



Moe Activity Centre Plan

Urban Renewal Strategy & Implementation Report

Prepared by
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for
Latrobe City Council

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Contents

Executive Summary

1.0 Project Objectives and Methodology

- 1.1 Project Objectives
- 1.2 Project Methodology

2.0 Planning Policy and Document Review

- 2.1 State Strategic Context
 - Transit Cities Program
- 2.2 Local Strategic Context
 - Latrobe Vision 2021
 - Municipal Strategic Statement
 - Council Plan 2010
 - Moe-Newborough Local Structure Plan
 - Other Local Strategies
- 2.3 Latrobe Transit Centred Precincts, Moe Town Summary

3.0 Community Engagement

- 3.1 Overview
- 3.2 Search Conference
- 3.3 Speakout
- 3.4 Outcomes

4.0 Issues and Opportunities

- 4.1 Community Priorities and Ideas
- 4.2 Urban Context Analysis
- 4.3 Historical Analysis

5.0 Framework Plan

- 5.1 Landscape Framework
- 5.2 Built Form Framework
- 5.3 Walking and Cycling Framework
- 5.4 Public Transport Framework
- 5.5 Development Principles for VicTrack (and adjacent) Land

6.0 Projects

- 6.1 Overview and Framework for Implementation Projects
- 6.2 Project 1: Moe Train Station Precinct
- 6.3 Project 2: Integrated Bus Loop and Street Upgrades
- 6.4 Project 3: Moore Street Shared Zone
- 6.5 Project 4: Clifton Street Carpark
- 6.6 Project 5: Hasthorpe Place precinct
- 6.7 Project 6: Roundabout overpass
- 6.8 Project 7: Southern Precinct Housing

7.0 Implementation Action Plan

- 7.1 Implementation Recommendations

INTRODUCTION

Executive Summary

In December 2006, Tract Consultants were engaged to undertake strategic planning and urban design for the development of the Moe Town Centre Plan. This work is intended to build upon previous planning work undertaken for Moe as part of the **Latrobe Transit Centred Precincts Study (LTCP)**, specifically the **Urban Renewal Framework** for Moe which was incorporated into the Latrobe Planning Scheme in early 2007.

The priority of this study has been to identify projects that Council, with the support of the local community and the assistance of state and federal governments, can take a lead in implementing. Given the identified need by stakeholders for shorter term “on ground outcomes” and a weak market for higher density mixed use developments, the projects focus on public realm improvements and public projects most likely to act as catalysts for broader regeneration and deliver economic, social and environmental outcomes.

The recommendations take the form of an investment/development framework focussing on delivering a high quality transport and activity hub at the train station which reduces the dividing effect of the rail corridor. This significant project is supported by a range of ‘finer grain’ initiatives which link it to the broader town centre.

The projects support the outcomes being sought in the Urban Renewal Framework, and are consistent with the Transit Centred Precincts study recommended implementation strategy which prioritised development of the transport interchange and identified the need to first

undertake a series of “finer grain initiatives” that will over time boost the amenity, vibrancy and liveability of the Precincts”

In order to drive revitalisation within the town centre of Moe, we consider it necessary for significant ongoing cooperation and support from key stakeholders, as recommended in the Latrobe Transit Centred Precinct Implementation Report. In addition, a close collaboration with private investment parties, land owners and the wider community of Moe who participated in the consultation events is vital to the best outcomes of the project.



1.0 PROJECT OBJECTIVES AND METHODOLOGY

1.2 Project Methodology

The following summarises the three stage methodology proposed to best meet these objectives:

Stage 1: Strategic Review

- A comprehensive review of the current LTCPS, against current local and state level policy initiatives, recent development within and near Moe town centre.
- Mapping of Moe's physical context at multiple scales focused on better establishing Moe town centre and rail corridor's urban context.
- Targeted consultation with key state and local government stakeholders focusing on transport and community infrastructure requirements.
- A "Search conference" community consultation which utilised the existing LTCPS vision to identify critical issues/themes.
- Incorporation of "high level ideas" including the development of a community focussed hub at the train station were developed.

Stage 2: Draft Moe Activity Centre Plan

- A framework for revitalisation has been developed in relation to the project objectives, the intent of the LTCPS, and community priorities as identified in the consultation process.
- Priority projects have been identified focusing on Victrack land and integration of sustainable transport including walking and cycling with public realm/ capital works, and those most likely to capitalise on and catalyse further private sector investment.

Stage 3: Implementation Plan

- An implementation plan will be developed to document agreed actions to deliver the plan. This will build on community consultation and feedback on the draft Moe Activity Centre Plan.

1.1 Project Objectives

The brief for this project highlighted three key objectives:

- 1. To assist Council in the prioritisation of across Council budget allocation relating to capital works.**
- 2. Provide a sound basis on which to apply for State and Federal Government funding opportunities.**
- 3. Review occupancy arrangements for all Victrack land, with a view to an optimum mix of transport support services, commercial development and community facilities, meeting the commercial expectations of the property owner, Victrack.**

With these objectives in mind it was considered important to:

- maintain a focus on short-mid term project implementation within the context achieving the outcomes being sought (Vision) of the existing Latrobe Transit Centred Precincts Study (LTCP) plan for Moe town centre.
- test and clarify the vision for the rail corridor bearing in mind its primary transport function, current state and local government policy, its broader urban context and community aspirations.
- reviewing the existing LTCP Implementation Strategy within the aim of better facilitating a "whole of council" approach to planning and capital works investment.



VicTrack land to central Moe



Moore St - view to Train Station precinct



Train Station precinct - level crossing to railway line

2.0 PLANNING POLICY AND DOCUMENT REVIEW

2.1 State Strategic Context



Under the state government's **Melbourne 2030** plan, Moe was nominated as a Transit City within a regional transport corridor between Pakenham and Traralgon. Based on a networked cities concept, this initiative identified Moe as one of a number of centres presenting viable alternative locations to metropolitan Melbourne in which to live, work, run businesses and relax.

A plan for Moe was produced through a **Latrobe Transit Centred Precincts study** based on the key principles of Transit Orientated Development which focuses mixed use developments clustered around transport nodes, with pedestrian friendly streets and connectivity to public transport nodes, ideally creating a core of activity. This study identified a boundary within the Moe town centre that was nominated as the Moe Principal Activity Centre (PAC).

The Transit Cities Program is currently under review through discussions between the Department of Planning and Community Development (DPCD) and the Department of Infrastructure (DOI). An evaluation model has been developed by Maunsell in conjunction with the DOI Transit Cities Team to assess and prioritise projects for the Transit Cities program against the following (current) objectives:

Objective 1: To undertake and facilitate urban renewal that improves the amenity and design quality of the Principal Activity Centre;

Objective 2: To undertake and facilitate urban renewal that addresses issues of equity within the Principal Activity Centre and the surrounding region;

Objective 3: To promote sustainable forms of urban development in the renewal of Principal Activity Centres;

Objective 4: To improve accessibility within and to Principal Activity Centres through sustainable forms of transport; and

Objective 5: To attract, stimulate and leverage private investment and development within Principal Activity Centres.

To achieve these objectives, there are six project types:

- Station upgrade and precinct development;
- Urban redevelopment and investment;
- Traffic and road network management;
- City walk and corridor systems;
- Planning system and approvals; and
- Marketing and promotion.

While the Transit Cities program has largely focused on promoting sustainable development around transport infrastructure, a range of other state government policies have targeted improved social and economic conditions. These include a range of initiatives under **A fairer Victoria** including the Neighbourhood Renewal Program and Best Start Program.

The Latrobe Valley has further been the focus of Government action through the **Latrobe Valley Ministerial Taskforce**. The **Framework for the future** report primarily provides direction for improving the economic prospects of the Latrobe Valley. This was a special case of assistance required to redress significant social and economic issues brought about by severe economic restructuring.

At the federal level there is support for regional partnerships through the **Sustainable Regions Program**. Key objectives of this programme include:

- stimulating growth in regions by providing more opportunities for economic and social participation.
- support for planning that assists communities to identify and explore opportunities and develop strategies that result in direct action.

2.0 PLANNING POLICY AND DOCUMENT REVIEW

2.2 Local Strategic Context

Latrobe Vision 2021

Latrobe 2021 is based on four key objectives:

1. **Sustainability:** for the built and natural environment and economic environment.
2. **Liveability:** for the community in terms of recreational, cultural and lifestyle facilities.
3. **Community Capacity Building:** enhancing community inclusiveness, partnership, leadership and advocacy.
4. **Governance:** adherence to democratic processes and legislative requirements.

The policy provides strong support for outcomes based on community pride and interaction to achieve overall community satisfaction. Specifically for Moe/ Newborough the Latrobe 2021 Vision aims to develop Moe as a gateway to Latrobe City and the tourist region to the north. It further highlights the significance of the Moe Yallourn Rail Trail.

Municipal Strategic Statement

Moe is identified as a service centre, serving a sub-regional function with some regional functions within the Latrobe Valley.

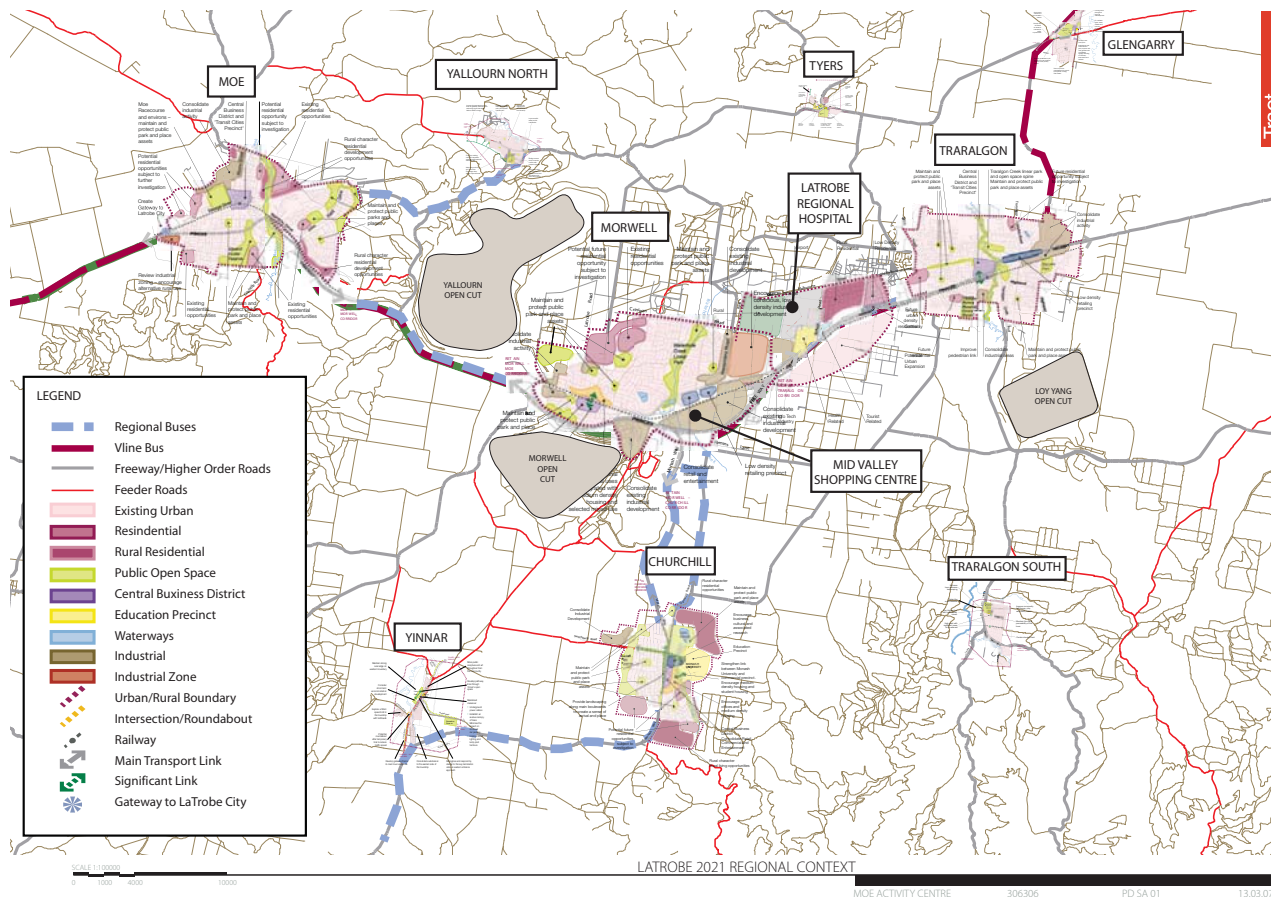
A key initiative identified for Moe is the preparation of a town centre masterplan that provides for:

- consolidation of new retail commercial development within the town centre and within current zone boundaries
- an urban design strategy and a landscape/streetscape investment program to better integrate the separate parts of the Moe town centre in accordance with the Corporate Plan.

Council Plan 2010

This Plan identifies the “Moe Transit Centred Precinct Project” as a key project to be based on the “Moe/ Newborough Structure Plan”. The Structure Plan is intended to form part of a planning scheme amendment during the same period.

The Plan notes a number of capital works programs being undertaken within Moe, and the need to explore a number of options for the development of the Moe Library and Service Centre.



2.0 PLANNING POLICY AND DOCUMENT REVIEW

Moe Newborough Local Structure Plan

This study defines the Moe Transit Centred Precinct boundary (refer diagram left) and recommends strengthening the Moe Town Centre in accordance with the Transit Cities Precinct Study. It recommends provision of a centralised transport hub that brings together all modes of transport.

Other key recommendations likely to affect the role and function of the town centre include:

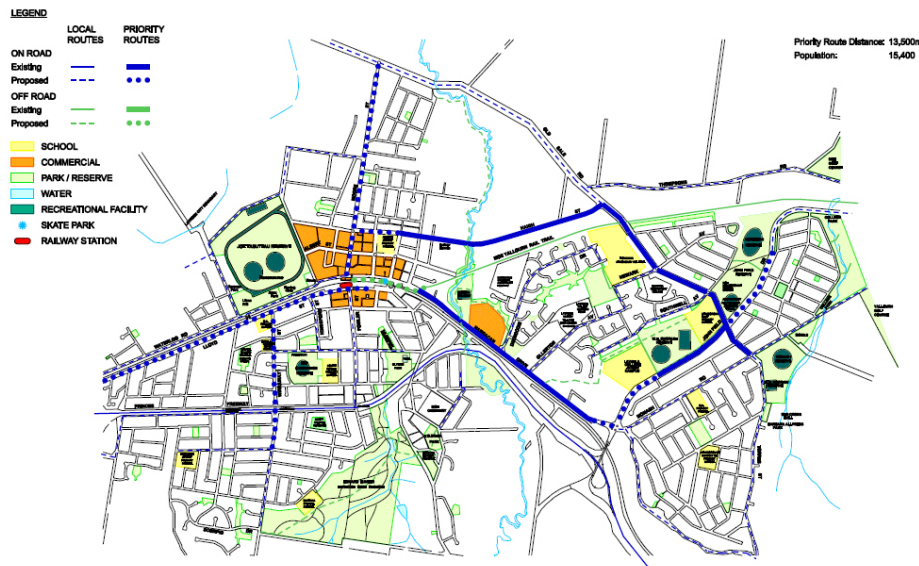
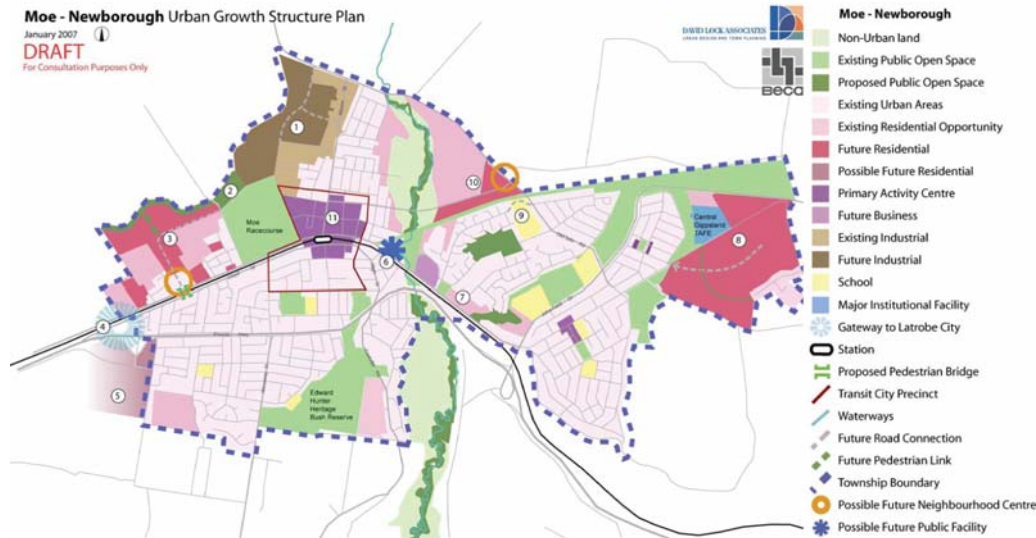
- Expansion and consolidation of existing undeveloped residential land to the west of Moe Race course including a potential neighbourhood centre.
- Additional development adjacent to the Moe-Yallourn rail trail including: A possible future public facility adjacent to the Botanic Gardens, expansion and consolidation of residential land with possible Neighbourhood Centre east of Narracan Creek, and a life-style residential neighbourhood centred on the Yallourn Golf Course.
- Consolidation of Industrial land to the north of the town centre.
- Landscaping of the Latrobe City Gateway at the western entry to Moe.
- A number of possible future bus routes.
- Increases to the amount of cycle parking within the town centre and completion of Moe Yallourn cycle connection into town (beneath underpass).

Other local strategies

A number of local strategies were being prepared at the time of undertaking this review. These have been included in the analysis across a range of scales and inform the proposed projects and plans at both a strategic and a detailed level.

These include:

- Latrobe Bicycle Plan
- Public Open Space Plan
- Recreation and Leisure Strategy
- Older Persons Strategy.



LATROBE BICYCLE PLAN
MOE / NEWBOROUGH BICYCLE NETWORK

2.0 PLANNING POLICY AND DOCUMENT REVIEW

2.3 Latrobe Transit Centred Precincts & Moe Town Summary (LTCP)

The Vision

“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”

The Latrobe Transit Cities Plan envisions the following key outcomes for Moe:

Better public transport

An upgraded station area to trigger the emergence of a new office node, urban lifestyle area and tourist hub.

A tourism destination

A new tourist hub to the south side of the rail corridor.

A new urban lifestyle

An attractive and distinctive urban lifestyle centred on the train station capitalising on vacant and under-utilised land around it.

Lifestyle hubs at the southern end of Moore Street and northern end of Fowler Street.

A stronger economy

A new office node of leading edge architecture on the “goods yard” site capturing a greater share of data processing and call centres.

New modern retail and service business premises consolidated into the northern part of the town centre with streetscape improvements creating a vibrant and pedestrian friendly centre.

Better housing options

High quality apartments in high quality settings, responding to the demands of a growing and aging population and capitalising on improved accessibility to employment centres, relative affordability, views of the Baw Baw ranges, the relaxed country lifestyle and access to wilderness areas.

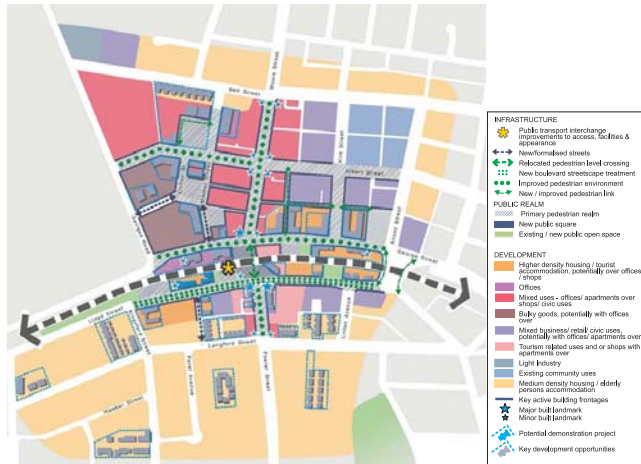
High quality medium density housing at the edges of the housing precinct capitalising on the aging population and “opportunity” sites within comfortable walking distance of shops and services.

The report contains an **Urban Renewal Framework** which proposes a rationale for proposed changes and leads to a series of Strategies and Actions that form part of an Implementation Strategy.

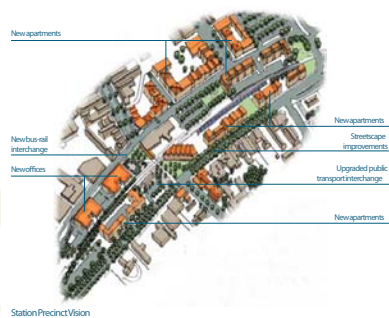
The Urban Renewal Framework identifies key **Catalysts** to stimulate private sector investment. These include:

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

Redundant public land (the “goods yard”) and the former police station site (since sold) were envisioned as opportunities for public private **demonstration projects**.



- 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. Gwynear 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.

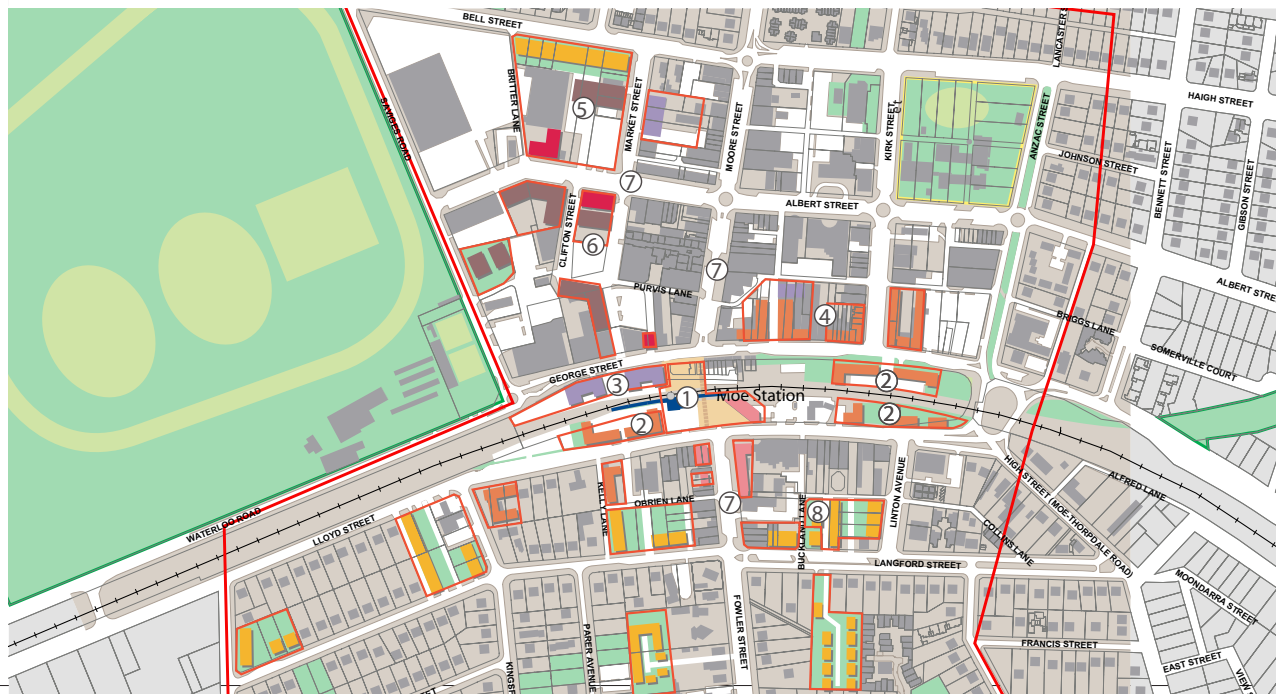


2.0 PLANNING POLICY AND DOCUMENT REVIEW

2.3 Latrobe Transit Centred Precincts Study (LTCP): Moe Town Summary

- ① Station Precinct
- ② Railway Land Apartments
- ③ Railway Land Offices
- ④ George Street shops
- ⑤ Coles
- ⑥ Clifton Street Block
- ⑦ Moore / Albert / Fowler Streets
- ⑧ Langford Street shops

- 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
- New Plaza
- Public Open Space



Key issues arising from a review of the LTCP and subsequent stakeholder consultation included:

- The strategic rationale for specific “masterplan” recommendations to be tested were in many cases difficult to understand. As a result of this there appears to be little “ownership” of the plan by the various stakeholders.
- The implementation model and key actions recommended has only partly been enacted making the identification of economically viable demonstration projects difficult to determine.
- A lack of clarity as to the vision of a new “urban lifestyle” and the likely form of “lifestyle hubs” specifically in relation to the role of community facilities in the urban mix.
- A lack of clarity as to the best model for delivering the desired catalyst project for the train station interchange.

VicTrack Land

The LTCP essentially proposed privatisation of the train station precinct through key development sites within the VicTrack land holdings and around the train station. A number of these sites were identified as:

- higher-density residential development; and
- commercial and/ office development

However economic viability issues have meant that these potential development sites have not been pursued within the private sector and appear unlikely to be targeted in the short-term future.

In response to this, the approach has been to review the interpretation of the core Transit Cities principles as they apply to Moe, and to focus on public and civic facilities, open space and public reserves within the train station precinct.

In addition a number of the sites identified for change in the LTCP Moe Town Summary have since received development approval inconsistent with recommendations of the Urban Renewal Framework.

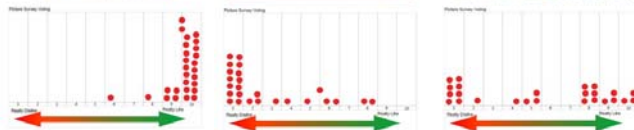
In light of this review the following key opportunities/directions were identified for this project:

- a) the focus of the current planning efforts be targeted to more clearly identifying the first stage “finer grain” initiatives of the implementation model, focusing specifically on necessary **public domain improvements** within and adjacent the rail corridor.
- b) that community needs and vision in relation to “lifestyle” issues be better determined through broad and engaging consultation activities.
- c) That the siting of community facilities, including Council’s desired redevelopment of the Moe Library be considered in terms of its **catalyst** potential to deliver the desired outcomes for the town centre.

3.0 COMMUNITY ENGAGEMENT



Search Conference - March 2007, Moe



Speak out - August 2007, Moe

3.1 Overview

In line with the Latrobe Vision 2021's key objective of community capacity building, a community consultation program, facilitated by Andrea Cook of Red Road Consulting was developed in the initial stages of the project in response to an identified gap in previous planning work for Moe town centre. Two key consultation events were held to gather broad community feedback and opinion:

3.2 Search Conference:

The primary aim of the Moe Activity Centre Search Conference was to seek guidance about issues and ways in which the community consultation process should proceed. The workshop program was designed to maximise professional and peak body participants' opportunities to talk about things they (and their constituents) value in their community, to identify critical priorities and 'market realities' which would affect the Activity Centre process and to advise on future consultation and communication with the wider Moe community.

An important objective of the Search Conference was also to build enthusiasm for the consultation process and to reassure participants that what was being proposed in general terms was a creative and wide-ranging process which aimed to involve all sectors of this diverse community.

The Moe Activity Centre Search Conference was held on 30 March 2007 and was well attended with 64 registered participants, with a wide range of perspectives, attending the day long conference.

3.3 Speak Out

The SpeakOut is designed to facilitate structured "drop-in" participation, where participants come to the venue, find the issues on which they wish to "SpeakOut" and have their say, with their comments clearly recorded by a Recorder, while a Facilitator pays close attention to what they are saying and asks pertinent questions. In this SpeakOut, a number of interactive exercises were also available for people to participate in.

At the SpeakOut, there were a range of "issue stalls" and activities, including:

- Moe's Town Centre (with community mapping activities)
- Moe's Image (with a "vote with your hands" activity)
- People in Moe (with a community audit activity)
- Access and Getting Around Moe (with hotspot mapping activities)
- Recreation and Facilities in Moe (with a community graphing activity)
- Children's Consultations (with model making and drawing activities)

3.4 Outcomes

While the outputs and views captured within this consultation have been used to test and inform the development of this plan, it is envisaged that the transcripts of these events continue to inform council planning and decision making within the Moe town centre area beyond the life of this project.

A full copy of the transcripts from these events is attached as an addendum to this report.



4.0 ISSUES AND OPPORTUNITIES

4.1 Community Priorities and Ideas

In relation to the Latrobe Transit Cities Precincts's Urban Renewal Framework proposals, many of the ideas generated through the community engagement process reinforced the general principles of the plan.

The Search Conference yielded a set of critical themes that focused on the physical, social and economic priorities for Moe (refer left). Broadly speaking there were two key "urban design" themes/ideas that emerged particularly relevant to our project objectives.

- the ideas of collocation ("hubs") with a civic focus to capitalise on significant existing community pride and spirit
- connectivity (particularly the north south divide of the centre).

The Speak Out event was aimed at getting a greater amount of detailed feedback on these key themes, and a "non verbal" response to describe preferred planning/ design elements (refer far left).

The idea of a "civic hub within a green corridor" was presented for feedback. While there was significant support for the idea key concerns were also raised. These included:

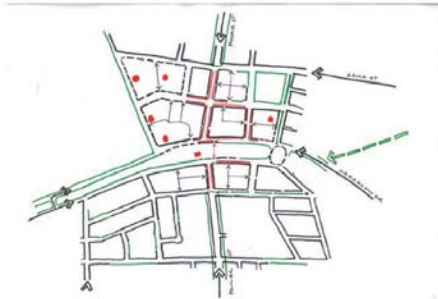
- acoustic issues
- fear that the library would be downsized
- concerns about the viability given current land ownership
- a preference to keep it where it is and build a second storey.

Moe Speakout: A selection of photo voting provoking most positive reaction



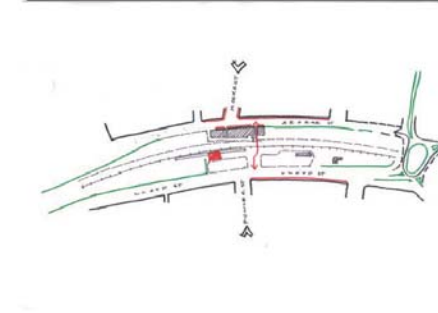
TOWNSHIP - MOE NEWBOROUGH

- "country town" character
- fingers and edges of green
- consolidation of uses to town centre
- bus and cycle links and entry points to town centre
- competition with residential opportunities away from town centre



TOWN CENTRE

- legible permeable street network
- well distributed off street carparking
- well defined main street
- boulevard entries from north and south
- poor block structure west of Moore Street
- poor entry from east and west via rail corridor (roundabout)
- strategic location of "civic" facilities



RAIL CORRIDOR

- role and function of George Street precinct(s) and street design
- role and function of Lloyd Street precinct (s)
- north/south pedestrian linkage
- east west cycle linkage
- overall street legibility including tourist route



TRAIN STATION PRECINCT

- pedestrian linkages between train station and bus on George St
- intensification of activity to improve amenity and attractiveness of public transport
- current and future land ownership patterns: need for acquisition of existing shops

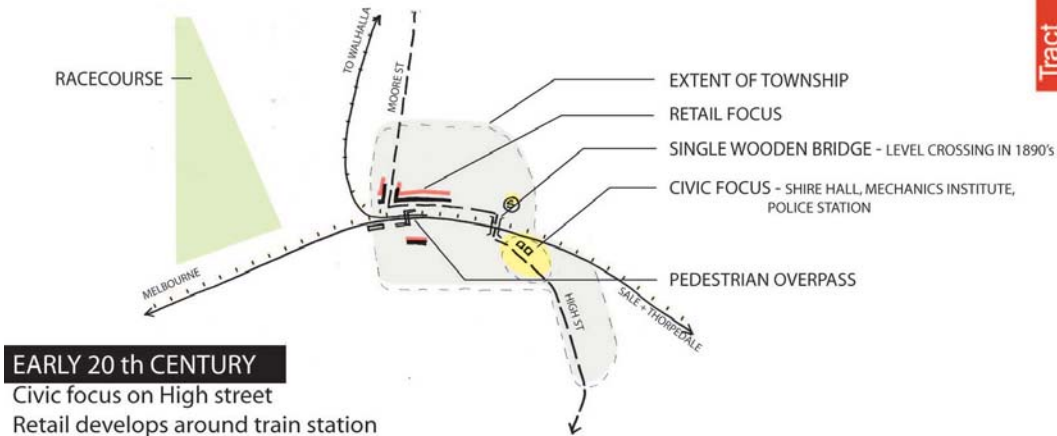
4.0 ISSUES AND OPPORTUNITIES

4.2 Urban Context Analysis

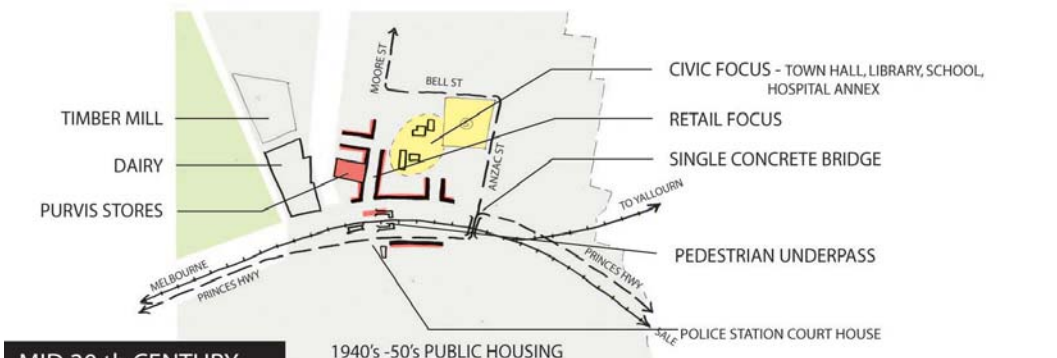
In order to better understand the role the station precinct and Victrack land plays in within its broader urban context, the area was analysed at a number of different scales with the aim of prioritising actions and strategies.

Key elements in the overall existing built fabric of the town presenting opportunities include:

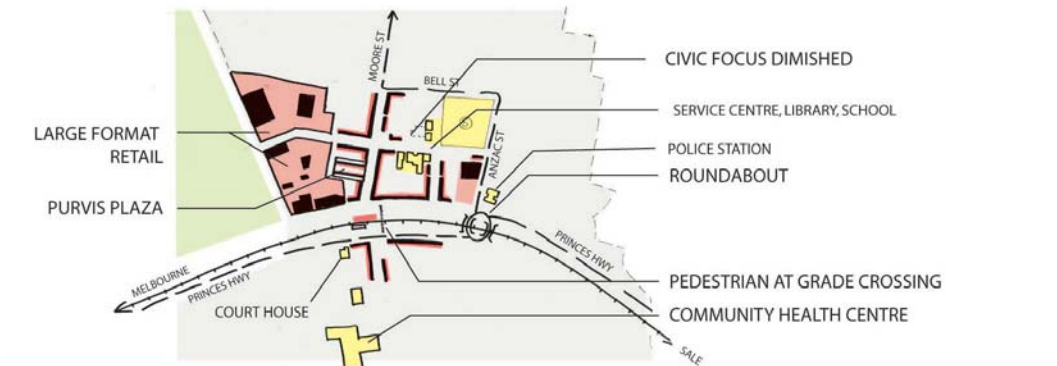
- Shops fronting George Street at the end of Moore Street along with vacant VicTrack land form a barrier to efficient and easy movement in north-south directions. There is a key opportunity to alleviate this pressure through the opening up of a north-south pedestrian and bicycle connections and open visual connections across the railway track.
- The disconnected nature of development west of Moore Street resulting from the decommissioning of the Walhalla rail corridor.
- Recent investment in large format retail and medical services away from the train station precinct and Moore Street.
- Extensive low-density, haphazard housing stock within close walking distance of the town centre within the southern precinct of the Transit Centred Precinct.



EARLY 20th CENTURY
 Civic focus on High street
 Retail develops around train station



MID 20th CENTURY
 Civic Focus on Albert Street
 Retail expansion on Moore St - Purvis stores



EARLY 21st CENTURY
 Upgrade to regional fast rail + broad band roll out
 Retail expansion west of Moore St
 Development of service centre
 New links to centre and station

4.0 ISSUES AND OPPORTUNITIES

4.3 Historical Analysis

The form of the town of Moe has developed over more than a century through varying social, economic, planning and regional factors.

Recent history of the area highlights the economic issues likely to have affected investment in the town. The analysis of this evolution across a range of scales relative to the town centre indicates a number of physical and planning changes that have occurred that form opportunities and constraints for future revitalisation of the town:

- A dispersal of activity away from the train station precinct
- A diminished civic focus resulting from consolidation of civic activity elsewhere in the town
- Haphazard development of land adjacent the Walhalla rail corridor

Within the core objectives of this project, these issues lead the implementation program to seek to address shortcomings in the areas of a Moe civic focus and presence, concentrated development around the train station, and re-establishment of key town connections to aid movement networks and getting around Moe.



5.0 FRAMEWORK PLAN

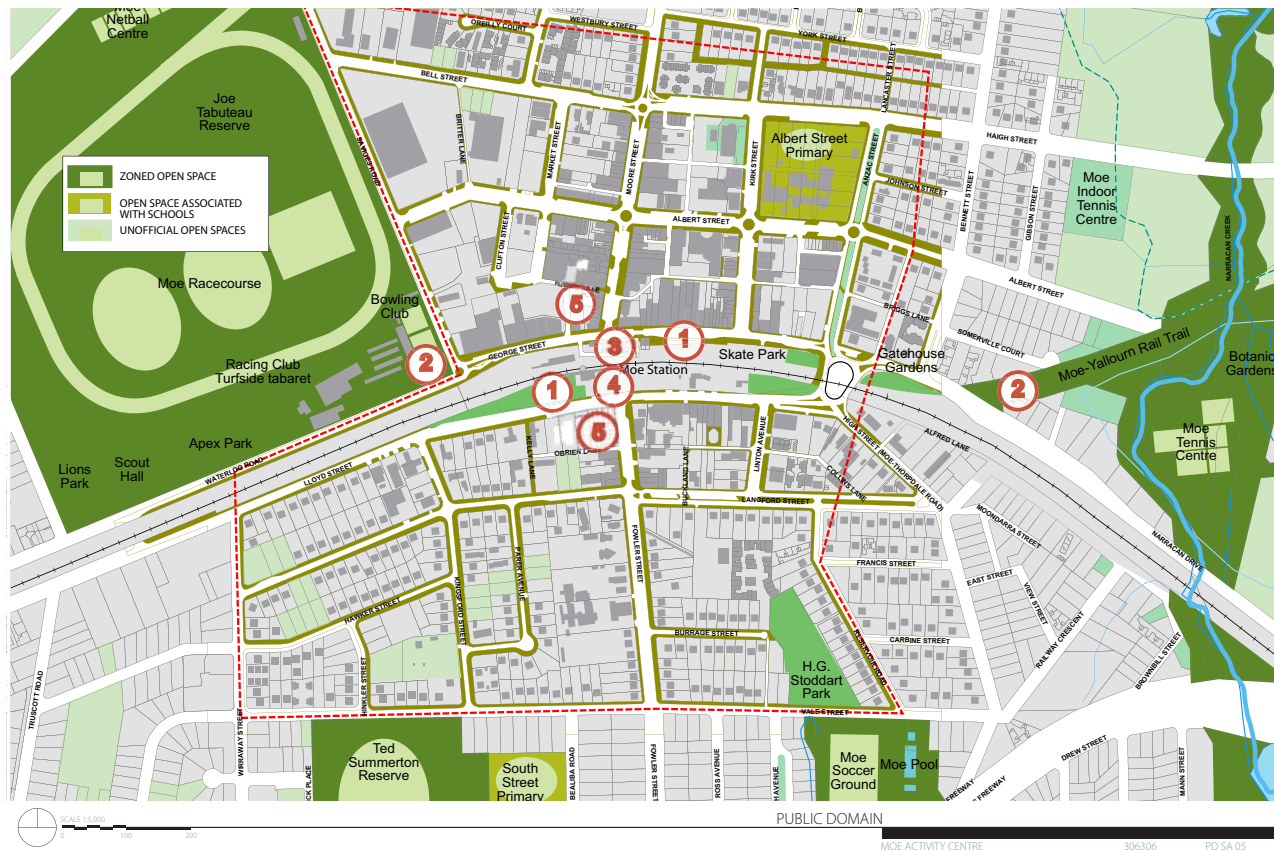
5.1 Landscape Framework

Open space 'green' corridors

A central issue to the project is establishing the central railway land as the 'green corridor' linking the key green public open spaces of the Moe Racecourse to the west and the Moe Botanic Gardens and Lake Narracan to the east.

The key opportunities to achieve this corridor, and to address broadly the Transit Cities principles of sustainability, have been identified as:

- Prioritising community parks and reserves to the VicTrack land around the train station. (Refer keynote 1 on plan adjacent).
- Enhancing east-west links including cycling and pedestrian connections. (Refer keynote 2 on plan adjacent).
- Giving the town centre crucial public open space centralised around the new town 'hub' and transport interchange. (Refer keynote 3 on plan adjacent).
- Enhancing north-south connections across the railway corridor through key green public open spaces. (Refer keynote 4 on plan adjacent).
- Activating central green open spaces with localised commercial and transit oriented activity. (Refer keynote 5 on plan adjacent).



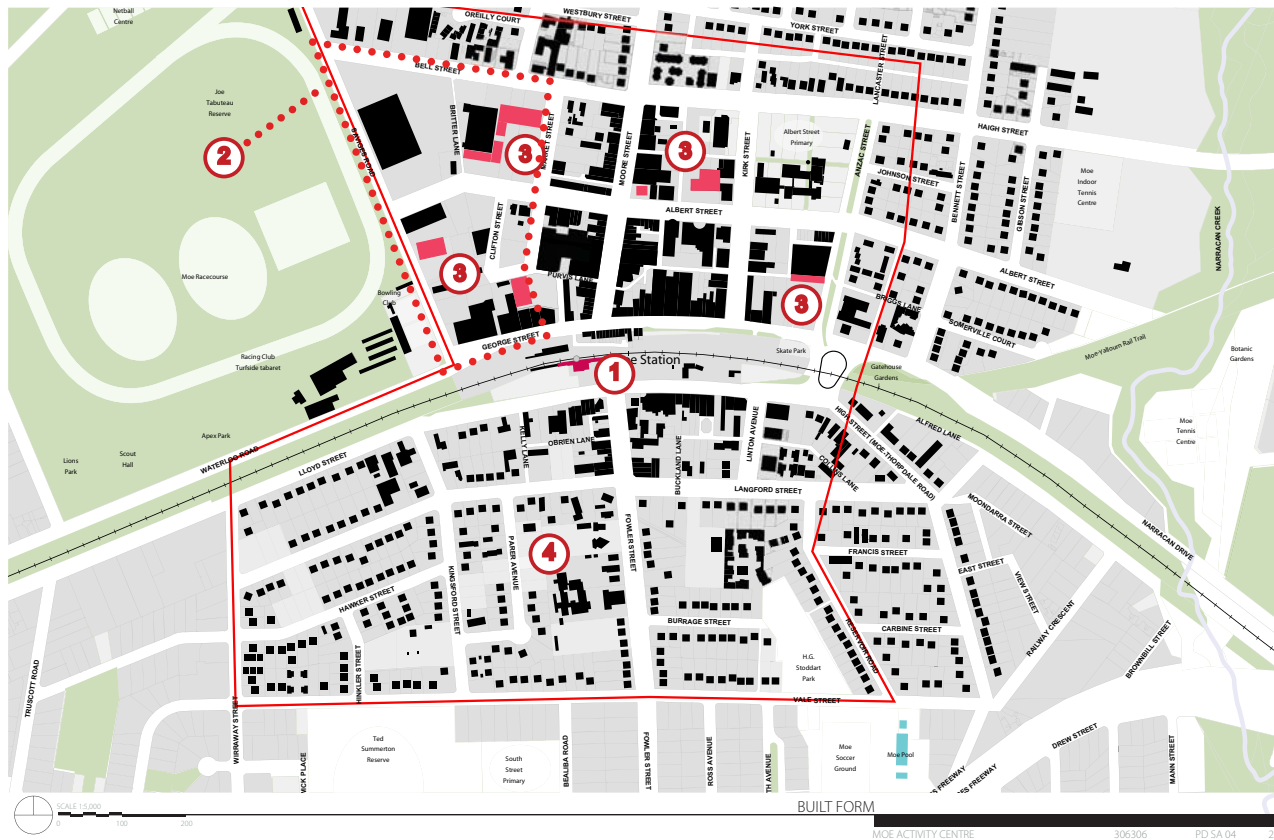
5.0 FRAMEWORK PLAN

5.2 Built Form Framework

The built form of the Moe town centre has evolved over time and presents a diverse range of opportunities and constraints for urban renewal, particularly in relation to the train station precinct and surrounds.

Key elements in the overall existing built fabric of the town presenting opportunities include:

- The dividing effect to the rail corridor of the privately owned shops fronting George Street. (Refer keynote 1 on plan adjacent).
- The dispersed nature of development west of Moore Street resulting from the decommissioning of the Walhalla rail corridor. (Refer keynote 2 on plan adjacent).
- Recent investment in large format retail and medical services away from the train station precinct and Moore Street. (Refer keynote 3 on plan adjacent).
- Extensive low-density, haphazard housing stock within close walking distance of the town centre. (Refer keynote 4 on plan adjacent).

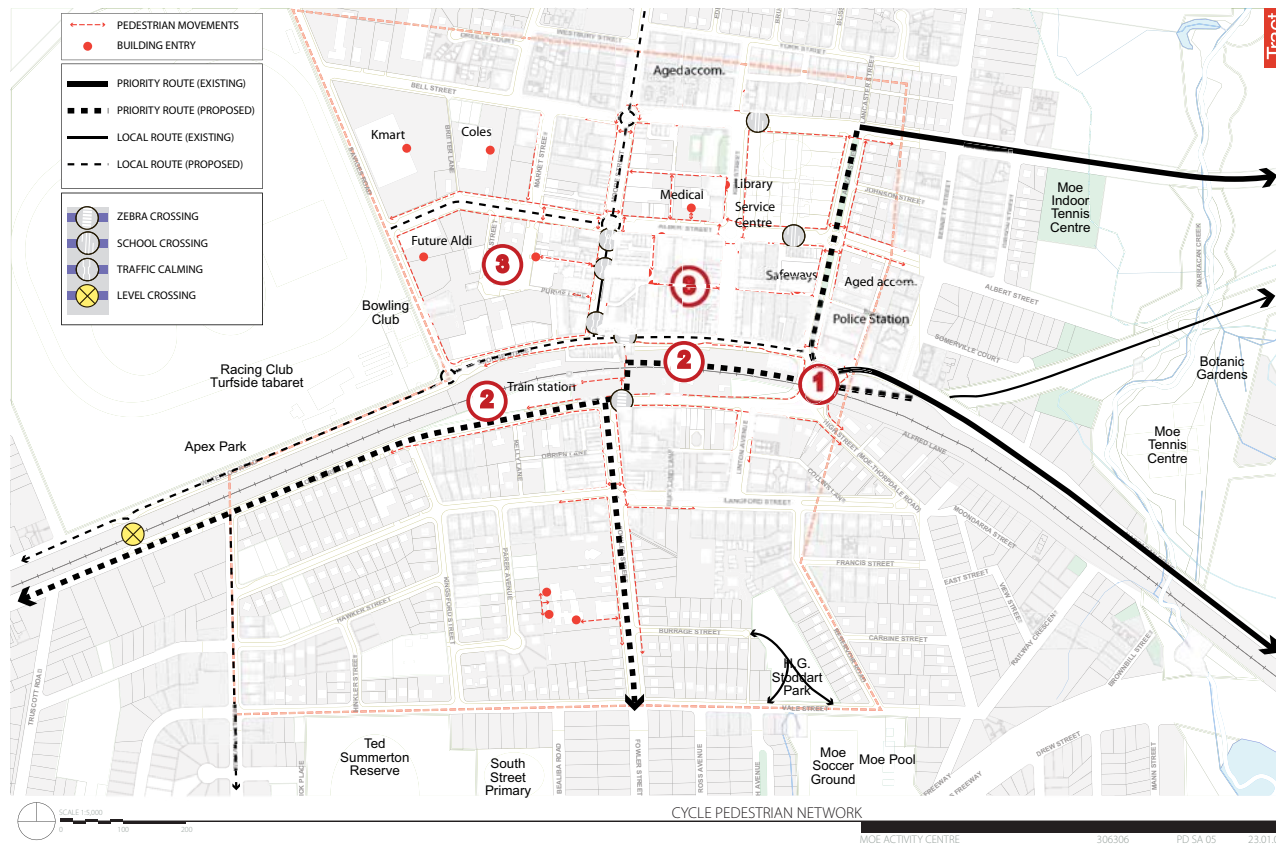


5.0 FRAMEWORK PLAN

5.3 Walking and Cycling Framework

As part of the 'greening' of the town centre of Moe, the networks of pedestrian and cycling trails are to be enhanced and integrated with other key services.

- Prioritising the key Moe-Yallourn trail as an east-west connection for the town. (Refer keynote 1 on plan adjacent).
- Integration of pedestrian and cycling trails within new central public green spaces within the railway corridor. (Refer keynote 2 on plan adjacent).
- Strengthening mid-block pedestrian links through arcades and laneways to carparking areas and to bus stops. (Refer keynote 3 on plan adjacent).



5.0 FRAMEWORK PLAN

5.4 Public Transport Framework

A key part of establishing a new Moe civic hub is the integration of public transit systems based around the train station.

- Prioritising bus and train connections and movements over car movements. (Refer keynote 1 on plan adjacent).
- Establishing new bus routes serving the town and key town nodes. (Refer keynote 2 on plan adjacent).
- Establishing a bus interchange/ station adjacent the train station and 'hub' at the end of Moore Street. (Refer keynote 3 on plan adjacent).



5.0 FRAMEWORK PLAN

5.5 Development Principles for VicTrack (and adjacent) Land

The proposed vision for the rail corridor is as follows:

“ An active pedestrian and cycle friendly civic hub within a green corridor which links the town centre to its surrounding landscape and recreation amenity and attracts passing trade to the activity centre”

1. Civic Hub

Priority development of corridor as a civic and transport hub to reduce the dividing affect of the rail corridor and provide a high quality address for transport infrastructure in a central activity centre location.

2. Service Station Site

Redevelopment of service station site with improved vehicle flows and intensification of commercial operations in the short term. Potential to integrate with Civic hub through incorporation of commercial activity to the west.

3. Former goods yard site

Short term upgrades for car parking within a landscaped setting. Market redevelopment of the site with “value add” of civic hub (further to clarification of longer term commuter car parking requirements)

4. Existing parkland

Consider longer term expansion of commuter car parking, sensitive to existing community art/ landscape projects.

5. Existing park/ car park/ skate park

Structure corridor to support key cycling route, with a mix of landscape, car parking and recreation facilities.

6. Existing Rose Garden

Embellish park to minimize negative visual impact of rail corridor and overpass. Consider opportunities to activate the open space through adaptive reuse of former substation building.

7. Eastern landscape corridor

Structure the landscape component of this corridor recognizing its “gateway” role in arriving at the centre from the east by car and cycle.



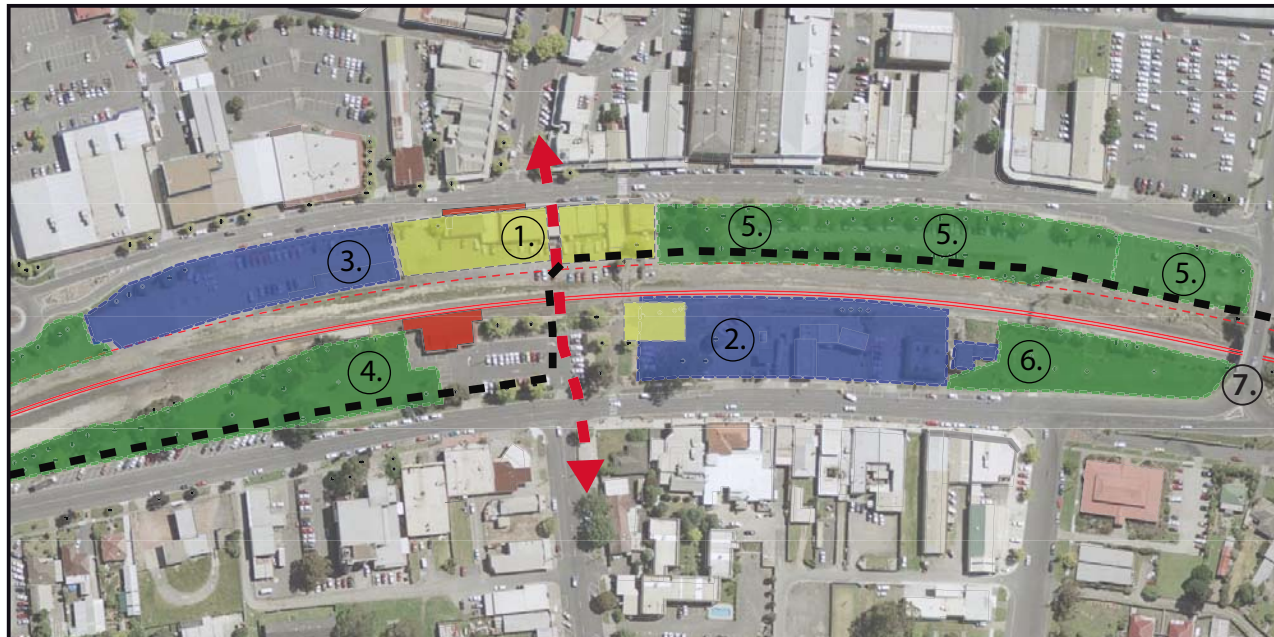
3. 'Goods yard' site carparking



5. Existing carparking east of the pedestrian crossing



5. Existing skate park to remain and incorporate the Moe-Yallourn Rail Trail



4. Existing carparking east of the train station



2. Existing service station site for redevelopment

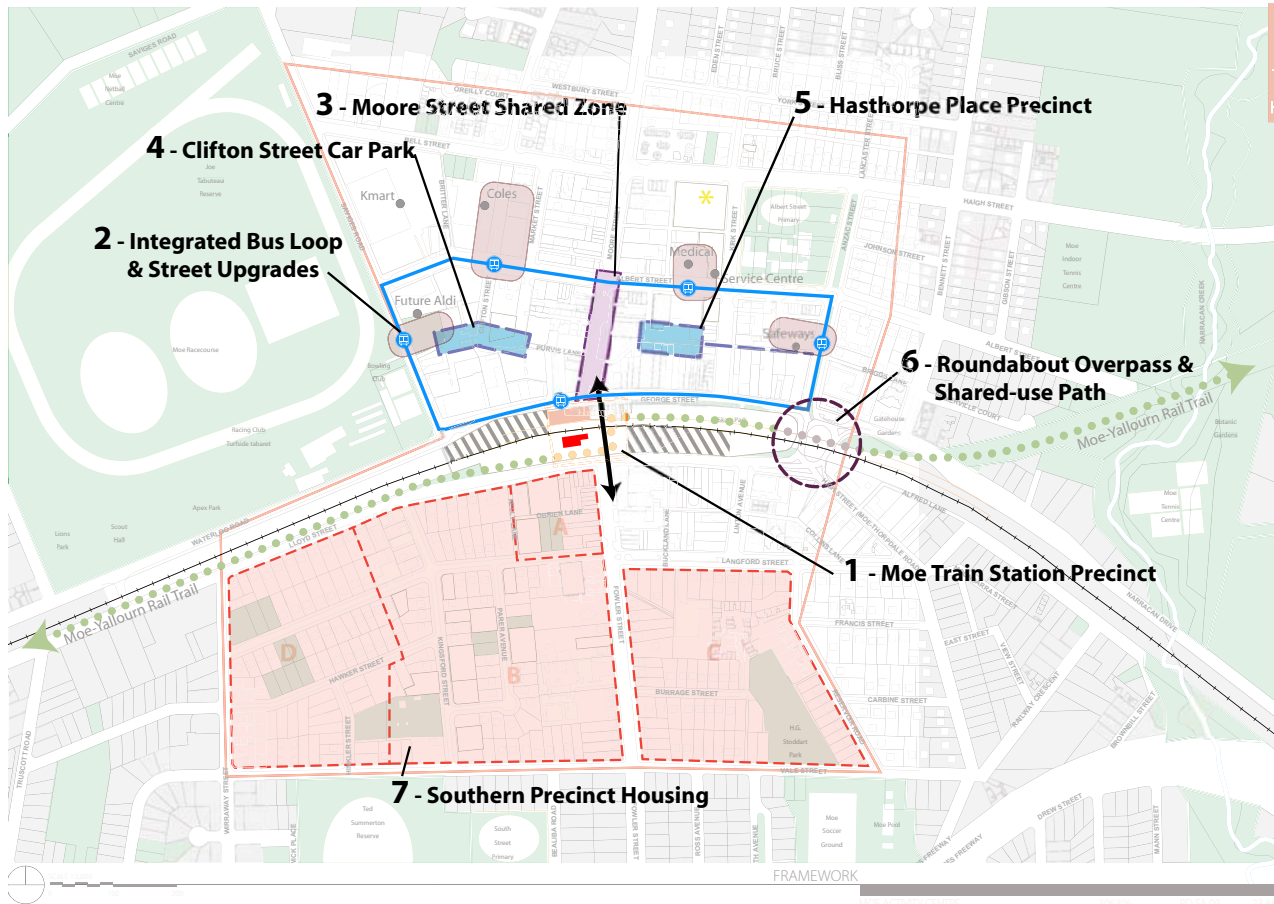


6. Potential for adaptive re-use of substation building adjacent rose garden and reserve

6.0 IMPLEMENTATION PROJECTS

6.1 Overview and Framework for Implementation Projects

1. Moe Train Station Precinct Revitalisation
2. Moe Bus Routes and Integrated Bus Interchange
3. Moore St Shared Zone Upgrades
4. Refining the Clifton St Carpark Precinct
5. Hasthorpe Place Precinct pedestrian space improvements
6. Refining the Roundabout Overpass and its connections
7. Establishing a demonstration housing project within the residential precinct south of the train station



6.0 IMPLEMENTATION PROJECTS

PROJECT 01

6.2 Moe Train Station Precinct

This project is considered “the” project to catalyse the regeneration outcomes being sought in the Latrobe Transit Centred Precinct project, and the one which best delivers on the community’s aspirations.

The following key principles are aimed at establishing key physical parameters to inform further design work and addressing the key issue for the project which is achieving resolution of difficult land ownership issues to the north of the precinct and further identifying commercial opportunities which can support the vision.

1. Pedestrian Level Crossing

- relocate west to align with Moore Street pedestrians
- establish an efficient, safe and secure north-south connection
- planted and hardscape design coordinated with plaza area
- coordinate with development to the south-eastern corner

2. Civic hub - public plaza

- open landscaped public space with activated edges
- potential to be partially covered and weatherproof
- planted and hardscape design with public furniture

3. Civic hub - Library building

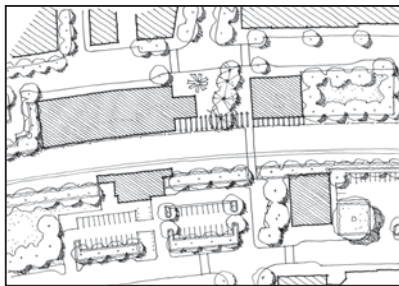
- incorporate relocation and upgrade of the Moe library
- activate the eastern end fronting the plaza
- newsagency, internet cafe style uses
- public information services
- community meeting rooms
- train and bus timetabling, information and ticketing
- integrated, covered bus stop to George Street
- public exhibition spaces for art and community uses

4. Civic Hub - Pavilion building

- public amenities and services building
- potential to house public toilets
- maternal care facilities, possible child care services
- Moe-Yallourn Rail Trail information point
- bicycle hire and storage for bus and train users

5. Proposed Commercial development site

- potential to have an activated public service facility



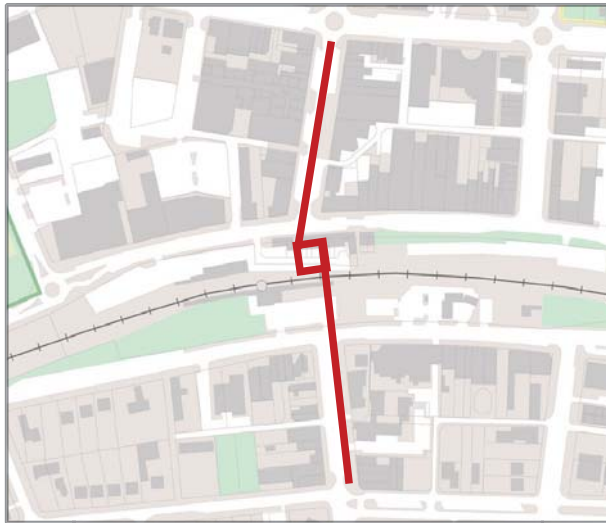
6.0 IMPLEMENTATION PROJECTS

PROJECT 01

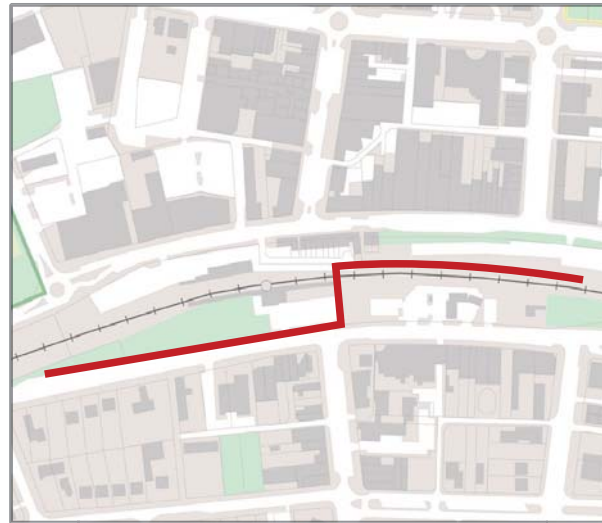
6.2 Moe Train Station Precinct

Key Principles

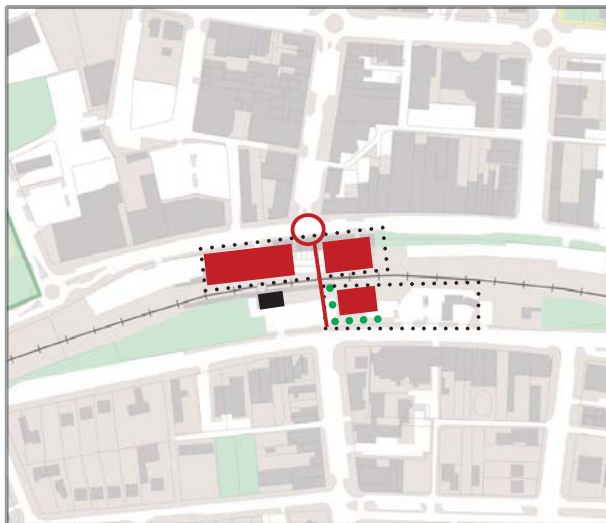
- Prioritise amenity of north south links across rail line for train bus interchange, and town centre users.
- Introduce new pedestrian focused activity directly adjacent to the crossing to establish train station and interchange in a “civic hub” and a focus for community pride and interaction.
- Create a new civic “gateway” to the town centre from the south by re-aligning a direct shared path from Fowler Street fronted by new development at both sides of the rail crossing.
- Restructure existing station parking to improve visual and physical connections across rail corridor and to the train station.
- Provide new carparking based on an integrated study of the requirements of the entire precinct.
- Develop the eastern portion of the “goods yard” site as a high quality building terminating the view from Moore Street and establishing a sense of civic pride to the precinct.
- Providing active uses fronting a pedestrian plaza.
- Potential incorporation of a range of civic activities to reinforce the precinct as a centre for community pride/ information and learning.
- Retain where possible existing significant vegetation and community project work.
- Utilise the civic hub project as the catalyst for development and urban renewal surrounding the train station precinct development and urban renewal.



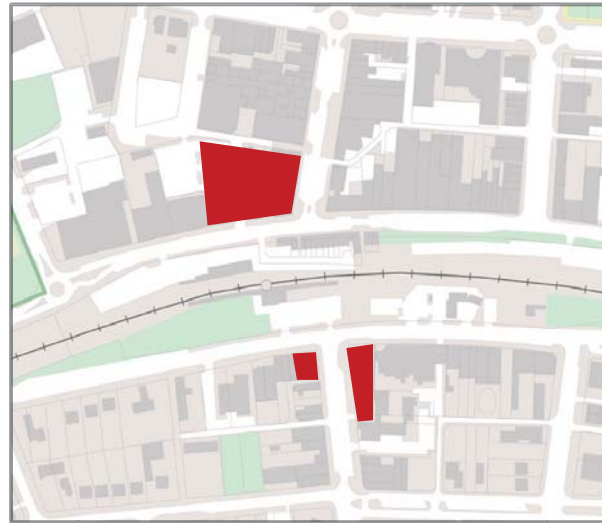
Principle - North-South pedestrian connections centred on train station



Principle - East-West 'green corridor' cycle connections



Principle - Establish a Civic Hub as 'catalyst' project comprising a mix of community and commercial uses with activated edges to public open space and connections



Principle - Facilitate key commercial and residential projects adjacent the Civic Hub and surrounding the train station corridor to build on the 'catalyst' project

6.0 IMPLEMENTATION PROJECTS

PROJECT 01

Library Hub



Library spaces activating plaza



Two storey form of library to plaza



6.2 Moe Train Station Precinct

Key actions:

- Full survey of Victrack land
- Acquisition of retail land fronting George Street
- Facilitate quality redevelopment of service station site (café/restaurant)
- Detailed carparking review and study for entire town centre. Confirm commuter car parking requirements in short and longer term with V-Line/DOI
- Coordinate expressions of interest in “goods yard land” adjacent to the redeveloped Civic Hub with focus on employment/ training
- Detailed engineering study to guide the relocation of the pedestrian crossing to the west to align with the new civic hub and Moore Street
- Revisions to the train station platform to allow the relocation of the pedestrian crossing
- Establishment of the Moe-Yallourn Rail Trail through the entire train station corridor

Plaza



Community meeting and educational facilities



Landscaped open plaza space with activated edges

Pavillion



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Civic Hub Pavillion building to integrate community uses based on transit-oriented requirements

6.0 IMPLEMENTATION PROJECTS

PROJECT 02

6.3 Integrated Bus Loop and Street Upgrades

Key principles

- Align council capital works (public realm upgrades) with state investment (bus stops) and private sector investment (shopping centre expansions)
- Integrate bus stops with their physical environment and pedestrian movement networks
- Extend investment in train station precinct public realm to broader town centre.

Key Actions

- Undertake survey works for streets incorporating new bus stops for the purpose of developing detailed design
- Liaise with developers of key sites adjacent public transport, to identify opportunities for better integration of pedestrian movements and public/private realm interface.
- Liaise with key stakeholders such as the local and regional bus operators to coordinate routes, stops and co-locating services with the train station precinct.



6.0 IMPLEMENTATION PROJECTS

PROJECT 03

6.4 Moore Street Shared Zone

Principles

- Reinforce this section of Moore Street as the primary shopping street in the town centre by strengthening its pedestrian connection to the train station precinct.
- Formalise the intersection with George Street with a strong built form and signalised pedestrian crossings
- Retain existing mature street tree plantings
- Slow traffic through design treatment rather than signage eg. narrowing of carriage way, surface treatment distinguishing this street from other streets in activity centre.

Key Actions

- Develop agreed intersection treatment for Moore and George Streets
- Undertake necessary survey work to develop detailed design options for shared zone precinct.



View along Moore Street to new civic hub



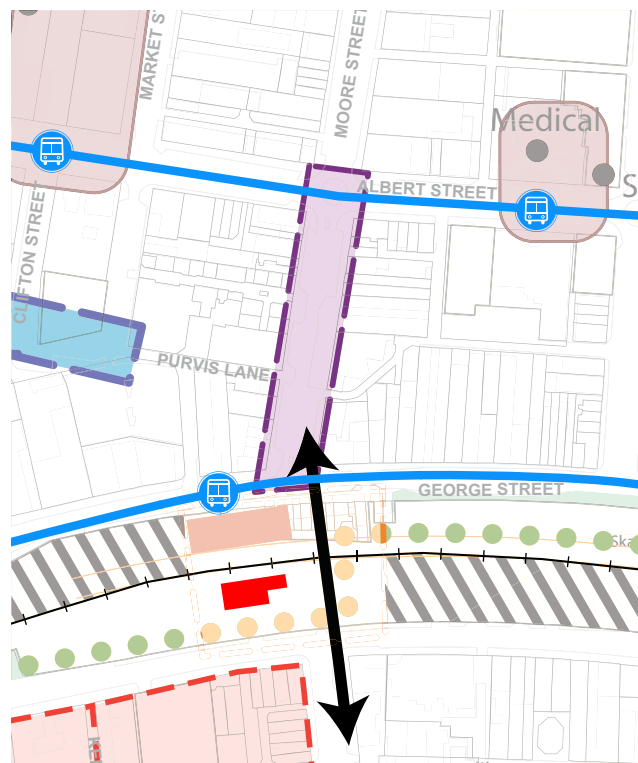
Shared zone pedestrian landscaping



Moore Street pedestrian crossing



Northern end of Moore Street



6.0 IMPLEMENTATION PROJECTS

PROJECT 04

6.5 Clifton Street Carpark

Key Principles

- Improve legibility for both car users and pedestrians by introducing new streets and pedestrian movement networks
- Rationalise car parking in relation to land ownership patterns to better support intensification of surrounding land uses
- Facilitate new development which fronts car park and the pedestrian network (CFA site, Purvis Plaza, "night club")
- Prioritise the pedestrian route between Aldi, Purvis Plaza, the potential new bus stop and Moe Bowls Club

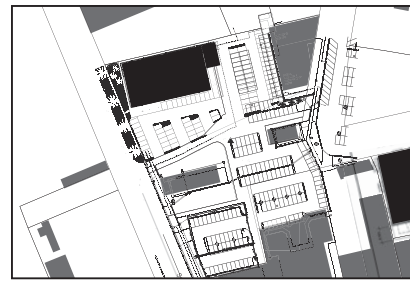
Key Actions

- Clarify land ownership within centre of block, and liaise with land owners to develop car park plan which will facilitate new street network.
- Liaise with CFA, Purvis Plaza owner and other key owners to develop detailed land use vision for block
- Establish and confirm intentions of key land and lease holders in relation to future development
- Establish a set of Urban Design Guidelines in a Framework document for the precinct in order to guide future planning and development.

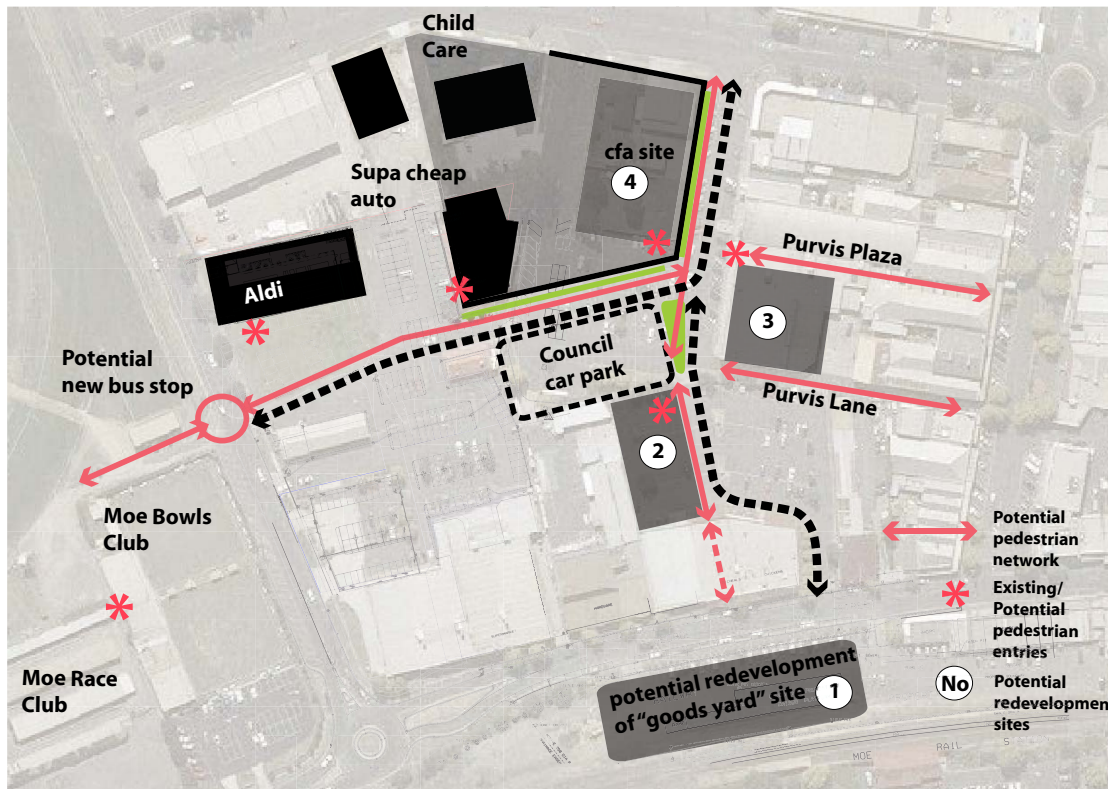
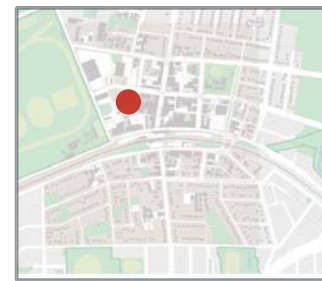


Existing Purvis Plaza entry

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Proposed new supermarket



6.0 IMPLEMENTATION PROJECTS

PROJECT 05

6.6 Hasthorpe Place Precinct

Key Principles

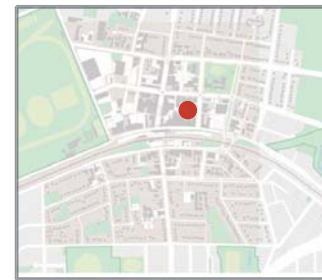
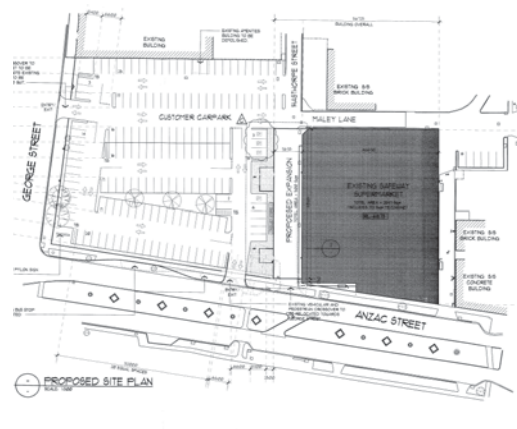
- Improve pedestrian movement between Moore Street and Safeway store
- Provide a more efficient carparking distribution mid-block between the main streets
- Provide a high amenity pedestrian address to key sites including pedestrian arcades to Moore Street and George Street

Key Actions

- Undertake detailed survey of the precinct
- Undertake detailed traffic management and road engineering study of the precinct
- Establish and confirm the intentions of key land and lease holders within the precinct in order to coordinate future applications
- Establish a set of Urban Design Guidelines within a Framework document for the precinct to guide future development and planning



Proposed Safeway facade



6.0 IMPLEMENTATION PROJECTS

PROJECT 06

6.7 Roundabout Overpass

Key Principles

- Improve pedestrian and cycle movements across and along the rail corridor particularly the Moe Yallourn Rail Trail connection (both in short term and long term)
- Improve legibility for motorists particularly accessing George Street and train station precinct.
- Extend the 'green corridor' landscape theme across the roundabout through targeted improvements to the visual landscape character

Key Actions

- Undertake necessary survey of underpasses to confirm feasibility of Rail Trail Connection
- Consider "value adding" design amenity improvements to short term option (currently proposed by Vic Roads) including landscaping
- Undertake traffic modelling for an updated study of the assessment of the roundabout in terms of vehicle and pedestrian movements



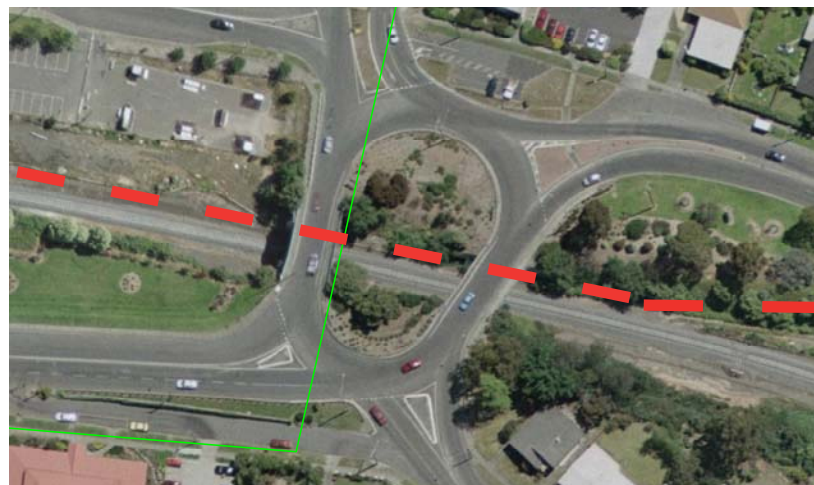
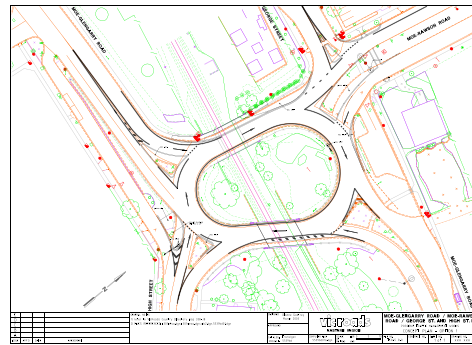
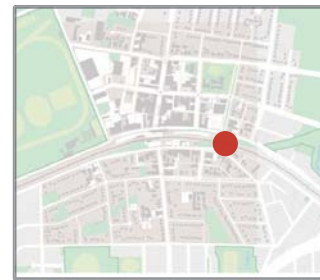
Existing roundabout and VicTrack land interface



Pedestrian path to roundabout



View to skate park and the new Moe-Yallourn Rail Trail from overpass



Current option for improved pedestrian connection

6.0 IMPLEMENTATION PROJECTS

PROJECT 07

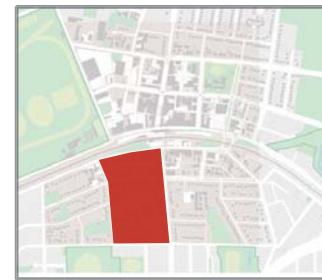
6.8 Southern Precinct Housing

Key Principles

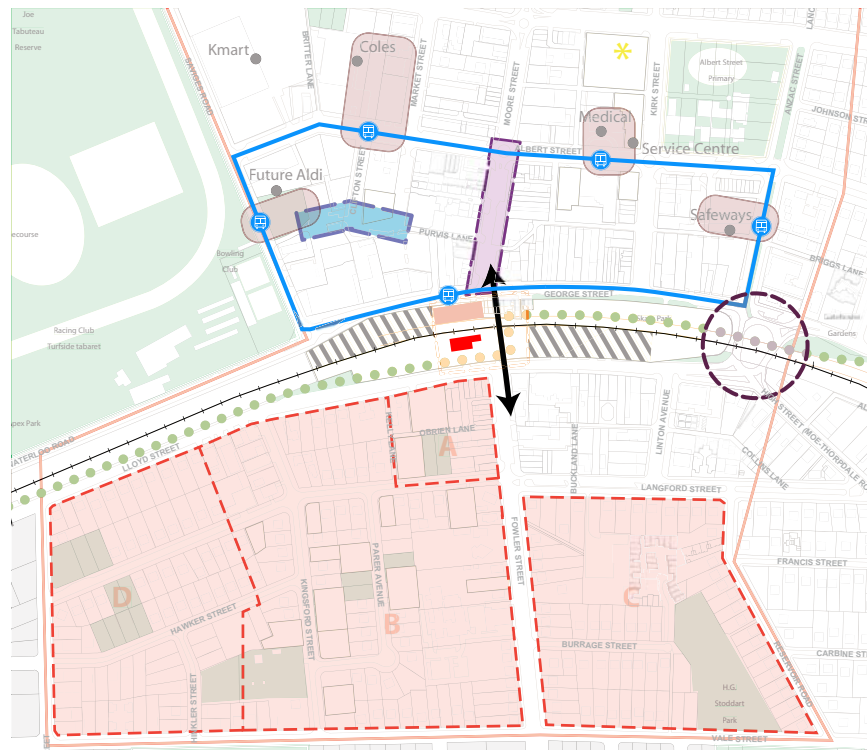
- Support the orderly redevelopment of higher density housing to the south of Moe town centre and train station through a demonstration project and precinct planning
- Inclusion of housing options to VicTrack land from previous structure planning is not supported by commercial reality
- Capitalise on significant government land holdings, and site opportunities for affordable and accessible housing
- Strengthen connections to Moe town centre and train station precinct through a revitalised Fowler Street

Key Actions

- Further scope opportunities for “whole of government” demonstration project in Langford street “court house” block.
- Consider better utilising Affordable Housing Association models rather than public housing
- Develop a masterplan for the precinct adopting current best practice urban renewal principles comparable to other DHS projects eg Corio Norlane



Current interface between train station precinct and southern housing precinct



7.0 IMPLEMENTATION ACTION PLAN

7.1 Implementation Recommendations



Bendigo 'main street shared zone' concept



West Footscray Library and Neighbourhood House



Summary of response to existing Implementation Report

The existing LTCP: Moe Town Summary Implementation Report prepared by David Lock Associates identifies actions under the following categories.

Public Transport Improvements

We strongly support investment in the train station precinct as the key catalyst for broader regeneration. Our key point of difference with previous recommendations is that funding to achieve such an outcome is unlikely to be achieved through the sale of public (victrack) land to the private sector. To the contrary the greatest constraint that had previously not been costed was the acquisition of key privately owned land directly to the north of the train station.

Planning Framework

During the course of this project the LTCP: Moe Town Summary Report was incorporated into the Latrobe Planning Scheme as a reference document.

In order to make this document more "user friendly" we reinforce the original Implementation Report's recommendation for:

- a) In house staff training to clarify the design/ development implications of "transit oriented" development intent.
- b) Council to continue to consider means of ensuring cooperation/coordination between council departments particularly development planning, economic development and engineering in relation to integrated public/private realm coordination.
- c) Council to develop a comprehensive car parking precinct plan based on appropriate traffic modelling.

Our key point of difference with previous recommendations is that rather than attempting to amend planning controls and strategies in a comprehensive manner "upfront", that more detailed design guidelines be developed on a precinct by precinct basis beginning with the Clifton Street and Hasthorpe Place projects identified in this project. Further we recommend developing these precinct plans with key landowners with additional design input and review through a "design review panel" model.

Public Realm Improvements

We strongly support urban renewal in the public realm as a means of encouraging private development by creating a better sense of place to the town of Moe.

A number of significant issues related to the road network remain unresolved in terms of traffic impacts and road space management. We recommend a comprehensive traffic study be done of the precinct in relation to current and future traffic impacts on the centre.

Our key points of difference with previous recommendations include:

- a) A vision for the rail corridor as primarily a public realm catalyst to broader regeneration around its edges rather than being a series of "mixed use" demonstration projects.
- b) Improvements to Albert, George and Moore streets, building on existing mature street tree plantings rather than a major (and expensive) restructuring of the street space.
- c) Prioritising capital works investment in the public domain directly adjacent recent retail and commercial developments and in the vicinity of likely public transport upgrades.

7.0 IMPLEMENTATION ACTION PLAN

7.1 Implementation Recommendations

Public Development

We strongly support the notion introduced in the LTCP Report that public sector development can act as “catalyst” projects that encourage further private sector investment. We firmly believe that Council’s need to redevelop Moe library represents an opportunity to demonstrate a vision for the future of Moe.

Notwithstanding limited funds, undertaking this project has highlighted the need for more comprehensive facilities planning for Moe to include provision of other infrastructure, and full consideration of opportunities to consolidate and better utilise existing facilities within the town centre.

The previous implementation report recommended the establishment of a “Latrobe and Gippsland public sector facility planning and development protocol”. To date this action has not taken place. The Moe Activity Centre Plan project and specifically future expressions of interest in the development of the “Civic Hub” idea or future use of the “goods yard” land may benefit from such an approach.

Private Development Facilitation

The current Implementation Report focuses on ‘packaging’ rail corridor land for future higher density residential and commercial development. As noted above, we believe the benefits of packaging sites within the rail corridor for commercial and residential development has not been demonstrated. Rather we believe there to be greater transport, “lifestyle” (economic and social) benefits to a largely publicly managed corridor.

An alternative potentially more viable option for private development facilitation relating to public land may include other significant residential land parcels within the southern precinct of the town centre, and to a lesser extent future use of Council’s current service centre and library.

Development of a number of development “opportunity” sites within the northern part of the town centre could be targeted by council “pro-actively” through town centre management structures (note below), or directly in relation to private land holdings directly adjacent proposed public realm/ car parking upgrades, through the development of precinct design guidelines.

Town Centre Management

It is recommended that Council support an overall “Town Centre Management” system as per the recommendation of the LTCP report. In the first instance this would require building on the Moe Town Centre Committee set up during the course of this project, and involving other key stakeholders involved in the consultation events.



Tract
Landscape Architects
Urban Designers
Town Planners

Moe Activity Centre Plan