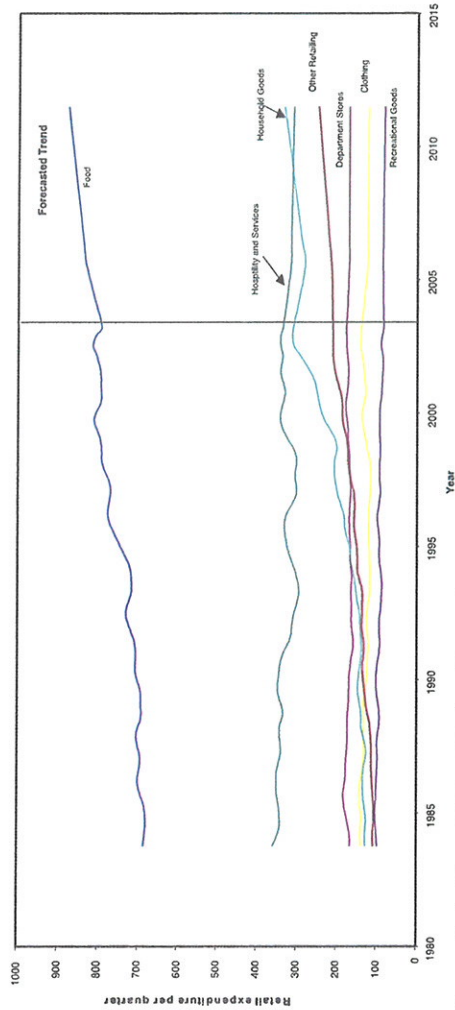
HES Income Quintile	Lower	Second	Third	Fourth	Upper	Totals
Percentage of La Trobe Households	23.24%	25.99%	17.46%	16.50%	16.80%	100.00%
Variation from the Average	-1.76%	0.99%	-7.54%	-8.50%	-8.20%	
Retail Expenditure per HH per week - Aust Average	\$142	\$210	\$268	\$350	\$490	\$292
Retail Expenditure per HH per week - Study Area	\$165	\$273	\$234	\$289	\$412	\$274
	Percentage Variation from Australian Average					-6.00%

Source: ABS Household Expenditure Survey 1998-1999 6535.0, ABS Census 2001.

To estimate the changing patterns of retail expenditure, regression analysis was performed on historical data as published in the ABS Retail Trade publication (8501.0). This enabled an estimate of the real growth in national retail expenditure per capita over time. Results of the regression analysis are shown below.

National Retail Spending per Capita (constant 2003 \$)

As shown opposite, the proportion of money spent on food has been increasing over time, and is expected to continue to do so in the near future. In comparison, the amount spent at department stores and on clothing has stagnated and is currently undergoing slight decline. This does not necessarily mean that people are buying fewer clothes, but instead may be an indication of how the price of clothes has decreased in recent times due to wider economic forces. The table below summarises the effect this pattern will have on retail expenditure per capita between years 2001 and 2021.



Source: Derived from ABS Retail Trade Publication (8501.0).

Projected Retail Expenditure Per Capita (2001\$)

It must be stressed that the results opposite represent the change to retail expenditure assuming it will grow in accordance to current trends. In reality, it is unlikely that this growth will be sustained for an extended length of time (there is only so much people are willing and able to spend on retail items).

Retail Category	2001	2006	2011	2016	2021
Supermarkets	\$2,407	\$2,541	\$2,657	\$2,773	\$2,889
Department Stores	\$698	\$694	\$695	\$696	\$697
Other Food	\$881	\$930	\$973	\$1,015	\$1,057
Clothing and Soft Goods	\$530	\$499	\$493	\$487	\$482
Household Goods	\$1,079	\$1,146	\$1,356	\$1,532	\$1,707
Other Retailing	\$1,179	\$1,223	\$1,341	\$1,440	\$1,539
Hospitality and Services	\$1,375	\$1,279	\$1,275	\$1,234	\$1,214
Total	\$8,149	\$8,312	\$8,790	\$9,177	\$9,585

Retail Floorspace Assessment

An indicative retail floorspace analysis model was constructed for the region surrounding Latrobe (ie. Latrobe, Baw Baw, South Gippsland and Wellington). The model estimates the retail catchment of each SLA in the region (in 2001) and forecasts expected capture to 2021 based on population change in Scenario 1 and change in both population and retail expenditure patterns over time in Scenario 2. The models assume that each SLA can maintain market share throughout the study period.

Scenario 1 – No Growth in Per Capita Retailing Spending

The results of the model for Scenario 1 are shown in the table below. This assumes that current expenditure growth on retail items remains constant (in real terms) and indicates that the region will be able to support an additional 8,000 sqm (approx.) of retail floorspace to 2021. This is based on population growth.

Latrobe - Scenario 1

	Required Floorspace			
	Food	Non Food	Hospitality	Total
2001	52,742	104,554	49,243	206,539
2006	-116	380	-53	211
2011	75	804	114	994
2016	840	2,290	794	3,924
2021	1,784	4,212	1,672	7,668

Scenario 2 – With Growth in Per Capita Retail Spending

As discussed previously, it is possible that the amount of retail expenditure per capita will continue to grow over time.

Scenario 2 forecasts the retail floorspace required if expenditure growth follows observed past trends. This forecast could be considered optimistic, as the current growth levels may not be sustained over a twenty-year period.

Scenario 2 suggests that Latrobe will be able to support an additional 42,000 sqm (approx.) of floorspace to the year 2021. This estimate should be interpreted as being an indicative upper limit for Latrobe over this period.

Latrobe - Scenario 2

	Required Floorspace			
	Food	Non Food	Hospitality	Total
2001	52,742	104,554	49,243	206,539
2006	2,811	2,655	-3,466	1,999
2011	5,556	12,866	-3,457	14,965
2016	8,980	22,790	-4,315	27,456
2021	12,693	33,499	-4,284	41,907

The Need for New Space

The two scenarios provide a low (8,000 sqm) and high (42,000 sqm) estimate of future retail and hospitality demand. The question arises whether this level of demand will:

- Involve better utilisation of existing used space, resulting in higher dollars per square metre achieved by existing retailers;
- Necessitate expansion of retail area, in terms of construction of new buildings; or whether this will
- Involve take-up of existing vacant space or redevelopment over existing obsolete space.

It is beyond the scope of the current indicative demand assessment to provide a definitive answer to these issues, but it is likely that new demand over time will have a combination of impacts in terms of: better utilisation of existing space, take-up of existing vacant space and development of totally new space. New space is likely to be developed for newer forms of retailing, such as bulky goods / highway retail and other large and modern floorplate users.

Nevertheless, for the purpose of the current Transit Centred Precinct assignment, it is felt that design solutions should seek to accommodate the lower end of the projections, that is, **8,000 sqm**. This provides a conservative estimate which is perhaps more likely because Latrobe's centres have significant vacancies and relatively low retail turnover densities reported.

Market Shares Across the Three Transit Centred Precincts

For the purpose of informing broad design principles, the following apportionment is provided as a general guide (this is based on expected population change between 2006 and 2021).

- Moe 22% = 1,760 sqm expansion.
- Morwell 17% = 1,360 sqm expansion.
- Traralgon 53% = 4,240 sqm expansion.
- Other centres 8% = 720 sqm expansion.

Note that this provides a broad guide only. This information was developed only for the purpose of informing design options for the Transit Centred Precincts.

Other Development Possibilities

Other Transit Centred Development Options

The Transit Centred Precincts can also seek to attract other forms of development. These include:

- Tourism oriented activities (see following sub-section); and
- Community facilities like health facilities, higher education, sports complexes and health clubs.

The capacity of the Precincts to attract these land uses will in large part depend on population and employment growth in and around the Precincts and growth in tourism. Hence the main opportunities discussed earlier – housing, office and retail – will driver other opportunities.

Tourism Development Potential

The data presented earlier in the report suggests that Latrobe's tourism economy has been growing relatively strongly, if measured by employment change in Accommodation, Cafes and Restaurants (+2.25% pa). But the data also shows that this sector is coming off a low base (with Latrobe having an under-representation of jobs in this sector compared to the national average (location quotient of 0.77)). Tourism has been identified as a growth sector for the region. In this context Latrobe has develop various tourism development initiatives which are documented in the Tourism Plan.

Tourism Plan

Latrobe Tourism Plan 2002-2005 (Latrobe City) seeks to document the tourism strengths and products of Latrobe with a view to initiate marketing and promotion strategies with other organisations and tourism bodies. The document audits the tourism offer of the City, reviews organisation and funding systems, summarises broader tourism trends and establishes a mission statement as follows: *"for Latrobe City to provide leadership in tourism marketing through development partnerships with other organisations."*

Latrobe's competitive advantages are considered to be its location (proximity to Melbourne and access to a wide range of activities and sites) and its branding (it is a well known and identifiable location).

Product strengths are considered to be industrial tourism, sports tourism, adventure tourism, conference tourism and leisure tourism. Particular attractions in the general area include:

- The Alpine region and snowfields;
- Historic towns such as Walhalla;
- Gourmet foods;
- Farms, lakes and forests.

The tourism markets include day visitors, tourists passing through the region and executive and other labour visiting the region for work.

Implications for the Transit Centred Precincts

The main opportunities for the Transit Centred Precincts are in accommodating the following forms of tourism oriented development:

- Accommodation (hotels, motels, backpackers / hostels);
- Pubs, clubs, cafes and restaurants;
- Tourist oriented retail premises such as souvenir shops and various hire shops;
- Galleries, museums and other built attractions;
- Business tourism facilities such as conference centres;
- Event & festival facilities; and
- Supporting infrastructure and services such as transport services, bike trails, visitor information centres and the like.

All three Transit Centred Precincts can seek to play some or all of these roles.

However, **Moe** is strategically positioned to play a core tourism role by virtue of its location as the 'gateway' to Latrobe (from Melbourne) and the gateway to the Mountain Rivers district, Thompson Valley, Mount St Gwinear snowfields, Baw Baw Alpine National Park and gold mining town of Walhalla.

Morwell has good links to Churchill and Monash University, and can therefore seek to position itself as a student accommodation and entertainment centre.

Traralgon is likely to have strengths in attracting executive labour / business tourist due to its growing private sector business base.

1.4 Options Development Input

This section summarises the analysis and provides recommendations regarding land use development directions for the three precincts looking forward. Refer to the main body of the report for details on the various land uses.

Overview of Regional Positives

Latrobe has undergone significant structural adjustment in recent decades, but indicators show that it has 'turned the corner'. Latrobe is now in a phase of growth and renewal. This provides a number of strategic opportunities for development. Key positives are summarised below.

Jobs: Latrobe is already the employment hub of the region, and its stock of jobs is growing strongly.

- Latrobe's jobs increased by over 2,200 in the five years to 2001.
- Should current trends continue, Latrobe could have about 5,000 more jobs in about 10 years time.
- Unemployment has fallen significantly in recent years (by over 5 percentage points in the four years to 2002).

Population: Latrobe's population was fairly stable in the five years to 2001 but is expected to grow over time.

- Latrobe's population was just over 67,000 in 2001 – which is high by regional Victorian standards.
- Latrobe's population is expected to grow over time, and is expected to be over 73,000 by 2021.

Households: Latrobe's average household size is falling, which is a function of a maturing and diversifying population. This means the number of households formed will be higher than population growth, and will generate demand for a range of housing forms and goods and services to suit the growing pool of smaller households.

- Household numbers are expected to grow by about 5,400 to 2021 (off a 2001 base).
- Household income data suggests that Latrobe's households have become richer in the five years to 2001.

Property Prices: Housing prices have grown strongly since 2001 in Latrobe. Prices are responding to a growing economy, population and household base.

- There have been a significant number of residential house sales and an upward trend in prices from 2001. In Moe and Morwell house prices have increased from about \$500 / sqm in 2000/01 to about \$800 / sqm in early 2003. In Traralgon house prices have increased to about \$1,000 / sqm.
- There have been a relatively low number of apartment sales with high variability in prices achieved, but a general upward movement can be seen from 2001 in all towns. Prices in the order of \$1,000 to \$2,000 / sqm may be achievable at the current time, with higher prices likely to be available for quality developments in some areas.

Public Investments: Latrobe is expected to benefit from planned development of the fast rail system, fibre optic / broadband rollout, freeway improvements and ongoing improvements to higher education and health services. New government facilities are also being developed.

Major Projects in Exporter Sectors: Latrobe is a utilities, manufacturing and mining exporter region, and has a number of major projects in the 'pipeline'. Millions may be injected into the region in the form of a few major projects over the next few years. This could have significant benefits in terms of job generation, population growth and 'knock on' benefits to regional businesses.

Fast Rail Benefits: A potential benefit of linking regional centres to Melbourne via fast rail services is redistributing some population growth from Melbourne to the regional centres (where people can more easily access work in Melbourne from their regional base). This would have 'knock on' benefits for regional centres in terms of generating opportunities for retail and other business development. The reverse may also be true, where people live in Melbourne but more easily commute to a regional location for work and other activities. On this basis, the fast rail project can have benefits in terms of expanding Melbourne's 'economic and social footprint' to more fully include the regional centres.

Development Potential

Smaller Housing Opportunities: The market for smaller housing in Latrobe is growing. The key markets for townhouse and apartment style living in the Transit Centred Precincts are older persons such as retirees and 'empty nesters', students that live in single or group households; 'executive labour', and other smaller household types (such as single women and lone parent families).

- Demand for townhouses is likely to be strong in the three towns. At least 500 townhouses may be needed in Latrobe over a 20-year period.
- The demand analysis for apartments suggests that at a sale price of \$250,000, there is likely to be demand for 15 apartments per year in the initial development cycle rising to about 57 per year when the apartment market is established. At a lower price, the demand for apartments is higher.

Office Development Opportunities: The market for office space in Latrobe is likely to grow. The key markets for offices in Latrobe are Government Services, Local Business Services, Back Offices of Large Firms and possibly Advanced Business Services.

- The demand analysis for offices suggests that Latrobe may generate demand for between 0 sqm and 60,000 sqm over ten years, depending on the trajectory of the regional economy.
- Half of the generated level of demand is likely to go in town centre settings, and hence this means that the Transit Centres have potential to absorb up to 30,000 sqm of office space over ten years.

Retail Development Opportunities: The market for retail space in Latrobe is growing. Retail development will continue to respond to the needs of the local population – which is growing and diversifying – and tourism, which is likely to grow over time.

- Conservative retail demand projections suggest 8,000 sqm of new retail space may be needed in Latrobe by 2021.
- Optimistic retail demand projections suggest 42,000 sqm of new retail space may be needed in Latrobe by 2021.

Institutional Development Opportunities: Public sector organisations regularly review their facility needs. This study has revealed that there may be short-term opportunities to facilitate education and health facility developments in the Transit Centres. Other opportunities are likely to emerge over time.

Tourism Opportunities: In line with broader growth patterns, Latrobe may benefit from growth in tourism oriented activities like: accommodation (hotels, motels, backpackers / hostels); pubs, clubs, cafes and restaurants; tourist oriented retail premises such as souvenir shops and various hire shops; galleries, museums and other built attractions; business tourism facilities such as conference centres; and event & festival facilities.

Impact of Major Projects: Major investments in regional utilities, manufacturing and mining facilities would boost the *existing potential* for housing, office, retail and other land use development in the Transit Centred precincts. Specifically, the benefits could be to:

- Enhance the viability of the higher density housing market shown in this analysis;
- Increase the chance of the higher end office projections being achieved;
- Enhance the flow-on potential to the retail sector; and
- Generally add to the range of other land use possibilities.

The Risk of Spreading Demand 'Too Thinly': The potential to develop Transit Centred precincts with a 'critical mass' of activity and intensity may be diluted by the fact that three Centres are competing for regional demand across a number of land use opportunities. Furthermore, Warragul may emerge as another centre that competes for regional Transit Centre style development demand.

Moe Transit Precinct Opportunities

Key Drivers of Activity	<ul style="list-style-type: none"> ▪ A growing and diversifying population, generating housing, retail and local service opportunities. ▪ The tourism economy, generating accommodation, retail and entertainment uses. ▪ Broader economic drivers, generating various other land uses including back offices.
Higher Density Residential Development	<ul style="list-style-type: none"> ▪ It is envisaged that Moe can develop a higher density housing offer in the Transit Centre, to provide smaller housing integrated with services, and take advantage of views in the area. ▪ The market for higher density housing is likely to be older persons such as retirees and 'empty nesters' and other smaller household types. ▪ Moe will be in the market for Latrobe's 15 apartment units per year (in initial stages) rising to 57 units per year when the market is mature (using \$250,000 as the required selling price for an apartment as a benchmark).
Commercial Development	<ul style="list-style-type: none"> ▪ Moe does not have a significant commercial / office sector at the current time but future growth can be expected in sectors like Local Business Services and Back Offices of Large Firms. ▪ Moe will be in the market for Transit Centre office development potential of between 0 sqm and 30,000 sqm over ten years.
Retail and Hospitality Development	<ul style="list-style-type: none"> ▪ A low level of retail expansion can be expected resulting from population growth, and tourism impacts (say 8,000 sqm across the Transit Precincts and 2,000 sqm in this Centre). ▪ The retail centre of Moe has vacant and under-utilised space and hence any future demand is likely to involve better use of space, take-up of vacant space and some new development to replace obsolete stock and cater for expansion.
Tourism and Other Development	<ul style="list-style-type: none"> ▪ Other development possibilities for Moe include tourism oriented activities and community facilities like health facilities, education, sports complexes and health clubs. ▪ Moe is strategically positioned to play a core tourism role by virtue of its location as the 'gateway' to Latrobe (from Melbourne) and the gateway to the Mountain Rivers district, Thompson Valley, Mount St Gwinear snowfields, Baw Alpine National Park and gold mining town of Walhalla.
Strategy	<ul style="list-style-type: none"> ▪ Introduce higher density housing, following the diffusion recommendations noted earlier in the report. ▪ Reconfigure the retail space to pare back vacant / obsolete stock and allow for modern expansion at a low level. ▪ Facilitate office developments, especially back offices, at strategic transport hub locations. ▪ Establish a tourism precinct comprising a critical mass of accommodation and complementary retail and entertainment uses.

<p>Key Drivers of Activity</p>	<ul style="list-style-type: none"> A growing and diversifying population, generating housing, retail and local service opportunities. The public sector headquarters role of Morwell, generating office development and related business services. Broader economic drivers, generating various other land uses including uses associated with industry and transport.
<p>Higher Density Residential Development</p>	<ul style="list-style-type: none"> It is envisaged that Morwell can develop a higher density housing offer in the Transit Centre, to provide smaller housing integrated with services. The market for higher density housing is likely to be older persons such as retirees and 'empty nesters', students (especially those associated with the University in Churchill), and other smaller household types. Morwell will be in the market for Latrobe's 15 apartment units per year (in initial stages) rising to 57 units per year when the market is mature (using \$250,000 as the required selling price for an apartment as a benchmark).
<p>Commercial Development</p>	<ul style="list-style-type: none"> Morwell has a growing commercial / office sector. Future growth can be expected in sectors like Local Business Services and Government Services. Morwell will be in the market for Transit Centre office development potential of between 0 sqm and 30,000 sqm over ten years.
<p>Retail and Hospitality Development</p>	<ul style="list-style-type: none"> A low level of retail expansion can be expected resulting from population growth (say 8,000 sqm across the Transit Precincts and 1,500 sqm in this Centre). The retail centre of Morwell has significant vacant and under-utilised space and hence any future demand is likely to involve better use of space, take-up of vacant space and some new development to replace obsolete stock and cater for expansion.
<p>Tourism and Other Development</p>	<ul style="list-style-type: none"> Other development possibilities for Morwell include tourism oriented activities and community facilities like health facilities, education, sports complexes and health clubs. Morwell has good links to Churchill and Monash University, and can therefore seek to position itself as a student accommodation and entertainment centre.
<p>Strategy</p>	<ul style="list-style-type: none"> Introduce higher density housing, following the diffusion recommendations noted earlier in the report. Reconfigure the retail space to pare back vacant / obsolete stock and allow for modern expansion at a low level. Build on the potential for café culture retail development north of the rail line associated with higher density housing. Facilitate office developments at strategic transport hub locations. Leverage upon higher education and health development opportunities in the region. This should include initiatives to attract facilities / departments and provide related services such as housing. Facilitate and expand on the Government Services role of Morwell.

Traralgon Transit Precinct Opportunities

<p>Key Drivers of Activity</p>	<ul style="list-style-type: none"> ▪ Consolidation of Traralgon as a regional 'flagship' centre due to economic and population conditions favouring this town. ▪ A growing and diversifying population, generating housing, retail and local service opportunities. ▪ A significant private and public sector role, generating office development and related business services. ▪ The tourism economy, generating accommodation, retail and entertainment uses. ▪ Broader economic drivers, generating various other land uses including back offices.
<p>Higher Density Residential Development</p>	<ul style="list-style-type: none"> ▪ It is envisaged that Traralgon can develop a higher density housing offer in the Transit Centre, to provide smaller housing integrated with services. ▪ The market for higher density housing is likely to be older persons such as retirees and 'empty nesters', students, executive labour and other smaller household types. ▪ Traralgon will be in the market for Latrobe's 15 apartment units per year (in initial stages) rising to 57 units per year when the market is mature (using \$250,000 as the required selling price for an apartment as a benchmark).
<p>Commercial Development</p>	<ul style="list-style-type: none"> ▪ Traralgon has a strong private and public commercial / office sector. Future growth can be expected in sectors like Local Business Services, Back Offices, Government Services and potentially Advanced Business Services (due to the growing critical mass of skills in this centre). ▪ Traralgon will be in the market for Transit Centre office development potential of between 0 sqm and 30,000 sqm over ten years.
<p>Retail and Hospitality Development</p>	<ul style="list-style-type: none"> ▪ A moderate level of retail expansion can be expected resulting from population growth (say 8,000 sqm across the Transit Precincts and 4,500 sqm in this Centre). ▪ The retail centre of Traralgon is generally well utilised. Any future demand is likely to involve new development to replace obsolete stock and cater for expansion.
<p>Tourism and Other Development</p>	<ul style="list-style-type: none"> ▪ Other development possibilities for Traralgon include tourism oriented activities and community facilities like health facilities, education, sports complexes and health clubs. ▪ Traralgon is likely to have strengths in attracting executive labour / business tourist due to its growing business base.
<p>Strategy</p>	<ul style="list-style-type: none"> ▪ Take advantage of potential to position Traralgon as a regional flagship centre in a Gippsland context. ▪ Introduce higher density housing, following the diffusion recommendations noted earlier in the report. ▪ Allow for modern retail expansion at a moderate level, within the retail core. ▪ Facilitate office developments at strategic transport hub locations, including back offices. ▪ Facilitate other development opportunities including government services, tourism, café culture retail development, higher education and health development.

Transport Overview

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2.1 Existing Infrastructure & Services

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2.2 The LVAMS Study

2.1 Transport context

Information on transport infrastructure and services in the three town centres has been collected through site visits, reviews of previous documents and discussion with key stakeholders. This section provides an overview of the existing transport context of the three towns, further details on each of the towns is provided in the following sections.

In the three centres, pedestrian facilities are generally good. Footpaths are of high quality and street furniture is generally of a consistent theme and well maintained. Accessibility issues seem to have been addressed, with plenty of examples of pedestrian kerb outstands, pram ramps and pedestrian refuges. Formal pedestrian crossings are well supported by numerous less formal crossing points. The abundance of mid-block car parking areas also provides informal (but generally unattractive) access for pedestrians across streets. Within each of the town centres the rail line presents a barrier to pedestrian and movement, with few formal crossing points.

Cycle facilities are minimal in all three centres. Bike racks, where installed, are generally of a low quality, however cyclists were observed in all three centres during our site visits. Cyclists are provided for in the sealed shoulder of the highway for travel between the three towns. An off-road RailTrail has been created on the disused rail line between Moe and Yallourn Power Station, although this route is not connected to any other cycle facilities. Discussion with local cyclists indicated that the distances and facilities linking the towns is a deterrent to longer distance trips, however much could be done to improve local facilities within each centre.

Each of the town centres is served by a rail station. Each

station has only one functioning platform. Physical barriers to prevent pedestrian movement across the rail tracks are minimal and pedestrians were observed stepping over the rail tracks to cross, rather than using the formal crossing points. The station buildings and facilities were of a consistent quality, with well maintained waiting rooms, information and staffed ticket offices. The rail line is not electrified.

V/Line provides 14 services to Melbourne and 12 from Melbourne each weekday, with fewer services on weekends. Two of the weekday services and one Saturday service require passengers to travel by coach between Moe and Warragul Station. Service frequency is summarised in the following table:

Route	Weekdays			Saturday	Sunday
	AM (- 9:00)	Off Peak	PM (17:00-)		
To Melbourne	6	7	1	6	4
From Melbourne	1	6	5	6	4

Bus services operate to link the three towns, provide services to outlying areas and link the residential suburbs of each town with the centre. Services operate on weekdays and on Saturday mornings, with no services in the evenings, on Saturday afternoons or on Sundays. Each centre has a main bus terminal, with varying facilities for waiting passengers. Passenger numbers were low in all services observed during the site visits. Waiting passengers were observed in each centre.

Bus and rail services are not coordinated to provide convenient interchange between the two modes, both in terms of the location of stops and terminus points as well as timetabling.

Taxi companies operate in each of the three towns and are an important mode of transport within the Latrobe Valley, particularly for shopping and medical trips (including Latrobe Valley Hospital). Facilities for waiting passengers at the taxi ranks are generally poor, with no shelter or seating and poor lighting provided. Discussions with taxi operators suggest that passengers are generally local people, some of whom are eligible for the Multi-Purpose Taxi Program (a scheme whereby some people with mobility difficulties can travel in taxis at a reduced fare).

On-road parking restrictions are quite extensive, with most of the streets in the town centres having some form of restriction (typically 1-2 hrs). Each of the centres also has large areas of off-street parking available for visitor/customer/staff parking, although in many of these car parks it is unclear what restrictions apply, in terms of user or time limit.

The three town centres are linked by the Princes Highway, which bypasses Moe and Morwell but passes through the southern edge of Traralgon Town Centre. Moe and Morwell town centres are linked to the highway via slip roads to the east and west of each centre.

Throughout the site visits there was no evidence of congestion in any of the centres, or on the highway linking them. The most heavily trafficked areas are the main streets of Traralgon. Vehicular access within and between the three town centres is therefore generally fairly easy.

In addition to the work undertaken for this project, there have been a number of previous relevant studies that provide useful information. In particular the Latrobe Valley Access and Mobility Study (LVAMS), details of which are included in Section Six - The VLAMS Study.

2.2 The LVAMS Study

The LVAMS was commissioned by the Latrobe Valley Ministerial Taskforce in response to concerns raised by the local community in relation to the effectiveness of public transport services and the subsequent mobility restrictions and poor accessibility, in particular for employment and other purposes. The study is currently being finalised in consultation with key stakeholders.

LVAMS was undertaken by a consultant team on behalf of DOI. The study included surveys, data analysis and consultation methods to determine access issues before identifying a range of measures to address issues, which were evaluated using a framework approach.

The study identified the transport issues and needs of the community, in relation to the development of the Master Plans this includes:

- The population is expected to remain relatively stable over the next 20 years;
- The majority of the City's oldest residents live in the main towns;
- The unemployment rate is high at around 14% (March 2001);
- Areas with a high proportion of households without a car are generally located in the main towns;
- Private car is the dominant mode, capturing around 80% of trips;
- Walking is the second most dominant mode, with around 14% of all trips;

- More than 30% of the workforce have no access to public transport;
- Traralgon is the main employment area for the valley;
- The Mid-Valley Shopping Centre captures more shopping trips than any of the three CBDs;
- There are no significant trips to destinations outside the City;
- There are some residential areas within town centres that are not served by a bus route (ie within 400m of a route);
- Bus routes are fairly comprehensive, but the 'circular' nature of the routes leads to often long journey times;
- Bus parking capacity at the Traralgon Centre Plaza is not sufficient to accommodate all services that need to use it;
- Lack of communication between public transport operators leads to little or no coordination between services;
- Many bus stops lack shelters, information and access to them is difficult;
- Travel time surveys show that cat travel is far faster than travel by public transport;
- There is a strong reliance on family and friends for travel;
- Access to the main transport demand generators located outside of the main urban centres (Mid-Valley, Latrobe Valley Hospital and Monash University) was highlighted as an issue;

- Cycling is not a significant form of travel yet most of the main town areas are geographically suited to cycling;
 - Buses are poorly utilised and services are infrequent in urban areas or non-existent in rural areas;
 - Existing bus service hours of operation and frequencies are not conducive to attracting work trips or recreational/entertainment trips and
 - No major traffic congestion or impediments to private car access and mobility were identified.
- Specific transport needs were identified as follows:
- Community members need better access to a broad range of services, facilities and opportunities;
 - Develop walking and cycling as modes of travel, particularly to schools;
 - Review bus services, focusing on route coverage, operating hours and frequency of services;
 - Undertake detailed market research to identify the likely potential new ridership which would result from improved RPT services;
 - Examine access options to major transport generators ie Mid-Valley Shopping Centre and Latrobe Regional Hospital;
 - Improved interchange facilities;
 - New or modified bus stop locations particularly in relation to locations with high proportions of elderly or young people;

- Improved coordination of bus and train timetables, especially at major interchanges;
 - Provision of integrated information for bus and trains; and
 - Develop a more formal approach to car pooling and ride sharing systems.
- The LVAMS identifies a prioritised list of 80 proposals to be implemented in order to address the issues and needs raised. Those that are relevant to the development of this Master Plan include:
- Create the position of Transport Development and Coordination Officer to take forward the plan;
 - Integrate and coordinate bus/rail timetables;
 - Provide timetables at key bus stops;
 - Extend RPT services to evenings and weekends;
 - Increase frequencies of bus services during the day;
 - Provide improved interchange facilities in Moe and Traralgon;
 - Implement VicRoads Cycle network;
 - Review bus stop locations in relation to key transport generators such as shopping centres and retirement villages;
 - Physically upgrade key stops including lighting;
 - Install help points at key stops and in town centres;
 - Undertake ongoing needs analysis and market research to assess actual and potential passenger demand;
- Express bus services linking town centres, Mid-Valley and hospital;
- Shuttle train service linking town centres, Mid-Valley and hospital;
 - Audit approach paths to bus stops and implement 'safe routes to stops';
 - Audit of pedestrian facilities and implement a safe and accessible walking program;
 - Provide for bikes on buses;
 - Promote cycling to school, including the provision of end-of-trip facilities and bicycle safety programs for school children; and
 - Audit pedestrian routes to schools and implement a 'safe routes to school' program.
- Based on this prioritised list, the LVAMS report provides a list of next steps for all agencies and an outline of estimated costs associated with the priority improvement initiatives.
- Customer Satisfaction Survey
- As part of LAMS a Customer Satisfaction Survey of public transport passengers was undertaken (Latrobe Valley Access and Mobility Study Customer Satisfaction in the Latrobe Valley, Market Solutions Pty Ltd, September 2002). The survey consisted of a series of interviews with passengers on trains, buses and taxis to gain an appreciation of their satisfaction with existing facilities, services and infrastructure. In total 450 surveys were undertaken 150 with train passengers, 150 with bus passengers and 150 with taxi passengers.
- The study aimed to achieve a representative sample of passengers across each of the modes and included:
- A higher proportion of women than men 67%;
 - A good cross-section of age groups, with a slightly higher proportion aged 65+;
 - 54% of respondents were classed as being single/widow/widower;
 - 45% fell into the occupation categories of either performing home duties or retired; and
 - 27% resided in Traralgon, 22% live in Moe and 22% in Morwell only 3% live in rural Latrobe Valley.
- The outcomes of the survey for each of the modes provides a useful indication of existing travel patterns and issues with facilities and services to be used as input to the development of the Master Plans.

Trains

- 82% of respondents resided in the Latrobe Valley Municipality;
- The majority of passengers boarded the train in either Traralgon (22%), Morwell (25%) or Moe (26);
- Over half of passengers (60%) disembarked in metropolitan Melbourne, including Flinders/Spencer St stations;
- 89% of all respondents stated that they use train services at some time;
- Train users were similar to other respondents, although they were more likely to be employed on a full time basis;
- 51% of train passengers were either visiting relatives/friends or going to/from a leisure purpose. 17% were going to/from work;
- Overall a moderate to high level of satisfaction (74%) was reported with train services in the Latrobe Valley;
- Retired persons and residents of Morwell recorded higher levels of satisfaction than average;
- 62% of train travellers normally purchase concession or student tickets, rising to around 70% for those travelling at weekday off-peak times or for leisure;
- Low satisfaction ratings were reported with the frequency of services in the evenings and at weekends;
- High satisfaction ratings were reported in relation to the provision and ease of understanding of timetable information; and
- All aspects relating to train stations rated as high, with very high ratings for staff.

Buses

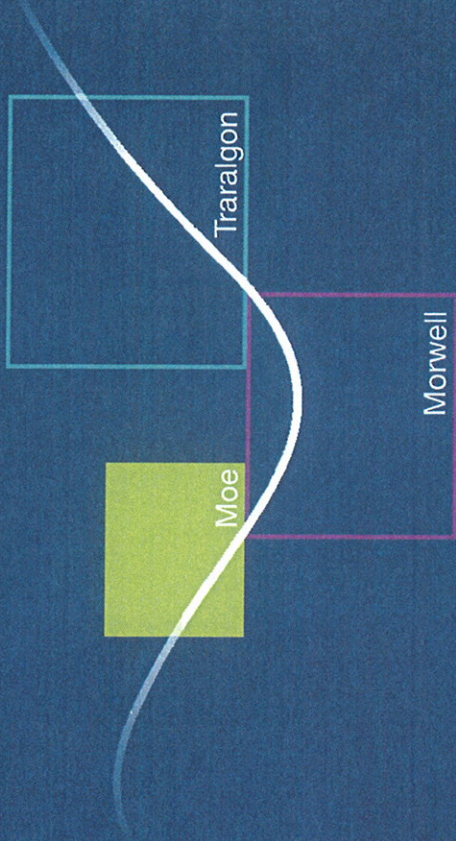
- Over half of all people interviewed across all modes used bus services within the Latrobe Valley on a regular basis;
- The sample of bus users was similar to the overall sample of passengers;
- 57% of passengers were on a shopping trip, with around 9% going to/from education and a further 9% on personal business;
- Bus boardings were split between town centres, however a higher proportion of people alighted at Morwell/Mid-Valley;
- Overall bus services received a moderate satisfaction rating;
- Retired people were more likely to be satisfied, with residents of Morwell and those on commuting/education trips being less satisfied;
- 85% of bus passengers normally travel on a concession or student ticket;
- Frequency of bus services in the evenings and at weekends and the seating and shelter provided at bus stops (particularly in Morwell) rated with low satisfaction ratings; and
- Punctuality, travelling time considering the distance, routes and staff rated highly.

Taxis

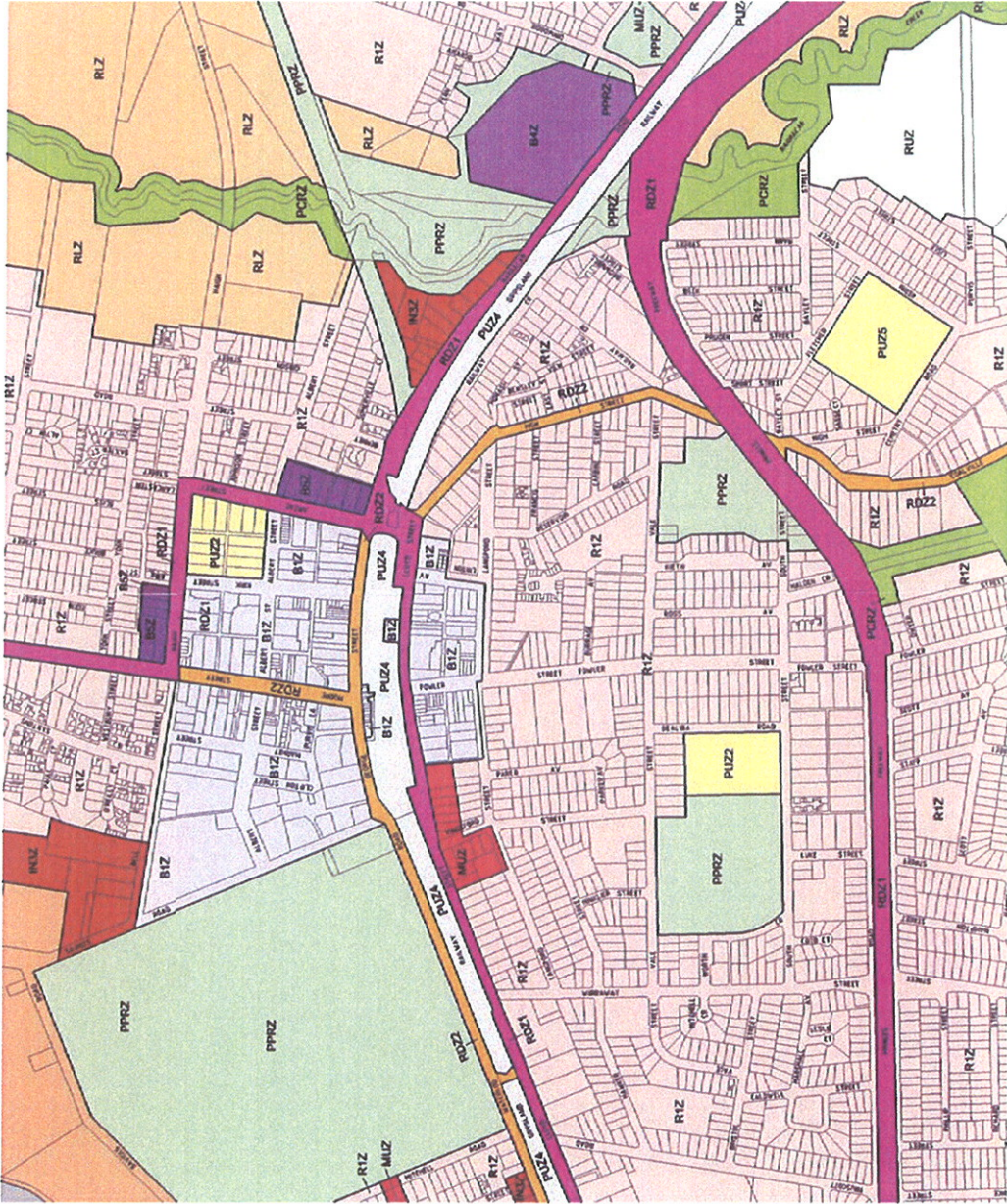
- Overall a high satisfaction rating was recorded for taxi services, with slightly higher levels being recorded by residents of Traralgon;
- Of the 126 respondents that replied to the question, 35% normally utilise the Multi-Purpose Taxi Program;
- The availability of taxis at ranks and late at night, the location and facilities at ranks and fare prices rated lower than other aspects of service delivery; and
- It was generally noted that more taxis were need to meet trains with the appropriate taxi rank and other facilities provided.



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3.1 Land Use Zones



- ZONE**
- Residential 1 Zone
 - Business 5 Zone
 - Industrial 3 Zone
 - Rural Zone
 - Rural Living Zone
- PUBLIC USE ZONE**
- Public Use Zone - Service and Utility Resource Zone
 - Public Use Zone - Service and Utility Resource Zone
- ROAD ZONE**
- Road Zone - Category 1

3.2 Activities

The Moe town centre is located predominantly on the north side of the train line. The two main retail strips are Moore St on the northern side and Fowler St on the south. These are the strongest retail areas, with the highest rates of occupancy.

There is a only a very small amount of open space located in the town centre.

Retail

Key attractors in the town centre are KMART, COLES and SAFEWAY.

Residential

Residential dwellings are located on the fringe of the town centre. This is mostly detached houses, predominantly built in the post-war period. There has been some recent development of medium density housing with most occurring north-west of the town centre.

Offices

There are few offices and even fewer home offices located in Moe. Those that are there are mostly scattered throughout the northern town centre.

Other

There is one primary school in the town centre



3.3 Public Realm

The public realm of the Moe town centre is considered to be of good quality.

Public Amenity

Public amenity in Moe is of a good standard. It is particularly good in the retail core of the town centre - particularly along Fowler and Moore Sts (and their intersecting streets). The block of Moore St closest to the station is a shared zone with pedestrian right-of-way.

Footpath widening has occurred at most street intersections in the retail core centre. This provides good amenity with larger street trees, street seating and pedestrian outstands that assist in road crossings. These also enhance the priority given to the pedestrian in the town centre.

Footpaths are generally of a good quality throughout the town, with only a few minor exceptions.

Street Activity

The streets of Moe are active in the retail core centre. However, outside of these main retail streets there are a large number of blank frontages due to vacant shops fronts or large big-box retail outlets that provide no surveillance to the street. This is particularly a problem in the north-west of the town.

Pedestrian Connections

The formal footpath network along roads in Moe is of a good quality, and the pedestrian permeability within Moe is enhanced by a number of laneways and large areas of off-street parking. As pedestrian connections, however, these laneways and parking areas have limitations during poor weather or at night. For example:



Public Realm Diagram

- Large car parks do not offer shelter for pedestrians in adverse weather conditions and are often poorly lit;
 - Laneways such as those around Purvis Lane, the northern half of the pedestrian rail level crossing and the lanes south of the rail line such as Buckland Lane are lined by the backs of retail commercial properties and do not provide a satisfactory level of passive surveillance;
 - A small number of laneways within the town centre such as Purvis Lane and Moore Lane are quite narrow, with poor sight lines and restricted sight distances; and
 - Many of the laneways have poor lighting, such as Buckland Lane and Collins Lane south of the rail line, and Trinity Lane to the east.
- The generally low level of activity in areas of the town centre, particularly at non-peak times, further reduces perceptions of personal security for pedestrians.

3.4 Built Form Character and Development Opportunities

There are a number of development opportunities in Moe, predominantly on the south side of the station. Most of these sites present an opportunity as a result of being larger vacant lots, or sites that are currently underutilised. Most development opportunities occur on the fringes of the town centre.

Built Form Character

Predominantly 1-2 storey buildings. Most commercial buildings were either brick or concrete construction, with most residential buildings constructed of timber or brick. Predominantly these were built post-war.



3.5 Public Transport

Bus Services

Bus services in Moe can be categorized into those servicing areas to the south west of the centre, or those servicing the precinct of Newborough. In addition, 11 daily intercity services link Moe to Morwell, Midvalley and Traralgon. Service frequencies are summarized below:

Destination	AM (7:00-9:00)	Off Peak (9:00-5:00)	PM (5:00-7:00)	Days of Service
Margaret St	1	8	1	Mon-Sat
Staff St	0	8	1	Mon-Sat
Old Newborough	0	7	0	Mon-Sat
North Newborough	0	7	0	Mon-Sat
Yallourn North	0	2	0	Mon-Fri
Morwell	2	7	2	Mon-Sat

The main Moe bus stop is located on Market Street, consisting of two shelters in an open, paved area adjacent to the Coles supermarket car park. The shelters are basic but well maintained with seating, lighting and information. The information is in the form of printed timetables and notices in display cases.

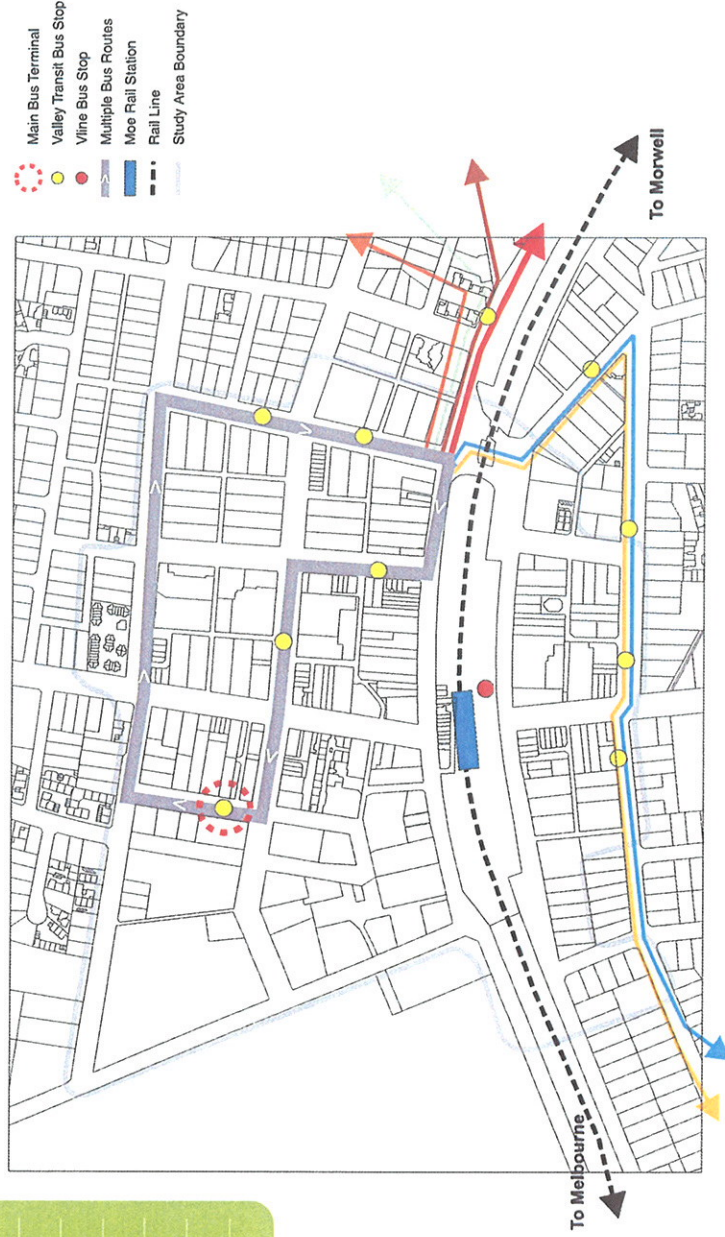
The remaining bus stops in and around Moe Town Centre range in level of amenity and quality, from single shelters with seating and information to a bus stop sign only.

VLine provides inter-town bus services, with timetables coordinated to connect with rail services. VLine bus services operate from the bus stop immediately outside the station, accessed from Lloyd Street.

Rail Facilities

The main station entrance provides a satisfactory level of accessibility, being at grade with the station car park. The waiting room is integrated with the ticket office, providing enclosed shelter, comfortable seating, security and clear information.

An at-grade pedestrian crossing of the rail line is located immediately east of the station, providing access to the station from the north. The station provides parking facilities for approximately 30 vehicles at the station entrance. More than 100 spaces are available in adjacent car parking spaces to the north and east of the station. Supply of parking at the station is far greater than demand.



3.6 Cycle Routes

Existing cycle facilities within Moe are limited to:

- the shared zone on Moore Street between George Street and Albert Street;
- the Moe-Yallourn Rail Trail which provides an off-street link that runs from the eastern edge of the study area to Yallourn Power Station; and
- A number of cycle racks for short term storage on town centre streets.

The map opposite shows Council's proposed cycle network which is being implemented over time using funding from VicRoads.

The proposed cycle network will improve the network, however additional issues that need to be addressed include:

- The rail line provides a barrier to cycle movement - existing crossing points are limited to the level crossing to the west of the town centre, the pedestrian level crossing to the east of the station (cyclists must dismount) and the roundabout at the eastern edge of the town centre;
- The design of the shared environment on Moore Street does not encourage vehicles to slow down;
- The Moe-Yallourn Rail Trail provides a valuable link but is not physically connected to the town centre and is poorly signposted;
- Facilities for the integration of cycle trips with bus and rail trips are poor or non-existent; and
- The proposed cycle network contains gaps and 'dead ends'.



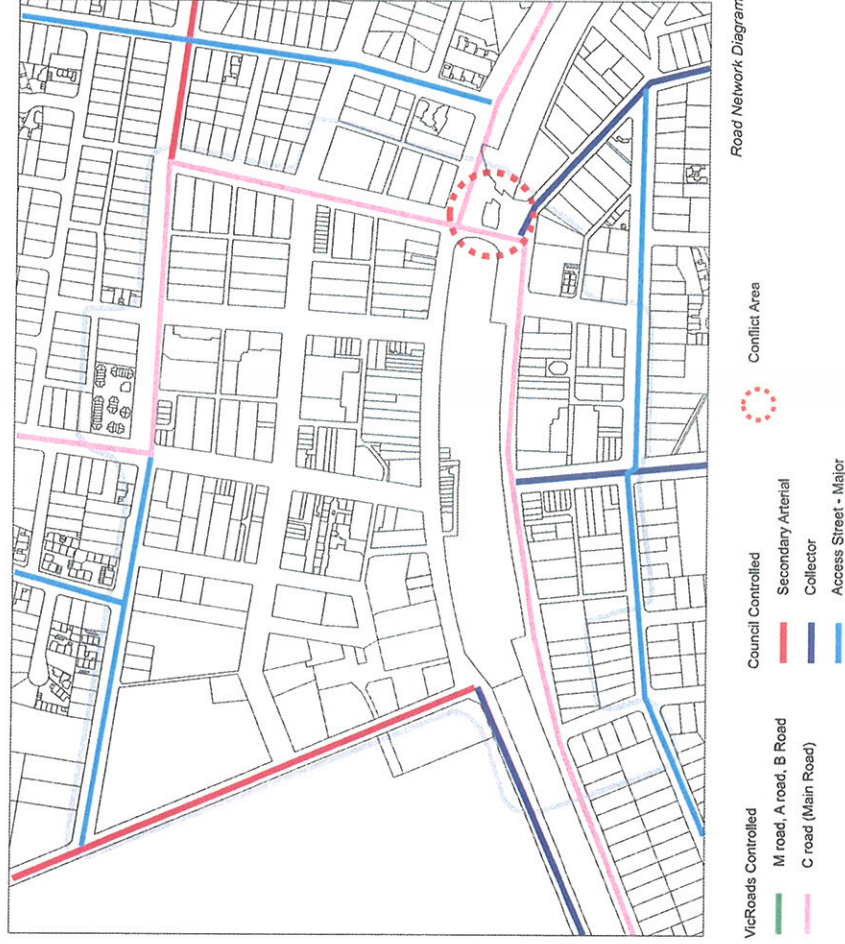
3.7 Road Network

The plan shows the designated road hierarchy within the town centre - roads that are not identified on the plan are classified as Minor Access Streets.

Access to the Princes Highway is via Lloyd Street in the west or Narracan Drive to the east. Most intersections within the town centre are either priority or roundabouts.

A number of existing issues have been raised in relation to the street network:

- The roundabout at the eastern end of the town centre is busy and provides the main access across the rail line, however the layout often leads to confusion by drivers;
- There are limited crossing points of the rail line for traffic - existing crossing opportunities are limited to a level crossing to the west of the town centre and the roundabout at the eastern end of the town;
- Signing of through traffic from the highway to Walhalla is a concern - many people feel that the town economy would benefit from this through traffic passing closer to the main activity areas;
- Existing streets are wide and do not encourage traffic to travel at the speed limit of 50kph;
- The shared zone on Moore Street appears to work well although traffic exceeds the 10kph speed limit, possibly because the current design does not force drivers to slow down; and
- Higher levels of activity are observed in the general road network during school start and finish times. Bus operators have indicated that the increased traffic levels during these periods result in some delays to road users, with particular mention made of delays to school bus services around the intersection of Lloyd Street and Fowler Street."



3.8 Parking

On-street

On-street parking restrictions radiate out from the shared zone on Moore Street, where restrictions are typically 1 hour or less. In general, the supply of on-street parking in the town centre area exceeds demand, which could be due to the significant number of vacant retail and commercial properties in the area, for example on Kirk Street.

South of the railway line on-street parking restrictions are in place in areas of commercial or retail land use, extending approximately 200 metres in each direction from the station.

Off-street

The most significant areas of off-street parking are situated to the north and northwest of the centre, associated with the retail centres around Market Street and the Kmart and Coles supermarkets between Albert and Bell Streets. Other areas of off-street parking are available in proximity to the government buildings and community facilities on Schurman and Gregory's lanes, and the Safeway supermarket to the east of the centre and the railway station. Many of these off-street parking areas are well used, however supply generally seems to exceed demand, particularly in the large Kmart customer parking.

To the south of the station, off street parking facilities are limited to the railway station and a number of informal gravel areas in undeveloped blocks.

For many of the off-street car parks it is unclear who the car park is intended for although, given the plentiful supply of parking in the town centre, this does not appear to be a problem.

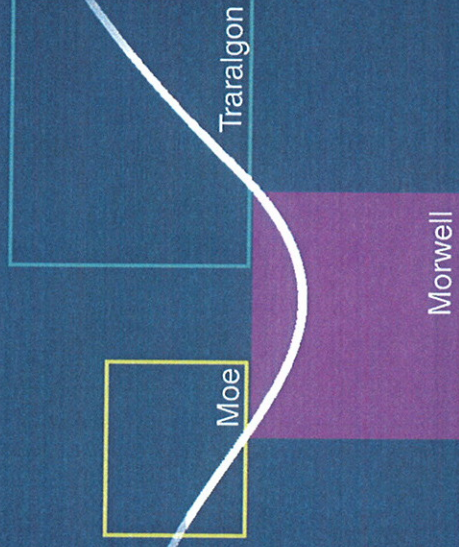
Taxis

The taxi rank is located on the southern side of George Street, however at night taxis prefer to wait at the service station on Lloyd Street opposite the hotel. Facilities at the taxi rank are poor - the shelter and seating are difficult to access, particularly for people with mobility difficulties.

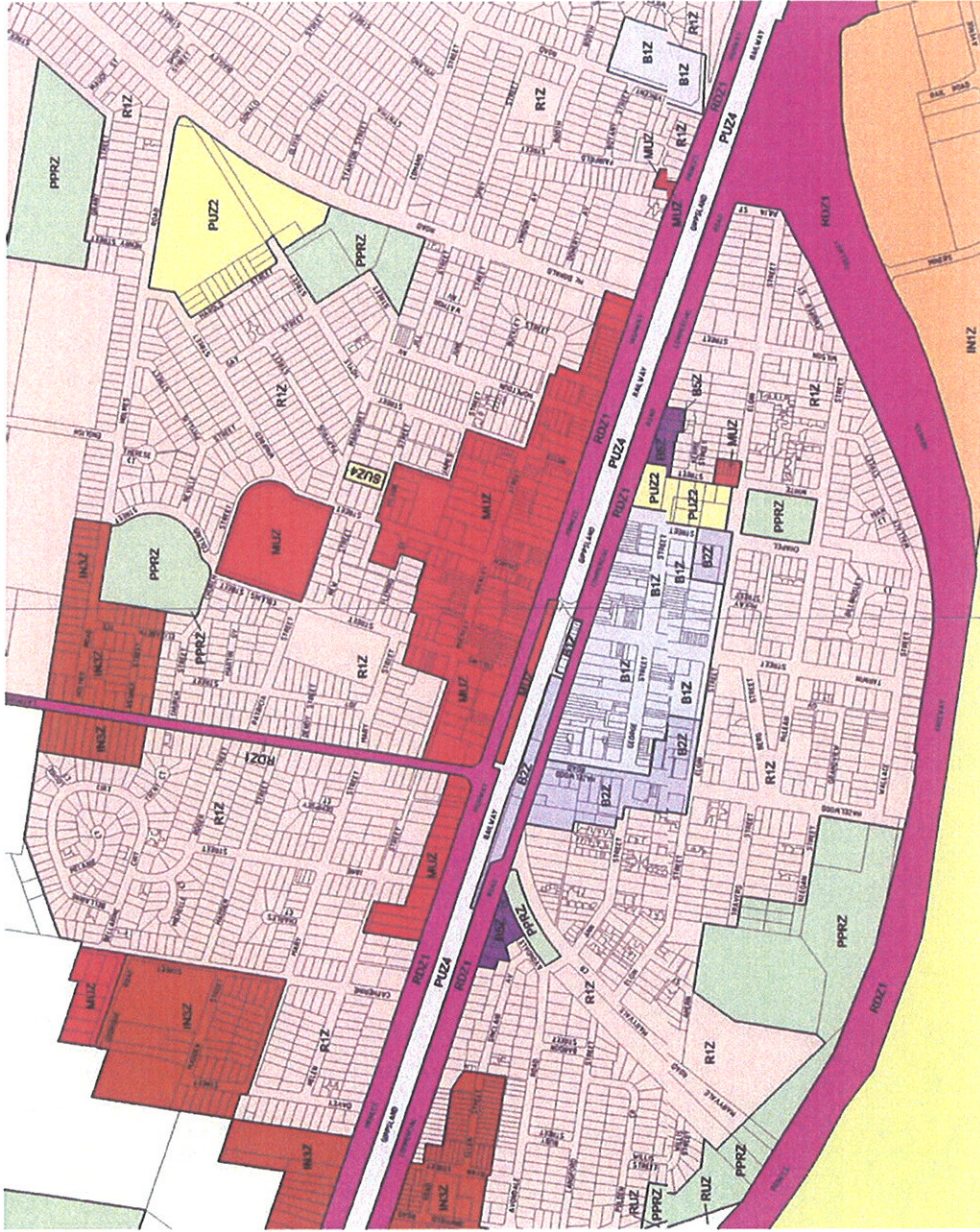


Development Opportunities

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4.1 Land Use Zones



ZONE	
R1Z	Residential 1 Zone
M1Z	Mixed Use Zone
PUBLIC USE ZONE	
PUZ1	Public Use Zone - Service and Utility
PUZ2	Public Use Zone - Education
PUZ6	Public Use Zone - Local Government
PPRZ	Public Park and Recreation Zone
ROAD ZONE	
RDZ1	Road Zone - Category 1

4.2 Activities

Morwell town centre is effectively bisected by the railway line. There is a distinct difference in land use on the north and south sides. The south side is much more vibrant and robust with a high occupancy rate, a strong mix of land uses with a substantial commercial core. Alternatively, the north side is marked by a demise in the quality and intensity of land use, with a large number of vacant and derelict buildings, a lower quality and lower intensity of built form and land uses.

The intensity of use currently on the south side is being reinforced through existing and proposed public developments, with both the council offices and the justice precinct to be built on the south-western side of the town centre.

Other land use features include green, open space located on both the northern and southern edges of the town centre, the medical and ancillary services located in the northeast and the significant number of motels located within the town centre, or on its fringes.

Retail

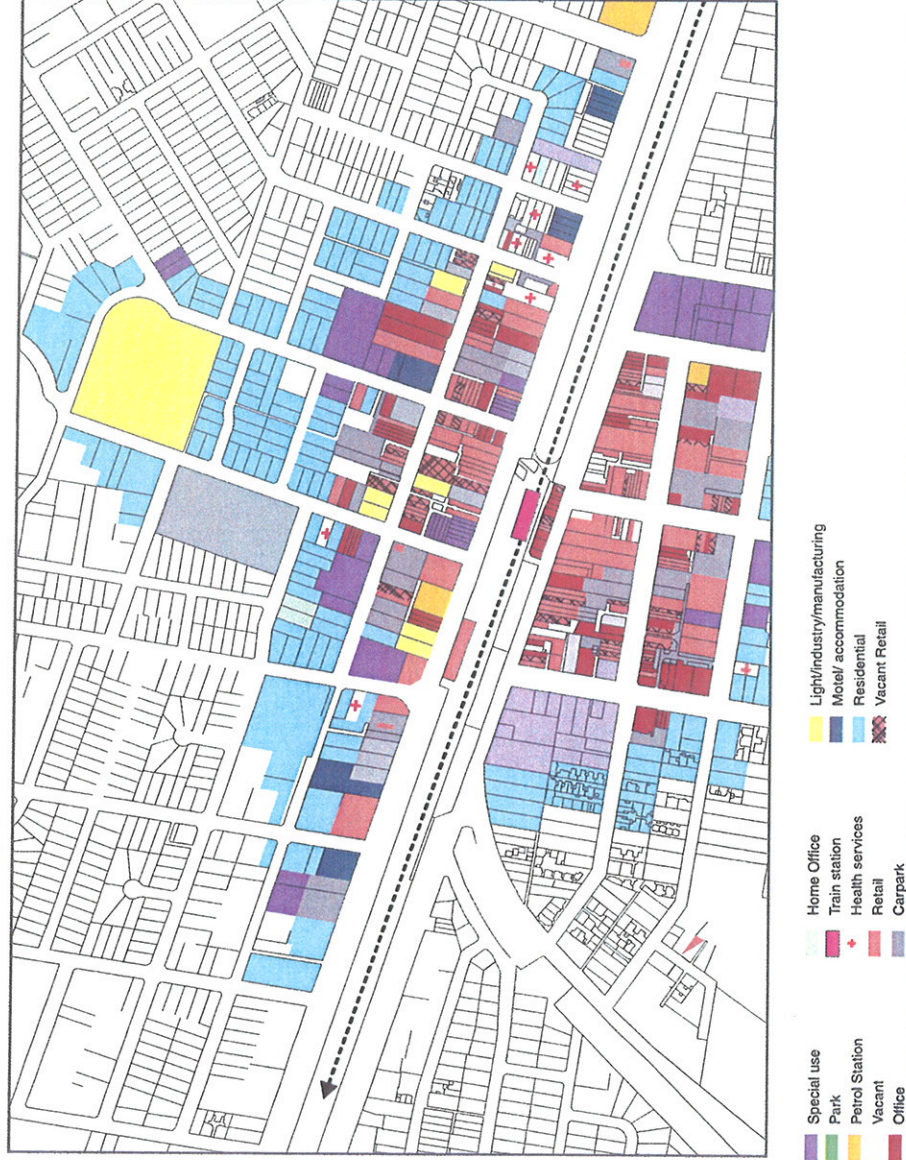
The key retail core is located on the southern side of the railway line. Most shops are small, independent local suppliers of goods and services. Coles is the only remaining larger supermarket in the town centre. In contrast, the northern town centre is predominantly occupied by secondary retail uses - autoshoops, op shops, party hire, a wine merchant etc.

Residential

Residential dwellings are located on the fringe of the town centre. This is mostly detached houses, predominantly built in the post-war period. There is some medium density development, mostly occurring in the south-west of town.

Offices

There are a number of offices located in Morwell. These are mostly located adjacent to the southern retail centre. There are offices located in the northern town centre, although there are fewer than in the south. Of particular community importance, are those associated with the Aboriginal Cooperative located on Buckley Street and the Medical services located in Princes Drive and Hoyle Street, in the northeast of the town centre.



4.3 Public Realm

The public realm of the Morwell town centre is distinctly divided by the railway line. The southern part of town is of fair quality and consistency. However, the northern side of town is distinctly marked by a lower degree of public amenity, less street activity and poorer pedestrian connections.

Public amenity

South - Streetscape works in the south part of town are of good quality providing excellent public amenity. This includes provision of street trees, seating and good footpaths, particularly on Tanwin Street where the footpaths have been widened (at the intersection with Commercial Road) and medians provided.

North - Streetscape works on the northern side are less consistent and of a lower quality design with the only significant works occurring in the southern block of Church St.

Street Activity

The streets of Morwell are particularly active in the retail core centre on the south side of town. Active shop frontages, with high occupancy rates assist in creating a vibrant town centre. Commercial Road and Tanwin Street are the busiest shopping streets. On the northern side of the railway, street activity is inconsistent, with a high vacancy rate of retail outlets, large vacant sites and numerous abandoned buildings creating blank, faceless street frontages.

Pedestrian Connections

Pedestrian connections through Morwell are of an average quality, with areas south of the rail line enjoying a higher level of permeability and better quality connections than the north. As with the town of Moe, Morwell's informal pedestrian connections created by laneways and areas of off-street parking areas enhance the formal footpath network. While these features help to increase permeability, they do present actual and perceived safety issues to pedestrians, and their use is often restricted to good weather and daylight hours.

Examples include:

- A number of parking areas immediately adjacent to the station offer no shelter for pedestrians and little in the way of passive surveillance from surrounding properties;
- Laneways such as Rowells Lane in the south, which are lined by walls or fences and do not provide a satisfactory level of passive surveillance. They are often also quite narrow, with poor sight lines; and
- As with Moe, the generally low level of activity in the town centre further reduces perceptions of personal security for pedestrians. This is most noticeable north of the rail line.



Public Realm Diagram

4.4 Built Form Character and Development Opportunities

There are many development opportunities in Morwell. Most of these occur on the northern side of the station where there are many vacant and some derelict buildings, and large vacant sites. In particular a large number of opportunities occur on Buckley Street.

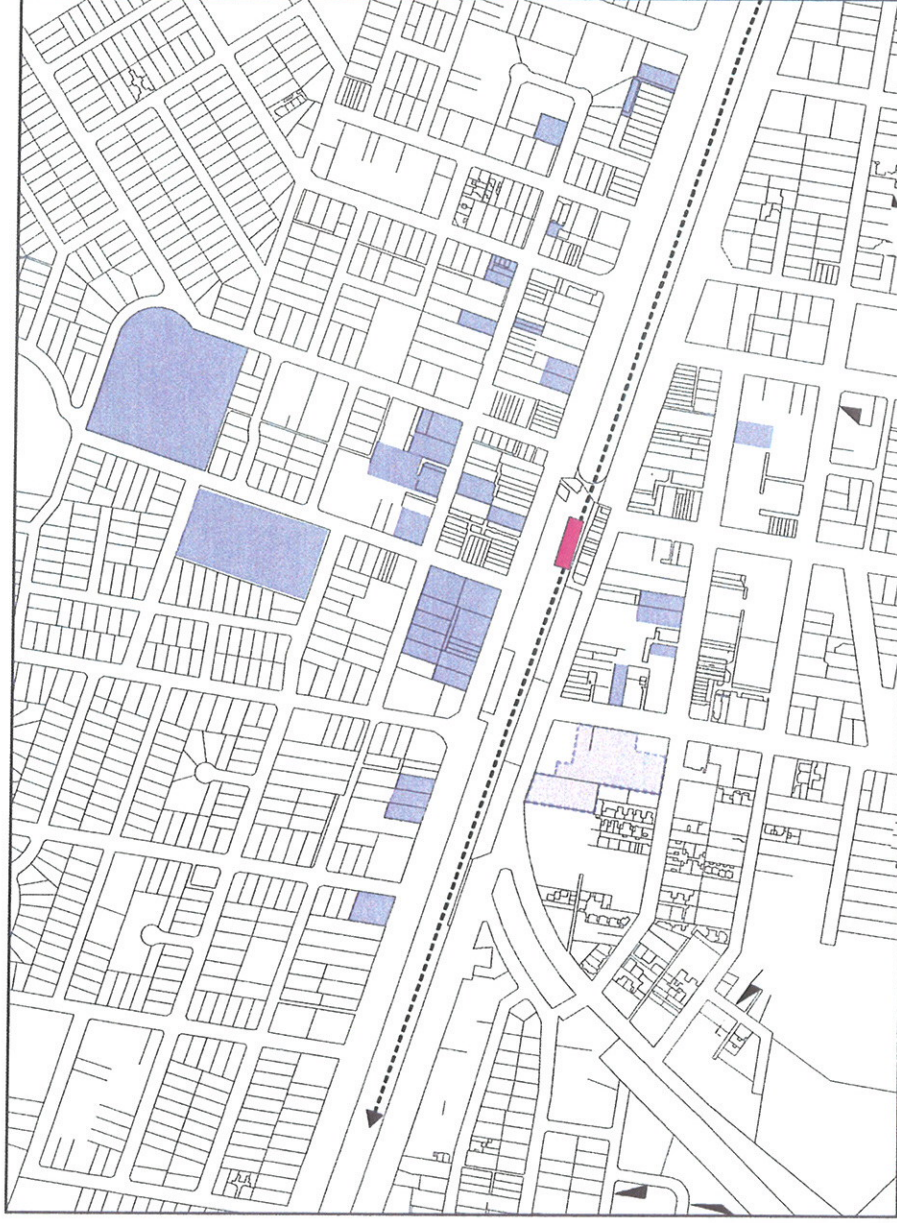
Two key vacant sites are located on the northern side of town. One, the old Ericson site (at the northern end of Church St) is currently occupied by a largely disused industrial shed. The other is the primary school site. The school has been demolished and the site cleared. Both sites are of significant size.

The justice precinct is currently under construction. This is a \$25 million dollar project incorporating a courthouse, a police station and divisional headquarters. It should be noted that this consolidation involves the relocation of existing activities.

The Council Offices are also being proposed for Morwell, on the south side of the station.

Built Form Character

Predominantly 1-2 storey buildings. Most commercial buildings are of either brick or concrete construction, with most residential buildings constructed of timber or brick. Predominantly these were built post-war.



Development Opportunities

Development Opportunities Diagram

4.5 Public Transport

Bus services in Morwell link to the Mid Valley Shopping Centre, Central Gippsland TAFE and the Monash University Gippsland campus in Churchill. In addition, 11 daily intercity services link Morwell to both Moe and Traralgon. Services are summarized below:

Destination	AM (7:00-9:00)	Off Peak (9:00-5:00)	PM (5:00-7:00)	Days of Service
Churchill via Midvalley (Route 1)	0	7	0	Mon-Sat
Churchill via Midvalley (Route 2)	2	0	0	Mon-Fri
Churchill (Route 3)	0	1	0	Sunday
Midvalley via Robertson St	0	8	0	Mon-Sat
Midvalley via Crittigan Rd	3	8	1	Mon-Sat
Moe	1	8	2	Mon-Sat
Traralgon	1	8	2	Mon-Sat

The main Morwell Bus terminal is a large structure, south of the rail line on Commercial Road. It is linked to the rail station via a circuitous route including a pedestrian tunnel under the rail line, and a number of well maintained footpaths. The station consists of three undercover platforms offering a good standard of shelter for waiting passengers. Information at the terminal is in the form of printed timetables which were in poor condition at the time of this report. All bus services through the town centre stop at this bus station.

The two smaller shelters located at Morwell station entrance are marked as a V/Line bus stop, however other occasional services do appear to use these facilities. The remainder of stops in the Morwell Study Area are simple bus stop signs, several of which have a small printed timetable.

Rail Facilities

Morwell station is located to the north of the rail line on Princes Drive. A ramp carries pedestrians from the station car park to the main station entrance which opens to a passenger waiting room with an integrated, staffed ticket office. The waiting room can accommodate approximately 30 seated passengers, and offers a good level of shelter, lighting, information and security.

The main station parking area can accommodate some 30 vehicles of which the majority are usually occupied. Well in excess of 100 spaces are also available in nearby off-street parking facilities close to the station. In general, supply of parking around the station well exceeds demand.



4.6 Cycling

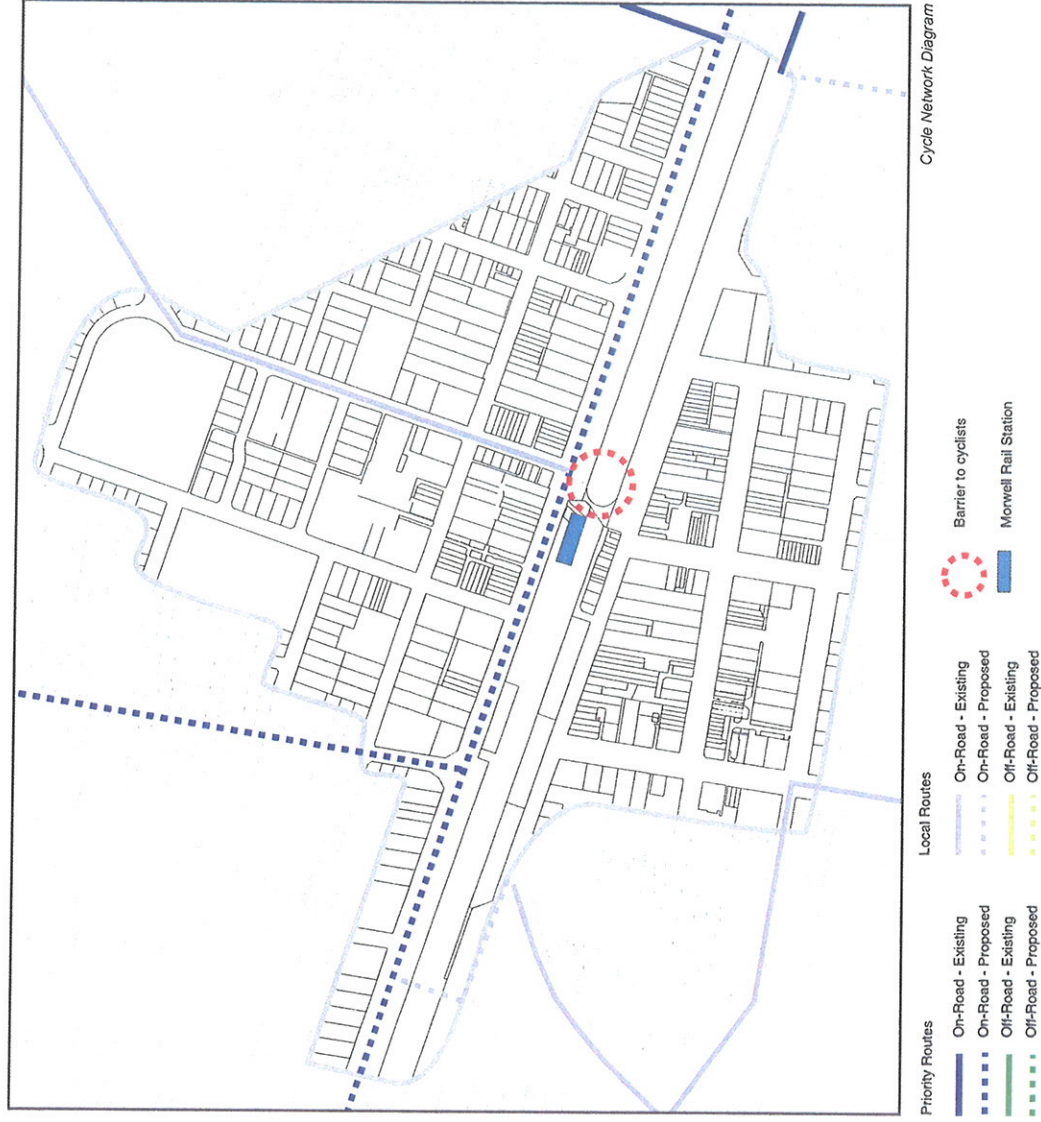
Existing cycle facilities within Morwell are limited to:

- On-street cycle lanes on Church Street; and
- On-street cycle lanes on Princes Drive to the east of the town centre; and
- A number of cycle racks for short term storage on town centre streets.

The map opposite shows Council's proposed cycle network which is being implemented over time using funding from VicRoads.

The proposed cycle network will improve the network, however additional issues that need to be addressed include:

- The rail line provides a barrier to cycle movement - existing crossing points are limited to the road bridges at either end of the town centre and informal use of the pedestrian underpass close to the station;
- Cycle storage facilities within the town centre are poor;
- Facilities for the integration of cycle trips with bus and rail trips are poor or non-existent; and
- The proposed cycle network contains gaps, particularly on the southern side of the town centre.



4.7 Road Network

As shown in the road hierarchy, the road network of Morwell is dominated by access streets, with Latrobe Road and Princes Drive the only main roads identified. Congestion is not an issue for Morwell as the Princes Freeway, bypassing the town centre to the south, carries the vast majority of east-west traffic.

A key feature of Morwell's road network is the use of local area traffic management. This has been achieved by extensive use of roundabouts, and parallel parking on the central section of the road reservation. This is particularly a feature of the areas to the south of the rail line.

The rail line is a significant barrier to vehicular access through the town centre, with vehicles restricted to crossing the rail line to either the east or west of the town centre.

A number of traffic signals control the flow of traffic through key intersections, including a pedestrian only signal of Commercial Road, immediately south of the pedestrian underpass of the rail line. At the time of this report, traffic signals were being constructed at the intersection of Church Street and Princes Drive, in conjunction with improvements to the Morwell pedestrian underpass and station car park.



4.8 Parking

On-street

On-street parking restrictions radiate out from Morwell railway station, with restrictions of 1 hour or less in streets between Buckley Street, Princes Drive and Commercial Road. Areas of 2 hour parking extend for a further block in each direction.

Much of the on-street parking in Morwell is underutilised. This situation is particularly obvious in areas to the north of and including Buckley Street where an abundance of short-stay parking spaces outside vacant retail and commercial premises remain empty for most of the day. On-street parking to the south of the rail line is dominated by parallel, central road reservation parking with 2 hour limits, which are also commonly underutilised.

Off-street

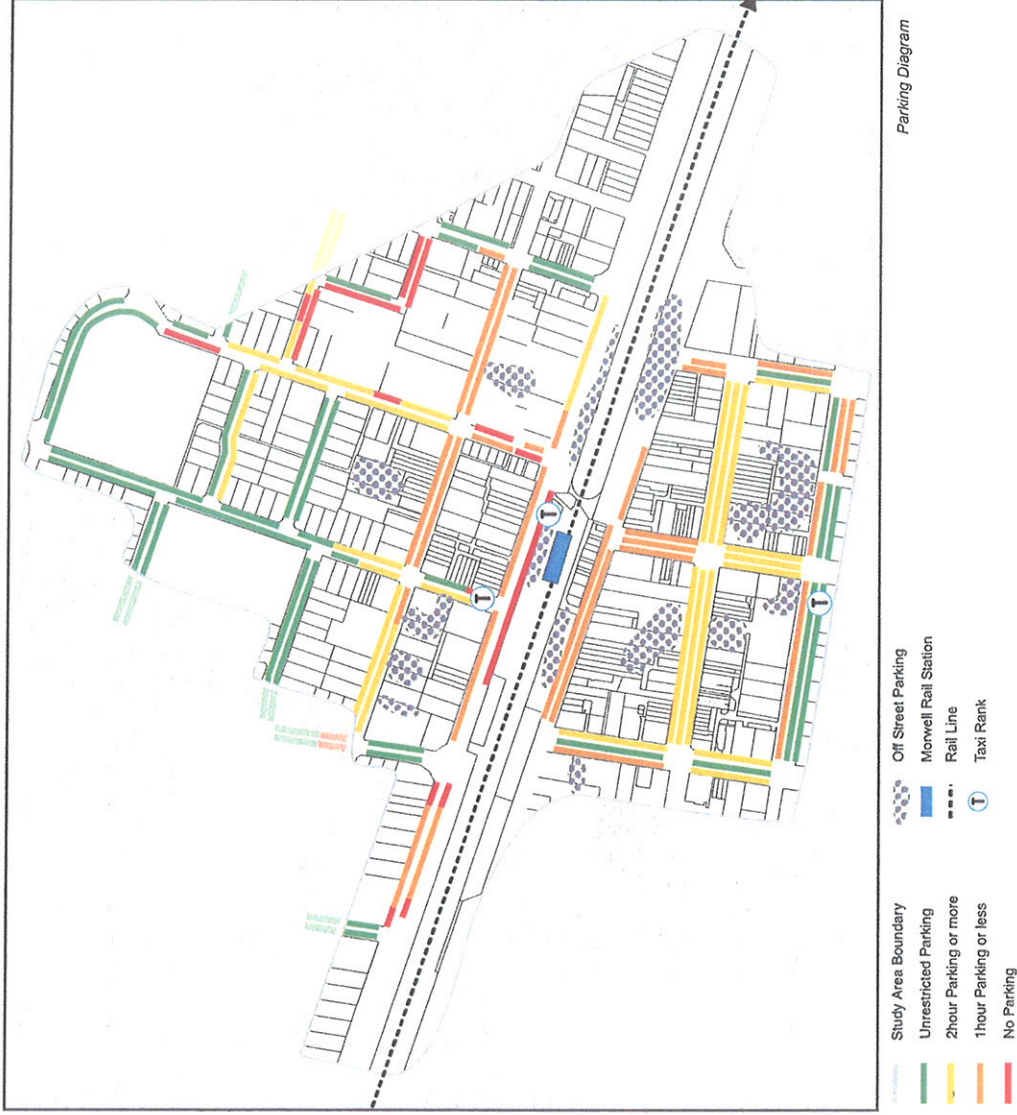
The most significant areas of off-street parking are situated to the south of the town centre associated with the retail outlets on either side of George Street. A section of the large Coles car park is under cover. Sections of formal and informal parking are located adjacent to the railway station and bus terminal, on both sides of the rail line.

To the north of the rail line the public carpark on Foster's Lane, behind the Post Office, is relatively well utilized, however the large carpark on Buckley Lane, is generally unused.

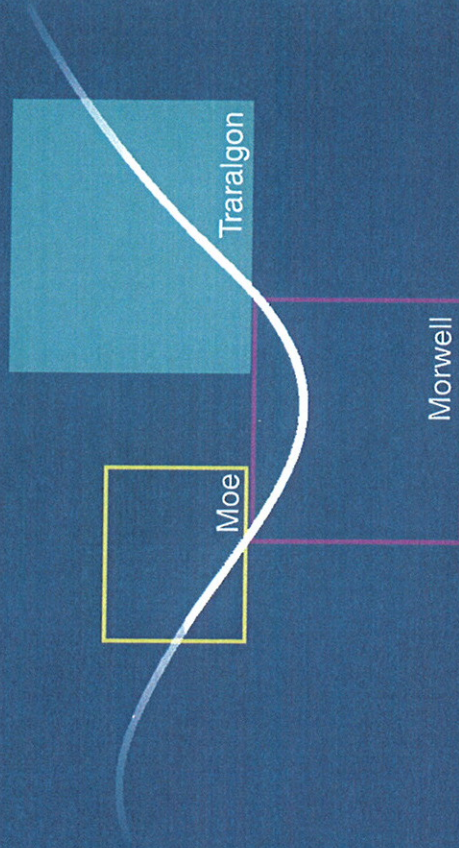
A number of off-street car parks are not well signposted, with little indication as to who the facility is provided for what time restrictions are in place.

Taxis

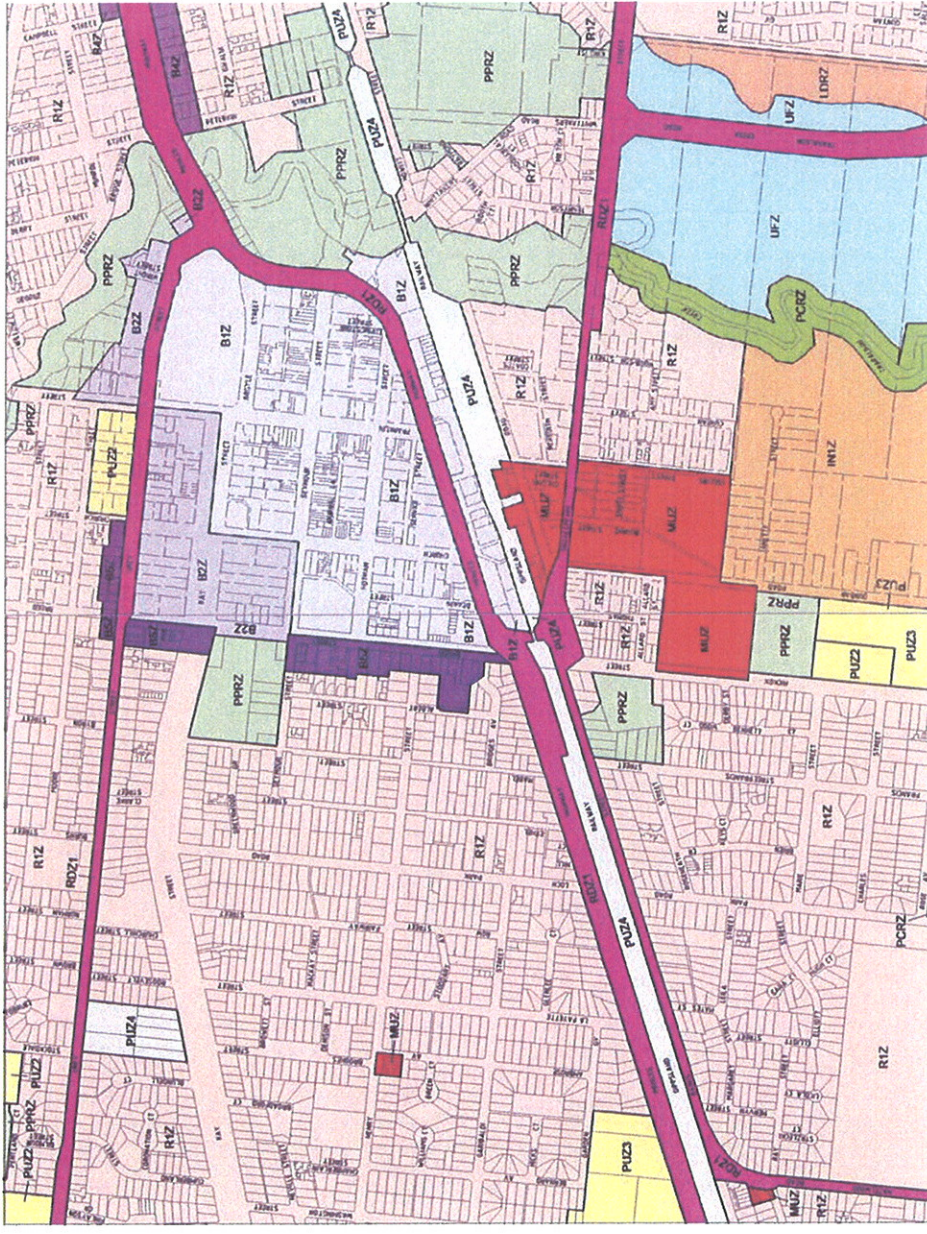
Taxi ranks are provided on Princes Drive close to the station, at the southern end of Collins Street and Elgin Street outside the RSL. Generally facilities at ranks are poor, however the current building works at the interchange will improve facilities at this location.



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5.1 Land Use Zones



Cycle routes Diagram

- ZONE**
- R1Z** Residential 1 Zone
 - MUZ** Mixed Use Zone
 - B1Z** Business 1 Zone
 - B2Z** Business 2 Zone
 - B5Z** Business 5 Zone
- PUBLIC USE ZONE**
- PUZ2** Public Use Zone - Education
 - PUZ3** Public Use Zone - Health and Community
 - PUZ4** Public Use Zone - Transport
 - PPRZ** Public Park and Recreation Zone
 - PCRZ** Public Conservation and Resource Zone
- ROAD ZONE**
- ROZ1** Road Zone - Category 1

5.2 Activities

Traralgon is a vibrant and robust town centre. The commercial core of the town is consolidated on the northern side of the rail line, with light industrial and residential uses located immediately to the south. The northern, commercial precinct has high occupancy rates and a strong mix of uses. The uses include entertainment uses- pubs, cafes and clubs. There is a greater diversity of entertainment uses in Traralgon than in Moe and Monwell.

Traralgon has excellent green, open spaces with substantial parkland provided adjacent to the Traralgon Creek. Good recreational facilities are also provided in the parks.

A significant number of heritage railway items are also located to the south-east of the station.

Retail

Traralgon has a strong retail core providing a large and varied range of goods and services from smaller, independent shops to a number of supermarkets and larger, key chain stores.

Residential

On the northern side of the station dwellings are located on the north and west sides of the retail centre. On the south, residential uses are immediately adjacent to industrial uses and about railway land.

Offices

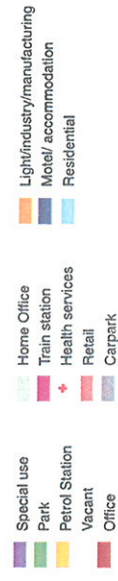
There is a large number of offices in Traralgon. These largely occur adjacent to the core retail area. Most banks and professional services are located in Traralgon.

Light Industry

Traralgon has a number of light industrial uses located to the south of the station. These include petrol depots, concrete manufacturing and a brick works as well as smaller automotive services.



Land use Diagram



5.3 Public Realm

Traralgon boast a public realm of good, consistent quality.

Public Amenity

Public amenity is consistently good through the town centre. This includes an excellent quality and provision of street furniture, street trees, and paving surfaces.

Street Activity

The streets of Traralgon are active and vibrant with a strong retail centre. There are very few vacant buildings and generally each building provides excellent frontage to the street. This lessens somewhat at the fringes of the centre, where there are a larger number of offices that provide less activity to the street. However, even in these locations buildings present well to the street.

There is a less pedestrianised environment on the south side with more light industry and less active uses facing the street.

Pedestrian Connections

Pedestrian connections through the Traralgon town centre on the north side of the railway are generally good. However, many informal pedestrian connections cut internally through blocks which involve passing through informal car parks with poor surveillance provided from adjacent buildings.

The entrance to the railway overpass from the north is largely hidden. The ramped access is steep and of low quality. Access is equally poor from the south. The journey over the overpass is overly long and awkward, with poorly placed entrances and exits.

Those with mobility difficulties, such as some disabled or elderly people, are generally well catered for in terms of pedestrian facilities in the town centre, particularly to the north of the rail line. Footpaths south of the rail line are also of satisfactory quality however the links across the rail line are poor.

The most direct pedestrian link across the rail line is at the railway station. However for the reasons discussed above, this facility is unsuitable for those with mobility difficulties. The other crossing options are less attractive for reasons of personal security and due to their circuitous nature.



Public Realm Diagram

- No footpath
- Typical Residential
- Semi-Active Frontage
- Inactive Frontage
- Active Frontage
- ↔ Pedestrian Connection
- ↔ No Edge [Carpark/Vacant]

5.4 Built Form Character and Development Opportunities

There are a number of development opportunities in Traralgon. These are primarily located on railway land adjacent to the tracks and on larger sites - primarily to the south - previously and presently used for industrial purposes. These include:

- The concrete works site to the south of the station
- Manny's market in the north of town
- The disused council depot to the south of the station

Built Form Character

Predominantly 1-2 storey buildings, with a small number of 3-4 storey buildings on the northern edge of town. Most commercial buildings are either brick or concrete construction, with most residential buildings constructed of timber or brick.



5.5 Public Transport

Bus Services

Bus services in Traralgon are largely focused on serving the local neighbourhood areas surrounding the town centre. Many of the services link the town centre to the surrounding schools and hospitals in the area. The majority of services make a loop through the town centre in a clockwise direction along Franklin, Seymour, Church and Kay streets. Service frequencies are outlined in the following table:

Destination	AM (7:00-9:00)	Off Peak (9:00-5:00)	PM (5:00-7:00)	Days of Service
Rangeview	0	6	0	Mon-Sat
Freeman Park	1	7	0	Mon-Sat
Park Lane	0	1	0	Mon-Fri
Kosciuszko St	1	7	0	Mon-Sat
Hazelbank	0	4	0	Mon-Fri
Traralgon East	1	7	1	Mon-Sat
Lansdowne Rd	1	6	1	Mon-Sat
Traralgon East/Lansdowne Rd	1	0	0	Mon-Fri
Moe via Morwell	2	7	2	Mon-Sat

The main Traralgon bus terminal consists of two large adjoining bus shelters immediately adjacent to the entrance of Traralgon Centre Plaza on Franklin Road. The shelters are located on a paved pedestrian island, with a taxi rank on one side of the island and bus zone on the other, with the shelters facing the taxi rank. The shelters provide adequate quality shelter and seating. Information is basic and haphazardly arranged, consisting of a display case with a number of printed timetables and route maps. Access to the bus stop requires pedestrians to cross the lanes created by the taxi rank.

A bus shelter is also located on Princes St in front of Traralgon rail station, however only the 11 daily intercity bus routes linking to Midvalley, Morwell and Moe use this stop. The majority of other bus stops in the town centre consist of shelter with simple information.

V/Line bus services, linking with train services, use the bus stop immediately outside the station entry.

Rail Facilities

From Traralgon, services take approximately 2 hours 10 minutes to reach Melbourne. The Fast Rail Link project to Latrobe Valley, due for completion in mid 2005, will reduce the travel time by approximately 20 minutes for express services from Traralgon.

The Princes Highway separates Traralgon town centre from the rail station. The main station entrance is accessed from the northern side of the rail line, and is integrated into the Southside Central shopping centre to such an extent that it is not immediately clear where the station entrance is located. The main station entrance opens to large waiting room with entrances to local shops, and a pedestrian ramp up to a ticket office and the platform. The waiting room has a small number of seats available and an electronic indicator board as well as adequate shelter and lighting.

Of the two platforms, only the northern one is functioning, with pedestrian access from the south via a rudimentary pedestrian overpass. The southern platform is inaccessible, and is currently used as an exhibition hall/art studio. A small bus zone immediately adjacent to the rail station entrance is used by the supplementary V/Line coach service only.

The station car park is located to the west of the station entrance, and can accommodate approximately 80 vehicles, of which a large proportion are typically occupied. A significant number of car spaces are available in other areas surrounding the station, particularly to the south of the rail line, near Queens Parade.



5.6 Cycling

The plan opposite shows the proposed cycle network for Traralgon. In general existing facilities comprise:

- Off-street shared path along the southern side of Shakespeare Street;
- Off-street shared path along the creek to the east of the town centre;
- Off-street path along Kay Street to the west of the town centre;
- Short term cycle parking on the Traralgon Centre Plaza.

Discussions with local cyclists and site observations have raised the following issues to be addressed:

- Existing off-street paths provide good facilities but some are poorly marked and integrated with the rest of the transport network;
- Signposting could be improved to inform people of the opportunities;
- The highway presents a barrier to cyclists;
- There are no facilities to encourage modal interchange between cycles and bus/train;
- The proposed network will improve the choice of routes but does not link to the main activity centres or the station; and
- Existing access across the rail line is poor, with crossing points limited to the road under the rail line in the west, the pedestrian bridge at the station (which requires bikes to be carried) or the path alongside the creek. This access is also limited with sections of this path occasionally submerged as a result of the flooding of Traralgon Creek during periods of excessively wet weather.



5.7 Road Network

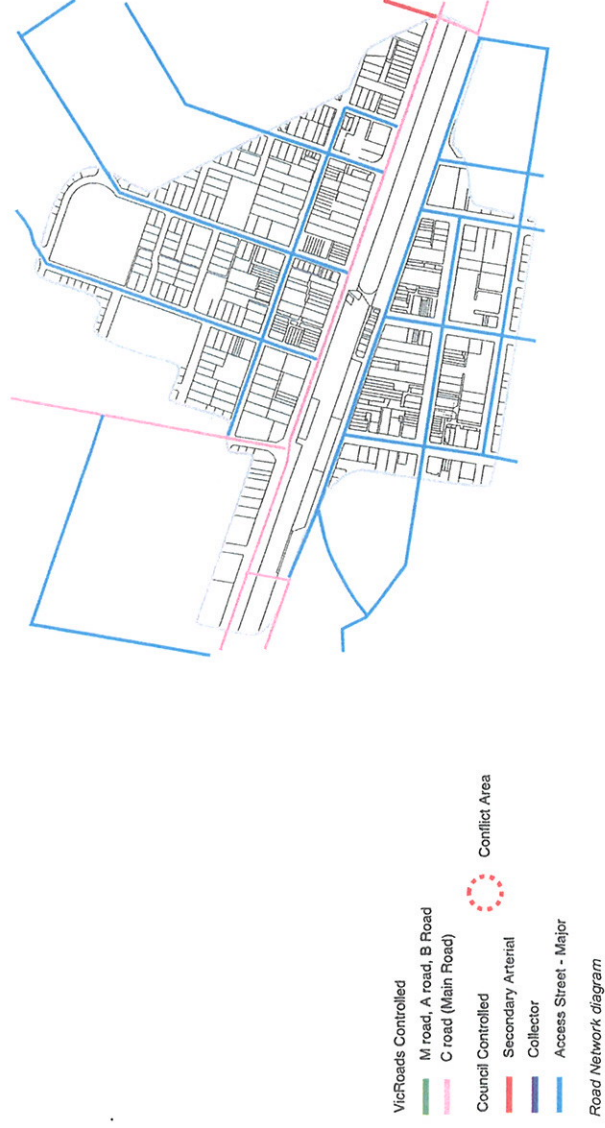
The road hierarchy for the town centre is shown on the adjacent plan. The plan clearly shows that the major routes maintained by VicRoads are:

- Princes Street, running immediately north of the rail line, forms the town centre link of the Princes Highway, and the overall east-west route through southern Victoria;
- Grey Road, passing through the north of the town centre, linking it with Traralgon West via Tyers Road; and
- Shakespeare Street, passing through the south, forming a link on the Hyland Highway and through the precinct of Loy Yang.

A number of issues have been raised in relation to the road network, including:

- The Princes Highway carries high volumes of traffic, including a relatively high proportion of heavy vehicles, which can affect the amenity of the area, but could also assist the local economy. A bypass route, passing well south of Traralgon Town Centre is currently being investigated by VicRoads, however construction of this route is not expected to take place for another 15-20 years;
- Signalised crossing points of the highway are provided for pedestrians, however at the eastern end of the town centre crossing opportunities are limited and the highway creates a barrier to local movement;

- Taxi and bus operators have noted that the pedestrian crossing points within the town centre cause delays and some congestion at peak times;
- Many streets within the town are wide with little encouragement to drivers to remain below the 50kph speed limit; and
- Currently buses and private vehicles use one of the driveways of the adjoining Mobil petrol station and car wash, passing over a section of private land to access the South Side Central car park and bus station from the east. This practice seems to be an informal arrangement accepted by the existing petrol station owners.



5.8 Parking

On-street

The demand for on-street parking in Traralgon is focused along Franklin, Seymour, Church and Hotham streets. Accordingly, the parking restrictions are most limiting in these areas, with the majority of on-street parking being restricted to 1 hour or less. Two hour on-street parking generally extends one block to the north and west of this area, with on-street parking beyond this typically being unrestricted.

To the east, the barrier created by Traralgon Creek and the Princes Highway severely restricts the supply of on-street parking. To the south of the rail line there are very few restrictions to on-street parking and demand appears to be low.

Off-street

The most significant supply of off-street parking is located under and adjacent to Traralgon Centre Plaza, with well over 500 spaces available. This carpark is heavily utilized throughout the day and mitigates the severe limitations to on-street parking in the north east of the town centre. The next largest off-street parking supply is located at the Safeway supermarket on Breed street, between Hotham and Seymour streets.

Large off-street parking areas are available to employees of the private and government offices to the north of the centre, and to customers and staff of retail outlets between Seymour and Kay streets.

Sections of off-street parking are available for customers of the retail outlets in the Southside Central Shopping Centre, south of the Princes Highway, and for commuters using the rail station.

In addition, a large area of public parking is available to the north of the ASIC building, with access from Wright Street and Franklin Street, north of Grey Street.

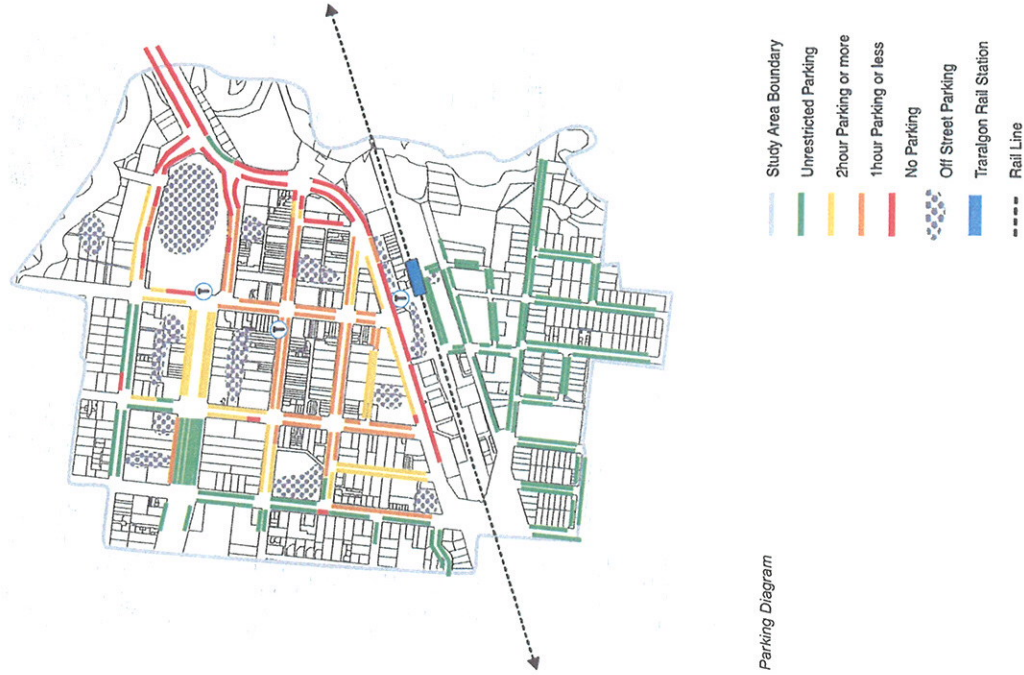
Taxis

The main taxi rank is located outside the Traralgon Centre Plaza, which is heavily used throughout the day. Access and egress by taxis is limited at this location by the road layout. Facilities for waiting passengers are also poor.

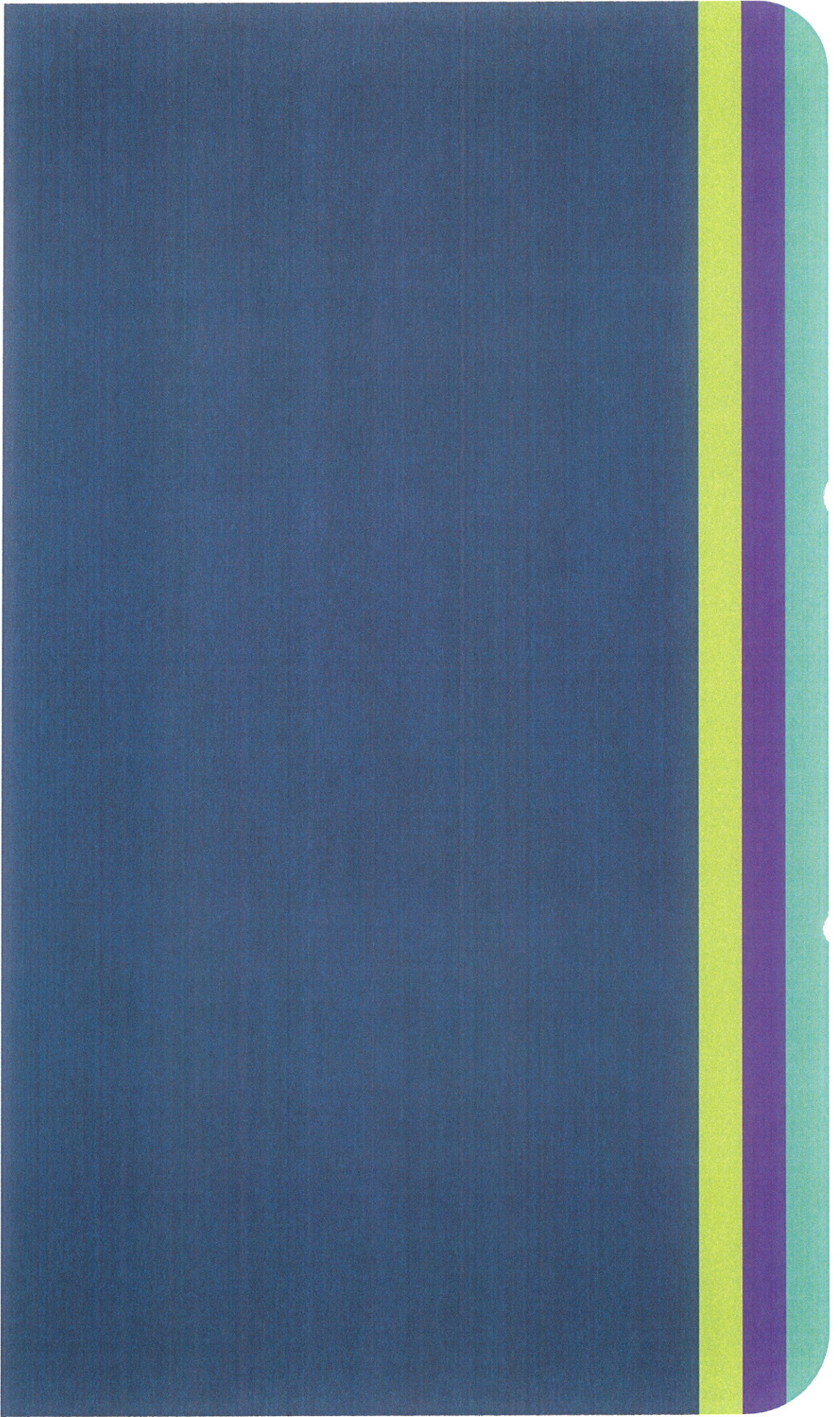
A second taxi rank, located on Seymour Street is used at night.

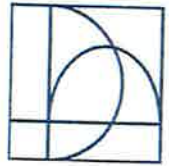
Discussions with the local taxi operator indicate that a taxi is dispatched to meet arriving trains, using the taxi rank provided outside the station.

In addition, the Shell Service Station on Princes Street is used as an unofficial taxi rank during the evenings.



Parking Diagram

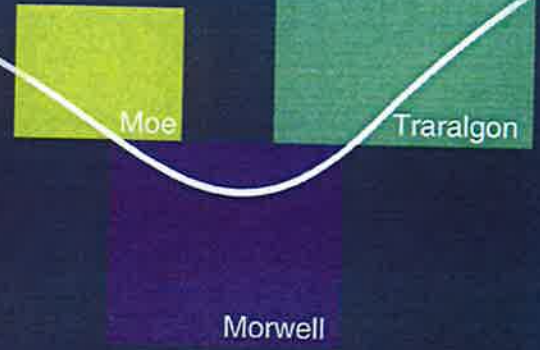




Latrobe

Transit centred precincts

Implementation Strategy



Prepared by
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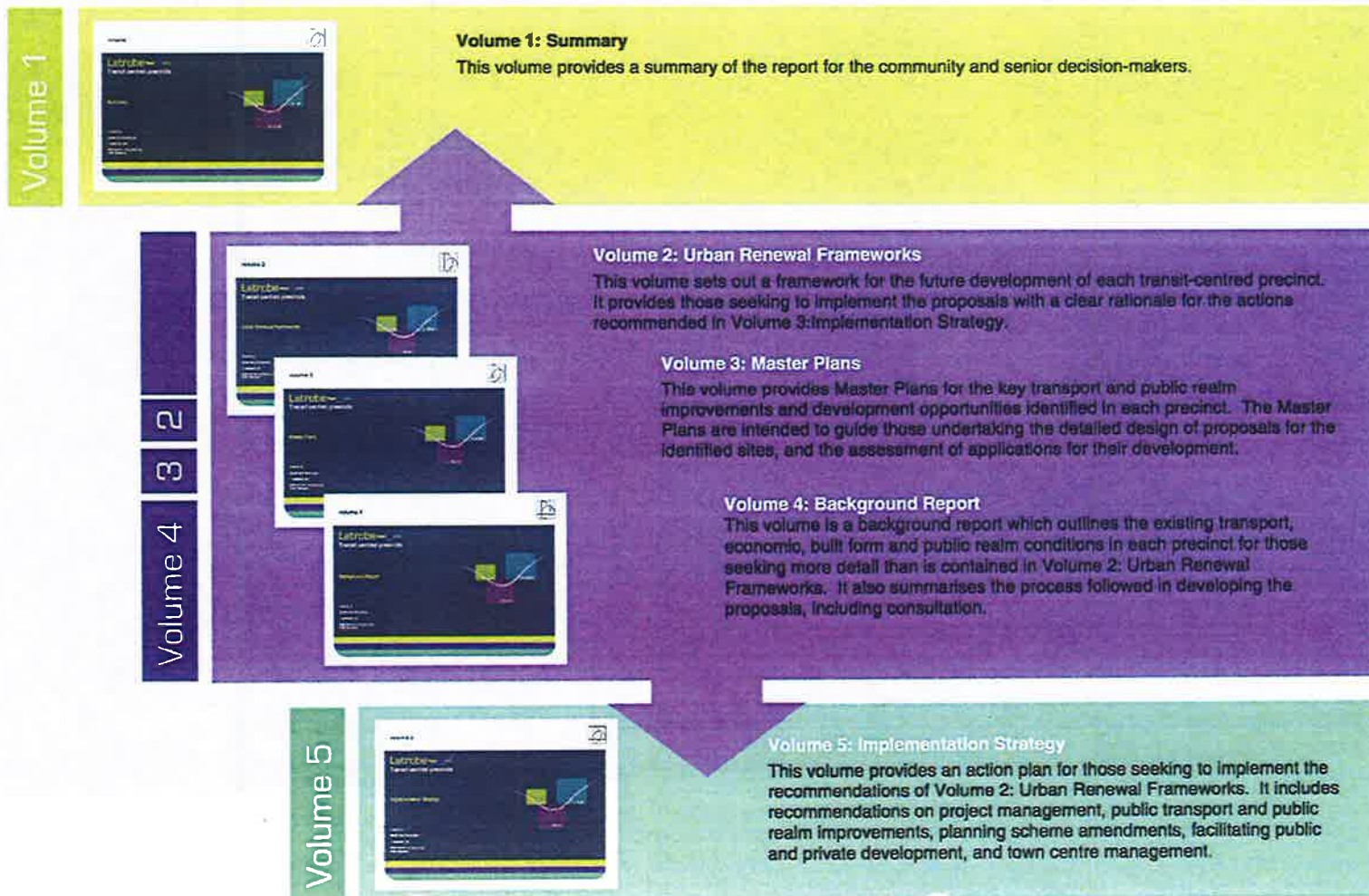
Preface

This is the Latrobe Transit-centred Precincts Report, which provides a plan for the future development of the areas within a comfortable walking distance of the Moe, Morwell and Traralgon train stations.

The development of the proposals has involved wide consultation with key stakeholders and the broad community.

The report will be implemented through a partnership between state and local government and co-ordination of agencies and public authorities. Its implementation will be subject to budgetary processes.

The Latrobe Transit-centred Precincts report is presented in five volumes to meet the needs of its different readers:



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This is Volume 5 of the Latrobe Transit-Centred Precincts report. The report provides a plan for the future development of the area within a comfortable walking distance of the Moe, Morwell and Traralgon railway stations. This volume sets out the measures necessary to implement the recommendations of Volume 2: Urban Renewal Frameworks.

1 The Concept of Implementation

"If transit [centred] development is new to you, the following analogy may be helpful. Many people love cake. If you want to sell a new type of cake, you should offer people a free sample. Baking a cake requires tools. Don't ask someone who has never baked a cake to write a recipe. Planning is only one ingredient. A master chef bakes a better cake. Making every cake unique is expensive. A cake mix is cheaper and easier but can be bland. Using the right ingredients makes a better cake. Market analysts determine what type of cake people liked last year. Investors may prefer to finance a cake mix factory rather than a bakery. A wedding cake costs more." Henry Stephen Markus, AICP, Seattle, Washington, USA, 1998-2003

Introduction

The Latrobe Transit Centred Precincts is a significant project in the development of the state. The realisation of the Transit Centred Precinct aims and objectives will require determination, commitment and significant funds. The Latrobe Transit Centred Precincts study has strong government support across all tiers of government. It is supported by a number of state government initiatives and is emphasised in *Melbourne 2030*. It is supported through the state budget process. The Transit Centred Precincts provide a very real opportunity to capitalise on previous government investment in infrastructure and facilities and the present momentum for existing town centre redevelopment reinforced through the initiatives of Melbourne 2030.

There are a number of implementation mechanisms and development models available to ensure the delivery of good Transit Centred Precincts. The first part of this document (Chapter 2) identifies the preferred model for the agency or group responsible for implementation.

The second part (Chapters 3 – 8) sets out the actions recommended to implement the Urban Renewal Frameworks contained in Volume 2. These are grouped in six sections according to the type of action and the Implementation Group Member typically expected to implement them:

Chapter No.	Type of Action	Typical Implementation Group Member
3	Public Transport Improvements	DSE/ DoI
4	Planning Framework	LCC
5	Public Realm Improvements	LCC
6	Public Development	Public Agencies
7	Private Development Initiation	DSE/ LCC
8	Town Centre Management	Town Centre Manager

The third part of the document (Chapter 9) identifies the priorities and potential funding sources for the actions.

Each chapter culminates in a table of actions to be undertaken, in which the master plan reference, Implementation Group Member, stakeholders, strategy being implemented and cost are identified. It should be noted that the agency ultimately responsible for the implementation of each action is the Latrobe Transit Precincts Corporation (see chapter 2). This has not been noted in the tables but should be taken as a given in the implementation process. With the exception of Action Table 1 (Implementation Model) reference is also made to the broader strategy proposed by the Urban Renewal Framework(s) that action seeks to implement.

Each action has a unique reference number that identifies:

- The type of action, and
- Whether it applies to all three precincts or only one of them.

Overview

The strategy for implementing the Urban Renewal Frameworks has two general themes:

- First, to undertake a series of 'fine grain' initiatives that will, over time, boost the amenity, vibrancy and liveability of the Precincts. This includes changes to zoning provisions to facilitate outcomes like shop-top housing, development of retail management and marketing initiatives to promote desired retail outcomes, and public realm works to improve the amenity and image of the Precincts.
- Second, to identify and facilitate 'catalyst' development projects in the Precincts. These projects are required to have the capacity to 'kick start' wider development interest and activity in the Precincts and take advantage of public infrastructure investment, namely fast rail services and other public domain improvements.

Implementation of the various initiatives and projects can be classified on a spectrum from low facilitation to high facilitation as follows.

Level 1 – Removing Constraints and Undertaking Promotion, with a focus on:

- Planning framework (See Chapter 4);
- Public realm and infrastructure works (See Chapters 3 and 5); and
- Marketing, promotion and investment attraction (See Chapters 7 and 8).

Level 2 – Land Assembly and Market Testing, with a focus on:

- 'Packaging' public sites for development; and
- Market testing of development interest.

Level 3 – Commercially Viable Demonstration Projects, with a focus on:

- Development advice from VicUrban;
- VicUrban demonstration project; and
- Joint venture projects between VicUrban and private developers.

Level 4 – Public Subsidy for Non Commercial Projects, with a focus on:

- Public subsidy to obtain viability;
- Joint venture projects between VicUrban and private developers, with public subsidy to obtain viability.

See Chapter 7 for Level 2-4 initiatives

The level of intervention that is required for public development relies on the needs of the agency that is proposing the development.

Implementation of the initiatives requires that proposed development should include consultation with the community, business owners and other stakeholders that may be affected by the initiatives. The breadth and scope of the consultation may vary dependent on the type of initiative proposed.

2 Implementation Model

2.1 Introduction

In order to be able to implement the Urban Renewal Frameworks, it is necessary to assemble a 'vehicle' that can take the ideas and directions established in the planning phase and convert this to development 'on the ground'.

This vehicle will need to be able to drive key stakeholders in the planned direction. The stakeholders that hold the keys to land, infrastructure, development / construction and funding must be captured by the vehicle. This group of stakeholders is distinct from the planning group, which put the ideas and directions on paper.

2.2 Implementation Model Options

The general implementation models available in the context of a complex town centre setting, and their strengths and weaknesses, are as follows.

1. Council as primary / sole implementation agency – In this framework Latrobe City would implement the strategy and liaise with other agencies and organisations on an 'as required' basis.

Strengths

A sole agency has responsibility and ownership of project implementation. The Council is directly accountable to the local area.

Weaknesses

The ability of the Council to harness funding and co-operation from other organisations and private sector stakeholders in a timely and effective manner may not be possible in all circumstances. Priorities and directions change under local politics, and thus the project may be subject to local politics.

2. Statutory development authority – An authority that is established under legislation to drive the implementation process. This is applied in areas of special interest in a State context (eg. Dandenong Development board).

Strengths

Such an authority is established as a corporate entity with powers to borrow funds, enter into contracts, acquire and dispose of land, engage developers and implement public infrastructure works, among other powers. Has an arms length relationship to politics.

Weaknesses

Difficult to implement as this would require legislative change. May be difficult to justify in a context where a relatively low level of development works are anticipated in initial stages. The organisation may be seen as having little connection to the local context.

3. Local government business enterprise (corporation) – Similar to a statutory authority but is established by local government.

Strengths

Is established as a corporate entity with powers to borrow funds, enter into contracts, acquire and dispose of land, engage developers and implement public infrastructure works, among other powers. Is established locally and has a focus on implementation. Has an arms length relationship to politics.

Weaknesses

May be difficult to establish. Takes project implementation out of the direct control of elected representatives.

4. Multi-organisation project group – This is a group of stakeholders that work towards a planned goal. It can comprise a variety of hand picked stakeholders that suit the particular objectives of the plan being implemented.

Strengths

Can embrace 'up front' all stakeholders that have a major role to play in project implementation, and thus avoid the need to 'sell' the plan and win co-operation on an ongoing basis.

Weaknesses

May be difficult to assemble the right organisations and people (from within the organisations).

5. Private sector driven model – This comprises a group of private stakeholders that direct development planning in a designated area (typically in town centres / shopping districts). In this model, key businesses and landowners prioritise the funding of public domain works and other initiatives.

Strengths

Priorities are established by private sector stakeholders that have a direct interest in local outcomes. This provides a business perspective to development.

Weaknesses

A private sector group may not be suited to implementation of public projects (eg. planning scheme amendments, public works). Perceptions of bias of self-interest may undermine prioritisation of public projects.

2.3 Implementation Model Recommendation

It is recommended that a combined multi-organisation project group and local government business enterprise model be assembled to drive the implementation of the Latrobe Transit Precincts project. This is recommended because:

- There are benefits (see below) of assembling a 'ground up' group of stakeholders that have a direct interest in Transit Precinct tasks and outcomes; and
- This includes an implementation oriented corporate entity (with consequential powers) that is accountable to Council.

As noted above there are benefits to assembling a 'ground up' group of stakeholders. These include:

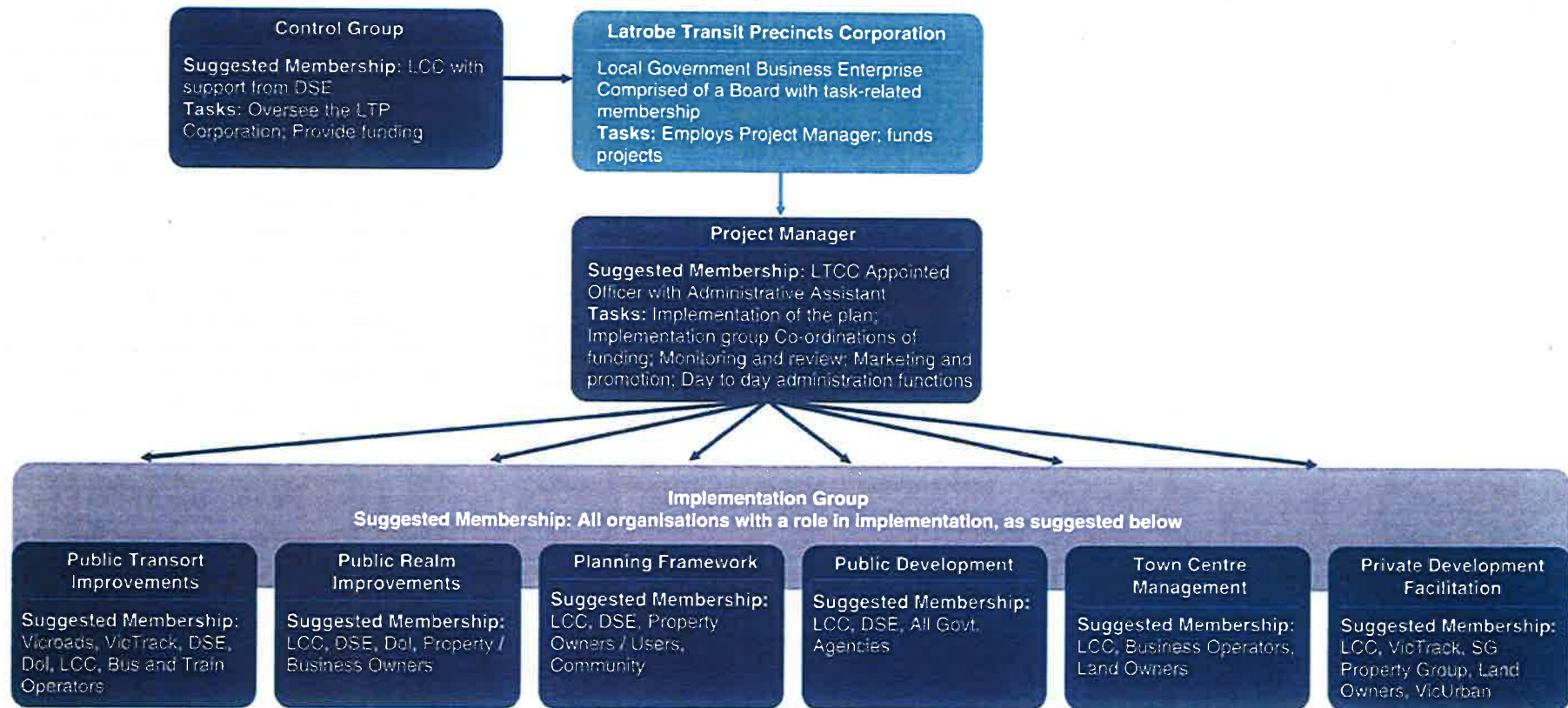
- All relevant local organisations will have their 'hands on the wheel' and will be able to claim credit for the positive outcome, this can engender a culture of cross-organisational co-operation and comprehensive regional decision-making (thus breaking down 'organisational silos').

- The local council will have a role and thus local representation/ community involvement.
- The people implementing the plan will have ownership of outcomes (because they live and work in the region).

A private sector group is not considered appropriate in this instance because of the wide range of public tasks proposed (eg. planning scheme amendments, public works). However, some aspects of implementation may be suited to the private sector. Lastly, a Council only body could have difficulties in harnessing cooperation from a range of stakeholders, as will be required in this instance. Hence, establishing a multi-agency group up-front has advantages.

2.4 Latrobe Transit Precincts Project Group

It is therefore recommended that an implementation structure be formed on the following basis:



Control Group – A control group would be responsible for funding and overseeing the establishment and operation of the Corporation. This should comprise Latrobe City Council with support from Department of Sustainability and Environment. A Local government business enterprise is established under the powers of the Local Government Act.

Latrobe Transit Precincts Corporation – The Corporation should include a board with membership drawn from the range of stakeholders that are critical for implementing the project tasks. The Corporation would answer to and receive funding from the Control Group. The Corporation would be charged with the responsibility of implementing the plan. It would also employ the project manager and his/her administrative assistant, and steer the implementation process.

It is imperative that the Corporation is professionally set-up and has adequate access to funds to implement it's charter from the outset. This requires preparation of a business plan and risk analysis.

Project Manager - A project or 'place' manager would be appointed to have full time responsibility for the implementation program. This person should also have one administrative assistant as support. International experience has shown that transit centred development can fail due to a lack of coordination between various arms of government and transit agencies. Therefore, there is a need for 'joined-up' thinking, or cooperation between different government agencies, including between local and state government. This can be achieved by the appointment of a Transit Precincts Project Manager to manage the implementation of projects within the town centres. The project manager would also manage the Implementation Group and be responsible for monitoring progress. He or she would need:

- Technical expertise in people and project management
- Political wisdom and 'nous'
- The ability to gain private sector and government support
- Executive and administrative support through the delivery and implementation of a code of conduct.

Multi-Organisation Project Group Members – Membership to the implementation component of the Project Group could include the organisations listed in the chart below. These organisations are envisaged to play specific implementation roles. Note that the role of the group must not be to revisit design and strategic concepts, but to focus on the 'nuts and bolts' of implementation. The representatives of these organisations will need to be high-ranking decision makers capable of 'making things happen'.

Logistics - The Project Manager would respond to the directions of the board and convene meetings with the implementation agencies (ie. Multi-Organisation Project Group Members) as required. Attendance at the meetings could be tailored to suit particular themes and thus not all members would be required to attend all meetings. The meeting and implementation schedule will need to be developed in detail by the Project Manager.

Action Table 1: Implementation Model

Actions	Implementation Group Member	Cost (\$)
<p>A1.0.1</p> <p>Establish a Transit Precincts Control Group and Latrobe Transit Centres Corporation charged with implementing the Latrobe Transit Precincts strategy. This Group should be responsible for the ongoing funding and implementation of the projects and programs of the strategy.</p>	<p>LCC and DSE to lead a wider group of DoI, VicTrack, VicRoads, Private Traders, Business Groups, Private Land Owners, State Govt, Property Group, VicUrban, Community Stakeholders</p>	<p>There are start up and subsequent ongoing costs associated with the development of the Transit Precincts Control Group and the Transit Centres Corporation.</p> <p>Start-up Costs – 82,000</p> <p>Start up costs are:</p> <ul style="list-style-type: none"> ■ preparation of the business plan 80,000 ■ business registration 2,000 <p>Ongoing Costs (p.a.) – 430,000</p> <p>On-going costs are:</p> <ul style="list-style-type: none"> ■ Board members salary 80,000 ■ Project Manager salary 100,000 ■ Administration assistant 50,000 ■ Office costs 10,000 ■ Overheads 100,000 ■ Meeting costs 10,000 ■ Town Centre Manager salary 80,000
<p>A1.0.2</p> <p>Appoint a Project Manager and administrative assistant charged with:</p> <ul style="list-style-type: none"> ■ Implementation of the Urban Renewal Frameworks ■ Project Group co-ordination ■ Co-ordination of funding ■ Monitoring and review of strategy implementation ■ Physical design and development ■ Marketing and promotion of Transit Precincts ■ Day to day administrative functions 	<p>LCC, DSE</p>	<p>See A1.0.1</p>
<p>A1.0.3</p> <p>Appoint a Town Centre Manager charged with:</p> <ul style="list-style-type: none"> ■ Marketing and promotion of Town Centres ■ Activity attraction and retention ■ Business development and training ■ Management of 'public' assets and infrastructure ■ Monitoring of town centre 'health' 	<p>LCC, DSE</p>	<p>See A1.0.1</p>

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

3 Public Transport Improvements

3.1 Introduction

The provision of high quality public transport services and facilities is critical to the success of a transit precinct. The provision of comprehensive public transport information and the effective promotion of these services will assist in the success of the precinct.

High quality public transport services and facilities:

- Contribute to the attraction of prospective residents and businesses to transit precincts
- Encourage more people to use them, reducing car dependence and use.

The following table brings together all the actions required to improve public transport in the Latrobe Transit Precincts.

These are structured under the following headings:

- Service pattern;
- Promotion; and
- Infrastructure.

Action Table 2: Public Transport Improvements

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost
	General - Service Pattern					
A2.0.1	Work with the DOI to achieve a positive outcome in relation to timetabling and stopping patterns for the Regional Fast Rail service for the three towns.	-	LCC	DOI – Fast Rail team	S3.1.1 Improve rail services	Project Management budget
A2.0.2	Work with the DOI and local bus operators to effect improved bus services, including routes and timetabling.	-	LCC	DOI, Local bus operators	S3.1.2 Improve bus services	Project Management budget
A2.0.3	Work closely with the LVAMS team to ensure policies and actions are complementary and coordinated with projects identified through the Transit-Centred Precincts based project.	-	LCC	DOI, DSE, Local bus operators	S3.1.2 Improve bus services	Project Management budget

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Action Table 2: Public Transport Improvements (cont.)

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	General - Promotion					
A2.0.4	Design, print and distribute a Travel Guide for the Latrobe Valley and local travel guides for each of the transit precincts	-	LCC	Dol, Local bus operators, VLine	S3.2.4 Promote public transport	¹ 40,000
	Moe					
A2.1.1	Relocate the existing pedestrian level crossing to align with Moore/Fowler Streets, and include a safe cycle crossing point. See Figure 5.1, Figure 5.2, Figure 5.3	Moe 1	LCC	Dol, DSE, VicTrack, VLine	S4.1.1 Improve pedestrian access across the railway line	500,000
A2.1.2	Design and construct a new public transport interchange in the station forecourt. See Figure 3.1	Moe 1	Dol, VicTrack	Local bus operators, VLine	S4.1.2 Improve interchange between rail services and other modes of travel	830,500
A2.1.3	Design and construct a bus interchange and new square north of the station. See Figure 3.1	Moe 1	LCC, DSE	Dol, VicTrack, Local bus operators, VLine	S4.1.2 Improve interchange between rail services and other modes of travel	662,000
A2.1.4	Design and construct a new station carpark west of the station	Moe 1	Dol, VicTrack	VLine	S4.1.3 Ensure an appropriate level of station car parking	200,000
A2.1.5	Plant a landscape screen behind the shops on the north side of the railway line	Moe 1	Dol, VicTrack	VLine	S4.1.4 Improve the profile and image of the station area and the sub-station on the south side	7,200
A2.1.6	Improve facilities at bus stops	-	LCC, Local bus operators	Local bus operators,	S4.1.6 Improve bus facilities	60,000

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

¹ Cost is dependent on the scope of distribution

Action Table 2: Public Transport Improvements (cont.)

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
Morwell						
A2.2.1	Complete public transport interchange improvements. See Figure 5.4 and Figure 5.5	Morwell 1	LCC, DoI, VicTrack	Local bus operators, VLine	S5.1.1 Improve pedestrian access across the railway line S5.1.2 Improve interchange between rail services and other travel modes	1,420,000
A2.2.2	Design and construct the new station car park. See Figure 3.2	Morwell 1	DSE, LCC	DoI, VicTrack, VLine	S5.1.3 Ensure an appropriate level of station car parking	91,400
A2.2.3	If interest in a higher-density, mixed-use redevelopment of the station is not forthcoming, upgrade the station building	Morwell 1	DoI, VicTrack	DSE, LCC, VLine	S5.1.4 Improve the profile and image of the station area	500,000
A2.2.4	Improve the bus terminal	Morwell 1	DSE, LCC	Local bus operators	S5.1.6 Improve bus facilities	50,000
A2.2.5	Improve facilities at bus stops	-	LCC, Local bus operators	Local bus operators	S5.1.6 Improve bus facilities	20,000
A2.2.6	Continue to lobby for the removal of rail tracks 3 and 4	Morwell 1	DSE, LCC	Victrack	S5.3.1 Promote higher density residential and mixed-use development in the transit precinct core	Project Management budget
Traralgon						
A2.3.1	Seek agreement from the Traralgon Station property owner to make improvements to the public transport interchange and design and construct the improvements. See Figure 5.7 Figure 5.8 and Figure 3.3	Traralgon 1	DoI, VicTrack	Property owner, VLine	S6.1.1 Improve pedestrian access across the railway line S6.1.2 Improve interchange between rail services and travel modes S6.1.4 Improve the profile and image of the station	2,784,000
A2.3.2	Encourage bus companies whose services do not currently stop at the station – particularly interstate buses – to do so	-	DoI	Local bus operators, VLine	S3.1.2 Improve bus services	Project Manager budget
A2.3.3	Upgrade the southern station car park	-	DSE, LCC	VicTrack, VLine	S6.1.3 Ensure an appropriate level of station car parking	233,000
A2.3.4	Improve facilities at bus stops	-	LCC, Local bus operators	Local bus operators	S6.1.6 Improve bus facilities	60,000
A2.3.5	Review the potential to reduce the cycle length of the traffic lights at the intersection Pines and Franklin Streets	-	VLine	DoI, VicTrack, VLine	S.6.2.1 Improve pedestrian access to the station and town centre	Project Manager budget
A2.3.6	Introduce charges for Station parking reimbursed on the purchase of a train ticket.	-	VicRoads	LCC	S3.2.3 Encourage travel behavior change	Project Manager budget

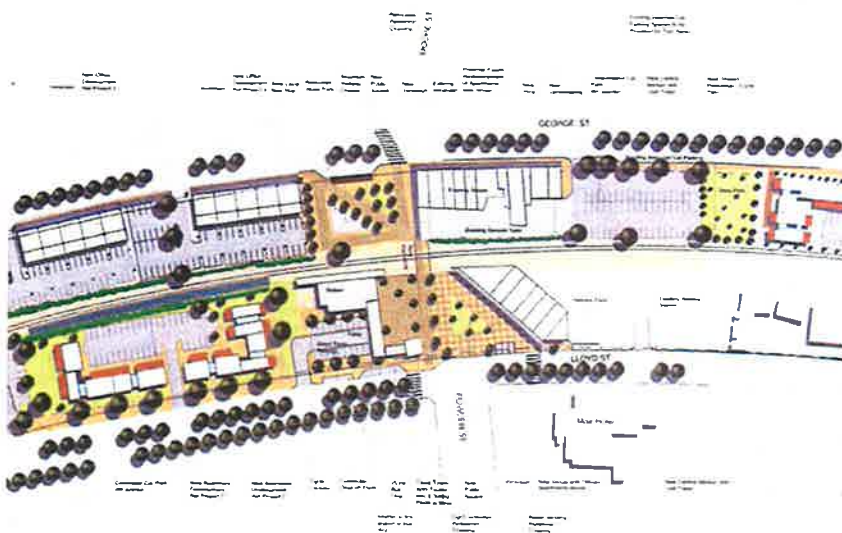
Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

¹ Includes transport interchange, underpas, ramps and other works

² Cost comprised of Pedestrian Bridge and Lifts (2,500,000), Car Park (1,000), Traffic Signals (150,000) and Landscape (4,000)

Figure 3.1 Moe Public Transport



Transport Interchange

A transport interchange precinct will be created in Moe town centre that will form the focus for public transport services and provide the opportunity for people to interchange between all modes of transport.

The plan of the proposed interchange shows the physical layout of the precinct with the following key features:

- 1 Rail station located at the centre of the interchange precinct surrounded by a pedestrian plaza with visual connection with both the north and south town centre areas
 - 2 Relocated pedestrian level crossing linking Moore Street and Fowler Street providing improved access for pedestrians and cyclists
 - 3 Relocated bus terminus to the new bus stops on George Street
 - 4 New bus stops to the south of the level crossing with direct pedestrian access to the station
 - 5 Direct line of sight and pedestrian access between buses on George Street and rail station
 - 6 Taxi zone located in the station forecourt to meet demand for night time passengers and provide increased passive surveillance
 - 7 Safe and convenient pedestrian/cycle access from the interchange precinct to the existing Rail Trail
 - 8 Bus stops for VLine services retained on Lloyd Street
 - 9 A kiss and ride zone on Lloyd Street
 - 10 New cycle racks and lockers (for long term storage) within the station forecourt
 - 11 Consolidated parking for the station to provide short and long term parking areas
 - 12 A small retail precinct incorporated into the interchange to provide services to travellers, such as convenience shops and cafes
- See Volume 3: Master Plans - Moe Project 1

Other improvements in the precinct include:

- Improved wayfinding signage to locate the facilities within the interchange area as well as attractions in the town centre and wider area.
- Clear and concise information on public transport services including routes, timetables and fares.

Buses

Bus services will be rerouted within the town centre to provide better integration between the rail station and services in the town now using George Street, Savages Road, Albert Street and Anzac Street.

The main bus terminus will be relocated to George Street close to the station, with additional bus stops on Albert Street outside Coles, Albert Street outside the RSL and Anzac Street, close to Safeway. The bus services will be supported by a series of high quality facilities at stops, including shelters, lighting, seating and information.

Access for VLine buses will continue to be located on Lloyd Street outside the station.

Rail Services

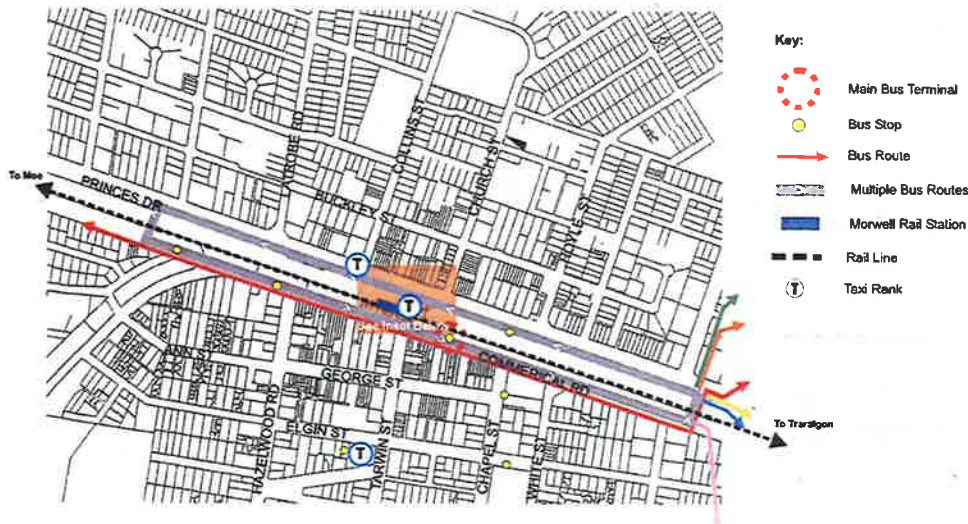
Future rail services through Moe Station will be linked with the Fast Rail scheme and as yet no details are available on the frequency or extent of stopping services at Moe as a result of this scheme.

Taxis

Two taxi zones will be provided:

- Moore Street; and
- Station forecourt.

Figure 3.2 Morwell Public Transport



Transport Interchange

The new interchange and landscaping that is currently being constructed around the rail station includes enhanced facilities for all modes, including:

- Exclusive pull in bay for buses with direct pedestrian access to the rail station;
- Extensive bus shelters provided to serve waiting passengers;
- Taxi zone with direct access to the rail station;
- Ramps to provide easy access into the station building for people with limited mobility;
- Dedicated area to cater for kiss and ride trips which is segregated from the bus and taxi facilities;
- Direct pedestrian links providing easy access to the northern and southern retail areas; and
- Commuter car park with accessible spaces for use by rail travellers. See Volume 3: Master Plans - Morwell Project 1

Buses

The review of Latrobe Valley bus services, currently being undertaken by the private bus operator and the Department of Infrastructure, will result in some changes to services to/from Morwell. Services within the town centre, however, are somewhat restricted by the limited road crossing points of the rail line and are expected to continue to follow the existing route westbound along Princes Drive and eastbound along Commercial Road.

The bus terminal south of the rail line on Commercial Road will remain the main bus stop in Morwell, however this situation should be reviewed based on future travel patterns and the need to integrate with Fast Rail services. Existing design issues with this bus stop are to be addressed to ensure that buses are clear of Commercial Road whilst allowing passengers to board services under shelter.

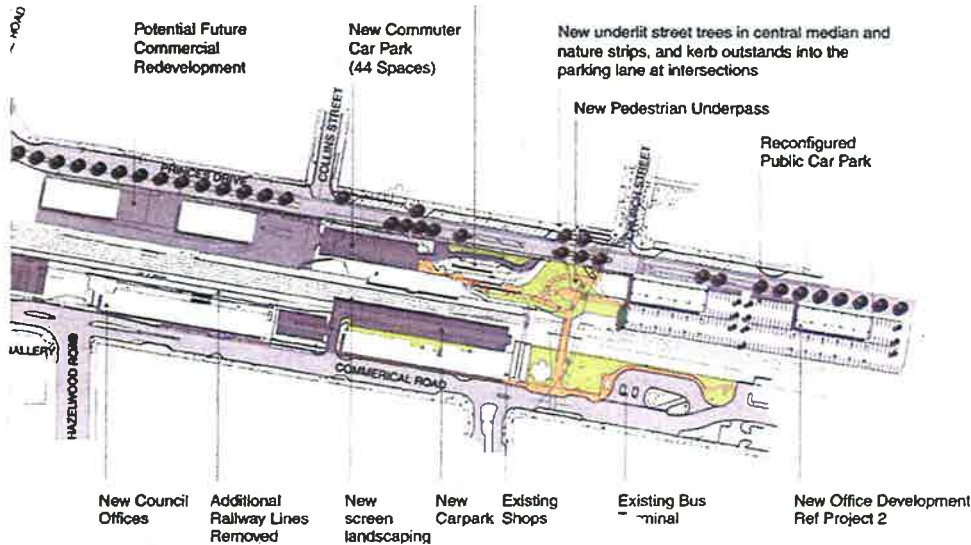
Rail Services

Future rail services to Morwell will be linked with the forthcoming timetables for Fast Rail services and therefore to date there are no details on the frequency or extent of stopping services at Morwell.

Taxis

The existing taxi ranks on Collins Street and Elgin Street should remain, as they are well placed to serve shoppers and people visiting key town centre attractions.

New bus, taxi and kiss & ride facilities, pedestrian and disabled access, and enhanced passenger facilities



4 Planning Framework

"Our strong economy, with record building approvals and high migration levels from interstate is creating challenges for the planning system in Victoria. Planning schemes and policies must be clear, and processes efficient, if Melbourne 2030 is to achieve its goals." DoI, Melbourne 2030 Planning for Sustainable Growth, 2003, p.24

4.1 Introduction

The Latrobe Transit-Centred Precincts strategy is supported by a number of state government planning initiatives including *Melbourne 2030*. To support this overarching policy framework, the Latrobe Planning Scheme needs to articulate planning policy in more detail, encourage appropriate development, provide certainty to developers and provide tools for those who are assessing development proposals to facilitate an easy transition from the existing conditions to transit centred precincts.

The controls must be clear and unambiguous, to provide as much certainty as possible to both prospective developers and assessors. They should make the desired outcomes easy, and prohibit undesired outcomes. For instance, rather than merely a statement of desire, there should be clear entitlements to:

- Density – but also minimum requirements for density (near the top of what is viable);
- Mixed use; and
- Reduced parking rates – but also maximum parking rates (near the bottom of what the market will accept). (In the USA parking requirements for rented residential dwellings in Transit Oriented Developments has been reduced by around 20%, for offices by around 15% and for mixed-use by around 25%)

Parking rates have been based on a car-oriented environment, and have the wrong emphasis for a transit precinct. The emphasis of the transit precincts on public transport suggests lower rates of parking and potentially maximum rates.

However, the controls must also be as flexible as is appropriate to allow for a changing property market. In other words they must find an appropriate balance between certainty and flexibility. Clear and unambiguous controls will also provide property value protection by guaranteeing neighbours adhere to similar standards.

It is important to minimise approval uncertainty and time for processing applications. Approval systems should allow for the fast-tracking of applications that meet transit centred development criteria, or a 'pre-approval' mechanism. Investors are more likely to be attracted to a higher risk situation if the Council can offer some certainty about the type of planning approval that is achievable. This reduces speculation and makes it easier to establish a fair market value for properties. Mechanisms to achieve this certainty under the planning scheme include:

- Provide development guidelines
- Update the MSS and Local Planning Policy
- Prepare indicative Master Plans

In addition to getting the planning controls and systems right it is important to get the planning mindset right. International experience has shown that Transit Centred development initiatives can fail due to planning and development staff within planning authorities not having detailed knowledge about how to implement transit centred development. This has led to difficulty in obtaining development approvals from local authorities, causing delays that cost significant time and money, deterring potential developers and making it more difficult for project proponents to obtain financing. Therefore, there is a need to ensure planning review and approval processes mandate appropriate development characteristics such as increased densities, and that staff are ready for strong local opposition caused through fear of change. An example of a change potentially required to the planning mindset this is the need to relax parking requirements. This requires district-wide approach to distributing parking requirements among all landowners near the main transit hub. This may include the promotion of shared parking and credits for on-street parking.

Amendments to the planning and development strategies and controls should be undertaken in a comprehensive and consolidated fashion by the implementation body (see Chapter 2) even if this is in advance of development interest. The alternative approach is to express intent to enable development in accordance with the Urban Renewal Frameworks and amend controls on a site-by-site basis following expression of interest from development proponents. However, this is not recommended in this instance as it is considered that amending the development control framework in a consolidated fashion 'up-front' will provide an important signal to the development community regarding the commitment of key stakeholders towards implementation of transit centred projects.

4.2 Planning Mechanisms

A number of different planning mechanisms are proposed to achieve the identified outcomes. These include:

- Amendments to the **Municipal Strategic Statement (MSS)** to describe the Urban Renewal Frameworks, including clear statements of the strategic directions contained within them.
- The introduction of **Local Planning Policies (LPPs)** for each of the Transit Precincts, to develop the strategic directions set out in the MSS into more specific policies, including more specific land use directions such as the promotion of appropriate uses in each part of the precincts.
- The **rezoning** of land to support and encourage the outcomes identified in the Urban Renewal Frameworks.
- The introduction of a **Design and Development Overlay (DDO)** over each of the Transit Precincts, to ensure appropriate forms of development, such as continuous retail frontages on boundaries abutting streets and public car parks in the retail core.
- Listing the Urban Renewal Frameworks and Master Plans as **Reference Documents**.

The table below sets out in more detail each change and how it can be implemented.

Action Table 3: Planning Framework

	Actions	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	General				
A3.0.1	Make amendments to the Municipal Strategic Statement (MSS) to describe the Urban Renewal Frameworks, including clear statements of the strategic directions contained within them.	LCC	DSE, Property owners & occupiers	S3.3.1 Promote new higher -density housing, offices, public facilities and tourism development in the transit precinct cores S3.4.1 Direct appropriate new retail development to the Moe, Morwell and Traralgon town centers S3.4.2 Encourage an appropriate mix of uses within the Moe Morwell and Traralgon town centres S3.5.1 Encourage medium -density housing at the transit precinct edges	120,000
A3.0.2	Introduce Local Planning Policies (LPPs) for each of the Transit Precincts, to develop the strategic directions set out in the MSS into more specific policies, including more specific land use directions such as the promotion of appropriate uses in each part of the precincts.	LCC	DSE, Property owners & occupiers	As A3.0.1	see A3.0.1
A3.0.3	Introduce a Design and Development Overlay (DDO) over the transit precincts, to ensure appropriate forms of development, such as continuous retail frontages on boundaries abutting streets and public car parks.	LCC	DSE, Property owners / occupiers	S3.3.3 Ensure new development in the transit precinct cores is of high quality S3.4.3 Ensure new development in the Moe, Morwell and Traralgon town centres supports an inviting public realm	see A3.0.1
A3.0.4	List the Urban Renewal Frameworks and Master Plans as Reference Documents.	LCC	DSE	As A3.0.1	see A3.0.1
A3.0.5	Train council staff in the new paradigm of Transit Centred Development and ensure cooperation/ coordination between departments	LCC	LCC	As A3.0.1	1,000

Works include excavation for tree planting, irrigation and subsail drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Action Table 3: Planning Framework (cont.)

	Actions	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost
	Moe				
A3.1.1	Rezone all properties fronting George Street between Moore and Anzac Streets and fronting Kirk Street south of Hasthorpe Place to Mixed Use Zone. See Figure 4.1	LCC	DSE, Property owners & occupiers	S4.3.1 Promote higher-density residential and mixed-use development in the transit precinct core	see A3.0.1
A3.1.2	Rezone all of the properties fronting Bell Street west of Moore Street extending as far as the industrial land to the west to Residential 2 Zone. See Figure 4.1	LCC	DSE, Property owners / occupiers	S4.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	see A3.0.1
A3.1.3	Rezone the Business 1 Zone properties fronting Langford Street to Residential 2 Zone. See Figure 4.1	LCC	DSE, Property owners	S4.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	see A3.0.1
A3.1.4	Extend the Mixed Use Zone fronting Lloyd Street to the east as far as, but not including, the Courthouse land. See Figure 4.1	LCC	DSE, Property owners	As A3.1.1	see A3.0.1
A3.1.5	Undertake a parking study in order to ascertain the relative supply and demand of parking in the northern town centre. Using the findings of the survey, prepare a Parking Precinct Plan to clearly establish the parking requirements for new development in the area, with the aim of determining the minimum rates needed in order to foster development. See Figure 4.1	LCC	DSE, DoI, VicRoads	S4.4.1 Encourage the development of vacant and underutilised sites, and a car park, the reuse of vacant buildings in the town centre S4.4.5 Encourage the development of offices or apartments above shops S4.4.6 Ensure new development in the town centre creates a compact retail core and an active, well defined and well lit public realm	\$15,000

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Action Table 3: Planning Framework (cont.)

	Actions	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	Morwell				
A3.2.1	Rezone land fronting Elgin Street west of Tarwin Street that is presently zoned Business 1 Zone (including the southern half of the former IGA site) and Business 2 Zone to Mixed Use Zone. See Figure 4.2	LCC	DSE/ Property owners	S5.4.4 Encourage the development of medium density housing on the fringe of the town centre	see A3.0.1
A3.2.2	Rezone the former Collins Street school site, Ericsson site and the Residential 1 zoned properties between Church and Collins Street to Residential 2 Zone. See Figure 4.2	LCC	DSE, Property owners & occupiers	S5.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	see A3.0.1
A3.2.3	Undertake a parking study in order to ascertain the relative supply and demand of parking in the northern town centre. Using the findings of the survey, prepare a Parking Precinct Plan to clearly establish the parking requirements for new development in the area, with the aim of determining the minimum rate needed in order to foster development.	LCC	DSE, DoI, VicRoads	S4.4.1 Encourage the development of vacant and underutilised sites and car parks, and the reuse of vacant buildings in the town centre S4.4.5 Encourage the development of offices or apartments above shops S4.4.6 Ensure new development in the town centre creates a compact retail core and an active, well defined and well lit public realm	\$15,000
	Traralgon				
A3.3.1	Rezone the land between the railway line and Queens Parade that is west of the Railway service land to Mixed Use Zone. See Figure 4.3	LCC	DSE, VicTrack, private property owner(s)	S6.3.1 Promote higher-density residential and mixed-use development in the transit precinct core	See A3.0.1
A3.3.2	Rezone the former Manny's Market site and adjacent sites (24-28 Gray Street and the adjacent Council-owned land on Franklin Street) from Business 2 Zone and Public Park and Recreation Zone to Mixed Use Zone. See Figure 4.3	LCC	DSE, Property owners / occupiers	S6.4.1 Encourage the development of vacant and under-utilised sites and car parks S6.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	See A3.0.1
A3.3.3	Rezone the Residential 1 Zoned land between the station and industrial land to its south, and between Hickox Street and the Traralgon Creek to Residential 2 Zone. See Figure 4.3	LCC	DSE, Property owners	S6.5.1 Promote the development of medium-density housing or elderly persons accommodation on the fringe of the transit precinct	See A3.0.1
A3.3.4	Using findings of the Traralgon CBD Parking Study (2003) prepare a Parking Precinct Plan to clearly establish the parking requirements for new development in the area, with the aim of determining the minimum rate needed in order to foster development	LCC	DSE, DoI, VicRoads	S6.4.5 Ensure new development in the transit centre creates a compact retail core and an active, well defined and well lit public realm S6.4.1 Encourage the development of vacant and under-utilised sites and car parks S6.4.4 Encourage the development of offices and or apartments above shops	\$10,000
A3.3.5	Review the extent of the Environmental Audit Overlay on the land zoned Mixed Use Zone south of Alford Street between Hickox Street and Dunbar Road.	LCC	DSE, Property owners	S6.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	See A3.0.1

Figure 4.1 Moe Planning Framework

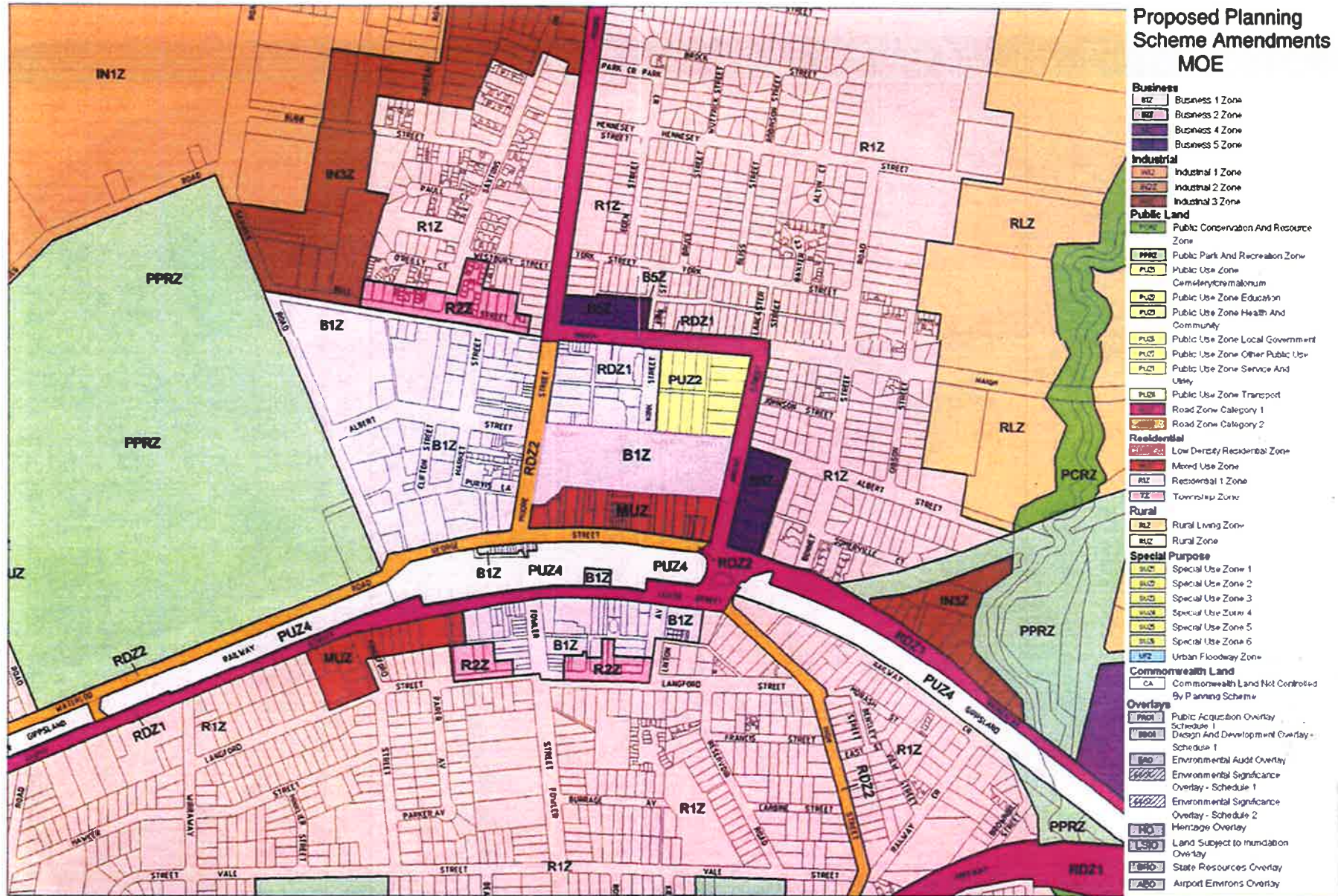
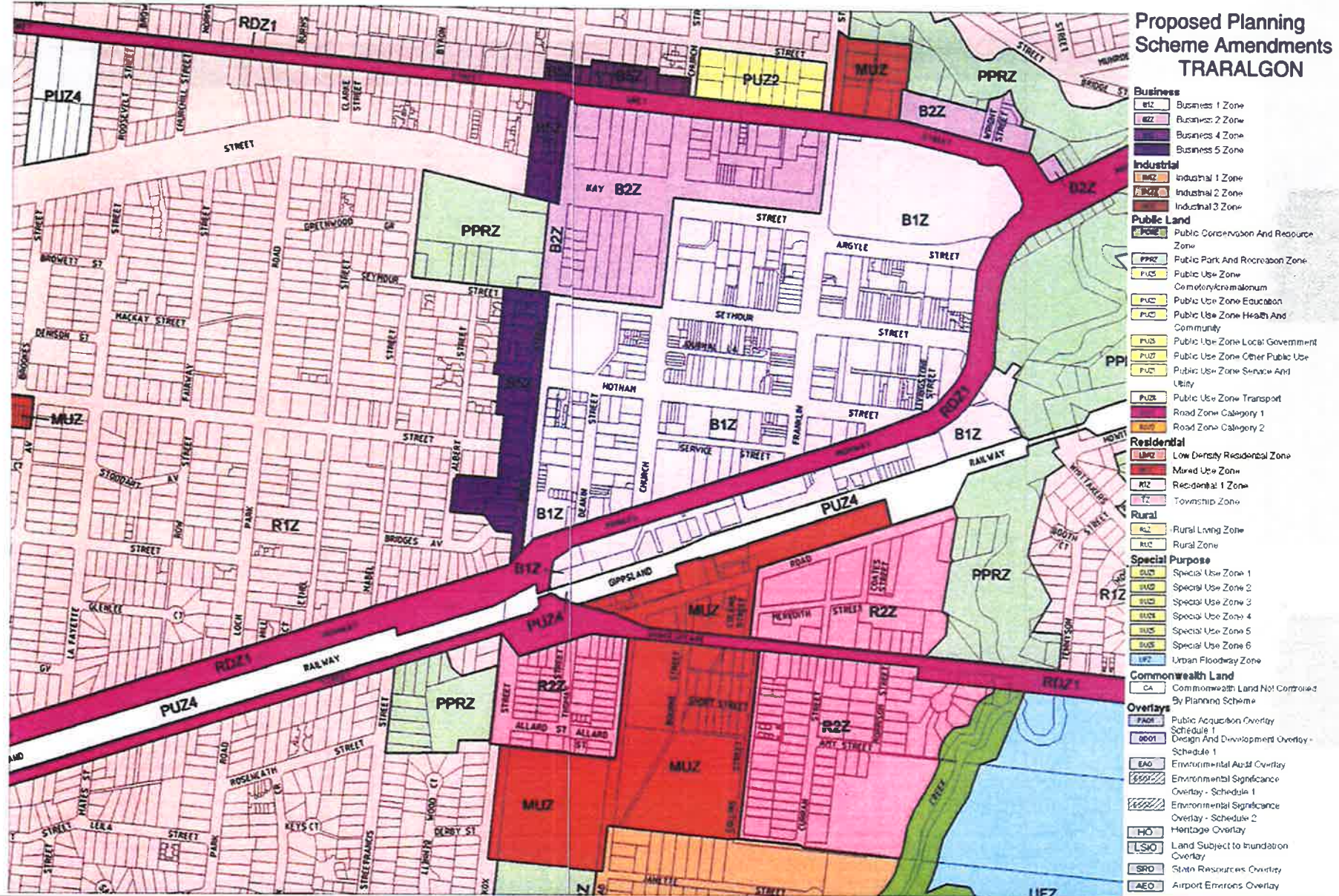


Figure 4.1 Traralgon Planning Framework



5 Public Realm Improvements

Public realm improvements help to support the transit precinct function by:

- Increasing the capacity of public spaces to allow people to interact and therefore increase the vibrancy and vitality of a place.
- Facilitating pedestrian and cycle movement.
- Acting as a catalyst for further development, encouraging private development by creating a better setting.
- Showing the commitment of government to town centre revitalisation.

It is important that the town centre be at the heart of the city's culture and its public face. It should function as a focal point for the town's collective social, economic and civic life, its shopping, its work, its services and the gathering of the community in acts of celebration.

It is recommended that public realm improvements are undertaken in the areas around catalyst projects to ensure street level amenity and linkages between those projects and key nodes of activities (such as shops, entertainment facilities and public transport) is at a very high standard, supporting their role as 'demonstration' projects. Such public works should be undertaken in tandem with or in advance of catalyst projects.

Education is an important element of implementation. Those who have the responsibility to build the public realm (such as Council engineers), need to understand the principles of transit centred development, which may lead to different design solutions to those typically utilised in car-oriented environments.

The following table draws together the actions required to improve the public realm in the three transit precincts. These vary from small to large-scale interventions, all of which can have a significant impact.

Action Table 4: Public Realm Improvements

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
A4.0.1	General Develop and implement a regional cycle strategy	-	LCC, VicRoads	VicRoads	S3.2.2 Improve cycling facilities	20,000 (1)

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Action Table 4: Public Realm Improvement (cont.)

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	Moe					
A4.1.1	Design and construct streetscape improvements to George and Lloyd Streets. See Figure 5.1 Figure 5.2 and Figure 5.3	Moe 1	LCC	Adjoining businesses, property owners	S4.1.4 Improve the profile and image of the station precinct	100,000
A4.1.2	Design and construct the proposed changes to the layout of Moore and Albert Streets. See Figure 5.1 Figure 5.2 and Figure 5.3	Moe 7	LCC	Adjoining businesses & property owners, VicRoads	S4.4.7 Ensure all streets and lanes in the town centre are pedestrian-friendly	1,020,000
A4.1.3	Design and construct the proposed changes to the layout of Fowler Street. See Figure 5.1 Figure 5.2 and Figure 5.3	Moe 1	LCC	Adjoining businesses & property owners	S3.3.2 Improve streetscapes in the transit precincts	242,000
A4.1.4	Develop the concept for improvements to the Anzac Street roundabout. See Figure 5.2 and Figure 5.3	-	LCC	VicRoads	S3.3.2 Improve streetscapes in the transit precincts	260,000
A4.1.5	Design and construct new shared off-street pedestrian cycle paths along the north side of Lloyd Street west of the station, and between the station and the Moe-Yallourn Rail Trail along the northern side of the railway line	Moe 1	LCC	VicTrack, Rail Trail Group	S4.1.2 Improve interchange between rail services and other travel modes	130,000
A4.1.6	Create new cycle routes along Albert Street, Savages Road and Market Street, and provide way finding signage indicating routes, distances and attractions.	Moe 7	LCC	Rail Trail Group	S4.2.4 Improve cycle access to the station and town centre	60,000
A4.1.7	Extend Market Street to George Street and widen the western access to the Clifton Street car park to form a street.	Moe 6	LCC	DSE, Property owners / occupiers	S4.4.1 Ensure the development of vacant and under-utilised sites and car parks in the transit centre	214,000
A4.1.8	Design and implement landscaping improvements to the railway land on the south side of the line west of Kingsford Street to form a public park	Moe 1	LCC	VicTrack	S4.3.1 Promote higher-density residential and mixed-use development in the transit cores	81,600
A4.1.9	Improve the condition and amenity of Hasthorpe Place and Skeetons Lane through high quality surface treatments, lighting to provide safety and security and allowing for tenancies to open directly onto the lanes	Moe 4	LCC	DSE, Property owners / occupiers	S4.4.7 Ensure all streets and lanes in the town centre are pedestrian-friendly	297,000
A4.1.10	Improve the condition and amenity of Kelly Lane	Moe 8	LCC	DSE, Property owners / occupiers	S3.3.2 Improve streetscapes in the transit precincts	145,000
A4.1.11	Plant additional street trees in the precinct edge	-	LCC	DSE, Property owners / occupiers	S3.3.2 Improve streetscapes in the transit precincts	100,000
A4.1.12	Install additional cycle racks in the town centre	-	LCC	VicRoads	S5.2.1 Improve cycle access to the station and town centre	17,000

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Action Table 4: Public Realm Improvements (cont.)

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	Morwell					
A4.2.1	Design and construct streetscape improvements in Princes Drive. See Figure 5.4 Figure 5.5 and Figure 5.6	Morwell 2	LCC, DSE	VicRoads	S5.1.4 Improve the profile and image of the station area	354,000
A4.2.2	Design and construct streetscape improvements in Buckley Street. See Figure 5.5	Morwell 3	LCC	Property owners / occupiers	S3.3.2 Improve streetscape in the transit precincts	82,800
A4.2.3	Design and construct streetscape improvements in Church Street. See Figure 5.4 and Figure 5.6	Morwell 1	LCC	Property owners / occupiers	S3.3.2 Improve streetscape in the transit precincts	23,500
A4.2.4	Design and construct streetscape improvements in Commercial Road. See Figure 5.4 Figure 5.5 and Figure 5.6	Morwell 1	LCC, DSE	VicRoads	S5.1.1 Improve pedestrian access to the station and town centre S5.2.1 Improve cycle access to the station and town centre	Cost included in A4.2.5
A4.2.5	Design and construct new on – street cycle lanes along Elgin Street, Tarwin Street, Buckley Street and Commercial Road. See Figure 5.5	Morwell 1	LCC	VicTrack, VicRoads	S5.2.1 Improve cycle access to the station and town centre	18,500
A4.2.6	Linemark a shared parking and cycle lane along Latrobe Road in accordance with the VicRoads Operational Management Plan. See Figure 5.5	-	LCC, VicRoads	VicRoads	S5.2.1 Improve cycle access to the station and town centre	VicRoads budget
A4.2.7	Install additional cycle racks in the town centre	-	LCC	VicRoads	S5.2.1 Improve cycle access to the station and town centre	17,000
A4.2.8	Design and implement landscape improvements to Collins Street park	-	LCC,		S5.5.1 Promote the development of medium density housing or elderly persons accommodation on the fringe of the transit precinct	9,600

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

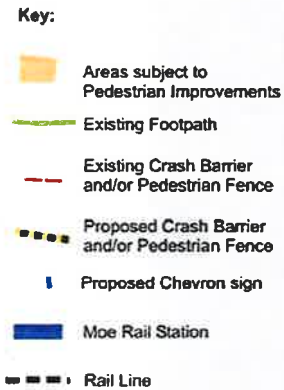
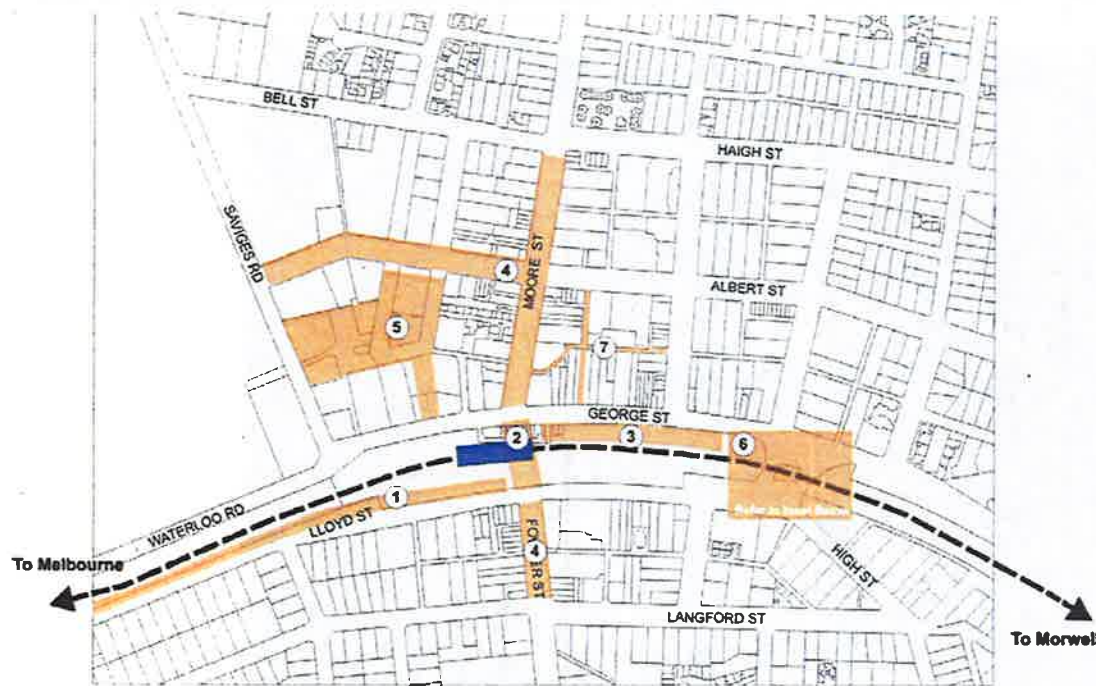
Action Table 4: Public Realm Improvements (cont.)

	Actions	Master Plan Reference	Implementation	Stakeholder	Strategy Being Implemented	Cost (\$)
	Traralgon					
A4.3.1	Design and construct improvements to Princes Street. See Figure 5.7, Figure 5.8 and Figure 5.9	Traralgon 2	LCC, VicRoads	VicRoads	S6.1.4 Improve the profile and image of the station precinct	260,000
A4.3.2	Design and construct improvements to the creekside path including the rail underpass. See Figure 5.7, Traralgon Pedestrian Network and Figure 5.8 Traralgon Cycle Network.	-	LCC	-	S6.2.1 Improve pedestrian access to the station and town centre	150,000
A4.3.3	Provide a footpath and pedestrian lighting along the southern side of Princes Street	-	VicRoads	LCC	S6.2.1 Improve pedestrian access to the station and town centre	208,000
A4.3.4	Reconfigure the Hyland Highway roundabout to improve pedestrian amenity. See Figure 5.7 and Figure 5.8	Traralgon 7	VicRoads	LCC	S6.2.1 Improve pedestrian access to the station and town centre	10,200
A4.3.5	Provide a pedestrian refuge in Shakespeare Street at its intersection with Collins Street	-	VicRoads	LCC	S6.2.1 Improve pedestrian access to the station and town centre	10,000
A4.3.6	Linemark a shared bicycle/parking lane along Shakespeare Street, as listed in the action plan in the VicRoads Operational Management Plan.	-	VicRoads	LCC	S6.2.2 Improve cycle access to the station and town centre	VicRoads budget
A4.3.7	Delineate, mark and sign the existing bicycle path on Kay Street west of Breed Street. See Figure 5.8	-	LCC	VicRoads	S6.2.2 Improve cycle access to the station and town centre	3,000
A4.3.8	Provide a bicycle lane along Kay Street east of Breed Street. See Figure 5.8	-	LCC	VicRoads	S6.2.2 Improve cycle access to the station and town centre	4,300
A4.3.9	Design and construct changes to the design of Franklin Street to encourage cyclists through the town centre. See Figure 5.8	-	LCC	-	S6.2.2 Improve cycle access to the station and town centre	135,000
A4.3.10	Design and construct streetscape improvements in Queens Parade	-	LCC	Adjoining property owners	S3.3.2 Improve streetscapes in the transit precincts	24,000
A4.3.11	Design and construct a public square at the corner of Queens Parade and Shakespeare Street. See Figure 5.7	-	VicRoads	LCC	S6.3.2 Promote the development of urban lifestyle hubs in the transit precinct cores	24,000
A4.3.12	Design and implement landscaping improvements to the open space in the forecourt of the old station building	-	LCC, DSE	VLine	S6.3.1 Promote higher density residential and mixed-use development in the transit precinct cores	72,000
A4.3.13	Design and construct streetscape improvements to Shakespeare Street	-	VicRoads, LCC	-	S3.3.2 Improve streetscapes in the transit precincts	24,000
A4.3.14	Plant additional street trees in Hickox, Dunbar and Collins Streets	-	LCC	-	S3.3.2 Improve streetscapes in the transit precincts	30,000
A4.3.15	Improve pedestrian links between Post Office Place and Victory Park by highlight the existing pedestrian route by installing chevron signs or equivalent. See Figure 5.7	-	VicRoads	LCC	S6.2.1 Improve pedestrian access to the station and town centre	2,000
A4.3.16	Make improvements to the Grey Street pedestrian crossing as listed in the action plan in the VicRoads Operational Management Plan. See Figure 5.9	-	LCC	-	S6.2.1 Improve pedestrian access to the station and town centre	VicRoads budget
A4.3.17	Install additional cycle racks in the town centre	-	LCC	-	S5.2.1 Improve cycle access to the station and town centre	17,000

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Figure 5.1 Moe Pedestrian Network



Pedestrians

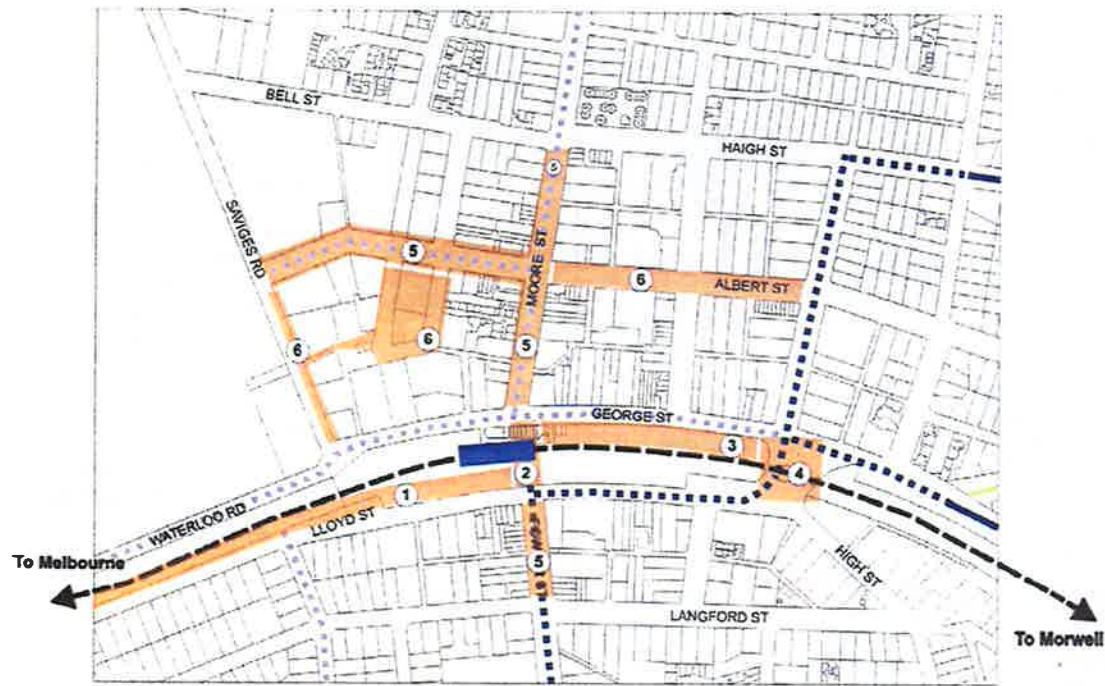
The following proposals will improve the connectivity and legibility of the pedestrian environment within Moe town centre:

- ① A new shared pedestrian/cycle path will be created along the northern side of Lloyd Street linking the south-west neighbourhood areas to the station and then across the rail line to the town centre. See Volume 3: Master Plans - Moe Project 1
- ② The new level crossing to the east of the station will incorporate pedestrian crossing points to provide a safe and convenient route across the rail line. The crossing points will be accessible for all users, including people using wheelchairs or those with impaired mobility. See Volume 3: Master Plans - Moe Project 1
- ③ Construct shared pedestrian/cycle path to the Moe-Yallourn Rail Trail to the east. See Volume 3: Master Plans - Moe Project 1
- ④ The new street and parking layouts in Moore, Albert and Fowler Streets will assist in reducing traffic speeds and provide safer and more convenient crossing facilities for pedestrians. Treatments will include installation of chevron signs. See Volume 3: Master Plans - Moe Project 7
- ⑤ The new streets, improved car park and retail area between Albert Street and George Street will provide more direct and legible pedestrian connections through this area. See Volume 3: Master Plans - Moe Project 5 & 6
- ⑥ The proposed changes to the layout of the roundabout over the rail line will improve pedestrian routes and include the formalising of pedestrian facilities, including the implementation of better crossings, and removal of existing inappropriately located facilities. Proposed alterations to the roundabout road pavement should assist in reducing driver confusion, thereby improving safety, however should not come at the expense of the surrounding footpaths.
- ⑦ Improve the condition and amenity of Hasthorpe Place and Skeetons Lane through high quality surface treatments, lighting to provide safety and security and allowing for tenancies to open directly onto the lanes

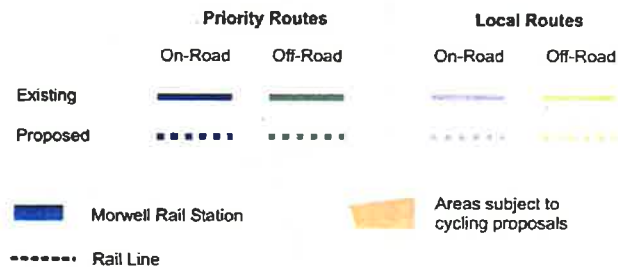
General measures that will also improve the pedestrian experience include:

- Install a well designed wayfinding signage system to improve overall legibility of the network, particularly for visitors and tourists.
- Increasing development within the town centre will increase overall activity, thereby improving passive surveillance and enhancing personal safety.

Figure 5.2 Moe Cycle Network



Key:



Cycling

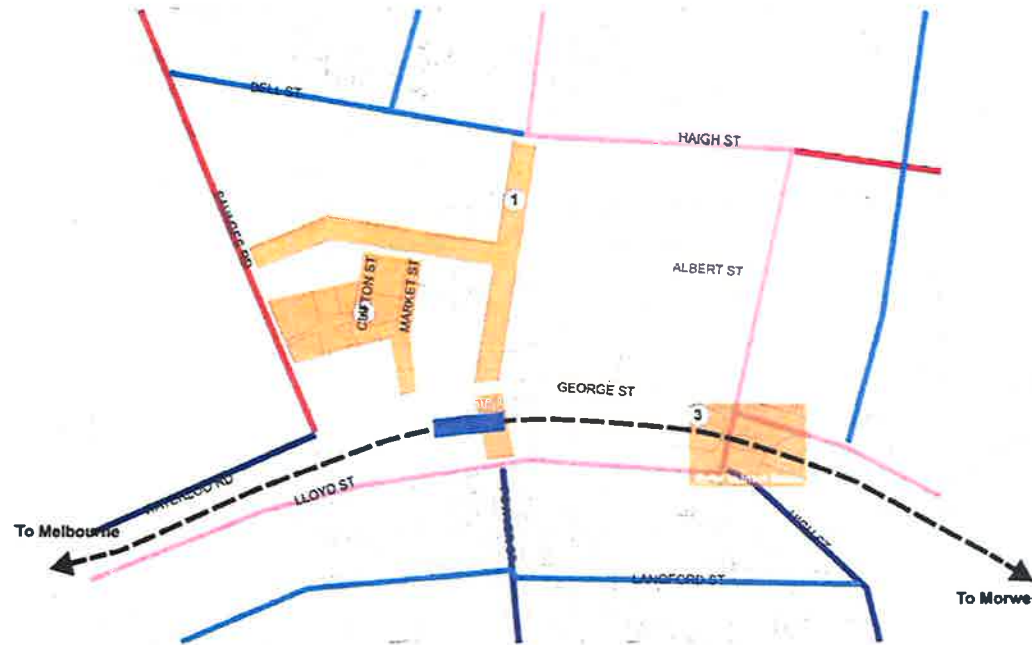
Proposals to improve the cycling environment within Moe town centre include:

- ① Install a shared off-street pedestrian/cycle path along the northern side of Lloyd Street linking the western neighbourhoods with the station and the town centre.
See Volume 3: Master Plans - Moe Project 1
- ② Incorporate safe cycle crossing points into the new level crossing at the station to provide access between the two sections of the town centre.
See Volume 3: Master Plans - Moe Project 1
- ③ Construct a new shared pedestrian/cycle path to the Moe-Yallourn Rail Trail to the east. At the eastern end the link follows the rail line under the road bridges, then under along the disused rail line to meet the existing trail.
See Volume 3: Master Plans - Moe Project 1
- ④ The improvements to the roundabout over the rail line will assist in clarifying vehicular movements and therefore improve safety for cyclists.
- ⑤ The revised street and parking layout in Moore, Albert and Fowler Streets will include on-street cycle lanes in line with the existing cycle plan.
See Volume 3: Master Plans - Moe Project 7
- ⑥ The existing cycle network should be revised to include further links along Albert Street, Saviges Road, Market Street and its proposed extension to provide a connected network.
See Volume 3: Master Plans - Moe Project 6 & 7

Further general improvements that will enhance the cycling experience include:

- Locating cycle storage facilities at convenient places within the town centre including at the station, on Moore Street and Albert Street.
- Installing a well designed wayfinding signage to indicate cycle routes, including distances and attractions. This should include recreational facilities such as the Rail Trail to assist legibility of the local area for visitors.
- Council continuing to implement the cycle network, assisted by funding from VicRoads. Particular attention should be given to designing and implementing facilities at intersections to ensure that a safe and convenient path of travel is identified for cyclists.

Figure 5.3 Moe Road Network



Key:

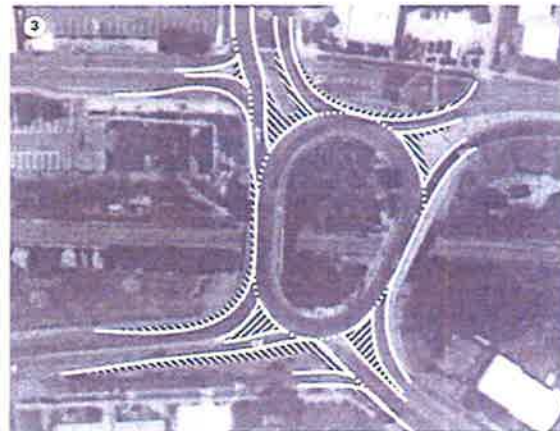
VicRoads Controlled

- M road, A road, B Road
- C road (Main Road)

Council Controlled

- Secondary Arterial
- Collector
- Access Street - Major

- Areas subject to proposals
- Moe Rail Station
- Rail Line
- Proposed linemarking



Roads

Principles

The transit cities program aims to create safe, vibrant and accessible communities that link people to services, opportunities and to each other. Within Moe, improvements to the road network aim to meet these objectives by:

- Improving links for all modes of transport between the northern and southern precincts of the town centre;
- Directing tourist traffic through the heart of the town centre to capture passing trade, whilst ensuring freight traffic is diverted around the town centre;
- Facilitating pedestrian and vehicular access to the main retail precincts in and around Moore, Albert and Market Streets whilst improving the general shopping experience in the area; and
- Alleviating safety concerns on the existing road network.

In applying the principles of a transit city to Moe, it is particularly important to promote access between Moe and the major towns of the Latrobe Valley. It is likely that the private vehicle will continue to provide the majority of this access in the short term and therefore it is important to address any deficiencies in the road network linking Moe to Morwell and Traralgon.

Actions

In order to meet the principles outlined above, the following actions are proposed for the road network within Moe.

- ① Reduce lane widths and install angle parking in the central median strip along Moore, Albert and Fowler Streets to assist in reducing traffic speeds. The existing shared zone in Moore Street would be moved to an alternative location in the town centre, such as Albert Street, between Moore and Market Streets; See Volume 3: Master Plans - Moe Project 7
- ② Create a more coherent street network and rationalised parking in and around the retail precincts surrounding Market and Clifton Streets, to improve accessibility of this area for drivers; and See Volume 3: Master Plans - Moe Project 5
- ③ To enhance safety and promote access between Moe and Morwell, VicRoads are looking to apply to a future roads program to fund improvements of the Lloyd St/Anzac St roundabout. Priority should be given to this proposal, which will improve delineation of the roundabout, ensuring all approaches and exits are one-lane only (refer to inset). The improvements would be via line-marking in the short term and kerb realignment in the longer term. These works would be carried out in conjunction with improvements to the pedestrian facilities at the intersection.





General improvements that will enhance the network for vehicles include:

- Retain the existing Principal Traffic Network for heavy goods vehicles through the town (marked as the 'C' roads on the plan). This route should be clearly signed as the designated through route for heavy good vehicles, with weight restrictions placed on alternative routes if necessary.
- Install signage to indicate the through route for tourist traffic to Walhalla and other mountain destinations - the route should use Lloyd Street, the new level crossing and Moore Street.

Figure 5.4 Morwell Pedestrian Network



Key:

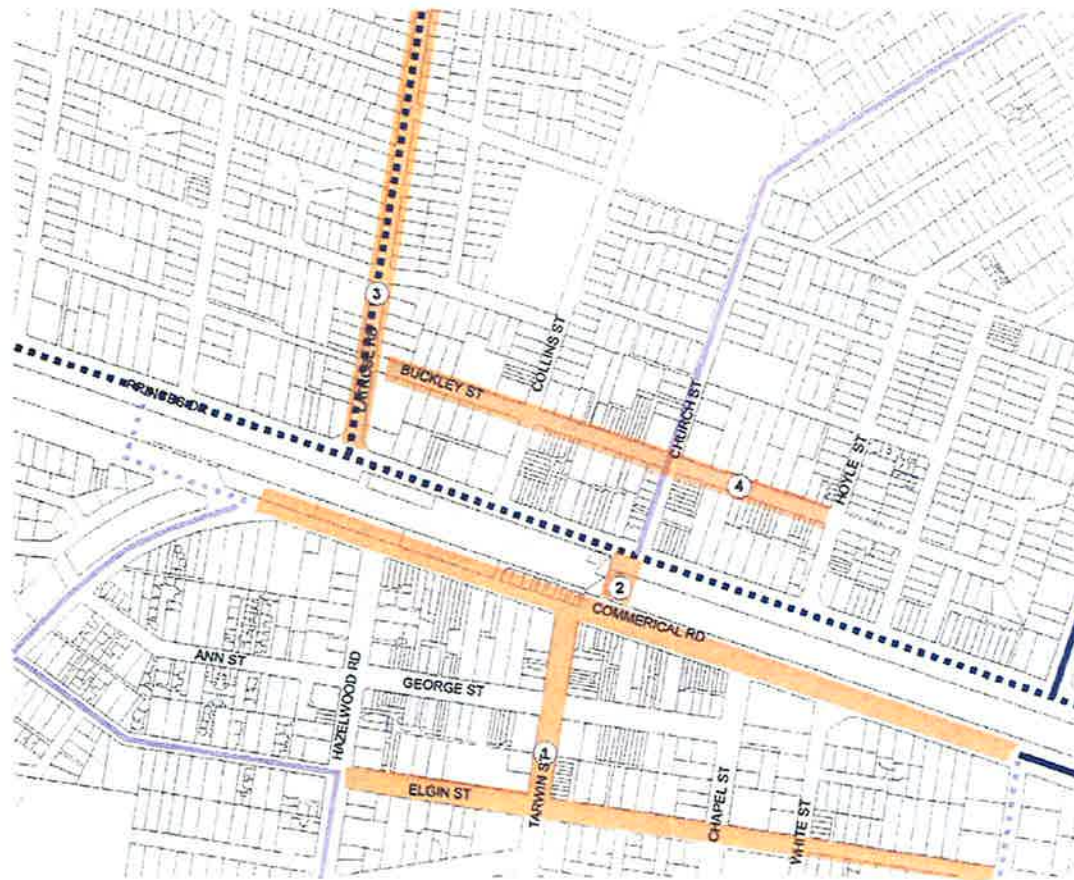
 Areas subject to pedestrian proposals	 Morwell Rail Station
 Existing Off-Street Pedestrian Link	 Rail Line

Pedestrians

The following current and proposed schemes will assist in improving pedestrian connections within the Morwell Transit Precinct:

- ① The works that are currently being undertaken around the station will significantly improve pedestrian access, amenity and personal safety for access between the northern and southern precincts through a relocated and designed pedestrian tunnel and ramps, new signalised intersection of Princes Highway and Church Street and better pedestrian connections to the transport interchange.
See Volume 3: Master Plans - Morwell Project 1
- ② The redesigned retail precinct and off-street car park will provide a better pedestrian route between Manny's and George St.
See Volume 3: Master Plans - Morwell Project 5
- ③ The proposed Council offices on Commercial Road will incorporate footpaths along the northern side of the road to complete the pedestrian network in the area.
- ④ The new medium density housing to the north of Buckley Street will provide an opportunity to create new streets that will increase the permeability of the area for pedestrians. These proposed developments also aim to promote an increase in the general level pedestrian activity in and around the town centre.
See Volume 3: Master Plans - Morwell Project 3

Figure 5.5 Morwell Cycle Network



Key:

	Priority Routes		Local Routes		
	On-Road	Off-Road	On-Road	Off-Road	
Existing					Areas subject to cycling proposals
Proposed					Morwell Rail Station
					Rail Line

Cycling

Proposed improvements to the bicycle network in Morwell include:

- ① New on-street cycle lanes along Elgin Street, Tarwin Street and Commercial Road.
- ② Signage should lead cyclists to cross the rail line via the pedestrian underpass, however they should be guided to dismount through the underpass itself.
- ③ The linemarking of a shared parking and cycle lane along Latrobe Road is a listed action plan in the VicRoads Operational Management Plan.
- ④ New on-street cycle lanes to be incorporated into the revitalisation of Buckley Street .

Further general improvements that will enhance the cycling experience include:

- Cycle storage facilities should be located at convenient places within the town centre including at the station, on Church Street and Tarwin Street.
- A well designed wayfinding signage system should be installed to indicate cycle routes, including distances and attractions.
- Council should continue to implement the cycle network, assisted by funding from VicRoads. Particular attention should be given to designing and implementing facilities at intersections to ensure that a safe and convenient path of travel is identified for cyclists.

Figure 5.6 Morwell Road Network



Key:

VicRoads Controlled

- M road, A road, B Road
- C road (Main Road)

Council Controlled

- Secondary Arterial
- Collector
- Access Street - Major

Roads

Principles

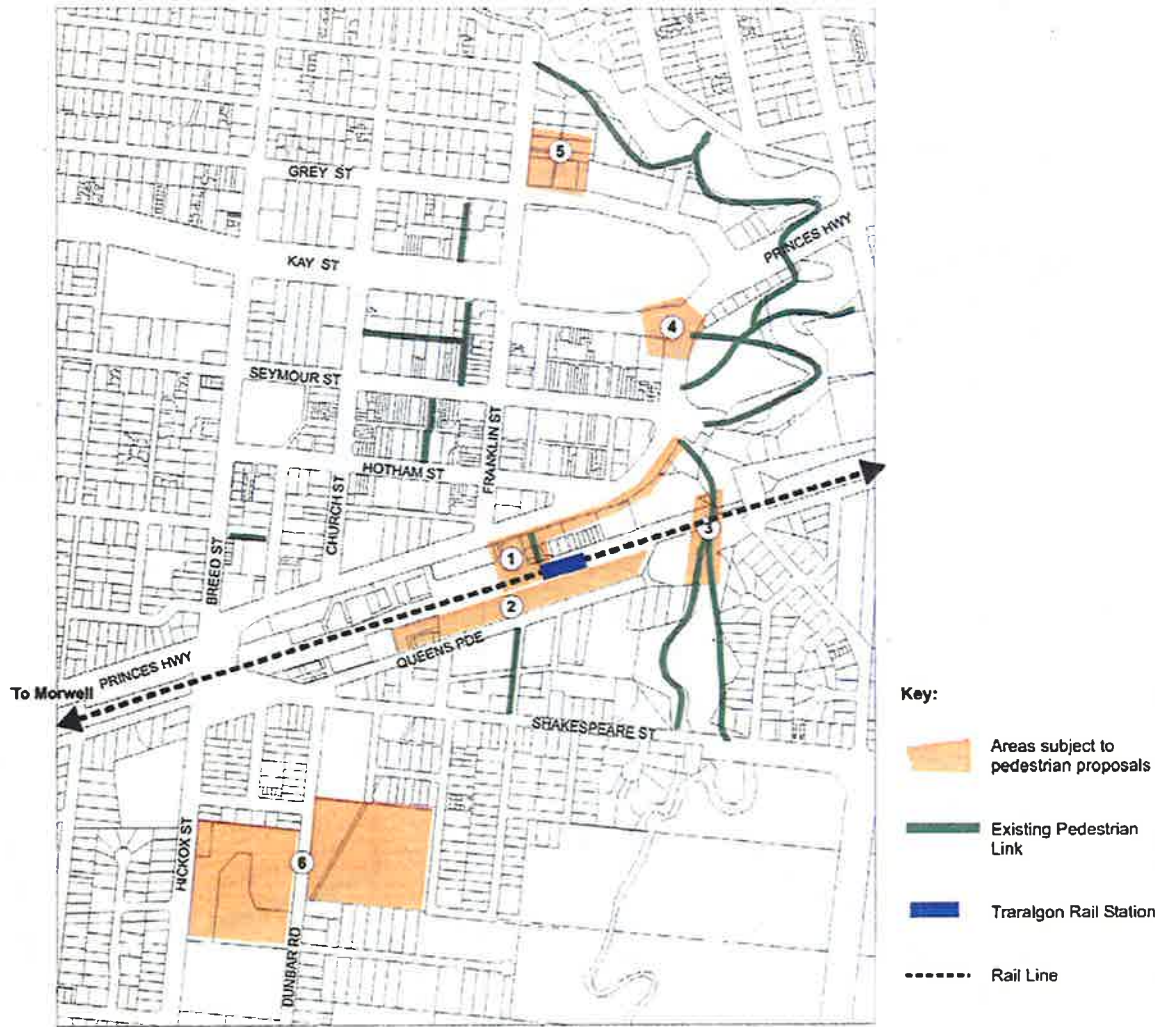
Morwell acts as a gateway to a number of facilities of regional significance such as Churchill and Monash Universities and the Mid Valley Shopping Centre. In addition, the road network plays a major role in linking Morwell to complementary services and community facilities available elsewhere in the Latrobe Valley. Therefore, in applying the concept of transit cities to the Morwell, it is important that priority be given to those road network proposals that promote linkages between Morwell and the communities of Traralgon and Moe.

Actions

In line with the principles above, this study supports those actions listed in the VicRoads Operational Management Plan for Morwell that improve links to Moe and Traralgon. Specifically, the following actions fall within the boundaries of the Morwell study area:

- ① Enhance links to the east via improvements to the McDonald St Bridge, over the rail line, including:
 - Clearer delineation of lanes at the Commercial Road/McDonald Street intersection.
 - Renewed line-marking on the McDonald Street Bridge to allow for 3 southbound lanes, 2 northbound lanes and a median.
 - Installation of directional signs on all approaches of intersections of McDonald Street with Princes Drive and Commercial Road.
- ② Enhance links to the east via improvements to the Jane Street Bridge rail crossing, including:
 - Renewed line-marking on the Jane Street Bridge over the rail line east of the town centre to allow for 2 southbound lanes and 1 northbound lane.
 - Installation of directional signs on all approaches of intersections at the Jane Street Bridge with Princes Drive and Commercial Road.
- ③ Improvements to Latrobe Road
 - Removal of redundant school crossing and pedestrian refuge
 - Improve lighting along length of road
- ④ Construction of additional pedestrian refuges to support pedestrian desire lines along Princes Drive

Figure 5.7 Traralgon Pedestrian Network

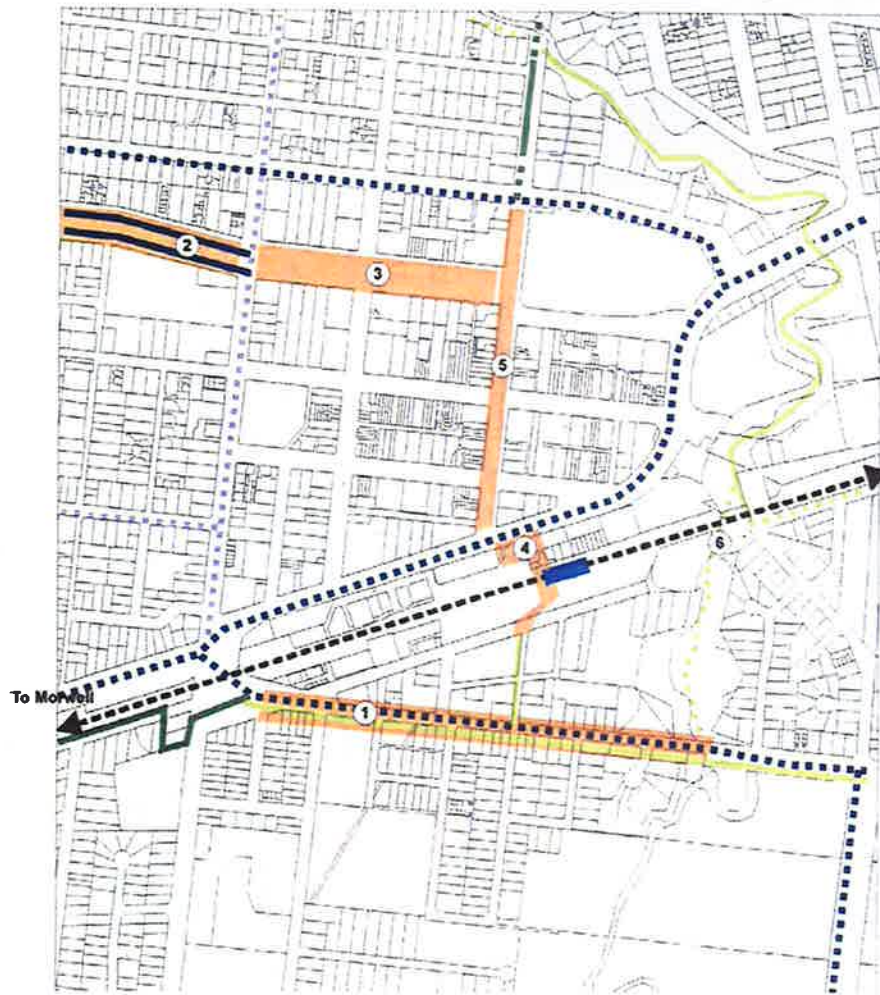


Pedestrians

Recognising that pedestrian links within the town centre are generally good to the north of the rail line, the following proposals focus on improving connections to the town centre from its fringes.

- ① Replace and realign the pedestrian rail overpass, to enable a better link between the areas north and south of the rail line, including lifts for disabled access. In conjunction with upgrades to the rail station entrance, improve the pedestrian links between the station, the bus stop, the town centre and the new pedestrian overpass. This includes the construction of a continuous footpath along the southern side of Princes St extending from the rail station to the east, as far as the intersection with Seymour Street.
See Volume 4: Master Plans - Traralgon Project 1, p43
- ② Provide clear pedestrian links to the new pedestrian overpass from adjacent areas.
See Volume 4: Master Plans - Traralgon Project 1, p43
- ③ Improve the pedestrian rail underpass to include better lighting, painting and more direct sight lines.
- ④ Improve pedestrian links between Post Office Place and Victory Park by highlighting the existing pedestrian route through the intersection with chevron signs or equivalent.
- ⑤ Formalise pedestrian access adjacent to the proposed redevelopment of the former Manny's Market site, between Traralgon Centre Plaza and the Traralgon Creek Reserve.
See Volume 4: Master Plans - Traralgon Project 4, p53
- ⑥ Improve pedestrian permeability via new roads through large residential developments, allowing pedestrian access between them and Burnet Park.
See Volume 4: Master Plans - Traralgon Projects 5 & 6, p55 & 57

Figure 5.8 Traralgon Cycle Network



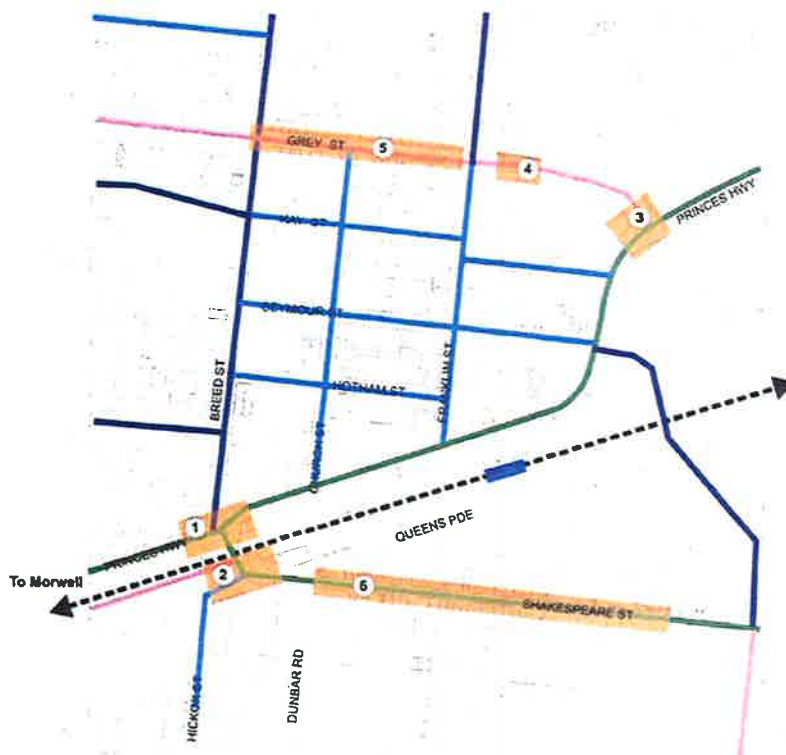
Key:

Priority Routes		Local Routes		Areas subject to cycling proposals	Traralgon Rail Station	Rail Line
On-Road	Off-Road	On-Road	Off-Road			
Existing						
Proposed						

Cycling

- ① The VicRoads Operational Management Plan proposes line-marking of a shared bicycle/parking lane along Shakespeare Street. Under the implementation of this plan, the existing off-street local path would revert back to a pedestrian only footpath.
- ② Delineation and marking of the existing bicycle path on Kay Street west of Breed Street is currently poor and would benefit from clearer signage.
- ③ The VicRoads Plan proposed a bicycle lane along Grey Street, however Kay Street - either on street or in the central median - presents a far more direct link between the existing bicycle lane to the west, and the shopping precinct on Franklin Street.
- ④ The inclusion of lifts to the pedestrian rail overpass would provide a link for cyclists between the north and south of the rail line, although dismounting would clearly be required. An opportunity to link the existing off-road bicycle path from Curran Street to this overpass will be available.
- ⑤ See Volume 3: Master Plans - Traralgon Project 1
- ⑥ While not currently identified in the municipal bicycle network, consideration should be given to the design of Franklin Street to encourage cyclists through the town centre by providing a cycle friendly environment. This route would create a link for cyclists between the town centre to the rail station.
- ⑥ Cycle access under the bridge will be improved with better lighting, painting and more direct sight lines.

Figure 5.9 Traralgon Road Network



- Key:**
- VicRoads Controlled**
 - M road, A road, B Road (Green line)
 - C road (Main Road) (Pink line)
 - Council Controlled**
 - Secondary Arterial (Red line)
 - Collector (Dark Blue line)
 - Access Street - Major (Light Blue line)
 - Rail Line (Dashed black line)
 - Traralgon Rail Station (Blue rectangle)

Roads

Principles

The transit cities program aims to create safe, vibrant and accessible communities by linking people to services and opportunities. Traralgon is the busiest and most vibrant town centre in the Latrobe Valley as a result of the range of facilities available, including a successful retail centre. Traralgon also benefits from passing trade from the Princes Highway. Improvements to the road network within Traralgon, therefore, aim to:

- Maintain the efficiency of the regional road network through improvements that will continue to encourage economic activity in the town centre;
- Manage and minimise the negative impact of through traffic on town centre; and
- Improve the safety and accessibility for all modes of transport, including pedestrians and cyclists, throughout the town centre

Actions

The VicRoads Operation Management Plan for Traralgon identifies a number of improvements to the road network within the Traralgon study area that conform to the principles outlined above. In addition to the improvements of the Grey St/Argyle St intersection that have recently been implemented, the following proposals are also supported:

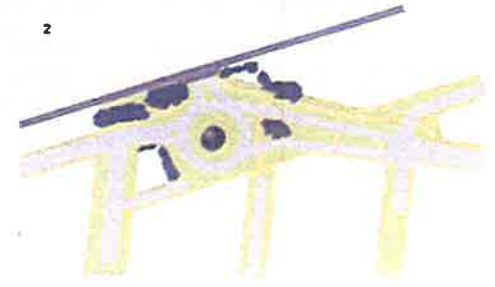
- 1 The VicRoads Plan includes a scheme to realign the western approaches of the Shakespeare Street/Bank Street roundabout to reduce driver confusion and thereby improve safety. The scheme, however, does not improve safety or amenity for pedestrians and cyclists and therefore an alternative option for this intersection has been identified (see below). The new option improve access for pedestrians, releases land for development and simplifies the intersection for vehicles; See Volume 3: Master Plans - Traralgon Project 7
- 2 Addition of kerb outstands, pedestrian refuge and lighting to improve pedestrian safety at the existing zebra crossing across Grey Street;
- 3 The VicRoads Plan proposed a bicycle lane along Grey Street, however Kay Street - either on street or in the central median - presents a far more direct link between the existing bicycle lane to the west, and the shopping precinct on Franklin Street; and
- 4 Linemarking of shared bicycle/parking lane along Shakespeare Street.

Traralgon Bypass

VicRoads is currently undertaking a planning study to reserve land for a future Princes Highway bypass of Traralgon, passing well to the south of the town centre. It is expected that the proposed bypass would not be constructed until bypassing traffic volumes warrant its construction - it is anticipated that this would not be for many years.



VicRoads Scheme



Alternative Traffic Scheme



Public Development

Concentrating employment and higher density housing within transit precincts is critical to their success. While much of this relies on the private sector, government can play its part by locating all appropriate public sector developments in transit precincts. These may include government offices, civic and community facilities, major education and health facilities and public housing. Public sector development can act as 'catalyst' projects that encourage further, private sector development. The new council offices in Morwell are a good example of an appropriate development in a transit precinct.

Although there are no immediate plans for the development of new public housing in the Latrobe Valley any new public housing should be located in the transit precincts, where it is close to services and public transport. This is consistent with the Latrobe Valley Housing Renewal Strategy. *SGS, Latrobe Valley Housing Renewal Strategy, Department of Human Services Office of Housing, November 2002*

The following table draws together the actions required to ensure the public sector develops new facilities in an appropriate location.

Health facilities, higher education campuses and other institutions would benefit the Transit Centred Precincts. This study has identified that there may be government facility investment made in the region which could be targeted for a Transit Centres location. Recommendations for this land use are as follows:

- Establish Public Sector Facility Protocol to ensure that appropriate public sector office, health and education investments are made in the Transit Centred Precincts over time; and
- Proactively direct investment in Transit Centres. This involves working with the relevant agencies through the site identification, planning and development process to ensure development meet broad Transit Centre objectives.

Action Table 5: Public Development

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	General					
A5.0.1	Ensure appropriate Council and DSE developments are located in a transit precinct.	-	LCC, DSE	LCC, DSE	S3.3.1 Direct new higher-density housing, offices, public facilities and tourism development to the transit precinct cores	Project Management budget
A5.0.2	Establish a Latrobe and Gippsland public sector facility planning and development protocol to ensure liaison with public agencies and that all appropriate public sector office, health and education investments are located in the transit precincts.	-	LCC, DSE	All Government Agencies	S3.3.1 Direct new higher-density housing, offices, public facilities and tourism development to the transit precinct cores	Project Management budget
	Traralgon					
A5.3.1	investigate the feasibility of a heritage railway attraction incorporating the historic railway infrastructure southwest of the station.	Traralgon 1	LCC	DSE, DoI, VicTrack, Tourism Vic	S3.3.1 Direct new higher-density housing, offices, public facilities and tourism development to the transit precinct cores	30,000

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

7 Private Development Facilitation

7.1 Introduction

The redevelopment of vacant and under-utilised land within the transit precincts for higher-density, mixed-use development, is critical to their success. Although public sector development may play a critical role in this, the bulk of it will be undertaken by the private sector. Therefore it is critical that all possible ways to encourage and support appropriate private sector developments be pursued.

There are a number of financial challenges associated with private development within transit precincts:

- Historically, mixed use development can be difficult to obtain private financing for as underwriting practices still require land uses to be appraised separately. Lenders often do not understand how mixed land uses work together and undervalue it as a result, or they perceive it have a higher risk and impose higher lending rates.
- The replacement or upgrade of infrastructure to serve higher density development can be expensive
- The need to replace parking spaces lost in the redevelopment of a public car park can make the project unviable
- Land assembly is complicated and time consuming
- Obtaining development entitlements can pose time delays and risks
- Requirements for affordable housing can reduce viability

- Development on 'brownfields' land can present constraints such as the need to demolish existing structures, remediate contaminated brown fields and relocate existing uses and work around existing businesses and land uses.
- Environmental remediation is costly and carries a risk associated with the need for state agency approval. Depending on the reuse, risks posed by contamination may last well into project construction and occupancy*.
- There can potentially be lender or investor resistance to rural city locations due to a perception that an existing urban community is more likely to accept new higher-density, mixed-use projects in urban infill locations that already have higher densities and a variety of uses.
- International experience has shown Transit Centred Precinct development works best with multiple funding sources, which are more complex to set up.

** Initial investigations have shown that some of the land to be used in the locality of the railway stations may require remediation. Land needs to be adequately audited prior to approval for a change in use on potentially contaminated land. Ministerial Direction No.1 requires planning authorities, when considering a planning scheme amendment that would have the effect of allowing potentially contaminated land to be used for a sensitive use, to be satisfied that the site is suitable for the use. EPA, Environmental Auditing of Contaminated Land, Publication 860, Melbourne, Australia, 2002, p 1*

The planning scheme and administration thereof can play an important role in being supportive of appropriate new development through initiatives such as fast-tracking applications and streetscape improvements (See Chapter 4). Public realm improvements domain works can also play an important role in the facilitation of private development (See Chapter 5). The remainder of this chapter identifies the additional more proactive tools required for effective private development facilitation. These tools are:

- Use of public land
- Promotion
- Incentives
- Use-specific measures

7.2 Utilising Public Land

Publicly owned land within a transit precinct is a significant asset to be capitalised upon in implementing transit-centred development strategies. It allows control over the type and form of development that can occur on that land, and offers the potential to facilitate private development through disconnected land values. As identified in Chapter 1 implementation of the various initiatives and projects can be classified on a spectrum from 'fine grain' initiatives to 'big ticket' projects, or low-facilitation to high-facilitation. This section identifies three levels of intervention to facilitate private development on public land. These are:

- Land Assembly and Market Testing
- Commercially Viable Demonstration Projects
- Public Subsidy for Non Commercial Projects

7.2.1 Land Assembly and Market Testing

A number of sites have been identified in each transit precinct as being potentially available for 'intensive' development (See Volume 2: Urban Renewal Frameworks). This includes land around rail stations and other key sites within the transit precincts. The nature of development that is generally envisaged comprises higher density housing, office and other commercial developments, retail developments and mixed-use developments.

This level of facilitation has two steps:

'Packaging' Public Sites for Development involves 'packaging' sites in the three towns in preparation for offer to the development market. This includes obtaining government support for the eventual sale of land at market prices (with amendment to planning controls). For the development community, land acquisition can be particularly difficult. The effort involved may be deemed unwarranted where a land use market is not yet operating or is operating to a low level. On this basis, an important facilitation mechanism is land assembly, undertaken by the public sector.

Market Testing of Development Interest is the next step. It involves offering the catalyst sites to the development market, seeking expressions of interest. This would require proposals to meet the objectives of the transit precincts study. Development that meets criteria should be permitted.

7.2.2 Commercially Viable Demonstration Projects

The next level of facilitation of the bigger development projects is joint venture arrangements between VicUrban and private developers to provide demonstration projects on one or more sites in the transit precincts, assuming these projects are commercially viable. This has three steps:

Development Advice from VicUrban involves a low level of involvement by VicUrban could be harnessed to realise some catalyst projects. In this scenario, the developer would be assisted by VicUrban by way of advice in order to realise a quality demonstration project.

VicUrban Demonstration Projects requires that VicUrban undertake a commercially viable demonstration project with a view to showcase what can be achieved and to demonstrate that a return can be made on investment.

Joint Venture Projects Between VicUrban and Private Developers requires that VicUrban would be an equity partner in a commercially viable development proposal, with a private sector developer / group, to construct a catalyst project as shown generally in this Transit Precincts strategy. The joint venture partners would frame details of the joint venture arrangements.

7.2.3 Public Subsidy for Non Commercial Projects

The next level of facilitation is public subsidy for projects that are on the margins of viability. Project evaluation¹ of case study projects suggests that Transit Precinct catalyst proposals in Latrobe already fall within this category. Note that public subsidy should only be provided where the benefits to society clearly outweigh the costs, and therefore the investment is warranted. This would need to be determined via cost-benefit analysis.

A Public Subsidy could be provided by way of land provision. This could include: offering sites to successful developers at discounted prices; remediating sites without cost passed onto developers; providing infrastructure support; and waiving charges and taxes and providing related financial assistance.

Joint Venture Projects between VicUrban and private developers, with public subsidy requires that VicUrban would be an equity partner in a joint venture development that also includes a public subsidy.

7.3 Promoting Appropriate Development

There are a number of ways that appropriate development can be promoted. These include:

- Actively seeking developers experienced in mixed-use development, with existing relationships with banks.
- Offering technical assistance to landowners/ developers in transit precincts.
- Keep a database of successful transit precinct developments

- Conducting accurate market studies. Lack of good data regarding benefits can stifle development. A good database regarding benefits of transit centred development can help convince stakeholders and bankers about the benefits of individual project proposals.
- Ensuring appraisals take into account the added value and unique attributes of transit centred development. There is a need to modify the methodology of appraisals to account for the unique nature of transit centres. Higher resale values can be attributed to intangible 'quality of life' benefits such as increased opportunities for walking, proximity to stores, access to transit and a strong sense of 'belonging' to a neighbourhood.

7.4 Providing Incentives

Incentives may be required, to encourage higher density, mixed use development in transit precincts. This is particularly the case with mixed-use development, which fewer developers, financiers and consultants are familiar with, so most perceive to have higher risk. Potential incentives include rate breaks, planning application fee waivers, parking requirement reductions/ waivers, etc.

7.5 Use Specific Measures

This section provides information on 'things to consider' when facilitating various development forms in a Latrobe context. As will be discussed, apartment development is likely to require a well-crafted diffusion strategy. Townhouse and retail developments, on the other hand, are likely to require minimal facilitation, whereas office and institutional developments are likely to benefit from investment attraction.

7.5.1 Apartments

Staging of development is a critical implementation device where the market for a product is new or not well developed. This has at least two dimensions:

- First, it is important to carefully select a site that has genuine potential for successful take-up in order to establish a demonstration, and boost market interest.
- Second, introducing a new product in a market area will require a staging strategy, to avoid over-supply at any point in time. Over-supply will result in downward pressure on prices and sap the confidence of developers, purchasers and ultimate users.

On this basis the following comments are provided as a guide to staging of apartment projects in Latrobe.

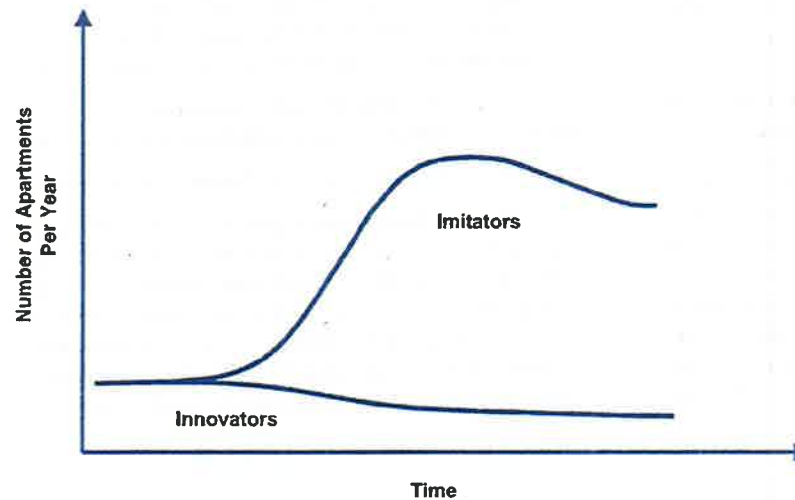
In developing a new housing market, it is important to be aware that the potential consumers can be classified into three groups in relation to apartment living (based on marketing models).

- First, there is the 'innovators' group. This group comprises the portion of the population that will consider living in an apartment, even where no examples are provided in their area. Innovators can envisage the benefits (from their view) of a smaller, low maintenance dwelling with excellent access to services, and would be willing to 'give it a go'.
- Second, there is the 'imitators' group (or followers). This group comprises a separate portion of the population that will consider living in an apartment, but only after they have seen the finished product and people living in and enjoying the benefits of this product. People in this group will initially say they are not interested in an apartment, but will change their minds once the option is real (assuming the examples on show are high quality and have the capacity to change perceptions and preferences). This group can grow a market by a factor of 3.5.
- Third, there is the 'not interested' group. This group comprises people that will not live in an apartment in any situation. This is the majority of the population in a region.

The task of the developer therefore is to tap into the innovator market and then open up the follower market in an area.

An indicative illustration of how the innovators and imitators are likely to respond to a new product is provided in the diagram below. This suggests that innovators will take to a new product in the initial stages and after time imitators will move in and comprise the bulk of the market. At some point in the time the number will plateau and fall to a sustainable long-term level.

The key message here is that the initial apartment product must be high quality and have the capacity to change perceptions and preferences in the minds of imitators. If a poor quality product is provided in the initial stages, then imitators are likely to reject the concept meaning potential market growth is not realised.



Assuming there is significant interest in apartment developments through the market testing process, the staging plan would simply involve approval of suitable proposals.

However, the housing analysis for this study suggests that, at an average apartment price of \$250,000:

- Initial interest would be about **15 units per year** (innovators) across all of Latrobe City; and
- Rising to about **57 units per year** with imitators moving into the market.

In this scenario, the implementation authority is required to actively target demonstration projects that are likely to be successful and implement a staging strategy, to avoid over-supply at any point in time. On this basis, the recommended approach is as follows:

- Target the Traralgon demonstration project (as the location where the concept is more likely to succeed in the early years). Note that both the private and public domains of the apartment product will need to be very appealing and offer quality and space in order to have the capacity to change the perceptions and preferences of the imitator group. This means that quality developers and developments will need to be carefully chosen for the concept to gain a foothold, and have the capacity to grow.
- As the Traralgon apartment area nears build out, probably after five years from commencement, it is assumed that the perceptions and preferences of the Latrobe 'imitator' community has sufficiently switched to enable a possible release of 57 apartments per year.
- Other development areas across the City are then released based on demand.
- In the longer term, an apartment housing market is established and apartment developments continue under their own momentum.

7.5.2 Townhouses

The market for townhouses closely aligns with the mainstream detached housing market but is distinct from the apartment market noted above. On this basis the townhouse and apartment markets can be grown in tandem. (A broad figure of 40 townhouses per year is deemed reasonable for planning purposes for this study given past trends and the capacity for this style of housing to become more popular).

On this basis the strategy for townhouses is as follows:

- Enable appropriate townhouse development consistent with the Transit Precinct objectives; and
- Allow townhouse developments on key sites in the Transit Precincts that are earmarked for apartment housing where it is demonstrated that apartment housing is not possible or where townhouses are required to support apartment projects. This is the default housing strategy.

7.5.3 Office

The demand analysis suggests that between zero and 30,000 sqm of new office space may be demanded over ten years in Latrobe's Transit Centres. Staging of commercial development is difficult to predict. The plan is to 'be ready' should demand emerge, and have sites identified for development. It is likely that this form of development will be 'lumpy', occurring infrequently, in between periods of little activity. In addition to having sites identified for development, an investment attraction strategy (See Chapter 10) would increase Latrobe's chances of attracting office-based organisations.

7.5.4 Retail

Retail development in the three towns is expected to be relatively low-scale with a broad estimate of +4,500 sqm in Traralgon over 20 years, +2,000 sqm in Moe over 20 years and +1,500 sqm in Morwell over 20 years. The actual level of new development will depend on a number of variables including the extent to which existing space is utilised (occupied and vacant) and is suitable for modern business needs. It is expected that new retail development will occur in a fairly linear manner over time, although some demand will be linked to new high density housing development. Again, having sites identified for retail expansion is the primary implementation consideration for this land use.

Action Table 6: Private Development Facilitation

Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
A6.0.1 Determine appropriate incentives - such as reduced parking requirements, waived planning application fees and rate relief - to encourage the redevelopment of sites appropriate within the Transit Precincts.	-	LCC	DSE, Property owners / occupiers	S4-6.3.1 Promote higher density residential and mixed -use development in the transit precinct cores S4-6.4.5 Encourage the development of offices or apartments above shops S4-6.4.1 Encourage the development of vacant and underutilized sites and car parks, and the reuse of vacant buildings in the town centres	Project Management budget
A6.0.2 'Package' sites in preparation for offer to the development market. This includes obtaining government support for the eventual sale of land at market prices (with amendment to planning controls).	-	LCC		As A6.0.1	Project Management budget
A6.0.3 Offer the catalyst sites to the development market and seek expressions of interest	-	LCC		S4-6.3.1 Promote higher density residential and mixed -use development in the transit precinct cores	Project Management budget
A6.0.4 Facilitate joint venture arrangements between VicUrban and private developers to provide demonstration projects. VicUrban's involvement could range from: <ul style="list-style-type: none"> ■ Providing advice ■ Undertaking a commercially viable demonstration project ■ Becoming an equity partner in a commercially viable development project 	-	LCC		S4-6.3.1 Promote higher density residential and mixed -use development in the transit precinct cores	Project Management budget
A6.0.5 Facilitate a public subsidy for projects that are on the margins of viability through provision of land – offering sites at discounted prices, remediation sites at no cost to developers, providing infrastructure support and waiving charges and taxes and providing related financial assistance.	-	LCC		S4-6.3.1 Promote higher density residential and mixed -use development in the transit precinct cores	Project Management budget
A6.0.6 Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.	-	LCC	DSE, Key property owners & occupiers	S4-6.3.1 Promote higher density residential and mixed -use development in the transit precinct cores S4-6.4.1 Encourage the development of vacant and underutilized sites and car parks, and the reuse of vacant buildings in the town center S4-6.4.6 Ensure new development in the transit centre creates a compact retail core and an active, well defined and well lit public realm S4-6.5.1 Promote the development of medium-density housing or elderly persons accommodation on the fringe of the transit precinct	Project Management budget

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Action Table 6: Private Development Facilitation (cont.)

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	Moe					
A6.1.1	Develop design and planning facilitation briefs for the potential development of railway land.	Moe 1, Moe 2, Moe 3	LCC, DSE	VicTrack, Vic Urban	S4.3.1 Promote higher-density residential and mixed-use development in the transit precinct cores	10,000
A6.1.2	Develop design and planning facilitation briefs for potential development within the Clifton Street car park.	Moe 6	LCC, DSE	Adjacent property owners and occupiers	S4.4.1 Encourage the development of vacant and underutilized sites and car parks, and the reuse of vacant buildings in the town center S4.4.6 Ensure new development in the transit centre creates a compact retail core and an active, well defined and well lit public realm	
A6.1.3	When required to enable the development of railway land, facilitate the development of a reconfigured car park on the south side of George Street, east of the pedestrian level crossing	Moe 1	LCC	VicTrack	S4.3.1 Promote higher-density residential and mixed-use development in the transit precinct cores	Project Management budget
A6.1.4	Investigate potential meanwhile uses for the vacant land south of George Street between Savages Road and Moore Street	-	LCC	VicTrack	S4.3.3 Enhance pedestrian amenity	Project Management budget
A6.1.5	Develop the tourism precinct concept.	Moe 5	LCC	DSE, DoI, VicTrack, Tourism Vic	S4.3.1 Promote higher-density residential and mixed-use development in the transit precinct cores	Project Management budget
A6.1.6	When required to enable the appropriate development of land abutting Kelly Lane, construct a new roadway in the lane	Moe 5	LCC	DSE, DoI, VicTrack, Tourism Vic	S5.4.1 Promote the development of medium-density housing on the fringe of the transit precinct S3.5.3 Ensure the form of the new housing of the transit precinct edges creates a permeable, legible, active well defined and well lit public realm	145,000

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Action Table 6: Private Development Facilitation (cont.)

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	Morwell					
A6.2.1	Develop design and planning facilitation briefs for the potential development of railway land.	Morwell 1, Morwell 2	LCC, DSE	VicTrack, VicUrban	S5.3.1 Promote higher-density residential and mixed-use development in the transit precinct cores	10,000
A6.2.2	Develop design and planning facilitation briefs for the appropriate development of the Buckley Street Council car park.	Morwell 3	LCC	DSE, adjoining property owners & occupiers, Vic Urban, development partner	S5.3.1 Promote higher-density residential and mixed-use development in the transit precinct cores	10,000
A6.2.3	When required to enable the development of railway land, facilitate the development of a reconfigured car park east of the station.	Morwell 1	LCC	VicTrack	S5.3.1 Promote higher-density residential and mixed-use development in the transit precinct cores	Project Management budget
A6.2.4	Encourage the consolidation of land currently forming the George Street car park, service yard and the Paint Right shop to develop new shops (with upper storey offices) and an upgraded car park.	Morwell 5	LCC	DSE, development partner, property owners & occupiers	S5.4.1 Encourage the development of vacant and underutilized sites and car parks, and the reuse of vacant buildings in the town center	Project Management budget

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Action Table 6: Private Development Facilitation (cont.)

	Actions	Master Plan Reference	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost
	Traralgon					
A6.3.1	Develop design and planning facilitation briefs for the potential redevelopment of railway land south of the railway line.	Traralgon 1	LCC, DSE	VicTrack	S6.3.1 Promote higher-density residential and mixed-use development in the transit precinct cores	10,000
A6.3.2	Develop design and planning facilitation briefs for the potential development of the commuter car park west of the station and adjoining private land to the north.	Traralgon 1	LCC, DSE	VicTrack	S6.3.1 Promote higher-density residential and mixed-use development in the transit precinct cores	10,000
A6.3.3	Develop design and planning facilitation briefs for potential development within the Seymour Street car park.	-	LCC	Adjoining property owners & occupiers, Vic Urban, development partner	S6.4.1 Encourage the development of vacant and underutilized sites and car parks	10,000
A6.3.4	Develop design and planning facilitation briefs for potential development of the Traralgon Dog Pound and the Council depot site, including an option incorporating the adjoining privately-owned land that was previously part of the Council depot.	Traralgon 5	LCC	Property owners/developers	S6.5.1 Promote the development of medium-density housing or elderly persons accommodation on the fringe of the transit precinct	10,000
A6.3.5	Develop design and planning facilitation briefs for the potential development of the child care centre on Franklin Street	Traralgon 4	LCC	Adjoining property owners and occupiers	S6.5.1 Promote the development of medium-density housing or elderly persons accommodation on the fringe of the transit precinct	10,000

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

8 Town Centre Management

8.1 Introduction

Understanding and implementation of Town Centre Management and how it may be used is important in the development of transit precincts. This is because towns and in particular transit precincts, have certain needs that when fulfilled create vital and viable transit precincts. Some of these needs include:

- A need to manage the tenancy mix to ensure a 'urban lifestyle ingredients are provided
- A need to manage car parking to give appropriate incentives to walk, cycle and use public transport
- A need for strong, vibrant town centres to attract people to live in, and have businesses in transit precincts

Whilst this document necessarily concentrates on the physical aspects of the transit precincts, it is important (to enable the centres to operate effectively), to consider the activity make up, management and coordination of the town centres. The non-physical issues that need to be managed include:

- tenancy mix
- parking limits
- maintenance
- street cleaning
- events (including celebrating progress of the realisation of the Transit Precincts)

8.2 The Town Centre Management System

The coordinated management, marketing and operation of the centre is just as important as its physical appearance.

Potential customers will be attracted by an attractive, safe and easy to access centre, however it is unlikely that such customers will return a second time if the right business activities are not available, in the right place, open at the right time or advertised and promoted in the right fashion.

It is recommended Council support an overall 'Town Centre Management' system for the transit precincts to enable the urban renewal frameworks to be effective. A 'separate rates scheme' potentially funded by the traders should enable the creation of the 'Town Centre Management' system.

Typically Town Centre Management draws together:

- Marketing and Promotion.
- Activity attraction and retention.
- Business Development and training.
- Physical design and development.
- Management of public assets and infrastructure in the centre.

A traditional multi ownership activity centre can adopt a coordinated approach to the overall management of a centre more commonly associated with a 'purpose built' or 'managed' freestanding shopping centre through the introduction of a Town Centre Management scheme. There are over 60 examples of 'Town Centre Management' schemes in place in Victoria at the present time. These schemes vary in breadth and complexity.

A Town Centre Management system cannot be rushed and should not be imposed. Its introduction needs to be carefully considered and pursued through an inclusive process. The process needs to demonstrate the benefits and advantages of a coordinated approach.

Town Centre Management relies on the existence of a succinct business plan for the centre that establishes:

- The preferred role and function of the centre.
- The relationship of the centre to its environs and other centres.
- Its catchment areas and target markets.
- The activities that will be required to fulfil the vision.
- A process through which the management, marketing and promotion of the centre can be pursued.
- The human and financial resources required.
- Roles and responsibilities to all parties.
- A marketing and promotional scheme.
- A management structure for the centre.
- An equitable partnership between the Council, property owners and businesses.
- A strong and representative business association.
- An equitable funding mechanism, (most commonly through a special rate)
- An integrated approach to the design and development of the centre.
- A long term perspective and shorter term objectives.
- Effective communications system.
- Performance measurement criteria.

8.3 Marketing and Promotion

Marketing and promotion is much more than 'public consultation'. All of the stakeholders must become advocates for the development of the Transit Precincts. 'Stakeholders' include residents, property owners, developers, institutional investors, business, transit project staff, special interest groups and government agencies. There are many and varied opportunities to market and promote the Transit Precincts initiatives. These include preparation of a marketing strategy, documenting of opportunity sites, market analysis, case studies, focus groups, seminars, conferences, newsletters, presentations, handbooks, tours, TV shows, newspaper articles, field trips, web sites etc.

By becoming advocates of Transit Precincts, agencies and individuals can help to initiate development and streamline processes. Transit centred development needs to be sold as part of a broader growth management strategy. Agencies and individuals can help to promote transit precinct development by:

- Describing how we want Moe Morwell and Traralgon to grow
- Identifying that Transit Centred development offers enhanced liveability, more lifestyle options, etc.
- Spreading the word to the community, public authorities (particularly referral agencies to planning applications) and prospective developers, investors and occupiers (both business and residential).

A town centre manager should have the responsibility to spread the word and facilitate dialogue through the means advocated above.

Government funded promotions and initiatives help support transit cities principles. One such initiative is the TravelSMART program. The integration, coordination and implementation of Travel Demand Management initiatives such as TravelSMART would be the responsibility of the Town Centre Manager.

8.4 Monitoring

We have to ensure that we are able to assess the progress of that work, through its development stage to completion and beyond. The assessment of the work is vitally important to both ensure that work is 'on track' as well as to make adjustments at strategic times where appropriate to policy and guidance contained within this document.

Need to identify what key indicators are of a successful transit precinct, and measure those on a regular basis. Eg. overall density, mix of uses, some kind of qualitative assessment of public realm in terms of support for walking, pedestrian counts on key routes, public transport patronage, rate of development within precinct, possibly as a % of overall development in town, property values in precinct v outside precinct, travel mode-split (non single occupant vehicle mode share, in particular), public transport service frequency, speed, reliability, etc, public transport user survey of perceptions of public transport (eg. convenience, safety, reliability, etc)

There is a growing body of literature with respect to monitoring the health of town centres. We can ensure that we are monitoring the health of the town centre in a number of ways. A comprehensive strategy needs to be established that utilises the quantitative and qualitative tools that are available.

8.4.1 Town Centre Health Checks

In the UK in particular health checks are proving to be an important tool in town centre monitoring by supporting the local plan process and informing the development control process.

A town centre health check should determine the state of the town's vitality and viability, which is dependent on: a wide range of attractions and amenities; an attractive environment; good accessibility to and within the centre; and the centre's ability to attract continuing investment in development or refurbishment of existing buildings. For any centre the factors that attract people into the town centre, what they do once in the town centre, their shopping patterns and expenditure, what they think of the town centre and their suggestions for improvements should be clearly understood. It is proposed that a town centre health checks will be repeated regularly to provide an up to date impression of the town's health.

8.4.2 Triple Bottom Line Analysis

Making sure that we produce vibrant, attractive, safe and convenient local areas for living requires a system of triple bottom-line outcomes. Triple bottom line analysis comprises gaining an understanding of economic, environmental and social effects.

The Department of Sustainability and Environment (DSE) is supporting the monitoring of Transit Centres. The DSE have recently set aside \$120K to develop a yardstick for measuring the economic, environmental and social – triple bottom line - gains from the Transit Cities Program. DSE has appointed a consultant to propose a monitoring regime for the 13 metropolitan and 4 regional Transit Cities and the Principal, Major and Specialised Activity Centres in the South Eastern metropolitan region. DSE wishes to monitor in detail, the effectiveness of policies and activities applying to the nominated Transit Cities.

A comprehensive monitoring strategy will require the analysis of a broad range of data and quantitative as well and qualitative analysis. It is recommended that the place manager implement this ongoing monitoring process of the health of the town centres.

Action Table 7: Town Centre Management

	Actions	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	General				
A7.0.1	Undertake a marketing campaign to promote the vision for the transit precincts set out in the Urban Renewal Frameworks to prospective businesses, residents, visitors, developers and investors. This should include targeting appropriate retailers.	LCC, DSE	Key property owners	S4.6.3.1 Promote higher-density residential and mixed-use development in the transit precinct cores S4.6.3.2 Promote the development of urban lifestyle hubs in the transit precinct cores	Town Centre Management budget
A7.0.2	Establish a retail / commercial investment attraction prospectus, for marketing to target audiences such as investment facilitators (eg. DIIIRD), agents, business networks and direct to target businesses.	LCC, DSE	Key property owners	S3.3.1 Direct new higher density housing, offices, public facilities and tourism development to the transit precinct cores	Town Centre Management budget
A7.0.3	Explore the potential for promoting cycle/walking based tourism within the region	LCC	Tourism Victoria	S3.2.2 Improve cycle facilities S3.2.3 Encourage travel behaviour change	Town Centre Management budget
A7.0.4	Review the need to improve cycle and pedestrian related infrastructure and signage within the region to support tourism	LCC	VicRoads, Tourism Victoria	S3.2.2 Improve cycle facilities	Town Centre Management budget
A7.0.5	Explore the potential to implement a TravelSMART travel behaviour change project within the region	LCC	DOI	S3.2.3 Encourage travel behaviour change	Town Centre Management budget
A7.0.6	Develop a Town Centre Management System that draws together: <ul style="list-style-type: none"> ■ Marketing and promotion of Town Centres ■ Activity attraction and retention ■ Business development and training ■ Management of 'public' assets and infrastructure ■ Monitoring of town centre health 	LCC, DSE			
A7.0.7	Monitor car parking utilisation in each town centre to ensure excess parking is not provided	LCC	Town centre businesses	S3.2.3 Encourage travel behaviour change	Town Centre Management budget
A7.0.8	Ensure parking time limits are strictly enforced	LCC	Town Centre businesses	S3.2.3 Encourage travel behaviour change	Town Centre Management budget
A7.0.9	the retail cores Encourage the relocation of inappropriate uses within	LCC	DSE, Property owners / occupiers, local community	S 6.4.3 Encourage the relocation of non-retail uses at ground floor level from within the retail core	Town Centre Management budget

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Action Table 7: Town Centre Management (cont.)

	Actions	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost (\$)
	Moe				
A7.1.1	Install signs directing northbound tourist traffic to Moore Street and truck traffic to Anzac Street.	LCC	VicRoads	S 4.2.3 Encourage northbound tourists to pass through the town centre and discourage trucks from doing so	Town Centre Management budget
A7.1.2	Ensure parking restrictions are in accordance with Figure 8.1	LCC	Towncentre businesses		Town Centre Management budget

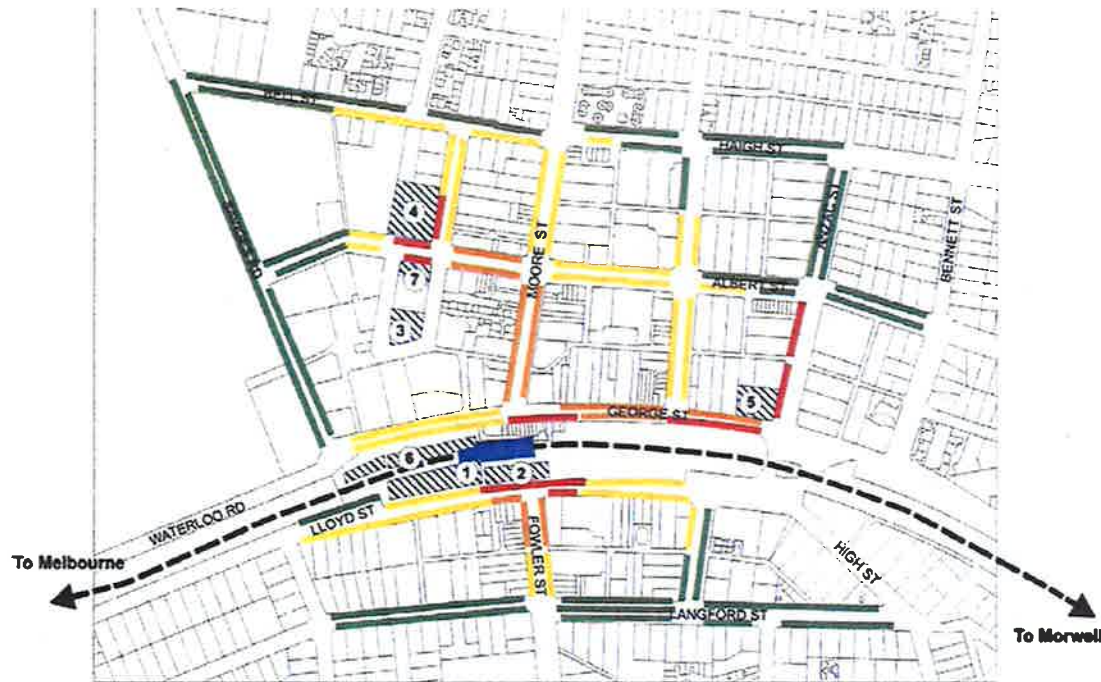
	Actions	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost
	Morwell				
A7.2.1	Discourage the businesses occupying the shops between the Coles car park and Tarwin Street from all facing one way or the other	LCC	Property owners & occupiers	S5.4.6 Ensure new development in the transit centre creates a compact retail core and an active, well defined and well lit public realm	Town Centre Management budget
A7.2.2	Ensure parking restrictions are in accordance with Figure 8.2	LCC	Towncentre businesses	S 3.4.4 Manage public parking in the town centres to give priority to customers and ensure efficient use of street space	Town Centre Management budget

	Actions	Implementation Group Member	Stakeholder	Strategy Being Implemented	Cost
	Traralgon				
A7.3.1	Encourage the appropriate relocation of different uses within the retail core	LCC	DSE, Property owners / occupiers, local community	S 3.4.4 Manage public parking in the town centres to give priority to customers and ensure efficient use of street space	Town Centre Management budget
A7.3.2	Ensure parking restrictions are in accordance with Figure 8.3	LCC	Town centre businesses	S 3.4.4 Manage public parking in the town centres to give priority to customers and ensure efficient use of street space	Town Centre Management budget

Works include excavation for tree planting, irrigation and subsoil drainage

Exclusions: demolition, all civil works, lighting (except where specified), escalation, fees for design and implementation (except where specified), project management (except where specified), contingencies, artistic works

Figure 8.1 Moe Parking



- Key:**
- Unrestricted Parking
 - 2hour Parking or more
 - 1hour Parking or less
 - No Parking
 - Off Street Parking
 - Moe Rail Station
 - Rail Line

Parking

Off-Street

Off-street parking restrictions will be refined to include the following areas:

- ① Long stay parking for the rail station
- ② Short stay parking for the rail station
- ③ Council short stay car park for shoppers/visitors
- ④ Consolidated Coles car park with improved visual amenity and pedestrian links
- ⑤ Retained Safeway car park with improved visual amenity and pedestrian links.
- ⑥ Additional car parking for new commercial buildings
- ⑦ Additional car parking for new retail units
- ⑧ Additional car parking for new dwellings

All off-street car parking areas should be well designed to include marked spaces and circulating aisles, clear paths for pedestrians, landscaping and safe entry and exit points.

On-street

On-street parking spaces will be managed through time restrictions in line with the limits indicated on the plan, including:

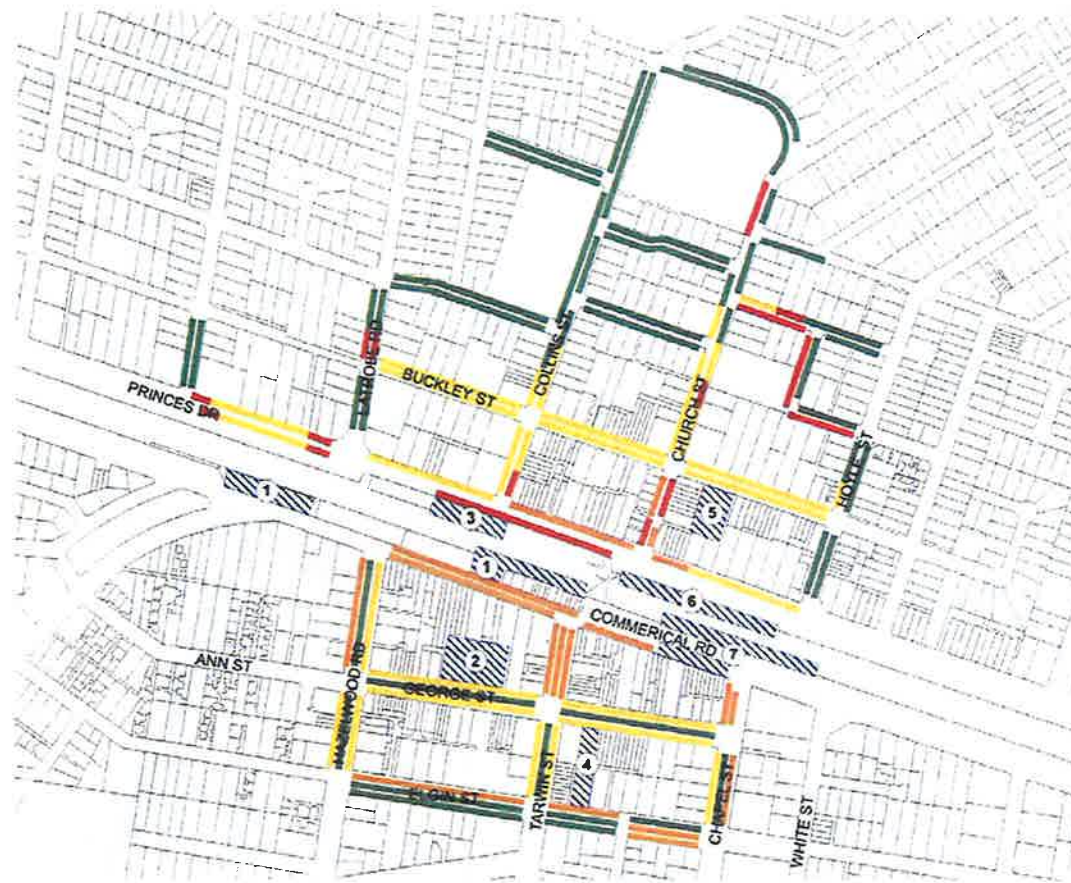
- No parking close to intersections, at bus stops and at taxi ranks.
- Limits of 1-hour or less in the main retail areas such as Moore Street and parts of Albert Street, George Street and Fowler Street.
- 2-hour limits in the majority of the town centre,
- Unrestricted parking on the fringes of the town centre.

The layout of parking in the main retail area, including Moore Street and a section of Albert Street will be altered to include parallel parking at the kerb and 90 degree angle parking in the centre of the road
See Volume 4: Master Plans - Moe Project 6, p17

Service vehicles

Appropriate space should be reserved within the town centre to accommodate the needs of service vehicles, including deliveries and pick ups to commercial and retail activities. Loading zones should be designated on street in key areas. Facilities for loading should also be incorporated into the design of new retail units.

Figure 8.2 Morwell Parking



Key:

On-Street Parking:

- Unrestricted parking
- 2-4 hour parking
- 1hour parking or less
- No Parking

- Off Street Parking
- Morwell Rail Station
- Rail Line

Parking

Off-Street

Off-street parking restrictions within Morwell will be refined:

- ① New areas of off-street parking will be built with the proposed Council Office, including long stay parking for employees and short stay parking for visitors. The number of parking spaces provided is dependant on the removal of the surplus rail tracks and, if the tracks are removed, additional short stay parking will be provided behind the existing shops on Commercial Road.
- ② The existing car park on George Street will be improved and formalised with new retail frontage, landscaping and pedestrian paths.
- ③ See Volume 3: Master Plans - Morwell Project 3
The existing station car park north of the rail line will be improved in conjunction with the planned upgrades to the transport interchange.
- ④ See Volume 3: Master Plans - Morwell Project 1
The existing retail units that are adjacent to the Coles car park will be discouraged from all facing one way, to avoid the creation of a long blank wall to either the street or the car park.
- ⑤ This off-street car park south of Buckley Street will be redeveloped to include a mixed use retail/commercial/residential building with associated off-street parking.
See Volume 3: Master Plans - Morwell Project 3
- ⑥ The car park east of the station will be reconfigured to create a development site close to the station.
See Volume 3: Master Plans - Morwell Project 2
- ⑦ The existing car parking on Commercial Street will remain.

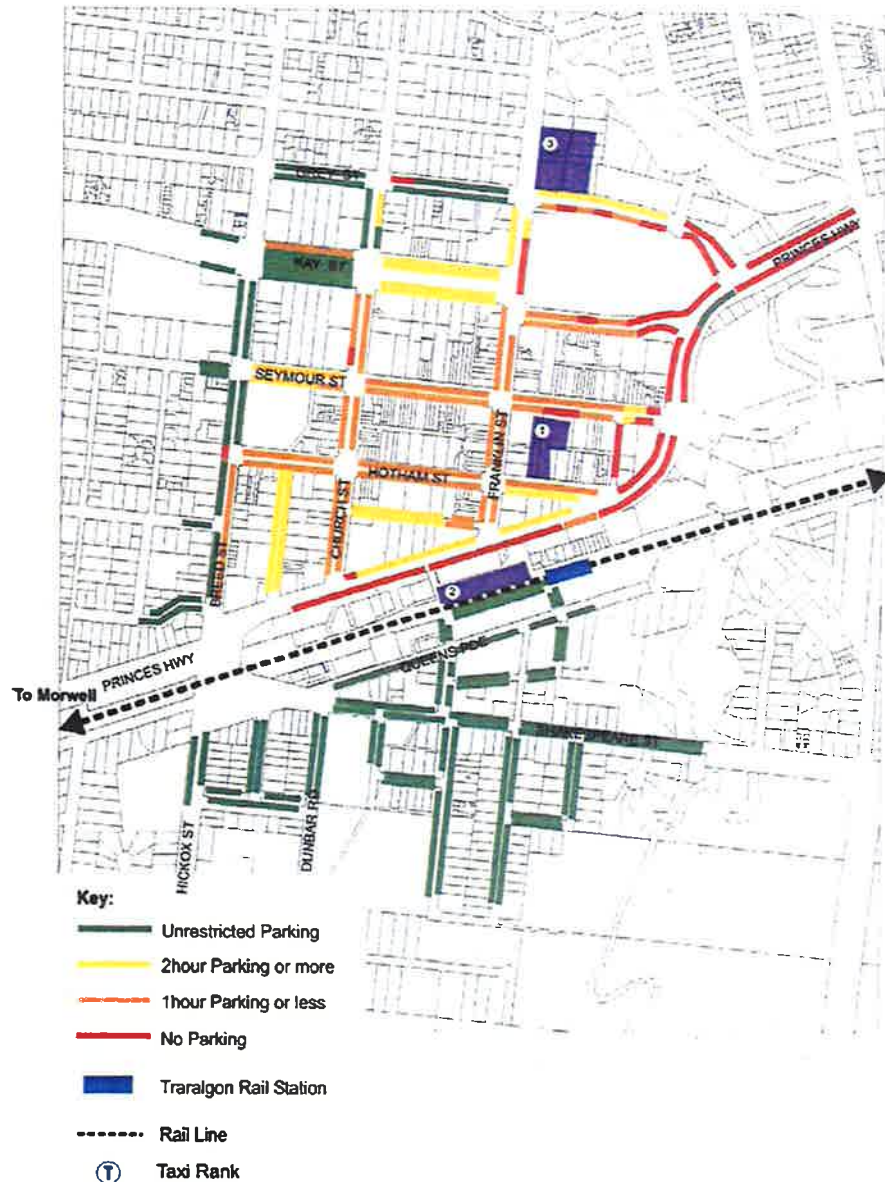
Council should ensure that all car parks provided with new buildings are well designed, with appropriate linemarking, defined pedestrian routes and landscaping, and well managed, with clear signage to indicate who the spaces are intended for and any restrictions on length of stay.

On-Street

On-street car parking will be managed to provide a greater number of medium-stay spaces within the town centre - restricted to stays of 2 - 4 hours - particularly on Buckley Street and Princes Drive on the northern side of the rail line.

It is also proposed to relax the current restrictions applied to the median parking on George Street, with an aim to promoting activity in the area, possibly through the use of these spaces by employees in the town centre that may utilise the retail outlets in the street on their way to/from work.

Figure 8.3 Traralgon Parking



Parking

In response to the Traralgon CBD Parking Study (June 2003), the following general resolutions were made by Council:

- That an expression of interest document be prepared for Council consideration regarding the potential commercial development of existing off-street car parks, providing such development provide a net increase in parking spaces.
- That information in respect to all-day parking located in the Traralgon CBD be distributed to all businesses within the Traralgon CBD.
- That a review of signage signifying parking within the Traralgon CBD be undertaken.
- That an audit of parking bays within the Traralgon CBD be undertaken to confirm their conformance with Australian Standards.
- That a review of parking requirements within the Planning Scheme be undertaken.

OFF-STREET

The following resolution specific to off-street parking was made by Council:

- ① To consult with the Traralgon Chamber of Commerce and businesses within the precinct within and immediately surrounding Seymour, Franklin, Hotham and Princes streets regarding the better utilisation of the off-street car park facility on Seymour Street.

In addition, the following items relating to parking are raised in relation to proposals put forward as part of this study:

- ② In recognition of the constrained space available for commuter parking at the station north of the rail line and anticipated patronage increases with the introduction of fast rail services, management of station parking areas may be required in the future to discourage use of commuter spaces by surrounding businesses.
- ③ Existing parking spaces behind the ASIC offices will be reconfigured in part to allow for a high density residential development at the corner of Grey and Franklin streets.
See Volume 4: Master Plans - Traralgon Project 4, p53

ON-STREET

The following resolutions specific to on-street parking were made by Council in response to the Traralgon CBD Parking Study:

- That regular monitoring of timed parking areas within the Traralgon CBD be conducted.
- That relocation of disabled bays in Hotham Street and Seymour Street should be investigated.

In addition, consideration should be given to the tightening of parking restrictions from 2 hour to 1 hour parking on Hotham Street west of Church Street, as shown in the diagram opposite.

Priorities

As noted in Chapter One the strategy for the Transit Precincts has two general themes:

- First, to undertake a series of 'fine grain' initiatives that will, over time, boost the amenity, vibrancy and liveability of the Precincts. This includes changes to zoning provisions to facilitate outcomes like shop-top housing, development of retail management and marketing initiatives to promote desired retail outcomes, and public domain works to improve the amenity and image of the Precincts.
- Second, to identify and facilitate 'catalyst' development projects in the Precincts. These projects are required to have the capacity to 'kick start' wider development interest and activity in the Precincts and take advantage of public infrastructure investment, namely fast rail services and other public domain improvements.

The criteria for prioritising actions in the Latrobe Transit Centred Precincts study are:

- Their effectiveness in meeting the strategic goals of the study
- Their profile, or effectiveness in creating a positive climate for private investment
- Their cost effectiveness
- Their capability of implementation
- Funding availability
- The timing of associated development or infrastructure works.

The actions identified have been categorised under the following headings:

- Implementation model
- Transport Improvements
- Planning Framework
- Public Realm Improvements
- Public Development
- Private Development Facilitation
- Town Centre Management

The priorities table below lists the Actions in order of high, medium and low priority

Implementation Model Priority Table

Action No.	Action	General/ Town	Strategy Being Implemented	Priority H = High M = Medium L = Low
A1.0.1	Establish a Transit Precincts Control Group and Latrobe Transit Centres Corporation charged with implementing the Latrobe Transit Precincts strategy. This Group should be responsible for the ongoing funding and implementation of the projects and programs of the strategy.	General	-	H
A1.0.2	Appoint a Project Manager and administrative assistant charged with: <ul style="list-style-type: none"> ■ Implementation of the Urban Renewal Frameworks ■ Project Group co-ordination ■ Co-ordination of funding ■ Monitoring and review of strategy implementation ■ Physical design and development ■ Marketing and promotion of transit precincts ■ Day to day administrative functions 	General	-	H
A1.0.3	Appoint a Town Centre Manager charged with: <ul style="list-style-type: none"> ■ Marketing and promotion of town centres ■ Activity attraction and retention ■ Business development and training ■ Management of 'public' assets and infrastructure ■ Monitoring of town centre 'health' 	General	-	H

Public Transport Improvements Priority Table

Action No.	Action	General/ Town	Strategy Being Implemented	Priority H = High M = Medium L = Low
A2.0.1	Work with the DOI to achieve a positive outcome in relation to timetabling and stopping patterns for the Regional Fast Rail service for the three towns	General	S3.1.1 Improve rail services	H
A2.0.2	Work with the DOI and local bus operators to effect improved bus services, including routes and timetabling	General	S3.1.2 Improve bus services	H
A2.0.3	Work closely with the LVAMS team to ensure policies and actions are complementary and coordinated with projects identified through the Transit-Centred Precincts based project	General	S3.1.2 Improve bus services	H
A2.1.2	Design and construct a new public transport interchange in the station forecourt. See Figure 3.1	Moe	S4.1.2 Improve interchange between rail services and other modes of travel	H
A2.1.3	Design and construct a bus interchange and new square north of the station. See Figure 3.1	Moe	S4.1.2 Improve interchange between rail services and other modes of travel	H
A2.2.1	Complete public transport interchange improvements. See Figure 5.4 and Figure 5.5	Morwell	S5.1.1 Improve pedestrian access across the railway line S5.1.2 Improve interchange between rail services and other travel modes	H
A2.2.6	Continue to lobby for the removal of rail tracks 3 and 4	Morwell	S5.3.1 Promote higher density residential and mixed-use development in the transit precinct core	H
A2.3.1	Seek agreement from the Traralgon Station property owner to make improvements to the public transport interchange and design and construct the improvements. See Figure 5.7 Figure 5.8 and Figure 3.3	Traralgon	S6.1.1 Improve pedestrian access across the railway line S6.1.2 Improve interchange between rail services and travel modes S6.1.4 Improve the profile and image of the station area	H

Public Transport Improvements Priority Table (cont)

Action No.	Action	General/ Town	Strategy Being Implemented	Priority H - High M - Medium L - Low
A2.3.2	Encourage bus companies whose services do not currently stop at the station – particularly interstate buses – to do so	Traralgon	S3.1.2 Improve bus services	H
A2.1.1	Relocate the existing pedestrian level crossing to align with Moore/Fowler Streets, and include a safe cycle crossing point. See Figure 5.1, Figure 5.2, Figure 5.3	Moe	S4.1.1 Improve pedestrian access across the railway line	H
A2.1.4	Design and construct a new station carpark west of the station	Moe	S4.1.3 Ensure an appropriate level of station car parking	H
A2.2.2	Design and construct the new station car park. See Figure 3.2	Morwell	S5.1.3 Ensure an appropriate level of station car parking	H
A2.3.5	Introduce charges for Station parking reimbursed on the purchase of a train ticket.	Traralgon	S3.2.3 Encourage travel behavior change	M
A2.0.4	Design, print and distribute a Travel Guide for the Latrobe Valley and local travel guides for each of the transit precincts	General	S3.2.4 Promote public transport	M
A2.1.6	Improve facilities at bus stops	Moe	S4.1.6 Improve bus facilities	M
A2.2.4	Improve the bus terminal.	Morwell	S5.1.6 Improve bus facilities	M
A2.2.5	Improve facilities at bus stops	Morwell	S5.1.6 Improve bus facilities	M
A2.3.3	Upgrade the southern station car park	Traralgon	S6.1.3 Ensure an appropriate level of station car parking	M
A2.3.4	Improve facilities at bus stops	Traralgon	S6.1.6 Improve bus facilities	M
A2.3.5	Review the potential to reduce the cycle length of the traffic lights at the intersection of Pinces and Franklin Streets.	Traralgon	S6.2.1 Improve pedestrian access to the station and town centre	M
A2.1.5	Plant a landscape screen behind the shops on the north side of the railway line	Moe	S4.1.4 Improve the profile and image of the station area and the sub-station on the south side	M
A2.2.3	If interest in a higher -density, mixed-use redevelopment of the station is not forthcoming, upgrade the station building	Morwell	S5.1.4 Improve the profile and image of the station area	M

Planning Framework Priority Table

Action No.	Action	General/ Town	Strategy Being Implemented	Priority <small>H = High M = Medium L = Low</small>
	Planning Framework			
A3.0.1	Make amendments to the Municipal Strategic Statement (MSS) to describe the Urban Renewal Frameworks, including clear statements of the strategic directions contained within them.	General	S3.3.1 Promote new higher-density housing, offices, public facilities and tourism development in the transit precinct cores S3.4.1 Direct appropriate new retail development to the Moe, Morwell and Traralgon town centres S3.4.2 Encourage an appropriate mix of uses within the Moe, Morwell and Traralgon town centres S3.5.1 Encourage medium-density housing at the transit precinct edges	H
A3.0.2	Introduce Local Planning Policies (LPPs) for each of the Transit Precincts, to develop the strategic directions set out in the MSS into more specific policies, including more specific land use directions such as the promotion of appropriate uses in each part of the precincts.	General	As A3.0.1	H
A3.0.3	Introduce a Design and Development Overlay (DDO) over the transit precincts, to ensure appropriate forms of development, such as continuous retail frontages on boundaries abutting streets and public car parks.	General	S3.3.3 Ensure new development in the transit precinct cores is of high quality S3.4.3 Ensure new development in the Moe, Morwell and Traralgon town centres supports an inviting public realm	H
A3.0.4	List the Urban Renewal Frameworks and Master Plans as Reference Documents.	General	As A3.0.1	H
A3.0.5	Train council staff in the new paradigm of Transit Centred Development and ensure cooperation/ coordination between departments	General	As A3.0.1	H
A3.1.1	Rezone all properties fronting George Street between Moore and Anzac Streets and fronting Kirk Street south of Hasthorpe Place to Mixed Use Zone. See Figure 4.1	Moe	S4.3.1 Promote higher-density residential and mixed use development in the transit precinct core	H
A3.1.2	Rezone all of the properties fronting Bell Street west of Moore Street extending as far as the industrial land to the west to Residential 2 Zone. See Figure 4.1	Moe	S4.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	H
A3.1.3	Rezone the Business 1 Zone properties fronting Langford Street to Residential 2 Zone. See Figure 4.1	Moe	S4.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	H
A3.1.4	Extend the Mixed Use Zone fronting Lloyd Street to the east as far as, but not including, the Courthouse land. See Figure 4.1	Moe	As A3.1.1	H
A3.2.1	Rezone land fronting Elgin Street west of Tarwin Street that is presently zoned Business 1 Zone (including the southern half of the former IGA site) and Business 2 Zone to Mixed Use Zone. See Figure 4.2	Morwell	S5.4.4 Encourage the development of medium density housing on the fringe of the town centre	H
A3.2.1	Rezone land fronting Elgin Street west of Tarwin Street that is presently zoned Business 1 Zone (including the southern half of the former IGA site) and Business 2 Zone to Mixed Use Zone. See Figure 4.2	Morwell	S5.4.4 Encourage the development of medium density housing on the fringe of the town centre	H

Planning Framework Priority Table (cont)

Action No.	Action	General/ Town	Strategy Being Implemented	Priority H - High M - Medium L - Low
A3.2.2	Rezone the former Collins Street school site, Ericsson site and the Residential 1 zoned properties between Church and Collins Street to Residential 2 Zone. See Figure 4.2	Morwell	S5.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	H
A3.3.1	Rezone the land between the railway line and Queens Parade that is west of the Railway service land to Mixed Use Zone. See Figure 4.3	Traralgon	S6.3.1 Promote higher density residential and mixed-use development in the transit precinct core	H
A3.3.2	Rezone the former Manny's Market site and adjacent sites (24-28 Grey Street and the adjacent Council-owned land on Franklin Street) from Business 2 Zone and Public Park and Recreation Zone to Mixed Use Zone. See Figure 4.3	Traralgon	S6.4.1 Encourage the development of vacant and under-utilised sites and car parks S6.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	H
A3.3.3	Rezone the Residential 1 Zoned land between the station and industrial land to its south, and between Hickox Street and the Traralgon Creek to Residential 2 Zone. See Figure 4.3	Traralgon	S6.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	H
A3.3.5	Review the extent of the Environmental Audit Overlay on the land zoned Mixed Use Zone south of Allard Street between Hickox Street and Dunbar Road.	Traralgon	S6.5.1 Promote the development of medium-density housing on the fringe of the transit precinct	H
A3.1.5	Undertake a parking study in order to ascertain the relative supply and demand of parking in the northern town centre. Using the findings of the survey, prepare a Parking Precinct Plan to clearly establish the parking requirements for new development in the area, with the aim of determining the minimum rate needed in order to foster development.	Moe	S4.4.1 Encourage the development of vacant and underutilised sites and car parks, and the reuse of vacant buildings in the town centre S4.4.5 Encourage the development of offices or apartments above shops S4.4.6 Ensure new development in the town centre creates a compact retail core and an active, well defined and well lit public realm	M
A3.2.3	Undertake a parking study in order to ascertain the relative supply and demand of parking in the northern town centre. Using the findings of the survey, prepare a Parking Precinct Plan to clearly establish the parking requirements for new development in the area, with the aim of determining the minimum rate needed in order to foster development.	Morwell	S4.4.1 Encourage the development of vacant and underutilised sites and car parks, and the reuse of vacant buildings in the town centre S4.4.5 Encourage the development of offices or apartments above shops S4.4.6 Ensure new development in the town centre creates a compact retail core and an active, well defined and well lit public realm	M
A3.3.4	Using findings of the Traralgon CBD Parking Study (2003) prepare a Parking Precinct Plan to clearly establish the parking requirements for new development in the area, with the aim of determining the minimum rate needed in order to foster development.	Traralgon	S6.4.5 Ensure new development in the transit centre creates a compact retail core and an active, well defined and well lit public realm S6.4.1 Encourage the development of vacant and underutilized sites and car parks, and the reuse of vacant buildings in the town centers S6.4.4 Encourage the development of offices and or apartments above shops	M

Public Realm Improvements Priority Table

Action No.	Action	General/ Town	Strategy Being Implemented	Priority H = High M = Medium L = Low
A4.1.1	Design and construct streetscape improvements to George and Lloyd Streets. See Figure 5.1 Figure 5.2 and Figure 5.3	Moe	S4.1.4 Improve the profile and image of the station precinct	H
A4.3.2	Design and construct improvements to the creekside path including the rail underpass. See 5.7 and Figure 5.8	Traralgon	S6.2.1 Improve pedestrian access to the station and town centre	H
A4.3.3	Provide a footpath and pedestrian lighting along the southern side of Princes Street	Traralgon	S6.2.1 Improve pedestrian access to the station and town centre	H
A4.1.3	Design and construct the proposed changes to the layout of Fowler Street. See Figure 5.1 Figure 5.2 and Figure 5.3	Moe	S3.3.2 Improve streetscapes in the transit precincts	H
A4.3.1	Design and construct improvements to Princes Street. See Figure 5.7 Figure 5.8 and Figure 5.9	Traralgon	S6.1.4 Improve the profile and image of the station precinct	H
A4.3.11	Design and construct a public square at the corner of Queens Parade and Shakespeare Street. See Figure 5.7	Traralgon	S6.3.2 Promote the development of urban lifestyle hubs in the transit precinct cores	H
A4.2.1	Design and construct streetscape improvements in Princes Drive. See Figure 5.4 Figure 5.5 and Figure 5.6	Morwell	S5.1.4 Improve the profile and image of the station area	H
A4.2.2	Design and construct streetscape improvements in Buckley Street. See Figure 5.5	Morwell	S3.3.2 Improve streetscape in the transit precincts	H
A4.2.3	Design and construct streetscape improvements in Church Street. See Figure 5.4 and Figure 5.6	Morwell	S3.3.2 Improve streetscape in the transit precincts	H
A4.1.4	Develop the concept for improvements to the Arzac Street roundabout. See Figure 5.2 and Figure 5.3	Moe	S3.3.2 Improve streetscapes in the transit precincts	M
A4.1.8	Extend Market Street to George Street and widen the western access to the Clifton Street car park to form a street.	Moe	S4.1.1 Ensure the development of vacant and under-utilised sites and car parks in the transit centre	M
A4.1.11	Improve the condition and amenity of Kelly Lane	Moe	S3.3.2 Improve streetscapes in the transit precincts	M
A4.1.12	Plant additional street trees in the precinct edge	Moe	S3.3.2 Improve streetscapes in the transit precincts	M
A4.2.8	Design and implement landscape improvements to Collins Street park	Morwell	S5.5.1 Promote the development of medium density housing or elderly persons accommodation on the fringe of the transit precinct	M

Public Realm Improvements Priority Table (cont)

Action No.	Action	General/ Town	Strategy Being Implemented	Priority High Medium Low
A4.3.10	Design and construct streetscape improvements in Queens Parade	Traralgon	S3.3.2 Improve streetscapes in the transit precincts	M
A4.3.12	Design and implement landscaping improvements to the open space in the forecourt of the old station building	Traralgon	S6.3.1 Promote higher density residential and mixed use development in the transit precinct cores	M
A4.3.13	Design and construct streetscape improvements to Shakespeare Street	Traralgon	S3.3.2 Improve streetscapes in the transit precincts	M
A4.3.14	Plant additional street trees in Hickox, Dunbar and Collins Streets	Traralgon	S3.3.2 Improve streetscapes in the transit precincts	M
A4.1.2	Design and construct the proposed changes to the layout of Moore and Albert Streets. See Figure 5.1 Figure 5.2 and Figure 5.3	Moe	S4.4.7 Ensure all streets and lanes in the town centre are pedestrian friendly	M
A4.1.5	Design and construct new shared off-street pedestrian/cycle paths along the north side of Lloyd Street west of the station, and between the station and the Moe-Yallourn Rail Trail.	Moe	S4.1.2 Improve interchange between rail services and other travel modes	M
A4.1.6	Create new cycle routes along Albert Street, Savigas Road and Market Street, and provide way-finding signage indicating routes, distances and attractions.	Moe	S4.2.4 Improve cycle access to the station and town centre	M
A4.1.9	Design and implement landscaping improvements to the railway land on the south side of the line west of Kingsford Street to form a public park	Moe	S4.3.1 Promote higher density residential and mixed use development in the transit cores	M
A4.1.10	Improve the condition and amenity of Hasthorpe Place and Skeatons Lane through high quality surface treatments, lighting to provide safety and security and allowing for tenancies to open directly onto the lanes.	Moe	S4.4.7 Ensure all streets and lanes in the town centre are pedestrian-friendly	M
A4.2.4	Design and construct streetscape improvements in Commercial Road. See Figure 5.4 Figure 5.5 and Figure 5.6	Morwell	S5.1.1 Improve pedestrian access to the station and town centre S5.2.1 Improve cycle access to the station and town centre	M
A4.2.5	Design and construct new on-street cycle lanes along Elgin Street, Tarwin Street, Buckley Street and Commercial Road. See Figure 5.5	Morwell	S5.2.1 Improve cycle access to the station and town centre	M

Public Realm Improvements Priority Table (cont)

Action No.	Action	General/ Town	Strategy Being Implemented	Priority H = High M = Medium L = Low
A4.2.6	Implement VicRoads Operational Management Plan. See Figure 5.5	Morwell	S5.2.1 Improve cycle access to the station and town centre	M
A4.2.7	Install additional cycle racks in the town centre	Morwell	S5.2.1 Improve cycle access to the station and town centre	M
A4.1.13	Install additional cycle racks in the town centre	Morwell	S5.2.1 Improve cycle access to the station and town centre	M
A4.3.17	Install additional cycle racks in the town centre	Morwell	S5.2.1 Improve cycle access to the station and town centre	M
A4.3.4	Reconfigure the Hyland Highway roundabout to improve pedestrian amenity. See Figure 5.7 and Figure 5.8	Traralgon	S6.2.1 Improve pedestrian access to the station and town centre	M
A4.3.5	Provide a pedestrian refuge in Shakespeare Street at its intersection with Collins Street	Traralgon	S6.2.1 Improve pedestrian access to the station and town centre	M
A4.3.6	Line-mark a shared bicycle/parking lane along Shakespeare Street as listed in the action plan in the VicRoads Operational Management Plan. See Figure 5.8	Traralgon	S6.2.2 Improve cycle access to the station and town centre	M
A4.3.7	Delineate, mark and sign the existing bicycle path on Kay Street west of Breed Street. See Figure 5.8	Traralgon	S6.2.2 Improve cycle access to the station and town centre	M
A4.3.8	Provide a bicycle lane along Kay Street east of Breed Street. See Figure 5.8	Traralgon	S6.2.2 Improve cycle access to the station and town centre	M
A4.3.9	Design and construct changes to the design of Franklin Street to encourage cyclists through the town centre. See Figure 5.8	Traralgon	S6.2.2 Improve cycle access to the station and town centre	M
A4.3.15	Improve pedestrian links between Post Office Place and Victory Park by highlight the existing pedestrian route by installing chevron signs or equivalent. See Figure 5.7	Traralgon	S6.2.1 Improve pedestrian access to the station and town centre	M
A4.3.16	Make improvements to the Grey Street pedestrian crossing as listed in the action plan in the VicRoads Operational Management Plan. See Figure 5.9	Traralgon	S6.2.1 Improve pedestrian access to the station and town centre	M
A4.1.7	Review the potential for a new road connecting Fowler and Moore Streets, either under the rail line or at grade.	Moe	S4.2.1 Seek better connections across the railway line like ensure good permeability within the transit precincts	M
A4.0.1	Develop and implement a regional cycle strategy	General	S3.2.2 Improve cycling facilities	L

Public Development Public Transport Improvements Priority Table Priority Table

Action No.	Action	General/ Town	Strategy Being Implemented	Priority H = High M = Medium L = Low
A5.0.1	Ensure appropriate Council and DSE developments are located in a transit precinct.	General	S3.3.1 Direct new higher-density housing, offices, public facilities and tourism development to the transit precinct cores	H
A5.0.2	Establish a Latrobe and Gippsland public sector facility planning and development protocol to ensure liaison with public agencies and that all appropriate public sector office, health and education investments are located in the transit precincts.	Traralgon	S3.3.1 Direct new higher-density housing, offices, public facilities and tourism development to the transit precinct cores	H
A5.3.1	Investigate the feasibility of a heritage railway attraction incorporating the historic railway infrastructure southeast of the station.	Traralgon	S3.3.1 Direct new higher-density housing, offices, public facilities and tourism development to the transit precinct cores	M

Private Development Facilitation Priority Table

Action No.	Action	General/ Town	Strategy Being Implemented	Priority High Medium Low
A6.0.1	Determine appropriate incentives - such as reduced parking requirements, waived planning application fees and rate relief - to encourage the redevelopment of sites appropriate within the Transit Precincts.	General	S4-6.3.1 Promote higher density residential and mixed-use development in the transit precinct cores S4-6.4.5 Encourage the development of offices or apartments above shops S4-6.4.1 Encourage the development of vacant and underutilized sites and car parks, and the reuse of vacant buildings in the town centers	H
A6.0.2	"Package" sites in preparation for offer to the development market. This includes obtaining government support for the eventual sale of land at market prices (with amendment to planning controls).	General	As A6.0.1	H
A6.0.3	Offer the catalyst sites to the development market and seek expressions of interest	General	S4-6.3.1 Promote higher density residential and mixed-use development in the transit precinct cores	H
A6.0.4	Facilitate joint venture arrangements between VicUrban and private developers to provide demonstration projects. VicUrban's involvement could range from: <ul style="list-style-type: none"> ■ Providing advice ■ Undertaking a commercially viable demonstration project ■ Becoming an equity partner in a commercially viable development project 	General	S4-6.3.1 Promote higher density residential and mixed-use development in the transit precinct cores	H
A6.0.5	Facilitate a public subsidy for projects that are on the margins of viability through provision of land - offering sites at discounted prices, remediation sites at no cost to developers, providing infrastructure support and waiving charges and taxes and providing related financial assistance.	General	S4-6.3.1 Promote higher density residential and mixed-use development in the transit precinct cores	H
A6.0.6	Promote the vision for the transit precincts set out in the Urban Renewal Frameworks through discussion with the owners of the key properties, and provide assistance with the relocation of businesses to more appropriate locations.	General	S4-6.3.1 Promote higher density residential and mixed-use development in the transit precinct cores S4-6.4.1 Encourage the development of vacant and underutilized sites and car parks, and the reuse of vacant buildings in the town center S4-6.4.6 Ensure new development in the transit centre creates a compact retail core and an active, well defined and well lit public realm S4-6.5.1 Promote the development of medium-density housing or elderly persons accommodation on the fringe of the transit precinct	H

Private Development Facilitation Priority Table (cont)

Action No.	Action	General/ Town	Strategy Being Implemented	Priority H = High M = Medium L = Low
A6.1.1	Develop design and planning facilitation briefs for the potential development of railway land.	Morwell	S4.3.1 Promote higher -density residential and mixed-use development in the transit precinct cores	H
A6.1.4	Investigate potential meanwhile uses for the vacant land south of George Street between Savages Road and Moore Street	Morwell	S4.3.3 Enhance pedestrian amenity	H
A6.3.1	Develop design and planning facilitation briefs for the potential redevelopment of railway land south of the railway line.	Traralgon	S5.3.1 Promote higher -density residential and mixed-use development in the transit precinct cores	H
A6.3.2	Develop design and planning facilitation briefs for the potential development of the commuter car park west of the station and adjoining private land to the north.	Traralgon	S5.3.1 Promote higher -density residential and mixed-use development in the transit precinct cores	H
A6.3.4	Develop design and planning facilitation briefs for potential development of the Traralgon Dog Pound and the Council depot site, including an option incorporating the adjoining privately owned land that was previously part of the Council depot.	Traralgon	S6.4.1 Encourage the development of vacant and underutilized sites and car parks, and the reuse of vacant buildings in the town center	H
A6.1.2	Develop design and planning facilitation briefs for potential development within the Clifton Street car park.	Morwell	S4.4.1 Encourage the development of vacant and underutilized sites and car parks, and the reuse of vacant buildings in the town center S4.4.6 Ensure new development in the transit centre creates a compact retail core and an active, well defined and well lit public realm	M
A6.3.5	Develop design and planning facilitation briefs for the potential development of the child care centre on Franklin Street	Traralgon	S6.5.1 Promote the development of medium -density housing or elderly persons accommodation on the fringe of the transit precinct	M
A6.1.5	Develop the tourism precinct concept.	Moe	S4.3.1 Promote higher -density residential and mixed-use development in the transit precinct cores	M
A6.3.3	Develop design and planning facilitation briefs for potential development within the Seymour Street car park.	Traralgon	S5.3.1 Promote higher -density residential and mixed-use development in the transit precinct cores	M
A6.1.3	When required to enable the development of railway land, facilitate the development of a reconfigured car park on the south side of George Street, east of the pedestrian level crossing	Morwell	S4.3.1 Promote higher -density residential and mixed-use development in the transit precinct cores	-
A6.1.6	When required to enable the appropriate development of land abutting Kelly Lane, construct a new roadway in the lane	Morwell	S5.4.1 Promote the development of Medium -density housing on the fringe of the transit precinct S3.5.3 Ensure the form of the new housing in the transit precinct edges creates a permeable, legible, active well defined and well lit public realm	-

Town Centre Management Priority Table

Action No.	Action	General/ Town	Strategy Being Implemented	Priority H - High M - Medium L - Low
A7.0.1	Undertake a marketing campaign to promote the vision for the transit precincts set out in the Urban Renewal Frameworks to prospective businesses, residents, visitors, developers and investors. This should include targeting appropriate retailers.	General	S4.6.3.1 Promote higher density residential and mixed-use development in the transit precinct cores S4.6.3.2 Promote the development of urban lifestyle hubs in the transit precinct cores	H
A7.0.2	Establish a retail / commercial investment attraction prospectus for marketing to target audiences such as investment facilitators (eg. DLRD), agents, business networks and direct to target businesses	General	S3.3.1 Direct new higher density housing, offices, public facilities and tourism development to the transit precinct cores	H
A7.0.6	Develop a Town Centre Management System that draws together <ul style="list-style-type: none"> ■ Marketing and promotion of town centres ■ Activity attraction and retention ■ Business development and training ■ Management of 'public' assets and infrastructure ■ Monitoring of town centre health 	General		H
A7.0.8	Ensure parking time limits are strictly enforced	General	S3.2.3 Encourage travel behaviour change	H
A7.1.1	Install signs directing northbound tourist traffic to Moore Street and truck traffic to Anzac Street.	Moe	S4.2.3 Encourage northbound tourists to pass through the town centre and discourage trucks from doing so	H
A7.2.1	Discourage the businesses occupying the shops between the Coles car park and Tarwin Street from all facing one way or the other	Morwell	S5.4.6 Ensure new development in the transit centre creates a compact retail core and an active, well defined and well lit public realm	H
A7.0.5	Explore the potential to implement a TravelSMART travel behaviour change project within the region	General	S3.2.3 Encourage travel behaviour change	M
A7.0.3	Explore the potential for promoting cycle/walking based tourism within the region	General	S3.2.2 Improve cycle facilities S3.2.3 Encourage travel behaviour change	M
A7.0.4	Review the need to improve cycle and pedestrian related infrastructure and signage within the region to support tourism	General	S3.2.2 Improve cycle facilities	M
A7.0.7	Monitor car parking utilisation in each town centre to ensure excess parking is not provided	General	S3.2.3 Encourage travel behaviour change	M
A7.1.2	Ensure parking restrictions are in accordance with Figure 8.1	Moe	S3.4.4 Manage public parking in the town centres to give priority to customers and ensure efficient use of street space	M
A7.2.2	Ensure parking restrictions are in accordance with Figure 8.2	Morwell	S3.4.4 Manage public parking in the town centres to give priority to customers and ensure efficient use of street space	M
A7.3.1	Encourage the relocation of inappropriate uses within the retail cores	Traralgon	S6.4.3 Encourage the relocation of non-retail uses at ground floor level from within the retail core	M
A7.3.2	Ensure parking restrictions are in accordance with Figure 8.3	Traralgon	S3.4.4 Manage public parking in the town centres to give priority to customers and ensure efficient use of street space	M

10 Funding

10.1 Projects

The following 'projects' have been identified for the Transit Precincts:

- Implementation model
- Public transport improvements
- Planning framework
- Public realm improvements
- Facilitating private development including
 - 'Packaging' public sites for development;
 - Market testing of development interest;
 - Development advice from VicUrban;
 - VicUrban demonstration project;
 - Joint venture projects between VicUrban and private developers;
 - Public subsidy to obtain viability (based on cost-benefit analysis); and
 - Joint venture projects between VicUrban and private developers, with public subsidy to obtain viability (based on cost-benefit analysis).
- Marketing, promotion and investment attraction (including town centre management);

10.2 The total cost of the works identified under the six project categories above is \$12,021,600. This figure does not include ongoing costs. Ongoing costs total \$430,000 and are associated with the development of the Transit Precincts Control Group and Transit Centres Corporation.

The costs associated with each project category are listed below

Project Category	Amount \$
Implementation Model	There are start up and subsequent ongoing costs associated with the development of the Transit Precincts Control Group and the Transit Centres Corporation. Start up costs are: 82,000 Ongoing Costs (p.a.): 430,000
Public Transport Improvements	7,458,100
Planning Framework	61,000
Public Realm Improvements	4,165,500
Public Development	30,000
Private Development Facilitation	225,000
Town Centre Management	See Implementation Group above
Total	12,021,600*

Notes

* Total does not include Ongoing Costs

10.2 Funding Options

Options to fund the various projects are summarised below.

Local Government – Latrobe Council will have a key role to play in the implementation of the Transit Precincts strategy. This will not only include funding of works but in making land available for development. Council's funding sources include:

- Rates – general rates, special rates, differential rates;
- Development contributions – infrastructure charges plans, conditions on permits (including impact mitigation conditions), voluntary agreements;
- Direct charges (user pays charges);
- Build own operate (transfer) schemes;
- Asset sales to fund works; and
- Loans.

State Government – The State administers a number of programs that can be applied to the Latrobe scenario, the most relevant of which are the Transit Cities Program and the Regional Infrastructure Development Fund. Furthermore, the State can make land available for development.

VicUrban – This is a government Business Enterprise which operates commercially in the land development industry, but is mandated to undertake catalyst and demonstration projects to facilitate development of complex sites. VicUrban could play an important role in implementing the Transit Precincts strategy.

Private Sector – The private sector has a key role to play in terms of undertaking commercial developments and redevelopments in line with the vision and objectives of the Transit Precincts strategy.

Commonwealth Government – Funding may be available through the Regional Partnerships Program from the Department of Transport and Regional Services. To receive funding, projects must demonstrate wide community benefit (and other funding options are unavailable).

Sponsorships and Donations – It may be possible to obtain funding from major regional businesses / corporations to fund some projects in the Transit Precincts. The region's electricity / energy groups are candidates for this source of funding.

10.3 Possible Funding Strategies

The following funding sources may be available to the Transit Centres strategy.

Project Type	Possible Funding Source
Implementation model	<ul style="list-style-type: none"> Latrobe City Council Department of Sustainability and Environment
Planning framework	<ul style="list-style-type: none"> Latrobe City Council Department of Sustainability and Environment
Public realm improvements	<ul style="list-style-type: none"> State Government agencies (Department of Infrastructure, Department of Sustainability and Environment) Latrobe City Council Private Sector Development Contribution and / or Special Rate Commonwealth Government (Department of Transport and Regional Services)
Public transport improvements	<ul style="list-style-type: none"> State Government agencies (VicRoads, VicTrack, Department of Infrastructure) Latrobe City Council Private Sector Development Contribution and / or Special Rate Commonwealth Government (Department of Transport and Regional Services)
'Packaging' public sites for development	<ul style="list-style-type: none"> Latrobe City Council VicTrack State Government Property Group Other agencies as required

Project Type	Possible Funding Source
Market testing of development interest	<ul style="list-style-type: none"> Landowners
Development advice from VicUrban	<ul style="list-style-type: none"> VicUrban
VicUrban demonstration project	<ul style="list-style-type: none"> VicUrban
Joint venture projects between VicUrban and private developers	<ul style="list-style-type: none"> Development proponents
Public subsidy to obtain viability (based on cost-benefit analysis)	<ul style="list-style-type: none"> Cost-Benefit Analysis – Project proponent / beneficiary Subsidy - State Government (if cost-benefit analysis test is passed) Development - Development proponents
Joint venture projects between VicUrban and private developers, with public subsidy to obtain viability (based on cost-benefit analysis)	<ul style="list-style-type: none"> Cost-Benefit Analysis – Project proponent / beneficiary Subsidy - State Government (if cost-benefit analysis test is passed) Development – Development proponents
Marketing, promotion and investment attraction (including town centre management)	<ul style="list-style-type: none"> State Government agencies (Department of Sustainability and Environment, Department of Innovation, Industry and Regional Development) Latrobe City Council

