



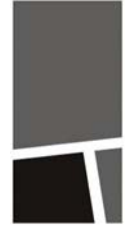
traralgon activity centre plan: background reports  
economic assessment

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july 2010

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## 1 introduction

The central activity district – the town centre - of Traralgon is one of the largest and most important multi-functional commercial centres in Gippsland. It is a centre serving a wide regional catchment as well as the growing town of Traralgon.

Latrobe City Council has determined to prepare a structure plan for the Traralgon Activity Centre (TAC) to guide future development of the centre and to ensure it continues to serve the local and regional population. Council has employed hansen partnership to prepare the activity centre plan. In order to assist in the understanding of the key drivers of development in the centre and to identify economic opportunities, hansen partnership has engaged Tim Nott, an economic development consultant who has prepared this background report.

This report looks in particular at the supply and demand issues for retail activity, office development and medium density housing. The extent of the centre is illustrated in the figure below.





Figure 1: traralgon activity centre – study area

Source: hansen partnership

## 2 existing situation

### 2.1 the role of traralgon activity centre

Traralgon Activity Centre (TAC) contains over 170,000 sq m of non-residential floorspace and employs around 5,000 people (from Council records and consultant estimates). It is one of the principal service and employment destinations in Gippsland. The centre performs a number of economic roles, including:

- sub-regional shopping destination, with an enclosed single-owner centre accommodating a discount department store, as well as an extensive grid of strip-shopping streets

- major government services focus, including regional offices of local, State and Commonwealth Government and the stand-alone Australian Securities Commission
- strong commercial and employment service offering, including financial, legal, property and technical services as well as job search and recruitment agencies
- large group of health service professionals (general practitioners, dentists, medical specialists, allied and alternative health professionals)
- education services including two primary schools and a soon-to-be-developed TAFE college campus adjacent to the railway station

### 2.1.1 regional context

The Latrobe municipality experienced a substantial loss of employment in electricity generation during the 1990s (a loss of over 6,000 jobs) and this led to population decline in Latrobe and surrounding areas. However, since 2001, the population of the municipality has rebounded, growing at an average of 0.8% per year between 2001 and 2009 (and 1.5% per year in the period 2006 to 2009) according to the Australian Bureau of Statistics (ABS). This most recent growth has been underpinned by significant growth in employment. Council has noted \$1.3 billion in construction in Latrobe over the period 2005 to 2010 in a wide range of public and private projects. These include new plantations and pulp mills, mine expansions, health centres, commercial offices and hotels, with investment in all parts of the municipality. This rebound of growth in Latrobe has fostered growth throughout the Gippsland region.

The Gippsland region is served by a number of towns of broadly similar size strung along the Princes Highway from Warragul to Bairnsdale. Traralgon has long been the largest of these towns. It is continuing to outgrow the other towns and to reinforce its place as a major commercial centre. This is illustrated by the following table which shows the population in each of the main Gippsland towns over the period from 1996 to 2006.

Table 1: population counted in largest gippsland towns, 1996 to 2006

	1996		2001		2006	
	Population compared with no Traralgon	Population compared with Traralgon	Population compared with no Traralgon	Population compared with Traralgon	Population compared with No Traralgon	Population compared with Traralgon
<b>Traralgon</b>	<b>18,993</b>	<b>100%</b>	<b>19,569</b>	<b>100%</b>	<b>21,960</b>	<b>100%</b>
Bairnsdale	10,890	57%	10,557	54%	11,282	51%
Moe-Yallourn	15,512	82%	15,352	78%	15,582	71%
Morwell	13,823	73%	13,505	69%	13,399	61%
Sale	13,366	70%	12,793	65%	13,336	61%
Warragul	9,011	47%	10,405	53%	11,498	52%

Source: ABS, 2007

Note: Figures cannot be compared across time periods because of a change in the method of counting.

The table shows that Traralgon has continued to become larger compared with the other main towns in Gippsland. The next largest town in the region is Moe-Yallourn which had a population that was 82% as large as that of Traralgon in 1996. This declined to be 71% as large as Traralgon by 2006. The other regional towns have followed a similar pattern, with the partial exception of Warragul.

This means that the TAC is becoming *more* likely to be the focus of investment that is designed to serve the whole Gippsland region.

## 2.1.2 existing non-residential activity

The following table provides an inventory of existing activities in the TAC. The table shows the following key points:

- TAC has a total non-residential floorspace of approximately 179,000 sq m.
- Vacant space constitutes only 4% of the total which shows a healthy balance between supply and demand.
- Retail floorspace amounts to around 72,000 sq m, making this the largest retail centre in Gippsland and almost twice as large as Mid Valley Shopping Centre (37,300 sq m).

However, the TAC is a strongly multi-functional centre, in which retail space constitutes less than half the total. Other notable activities include:

- 20,000 sq m of government offices, including the Australian Securities Commission information processing centre with 320 to 350 workers
- 26,000 sq m of finance, property and business services
- 19,000 sq m of health, education and community services (including two primary schools, TAFE and many small health providers)
- 13,000 sq m of other services (including multi-storey car-park)

**Table 2: existing non residential activity, TAC**

Activity	Establishments		Floorspace	
	no.	sq m	Share of total	
Retail	230	72,208	42%	
Manufacturing	5	1,189	1%	
Wholesale	5	3,877	2%	
Automotive sales and servicing	15	4,633	3%	
Clubs, pubs and hotels	8	7,374	4%	
Transport media and communications	7	2,176	1%	
Finance and insurance	36	8,466	5%	
Property and construction services	13	2,707	2%	
Business services	49	14,781	9%	
Health and community services	35	9,549	6%	
Education	9	9,654	6%	
Government services	18	20,465	12%	
Emergency services	2	1,460	1%	
Other services	12	13,002	8%	
<b>Total, all activities</b>	<b>444</b>	<b>171,541</b>	<b>100%</b>	
Vacant shops	25	4,594		
Vacant office	4	1,174		
Vacant other	1	1,275		
<b>Total vacancies</b>	<b>30</b>	<b>7,043</b>	<b>4%</b>	

*Source: unpublished property information Latrobe CC; consultant survey, March 2010*

*Note: the proportion of vacant shops and offices is not provided since offices may locate in shop units*

Provincial centre functions are split between Traralgon and other centres in the Latrobe Valley and elsewhere in Gippsland. This is recognised by Latrobe City Council with its “network city” approach to urban development, in which the main towns within Latrobe have specific functions, as noted in the box below.

The towns of Moe, Morwell, Traralgon and Churchill are recognised as being part of a ‘networked city’ as well as being places with unique characteristics which contribute to the local sense of place and provide diversity. *Each town has developed its own role and function* with Moe as a service centre; Morwell as a centre for government offices and industry; *Traralgon as a commercial centre*; and Churchill as a university town. Notwithstanding the ‘networked city concept’ it remains Latrobe City Council policy that each town grow in its own right and maintain a 10 to 15 year urban land supply within them.

Central to the concept of the networked city is acceptance by the community that higher order services and facilities (such as an art gallery or civic centre) that are provided in only one location can benefit the whole community and not just the town in which they are located. This should continue as the roles of towns evolve over time in response to changing social and economic influences.

Latrobe’s network city policy has resulted in a range of services and functions being present in just one of the four main towns of the municipality. This has meant that the TAC does not have a range of activities that are present in many other major provincial centres. These include:

- Regional hospital, which is provided at a location mid way between Traralgon and Morwell
- Substantial regional court and legal facilities, which are provided at Morwell
- University campus, which is provided at Churchill (Monash University)
- Cinema, with an eight-screen multiplex provided at Mid Valley Shopping Centre, and cinemas at Bairnsdale, Leongatha, Sale, Warragul and Wonthaggi
- Full department store, with none provided in Gippsland, and the nearest provided at Dandenong and Frankston

Traralgon’s recognised role within the planning scheme is as a “commercial centre”. This overlaps to some extent with the administrative and service roles of Morwell and Moe, but it is clear that Traralgon is to continue to provide a location for commercial investment.

### 2.1.3 existing housing

There are 21 existing houses or apartments on business-zoned land in the TAC which have been captured by the Council property data-base. These are all on the periphery of the commercial precinct, in Breed Street, Grey Street and Queens Parade and include separate dwellings and units.

## 3 retail supply and demand issues

### 3.1 method

This section provides an estimate of the potential scale and form of retail activity in the TAC over the period to 2026. The method used here is to:

- identify existing supply of retail floorspace in the TAC
- estimate the retail sales based on an average sales per sq m
- identify the main trade area for retailing in the TAC
- estimate the retail spending of people in the trade area
- calculate the current retail spending by residents and visitors which flows to the TAC
- describe the hierarchy of retail activity centres in the region and the role played by the TAC
- identify how the population in the region is forecast to change and how the TAC is likely to service the new population
- provide scenarios for new retail floorspace requirements based on the potential roles of the centre

This method allows decision-makers to have some idea of how much additional land will be required for retail purposes depending on the role that Traralgon plays in the retail hierarchy. It should be stressed that the results are estimates for planning purposes. The real requirement for retail space will emerge from a combination of retail demand, land-use policy and the evolving strategies of retailers.

### 3.2 existing retail floorspace

As noted in the previous section, retail space in the TAC is approximately 72,200 sq m, provided in 230 retail outlets. A breakdown of different types of retail activity is provided in the following table.



**Table 3: retail activity in TAC, 2010**

Activity	Establishments	Floorspace	
	no.	sq m	% of total
Supermarkets and grocery stores	3	9,531	13%
Specialty food and liquor	16	5,444	8%
Department Store	3	11,467	16%
Clothing and footwear	46	10,184	14%
Homeware, hardware and electrical goods	30	8,825	12%
Recreational goods	26	7,646	11%
Other retail	24	5,471	8%
Food service	48	8,762	12%
Retail services	34	4,878	7%
Total retail	230	72,208	100%

*Source: unpublished Council property records; consultant survey, March 2010*

The retail role of the centre is anchored by a full discount department store, several smaller scale discount department stores, three supermarkets, and a wide range of specialty stores, with a particular strength in clothing and recreational goods. The centre does have a significant homeware, hardware and electrical goods sector but a large part of the local demand for these items is provided from the extensive bulky goods strip on the Princes Highway to the east of the town centre.

### 3.3 retail sales

Based on the floorspace identified above and an estimate of sales per square metre, total annual retail sales in the centre are approximately \$396 million (in 2010). The following table provides an estimate of sales in each retail type.

Table 4: estimate of retail sales, TAC, 2010

Retail type	Retail floorspace	Sales per sq m	Retail sales
	sq m	\$/sq m	\$m
Food and groceries	14,980	\$8,600	\$129
Clothing	15,920	\$4,900	\$78
Household goods	10,550	\$5,200	\$55
Recreational goods	9,940	\$5,000	\$50
Other retail goods	7,190	\$4,000	\$29
Food service	8,760	\$4,800	\$42
Retail services	4,880	\$2,900	\$14
Total retail	72,220	\$5,500	\$396

Source: Tim Nott

Note: figures have been rounded. Estimate of sales per sq m has been compiled from a variety of sources, including ABS and retail operators. Floorspace of department stores has been allocated to clothing, household goods, recreational goods and other retail goods.

Retail categories used in this report

**Food and groceries** – supermarkets, general stores, liquor outlets, specialty food outlets

**Clothing** – clothes, shoes, manchester

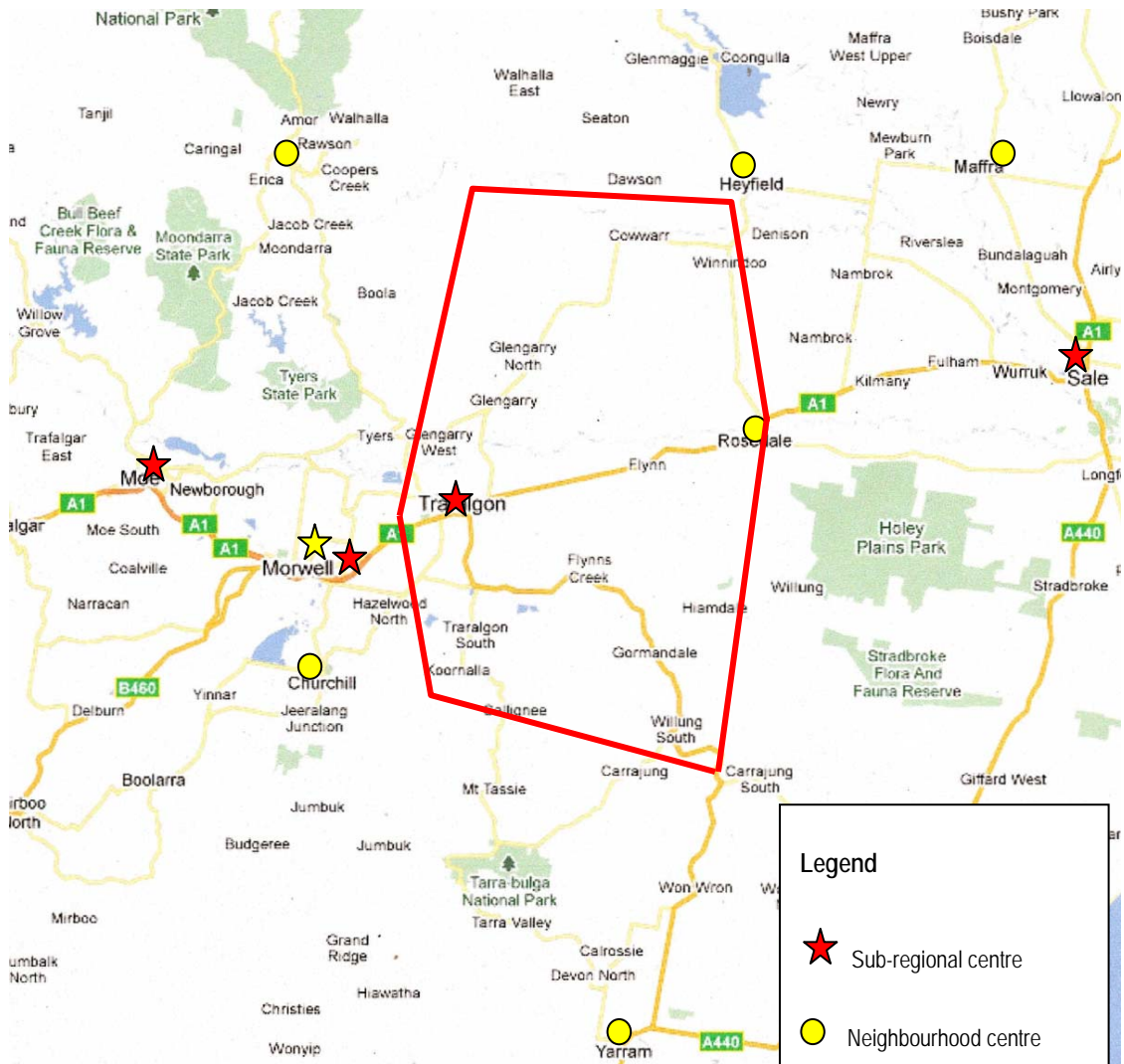
**Household goods** – homeware, hardware, furniture, floor coverings, curtains and blinds, electronic goods etc

**Recreational goods** - sporting goods toys bookshops

### 3.4 retail trade area

The retail and other commercial activities in Traralgon serve an area larger than the town. The retail trade area of an activity centre is the area from which it gets most of its retail sales. The extent of a trade area is influenced mainly by the location of competing centres and the travel patterns of residents. The precise boundaries are usually set by the analyst to coincide with convenient statistical areas for which data is available. In this case, the trade area for Traralgon is based on the Latrobe (C) – Traralgon Statistical Local Area (SLA), with the addition of several Census Collector Districts to the east of Traralgon, including the township of Rosedale. The trade area is illustrated in the figure below, along with the location of relevant surrounding activity centres.

Figure 2: traralgon retail trade area



Source: base map from Google maps

The population of this trade area is estimated at 33,400 in 2010 and has been growing at around 2.1% per year in the period since 2006.

### 3.5 retail spending

An estimate of current retail spending per person in the Traralgon trade area is provided in the table below. The estimate is based on the Market Info micro-simulation model which uses the ABS household Expenditure Survey, Census of Population and Housing and other data sources to provide estimates of small area spending patterns.

**Table 5: estimate of retail spending per person, traralgon trade area, 2010**

Retail type	Traralgon trade area	Victoria	Traralgon trade area compared with Victoria
	\$	\$	%
Food and groceries	\$5,200	\$5,400	96%
Clothing	\$1,100	\$1,200	92%
Household goods	\$1,800	\$1,900	95%
Recreational goods	\$600	\$700	86%
Other goods	\$600	\$700	86%
Food service	\$1,600	\$1,800	89%
Retail services	\$300	\$300	100%
Total retail spending	\$11,200	\$12,000	93%

*Source: MDS Market Data Systems, 2002; Tim Nott*

The total annual retail spending of trade area residents is shown in the following table.

**Table 6: estimate of total retail spending by trade area residents, 2010**

Retail type	Annual retail spending per person	Total spending by trade area residents	Share of total spending
	\$	\$m	%
Food and groceries	\$5,200	\$174	46%
Clothing	\$1,100	\$37	10%
Household goods	\$1,800	\$60	16%
Recreational goods	\$600	\$20	5%
Other goods	\$600	\$20	5%
Food service	\$1,600	\$53	14%
Retail services	\$300	\$10	3%
Total retail spending	\$11,200	\$374	100%

Source: Tim Nott

### 3.6 balance of retail supply and demand

The following table provides an estimate of the current balance between retail supply and demand for retailing in the TAC.

**Table 7: estimated balance between supply and demand for retailing in TAC, 2010**

Retail type	Retail sales		Retail sales to visitors	Retail sales to residents	Total retail spending		
	\$m	%			by residents	Resident spending outside TAC	% of resident spending
Food and groceries	\$129	15%	\$19	\$110	\$174	\$64	37%
Clothing	\$78	60%	\$47	\$31	\$37	\$6	15%
Household goods	\$55	40%	\$22	\$33	\$60	\$27	45%
Recreational goods	\$50	60%	\$30	\$20	\$20	\$0	1%
Other goods	\$29	40%	\$12	\$17	\$20	\$3	14%
Food service	\$42	25%	\$11	\$32	\$53	\$22	41%
Retail services	\$14	30%	\$4	\$10	\$10	\$0	1%
Total retail spending	\$396	36%	\$144	\$252	\$374	\$122	33%

Source: Tim Nott

*Notes: Sales to visitors have been estimated by the consultant. Resident spending outside TAC may be undertaken within or outside the trade area.*

Total retail spending by trade area residents (\$374 million) is less than retail sales in the TAC (\$396 million). The TAC attracts significant retail spending from outside the trade area. This includes:

- spending by people who live just beyond the trade area who visit TAC regularly (including towns such as Heyfield and Yarram as well as the other Latrobe Valley towns)
- spending by people who occasionally visit TAC from the wider Gippsland region (including people from Bairnsdale, Leongatha and Sale, for example)
- spending by travellers and tourists passing through on the Princes Highway

People from outside the trade area visit TAC particularly for its extensive range of clothing stores (including the Kmart discount department store) and its recreational goods (bikes, toys, books and outdoor equipment).

Residents of the trade area spend approximately \$250 million per year in the TAC. This amounts to two thirds of their total retail spending. The remainder is spent in:

- other shops and centres in the trade area, including local and neighbourhood shopping centres and the Princes Highway bulky goods strip
- Gippsland centres outside the study area, particularly Mid Valley shopping centre which has two discount department stores, supermarkets and an extensive range of specialty shops
- centres in Melbourne, including the Melbourne CAD with its major retail offer

Nevertheless, TAC has a very strong hold on the spending of trade area residents, particularly given the proximity of Mid Valley Shopping Centre.

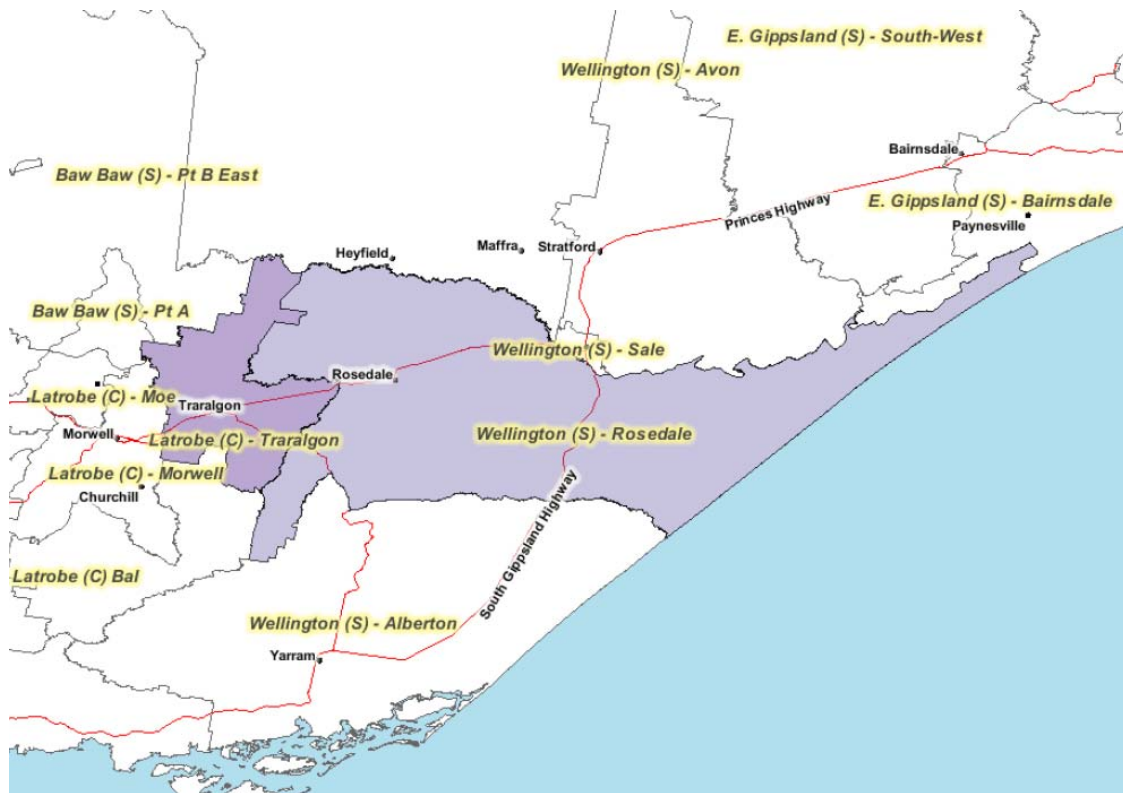
## 3.7 future retail demand

### 3.7.1 population forecast

Population forecasts for areas as small as Statistical Local Areas (SLAs) are provided periodically by the State Government. The latest forecast for SLAs was released in 2009. The results of this forecast for the two SLAs which cover the Traralgon trade area are shown below.

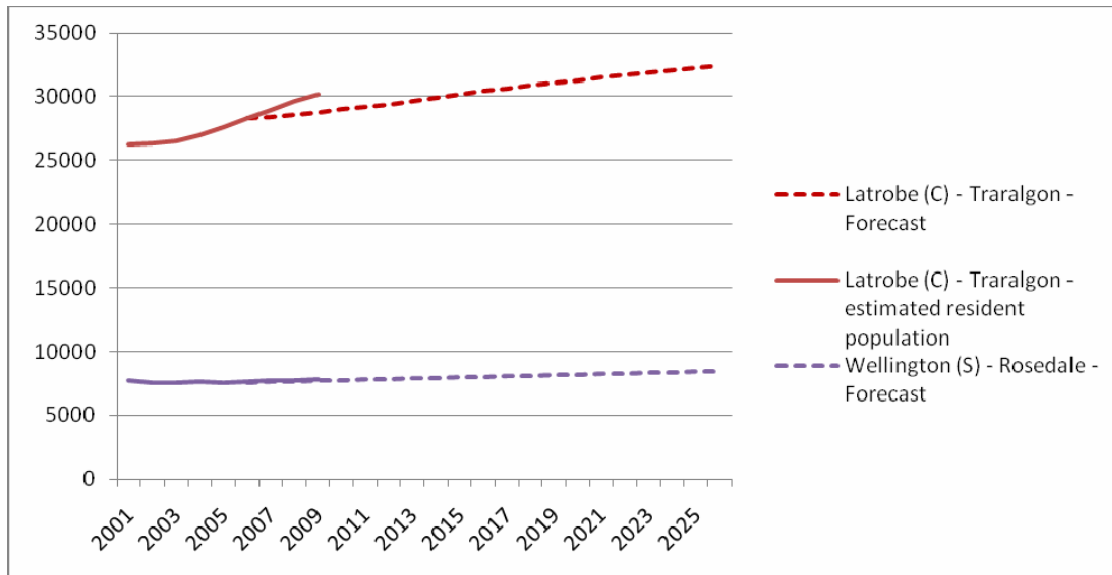


Figure 3: SLAs covering the traralgon trade area



Source: ABS, Census CData online, 2010

**Figure 4: estimated resident population and population forecast for SLAs in traralgon trade area, 2006 to 2026**

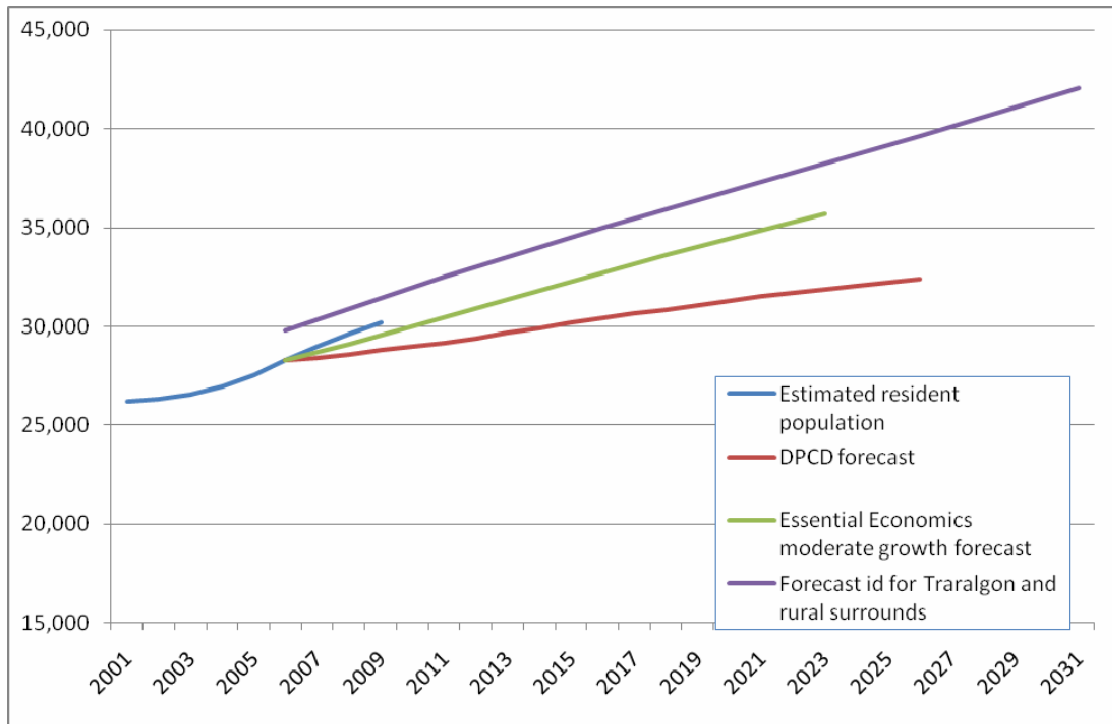


Source: DPCD, 2009; ABS, 2010

The figure shows the difficulty in population forecasting, with a clear divergence between the population estimated by the ABS and that forecast by DPCD, at least in the case of the Traralgon SLA. DPCD has the population of the Traralgon SLA growing at 0.6% per year over the period from 2006 to 2009, whereas the ABS has estimated the actual population grew by 2.2% over the same period. In fact, Victoria has experienced a substantial and largely unforeseen population surge over the past several years and this has made the population forecasts of DPCD outmoded in many cases. If the present rate of population growth were to persist, Traralgon SLA would have a population of 42,000 by 2026. However, the Victoria in Future forecasts may yet be correct over the long term.

Council has also commissioned population forecasts from reputable forecasters Essential Economics and more recently by id consulting. The forecasts are for different time-periods and, in the case of those by id consulting, do not correspond to SLA boundaries. Nevertheless, the forecasts for the Traralgon area exhibit the same growth rate and are reproduced in the chart below.

**Figure 5: growth forecasts for traralgon and surrounds, 2006 to 2031**



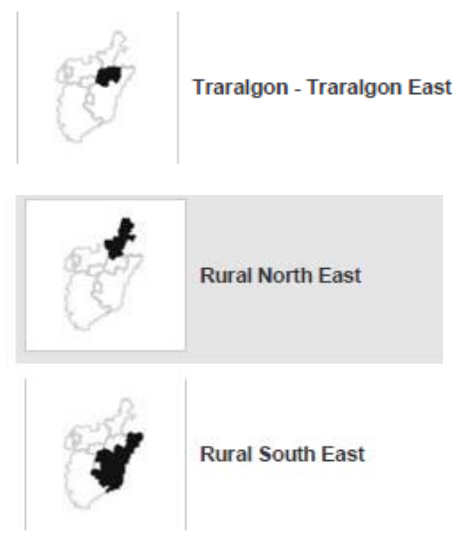
Source: ABS, 2010; DPCD, 2009, Essential Economics, 2009; id consulting (Forecast id), 2010

Note: all data are for Latrobe (C) – Traralgon SLA except id consulting which is for an area comprising Traralgon urban area and surrounding rural parts of the Latrobe municipality

Both the Essential Economics and id consulting forecasts (taking into account the different areas under consideration) are closer to the real outcome in Traralgon and surrounds over the period to 2009 than the DPCD forecasts.

The growth rates anticipated by the two forecasts are as follows:

- Essential Economics predicts, under its moderate growth forecast, that the Latrobe (C) – Traralgon SLA will grow by 1.4% per year over the period from 2008 to 2023
- id consulting predicts that the urban area of Traralgon and surrounding rural areas of the Latrobe municipality will grow by 1.3% per year between 2011 and 2026 (and the forecast areas are illustrated in the box opposite)



These figures appear to be more in keeping with recent experience and are used here to model the future retail demand throughout the Traralgon trade area (see table below). Nevertheless, rates of population growth are clearly variable and Council will need to monitor future growth in order to provide updated assessments as required.

**Table 8: population forecast for traralgon trade area, 2010 to 2031**

	Rate of growth	Population
	% per year from previous period	no.
2010		33,400
2021	1.4%	39,020
2031	1.2%	44,000

Source: Tim Nott

These forecasts are used in this report to understand future retail demand.

### 3.7.2 retail demand by trade area residents

Total retail spending by residents of the trade area will increase because of population growth and because of real growth in retail spending per person. Real growth in spending per person has occurred over the long term as incomes have grown and more goods and services have become part of the retail economy. In the calculations supporting the following table, real growth in spending per person has been estimated at 1% per year. This has been the average since the early 1980s but is lower than the growth experienced over the last decade, and is therefore conservatively low.

**Table 9: forecast growth in annual retail spending by trade area residents, 2010 to 2031**

Retail type	Growth, 2010			
	2010	2021	2031	to 2031
	\$m	\$m	\$m	\$m
Food and groceries	\$174	\$226	\$282	\$108
Clothing	\$37	\$47	\$57	\$20
Household goods	\$60	\$78	\$97	\$37
Recreational goods	\$20	\$27	\$35	\$15
Other goods	\$20	\$27	\$35	\$15
Food service	\$53	\$70	\$88	\$35
Retail services	\$10	\$12	\$13	\$3
Total retail spending	\$374	\$488	\$607	\$233

Source: Tim Nott

This forecast suggests that, between 2010 and 2031, annual retail spending by residents of the trade area will grow by \$233 million to \$607 million.

The following table translates the forecast retail spending by trade area residents to retail floorspace requirements. It assumes that retail sales per sq m will grow by 0.5% per year as retailers become more efficient.

**Table 10: notional retail floorspace supported by trade area residents, 2010 to 2031**

Retail type	Growth, 2010			
	2010	2021	2031	to 2031
	sq m	sq m	sq m	sq m
Food and groceries	20,200	24,900	29,300	9,100
Clothing	7,500	9,000	10,400	2,900
Household goods	11,600	14,200	16,700	5,100
Recreational goods	4,000	5,200	6,300	2,300
Other goods	5,000	6,500	8,000	3,000
Food service	11,100	13,800	16,300	5,200
Retail services	3,500	3,800	4,000	500
All retail floorspace	68,000	84,100	99,500	31,500

Source: Tim Nott

By 2031, retail spending by trade area residents is forecast to support almost 100,000 sq m of retail floorspace. This represents growth of 31,000 sq m over the period between 2010 and 2031. The following section looks at the prospects for this growth to be located in Traralgon.

### 3.8 prospects for retail growth in TAC

The prospects for growth in retailing in Traralgon depend on:

- the growth in resident spending and the extent to which this can be captured by shops in Traralgon
- the ability of Traralgon to capture more spending from people living outside its trade area

Some of this will be determined by the role of Traralgon in the hierarchy of retail activity centres serving the region.

#### 3.8.1 hierarchy of retail activity centres in the region

Most communities in Victoria are served by a network of activity centres, with each centre performing a different role and providing a different, albeit overlapping, set of goods and services. This network is usually described as a hierarchy: larger, fewer centres deliver regional level services and offer a more complete range of retail goods; smaller, more numerous centres offer localised services and a smaller range of retail goods usually providing day-to-day groceries and convenience items.

The following table sets out the activity centre hierarchy used in this report.

In retail planning terms, the size and function of Traralgon's commercial precinct make it a large sub-regional centre.



**Table 11: hierarchy of retail activity centres**

Level in the hierarchy	Retail role	Relevant example	Typical catchment population	Indicative share of retail spending in its catchment
Capital City Central Activities District	Extensive comparison goods and services; culture, entertainment; dining. Includes department stores and many specialty stores	Melbourne Central Activities District	1 million plus	5 to 10%
Regional centre	Extensive comparison goods and entertainment. Includes department store, discount department store, supermarkets and many specialty stores. Also applies to some large specialty centres that cater to an extensive catchment	Dandenong Chadstone	100,000 plus	30% to 40%
Sub-regional centre	Routine comparison goods as well as food and groceries. Includes discount department store, supermarkets and specialty stores. Also applies to some specialty centres that cater to a significant catchment	Mid-Valley Traralgon Moe Sale	30,000 plus	30% to 40%
Community centre	Food and some comparison goods. Includes supermarkets and specialty stores	Morwell	10,000 to 30,000	30% to 40%
Neighbourhood centre	Mainly food and groceries and other convenience goods and services. Includes supermarket(s) and specialty stores	Yarragon Trafalgar	5,000 to 15,000	20% to 35%
Local centre	Convenience goods. Usually comprises a corner grocery store and may include take-away food and local services	Neerim South	Up to 2,000	2% to 5%

Source: Tim Nott

*Note: Other types of hierarchy are also possible such as the one produced by the Property Council and quoted in a review of the Latrobe retail strategy undertaken by Macroplan (2007). However, the hierarchy set out in the present document is appropriate for the Latrobe situation where there are a range of single- and multi-owner shopping centres.*

Not every area is served by each level of centre in this hierarchy. In the Traralgon trade area, for example, there is no community level centre and only several small neighbourhood centres. This means that Traralgon plays a larger than average role in retail provision for its catchment. This includes some aspects of regional retailing – particularly extensive specialty shopping - because of the lack of a regional retail centre in Gippsland. This is demonstrated by considering that TAC currently captures 67% of retail spending in its trade area.

### 3.8.2 prospects for a department store

The next step in the evolution of the retail hierarchy in Gippsland is for one of the existing sub-regional centres to accommodate a full department store such as Myer or David Jones<sup>1</sup>. These stores are typically around 12,000 sq m to 18,000 sq m and offer a broad range of merchandise that attracts a wide cross-section of shoppers. As well as attracting shoppers, the presence of a department store triggers investment by other retail operators, particularly fashion stores, major homeware chains and recreational goods outlets (toys, books etc).

The usual pattern is, given sufficient demand, a department store will locate at the centre with the largest existing regional attraction. In Gippsland this is somewhat problematic. Traralgon has by far the largest existing retail offering, including a discount department store (DDS), three supermarkets and many specialty stores. However, Mid-Valley Shopping Centre on the eastern edge of Morwell has two DDSs, two supermarkets, a major hardware store and a wide variety of specialty stores as well as a multiplex cinema. Mid-Valley is an enclosed single-owner centre with extensive car-parking and room to expand if required. Many external retail operators (and residents of the wider region) would be likely to see this as

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<sup>1</sup> The retail industry is dynamic; retailers are continually testing new formats to meet evolving tastes and spending patterns. In the future, it is possible that some other type of store or combination of stores will be a sufficient retail flagship to denote a regional centre in the retail hierarchy. However, for the present, the mix of higher order clothing, homewares and recreational goods provided in a department store is the key attraction for shoppers and the key trigger for investment by other retailers.

the most appropriate location for a department store because of the ease of access and parking and the concentration of regional attractors.

The Latrobe planning scheme (DPCD, 2009) suggests that any significant additional retail provision in the municipality should be located at Traralgon, Morwell and in neighbourhood centres to serve residential growth areas (if required). Traralgon is also designated as the “commercial centre” within the network city. From a policy viewpoint, Traralgon is therefore a preferred location for a department store. It is a multi-functional centre which encourages multi-purpose trips and which can act as a showcase for the region in more than simply retailing. However, accommodating a department store within the centre will provide a challenge.

### 3.8.3 regional growth

If Traralgon does emerge as the key retail centre for the region, it will draw on the retail expenditure of almost the whole of Gippsland, including the municipalities of East Gippsland, Latrobe, South Gippsland and Wellington. This region currently has a population of approximately 198,000. The latest forecast by State Government has the regional population growing at an average of 0.7% per year over the period from 2010 to 2031, although the population has been growing at 1.3% per year over the five years to 2009, and 1.6% over the last year in that period.

As an indication of the scale of retail demand from this region, if the number of regional residents between 2010 and 2031 grows by 1.0% per year, then the region will require an additional 47,000 sq m of retail space by 2021 and a further 47,000 sq m by 2031 (even without allowing for real growth in retail spending). Of this, perhaps 35% could be expected to establish in the main retail centre. By 2031, then, the main retail centre could expect to grow by 33,000 sq m (35% of 94,000 sq m). This is more than sufficient to support a department store and a range of other retail facilities.

### 3.8.4 scenarios for development

The following three scenarios for retail development are provided to assist in planning the activity centre. The actual retail development outcome will depend on policy and on the competing strategies of stakeholders in the retail industry.

### 3.8.5 scenario 1: current conditions continued

This scenario is built on the following assumptions:

- population growth in the Traralgon trade area will average 1.3% per year between 2010 and 2031 as outlined above
- real growth in retail spending of 1.0% per year offset to some extent by efficiencies that enable retailers to improve sales per square metre by 0.5% per year
- no activity centre emerges as the preeminent retail centre for Gippsland
- the TAC will capture the same share of resident spending as at present
- visitor spending will grow at 1.4% per year (and this allows for population growth in the wider region as well as modest real growth in spending per person)

The following table illustrates the growth in retail floorspace as a result of this scenario.

**Table 12: retail growth scenario for TAC to 2031 – existing conditions continued**

Retail type	Floorspace in	floorspace	Floorspace in	Growth in
	2010	in 2021	2031	floorspace, 2010 to 2031
	sq m	sq m	sq m	sq m
Food and groceries	15,000	18,200	21,200	6,200
Clothing	15,900	18,100	20,200	4,300
Household goods	10,600	12,500	14,200	3,600
Recreational goods	9,900	11,800	13,500	3,600
Other goods	7,200	8,800	10,400	3,200
Food service	8,800	10,500	12,200	3,400
Retail services	4,900	5,400	5,700	800
All retail floorspace	72,200	82,800	95,000	22,800

Source: Tim Nott

The growth in retail space over the period to 2031 (22,800 sq m) would be enough to support:

- Several new supermarkets and/or a major fresh food outlet (although these may also be provided elsewhere in the Traralgon trade area to support residential growth areas)
- A further full-line discount department store (Target, Big W or Kmart) and a range of mini-major stores (such as JB Hi-Fi, Rebel Sport, Priceline, The Reject Shop, Borders books etc)
- Continued growth in cafes, restaurants and take-away food outlets

### 3.8.6 scenario 2: traralgon as the key retail centre for gippsland

This scenario is built on the following assumptions:

- Population growth in the trade area is as outlined in scenario 1, with the TAC able to capture the same share of resident spending as at present
- Traralgon is able to attract investment in a department store and this triggers investment by other retailers
- The improved retail provision is able to attract more significant spending from people outside the trade area in the wider region

The following table illustrates the growth of retail floorspace in the TAC under this scenario.

**Table 13: retail growth scenario for TAC to 2031 – traralgon as the key retail centre for gippsland**

Retail type	Floorspace in 2010	in 2021	Floorspace in 2031	Growth in floorspace, 2010 to 2031
	sq m	sq m	sq m	sq m
Food and groceries	15,000	18,200	21,200	6,200
Clothing	15,900	22,100	26,200	10,300
Household goods	10,600	14,500	17,200	6,600
Recreational goods	9,900	14,300	17,000	7,100
Other goods	7,200	11,300	13,900	6,700
Food service	8,800	10,500	12,200	3,400
Retail services	4,900	5,400	5,700	800
All retail floorspace	72,200	96,300	113,400	41,200

Source: Tim Nott

The growth in retail space over the period to 2031 (41,200 sq m) would be enough to support:

- Several new supermarkets and/or a major fresh food outlet (although these may also be provided elsewhere in the Traralgon trade area to support residential growth areas)
- A department store and possibly a further discount department store as well as mini-majors and smaller specialty stores
- New cafes, restaurants and take-away food outlets



### 3.8.7 scenario 3: key retail centre elsewhere

This scenario is built on the following assumptions:

- A department store establishes elsewhere in the region and this attracts other major retailers which together are able to capture some trade from TAC
- Population growth in the trade area is as outlined in the scenarios above, but the share of resident spending captured by TAC is lower than at present in all categories
- Spending by visitors reduces in real terms as more spending by regional residents is captured by the centre with the department store

The following table illustrates the change in retail floorspace in the TAC under this scenario.

**Table 14: retail growth scenario for TAC to 2031 – key retail centre elsewhere**

Retail type	Floorspace in 2010	floorspace in 2021	Floorspace in 2031	Growth in floorspace, 2010 to 2031
	sq m	sq m	sq m	sq m
Food and groceries	15,000	16,900	19,600	4,600
Clothing	15,900	14,000	14,800	-1,100
Household goods	10,600	10,200	11,300	700
Recreational goods	9,900	8,000	8,600	-1,300
Other goods	7,200	7,500	8,600	1,400
Food service	8,800	8,900	10,200	1,400
Retail services	4,900	4,800	5,000	100
All retail floorspace	72,200	70,300	78,100	5,900

Source: Tim Nott

Under this scenario,

- Retail floorspace in the centre would decline between 2010 and 2021, rebounding slightly between 2021 and 2031 with continued population growth



- The provision of clothing and recreational goods would be especially hard hit and would be unlikely to recover to their present levels by 2031
- Overall growth in retail floorspace between 2010 and 2031 would be 5,900 sq m and this would mainly be in floorspace to support the provision of food and groceries, with a chance that this would be provided elsewhere in the Traralgon trade area to service new growth areas

The impact of a **highway bypass** has not been factored into the scenarios above. The bypass is likely to have some impact on retailing in Traralgon. However, as in other bypassed towns, this may well be a positive impact overall, with improved pedestrian amenity in the TAC triggering further investment which can offset the decline of businesses that are reliant on passing trade. In any case, the bypass is unlikely to be constructed within the next 15 years according to advice from VicRoads.

### 3.9 conclusions on retail development

If Traralgon is to become the key retail centre for Gippsland, it will need to accommodate of the order of 40,000 to 45,000 sq m of additional retail floorspace over the next 21 years. With associated car-parking, this will require around 80,000 to 90,000 sq m – 8 to 9 ha - of constructed space (building and car-parking). Clearly, this will require extensive redevelopment of existing space and/or extension of the commercial area of the TAC. Actual land area required can be reduced by undertaking multi-level development; and multi-level development would be very appropriate for a department store and for car-parking.

If no centre in Gippsland emerges as the key retail centre, then the TAC can expect to continue to attract its current share of resident spending and some growth in visitor spending in line with regional population growth. Under this scenario, the TAC will need to accommodate around 20,000 to 25,000 sq m of additional space over the next 21 years. This may well include a further discount department store and a supermarket, each with large floorplates (8,000 sq m and 4,000 sq m respectively). With associated car-parking, the total constructed space requirement will be approximately 40,000 to 50,000 sq m. This will require extensive redevelopment of existing space and/or extension of the commercial area of the TAC. There is some scope to reduce the actual land-take, particularly by providing multi-decked car-parking.

If a department store-based centre is established elsewhere (probably at Mid Valley Shopping Centre), then there will be no significant requirement for retail growth in TAC over the period to 2031, except possibly the addition of a further supermarket sometime after 2021. The provision of an additional

supermarket would require some reorganisation of existing activity in order to accommodate the 3,000 to 4,000 sq m floorplate and associated car-parking.

Decisions about the location of a regional retail function to serve Gippsland will play a very significant part in the future growth of the TAC.

## 4 office development

### 4.1 existing situation

TAC is the principal commercial office location in Gippsland. It provides a range of office accommodation including:

- large free-standing offices such as the 8,400 sq m ASIC building on Grey Street
- multiple-user office blocks such as the RACV building on Kay Street
- small office suites such as those fronting both sides of Breed Street
- shop-front offices throughout the retail precincts, accommodating banks, real estate agents, travel agents and so on

There are approximately 58,000 sq m of offices in the TAC (34% of total occupied space) which provide between 2,000 and 3,000 jobs. Vacant office space is around 2% of the total space used for offices.

In the main, the office buildings are located around the periphery of the retail core and are concentrated in streets such as Breed Street, Kay Street, Grey Street and parts of Hotham Street.

Government activities are the largest users of office space; however, private sector enterprises also have substantial offices, including entities such as the RACV, regional headquarters of banks, large accountants, lawyers, engineers, media companies and so on. Small health practitioners are also significant users of office space and have tended to cluster together in suites on Breed Street and Grey Street.



## 4.2 prospects for office development

The prospects for office development in any particular location are difficult to determine with certainty since much depends on the deliberations of a wide range of investors who are serving different markets and constituencies. The following assessment is therefore broad.

### 4.2.1 key markets

TAC is an established location for:

- Regional business headquarters
- Back office functions of national or State-wide organisations
- Some government activities
- Health specialists
- Other local office users (small private businesses with a single location)

Traralgon shares the regional government role with Morwell and, to a lesser extent, with sub-regional town centres throughout the region. Otherwise, Traralgon is seen as the key business centre in the region for new investors because it has the largest activity base and the most established and dynamic commercial property market.

Further investment in regional business headquarters is likely as the Gippsland population grows and firms seek to service regional markets more effectively. This will apply to activities such as insurance, accounting, commercial law, engineering and technical services, advertising and media services and so on. These are likely to be small to medium sized enterprises with less than 200 staff.

Significant back-office functions already present in Traralgon include the ASIC data centre and the RACV personnel records office. Corporate reorganisations will continue to provide opportunities to locate back-office functions in provincial centres from time to time. Of all the centres in Gippsland, Traralgon is probably the best placed to capture such investment because it has available the largest local labour pool of any of the Gippsland towns.

Whilst Morwell has been identified as a strong centre for government services in the region, Traralgon is still likely to capture a share of any growth in State and Commonwealth Government offices. This is partly because of the more advanced property market in Traralgon and partly because the local labour-market has a higher number of white-collar workers.

Whilst the hospital was moved from Traralgon a decade ago, the town continues to be a hub for regional health specialists (particularly as there is limited land available for development around the hospital). These types of specialists are likely to grow in line with the demand from the ageing population of the region.

Small office users of all sorts will continue to seek a location in TAC in order to be accessible to clients and visible to the marketplace. As Traralgon grows its share of regional business activity the CAD will become an even more sought after location for small businesses in the area. However, ensuring the provision of affordable office accommodation that is attractive to smaller operators will become a challenge for the CAD property market as sites become developed for larger buildings.

#### 4.2.2 forecast for office floorspace

Previous forecasts for growth in office floorspace have been made by SGS (SGS Economics and Planning, 2004). This previous forecast suggested that office floorspace in Traralgon could grow by 15,000 sq m in the decade to 2014. However, this forecast now has a rather limited life.

The following forecast for office space is based on the current share of employment in offices and on the forecast growth in the local and regional population. It is provided for planning purposes only.

At the 2006 Census of Population and Housing (ABS, 2007), the Latrobe (C) - Traralgon SLA was recorded as having approximately 3,100 jobs in office based industries. The following table projects the number of jobs to 2031 by applying the forecast population growth rate. [The population growth rate is an admittedly crude growth factor to apply to office jobs. In recent decades, office jobs have grown faster than the population at large; however, the ageing of the population means that, in future, the number of people of working age will grow more slowly than the population as a whole. These two factors tend to cancel each other out.]

**Table 15: forecast growth in office jobs, traralgon and latrobe, 2006 to 2031**

	2006	2010	2021	2031
	no	no	no	no
Traralgon SLA	3,110	3,400	3,970	4,470
Latrobe LGA	6,900	7,180	7,940	8,710

Source: ABS, 2007; Tim Nott

The following table identifies the growth in office jobs and assumes that, on average, each job will require 25 sq m of building floorspace.

**Table 16: forecast of office floorspace requirements, traralgon and latrobe, 2010 to 2031**

Area	Growth in office requirements 2010 to 2021		Growth in office requirements 2021 to 2031		Growth in office space 2010 to 2031
	jobs	sq m	jobs	sq m	sq m
Traralgon SLA	570	14,300	500	12,500	26,800
Latrobe LGA	760	19,000	770	19,300	38,300

Source: Tim Nott

This calculation forecasts that Traralgon will need to accommodate 27,000 sq m of additional office floorspace between 2010 and 2031. This constitutes 70% of all the additional office floorspace required in Latrobe City over the period. Some of this will be outside the TAC in other activity centres and industrial areas in the Traralgon SLA and some will be in home-based businesses. However, the majority of the space will be required in the TAC. ***This report assumes that 80% of the additional space forecast for Traralgon will be required in the TAC.*** This amounts to approximately 21,000 sq m over the period from 2010 to 2031, or around 1,000 sq m per year on average. This forecast continues the same order of magnitude of growth in office floorspace as the previous forecast by SGS.

It should be stressed that this forecast is very broad. Clearly, there is potential for different outcomes. A major office user might require, for example, 10,000 sq m of office floorspace in a single development. This kind of investment might result from a more active policy of decentralisation by State or Commonwealth Government, or by the private sector. Nevertheless, the figures outlined above are used for planning purposes.

With car parking, the constructed space required to accommodate this forecast would be 41,000 sq m. Certainly, offices and associated car parking can be developed in multi-level structures but even so, this kind of space would require significant redevelopment of existing space in the CAD and/or extension of the CAD boundaries.

## 5 housing

### 5.1 existing situation

Council's property data-base identifies 21 houses or apartments currently on business-zoned land within the CAD. Most of these are separate houses on the boundaries of the TAC in Breed Street, Grey Street and Queens Parade. There are presently no apartment buildings within the TAC.

State and local government policies on activity centres call for more intensive development of housing within and on the periphery of major centres in order to reduce the need for car travel and to create a more sustainable urban form. Given that land around activity centres is usually already developed and/or is relatively expensive, this inevitably means the development of more medium and high density housing types. In most provincial centres, this type of housing has formed a small, but growing, part of the housing stock.

The following table provides the latest snapshot of housing types within the Traralgon SLA as a whole.

**Table 17: housing types, latrobe (c) – traralgon SLA, 2006**

House type	Dwellings		Persons	Occupancy rate
	no.	%	no.	persons/dwelling
Separate house	8,636	87%	23,162	2.7
Semi-detached, terrace or townhouse	267	3%	429	1.6
Flat, unit or apartment	884	9%	1,275	1.4
Total medium density housing	1,151	12%	1,704	1.5
Other	97	1%	166	1.7
Total	9,884	100%	25,035	2.5

Source: ABS, 2007

The table shows that medium density housing forms 12% of the total housing stock in the Traralgon SLA in 2006. (This grew from 10% in 1996.) Medium density housing has a relatively low occupancy rate, with a high proportion of single people.



## 5.2 existing forecasts for medium density housing

Council has commissioned two previous forecasts for medium density housing in Traralgon; one undertaken by SGS for the Transit Cities project in 2004; and one undertaken for the Traralgon Inner South Master Plan by Charter Keck Cramer in 2009.

The forecast by SGS was built on a model developed for outer suburban Melbourne and adjusted for the Latrobe situation. SGS forecast that the three transit cities in Latrobe (Moe, Morwell and Traralgon) could support 15 medium density housing units per year initially, rising to 57 units per year if the product was successful. The key to a successful product would be careful housing design and marketing of the transit city lifestyle as well as pitching at an appropriate price. Since Traralgon represents the largest housing market of the three towns, it could be expected to take the majority of any such development. However, as indicated by the survey of existing housing stock, this kind of development has so far failed to materialise.

The more recent assessment by Charter Keck Cramer was undertaken for an area to the south of the CAD and is much more conservative about the prospects for medium density housing anywhere in Traralgon, particularly apartment development. The analysis suggests that the affordable housing alternatives with easy access to the CAD militate against higher density housing within the centre; and that the land price is not sufficiently high for apartments to be viable compared with development for detached housing or units. However, this assessment has not discussed the preferences of a small but growing proportion of households for inner city living.

## 5.3 potential development path for housing in the TAC

Discussions with real estate agents and community members suggest that inner city (TAC) living is a concept that is coming, and that there is, or soon will be, a market for quality apartments in the TAC. This reflects the desire by a growing number of households to reduce their carbon footprint whilst at the same time, being able to take advantage of the easy access to shops, cafe culture and nightlife. Demand for such accommodation will be bolstered by the development of the TAFE at the station precinct.



The types of households who may find apartment living in the CAD attractive include:

- Short term executives
- Students
- Empty nesters
- CAD workers

As discussed by SGS, the key to encouraging apartments in the CAD will be to have a high quality initial offering that can promote the inner city lifestyle. First movers are often people willing to pay a premium to secure a different lifestyle. Having established an inner city cachet, subsequent developments can perhaps be more affordable and have a larger market.

The initial market will be small, comprising those households which can afford housing prices (rents and loans) in the upper quartile. Such households are already present in the medium density market in Traralgon. The 2006 Census of Population and Housing records:

- 8 households in medium/high density housing paying more than \$1,600 per month in housing loans, when median housing loan payments in the Traralgon SLA were \$997 (and this constituted 7% of all households in medium and high density housing who were paying housing loans)
- 21 households in medium/high density housing paying more than \$225 per week in rent, when median rents were \$145 per week (and these constituted 3% of all households in medium/high density housing)
- 28 single people who were renting and who earned more than \$1,700 per week, when the median household income was \$1,009 (and these constituted 3% of all single people who were renting)

These factors suggest that the market for good quality medium/high density housing is presently around 3% of all medium density housing. Some of that housing could be provided within the CAD. These factors are used to provide a forecast of medium/high density housing in the CAD.

## 5.4 forecast for housing provision in the TAC

The initial market for apartments in the TAC appears to be around 3% of all medium/high density housing in the Traralgon SLA. The following table provides a forecast that suggests the initial supply will be perhaps 1% of medium/high density housing to take account of current inertia. This share rises to 3% by 2021 as the early movers adopt this inner city lifestyle and to 5% in 2031 as apartment living in the CAD becomes an established choice.



**Table 18: forecast for supply of TAC apartments, 2011 to 2031**

	2011	2021	2031
Population of Traralgon SLA	31,320	36,080	40,680
Household size	2.5	2.3	2.2
Households	12,530	15,690	18,490
Share of high and medium density housing	12%	14%	16%
Medium and high density housing	1,530	2,170	2,870
Potential CAD share of medium/high density housing	1%	3%	5%
Forecast supply of CAD apartments	15	65	144
Average supply per year		6	8

Source: *Tim Nott*

Note: *the share of high and medium density housing is assumed to increase in line with the increase between 1996 and 2006*

It should be stressed that this is a speculative forecast; it relies on housing developers actually providing the apartment stock and successfully marketing it to local people and investors.

Given an average apartment size of 110 sq m and allowing for common areas and one car parking space per unit, the total constructed area required for apartments in 2031 would be 22,000 sq m. This scale of development could be accommodated above existing shops, although the provision of car-parking may need to be physically separated from the apartments in some cases in order to ensure viability and to prevent congestion in TAC laneways.



## 6 summary

### 6.1 additional space required in the activity centre

This report has concentrated on forecasting demand for shops, offices and apartments. These are the major existing and potential uses in the TAC although there are other important city centre uses including cinemas, hotels and cultural facilities which also require space in the centre.

The following table provides a summary of forecast space requirements of the various activities. The table makes the following assumptions:

- Traralgon will attract investment in a department store and a variety of other higher order shops
- “Other activity space” includes entertainment and cultural facilities and is assumed to be 20% of the total non-residential space (and this is based broadly on the existing situation and on the experience of other centres)
- Car parking is forecast to be provided at the following rates:
  - Shops – 3.5 spaces per 100 sq m
  - Offices – 3 spaces per 100 sq m
  - Other activity space – 2 spaces per 100 sq m
  - Housing – 1 space per apartment

These rates are lower than those presently required in the Planning Scheme but are typical of the rates of provision currently being provided in large activity centres.

Given that it is by no means certain that Traralgon will become the regional retail centre, the table below provides a *likely maximum floorspace requirement*.

**Table 19: forecast of additional space requirements, strong development of the TAC, 2010 to 2031 (sq m)**

Activity	2010 to 2021			2010 to 2031		
	Activity floorspace	Car-parking	Total	Activity floorspace	Car-parking	Total
Retail	24,100	25,300	49,400	41,200	43,300	84,500
Office	11,400	10,300	21,700	21,400	19,300	40,700
Housing	7,900	2,000	9,900	17,400	4,300	21,700
Other activities	9,600	5,300	14,900	15,700	9,400	25,100
<b>Total</b>	<b>53,000</b>	<b>42,900</b>	<b>95,900</b>	<b>95,700</b>	<b>76,300</b>	<b>172,000</b>

Source Tim Nott – see notes above

If Traralgon is to reinforce its role as the largest centre in Gippsland, the activity floorspace in the TAC will grow by approximately 100,000 sq m over the period to 2031, broadly 5,000 sq m per year. Such a major addition to the centre will require extensive redevelopment of existing space and/or extension of the boundaries of the commercial area.

It is clear that the car-parking for the additional activities in the centre, even at the reduced rates indicated above, will require very substantial space. Given the existing built-up urban form of the CAD, measures to reduce the land needed for car-parking will be required in order that new activities can be accommodated. These measures might include:

- multi-storey car parking
- off-site car-parking for new uses
- further reduction of car-parking ratios
- more extensive and frequent public transport

A key part of the urban design of the evolving TAC will be to ensure that the car-parking issue does not become an insurmountable blockage to investment.

**alternative scenarios for development**

In order to provide a more complete understanding of potential development pressures the following tables identify the likely requirements for land under a moderate and low growth scenario for the TAC.

**Table 20: forecast of additional space requirements, moderate development of the TAC, 2010 to 2031 (sq m)**

Activity	2010 to 2021			2010 to 2031		
	Floorspace	Car-parking	Total	Floorspace	Car-parking	Total
Retail	10,600	11,100	21,700	22,800	23,900	46,700
Office	7,600	6,800	14,400	15,300	13,800	29,100
Housing	4,700	1,200	5,900	10,400	2,600	13,000
Other activities	4,600	2,800	7,400	9,500	5,700	15,200
Total	27,500	21,900	49,400	58,000	46,000	104,000

Source: Tim Nott

This scenario assumes that office development in the TAC will be 40% of that required for the whole of Latrobe City. It also assumes that housing development in the TAC will be 60% of that required in the strong growth scenario. These assumptions have been made on the basis that office and housing demand will not be as strong if the TAC fails to capture investment in major retailer expansion including a department store.

This scenario suggests a demand of 2,000 to 3,000 sq m of new activity space each year over the 20 year planning period (excluding the car-parking).

**Table 21: forecast of additional space requirements, minor development of the TAC, 2010 to 2031 (sq m)**

Activity	2010 to 2021			2010 to 2031		
	Floorspace	Car-parking	Total	Floorspace	Car-parking	Total
Retail	-1,900	-2,000	-3,900	5,900	6,200	12,100
Office	4,800	4,300	9,100	9,600	8,600	18,200
Housing	3,200	800	4,000	7,000	1,700	8,700
Other activities	700	400	1,100	3,900	2,300	6,200
<b>Total</b>	<b>6,800</b>	<b>3,500</b>	<b>10,300</b>	<b>26,400</b>	<b>18,800</b>	<b>45,200</b>

Source: Tim Nott

This scenario assumes that office development in TAC will be 25% of that required for the whole of Latrobe City. It also assumes that housing development in the TAC will be 40% of that required in the Regional Centre scenario. These assumptions have been made on the basis that office and housing demand in the TAC will not be as strong as for the other two scenarios.

This scenario suggests a demand of 1,000 sq m per year to 2021 and demand of 2,000 sq m per year from 2021 to 2031 (excluding the car-parking). (The negative demand for retail floorspace in the initial planning period indicates that some shop space will be turned to other uses such as offices or housing.)

## 6.2 a note on urban design

Urban design is an important part of the attractiveness of a centre for users and for investors. Currently, the TAC has a strong grid pattern and a set of compact, vibrant activities. However, it is fair to say that the architecture and urban design of the centre are generally utilitarian. There are no exuberant touches that excite the interest of the casual visitor or which encourage repeat visitation. Good design is an economic issue. For example:

- urban design can be used to create or reinforce precincts, guiding people to opportunities within the centre
- good design can encourage people to linger and engage with the social and commercial activities
- beautiful buildings become icons for centres that can make people feel excited about working in them as well as providing marketing opportunities for the centre as a whole

If the TAC is to provide high quality services to the region, high quality buildings and urban spaces will be required in order to command the respect and affection (and repeat business) of the regional population.

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## traralgon activity centre plan: background reports consultation summary

prepared by hansen partnership pty ltd

july 2010

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## appendices

- appendix 1 – survey questionnaire
- appendix 2 – survey response comments
- appendix 3 – community bulletins to date



## 1 introduction

hansen partnership pty ltd has been engaged by Latrobe City Council to undertake the Traralgon Activity Centre Plan.

The final plan needs to not only provide a future which accommodates the way residents and businesses use the town centre today but also provide suggestions for changes which will accommodate the way people want to use the town into the future. The support of the community for the plan is also crucial to its implementation.

To this end a series of community and stakeholder consultations will be held as part of this planning process to collect as much information as possible about the way people currently use the town centre and their feelings about the way the centre currently functions.



## 2 consultation

Consultation during Stage 1 of the report has been conducted by four different communication methods, which are briefly described below:

### surveys

A survey was created (see appendix 1) which was distributed in hard copy form around the Traralgon centre which allowed people to provide us with both their general 'feelings' about the town, but also provided an opportunity for the provision of more specific feedback as to the issues currently facing Traralgon.

### electronic responses

The survey was also loaded onto an online survey generator known as 'survey monkey' which enabled people to respond to the same questions but in the privacy of their own home.

### 'information download' session

This 3 day consultation session involved a number of team members travelling to Traralgon where a series of meetings were held to obtain as much information as possible. The consultation involved a number of 'themed sessions' which enabled stakeholders to attend sessions where they could focus on their area of interest. An open session was also held for the wider community on one of the evenings. In addition to this a series of one-on-one meeting were held with interested stakeholders and relevant team members. Members of the team also attended a business breakfast that was held the same week. These meetings were styled as a 'listening' exercise where no preconceived ideas were expressed by the consultants so as to better absorb all the feedback provided.

### telephone consultation/ private meetings

In addition to the above, a number of additional telephone conversations and meetings have been held with key stakeholders to ensure that the opinions of key stakeholders who were unable to attend the consultation sessions have been made aware of the project and their opinion on the issues sought. A session was also held with the Youth Council and Leadership group.



## 3 identified issues

### 3.1 information download session

Below is a summary of the issues which were raised at the 'information download' sessions. While there are other specific issues which were raised by individuals that have been noted and will be responded to in the plan, the following constitute the issues which were raised more broadly by the community and key stakeholders. They have been categorised into themes for ease of reference.

#### 3.1.1 form and character

While there was satisfaction with Traralgon's appearance it was established that the town centre was seen to suffer from a lack of defined character.

There was strong community support for future development within the town centre to be "up, not out". The importance of the existing compactness of the TAC was recognised and most people were supportive of greater heights in the TAC and were very keen to see business/ retail uses contained within the existing footprint. There was also a strong desire to keep commercial activity to the north of the train line, to ensure Traralgon did not suffer from the 'splitting' of the town centre that is experienced by many other townships.

Areas of the C were identified as looking tired and in need of regeneration, particularly in the south west corner.

Very strong feedback was received as to the need to protect existing heritage and character elements, this was seen as being particularly the case given very little of Traralgon's built heritage remains. It was therefore seen as very important to protect remaining heritage buildings.

The need to protect character areas surrounding the TAC was also raised, however, there was no strong anti-development sentiment, with most people happy for change in areas, providing the change is done sensitively.

Definite improvements were seen as required to landscaping, paving, Water Sensitive Urban Design, garden areas and street furniture within the town centre.



The management of the Post Office/ Courthouse buildings and surrounds is seen as an iconic project which could help with the definition of the town centre and in forming a 'heart' of the town.

It was identified that there is very little green space within the town centre, with public space within the town offering opportunities for public domain design

The role of the laneways was also highlighted with a strong feeling that there was an opportunity to turn laneways from their current perception of being unsafe unattractive places into assets

The presentation to the Princes Highway was also considered to be unacceptable, with the town seen as presenting its 'rear end' to passing motorists. This is seen as having an impact on tourism in the town.

The need for high quality development was raised as important with strong community support for highly contemporary design if of high quality.

There was a general feeling that residents want to take Traralgon "into the future", while acknowledging the past by ensuring the remaining references to the towns past are retained and celebrated.

Opportunities to activate the Stockland Plaza frontages, particularly to Franklin Street and Post Office Place, through improved urban design, were raised as something that should be pursued.

### **3.1.2 bicycle safety**

There were seen to be no real safe paths through the TAC. While the 'bike plan' shows a route down Franklin Street, this was not seen as being realistic without wholesale reorganisation of the parking arrangements (currently all angled parking)

The need to link key recreational and open spaces through bike paths

It was established that there were very low levels of cycling currently due to the perceived danger

Angled parking throughout the town centre makes it very difficult for cyclists, especially as there is currently an on-road focus rather than separate spaces provided for cyclists.



### 3.1.3 pedestrian safety and amenity

Pedestrian safety was raised as an issue, though this was more pronounced among some groups, such as the elderly.

The lack of mid road medians and size of existing mid road medians make it difficult to cross some street and there were difficulties identified in using the roundabout crossings

Access for mobility scooters and seating for the elderly were also issues raised.

The speed of traffic through the town centre was also identified as a major concern regarding pedestrian safety.

In particular, much of the concern about safety focussed on the existing pedestrian crossings at the intersection of Post Office Place and Franklin Street.

Crossing Breed Street as a pedestrian is seen as by far the most dangerous activity in the town centre, particularly around the Safeway supermarket, due to the 'hump' in the road which severely limits visibility.

### 3.1.4 car parking

Car Parking was a major issue for many members of the community, although a surprising amount of people felt that many of the issues around car parking stemmed from behaviour more than physical matters

The need for an all-day employee car park to take pressure of other parking spots within the town centre was highlighted - it was considered that this could be at the edge of the TAC, leaving more space for other users within the town core.

The need for more 2-3hr parks rather than 1 hr parks, particularly in areas with more offices and consulting suites rather than the retail areas.

The need for an additional new floor on Seymour Street and more decked parking was raised consistently. Queries were raised as to why the fourth storey was not constructed at the time the car park was constructed. People also felt too many spaces were assigned as 'permit' spaces which were then not utilised.



The overflow of commuter car parking, particularly in the south of the town centre occurs because there is not enough dedicated commuter car parking provided in the station environs. There was seen as being a lack of awareness of the additional commuter carparking to the south of the railway line.

The location and number of accessibility spaces (for wheelchairs, mobility scooters and prams) was raised as an issue, as was the absence of long bay carparking for caravans etc.

The need for an education campaign as part of any changes to parking arrangement in the town centre was seen as very important by some to change the common 'country' perception that a car park has to be directly in front of shops. This tied into feedback that focussed on the 'car-centric' nature of Traralgon.

Feedback also indicated that Traralgon currently has no statutory mechanism to require cash-in-lieu payments for car parking.

### **3.1.5 traffic and access**

There were a number of traffic 'hotspots' identified by stakeholders, particularly along Breed and Grey Street (through residential traffic) and especially around school pick up times. Grey Street in particular suffers as most residents from new estates to the north are forced to travel through the town centre as there is no more northerly crossing of the Traralgon Creek.

The Post Office Place pedestrian crossings are seen as having a large impact on traffic congestion in the town centre.

The relationship between car parking and congestion was also highlighted with a feeling that much of the congestion in the centre core of the town centre was the result of people circling for car spaces.

There was some discussion as to the effectiveness of traffic lights vs roundabouts

Breed Street was identified as a major hazard, not only for pedestrians who have no safe crossing point, but also for vehicle turning into Breed Street, particularly from Seymour and Hotham Streets. The 'hump' near Safeway exacerbates this situation. Trying to cross from Hotham to Henry Street was seen as particularly problematic given the need to cross a number of lanes of traffic with very little visibility.



### **3.1.6 safety**

Safety was identified as a major community concern, particularly at night, both around the TAC and in parklands at the edge of the TAC.

Laneways were seen as scary places at night, with the area behind Post Office Place having a poor reputation.

This issue was seen as affecting young people also (not just over 18s) in terms of where they feel safe 'hanging out'. This was highlighted by the closure of the McDonalds on Friday and Saturday nights due to concerns over staff and patron safety.

Improvements to the provision of lighting in specific areas was also raised.

### **3.1.7 youth**

The was seen as being a real lack of space within TAC for youth (particularly non-alcohol related), with no dedicated youth spaces except for the skate park to the north, which was seen as having some safety issues due to its secluded location.

### **3.1.8 culture**

There was a very strong desire expressed for the need to keep the performing arts centre and for the new, expanded arts centre currently being investigated by the Council to be positioned within Traralgon's centre.

Many people were excited by the possibilities for synergies with other development in the town centre

### **3.1.9 recreation and open space**

There was strong support for creation of an indoor pool, which was considered by many to be well overdue. There was also strong support for retaining the pool in its current position, and retaining the existing outdoor pool (but investigating ways of heating it).

Support was also expressed for retaining the open space at Hubert Osborne Reserve and not allowing this area of open space to be developed.





Linkages to the parkland that surround the activity centre were seen as poor and in need of improvements. The TAC does not 'connect' to adjoining parkland, either physically or visually.

The need for easier and safer pedestrian and cycle connections was one of the key issues.

The role of the soundshell in Victory Park was also raised, particularly in relation to its connection to the TAC and the current perception that it is underutilised due to this factor.

### **3.1.10 public domain infrastructure**

There were considered to be not enough public toilets in convenient locations and the need to provide baby change rooms and disabled toilets in the town centre was highlighted.

There was strong support for additional tree planting within the town centre, with many seeing this as a key improvement to the centre, however, some expressed concerns over bird droppings and plane trees were not supported due to their seed litter and root damage.

Kay Street is currently a site for activities and events which are strongly supported by the community, indeed many community members would like to see more events held here, however, there are concerns regarding tree management in this strip and associated public safety issues

### **3.1.11 development issues**

Assembling development parcels was raised as a key difficulty in facilitating large developments due to fragmented ownership.

It was also considered that the benefits of the very strong residential growth experienced by Traralgon have not been seen in the town centre (there are no residential or mixed use developments) and there has been no corresponding investment in the appearance of the TAC.

Promotion and management of the town centre was seen as an issue, with the benefits of the town centre not promoted like a private centre such as Mid-Valley.

### **3.1.12 location of the visitor information centre**

It was considered that the VIC needs to be relocated due to high congestion in its current location.



Any new location needs to be on the highway, clearly visible, ideally with attractive surrounds and parking for long bay vehicles.

Victory Park is seen as being well used by tourists, particularly the adventure playground and associated facilities in the adjacent Newman Park. Possible locations for the VIC could be either Peterkin Street adjacent to the bridge (although this would reduce the amount of public open space) or in conjunction with the existing Senior Citizens Centre opposite Seymour Street in Victory Park, which would require less imposition on public open space.

### **3.1.13 public transport**

Public transport was seen to be poor, with many issues raised regarding bus timetabling and stop locations. Bus timetabling manifestly inadequate

It was felt strongly that there was a need to retain a large bus stop and taxi stand at the Stockland Plaza.

Concern was expressed at the lack of viability of public transport as a primary form of transport due to inadequate services, for instance, workers cannot use trains to come to work in Traralgon as the first train does not arrive until after 9:00am.

### **3.1.14 youth issues**

Most young people hang out at either the Stockland Plaza or the sporting and recreation areas

There was concern over safety at night.

Most were generally happy with Traralgon but felt there was a distinct lack of things for youth to do.

Most just want a place to 'hang out' and meet up with friends. Suggestions for youth spaces included a music mixing lab, pool hall, juice bar, mini golf and a rock climbing wall among other options. There was also strong support for local cinemas.



## 3.2 survey results

A number of surveys were collected, both from online responses and also hard copies which were collated. A copy of the survey is included at appendix 1. Appendix 2 contains comments made on the surveys.

27 responses were submitted via the 'survey monkey' and an additional 32 hard copies have been received. The survey was completed primarily by Traralgon residents who use the centre on a daily basis. Most respondents were in the 26-35 year age bracket and were female. The following is a summary of the responses to the questions posed by the survey, detailing the most common responses:

Most people believed the provision of infrastructure within the town centre was average, as was access to public transport and cycling facilities. What was highlighted as being poor or very poor was the level of traffic congestion and the availability of car parking.

Respondents were generally very positive about Traralgon, finding it easy to access shops and services on foot, and rating the range of shops, services and businesses available within the town centre as 'very good'. The feeling of 'liveliness' and the provision of community events was also felt by the majority of respondents to be 'good'.

A high level of civic pride was displayed by many of the respondent with agreement that residents are proud to bring visitors, find the town centre 'comfortable', safe and attractive, providing all the services they require. Residents did disagree that there are too many vacant shops and also felt Traralgon did not have beautiful street trees.

Over 70% of respondents used the centre for the following:

- Professional appointments
- Grocery shopping
- Dining and entertainment
- Medical appointments and clothes and other shopping.



## 4 conclusion

Consultation results showed quite clearly that most residents are generally happy with their town and are open-minded about the need for some change to accommodate future growth. Indeed, many residents expressed genuine excitement and enthusiasm for the future potential of the town centre and saw exciting possibilities in solutions to address some of the issues discussed above.

The next consultation session, which is framed as a 'visioning' session, will provide an opportunity for these community members to be involved in imagining creative solutions to these very issues.





appendix 1  
consultation survey





# traralgon activity centre plan | community survey

1. Thinking about your experiences walking, cycling or driving in the Traralgon town centre, how would you describe each of the following:

	very good	good	average	poor	very poor
Ability to access shops and services on foot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pedestrian safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Suitability and safety for bicycle travel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of public transport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Access for elderly and/or disabled persons	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Level of traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of car parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Thinking about your own experiences shopping, working or visiting the Traralgon town centre, how would you describe the following:

	very good	good	average	poor	very poor
Provision of bins, drinking fountains, bike racks, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of shade and shelter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision and quality of public toilets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
General appearance of the buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Extent of lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of places to sit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Appearance of street trees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of safety, especially at night time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Thinking about your own experiences in the Traralgon town centre, how would you describe the following:


	very good	good	average	poor	very poor
Range of shops and other businesses available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of community events e.g. outdoor market, art show, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of community services and facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Feeling of 'liveliness'	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Thinking about the Traralgon town centre, please indicate your level of agreement with the following statements:

	strongly agree	agree	don't know	disagree	strongly disagree
I am very proud to bring visitors to Traralgon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon has too many vacant shops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is a comfortable place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is known for its beautiful buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is a safe place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is known for its beautiful streets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon is an attractive place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traralgon provides all the services I require	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>





The image features several overlapping lines in various shades of gray. A prominent, thick, dark gray line runs diagonally from the upper left towards the lower right. Another thick, dark gray line runs diagonally from the upper right towards the lower left, crossing the first line. Several thinner, lighter gray lines are scattered across the page, some parallel to the thicker lines and others at different angles. The overall composition is minimalist and abstract.

appendix 2  
survey comments





The following are comments received via the online and hard copy surveys.

- Don't use public toilets due to previous experiences
- Appearance of many commercial / retail buildings is to a very inconsistent aesthetic standard; for example, some brand new shops and offices are relatively high quality architecture, yet Council clearly allowed complete visual desecration of the pharmacy building cnr of Franklin and Hotham Sts, and an appalling treatment of the old Clauscens building by the Cargo Lounge owners. Both these buildings are two of the few remaining pieces of built heritage, and are in key visual locations - yet have been as effectively destroyed as was the case in the 50s and 60s!
- Need more seats with tables in park areas for eating lunches
- Each time I have used the public toilets I have found them in a deplorable state. A couple of times I have even refused to use them and had to search for alternative means.
- Discount chemist disgraceful, cigarette butts need to be cleaned up, roosting birds in street trees cause unpleasant mess, garden beds in kay st need tidying.
- Recycling bins would be appreciated.
- More seating along the street would be beneficial to the elderly especially and shady spots along the footpaths in and around the TAC
- Is there a drinking fountain? public toilets are generally very poor except at the Plaza, which is privately run. We need single sex toilets available as some males are very messy
- Inner Traralgon is no longer a safe place
- Lighting and the feeling of safety at night is a concern
- Very difficult for pedestrians to cross streets as cars do not pause for pedestrians except for the 3 marked crossings (2x seymour arcade & 2x post office) otherwise pedestrians have to beat the cars to cross the roads even on corners
- Trees drop seeds which are dangerous for pedestrians
- Encourage a performing arts group
- More parking for working people
- Longer parking in town centre so appointments can be kept (hairdressers, dentists etc)
- Traffic congestion in Traralgon is horrific! The Breed St traffic lights on the Highway and the roundabout to Shakespeare/Bank Sts is constantly banked up. The truck traffic in both lanes going through town is daunting and holds up both lanes at the lights so it takes you sometimes 3 goes to get through the traffic lights
- Another multi-level carpark in the north west of town would encourage people to park and walk more
- Crossings often prove to be dangerous due to drivers being impatient resulting from congestion
- The lack of available free carparking for people who work in the TAC is appalling. The parking inspectors are atrocious in both their attitude and lack of people skills. Not one of them know how to speak to people properly and treat every car owner with a disdain they do not deserve. I have never met a more apathetic group of people, and I really think they need to do a course on customer service, as a business person I would not consider any of them for employment because of their lack of empathy towards other people and



that is evident every time they confronted by a member of the public about a parking ticket, they simply do not care and they should. I know people from other areas dread coming into Traralgon for anything business or pleasure because of the Parking inspectors, they have got a bad reputation across the state and I speak to people from all areas everyday and they often tell me about the problems they have had with Traralgon's Parking inspectors.

- More pedestrian crossings would increase safety. Due to congestion, I don't feel safe on a bicycle in the town centre. I think that a slightly decreased speed limit may be appropriate for the town centre. Some drivers really hoon around on a daily basis - especially out of angle parking bays and around roundabouts.
- As my walking ability is not good, I find parking near my preferred destination difficult.
- Poor pedestrian access into town centre from residential areas to west and north of TAC.
- There has been no evidence of traffic planning to cater for the substantial growth in the city over the past few years.
- At peak times there is often no car parks available
- I feel strongly about Council allowing a succession of dreary and depressing 'cheap' / '\$2' style stores, including things like Best and Less at the 'high' end and devolving into multiples of fly-by-nighter cheap clothes etc stores that are open for a few months then disappear. Why can't such retail spaces be targeted for stores which we lack sorely, such as a decent independent bookstore, or at the very least, a small Borders? Retail investment attraction efforts by Council's economic development unit should be much more nuanced and highly targeted to account for a greater socio-demographic diversity which has occurred in Traralgon. I noticed this change especially during the course of seven years as a returning resident from Adelaide: the exemplar of how a 'small city' can be!
- Needs more vitality in the Performing Arts area
- The proximity of arts/council/maternal health precinct to TAC is great would love to see further investment in this area
- I know that Morwell is nearby, but it would be great to have a Target store and a couple of small cinemas in town!
- There are just as good shops in the adjoining area, such as Mid Valley and Spotlight in Morwell and Sale. We don't have art shows, the outdoor market will be relegated to back streets if council have their way
- Would be nice to have more markets/community events at other times of the year
- Longer parking required near professional suites
- Streets are dirty, pavements a disgrace. Road sweepers should be available to town centre of Kay Street to Mable Street. Litter is an eyesore, particularly after a weekend.
- Not enough 2 hr parking and not enough commuter car parking
- Congestion at the viaduct, especially children
- Longer parking for dining
- I believe the parking is great
- I found I had to choose my answers unsatisfactorily, because I personally - and some of my visiting friends, from interstate and the city, don't particularly see Traralgon as having a 'wow' factor of beautiful streets and buildings. What can be said is that there are a very few aesthetically / historically pleasing buildings, and a few



streets which have lovely old trees and residential houses. The few pictures utilised for the Community Bulletin on the current Planning process is a case in point: the same old carefully positioned shots are recycled many times for all promotional and media literature on this town. In reality, when one comes to live and work here, one sees that the real streetscape and built environment is much more patchy in quality and ambience.

- Traralgon would be a nicer place if the traffic wasn't so congested
- Safety is an issue at night
- Regarding beautiful buildings, well there is the post office and court house combination, and the old Presbyterian church, as for streets Kay St is good and so is Henry St, others are average maybe Bank st is OK too. Some of our parks are good, I hope this is not an attempt to cut the area of Osborne Park.
- Safety late at night an issue -night club patrons returning home intoxicated. Vacant land at corner of highway and Franklin Street an absolute eyesore for passing traffic.
- Traralgon has historically had a poor record in preserving its built heritage and the spate of cheap concrete tilt slab buildings gives it a temporary and tacky feel. The Cargo Lounge nightclub is a good example of a lost opportunity to combine a heritage structure with a contemporary purpose.
- Install traffic lights at pedestrian crossing near old post office so as pedestrians are not continuously crossing in dribs and drabs causing a logjam of vehicles.
- Ex Mannys Market Site  
Ex GPG Site Franklin Street.  
EX Salvation Army Church.  
Are all Eyesores!!!
- Need a variety of car parking timed zones, 1hr in all of TAC does not allow a person to go to more than 1 shop and sometimes not even that if trying on clothes, or eating in a restaurant/cafe. Need some 2hr parking on TAC block perhaps in franklin/church or hotham/seymour leaving the alternates 1hr so as to provide some short & medium term parking
- I don't live in Latrobe City, but have to (and prefer to) use the services of Latrobe Shire. As a resident of Rawson, I pay rates to Baw Baw shire, but consider myself a citizen of Latrobe city and use their services accordingly - mostly Traralgon services and facilities.
- The TAC hasn't the infrastructure to handle the ever increasing population (including visiting/working population) ie: toilets and parking to name two obvious ones. There is rarely parking available for technicians/tradesmen working on/in the TAC area. I believe if the highway traffic was diverted Traralgon would be a much more pleasant place for other Latrobe City residents to come do business. I work here so I HAVE to come here every day but I prefer not to go down town if I can help it. I find driving around the TAC quite stressful.
- I applaud the council for their forward thinking in terms of planning for the future, but implore them to keep the lifestyle of cafes and theatre entertainment localised so that there is a cultural strength thriving and apparent in the largest town centre of Latrobe City
- Traralgon needs better access to the south side. extend Kosciusko to cross the highway and train tracks.
- Generally we think Traralgon is great. If you are considering traffic flows and congestion its a waste of time until a by-pass bridge to the north of franklin street is built. This is an urgent requirement. Pedestrian crossings outside plaza and post office cause problems. Undeveloped sites are an eye-sore and



developers should be required to improve the visual appearance at least. Rubbish (bottles and cans especially) should be cleaned up early every morning. Businesses like coffee shops on footpaths and night clubs should be required to clean up cigarette butts.

- Trees drop too many seedpods which is dangerous
- Parking a must!
- More events to entertain community on the parks
- Safety on street at night a serious issue
- More access needed for bike riders
- Pedestrian crossings with signs and lights in roads surrounding Grey Street Primary school and St. Michael's Primary school. A recreation centre with indoor pool and gym would be fantastic. (I am aware that this has been a separate issue but feel that the land where the outdoor pool is could be much better utilised if it were enclosed. This would mean that it could be used all year round - no worries about temperature or skin cancer!
- Allow major infrastructure to proceed without too much red tape and stop trying to allocate government funded project to adjoining towns to help them try to keep pace. Traralgon has the right to be seen and developed as the hub of the region.
- What are the planned improvements? The Plane trees are OK in the street, and the shade in summer is very welcome, but the mop tops are generally pretty woeful. Our footpaths are generally dirty, and rubbish is a problem. Maybe venues that sell alcohol could be made responsible for the clean up of bottles etc. Maybe also the bad behaviour of people who have overindulged, we do need more police, it is quite scary to visit the streets in the evening, specially Friday, Saturday.
- Pedestrian crossing between plaza and Manny's Market/ Aldi
- Very happy living in traralgon but would like more police
- Ensure that the performing arts centre remains at Traralgon
- Birds make mess of pavement
- Too many trucks use Kay Street, noise is a nuisance
- Improve pedestrian access to TAC by providing proper pedestrian crossings with lights along pedestrian corridors ie north, north-west and west (Breed Street and Grey Street). Place security lighting over playground areas to reduce vandalism to area (such as Osborne park and kinder). Clean to footpaths in the TAC.
- I would be keen to see plan and implement better controls on traffic management in the precinct. The inner residential streets are encountering a glut of through traffic that is ruining amenity for residents. A properly developed inner traffic management strategy should direct through traffic to main roads like Grey St and provide infrastructure such as a programmed traffic signals. Finally, the night club trade only benefits the operators and patrons (who are only part of the area's demographic). I would prefer to see significantly reduced late night trading for clubs and preferably relocate them to a dedicated precinct away from the town centre.
- Retain the Kay street median strip – a place of rest beauty and pleasantness
- Retain the theatre complex – improve by expanding, providing underground parking but retain garden areas

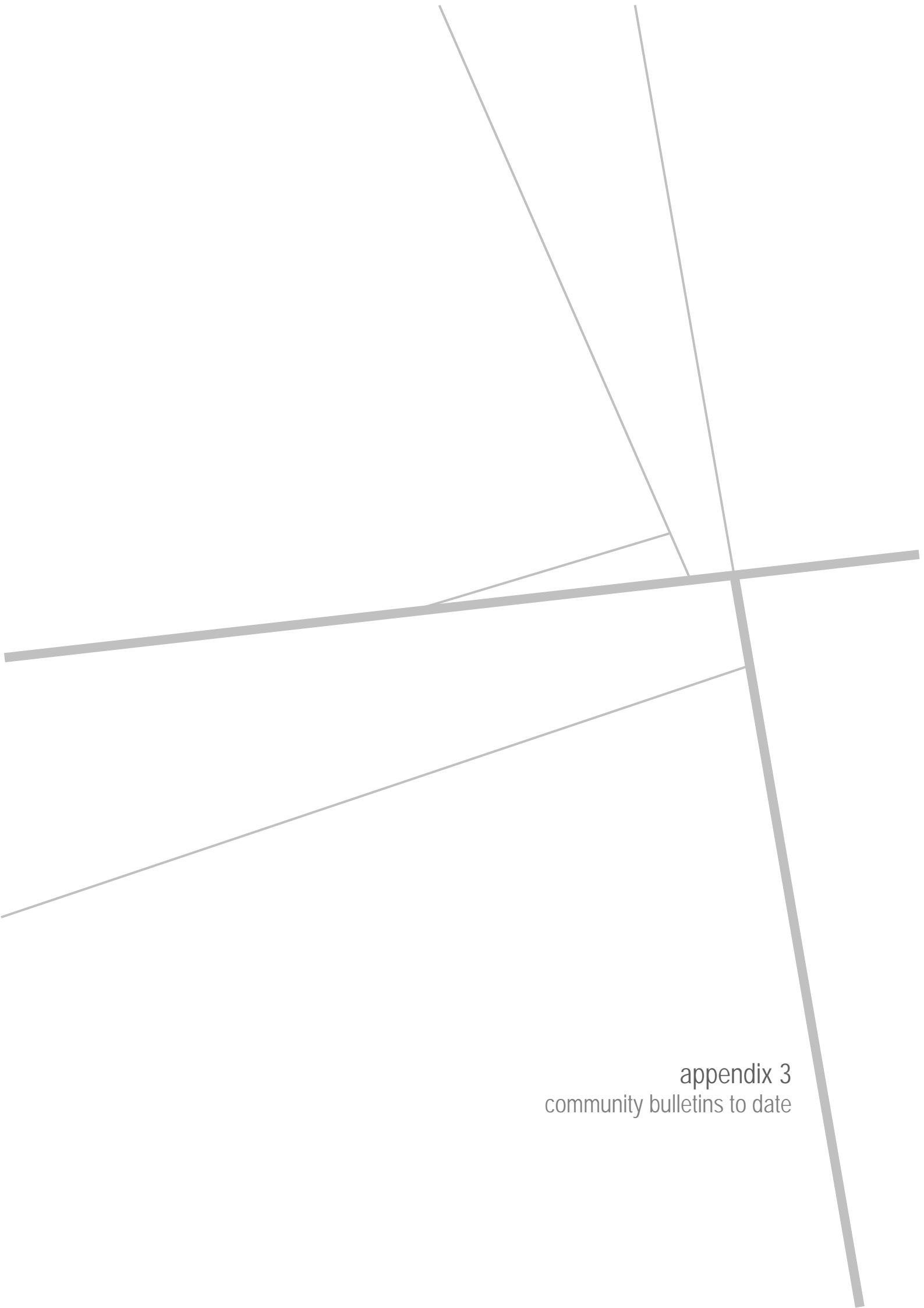


traralgon activity centre plan | background reports **DRAFT**  
consultation summary | prepared by hansen partnership pty ltd

- Provide more dedicated bike paths
- Provide more pensioner friendly seating ie higher off ground
- Traffic lights at Breed/ Grey street intersection
- Improved pedestrian access between plaza and mannys market/ aldi
- More street tree – but not plane trees
- Local campaign to encourage residents to walk or cycle to reduce carbon footprint
- More weather protective verandahs on shops
- Car park in Seymour street is great but needs more all day parking and supervision
- Too much congestion in franklin and seymour streets
- The performing arts centre should be knocked down and rebuilt in Traralgon bigger and better
- Busking should be allowed in the plaza
- Lounge for young people
- Don't cut down any more trees
- More places for youth and to be safe in Traralgon. To relax and chill, like a recreational centre
- Traralgon town centre should have more fun places to hang out, movies and places for family to enjoy themselves and catch up
- More places for fun like cinema
- Traralgon is not safe at night
- There needs to be an improvement to: public toilets, parking, more shops, youth entertainment, more flowers, more colours.
- Mainly transport is an issue, adolescents won't turn up if they can't get there relatively easily.
- Traffic and parking is an issue, along with lack of places just to hang out.







appendix 3  
community bulletins to date





# traralgon activity centre plan | community bulletin 1

february 2010

## what is the project?

The Traralgon Activity Centre Plan will comprise a Structure Plan, intended to guide land use; an Urban Design Framework, intended to guide built form and landscape character; and an Implementation Plan, which will provide guidance on how the aims of these two plans can be achieved.

Latrobe City Council, in partnership with the State Government (including a contribution from the Creating Better Places program) is pleased to announce the commencement of this project and has engaged **hansen partnership** to undertake this important strategic work.



## who is involved?



**hansen partnership** is one of Australia's leading multidisciplinary planning and design consultancies serving both the private and public sectors in Victoria, NSW and internationally.

**hansen partnership's** team consists of highly qualified and experienced urban designers, urban planners, landscape architects and project managers.

The team has worked in Traralgon and in other regional centres such as Warragul.



They will be working closely with Cardno Grogan Richards, a leading traffic engineering consultancy, and Tim Nott (Economics) to ensure an appropriate understanding of technical and economic issues that will inform the project. **hansen** will also be assisted by Capire, who will provide a social and community needs assessment. One of Australia's leading architectural practises, Jackson Architecture, will work with the **hansen** design directors during the Key Directions component of this project.



## what are the aims?

The Traralgon Activity Centre Plan aims to build on previous studies that have been endorsed by the local community to provide a framework which will ensure sustainable development of the Town Centre over the next 20 years.

This will be achieved through a combination of high quality mixed use development and by private and public sector investment to improve the public realm. More specifically the project aims to:

- Provide strategic direction and detailed recommendations to improve public transport, traffic flows and parking provisions within the Town Centre;
- Promote new development in the Town Centre to create a compact retail core and an active and well defined public realm, particularly on vacant and underutilised sites;
- Improve pedestrian and bicycle access to the Town Centre;
- Ensure appropriate integration with areas around the edges of the Town Centre and the Traralgon Station Precinct; and
- Address land use conflicts.





## what is the study area?

The project will address the land which makes up the Traralgon Activity Centre and its immediate surrounds. The study area extends from a precinct to the South of the railway line known as the

Traralgon Inner South Precinct (for which a recent masterplan was prepared by **hansen partnership**) to Gordon Street in the north. Mable and Byron Streets form the western boundary of the study area, which extends through to the parkland east of the Town Centre. The study area

includes land in the north west and south, that extends beyond the traditional Town Centre to ensure that all appropriate future Traralgon Activity Centre growth options can be investigated. It is noted that the study area excludes the Traralgon Rail Precinct, which is addressed by another project.



## how to get involved?

Extensive community consultation will be undertaken as part of this project. Details of upcoming consultation sessions and other consultation measures will be announced in forthcoming community bulletins and on Council's website.

For further information please contact:

Gail Gatt

**Latrobe City Council**

PO Box 264, Morwell VIC 3840

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*this publication is available in large print, audio and electronic formats on request.*

*all traralgon location shots sourced from [www.travelvictoria.com.au](http://www.travelvictoria.com.au)*





# traralgon activity centre plan | community bulletin 2

march 2010

## what is the project?

The Traralgon Activity Centre Plan will comprise both a Structure Plan, intended to guide land use, and an Urban Design Framework, intended to guide built form and landscape character. The work is being undertaken by **hansen partnership**, a leading urban design and planning consultancy, who are working closely with both Council and experts in the areas of economics, transport and community.



hansen



## progress so far?

The project team has begun working on a series of background reports that will provide an overview of both the current situation and the future context of Traralgon's town centre. These background reports will be informed by existing studies, on-the-ground research and consultation with stakeholders.

Traffic and car parking counts have commenced within the town centre. These will provide an update on the figures generated by previous studies and will inform the Car Parking Assessment and the Traffic Impact Assessment being undertaken as part of the project.

The best information of what works (or does not work) is gained through talking to people who use the area.

Stakeholders and the community are encouraged to come and talk to us. Information on the first round of consultation for the Traralgon Activity Centre Plan is included on the following page.



## where is the study area?



Note: The study area excludes the Traralgon Rail Precinct which is addressed by another project.



## session details

### first round of consultation: information download

This phase is referred to as the 'information download' session. The primary function of this session is for us to listen to you. Consultation during this stage will include four key phases; stakeholder sessions, a public session, on the street engagement and one-on-one sessions.

SESSIONS	OVERVIEW	TIME	SUGGESTED AUDIENCE (but not limited to)
<b>DAY 1 – Wednesday 17 March 2010 at DSE Offices - 71 Hotham Street, Traralgon</b>			
<b>session 1: character + environment</b>	This session will deal with issues which impact the 'feel' of the town, the kind of building forms present and the pedestrian experience within the town centre. Issues relating to built heritage and environmental assets will also be discussed.	<b>11.00am – 12.30pm</b>	Stakeholders may include groups such as local history groups, tourism operators, visitor information staff, council planners, local architects, and environment groups.
<b>session 2: community + services</b>	This session will deal with issues such as schools, hospitals and facilities for people with disabilities. The provision of services for groups such as the elderly and young people will also be discussed.	<b>1.30 – 3.00pm</b>	Stakeholders may include groups such as social and human service providers, education providers, police, disability and special interest groups.
<b>session 3: accessibility + parking</b>	This session will deal with issues such as traffic movement through the town centre and the provision of both the amount and type of carparking provided. Cycling and pedestrian access through the centre will also be addressed.	<b>3.15 – 4.45pm</b>	Stakeholders may include groups such as viceroads, transport providers, bicycle vic, council infrastructure and traffic officers.
<b>session 4: development + investment</b>	This session will deal with issues such as investment, the viability of different development types and issues of demand for land, offices etc within the town centre. Proposed projects and required infrastructure to facilitate economic development may also be raised.	<b>5.00 – 6.30pm</b>	Stakeholders may include groups such as chamber of commerce, land owners, economic development officers, retailers, developers.
<b>public session: traralgon information download</b>	A forum where any issues can be raised.	<b>7.00 – 8.30pm</b>	All members of public welcome to this session. Any stakeholders including business owners who cannot make themed sessions.
<b>DAY 2 – Thursday 18 March 2010 at DSE Offices - 71 Hotham Street, Traralgon</b>			
<b>walking tour</b>	Members of the project team will be walking around the streets of the town centre. This is all about gathering as much information as we can from the public. Everyone's opinion is valuable. Don't be shy! Come and talk to us.	<b>9.30 – 11.30am</b>	Business owners, shoppers, other users of the Traralgon Town Centre.
<b>one-on-one sessions</b>	Members of the team will be available for one-on-one meetings throughout the day. If you wish to book a one-on-one session please contact Latrobe City Council on one of the numbers below to ensure you have a time slot.	<b>11.30am – 3.30pm</b>	Anyone wishing to meet the consultants for a one-on-one discussion.

## online survey

A survey questionnaire about your experiences within the town centre of Traralgon has been posted on the Latrobe City Council website. A link to the survey can be found on the main home page at:

<http://www.latrobe.vic.gov.au>

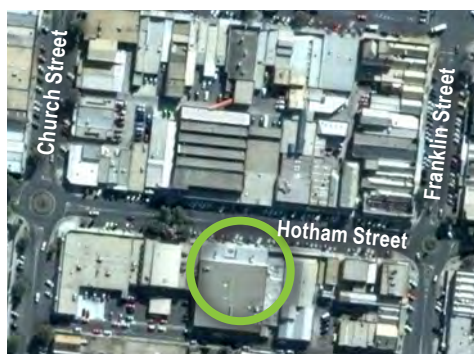
Results and comments provided via this survey will be collated and will supplement information gathered at the face-to-face consultation sessions.

## how to get there

The consultation sessions are to be held at:

**Department of Sustainability and Environment Conference Rooms**  
**71 Hotham Street, Traralgon**

Enter through the main doors to Hotham Street, between Church and Franklin Streets, then follow the signs to the conference rooms to the right.



## rspv

To rspv for a group session or to book a one-on-one session please contact a Latrobe City Council Officer below.

**Gail Gatt** | Latrobe City Council  
PO Box 264, Morwell VIC 3840  
email [gailga@latrobe.vic.gov.au](mailto:gailga@latrobe.vic.gov.au)  
phone 1300 367 700

**Lorrae Dukes** | Latrobe City Council  
PO Box 264, Morwell VIC 3840  
email [lorraedu@latrobe.vic.gov.au](mailto:lorraedu@latrobe.vic.gov.au)  
phone 1300 367 700

**PLEASE RSVP BEFORE 5.00PM**  
**FRIDAY 12 MARCH, 2010**



traralgon activity centre plan: background reports  
car parking assessment

prepared by cardno grogan richards

july 2010



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## executive summary

Cardno Grogan Richards have been engaged by hansen partnership to undertake a background car parking management study of the Traralgon Activity Centre (TAC) for the Latrobe City Council. The purpose of this report is to provide Latrobe Council with the information and analysis required to inform the Key Directions report for the TAC which is part of Stage 2 of the study.

The preparation of this report has involved:

- An inspection of the Traralgon Activity Centre and its environs;
- A review of all relevant Council reports previously undertaken in Traralgon;
- Public consultation to determine community issues and concerns relating to car parking;
- Parking occupancy and duration surveys for a typical Friday and Saturday within the study area; and
- Analysis of survey results to make recommendations for improved management of the existing car parking assets and future parking needs for the TAC.

The study area covered by the Traralgon Activity Centre Plan (TACP) is more expansive than previous studies which focused on the Traralgon CBD core. Therefore for comparative purposes, survey data has been analysed separately for the CBD core, as well as the overall TAC.

The following summarises the main findings of this report:

- Peak parking demand for the TAC on the Friday occurred at 11:00am with 3219 spaces out of the 5884 spaces surveyed occupied, equivalent to an occupancy level of 55%. For the CBD core, 2954 spaces out of 4664 were occupied also at 11am, equivalent to an occupancy level of 63%.
- Peak parking demand on the Saturday occurred at 11:00am with 1942 spaces out of the 5884 spaces surveyed occupied, equivalent to an occupancy level of 33%. For the CBD core, 1753 spaces out of 4664 were occupied also at 11am, equivalent to an occupancy level of 38%.
- A comparison of weekday to weekend survey results indicate that on-street occupancy rates show little variance from Friday to Saturday, however, off-street occupancy rates drop significantly on the weekend.
- High levels of occupancy (>85%) were recorded across the weekday and weekend surveys in some on-street sections within the heart of the CBD with convenient access to shop frontages and cafés. These spaces receive a high turnover due to the 1 hour restriction and high level of enforcement. This high turnover induces an expectation for drivers to be able to find a convenient parking space which causes traffic congestion with cars circulating for a space. Potential options to rectify this problem include:



- Increasing the restrictions from 1-hour to 2-hour parking to reduce turnover by removing the 'expectation' to find an available parking space.
- Reintroducing metered parking in these highly utilised sections to more evenly distribute demand to surrounding street sections with much lower occupancy rates.
- Although off-street parking occupancy rates were relatively low across the survey periods, high levels of occupancy (>85%) were recorded on Friday in both of the two public off-street long term car parks provided within the CBD, being the multi-level Seymour Street Car Park and the Church Street car park. This indicates that private parking spaces along with 'customer only' spaces and time restricted off-street spaces are generally underutilised.
- From responses received during the consultation process and the results of the surveys it appears there is a shortage of longer term parking available for the centre that is free-of-charge. However, spare long term parking capacity exists in permit only spaces. Council needs to decide whether it is appropriate for employees to pay for permit spaces to park all day within the CDB or whether free-of-charge spaces should be provided as has historically been the case. Employees currently do not have the option to leave their car at home, as public transport facilities are limited.
- Options which could be considered to rectify the shortage of free-of-charge all day parking include the following:
  - Converting the mid level of the multi-deck Seymour Street Car Park to all day parking (currently a mix of permit parking and 3 hour parking).
  - Construct an additional level above the existing top level of the multi-deck car park. This would provide approximately 100 additional spaces. The structure has also been designed to cater for this additional level.



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## 1 introduction

Cardno Grogan Richards have been engaged by hansen partnership to undertake a background car parking management study of the Traralgon Activity Centre (TAC) for the Latrobe City Council. The purpose of this report is to provide Latrobe Council with the information and analysis required to inform the Key Directions report for the TAC which is part of Stage 2 of the study.

Specific recommendations and solutions including the preparation of a Parking Precinct Plan will be undertaken as part of Stage 2 of the project.

In the course of preparing this report, the subject site has been inspected, previous studies reviewed and parking survey's undertaken and analysed.

## 2 scope of works

The scope of works for this report is as follows:

- Review all relevant Council reports previously undertaken in Traralgon;
- Undertake parking occupancy and duration surveys for a typical Friday and Saturday within the study area to develop a profile of parking usage;
- Analyse the layout of parking within the TAC and report on its adequacy taking into consideration the following:
  - parking restrictions provided
  - duration of stay
  - control measures (parking restriction enforcement)
  - location of special parking bays
  - preferred occupancy rates for key parking types
  - provision and location of future car parking in and around the TAC;
- Make recommendations for improved management of the existing car parking assets and future parking needs for the TAC;
- Provide analysis that supports findings and recommendations;
- Review the existing provisions within the Latrobe Planning Scheme and make recommendations to parking related planning scheme provisions; and
- Incorporate the survey data and analysis into a background car parking management study.



## 3 objective of the car parking management study

### 3.1 general

The objective of this study is to provide an analysis of the current provision of public car parking in the TAC and explore opportunities to improve upon the management of the existing car parking assets. Accordingly, this report will explore whether additional car parking is currently required and list actions that Council may take to better manage TAC parking.

One of the key objectives of this report is to aid in the development of a Parking Precinct Plan for the TAC.

Car parking facilities are not only a major land use within an activity centre, but also a major determinant of the experience of visitors when they visit the centre. An appropriate supply of car parking is an important issue for any town centre as inadequate car parking can result in frustration for visitors and contributes to congestion as drivers search for convenient parking. Conversely, oversupply of car parking results in inefficient land use.

This report addresses parking supply and demand, characteristics of public car parking and reviews the findings of previous relevant studies.

For the purposes of this report, public car parking is defined as parking that is available without restriction of entry, regardless of who provided the car parking facility. Private parking is privately owned and is provided for the use of employees only.

The findings of this study, used in conjunction with other policy tools are intended to provide Council with the background required to inform the Key Directions report for the Traralgon Activity Centre Plan (TACP) which is part of Stage 2 of the TACP study.

### 3.2 principles

The principles used to guide the development of any parking strategy are:

- Management of public car parking is critical to the economic and social well being of the TAC;
- All forms of mobility (cars, buses, trains, bicycles and walking) in the TAC are important and inter-related;
- Effective management of car parking assets will ensure a balance is met between supply and demand of car parking spaces.



### 3.3 brief history of car parking management in the TAC

The City of Latrobe commissioned Arup in 2003 to carry out a parking study in the Traralgon Central Business District (CBD). The purpose of the study was to develop a parking strategy for parking within the Traralgon CBD that would assist in addressing current and future parking requirements for 15 years as a result of the then anticipated development of the CBD.

The key conclusions from the 2003 parking study were as follows:

- Overall on-street parking reached a peak of 71% on Friday and 47% on Saturday, while off-street parking peaked at 66% on Friday and 45% on Saturday;
- Specific areas reached capacity at times during the survey periods, notably Post Office Place, Franklin Street, Seymour Street and the at-ground parking within Stockland;
- Congestion of circulating traffic in the CBD core (Franklin, Seymour, Hotham) was a consequence of the short term parking demands in these streets; and
- The need for additional parking was not warranted but more an issue of managing the current supply to satisfy demands.

Prior to this, the then City of Traralgon carried out parking utilisation surveys in May 1991 for a 12 hour period on a typical Thursday, Friday and Saturday. The survey findings were not dissimilar to the 2003 findings.

A significant change came to parking management in the Traralgon CBD when the use of parking meters for on-street spaces was ceased following statewide amalgamation of local government in 1994. The decision that was taken at that time was to remove parking meters from Traralgon rather than install them in Moe and Morwell. In all there were approximately 600 parking meters located in Franklin, Seymour, Hotham, Church and Post Office Place. Therefore parking meters were in place for on-street parking during the 1991 surveys. Despite parking meters being in place during these surveys, full occupancy rates (>90%) were still recorded in sections of Franklin Street, Church Street, Post Office Place, Seymour Street and Hotham Street, which is similar to survey results following the removal of parking meters (2003/ 2010).

Additionally, Council has previously attempted to consult with local traders regarding alterations to time restrictions for on-street parking in the CBD. The preference of local traders has historically been to maintain 1 hour restrictions to promote a high turnover of vehicles.





## 4 study area

The study area is bound by Gordon Crescent to the north, Princes Highway to the east, Shakespeare Street to the South and Mabel Street and Byron Streets to the west as shown in Figure 1. The Traralgon Station Precinct is not included in the survey area. The study area is generally consistent with previous mobility studies of the TAC and includes all on-street and off-street private and public parking. The 2003 Arup study area is also highlighted for comparative purposes.

Figure 1: Traralgon Activity Centre (TAC) Parking Study Area





## 4.1 existing conditions and land use

The Traralgon Activity Centre consists of a mix of business, retail, office and commercial land uses, with some residential land use on the periphery of the study area to the north, west and southeast.

The retail core is situated around Church Street, Franklin Street, Seymour Street and Hotham Street, with the Stockland Shopping Centre located on the northeast corner of the study area.

Reserves border the area on the east side, while Hubert Osborne Park reserve is located just west of Breed Street. Kay Street is a boulevard with a wide grassed median planted with trees. Located east of Hubert Osborne Park is St Michaels Catholic Church and primary School. Grey Street Primary School is located north of Grey Street on the north side of the study area.

## 4.2 road network

Traralgon is located in the centre of the Latrobe Valley, approximately 160km from Melbourne. The Princes Highway skirts the south side of the study area and carries approximately 30% through traffic volumes to Sale and beyond (based on information supplied by VicRoads). The road network within the TAC is of a grid pattern, with most streets running north-south or east-west. Grey Street to the north of the study area is a main road that carries through traffic to Tyers, and provides a link to Morwell.

## 4.3 transport modes

The Traralgon Railway Station is situated in the south side of the study area with VLine services providing 7day services to Melbourne. Daily commuters using the train to Melbourne can park in the car park adjacent to the railway station just outside the study area on the south side of Princes Highway. As part of the ongoing Traralgon Station Precinct Masterplan, proposed parking for commuters has been identified in the area of land between Princes Highway and Shakespeare Street.

Buses operate along Franklin Street adjacent to Stockland Shopping Centre and taxi stands are provided on Seymour Street near Franklin Street and on Franklin Street near Post Office Place. School buses also operate along Church Street next to the primary school picking up and dropping off students from surrounding areas in morning and afternoon peaks.

In regional Victoria, the greater distances between attractors may produce a higher dependency on cars than in the metropolitan area. It was observed that parking demands fall and rise around lunch time as movements to and from home occur.



A number of parked motorcycles and bicycles were observed but their usage was considered to be relatively low. While there was no provision for on-road bicycle facilities in the CBD, the width of some streets and the speed of traffic in the CBD area would make cycling an easier proposition than would be the case away from the CBD environment.

## 4.4 parking supply

The total parking supply in the TAC area comprises almost 6000 spaces including on-street, off-street and private only spaces as follows:

- 2305 on-street spaces
- 2722 off-street public spaces
- 857 off-street private only spaces

The off-street car parks are shown in Figure 2. Note that each off-street car parking area has been assigned a number and throughout the report this number is used to reference the off-street car parking location.

### 4.4.1 comparison to 2003 Arup survey parking supply

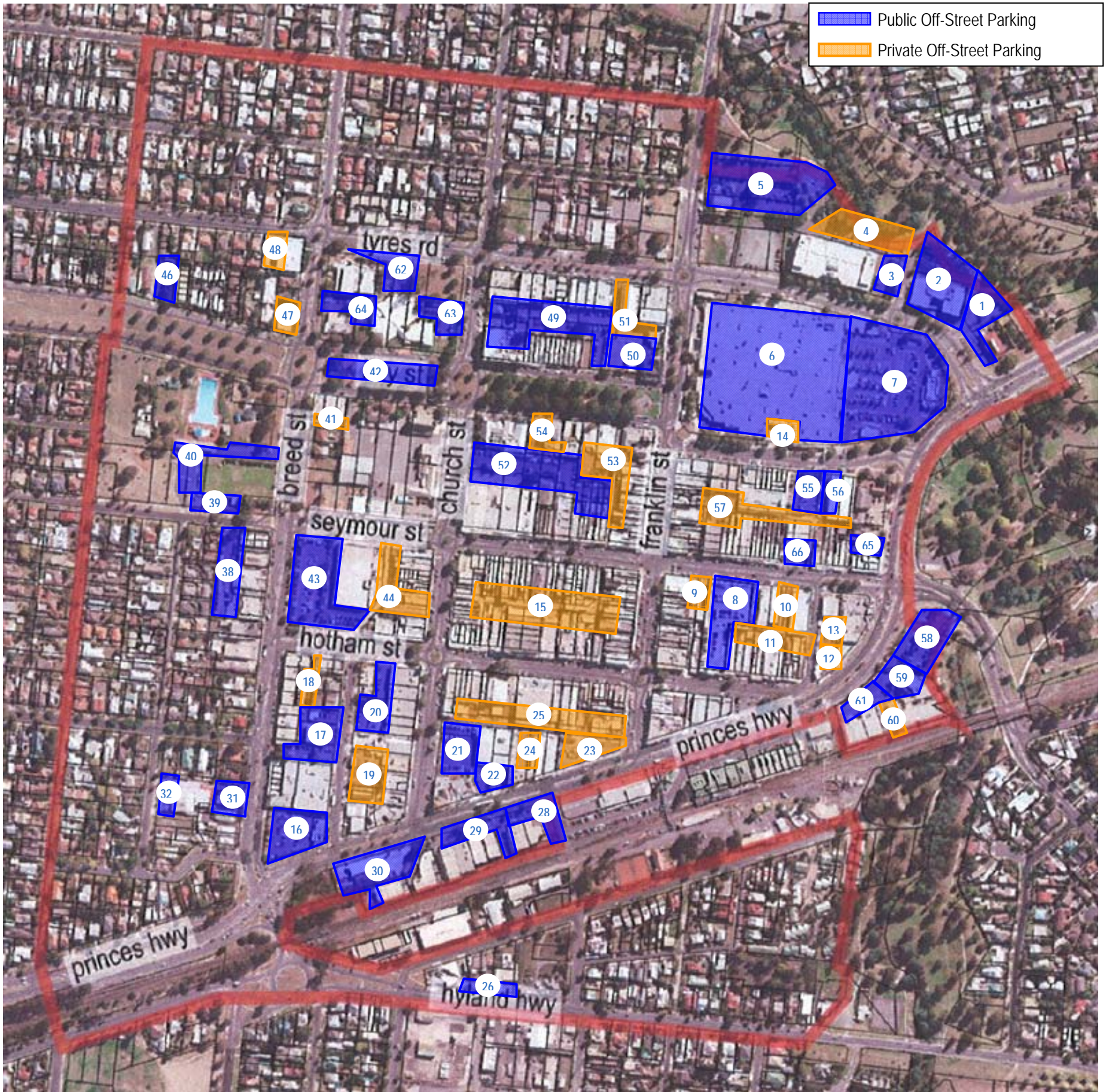
The parking surveys undertaken by Arup in 2003 focused on the Traralgon CBD and surveyed a total of marginally more than 5000 spaces comprising of the following:

- 1360 on-street spaces
- 2560 off-street public spaces
- 1100 off-street private only spaces

The 2003 surveys did not include on-street spaces outside of the Traralgon CBD as illustrated in Figure 1 which indicates the expanded study area of the TAC.



Figure 2: Traralgon Activity Centre (TAC) Off-Street Car Parks







### **On-Street Parking**

On-Street parking spaces are available to the general public with loading zones, disabled spaces, parents only, taxi spaces and police only spaces included in the mix of parking. The majority of on-street parking is line marked as 45 degree angle parking, however, parallel parking has been provided in some locations.

### **Off-Street Public Parking**

Off-Street parking is provided generally in open areas behind shops or in defined areas such as at Stockland Shopping Centre. This type of parking is either provided by Council or on privately owned land provided for public use.

### **Off-Street Private Parking**

Private parking provision for employee use is required under the planning scheme and is provided by businesses. Access is generally via rights-of-way off the main streets. There are no restrictions for this type of parking, however occasional loading zone signs were noticed behind shops for trucks to load/unload their goods. This ensures that, for the most part, these rights-of-way are kept clear for traffic accessing the rear of premises.

If the parking requirements of the planning scheme are unable to be satisfied by the developer then cash-in-lieu payments can be required by Council if stipulated in the Planning Scheme via a Parking Precinct Plan (PPP) or Developers Contribution Plan (DCP). Developer contributions have historically been in the form of cash-in-lieu payments where the Council has collected and pooled funds from a number of new developments (where on-site parking cannot be provided) to construct a car park.

Currently the Latrobe Planning Scheme does not include a PPP or DCP for car parking which limits Councils ability to require cash-in-lieu payments from developers.



## 5 parking occupancy and duration of stay surveys

### 5.1 survey conduct

The parking surveys were conducted over two days (weekday and weekend) as agreed with Council and to conform with Arup's 2003 parking study. The following time periods were selected in order to obtain peak parking demands for a weekday and weekend respectively:

- 8am-8pm Friday 19 February 2010 (12 hours)
- 9am-2pm Saturday 20 February 2010 (6 hours)

Staff were allocated areas to monitor parking characteristics on an hourly basis over the survey periods. Friday was chosen in order to survey the general weekday parking demand as well as to observe the usage of parking relating to evening shopping in the TAC. The Saturday survey continued until 2pm to ascertain the level of parking utilised when the late morning rush was over.

Two shifts of six hours each were allotted on the Friday to minimise the physical demands on the survey staff. All survey areas were designed to be covered in less than the full hour so that sufficient rest was provided for staff prior to restarting each hour.

### 5.2 survey description

The objectives of the parking survey was to determine the following parameters:

- Utilisation rate of each parking space / street / area
- Duration of stay of each vehicle in each space

The survey identified each individual space with monitoring occurring on an hourly basis. On the survey form the last four characters of the number plate of each vehicle parked in each space was recorded. If the same car was in the same space in the following hour, a tick was recorded. If the space was empty, a dot was used. The process of analysis does not allow identification of individual number plates i.e. to ascertain if vehicles are moved to escape 'restriction' periods. This is only possible by reviewing individual survey sheet records. For this survey the latter was not undertaken. Analysis of number plate data enables the average duration of stay of vehicles parked in each space over the survey period to be determined as well as the utilisation rate of each space.



## 6 survey findings

The survey data for the Friday and Saturday was collected and analysed to determine the utilisation and average duration of stay of vehicles in each individual space in the survey area. The on-street parking data was then summarised into separate streets and further summarised into sections along each street. The off-street parking was summarised for each car parking area and separated into public and private car parks.

As the survey was carried out on a typical Friday and Saturday, this was used as the basis of discussion for a typical weekday and weekend.

The entire survey area of the TAC is more expansive than the 2003 Arup survey and covers parking located outside of the Traralgon CBD as illustrated in Figure 1. Thus for comparative purposes the survey findings for the core CBD area are detailed separately in each of the following sections. The core CBD area is bounded by Grey Street, Breed Street and the Princes Highway.

### 6.1 weekday parking patterns

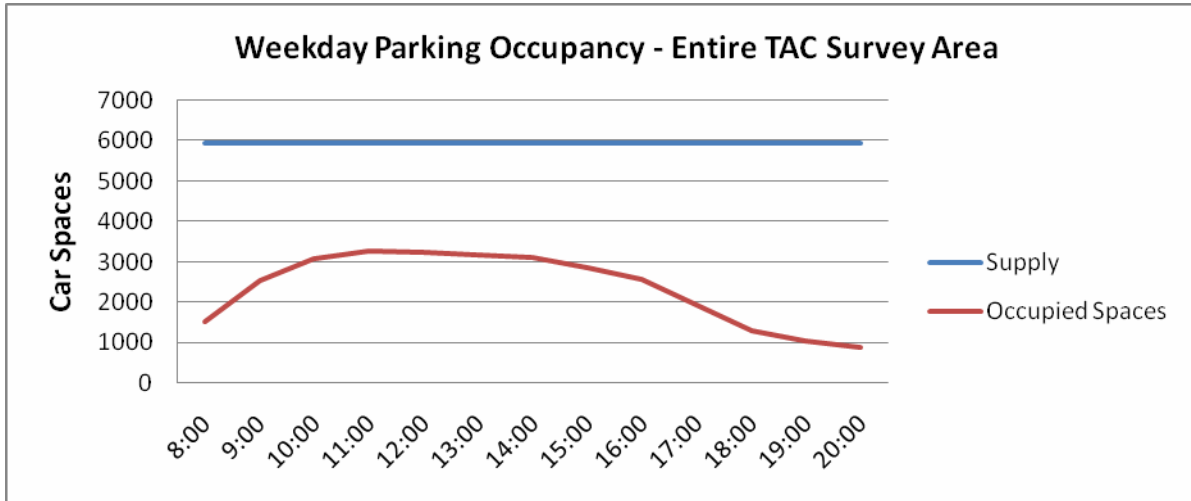
The survey was carried out between 8am-8pm on Friday 19<sup>th</sup> February 2010.

#### 6.1.1 weekday utilisation rate

The peak weekday utilisation for all parking spaces located within the TAC occurred at 11am whereby 3219 spaces were occupied (55%). The parking demand was relatively consistent from 9am-4pm whereby occupancy rates stayed above 43%. Parking demand was at its lowest point after 7pm when occupancy rates diminished to 17% and reduced further to 15% recorded at the conclusion of the survey period (8pm).

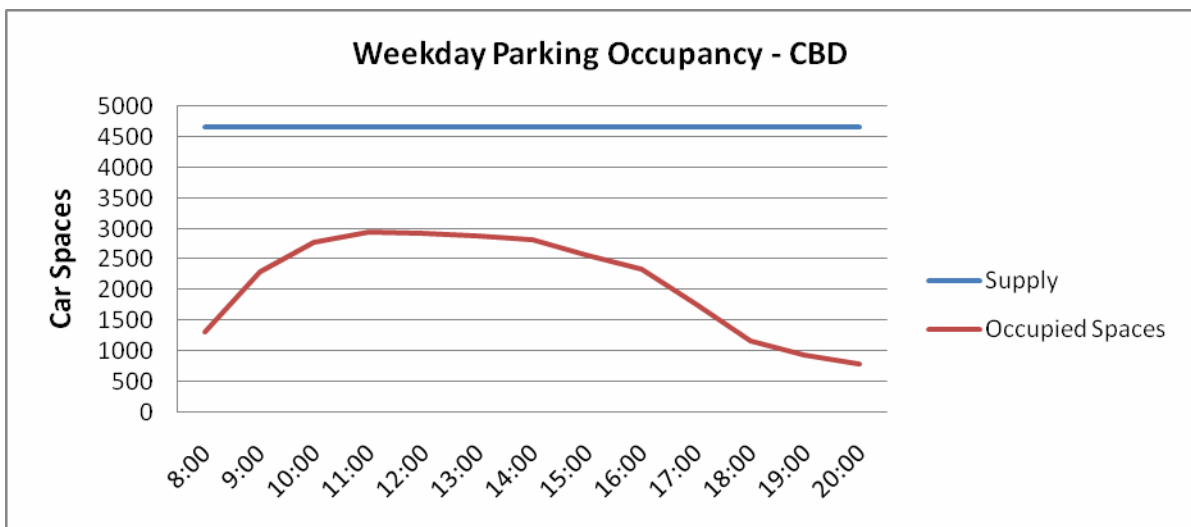


Figure 3: Overall Weekday Parking Occupancy



The peak weekday utilisation for parking spaces located solely within the CBD also occurred at 11am whereby 2954 spaces were occupied (63%). Figure 4 shows a graph of the CBD weekday parking occupancy.

Figure 4: CBD Weekday Parking Occupancy



Figures 3 and 4 illustrate the weekday parking occupancy for the TAC and CBD respectively. Weekday parking occupancy graphs for individual streets and car parks are provided in full in Appendix 1. Figures 3 and 4 confirm that for the survey areas as a whole, parking utilisation is not “stressed” as full occupancy, considered to occur if utilisation rises above 90%, did not occur.

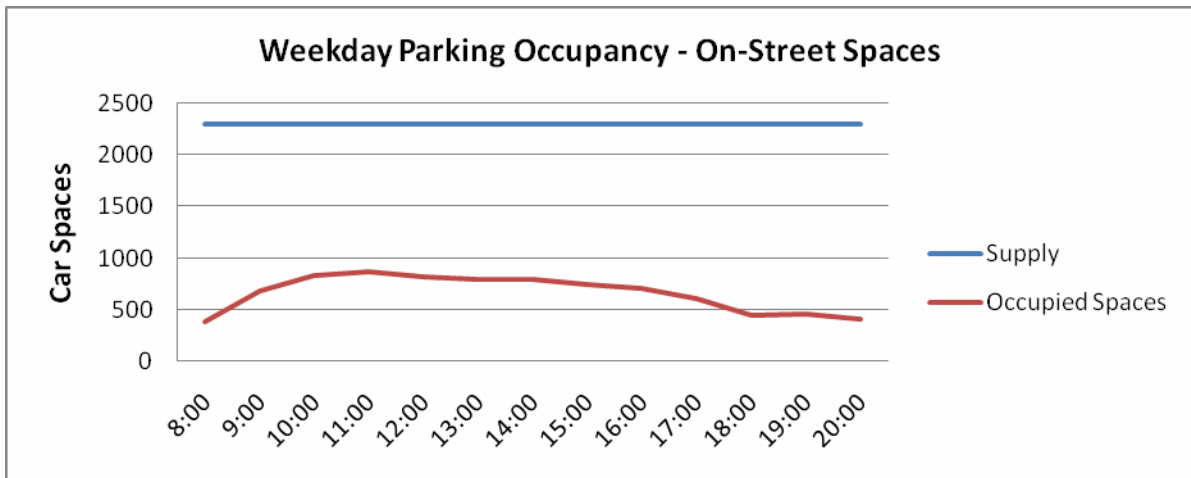




### 6.1.2 weekday utilisation rate – on-street spaces

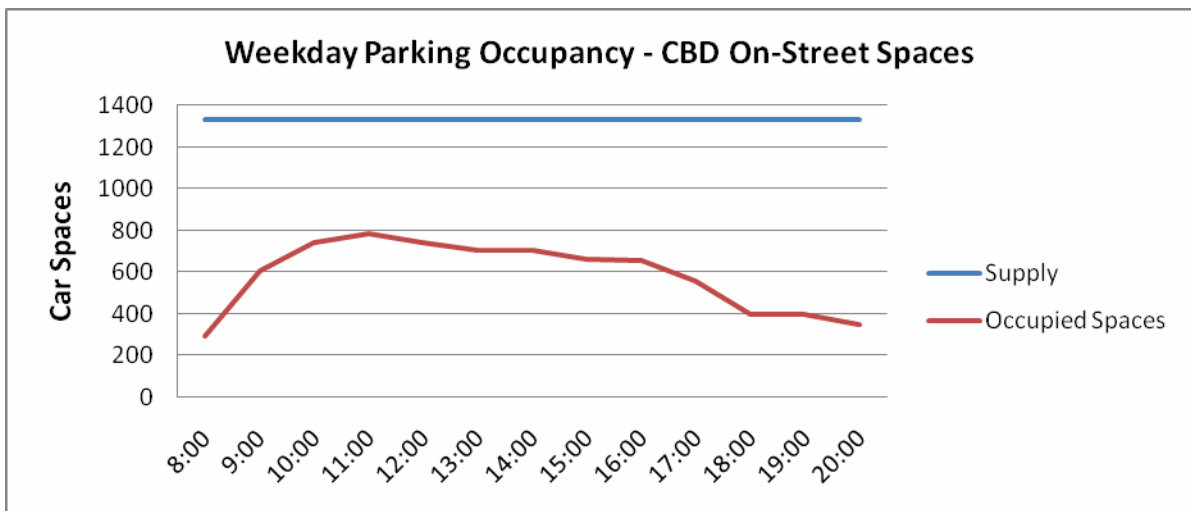
The peak weekday utilisation for on-street spaces located within the TAC also occurred at 11am whereby 868 spaces were occupied (38%). The parking demand was relatively consistent during business hours 9am-4pm whereby occupancy rates stayed above 30%. Occupancy rates diminish to below 20% after 6pm. Again, on-street parking utilisation for the TAC as a whole, is not “stressed”. Figure 5 shows a graph of the on-street weekday parking occupancy for the TAC.

Figure 5: TAC On-Street Weekday Parking Occupancy



The peak weekday utilisation for on-street spaces located within the CBD also occurred at 11am whereby 786 spaces were occupied (59%). Figure 6 shows a graph of the on-street weekday parking occupancy for the CBD.

Figure 6: On-Street Weekday Parking Occupancy in the CBD



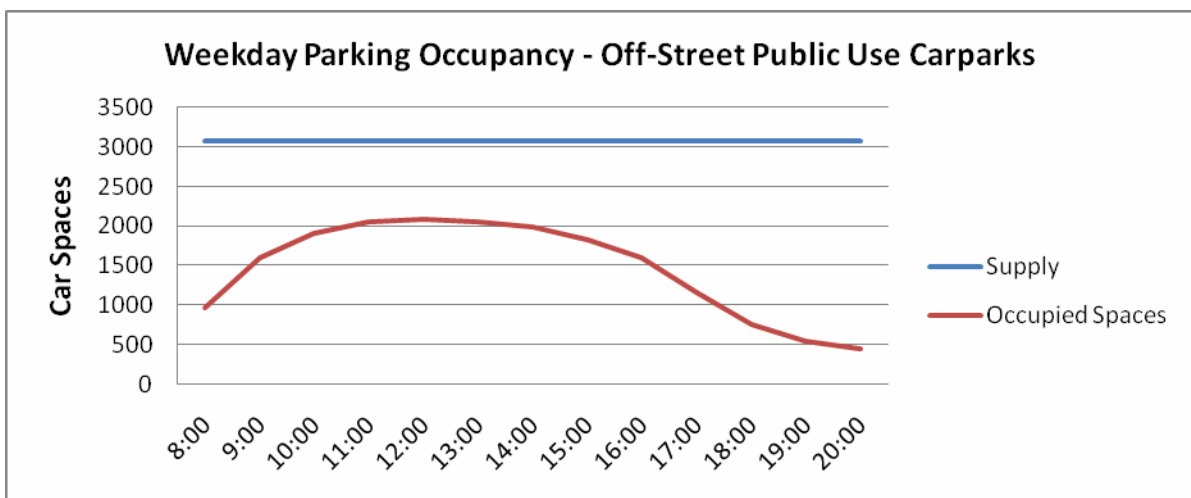


### 6.1.3 weekday utilisation rate – off-street public spaces

The peak weekday utilisation for off-street public use spaces located within the TAC occurred at midday whereby 1877 spaces were occupied (69%). The parking demand was relatively consistent during business hours (9am-4pm) whereby occupancy rates stayed above 52%. Occupancy rates diminish to below 18% after 7pm. Again, off-street public parking utilisation is not “stressed” for the TAC overall.

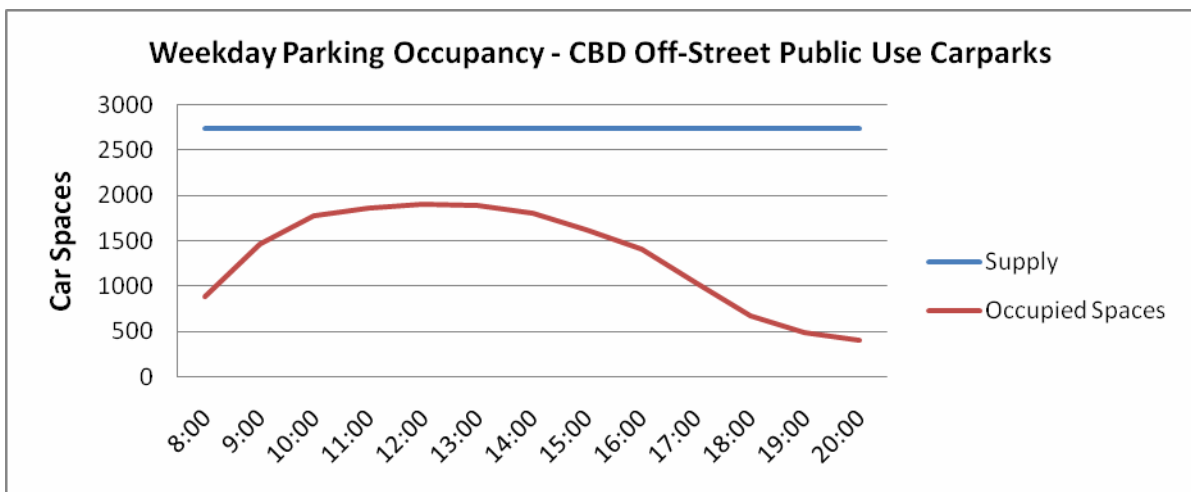
Figure 7 shows a graph of the off-street public use weekday parking occupancy for the TAC.

Figure 7: Off-Street Weekday Parking Occupancy – Public Spaces



The peak weekday utilisation for off-street public use spaces located within the CBD also occurred at midday whereby 1741 spaces were occupied (69%). Figure 8 shows a graph of the public off-street weekday parking occupancy for the CBD.

Figure 8: Off-Street Weekday Parking Occupancy in the CBD – Public Spaces

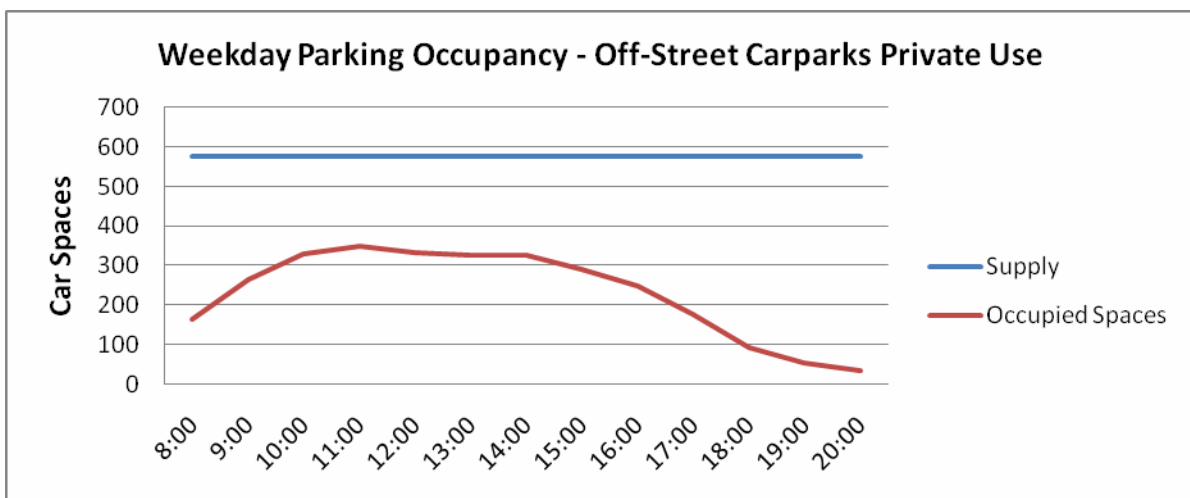




### 6.1.4 weekday utilisation rate – off-street private spaces

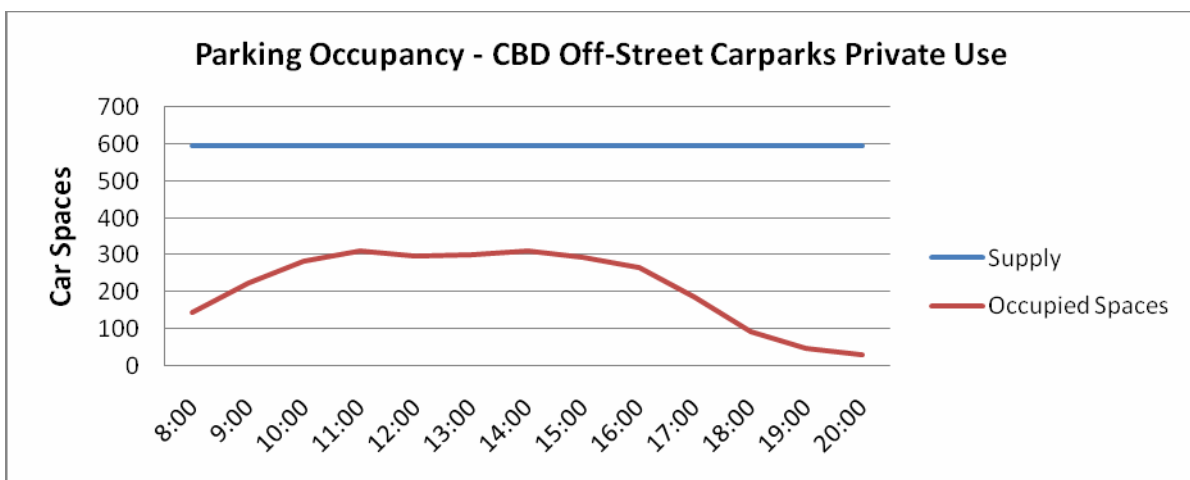
The peak weekday utilisation for off-street private use only spaces located within the TAC occurred at 11am whereby 507 spaces were occupied (59%). The parking demand was relatively consistent from 10am-3pm whereby occupancy rates stayed above 50%. Occupancy rates diminish to 8% after 7pm as can be expected for staff/employee only parking on a weekday. Again, off-street private parking utilisation is not “stressed”. Figure 9 shows a graph of the weekday off-street private parking occupancy for the TAC.

Figure 9: Off-Street Weekday Parking Occupancy – Private Spaces



The peak weekday utilisation for off-street private only use spaces located within the CBD occurred at 11am whereby 470 spaces were occupied (58%). Figure 10 shows a graph of the private off-street weekday parking occupancy for the CBD.

Figure 10: Off-Street Weekday Parking Occupancy in the CBD – Private Spaces





### 6.1.5 weekday utilisation rate – individual streets and car parks

While overall weekday parking utilisation peaked at about 55% for the TAC and 63% for the CBD, individual on-street sections and off-street car parks within the TAC were “fully” occupied at times. Full occupancy is considered to have occurred if utilisation rises above 90%. These sections (with general parking restrictions) included:

- Church Street between Kay St & Seymour St (2P)
- Church Street between Grey St & Kay St (unrestricted)
- Franklin Street between Kay St & Seymour St (1P)
- Franklin Street between Seymour St & Hotham St (1P)
- Livingston Street between Seymour St & Hotham St (unrestricted)
- Seymour Street between Franklin St & & Methodist Ln (1P)
- Car Park 04 (Private Parking) – behind ASIC
- Car Park 08 (Public Parking) – Seymour St Carpark (unrestricted spaces only)
- Car Park 20 (Public Parking) – behind Home Hardware
- Car Park 21 (Public Parking) – next to Dan Murphys
- Car Park 32 (Public Parking) – behind Kath Techyenne Centre
- Car Park 39 (Public Parking) – behind croquet club
- Car Park 40 (Public Parking) – next to swimming pool
- Car Park 48 (Private Parking) – behind Grey St business cente
- Car Park 49 (Public Parking) – behind Premier Function Room
- Car Park 52 (Public Parking) – behind Haris Scarfe (off Church St)
- Car Park 58 (Public Parking) – cnr Princes Hwy / Whittakers Rd
- Car Park 60 (Private Parking) – near Clark Rubber
- Car Park 61 (Public Parking) – front of Clark Rubber
- Car Park 64 (Public Parking) – west side Council offices

Other locations that recorded peak occupancy just below these levels (85-89%) included:

- Franklin Street between Hotham St & Princes Hwy

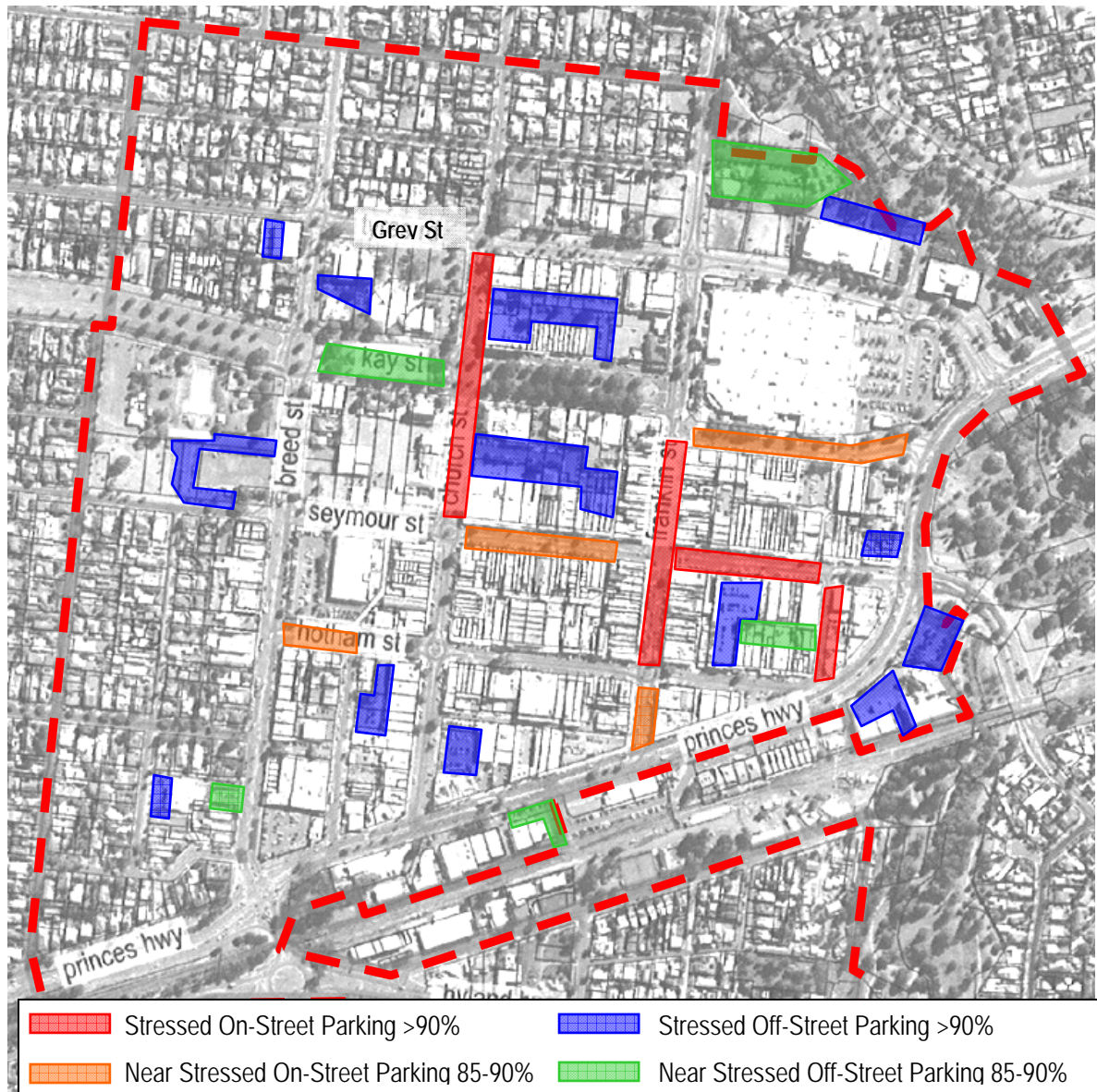


- Hotham Street between Breed St & Feeley Lane
- Post Office Place between Franklin St & Princes Hwy
- Seymour Street between Church St & Post Office Ln
- Car Park 5 (Public Parking) – north of ASIC adjacent Franklin St
- Car Park 11 (Private Parking) – behind WGCMA / Beverage Williams
- Car Park 28 (Public Parking) – Bob Jane
- Car Park 31 (Public Parking) – front of Neighbourhood House
- Car Park 42 (Public Parking) – Kay St median strip

Figure 11 shows those locations which recorded 85% usage or higher at any time during Friday's survey.



Figure 11: Weekday parking areas considered to be “stressed” (utilisation rates > 85%)



The primary point of concern highlighted by Figure 11 is that off-street ‘all day’ public parking areas are highly utilised throughout the TAC and specifically within the CBD. This is contrary to the relatively low overall off-street occupancy rates (<66%) recorded by the surveys.

This indicates that the majority of private off-street parking areas along with ‘customer only’ spaces and time restricted off-street spaces are generally underutilised, while an insufficient supply of free-of-charge all day parking is provided for staff and employees working within the Traralgon CBD.



Utilisation rates of other notable car parks within the TAC include Stockland Traralgon which peaked at midday with 564 spaces occupied out of 800 (71%). Basement parking peaked between midday and 2pm with 78% of spaces occupied while the at-ground parking peaked at midday with 57% of spaces occupied. Outside of business hours (9am-5pm) utilisation of the basement parking drops to below 20%, while the at-grade parking remains reasonably busy with occupancy rates still at 33% after 8pm.

The new multilevel public car park on Seymour Street peaked at 1pm whereby 225 of the 289 spaces were occupied (78%). Outside of business hours utilisation of this car park drops to 13% and below. It is necessary to separate this car park into differing restrictions for analysis as it comprises a mix of 2P, 3P, permit and unrestricted spaces. The 115 unrestricted spaces available within this car park were fully occupied (96%) between 10am and 2pm. Consideration should be given to altering the 3 hour restricted spaces to unrestricted spaces.

The Safeway car park peaked at 2pm whereby 121 of the 178 spaces were occupied (68%).

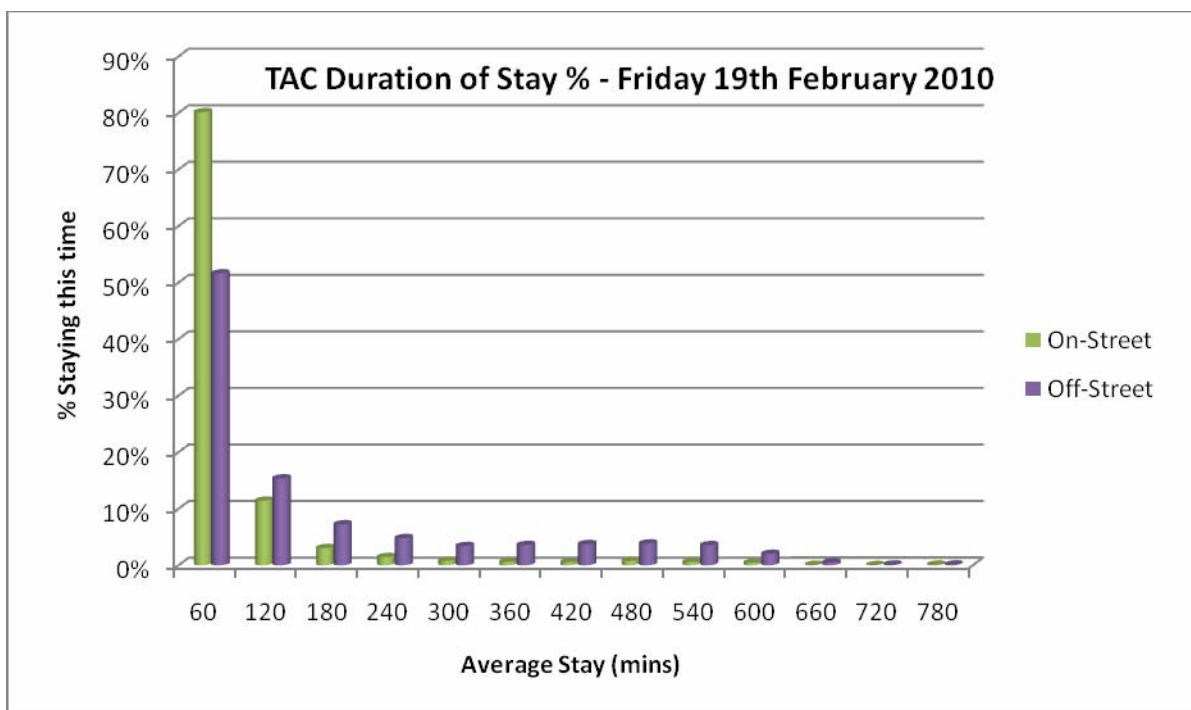




### 6.1.6 weekday duration of stay

Analysis of the duration of stay results showed approximately 79% of on-street observations were recorded once i.e. the vehicle stayed for one hour or less (on average). A further 11% of observations were recorded twice. The survey was conducted in hourly passes so that a vehicle recorded once may have stayed anywhere between 1 minute and 1 hour 59 minutes. Figure 12 shows the percentage of all vehicles staying for an average of 1 hour, 2 hours etc.

Figure 12: Duration of Stay – Friday Survey



These proportions are within the expected range where short stay parking largely occurs in a central business area i.e. around 90% of on-street traffic staying for two hours or less. It should be noted that after 5:30pm parking becomes unrestricted in the majority of the study area and vehicles staying longer into the evening can do so without contravening the parking restrictions. It is likely that some theoretical “overstayers” are doing so legally within this period.

Assuming all vehicles recorded once stayed for 1 hour, those recorded twice stayed for 2 hours etc. it is possible to ascertain the average stay for vehicles for each parking restriction along each section of road. Table 1 summarises the average stay in each street within the TAC on the Friday.





**Table 1: Duration of Stay - Summary of Streets (Friday)**

Albert Street	120	Unrestricted	-
Banks Street	73	Unrestricted	-
Breed Street	132	2P	12
Bridges Street	210	Unrestricted	-
Byron Street	360	Unrestricted	-
Church Street	108	1P	48
Coates Street	300	Unrestricted	-
Collins Street	280	Unrestricted	-
Deakin Street	180	2P	60
Franklin Street	70	1P	10
Gordon Street	113	Unrestricted	-
Henry Street	65	Unrestricted	-
Hotham Street	76	1P	16
Kay Street	78	2P	-42
Livingston Street	348	Unrestricted	-
Mabel Street	258	Unrestricted	-
Meredith Street	200	Unrestricted	-
Moore Street	175	Unrestricted	-
Post Office Place	70	1P	10
Princes Highway	138	2P	18
Queens Parade	163	Unrestricted	-
Service Street	236	2P	116
Seymour Street	70	1P	10
Shakespeare Street	108	Unrestricted	-
Grey Street	119	2P	-1
Wright Street	0	Unrestricted	-

Table 2 summarises the average duration of stay in each off-street car park within the TAC on the Friday (refer Figure 2 for off-street car park locations).



**Table 2: Duration of Stay - Summary of Off-Street Car Parks (Friday)**

Car Park #	Use / Restriction	Average Duration of Stay (mins)	Car Park #	Use / Restriction	Average Duration of Stay (mins)
Car Park 01	Customer parking	156	Car Park 32	Public parking	167
Car Park 02	Customer parking	440	Car Park 38	Customer parking	124
Car Park 03	Customer parking	383	Car Park 39	Public parking	315
Car Park 04	Private staff/tenants only	278	Car Park 40	Public parking	205
Car Park 05	Customer parking	388	Car Park 41	Private staff/tenants only	240
Car Park 06	Customer parking / Permit parking	137	Car Park 42	Public parking	135
Car Park 07	Customer parking (3P) / Permit parking	86	Car Park 43	Customer parking	89
Car Park 08	Public parking (2P / 3P / unrestricted / permit)	192	Car Park 44	Private staff/tenants only	458
Car Park 09	Customer parking / Permit parking	245	Car Park 46	Public parking	60
Car Park 10	Permit parking (1P)	200	Car Park 47	Private staff/tenants only	305
Car Park 11	Private staff/tenants only	426	Car Park 48	Private staff/tenants only	307
Car Park 12	Private staff/tenants only	439	Car Park 49	Public parking	307
Car Park 13	Private staff/tenants only	565	Car Park 50	Public parking	182
Car Park 14	Private staff/tenants only	231	Car Park 51	Private staff/tenants only	249
Car Park 15	Private staff/tenants only	141	Car Park 52	Public parking	345
Car Park 16	Customer parking	98	Car Park 53	Private staff/tenants only	365
Car Park 17	Customer parking	254	Car Park 54	Private staff/tenants only	278
Car Park 18	Private staff/tenants only	333	Car Park 55	Customer parking	93
Car Park 19	Private staff/tenants only	368	Car Park 56	Customer parking (2P)	380
Car Park 20	Customer parking	379	Car Park 57	Private staff/tenants only	359
Car Park 21	Customer parking	157	Car Park 58	Customer parking	333
Car Park 22	Customer parking	92	Car Park 59	Customer parking	106
Car Park 23	Private staff/tenants only	367	Car Park 60	Customer parking	491
Car Park 24	Private staff/tenants only	168	Car Park 61	Customer parking	325
Car Park 25	Private staff/tenants only	299	Car Park 62	Public parking	160
Car Park 26	Customer parking	109	Car Park 63	Public parking	324
Car Park 28	Public parking (1P)	68	Car Park 64	Public parking	393
Car Park 29	Public parking	60	Car Park 65	Customer parking	80
Car Park 30	Public parking	81	Car Park 66	Customer parking	456
Car Park 31	Public parking	127	TAC Overall Off-Street Average Duration of Stay (mins)		250



It can be seen from Tables 1 and 2 that the average duration of stay for vehicles parking on-street equates to 162 minutes, while vehicles parking in off-street car parks stay for an average of 250 minutes.

The results indicate that the duration of stay of vehicles in most streets corresponds reasonably well with the parking restrictions enforced, with the exception of some two hour restricted spaces, specifically Service Street whereby vehicles are overstaying the 2 hour restrictions, on average, by an additional 2 hours (116 mins) and Deakin Street whereby vehicles are overstaying by an average of 1 hour. This indicates a shortfall in conveniently located longer term parking spaces within the CBD.

A major contributing factor to the cooperation of time restrictions in the one hour spaces can be attributed to the high level of parking enforcement applied to these spaces throughout the CBD (2 officers daily). The only exception appears to be Church Street, where the average overstay is recorded as being 48 minutes, however, this figure is largely influenced by an average duration of stay of approximately 5 hours north of Kay Street whereby parking is typically unrestricted.



### 6.1.7 duration of stay in “stressed” areas

The average duration of stay for vehicles within the areas identified as being under stress in Section 6.1.5 can now be examined to determine whether there is a problem with “overstaying” vehicles or if the parking restrictions governing these areas needs reviewing.

**Table 3: Duration of Stay – “Stressed” On-Street Sections (Friday)**

Street Section	Average Duration of Stay (mins)		Modal Parking Restriction (9am-5.30pm)	Average Overstay (mins)
Fully Occupied (>90%)				
Church Street (Kay Street - Seymour Street)	95		2P	-25
Church Street (Grey Street - Kay Street)	237		Unrestricted	-
Franklin Street (Kay Street - Seymour Street)	65		1P	5
Franklin Street (Seymour Street - Hotham Street)	68		1P	8
Livingston Street (Seymour Street - Hotham Street)	348		Unrestricted	-
Seymour Street (Franklin Street - Methodist Lane)	69		1P	9
Near full occupancy (85-89%)				
Franklin Street (Hotham St - Princes Hwy)	78		1P	18
Hotham Street (Breed Street – Feeley Ln)	North Side	134	Unrestricted	-
	South Side	196	2P	76
Post Office Pl (Franklin St – Princes Hwy)	70		1P	10
Seymour St (Church St – Post Office Ln)	64		1P	4

Table 3 indicates that on-street areas, where parking utilisation is high, typically do not have a problem with “overstaying” vehicles, with the exception of the south side of Hotham Street between Breed Street and Feeley Lane whereby vehicles are overstaying the 2 hour restrictions by an average of 76 minutes. The reason behind vehicles generally obeying the time restrictions is likely attributed to the high degree of enforcement, specifically within the 1 hour restricted spaces, which helps to maintain a reasonable availability of on-street parking at all times.

Parking in these areas is highly sort after because it is the most convenient parking to shop fronts and other land uses which generate a high parking demand. The sections of road on Livingston Street and Church Street between Gray Street and Kay Street, should be reviewed to determine if parking restrictions should be put in place to free up some spaces if required. Currently, these street sections



are being used for all day parking.

The ten unrestricted spaces on the west side of Livingston Street should be considered for 2P restrictions to free up additional short term spaces for the surrounding retail land uses and take some pressure off the east end of Seymour Street which is also fully occupied at times. The average duration of stay for these spaces on Livingston Street is nearly 6 hours which indicates they are being utilised by local staff parking all day.

### **6.1.8 weekday parking survey conclusions**

Overall the parking capacity within the TAC far exceeds the demand on a typical weekday. However, this capacity includes areas outside of the CBD that are less convenient. Upon closer inspection of individual street sections and off-street car parks, specific areas are saturated resulting in scarce availability of convenient parking. However, the surveys show that suitable parking spaces are always available within a reasonable walking distance to any point within the TAC.

Short term on-street angle spaces in the heart of the CBD on Seymour and Franklin Streets remain highly utilised throughout the day, with the duration of stay analysis indicating a high turnover of vehicles occurs, possibly due to the 1 hour restrictions in place and the high degree of enforcement. The 45 degree angle parking is easier to manoeuvre in and out of than parallel parking, encouraging users to “look” for a space in the hope that one will become available close to where they wish to shop. Anecdotally this results in high volumes of traffic circulating around the block looking for a vacant space. Consideration should be given to increasing the length of stay restrictions from 1 hour to 2 hour parking in order to decrease this negative effect on traffic flow.

Off-street public car parks suitable for the use of staff for all day parking within the heart of the CBD are also under stress. While there is limited availability of all day parking convenient to the CBD and free of charge, surveys show that some free of charge all day parking is available outside of the CBD and permit spaces conveniently located within the CBD are available for purchase. Time restricted spaces within the Seymour Street multilevel car park are currently underutilised and consideration should be given to altering the 3 hour restricted spaces on the 1<sup>st</sup> floor level to unrestricted spaces suitable for all day parking.

The expectation in Traralgon is that convenient and ‘free-of-charge’ parking should be available at all times. A decision needs to be made by Council as to whether this should be the case for both short and long term demands, or whether it is reasonable to expect users to walk a short distance and/or pay for parking.



## 6.2 weekend parking patterns

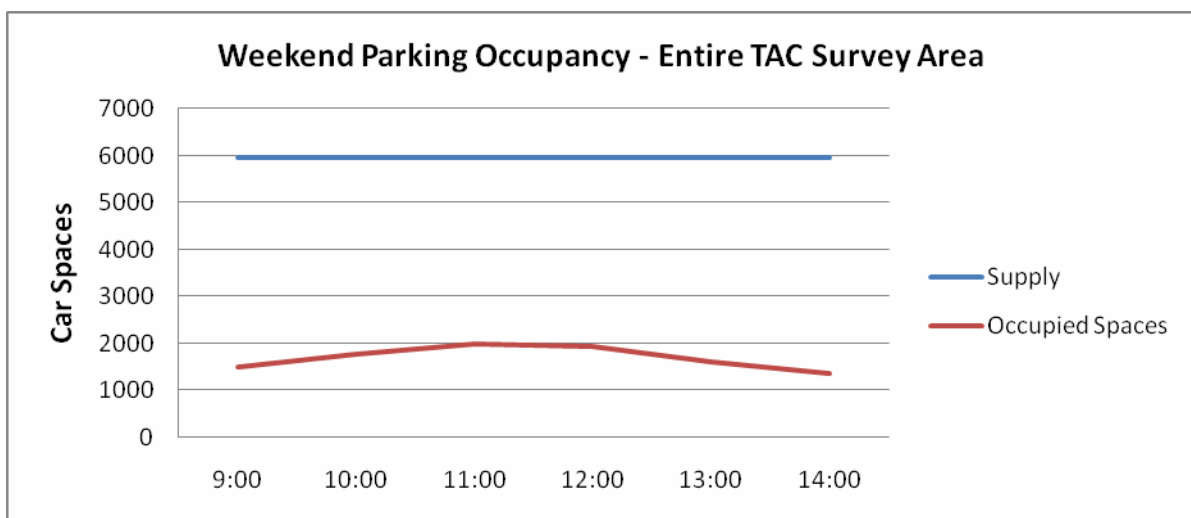
The survey was carried out between 9am-2pm on Saturday 20<sup>th</sup> February 2010.

### 6.2.1 weekend utilisation rate – overall

The peak weekend utilisation for all parking spaces located within the TAC occurred at 11am whereby 1942 spaces were occupied (33%). The parking demand diminished to 25% and below outside of the morning/lunch peak period. This data indicates that a significant proportion of parking within the TAC is not utilised on weekends.

Figure 13 shows a graph of the overall weekend parking occupancy for the TAC. Weekend parking occupancy graphs for individual streets and car parks are provided in full in Appendix 2.

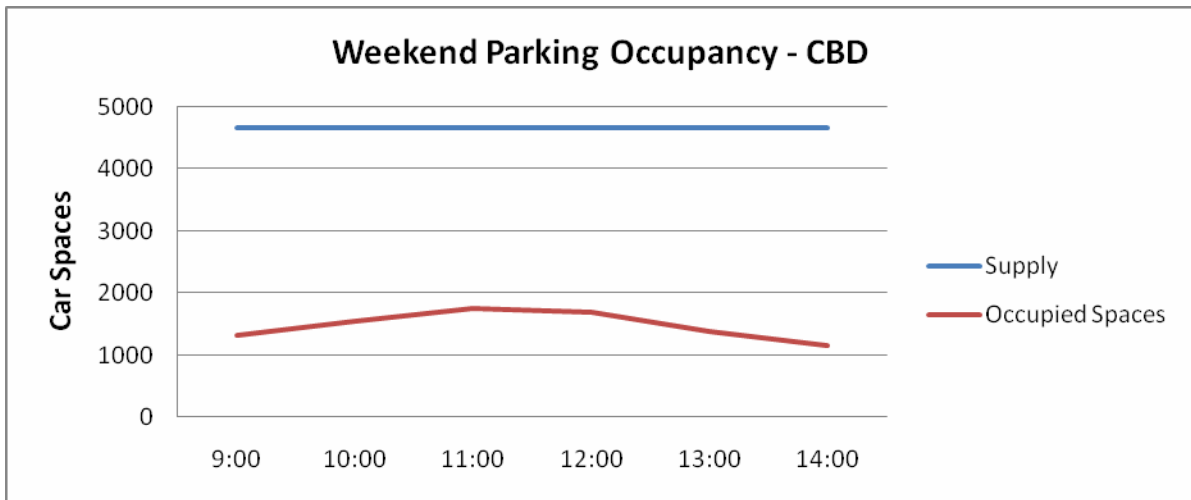
Figure 13: Overall Weekend Parking Occupancy



The peak weekend utilisation for parking spaces located solely within the CBD also occurred at 11am whereby 1753 spaces were occupied (38%). Figure 14 shows a graph of the CBD weekend parking occupancy.



Figure 14: CBD Weekend Parking Occupancy



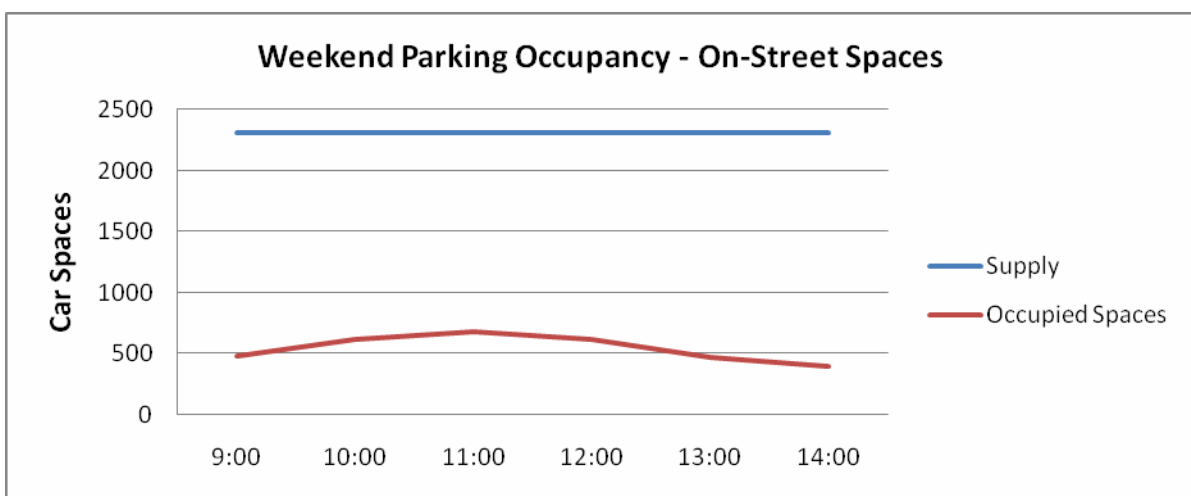
Figures 13 and 14 illustrate the weekend parking occupancy for the TAC and CBD respectively. Weekend parking occupancy graphs for individual streets and car parks are provided in full in Appendix 1. Figures 13 and 14 confirm that for the survey areas as a whole, parking utilisation is not “stressed” as full occupancy, considered to occur if utilisation rises above 90%, did not occur.



## 6.2.2 weekend utilisation rate – on-street spaces

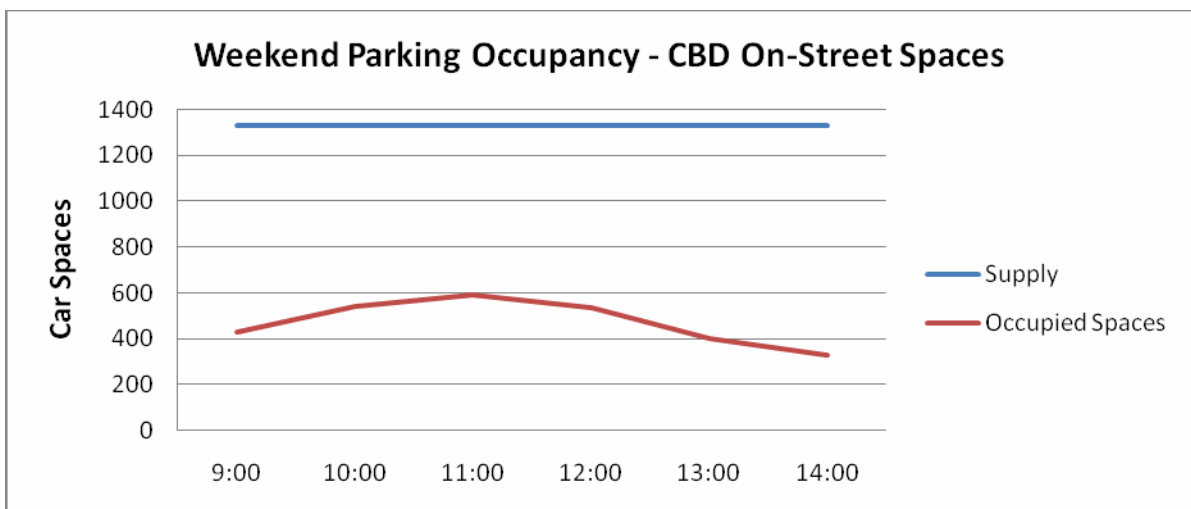
The peak weekend utilisation for on-street spaces located within the TAC also occurred at 11am whereby 676 spaces were occupied (29%). Occupancy rates diminish to below 25% outside of the morning/lunch peak period. Figure 15 shows a graph of the on-street weekend parking occupancy for the TAC.

Figure 15: On-Street Weekend Parking Occupancy



The peak weekend utilisation for on-street spaces located within the CBD also occurred at 11am whereby 591 spaces were occupied (44%). Figure 16 shows a graph of the on-street weekend parking occupancy for the CBD.

Figure 16: On-Street Weekend Parking Occupancy in the CBD



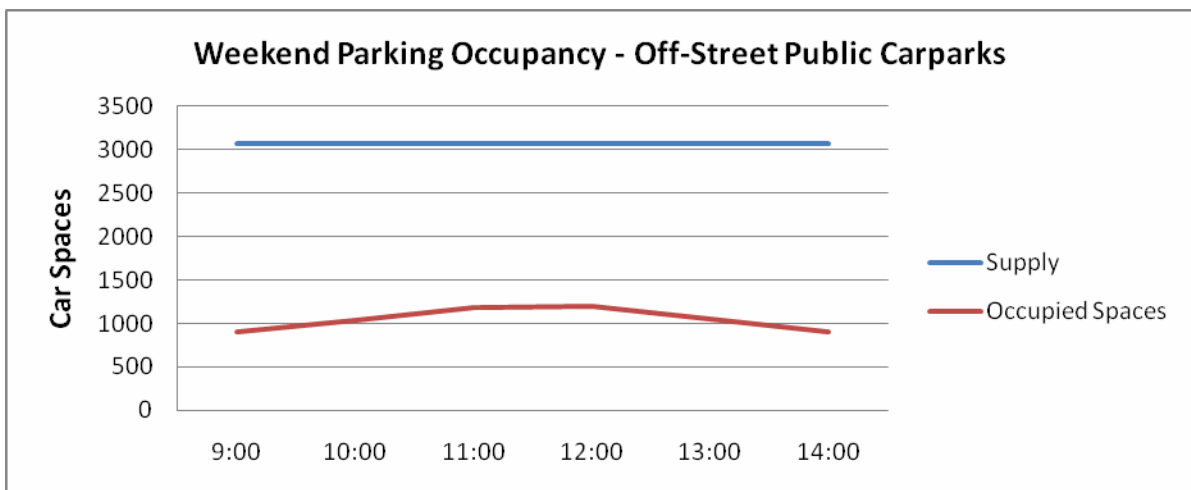




### 6.2.3 weekend utilisation rate – off-street public spaces

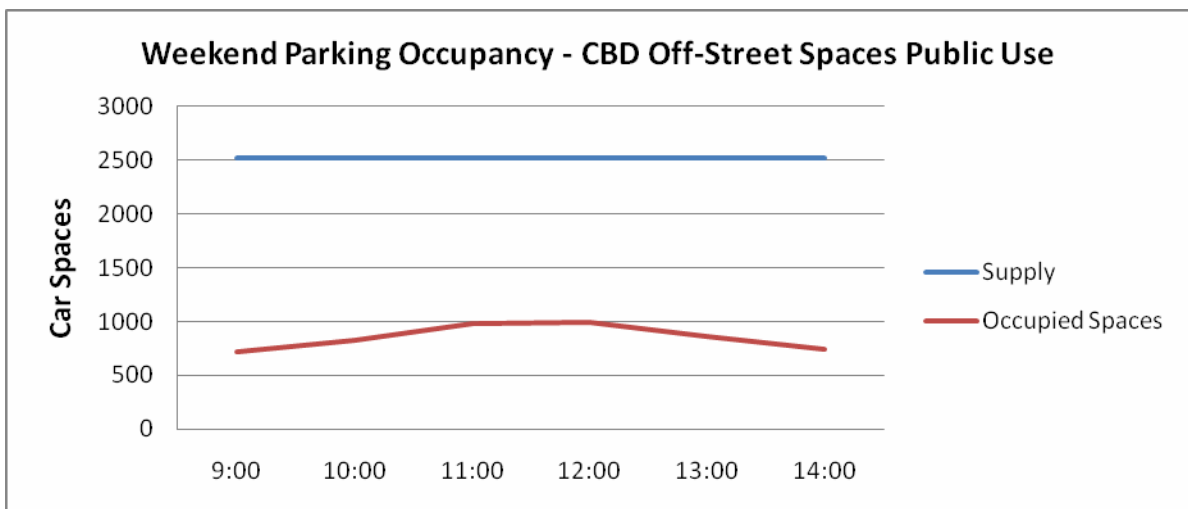
The peak weekend utilisation for off-street public use spaces located within the TAC occurred at midday whereby 1098 spaces were occupied (40%). Occupancy rates remained reasonably consistent throughout the survey period never dropping below 29%. Figure 17 shows a graph of the off-street public use weekend parking occupancy for the TAC.

Figure 17: Off-Street Weekend Parking Occupancy – Public Spaces



The peak weekend utilisation for off-street public use spaces located within the CBD also occurred at midday whereby 996 spaces were occupied (39%). Figure 18 shows a graph of the public off-street weekend parking occupancy for the CBD.

Figure 18: Off-Street Weekend Parking Occupancy in the CBD – Public Spaces

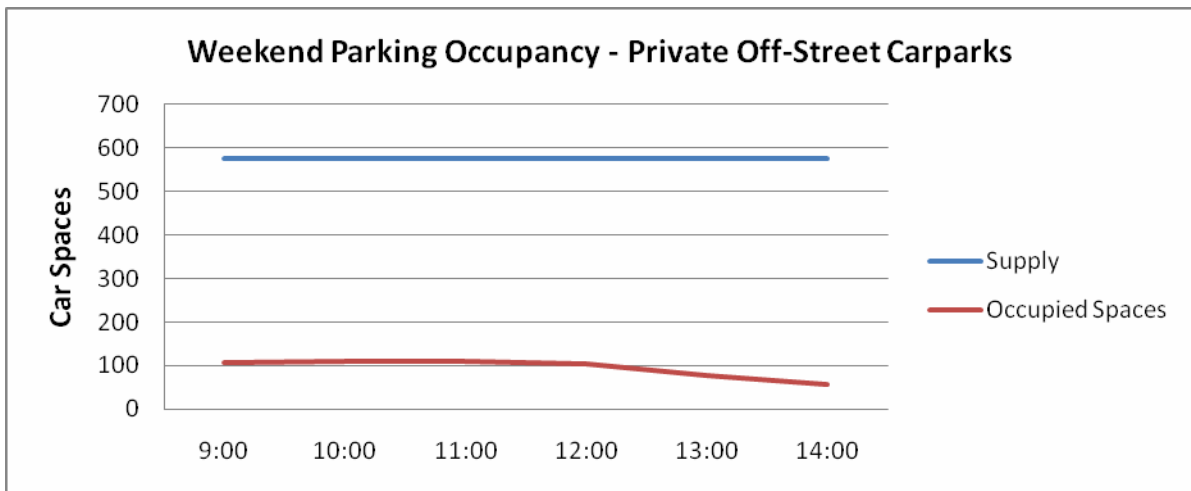




### 6.2.4 weekend utilisation rate – off-street private spaces

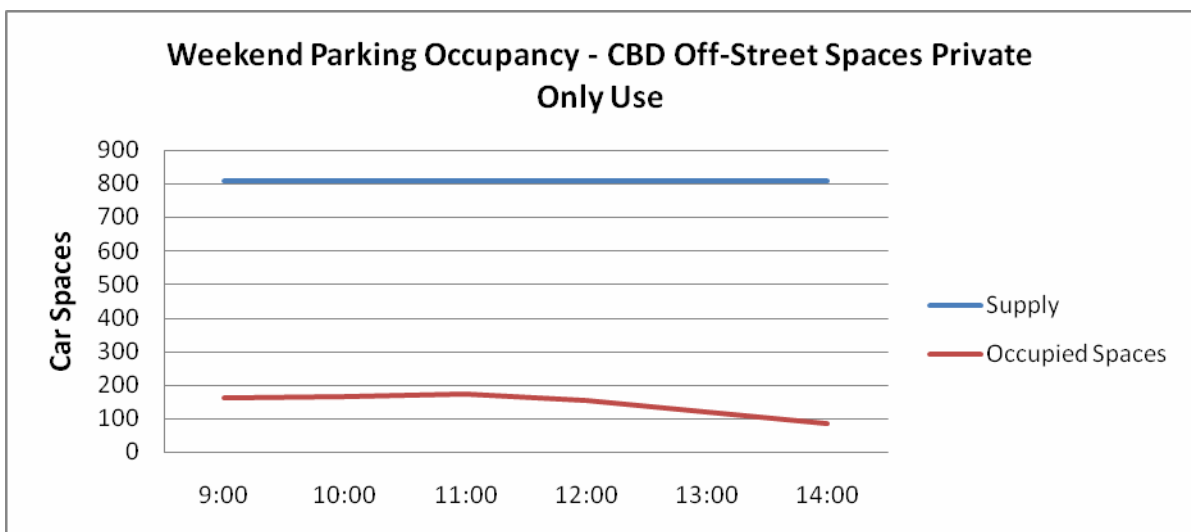
Weekend utilisation for off-street private use only spaces located within the TAC peaked at 11am whereby 111 spaces were occupied (19%), however remained consistently low throughout. Such low occupancy rates can be expected on a weekend for staff/employee only parking. Figure 19 shows a graph of the weekend off-street private parking occupancy for the TAC.

Figure 19: Off-Street Weekend Parking Occupancy – Private Spaces



The peak weekend utilisation for off-street private only use spaces located within the CBD occurred at 11am whereby 173 spaces were occupied (21%). Figure 20 shows a graph of the private off-street weekend parking occupancy for the CBD.

Figure 20: Off-Street Weekend Parking Occupancy in the CBD – Private Spaces





### 6.2.5 weekend utilisation rate – individual streets and car parks

While overall TAC parking utilisation peaked at about 33%, individual on-street sections and off-street car parks within the TAC were “fully” occupied at times. These sections (with general Saturday parking restrictions) included:

- **Franklin Street** between Seymour St & Hotham St (1P)
- **Post Office Place** between Franklin St & Princes Hwy (1P)
- **Seymour Street** between Church St & Post Office Ln (1P)
- Car Park 39 (Public Parking) – behind croquet club
- Car Park 40 (Public Parking) – next to swimming pool
- Car Park 56 (Public Parking) – adjacent Manny’s Market

Other locations that recorded peak occupancy just below these levels (85-89%) included:

- **Franklin Street** between Hotham St & Princes Hwy
- **Franklin Street** between Kay Street & Seymour St

Figure 21 shows those locations which recorded 85% occupancy or higher at any time during Saturday’s survey.



Figure 21: Weekend parking areas considered to be “stressed” (utilisation rates > 90%)



The off-street car parks (#39 & #40) located adjacent the community swimming pool and croquet club indicate that these recreational areas were in full use during the Saturday survey. Unrestricted parking within close walking distance is available however, therefore this high utilisation does not indicate any parking problems exist within the area on weekends.

Utilisation rates of other notable car parks within the TAC include Stockland Traralgon which peaked at midday with 564 spaces occupied out of 800 (71%) and remained reasonably consistent throughout the survey period. Basement parking peaked at midday with 78% of spaces occupied while the at-ground



parking peaked at 11am with 61% of spaces occupied. The new multilevel public car park on Seymour Street was recorded as having very low utilisation rates with a peak occupancy of 21% between 11am and midday. The Safeway car park peaked at 11am whereby 104 of the 178 spaces were occupied (58%).

### 6.2.6 weekend duration of stay

Analysis of the duration of stay results showed approximately 83% of on-street observations were recorded once i.e. the vehicle stayed for one hour or less (on average). A further 8% of observations were recorded twice. Figure 22 shows the percentage of all vehicles staying for an average of 1 hour, 2 hours etc.

Figure 22: Duration of Stay – Saturday Survey

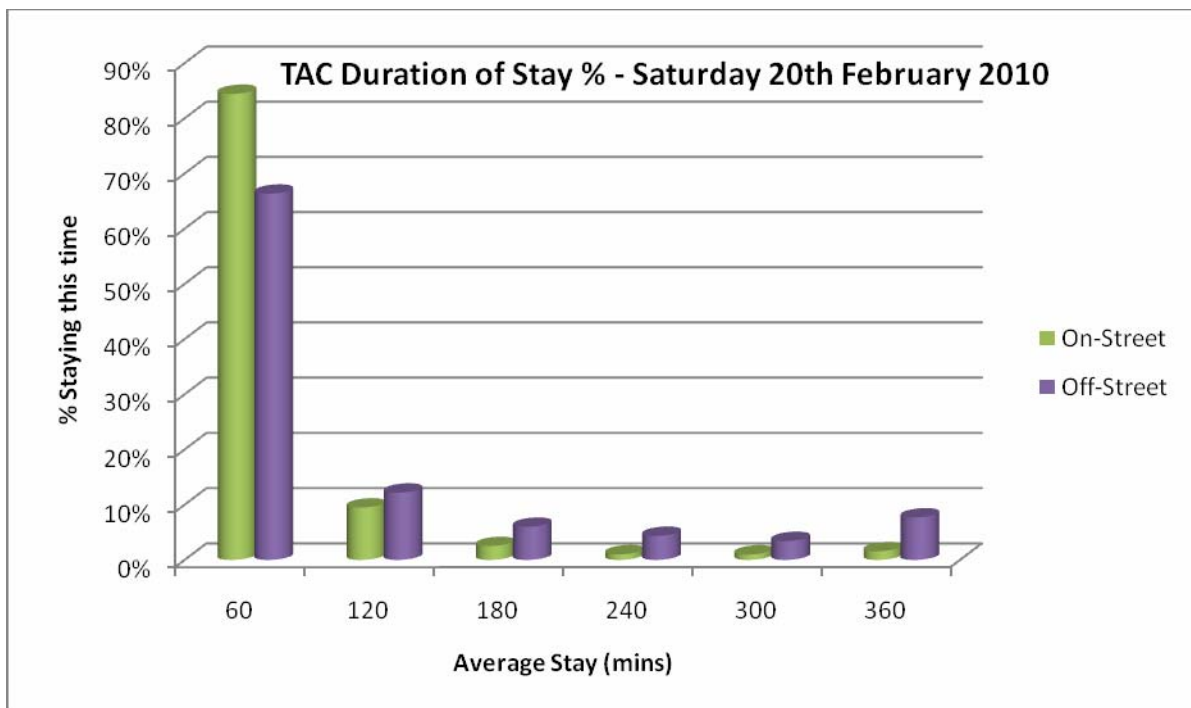


Table 4 shows the average duration of stay for vehicles in each street within the TAC.



**Table 4: Duration of Stay - Summary of Streets (Saturday)**

Albert Street	152	Unrestricted	-
Banks Street	120	Unrestricted	-
Breed Street	183	2P	63
Bridges Street	220	Unrestricted	-
Byron Street	285	Unrestricted	-
Church Street	70	1P	10
Coates Street	200	Unrestricted	-
Collins Street	168	Unrestricted	-
Deakin Street	80	2P	-40
Franklin Street	67	1P	7
Gordon Street	197	Unrestricted	-
Henry Street	120	Unrestricted	-
Hotham Street	73	1P	13
Kay Street	78	2P	-42
Livingston Street	192	Unrestricted	-
Mabel Street	154	Unrestricted	-
Meredith Street	180	Unrestricted	-
Moore Street	198	Unrestricted	-
Post Office Place	65	1P	5
Princes Highway	88	2P	-32
Queens Parade	240	Unrestricted	-
Service Street	160	2P	40
Seymour Street	70	1P	10
Shakespeare Street	66	Unrestricted	-
Grey Street	73	2P	-47
Wright Street	0	Unrestricted	-

Table 5 summarises the average duration of stay in each off-street car park within the TAC on the Saturday (refer Figure 2 for off-street car park locations).



**Table 5: Duration of Stay - Summary of Off-Street Car Parks (Saturday)**

Car Park #	Use / Restriction	Average Duration of Stay (mins)	Car Park #	Use / Restriction	Average Duration of Stay (mins)
Car Park 01	Customer parking	75	Car Park 32	Public parking	80
Car Park 02	Customer parking	0	Car Park 38	Customer parking	126
Car Park 03	Customer parking	100	Car Park 39	Public parking	303
Car Park 04	Private staff/tenants only	0	Car Park 40	Public parking	259
Car Park 05	Customer parking	0	Car Park 41	Private staff/tenants only	60
Car Park 06	Customer parking / Permit parking	96	Car Park 42	Public parking	146
Car Park 07	Customer parking (3P) / Permit parking	79	Car Park 43	Customer parking	90
Car Park 08	Public parking (2P / 3P / unrestricted / permit)	131	Car Park 44	Private staff/tenants only	222
Car Park 09	Customer parking / Permit parking	173	Car Park 46	Public parking	0
Car Park 10	Permit parking (1P)	0	Car Park 47	Private staff/tenants only	300
Car Park 11	Private staff/tenants only	270	Car Park 48	Private staff/tenants only	360
Car Park 12	Private staff/tenants only	0	Car Park 49	Public parking	360
Car Park 13	Private staff/tenants only	0	Car Park 50	Public parking	167
Car Park 14	Private staff/tenants only	360	Car Park 51	Private staff/tenants only	170
Car Park 15	Private staff/tenants only	306	Car Park 52	Public parking	195
Car Park 16	Customer parking	101	Car Park 53	Private staff/tenants only	210
Car Park 17	Customer parking	0	Car Park 54	Private staff/tenants only	360
Car Park 18	Private staff/tenants only	0	Car Park 55	Customer parking	73
Car Park 19	Private staff/tenants only	205	Car Park 56	Customer parking (2P)	62
Car Park 20	Customer parking	0	Car Park 57	Private staff/tenants only	235
Car Park 21	Customer parking	126	Car Park 58	Customer parking	117
Car Park 22	Customer parking	193	Car Park 59	Customer parking	160
Car Park 23	Private staff/tenants only	210	Car Park 60	Customer parking	60
Car Park 24	Private staff/tenants only	0	Car Park 61	Customer parking	210
Car Park 25	Private staff/tenants only	0	Car Park 62	Public parking	80
Car Park 26	Customer parking	260	Car Park 63	Public parking	60
Car Park 28	Public parking (1P)	86	Car Park 64	Public parking	168
Car Park 29	Public parking	120	Car Park 65	Customer parking	0
Car Park 30	Public parking	120	Car Park 66	Customer parking	0
Car Park 31	Public parking	246	TAC Overall Off-Street Average Duration of Stay (mins)		173





It can be seen from Tables 4 and 5 that the average duration of stay for vehicles parking on-street equates to 140 minutes, while vehicles parking in off-street car parks stay for an average of 173 minutes.

The results indicate that the duration of stay of vehicles in most streets corresponds reasonably well with the parking restrictions enforced, with the exception of Breed Street and Service Street whereby vehicles are overstaying the 2 hour restrictions, on average, by an additional 63 and 40 minutes respectively. Two hour restrictions on Deakin Street, Kay Street, Princes Highway and Grey Street all appear to be generous, with the majority of vehicles staying, on average, marginally more than 1 hour.

### 6.2.7 duration of stay in “stressed” areas

The average duration of stay for vehicles within the areas identified as being under stress in Section 6.2.5 can now be examined to determine whether there is a problem with “overstaying” vehicles or if the parking restrictions governing these areas needs reviewing.

**Table 6: Duration of Stay – “Stressed” On-Street Sections (Saturday)**

Street Section	Average Duration of Stay (mins)	Modal Parking Restriction (9am-5.30pm)	Average Overstay (mins)
Fully occupied (>90%)			
Franklin Street (Seymour Street - Hotham Street)	64	1P	4
Post Office Place (Franklin Street – Princes Highway)	65	1P	5
Seymour Street (Church Street – Post Office Lane)	67	1P	7
Near full occupancy (85-89%)			
Franklin Street (Hotham Street - Princes Highway)	76	1P	16
Franklin Street (Kay Street – Seymour Street)	64	1P	4

Table 6 indicates that on-street areas where parking utilisation is high (>85% occupancy at times) do not have a significant problem with “overstaying” vehicles. The reason behind vehicles generally obeying the time restrictions is likely attributed to the high degree of enforcement (1 officer on duty Saturdays).



### 6.2.8 weekend parking survey conclusions

The Saturday survey indicates that parking within all areas of the TAC on weekends remains readily available at all times, with the exception of a few street sections listed in Section 6.2.5. Franklin and Seymour Streets along with Post Office Place receive high utilisation from 10am – midday due to their close proximity to shop fronts and cafes, however, ample spaces remain available a short walking distance away.

### 6.3 loading bay locations

On-street loading bays are provided throughout the TAC in locations shown in Table 7.

Table 7: On-Street Loading Bay Locations

Street	Between	Side	Restriction
Church St	Hotham Street - Service Street	W	Loading Zone
Franklin St	Hotham Street - Princes Highway	E	Loading Zone
Hotham St	Church Street - Franklin Street	N	Loading Zone
Hotham St	Franklin Street - Livingston Street	N	Loading Zone
Post Office Pl	Franklin Street - Princes Highway	S	Loading Zone
Service St	Church Street - Franklin Street	N	Loading Zone
Service St	Church Street - Franklin Street	S	Loading Zone
Seymour St	Church Street - Post Office Lane	S	Loading Zone
Seymour St	Franklin Street - Methodist Lane	N	Loading Zone
Seymour St	Post Office Lane - Franklin Street	S	Loading Zone
Franklin St	Seymour Street - Hotham Street	E	Loading Zone (Taxi's Accepted)
Franklin St	Hotham Street - Princes Highway	W	Loading Zone 15 mins
Franklin St	Kay Street - Seymour Street	W	Loading Zone 15 mins
Franklin St	Seymour Street - Hotham Street	W	Loading Zone 15 mins
Deakin St	Hotham Street - Princes Highway	E	Loading Zone 30 mins

The utilisation of these bays is difficult to ascertain due to the average duration of stay typical for loading vehicles (<1hour). The duration of stay analysis does indicate that there is no problem with unauthorised vehicles parking in designated loading zones and loading bays remain vacant and available for use as required.

### 6.4 comparison of weekday and weekend parking patterns

On-street parking spaces receive similar utilisation rates on weekdays when compared to weekends, with high utilisation rates recorded in the heart of the CBD on Franklin and Seymour Streets throughout both the Friday and Saturday surveys. This is because the majority of demand is generated by retail



land use which has a high parking demand during these time periods. The spaces on these streets are generally restricted to 1 hour parking and receive a high turnover of vehicles. These spaces are the most convenient to local shops and cafes and hence represent the first choice for shoppers.

Off-street car park utilisation differs greatly from weekday to weekends, with weekday surveys highlighting a significant shortage of 'all-day' staff parking within the TAC. On weekends, off-street car parks are very much underutilised having plenty of capacity at all times throughout the survey period.

## 6.5 past survey results

Previous car parking occupancy surveys have been undertaken in Traralgon, specifically within the CBD. Arup undertook a parking study of the Traralgon CBD in June 2003 which included Friday and Saturday surveys over the same time periods as the current survey. In May 1991, the then City of Traralgon carried out a survey of on and off-street parking spaces within the area bounded by Grey Street, Breed Street and the Princes Highway over a Thursday, Friday and Saturday 8:30am-8:30pm each day.

The results of each of the previous surveys generally followed the same patterns observed in the most recent surveys. On-street parking in the CBD was highly utilised on weekdays and weekends, while public off-street car parks designated for 'all-day' parking were at full capacity during business hours midweek. Table 8 shows a comparison of the recent survey with the 2003 Arup survey (within the Traralgon CBD).

**Table 8: Comparison to 2003 Arup Survey**

Surveyed Spaces	Occupancy		Difference (+/-)
	2003 Arup Survey	2010 Survey	
Weekday Surveys			
On-Street	71%	59%	-12%
Off-Street Public	66%	69%	+3%
Off-Street Private	55%	58%	+3%
Weekend Surveys			
On-Street	47%	44%	-3%
Off-Street Public	45%	39%	-6%
Off-Street Private	21%	21%	-

As shown in Table 8, the only notable difference in parking patterns within the Traralgon CBD is the drop in utilisation of on-street spaces (12%). This is likely a result of the new multilevel Seymour Street Car Park which effectively takes the demand of up to 225 spaces off-street at peak times.



## 7 transit city principles

### 7.1 transit oriented development

Transit cities are based on the principles of Transit Oriented Development. This is a form of urban development that clusters a greater mixture of land uses around a high quality transport service. The transport node, which in this case is the Traralgon Railway Station, is designed to be the focus for the development and ideally becomes the community 'heart'. It is where people shop, work, meet, relax and live.

Transit Oriented Development is gaining currency worldwide as a key tool to reduce car dependence, boost public transport use and hence reduce reliance on fossil fuels. Australian cities, especially rural towns such as Traralgon, are exceptionally dispersed and thus more reliant on cars for travel and have a comparatively high level of transport energy use.

The Victorian Government has recognised the importance of a more compact city with a greater diversity of housing types as a part of the Melbourne 2030 metropolitan strategy. Transit Cities fits within a suite of policies designed to limit outward expansion of the metropolitan area. Activity centre policy aims to concentrate development in existing activity nodes around the city and the Urban Growth Boundary shapes and limits greenfield development on the fringe of the metropolitan area.

The Transit Cities project is the responsibility of the Department of Planning and Community Development and is implemented by the Department in partnership with Councils, government authorities, developers and the community.

### 7.2 general principles of transit cities and the urban renewal of centres

#### General Principles

- Promote a positive centre image
- Protect and enhance local character
- Introduce a diversity of housing
- Ensure an active public realm
- Create pedestrian-friendly streets and spaces

#### Movement Network



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

High Quality Public Transport & Facilities

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

Transit-Centred & Urban Lifestyle Development

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



## 8 issues relating to the current parking provision

As a result of the survey findings detailed in this report, a number of key issues arise for discussion on how best to proceed with parking provision in Traralgon. The primary concern is the expectation for drivers to find a convenient and free-of-charge parking space at all times. The following two options relate to this issue:

- Utilisation of available parking which is currently underutilised
- Proposal for an additional level to the Seymour Street Car Park

The following discussion investigates the opportunities and constraints associated with each option.

### 8.1 utilisation of available underutilised parking

#### On-Street Parking

The survey findings indicate that the majority of parking areas in the TAC were underutilised, however, specific areas are subject to high utilisation. This is due to an expectation locally that drivers should be able to park close to their destination. This is reinforced by the fact that drivers will circulate on-street until a space becomes available, despite the fact that parking marginally further away may be freely available.

On-street survey data found that the 1 hour angle parking closest to shop frontages on Franklin Street, Seymour Street and Post Office Place was fully occupied with a high turnover of vehicles at times during the middle of the day on weekdays and weekends, while parking slightly further down the road or on other streets within a short walking distance were very much underutilised.

Consideration should be given to extending these spaces from 1 hour to 2 hour restrictions to reduce the high turnover of vehicles and prevent the 'expectation' for a more convenient spot to become available. This option also aids local 'service' businesses to more readily accommodate their customers. There are also economic benefits associated with shoppers 'walking past other shops not just their one of destination and spending more money'.

Another option would be to reintroduce metered parking, not widespread, but specifically within the highly utilised on-street sections only. The impact of this would be to encourage the use of free-of-charge parking slightly further away and more evenly distribute on-street parking around the CBD. It would also serve to reduce the levels of circulating traffic in these busy streets and have economic benefits associated with people walking past shops and cafés, rather than going directly to their destination.



The cost to Council for the implementation of metered parking is in the order of \$8,000 per machine for the newest 'Pay By Plate' technology which requires the motorist to enter their registration number on a keypad and therefore does not require them to return to their car and display the ticket as per the 'Pay & Display' option [approximately \$7,500 per machine]. A greater spacing of these machines can therefore be obtained and the cost reduced with less machine purchases being necessary.

However, these options pose as a problem for local traders who traditionally prefer a higher turnover of parking spaces with a set 1 hour restriction. Therefore the benefits of a high turnover of parking need to be weighed up against the traffic congestion caused by people circulating for a convenient space and the frustration caused by the apparent 'lack of parking'. Additionally, metered parking is rarely well received by the general public and would potentially generate as much concern as the current 'lack of parking' and traffic congestion in these streets.

### Off-Street Parking

Free-of-charge off-street public parking areas which enable drivers to park all day without restriction are fully occupied midweek during business hours, however, the occupancy of all off-street public car parks in the TAC peaked at just 68%. This implies that private car parks for public use (customers) are providing an excessive supply, while on the other hand, some businesses are supplying little to no on-site parking which is creating a cumulatively high demand off-site in public parking spaces not reserved for customers only. A review of the Latobe Planning Scheme (LPS) parking requirements for specific land uses is warranted based on these findings.

Consideration should be given to ascertaining realistic parking requirements for specific land uses and enforcing minimum and maximum car parking requirements within the TAC under the LPS.

It is recommended that Council investigate the potential to lease private parking spaces in underutilised car parks intended for customer use only, such as with the permit zones leased out of Stockland Traralgon.





## 8.2 proposal for an additional level to the seymour street car park

The surveys indicated a shortage of free-of-charge all-day parking for staff on weekdays within the CBD. The proposal for an additional level and approximately 115 additional spaces to the Seymour Street Car Park would help relieve a lot of the stress on all-day parking, however, the cost to Council is significant. The addition of these parking spaces would also deter the public from purchasing permit spaces which could expect a drop in the utilisation rate. Currently, there are 5 permit spaces located on the ground floor and 74 permit spaces on the 1<sup>st</sup> floor. Of these 79 permit spaces, 59 are currently leased (75%). The cost to subscribe to a permit space is \$1000 + GST per annum.

One option already discussed involves altering the 3 hour parking spaces within this car park to all-day parking spaces, which would increase supply by 34 spaces. At the same time some of the 2 hour restricted spaces on the ground floor level could be altered to 3 hour spaces. These 2 and 3 hour restricted spaces have a low utilisation rate for the majority of the day, and upon closer inspection of the survey findings, some vehicles are parking in one space for half a day and then moving their vehicle to another space to avoid the restrictions. This further indicates the need for all-day parking rather than 2-3 hour restricted spaces.

The location of the 3 hour restricted spaces on the 1<sup>st</sup> floor level of a large off-street car park opposes the inclination to find a more convenient space when parking short term. Therefore the majority of vehicles parking for a duration of around 3 hours are doing so in 2 hour restricted on-street spaces closer to their destination. This is indicated by the survey data which highlights overstaying of vehicles in 2 hour restricted spaces on Breed, Deakin and Service Street.

The decision to construct an additional level hinges on whether or not Council considers it fair to expect staff to pay for all-day permit spaces, or if all day parking should be supplied free-of-charge.



## 9 public consultation process

As part of the public consultation process the public were invited to attend a public information session held between 7pm-8.30pm at the DSE Offices on Hotham Street on Wednesday 17th March through advertisements placed in the public classifieds in the Latrobe Valley Express in three issues in February/March 2010. The public were also invited through community bulletins and poster displays throughout the town centre and residents within and around the TAC were invited through a letter mail-out.

A number of issues relating to car parking were brought up by the general public in this session and are discussed in the following response to public concerns.

### 9.1 response to public concerns

The public concerns in relation to car parking included:

- Need for an all day employee car park, could be at edge of CBD or the Traralgon Recreation Reserve which would include the provision of a shuttle bus
- 2-3hr parks rather than 1 hour parks
- Need for new floor on Seymour Street and more decked parking
- Accessibility spaces (wheelchairs and prams)
- Relationship between car parking and congestion (people circling for car spaces)

Need for an all day employee car park, could be at edge of CBD or the Traralgon Recreation Reserve which would include the provision of a shuttle bus

As highlighted in Section 6.1.5, there is currently a shortage of free-of-charge all day public parking within the TAC on weekdays. There is however, spare capacity in permit only spaces located within the Seymour Street Car Park and Stockland Traralgon due to the expectation that all day parking should be free-of-charge as has historically been the case. Therefore, the need for additional free-of-charge all day parking should be reviewed by Council as to whether users should be expected to pay for a permit space, or whether free-of-charge all day parking should be provided for employees.

The addition of an all day employee car park on the edge of the CBD would help ease parking congestion within the CBD, however, going forward it will likely have a negative influence on the use of more sustainable modes of transport (i.e. public transport and bicycle use) as facilities improve. This



option opposes the principles outlined in Section 7 – Transit City Principles.

A new long term car park outside the CBD would also come at a considerable cost to Council. A suitable location cannot be identified within close vicinity of the CBD, therefore any such car park would likely comprise decked parking. The most appropriate option is to add a new floor to the Seymour Street Car Park (see 3<sup>rd</sup> dot point) which is conveniently located in the heart of the CBD and was initially constructed with the option to build up. The option to provide decked parking at the Church Street car park would come at an even greater cost.

The option to construct a long term employee car park at the Traralgon Recreation Reserve and provide a shuttle bus to and from the CBD has the same pros and cons. It might also be difficult to obtain a high utilisation rate of this car park as users would effectively be without a car during the day and lose that flexibility with which they are accustomed. This option also opposes the principles outlined in Section 7 – Transit City Principles.

#### 2-3hr parks rather than 1 hour parks

As discussed in Section 7.1, altering some on-street spaces in highly utilised streets of the CBD from 1 hour restrictions to 2 hour restrictions would reduce the turnover of vehicles and the expectation for drivers to find a convenient parking space at any given time. This would help ease traffic congestion in these streets by reducing the amount of circulating traffic. This option also aids local 'service' businesses to more readily accommodate their customers and provides economic benefits associated with people walking past shops and cafés which are not their specific destination.

However, these options pose a problem for local traders who traditionally prefer a higher turnover of parking spaces with a set 1 hour restriction. Therefore the benefits of a high turnover of parking need to be weighed up against the traffic congestion caused by people circulating for a convenient space and the frustration caused by the apparent 'lack of parking'.

#### Need for new floor on Seymour Street and more decked parking

As previously discussed, there is currently a shortage of free-of-charge all day public parking within the TAC on weekdays. However, the uptake on permit only spaces is low and spare capacity exists within the Seymour Street Car Park and Stockland Traralgon. This is due to the expectation that all day parking should be free-of-charge as has historically been the case. Therefore, the need for additional free-of-charge all day parking should be reviewed by Council as to whether users should be expected to pay for a permit space, or whether free-of-charge all day parking should be provided for employees.



The addition of a new floor on the Seymour Street Car Park or other additional decked parking would help ease parking congestion within the CBD, however, it would also come at a considerable cost to Council. Going forward it will likely have a negative influence on the use of more sustainable modes of transport (i.e. public transport and bicycle use) as facilities improve. At the moment, employees typically don't have the option to take public transport as facilities are limited.

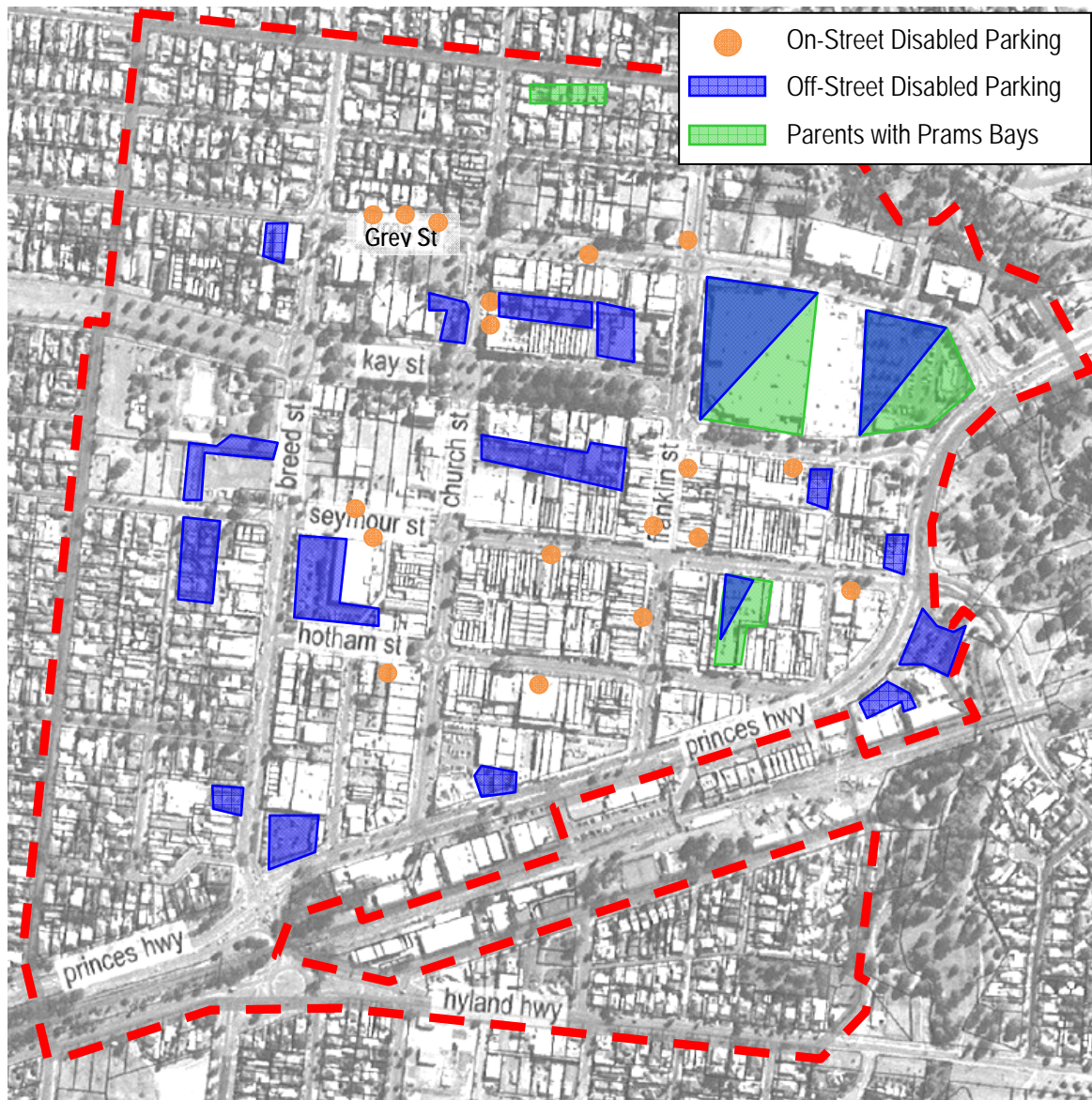
Consideration should be given to providing free-of-charge all day parking for employees until such time that public transport services are improved and people can be encouraged not to drive to work.

#### Accessibility spaces (wheelchairs and prams)

In total there are 18 on-street disabled parking bays, 35 off-street disabled parking bays and 17 bays allocated to parents with prams in locations as shown in Figure 23 below.



Figure 23: Parking areas allocated to Disabled and Parents with Prams



The peak weekday utilisation for on-street disabled parking occurred at 11:00am whereby 7 out of 18 spaces were occupied (39%) and peak weekend utilisation for on-street disabled parking also occurred at 11:00am whereby 4 spaces were occupied (22%).

The following 7 on-street disabled bays were not utilised at any point during the survey periods:

- Church Street x 1 (Grey St – Kay Street)
- Franklin Street (Moore St – Grey St)
- Hotham Street (Deakin St – Church St)



- Seymour Street (Methodist Ln – Princes Hwy)
- Grey St x 3 (Breed St – Church St)

Council should further review these spaces to determine if their location is optimal. While there is a low utilisation of some disabled bays, they are still likely required to provide appropriate access to all areas throughout the TAC. The utilisation and associated necessity of disabled parking, where multiple disabled bays are provided in the one location, should be further reviewed.

The peak weekday utilisation for off-street disabled parking occurred at 12:00pm whereby 20 out of 35 spaces were occupied (57%) and utilisation for parking allocated for parents with prams occurred at 11:00am whereby 9 out of 17 spaces were occupied (53%).

The peak weekend utilisation for off-street disabled parking occurred at 11:00am whereby 16 out of 35 spaces were occupied (46%) and utilisation for parking allocated for parents with prams occurred at 11:00am whereby 8 out of 17 spaces were occupied (47%). Council should further review the necessity of the following 8 off-street disabled bays which were not utilised at any point during the survey periods:

- Car Park 08 x 2 (Seymour Street Multilevel Car Park)
- Car Park 49 x 2 (behind Premier Function Centre)
- Car Park 50 x 2 (behind Ryan's Hotel)
- Car Park 52 x 2 (behind Harris Scarfe off Church Street)

The location of these accessibility spaces is deemed appropriate as Figure 23 illustrates a good reach throughout the TAC. The occupancy rates recorded indicate the supply is sufficient to provide an appropriate availability of spaces at any given time.

#### Relationship between car parking and congestion (people circling for car spaces)

As discussed in Section 7.1, altering some on-street spaces in highly utilised streets of the CBD from 1 hour restrictions to 2 hour restrictions could help reduce the turnover of vehicles and the expectation for drivers to find a convenient parking space.

Similarly, reintroducing metered parking within these highly utilised on-street sections would encourage the use of free parking slightly further away and more evenly distribute on-street parking around the CBD.

Both of these options would help ease traffic congestion in these streets by reducing the amount of circulating traffic.





## 10 conclusions

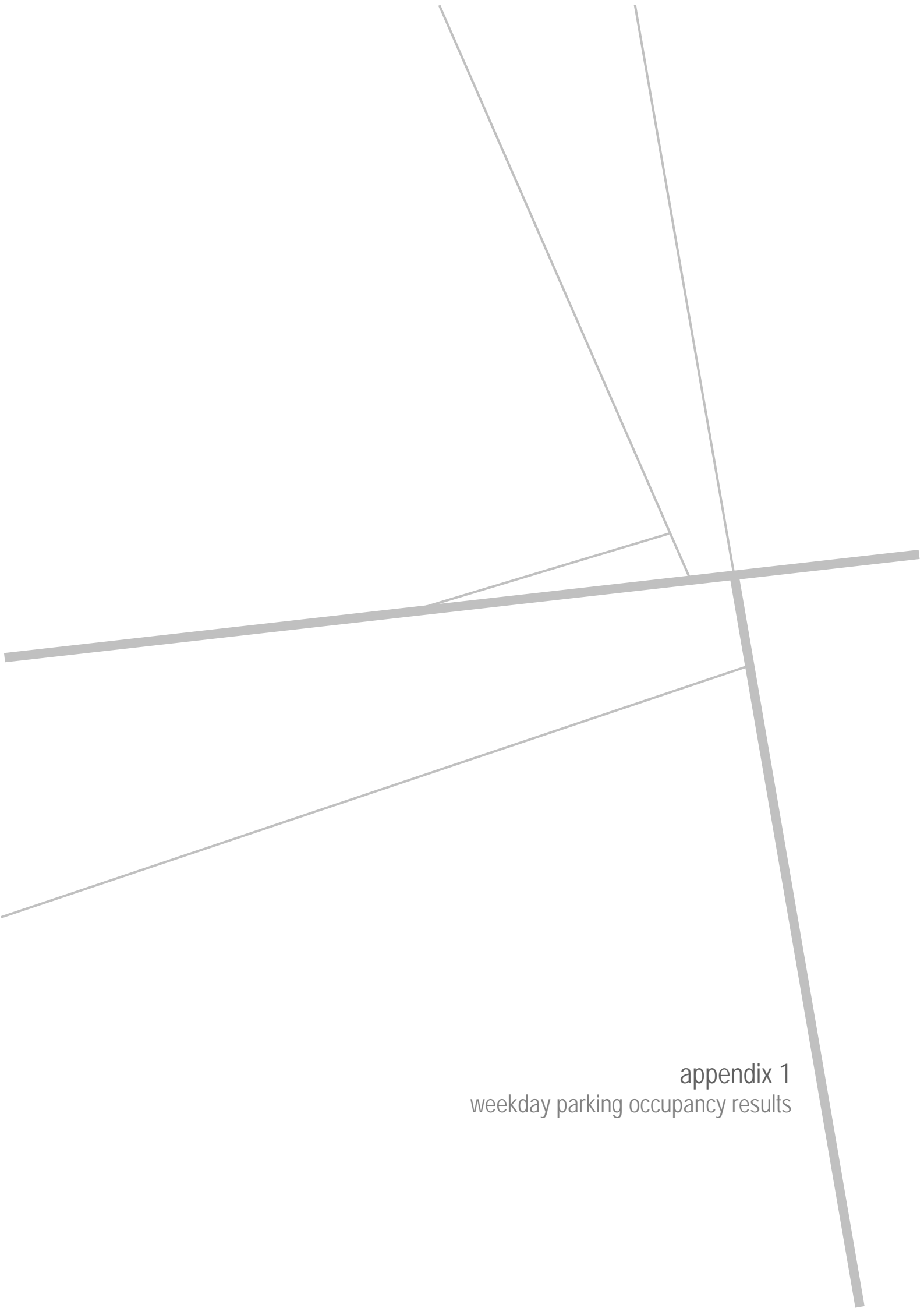
Based on the investigations and analysis summarised in this report it is concluded that:

- The study area covered by the Traralgon Activity Centre Plan (TACP) is more expansive than previous studies which focused on the Traralgon CBD core. Therefore for comparative purposes, survey data has been analysed separately for the CBD core, as well as the overall TAC.
- Peak parking demand for the TAC on the Friday occurred at 11:00am with 3219 spaces out of the 5884 spaces surveyed occupied, equivalent to an occupancy level of 55%. For the CBD core, 2954 spaces out of 4664 were occupied also at 11am, equivalent to an occupancy level of 63%.
- Peak parking demand on the Saturday occurred at 11:00am with 1942 spaces out of the 5884 spaces surveyed occupied, equivalent to an occupancy level of 33%. For the CBD core, 1753 spaces out of 4664 were occupied also at 11am, equivalent to an occupancy level of 38%.
- High levels of occupancy (>85%) were recorded in some on-street sections within the heart of the CBD with convenient access to shop frontages and cafés. These spaces receive a high turnover due to the 1 hour restriction and high level of enforcement. This high turnover induces an expectation for drivers to be able to find a convenient parking space which causes traffic congestion with cars circulating for a space. Potential options to rectify this problem include:
  - Increasing the restrictions from 1 hour to 2 hour parking to reduce turnover.
  - Reintroducing metered parking in these highly utilised sections to more evenly distribute demand to surrounding street sections with much lower occupancy rates.
- Although off-street parking occupancy rates were relatively low across the survey periods, high levels of occupancy (>85%) were recorded on Friday in both of the two public off-street long term car parks provided within the CBD, being the multi-level Seymour Street Car Park (CP08) and the Church Street car park (CP52). This indicates that 'customer only' parking spaces and time restricted off-street spaces are generally underutilised.
- From responses received during the consultation process and the results of the surveys it appears there is a shortage of longer term parking available for the centre that is free-of-charge. Council needs to decide whether it is appropriate for employees to pay for permit spaces to park all day within the CDB or whether free-of-charge spaces should be provided as has historically been the case. Employees currently do not have the option to leave their car at home as public transport facilities are limited.





- Options which could be considered to rectify the shortage of free-of-charge all day parking include the following:
  - Converting the mid level of the multi-deck Seymour Street Car Park to all day parking (currently a mix of permit parking and 3 hour parking).
  - Construct an additional level above the existing top level of the multi-deck car park. This would provide approximately 100 additional spaces. The structure has also been designed to cater for this additional level.
- There is evidence from the duration of stay surveys that some visitors to the centre are staying longer than the signed time limits. Consideration should be given to extending some of the 2 hour parking restrictions to 3 hour limits instead, to accommodate this need where appropriate.
- Surveys indicated that peak demand for on-street disabled parking areas occurred at 11:00am on Friday with 7 spaces occupied and at 11:00am on Saturday with 4 spaces occupied equivalent to occupancy levels of 39% and 22% respectively.
- Peak demand for off-street disabled parking areas occurred at 12:00pm on Friday with 20 spaces occupied and at 11:00am on Saturday with 16 spaces occupied equivalent to occupancy levels of 57% and 46% respectively.
- Peak demand for off-street areas allocated for parents with prams occurred at 11:00am on Friday with 9 spaces occupied and at 11:00am on Saturday with 8 spaces occupied equivalent to an occupancy level of 52% and 47% respectively.



appendix 1  
weekday parking occupancy results







Off-Street Car Parking Occupancy																																								
Location	Total Spaces	8:00			9:00			10:00			11:00			12:00			13:00			14:00			15:00			16:00			17:00			18:00			19:00			20:00		
		Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied						
Car Park 01	34	3	31	9%	5	29	15%	4	30	12%	1	33	3%	0	34	0%	0	34	0%	0	34	0%	0	34	0%	0	34	0%	0	34	0%	0	34	0%	0	34	0%			
Car Park 02	74	18	56	24%	18	56	24%	17	57	23%	16	58	22%	16	58	22%	16	58	22%	13	61	18%	12	62	16%	6	68	8%	0	74	0%	0	74	0%	0	74	0%			
Car Park 03	26	17	9	65%	18	8	69%	19	7	73%	19	7	73%	17	9	65%	17	9	65%	13	13	50%	12	14	46%	2	24	0%	0	26	0%	0	26	0%	0	26	0%			
Car Park 04	52	32	20	62%	44	8	85%	46	6	88%	47	5	90%	48	4	92%	44	8	85%	34	18	65%	28	24	54%	9	43	17%	1	51	2%	0	52	0%	0	52	0%			
Car Park 05	132	88	44	67%	107	25	81%	107	25	81%	107	25	81%	105	27	80%	100	32	76%	88	44	67%	85	47	64%	55	77	42%	17	115	13%	11	121	8%	10	122	8%			
Car Park 06	512	66	446	13%	267	245	52%	347	165	68%	378	134	74%	401	111	78%	398	114	78%	397	115	78%	338	174	66%	291	221	57%	253	259	49%	192	320	38%	97	415	19%			
Car Park 07	288	68	220	24%	151	137	52%	162	126	56%	156	132	54%	163	125	57%	148	140	51%	130	158	45%	137	151	48%	146	142	51%	131	157	45%	133	155	46%	111	177	39%			
Car Park 08	289	26	263	9%	80	209	28%	173	116	60%	203	86	70%	210	79	73%	225	64	78%	199	90	69%	165	124	57%	161	128	56%	89	200	31%	39	250	13%	19	270	7%			
Car Park 09	26	10	16	38%	13	13	50%	13	13	50%	18	8	69%	17	9	65%	18	8	69%	15	11	58%	15	11	58%	14	12	54%	16	10	62%	11	15	42%	7	19	27%			
Car Park 10	8	0	8	0%	0	8	0%	1	7	13%	2	6	25%	2	6	25%	2	6	25%	2	6	25%	1	7	13%	0	8	0%	0	8	0%	0	8	0%	0	8	0%			
Car Park 11	53	0	53	0%	0	53	0%	41	12	77%	43	10	81%	44	9	83%	45	8	85%	47	6	89%	47	6	89%	46	7	87%	38	15	72%	16	37	30%	1	52	2%			
Car Park 12	28	14	14	50%	14	14	50%	14	14	50%	14	14	50%	13	15	46%	12	16	43%	12	16	43%	10	18	36%	10	18	36%	2	26	7%	1	27	4%	1	27	4%			
Car Park 13	19	12	7	63%	12	7	63%	12	7	63%	12	7	63%	12	7	63%	12	7	63%	12	7	63%	12	7	63%	12	7	63%	3	16	16%	2	17	11%	0	19	0%			
Car Park 14	5	1	4	20%	2	3	40%	2	3	40%	3	2	60%	2	3	40%	4	1	80%	4	1	80%	4	1	80%	1	4	20%	0	5	0%	0	5	0%	0	5	0%			
Car Park 15	81	0	81	0%	38	43	47%	53	28	65%	56	25	69%	56	25	69%	56	25	69%	56	25	69%	45	36	56%	45	36	56%	41	40	51%	28	53	35%	17	64	21%			
Car Park 16	82	14	68	17%	16	66	20%	31	51	38%	35	47	43%	39	43	48%	40	42	49%	39	43	48%	27	55	33%	27	55	33%	24	58	29%	31	51	38%	42	40	51%			
Car Park 17	27	12	15	44%	17	10	63%	19	8	70%	18	9	67%	19	8	70%	16	11	59%	17	10	63%	17	10	63%	15	12	56%	4	23	15%	0	27	0%	0	27	0%			
Car Park 18	28	9	19	32%	16	12	57%	16	12	57%	16	12	57%	18	10	64%	18	10	64%	18	10	64%	17	11	61%	14	14	50%	9	19	32%	0	28	0%	0	28	0%			
Car Park 19	45	13	32	29%	13	32	29%	14	31	31%	14	31	31%	14	31	31%	14	31	31%	14	31	31%	14	31	31%	14	31	31%	10	35	22%	1	44	2%	0	45	0%			
Car Park 20	50	35	15	70%	45	5	90%	46	4	92%	46	4	92%	47	3	94%	46	4	92%	47	3	94%	46	4	92%	44	6	88%	29	21	58%	4	46	8%	2	48	4%			
Car Park 21	63	13	50	21%	18	45	29%	33	30	52%	35	28	56%	48	15	76%	57	6	90%	46	17	73%	50	13	79%	42	21	67%	41	22	65%	33	30	52%	35	28	56%			
Car Park 22	32	2	30	6%	1	31	3%	6	26	19%	8	24	25%	15	17	47%	14	18	44%	11	21	34%	14	18	44%	18	14	56%	13	19	41%	16	16	50%	15	17	47%			
Car Park 23	58	28	30	48%	30	28	52%	30	28	52%	34	24	59%	31	27	53%	33	25	57%	33	25	57%	29	29	50%	30	28	52%	18	40	31%	11	47	19%	6	52	10%			
Car Park 24	26	1	25	4%	4	22	15%	4	22	15%	4	22	15%	2	24	8%	2	24	8%	10	16	38%	11	15	42%	10	16	38%	9	17	35%	6	20	23%	8	18	31%			
Car Park 25	87	9	78	10%	15	72	17%	16	71	18%	28	59	32%	27	60	31%	28	59	32%	28	59	32%	25	62	29%	25	62	29%	4	83	5%	0	87	0%	0	87	0%			
Car Park 26	12	5	7	42%	0	12	0%	0	12	0%	4	8	33%	3	9	25%	1	11	8%	1	11	8%	4	8	33%	4	8	33%	7	5	58%	5	7	42%	3	9	25%			
Car Park 28	13	0	13	0%	0	13	0%	0	13	0%	11	2	85%	10	3	77%	9	4	69%	7	6	54%	7	6	54%	7	6	54%	3	10	23%	3	10	23%	3	10	23%			
Car Park 29	5	0	5	0%	0	5	0%	0	5	0%	1	4	20%	2	3	40%	3	2	60%	2	3	40%	3	2	60%	4	1	80%	0	5	0%	0	5	0%	0	5	0%			
Car Park 30	13	0	13	0%	0	13	0%	0	13	0%	3	10	23%	2	11	15%	4	9	31%	3	10	23%	3	10	23%	4	9	31%	0	13	0%	0	13	0%	0	13	0%			
Car Park 31	25	6	19	24%	17	8	68%	22	3	88%	22	3	88%	15	10	60%	17	8	68%	20	5	80%	20	5	80%	4	21	16%	4	21	16%	1	24	4%	1	24	4%			
Car Park 32	13	6	7	46%	6	7	46%	12	1	92%	9	4	69%	5	8	38%	5	8	38%	4	9	31%	4	9	31%	1	12	8%	1	12	8%	0	13	0%	0	13	0%			
Car Park 38	54	20	34	37%	38	16	70%	35	19	65%	29	25	54%	30	24	56%	19	35	35%	23	31	43%	28	26	52%	22	32	41%	17	37	31%	6	48	11%	5	49	9%			
Car Park 39	20	11	9	55%	19	1	95%	20	0	100%	20	0	100%	20	0	100%	20	0	100%	16	4	80%	16	4	80%	15	5	75%	11	9	55%	0	20	0%	0	20	0%			
Car Park 40	65	33	32	51%	55	10	85%	62	3	95%	62	3	95%	63	2	97%	63	2	97%	63	2	97%	59	6	91%	50	15	77%	33	32	51%	23	42	35%	9	56	14%			
Car Park 41	5	3	2	60%	3	2	60%	3	2	60%	3	2	60%	2	3	40%	2	3	40%	2	3	40%	2	3	40%	0	5	0%	0	5	0%	0	5	0%	0	5	0%			
Car Park 42	26	7	19	27%	8	18	31%	23	3	88%	23	3	88%	16	10	62%	11	15	42%	17	9	65%	18	8	69%	8	18	31%	6	20	23%	3	23	12%	0	26	0%			
Car Park 43	178	46	132	26%	93	85	52%	109	69	61%	108	70	61%	116	62	65%	118	60	66%	121	57	68%	108	70	61%	101	77	57%	74	104	42%	57	121	32%	50	128	28%			
Car Park 44	20	16	4	80%	16	4	80%	16	4	80%	14	6	70%	13	7	65%	15	5	75%	14	6	70%	16	4	80%	9	11	45%	5	15	25%	5	15	25%	3	17	15%			
Car Park 46	11	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%			
Car Park 47	21	9	12	43%	11	10	52%	11	10	52%	14	7	67%	8	13	38%	9	12	43%	13	8	62%	11	10	52%	12	9	57%	2	19	10%	2	19	10%	1	20	5%			
Car Park 48	25	8	17	32%	19	6	76%	20	5	80%	23	2	92%	21	4	84%	19	6	76%	13	12	52%	11	14	44%	12	13	48%	5	20	20%	3	22	12%	4	21	16%			
Car Park 49	156	75	81	48%	143	13	92%	144	12	92%	139	17	89%	134	22	86%	123	33	79%	133	23	85%	131	25	84%	115	41	74%	80	76	51%	48	108	31%	33	123	21%			
Car Park 50	57	12	45	21%	14	43	25%	18	39	32%	18	39	32%	19	38	33%	18	39	32%	15	42	26%	30	27	53%	27	30	47%	20	37	35%	9	48	16%	5	52	9%			
Car Park 51	32	16	16	50%	23	9	72%	24	8	75%	24	8	75%	22	10	69%	22	10	69%	24	8	75%	9	23	28%	8	24	25%	5	27	16%	6	26	19%	6	26	19%			
Car Park 52	131	99	32	76%	120	11	92%	126	5	96%	127	4	97%	125	6	95%	126	5	9																					



appendix 2  
weekend parking occupancy results





On-Street Car Parking Occupancy	Total Spaces	9:00			10:00			11:00			12:00			13:00			14:00		
		Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied	Occupied Spaces	Free Spaces	% Occupied
Albert Street (Henry Street - Bridges Street)	28	1	27	4%	1	27	4%	2	26	7%	1	27	4%	1	27	4%	1	27	4%
Albert Street (Seymour Street - Henry Street)	43	1	42	2%	6	37	14%	6	37	14%	3	40	7%	6	37	14%	4	39	9%
<b>Albert Street Total</b>	71	2	69	3%	7	64	10%	8	63	11%	4	67	6%	7	64	10%	5	66	7%
Banks Street (Francis Street - Hickcox Street)	41	1	40	2%	1	40	2%	1	40	2%	1	40	2%	1	40	2%	1	40	2%
<b>Banks Street Total</b>	41	1	40	2%	1	40	2%	1	40	2%	1	40	2%	1	40	2%	1	40	2%
Breed Street (Grey Street - Moore Street)	8	0	8	0%	0	8	0%	0	8	0%	0	8	0%	0	8	0%	0	8	0%
Breed Street (Grey Street - Kay Street)	15	2	13	13%	1	14	7%	1	14	7%	0	15	0%	0	15	0%	0	15	0%
Breed Street (Moore Street - Gordon Crescent)	11	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%	0	11	0%
Breed Street (Bridges Street - Princess Highway/Princes Street)	5	0	5	0%	0	5	0%	0	5	0%	0	5	0%	1	4	20%	0	5	0%
Breed Street (Henry Street - Bridges Street)	13	4	9	31%	2	11	15%	1	12	8%	2	11	15%	0	13	0%	0	13	0%
Breed Street (Hotham Street - Henry Street)	21	1	20	5%	1	20	5%	2	19	10%	0	21	0%	0	21	0%	1	20	5%
Breed Street (Kay Street - Seymour Street)	18	11	7	61%	15	3	83%	14	4	78%	15	3	83%	14	4	78%	13	5	72%
Breed Street (Seymour Street - Hotham Street)	19	0	19	0%	0	19	0%	0	19	0%	1	18	5%	1	18	5%	0	19	0%
<b>Breed Street Total</b>	110	18	92	16%	19	91	17%	18	92	16%	18	92	16%	16	94	15%	14	96	13%
Bridges Street (Mabel Street - Albert Street)	20	2	18	10%	3	17	15%	3	17	15%	3	17	15%	3	17	15%	3	17	15%
<b>Bridges Street Total</b>	20	2	18	10%	3	17	15%	3	17	15%	3	17	15%	3	17	15%	3	17	15%
Byron Street (Gordon Crescent - Moore Street)	17	2	15	12%	2	15	12%	2	15	12%	1	16	6%	1	16	6%	1	16	6%
Byron Street (Moore Street - Grey Street)	10	1	9	10%	1	9	10%	1	9	10%	1	9	10%	0	10	0%	1	9	10%
<b>Byron Street Total</b>	27	3	24	11%	3	24	11%	3	24	11%	2	25	7%	1	26	4%	2	25	7%
Church Street (Gordon Crescent - Moore Street)	11	1	10	9%	1	10	9%	1	10	9%	0	11	0%	0	11	0%	3	8	27%
Church Street (Moore Street - Grey Street)	25	0	25	0%	0	25	0%	0	25	0%	0	25	0%	1	24	4%	1	24	4%
Church Street (Hotham Street - Service Street)	19	0	19	0%	1	18	5%	1	18	5%	1	18	5%	0	19	0%	0	19	0%
Church Street (Journal Lane - Hotham Street)	21	14	7	67%	13	8	62%	16	5	76%	10	11	48%	3	18	14%	1	20	5%
Church Street (Kay Street - Seymour Street)	37	14	23	38%	19	18	51%	23	14	62%	14	23	38%	6	31	16%	3	34	8%
Church Street (Service Street - Princes Highway/Princes Street)	49	1	48	2%	0	49	0%	7	42	14%	4	45	8%	0	49	0%	0	49	0%
Church Street (Seymour Street - Journal Lane)	22	8	14	36%	12	10	55%	14	8	64%	7	15	32%	4	18	18%	4	18	18%
Church Street (Tyers Road - Kay Street)	32	0	32	0%	0	32	0%	2	30	6%	0	32	0%	1	31	3%	1	31	3%
<b>Church Street Total</b>	216	38	178	18%	46	170	21%	64	152	30%	36	180	17%	15	201	7%	13	203	6%
Coates Street (Queens Parade - Meredith Street)	17	4	13	24%	2	15	12%	3	14	18%	3	14	18%	3	14	18%	2	15	12%
<b>Coates Street Total</b>	17	4	13	24%	2	15	12%	3	14	18%	3	14	18%	3	14	18%	2	15	12%
Collins Street (Queens Parade - Hyland Way)	21	3	18	14%	1	20	5%	2	19	10%	2	19	10%	3	18	14%	3	18	14%
<b>Collins Street Total</b>	21	3	18	14%	1	20	5%	2	19	10%	2	19	10%	3	18	14%	3	18	14%
Deakin Street (Hotham Street - Princes Highway)	32	4	28	13%	2	30	6%	2	30	6%	2	30	6%	2	30	6%	0	32	0%
<b>Deakin Street Total</b>	32	4	28	13%	2	30	6%	2	30	6%	2	30	6%	2	30	6%	0	32	0%
Franklin Street (Gordon Crescent - Moore Street)	7	0	7	0%	0	7	0%	0	7	0%	0	7	0%	0	7	0%	0	7	0%
Franklin Street (Moore Street - Grey Street)	38	0	38	0%	0	38	0%	0	38	0%	0	38	0%	0	38	0%	0	38	0%
Franklin Street (Hotham Street - Princes Highway)	18	6	12	33%	9	9	50%	15	3	83%	14	4	78%	13	5	72%	16	2	89%
Franklin Street (Kay Street - Seymour Street)	47	21	26	45%	36	11	77%	40	7	85%	39	8	83%	34	13	72%	16	31	34%
<b>Franklin Street (Seymour Street - Hotham Street)</b>	49	33	16	67%	44	5	90%	44	5	90%	45	4	92%	29	20	59%	35	14	71%
Franklin Street (Tyers Road - Kay Street)	21	9	12	43%	8	13	38%	11	10	52%	8	13	38%	6	15	29%	7	14	33%
<b>Franklin Street Total</b>	180	69	111	38%	97	83	54%	110	70	61%	106	74	59%	82	98	46%	74	106	41%
Gordon Street (Breed Street - Church Street)	28	1	27	4%	1	27	4%	1	27	4%	1	27	4%	1	27	4%	1	27	4%
Gordon Street Byron Street - Osborne Street)	26	0	26	0%	0	26	0%	0	26	0%	0	26	0%	0	26	0%	1	25	4%
Gordon Street (Church Street - Franklin Street)	38	2	36	5%	3	35	8%	3	35	8%	2	36	5%	3	35	8%	3	35	8%
Gordon Street (Osborne Street - Breed Street)	10	0	10	0%	0	10	0%	0	10	0%	0	10	0%	0	10	0%	0	10	0%
<b>Gordon Street Total</b>	102	3	99	3%	4	98	4%	4	98	4%	3	99	3%	4	98	4%	5	97	5%
Henry Street (Albert Street - Breed Street)	15	0	15	0%	1	14	7%	2	13	13%	2	13	13%	2	13	13%	2	13	13%
Henry Street (Mabel Street - Albert Street)	18	1	17	6%	0	18	0%	2	16	11%	2	16	11%	1	17	6%	1	17	6%
<b>Henry Street Total</b>	33	1	32	3%	1	32	3%	4	29	12%	4	29	12%	3	30	9%	3	30	9%
Hotham Street (Breed Street - Feeley Lane/Deakin Street)	26	0	26	0%	0	26	0%	0	26	0%	0	26	0%	0	26	0%	0	26	0%
Hotham Street (Church Street - Franklin Street)	102	60	42	59%	78	24	76%	66	36	65%	49	53	48%	33	69	32%	25	77	25%
Hotham Street (Deakin Street - Church Street)	22	0	22	0%	0	22	0%	0	22	0%	0	22	0%	0	22	0%	0	22	0%
Hotham Street (Franklin Street - Livingston Street)	67	11	56	16%	20	47	30%	34	33	51%	37	30	55%	30	37	45%	21	46	31%
<b>Hotham Street Total</b>	217	71	146	33%	98	119	45%	100	117	46%	86	131	40%	63	154	29%	46	171	21%
Kay Street (Mabel Street - Breed Street)	17	1	16	6%	4	13	24%	3	14	18%	4	13	24%	2	15	12%	2	15	12%
Kay Street (Breed Street - Church Street)	56	25	31	45%	22	34	39%	19	37	34%	17	39	30%	8	48	14%	6	50	11%
Kay Street (Church Street - Franklin Street)	103	7	96	7%	14	89	14%	19	84	18%	15	88	15%	7	96	7%	6	97	6%
Kay Street (Mabel Street - Breed Street)	28	0	28	0%	0	28	0%	0	28	0%	0	28	0%	0	28	0%	0	28	0%
<b>Kay Street Total</b>	204	33	171	16%	40	164	20%	41	163	20%	36	168	18%	17	187	8%	14	190	7%
Livingston Street (Seymour Street - Hotham Street)	10	1	9	10%	4	6	40%	5	5	50%	3	7	30%	3	7	30%	0	10	0%
<b>Livingston Street Total</b>	10	1	9	10%	4	6	40%	5	5	50%	3	7	30%	3	7	30%	0	10	0%
Mabel Street (Bridges Street - Princes Highway)	17	1	16	6%	1	16	6%	2	15	12%	2	15	12%	2	15	12%	2	15	12%
Mabel Street (Greenwood Grove - Seymour Street)	16	1	15	6%	2	14	13%	3	13	19%	5	11	31%	2	14	13%	0	16	0%
Mabel Street (Henry Street - Bridges Street)	28	1	27	4%	1	27	4%	1	27	4%	0	28	0%	2	26	7%	2	26	7%
Mabel Street (Kay Street - Greenwood Grove)	22	1	21	5%	1	21	5%	2	20	9%	2	20	9%	2	20	9%	1	21	5%
Mabel Street (Seymour Street - Henry Street)	41	3	38	7%	5	36	12%	7	34	17%	2	39	5%	4	37	10%	2	39	5%
<b>Mabel Street Total</b>	124	7	117	6%	10	114	8%	15	109	12%	11	113	9%	12	112	10%	7	117	6%
Meredith Street (Collins Street - dead end)	25	2	23	8%	2	23	8%	1	24	4%	1	24	4%	1	24	4%	2	23	8%
<b>Meredith Street Total</b>	25	2	23	8%	2	23	8%	1	24	4%	1	24	4%	1	24	4%	2	23	8%
Moore Street (Breed Street - Church Street)	26	0	26	0%	1	25	4%	1	25	4%	2	24	8%	2	24	8%	2	24	8%
Moore Street (Byron Street - Breed Street)	38	2	36	5%	2	36	5%	3	35	8%	3	35	8%	4	34	11%	4	34	11%
Moore Street (Church Street - Franklin Street)	39	4	35	10%	4	35	10%	4	35	10%	4	35	10%	0	39	0%	1	38	3%
<b>Moore Street Total</b>	103	6	97	6%	7	96	7%	8	95	8%	9	94	9%	6</					









traralgon activity centre plan: background reports  
traffic impact & public transport assessment

prepared by Cardno Grogan Richards

july 2010



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- appendix 1 – Intersection Peak Hour Volume Summaries
- appendix 2 – VicRoads CrashStats Data
- appendix 3 – Traralgon Bypass Plan
- appendix 4 – aaSIDRA Output Data
- appendix 5 – Bus Time Table Data





## 1 introduction

Cardno Grogan Richards have been engaged by hansen partnership to undertake a traffic study of the Traralgon Activity Centre (TAC) for the Latrobe City Council. The purpose of this report is to provide Latrobe City Council with the information and analysis required to inform the Key Directions report for the TAC which is part of Stage 2 of the study. It will provide an analysis of the current traffic volumes patterns and movements through and around the TAC, identifies local amenity, operation and safety issues relating to car parking, traffic, public transport, cycling and walking and explore a range of options for consideration during Stage 2 of the project.

This report also identifies existing public transport services currently operating within the Traralgon Activity Centre. In addition, it highlights areas for improvement following discussions with Latrobe Valley Bus Lines, Departments of Transport, V/Line, Traralgon City and Community Development Associations, Latrobe City staff and ratepayers.

Specific recommendations and solutions including the preparation of cost estimates will be considered in detail as part of Stage 2 of the project.

In the course of preparing this report, the subject site has been inspected, previous studies have been reviewed and traffic survey's undertaken and analysed.



## 2 background

Latrobe City Council's Traralgon Activity Centre Plan aims to build on previous studies that have been endorsed by the local community, which will provide a framework to ensure sustainable development of the Town Centre over the next 20 years. The purpose of this project is to establish Council's requirements for the conduct of the TAC Plan and to provide a consistent basis upon which to work.

At present, the TAC consists of a mix of business, retail, office and commercial land uses, with some residential land use on the fringe of the study area to the north, west and southeast. The retail core of the area is situated around Church Street, Franklin Street, Seymour Street and Hotham Street, and the Stockland Shopping Centre located at the northeast corner of the study area.

The TAC Plan intends to ensure that there is appropriate integration with areas around the edges of the town and the Traralgon Station Precinct, which is located at the southern edge of the site, and address any land use conflicts. In addition, the plan looks to improve pedestrian and bicycle access to the Town Centre.



### 3 study area

The study area is bound by Gordon Street to the north, Mabel and Byron Streets to the west and Princes Highway to the east. The study area extends south beyond the railway line to an area known as the Traralgon Inner South Precinct. The study area extends beyond the traditional town centre to ensure that future growth of the TAC can be investigated. The study area is outlined in Figure 1.

Figure 1: Traralgon Activity Centre (TAC) Study Area





## 4 scope of works

The study focuses on the following issues affecting the area:

- *Traffic congestion along Franklin Street during peak activity periods,*
- *The impact of the pedestrian crossings on Franklin Street and Post Office Place on traffic congestion,*
- *Proposed bus movements between the town bus route interchange and the railway station,*
- *Proposed bus route changes within the TAC resulting from the Latrobe Valley Bus Service Review being undertaken by the Department of Transport,*
- *Improving traffic flow through the intersection of Princes Highway and Breed Street,*
- *A new east-west arterial link including a crossing of the Traralgon Creek.*



## 5 existing conditions

### 5.1 road network

Traralgon is located in the centre of the Latrobe Valley, approximately 160km east-southeast of Melbourne. The Princes Highway carries high through traffic volumes to Sale and beyond along the south side of the study area, whilst the road network within the TAC is of a grid pattern, with streets running north-south and east-west. Grey Street, which lies in the north of the study area, runs east-west and is the main road that carries through traffic to Tyers to the west, and also provides a link through to Morwell. Kay Street provides an additional east-west link that also connects to Morwell.

#### 5.1.1 role and function

The prime purpose of the arterial road network is to provide for major regional and inter-regional traffic movement in a safe and efficient manner, whilst local roads serve to provide vehicular access to retail outlets, homes and other destinations within neighbourhoods, and to facilitate the movement of pedestrians and cyclists.

Over time the road network within Traralgon has developed from a rural road network providing connectivity to neighbouring towns such as Tyers and Morwell, to one that provides commercial and industrial access to businesses close to the Town Centre. One of the primary objectives of the TAC Plan is to “Promote new development in the Town Centre to create a compact retail core”, which suggests that road use in the future will continue this trend towards commercial uses, and is in line with suggestions drawn from the *Traralgon Town Summary Report* (2006) which called for, among other recommendation, higher density housing, the encouragement of transit oriented development and compact town centres.

Princes Highway which forms the southern boundary of the town centre is part of the national road network and provides an arterial connection to and from Melbourne. Princes Highway typically comprises a divided carriageway with 2 through lanes in each direction plus turn lanes. Given the nature of Princes Highway a large proportion of traffic volumes have their origins and destinations outside of Traralgon resulting in high levels of through traffic.

This is supported by the traffic volume surveys which indicate that 1,013 vehicles entered the TAC from the west during the Friday PM peak hour however only 484 vehicles were recorded turning off Princes





Highway at Franklin Street, Seymour Street and Grey Street. Similarly the surveys indicated 893 vehicles entered the TAC from the east with 531 vehicles turning off at the same intersections. These volumes indicate, albeit simplistically, that between 40% and 50% of PM peak hour volumes pass through the TAC and do not stop.

This generally accords with information provided by VicRoads which during 2003 estimated that approximately 30% of traffic on Princes Highway in the TAC was through traffic.

Breed Street forms the western boundary of the town centre and extends north from its intersection with Princes Highway providing a connection to residential areas in the north. In the vicinity of the town centre Breed Street performs a secondary arterial function and comprises a divided carriageway with 2 through lanes in each direction plus turn lanes. As Breed Street forms a strong north-south link the majority of volumes are local traffic with origins or destinations north of the town centre travelling to and from Princes Highway.

Similarly Grey Street also performs an arterial role and comprises a divided carriageway in part although the majority is a single carriageway with 1 through lane in each direction. Grey Street provides an east-west connection along the northern border of the town centre. As with Breed Street, Grey Street volumes are typically local in nature and are associated with vehicles accessing Princess Highway to travel to or return from destinations east of Traralgon.

## 5.2 traffic volumes

Traffic surveys were carried out on Friday 19<sup>th</sup> of February 2010 between 7.30AM and 9.30AM to determine morning peak volumes, and from 4.00PM to 6.00PM for the evening peak. An additional survey was undertaken on Saturday 20<sup>th</sup> of February from 11.00AM to 1.00PM to obtain weekend flow volumes.

### 5.2.1 turning movement surveys

Turning movement surveys were undertaken at the aforementioned times for the following intersections:

- Breed Street & Grey Street;
- Franklin Street & Grey Street;





- Franklin Street & Seymour Street;
- Shakespeare Street, Princes Highway & Breed Street;
- Princes Highway & Franklin Street;
- Princes Highway & Grey Street;
- Princess Highway, Seymour Street & Whittakers Road;

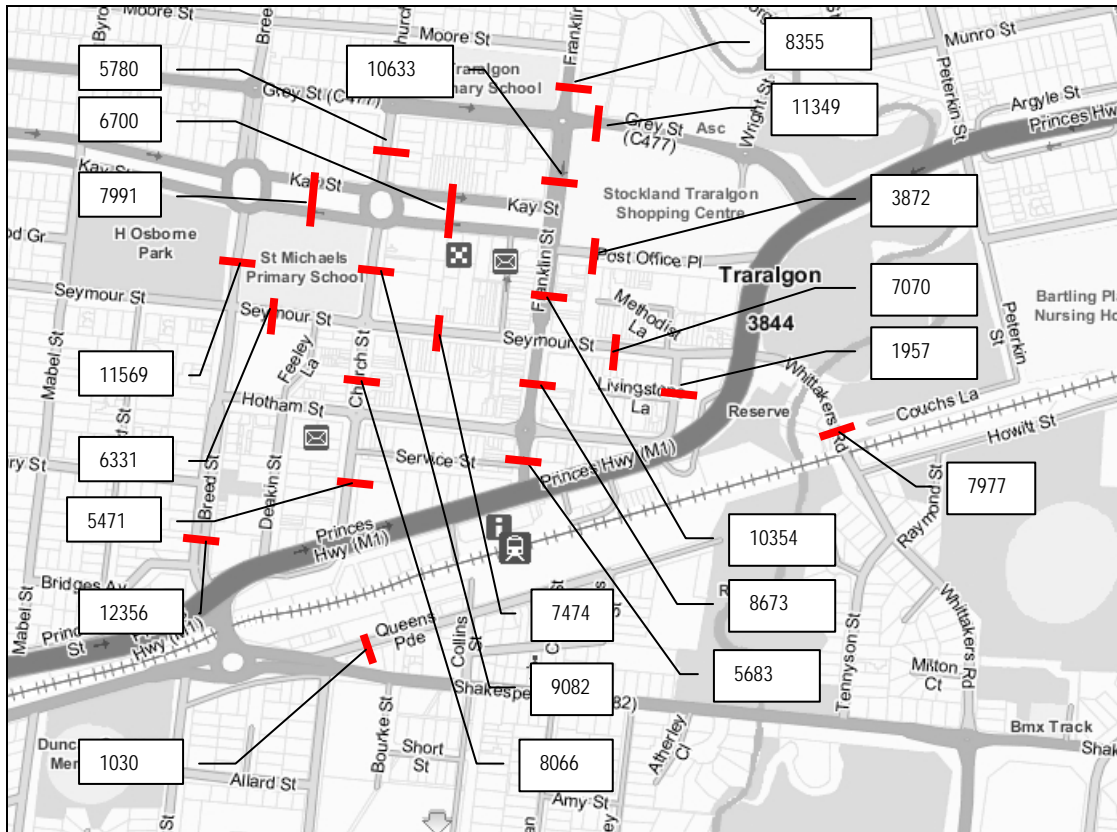
It was found that for these locations the weekday morning peak was between 8.15AM and 9.15AM, the weekday evening peak occurred between 4.00PM and 5.00PM and the Saturday peak occurred between 11.15AM and 12.15PM.

Details of the peak hour counts recorded at the above intersections are summarised in Appendix A.

### **5.2.2 automatic traffic counts**

Automatic traffic counts were undertaken by Latrobe City over a period from February 2010 to May 2010 on a number of streets within the Traralgon Activity Centre. Details of the average two way weekday volumes are shown in Figure 2.

Figure 2: Weekday Average 2- way Volumes, February 2010 – May 2010



### 5.3 school traffic

St Michaels Primary School and Grey Street Primary School are located within the study area and generate periods of peak traffic activity during the morning and afternoon pick up and drop off periods. During these times a short period of congestion immediately around the schools occurs. The surveyed AM peak period coincides with a typical school drop off period however the typical pick up period occurs prior to the surveyed PM peak hour.

### 5.4 through residential traffic

As noted in Section 5.1.1 both Grey Street and Breed Street perform important roles in providing connections from the northern residential areas to Princes Highway. This is evidenced by the high turning volumes at the Grey Street / Princes Highway intersection and the large through volumes on



Breed Street. The *Traralgon Structure Plan* dated August 2007 prepared by Beca Pty. Ltd. Indicated that residential development had expanded predominantly to the north, east and south west of the Traralgon Activity Centre. The report also noted that many residents are not located within walking distance to an activity cluster.

As both Breed Street and Grey Street from the western and northern borders of the town centre respectively, the additional traffic generated by residential developments is likely to impact on town centre road operation.

To cater for the additional traffic generated by expansion outside the town centre the creation of an additional east-west traffic link crossing Traralgon Creek has previously been suggested. The link was first considered in a report by Arup in 2002 and later in the August 2007 Structure Plan report. Council records also indicate that the matter was considered before Council in June 2005 and a motion was carried to undertake appropriate planning for the link.

The link was proposed as an extension of Bradman Boulevard to Franklin Street providing a connection to the east of Traralgon diverting traffic away from the TAC. The link would draw its catchment from the immediate area and future growth areas to the north and west.

Although the link has been considered at various stages of planning for Traralgon an in depth assessment is yet to be made. It is suggested that a budgetary cost assessment be undertaken for the east-west link to determine whether the capital expenditure for a bridge and road connections is acceptable to Council and would deliver sufficient benefit.

## 5.5 pedestrian crossings

### 5.5.1 franklin street / post office place

Existing pedestrian crossings on Franklin Street and Post Office Place carry high volumes of pedestrians travelling between Stockland Plaza and the bus interchange to land uses on the west side of Franklin Street. This high volume of pedestrians at the Franklin Street / Post Office Place zebra crossing requires motorists to give way resulting in extended queues and delays.



An option to improve traffic flow whilst maintaining pedestrian safety would be to signalise the intersection of Franklin Street and Post Office Place. The current arrangement requires that vehicles travelling west on Post Office Place and then south on Franklin Street give way to pedestrians at two locations within 20m creating congestion. This potentially results in vehicles becoming trapped between the two crossings creating driver frustration.

Driver frustration can lead to drivers taking unnecessary risks such as forcing their way through traffic or gaps within the pedestrian flows potentially putting other motorists and pedestrians at risk. This is especially evident when a large number of pedestrians are arriving or departing the bus interchange immediately north of Post Office Place.

The installation of a signalised intersection also provides the opportunity to introduce a bus head start phase allowing buses into the traffic stream without being hindered by private vehicles. As buses then have reduced delays, overall operational efficiency is increased in line with state wide sustainability and public transport objectives.

It is understood that preliminary discussions are being held between the Department of Transport (DoT) and the bus operators regarding the relocation of the existing bus interchange from Franklin Street to around the corner on Post Office Place. Although these discussions are preliminary at this stage it is understood that the intent is to relocate the interchange to the northern kerb of Post Office Place. The signalisation of the Franklin Street and Post Office Place intersection would be unlikely to have any material impact on this scheme however should be given due consideration.

### **5.5.2 breed street**

As noted previously Breed Street forms the western boundary of the TAC and carries in the order of 12,000 vehicles per day. Land use to the west of Breed Street is residential in nature, therefore generating pedestrian desire lines from the west to the TAC in the east. Anecdotal evidence suggests that pedestrians are crossing Breed Street between Seymour Street and Henry Street.

In this location the road geometry comprises a crest in Breed Street which restricts driver sight lines to vehicles and pedestrians on the roadway. The provision of a formal and visible pedestrian crossing along Breed Street may be beneficial to residents west of Breed Street.



It is recommended that pedestrian volume surveys be undertaken along Breed Street at various locations to determine the quantum of pedestrians crossing the road. Based on these surveys and the already known traffic volumes an appropriate crossing location and design can be prepared based on the prescribed VicRoads warrants for pedestrian crossings.

### 5.5.3 crossings at roundabouts

Within the TAC a series of roundabouts are provided along Grey Street, Church Street and Franklin Street. Whilst roundabouts are excellent devices for improving vehicle capacity at intersections they are problematic for crossing pedestrians as roundabouts facilitate constant vehicles flows thus reducing the ability for pedestrians to cross the road.

The strategic conversion of some of these roundabouts to signalised intersections would create platooning or gaps in the traffic downstream which would improve pedestrian crossing ability. In addition the introduction of traffic signals would provide controlled pedestrian crossings further improving pedestrian amenity.

Alternatively a lower cost solution would be to introduce zebra crossings on the approaches to the roundabouts giving pedestrians priority. The location of the zebra crossings should be carefully considered at each site and is subject to detailed design to ensure sufficient sight distance is provided from circulating traffic on the roundabout to crossing pedestrians to prevent injury. In conjunction with this wide central medians could be provided to protect pedestrians and allow them to stage their crossing.

Furthermore the zebra crossings should be located such that there is sufficient storage space between the crossing and the circulating lane of the roundabout to store at least 1 vehicle. This ensures that if a vehicle is required to give way to pedestrians crossing the road it does not overhang the circulating lane of the roundabout and obstruct circulating traffic.

It is noted that the introduction of these zebra crossings would be subject to VicRoads approval.

### 5.5.4 shared zones

It is understood that the concept of a shared zone in the vicinity of Franklin Street and Post Office Place has been suggested. Although the area currently experiences high pedestrian volumes (as discussed in



Section 5.5.1) it also experiences significant traffic activity with the bus interchange, taxi rank, Traralgon Plaza loading and general traffic using the area. It is considered that the level and mixture of traffic activity is detrimental to pedestrian amenity and is unsuitable for a shared zone.

## 5.6 accident statistics

VicRoads CrashStats database was accessed for the period between 1/1/2005 and 31/12/2009 for main roads in the TAC area. The CrashStats database contains records of fatal or casualty accidents that have occurred, but property damage only accidents are not recorded as not all are reported. In the aforementioned timeframe, there were a total of 58 accidents recorded in the study area, 14 of which classified as "serious".

Accidents are classified based on the severity and are defined as fatal, serious injury or other injury. Details of the CrashStats data is provided in Appendix B.

### 5.6.1 accident blackspot candidates

The definition of a blackspot (intersection) or a black stretch (section of road) is that "an intersection can become eligible for blackspot funding if there are 3 crashes within five years" and a blacklength is eligible "if there have been 0.2 crashes per kilometre per year or (1 crash per kilometre per five years)".

By this measure there are 4 intersections within the area that qualify as blackspot candidates. The Princes Highway – Post Office Place intersection recorded 3 accidents in the 5 year period resulting in 3 serious injuries and 3 other injuries. The 3 accidents involved 2 bicycles and 7 cars. The fact that all recorded accidents occurred during daylight hours and in dry weather rule out poor light or weather conditions as potential causes, pointing more towards intersection geometry and layout. Records show that all accidents involved vehicles turning right from Princes Highway into Post Office Place.

Other intersections that qualify for blackspot funding include the Princes Highway – Franklin Street intersection with 1 serious injury and 4 other injuries recorded at 5 accidents over the same period. It is worth noting that the majority of these accidents were classified as rear end accidents occurring during the day under dry conditions. Signalised intersections typically have a propensity for rear end accidents given their stop-go nature however the number of accidents may also be a result of poor sight lines or a worn road surface.





During the same 5 year period the Breed Street – Moore Street and Grey Street – Franklin Street intersections both recorded 3 accidents. All accidents were other injuries occurring during the day.

The intersection at the Breed Street – Moore Street intersection was subject to 3 accidents. One of these involved a pedestrian being struck by a car on approach to the intersection, and the remaining two were cross traffic incidents on the intersection itself. Similar statistics apply to the Grey Street – Franklin Street roundabout where there were again 3 recorded accidents; one involving a pedestrian, one on the roundabout involving a right turner and the other being a rear end collision on the western approach. These accidents all occurred in day light, although one of the Breed Street – Moore street accidents occurred in wet weather.

The Princes Highway – Post Office Place intersection was listed on the Victorian BlackSpot Projects in April 2009, with \$450,000 of funding allocated to construct a left turn lane and larger left turn island on the south approach of Princes Highway, ban the right turn movement from Post Office Place and to replace the power poles with slip based or impact absorbing poles. Improved street lighting and pedestrian access are also being investigated. These intersection improvement works have recently been completed.

## 5.7 traralgon bypass route

In January 2008 the Planning Minister approved the route for the future bypass of Traralgon. At the time of the announcement it was indicated that work on the construction of the bypass was expected to commence in around 20 years.

The proposed route known as (VicRoads option WIC) is shown in Appendix 3 and is to the south of the Traralgon Activity Centre.

Latrobe Planning Scheme Amendment C42 was approved on the 2<sup>nd</sup> July 2009 providing for public acquisition overlays and design and development overlay to facilitate the construction of the bypass.



## 6 bicycle considerations

The Latrobe City Bicycle Plan 2007-2010 identifies several actions for improving bicycle usage and facilities within Traralgon such as:

- Develop and implement a regional bicycle strategy;
- Line mark a shared bicycle/parking lane along Shakespeare Street, Traralgon as listed in the VicRoads Operational Management Plan;
- Delineate, mark and sign the existing bicycle path on Kay Street, west of Breed Street;
- Provide a bicycle lane along Kay Street, east of Breed Street;
- Design and construct changes to the design of Franklin Street to encourage cyclists through the town centre;
- Install additional cycle racks in the town centre;
- Explore the potential for promoting cycle/walking based tourism within the region;
- Review the need to improve cycle and pedestrian related infrastructure and signage within the region to support Tourism;
- Explore the potential to implement a Travel SMART travel behaviour change project within the region.

It is considered that the above actions will likely improve bicycle use within Traralgon and are generally able to be implemented, subject to detailed review, with the exception of the creation of a dedicated bicycle lane along Franklin Street which would require significant works and alteration of the streetscape.

Franklin Street currently experiences a high level of parking activity and considering that parking along Franklin Street is provided in the form of angled parking the number of reversing vehicles out of spaces poses a safety hazard to pedestrians and cyclists. It is understood that it is desirable to retain parking along Franklin Street for the activity it generates within the town centre. While Franklin Street is recommended in the report it is suggested that further investigations be undertaken to assess areas along this corridor for suitability of bicycle activity.



Given that the introduction of dedicated bicycle lanes within the TAC is likely to result in the loss of on street parking Council need to consider if the loss of parking is offset by the upgrading of bicycle facilities.

On the face of it the loss of on street parking for the creation of bicycle infrastructure is in line with sustainability principals however the creation of dedicated bicycle lanes must be supported with associated infrastructure otherwise they will become underutilised. Such facilities as undercover bicycle parking in key locations throughout the TAC and connection to existing paths should be adopted.

Without adequate promotion residents may not be aware of the new facilities and a campaign of public education would be required. The campaign would need to be run in conjunction with the construction of the facilities as it is of little benefit to promote a facility that is not yet operational. It is considered that bicycle agencies such as Bicycle Victoria be involved in the campaign promotion. In 2003 Bicycle Victoria ran the Cycle Instead campaign in Shepparton resulting in a 3.35% decrease in short car trips with 35.9% of respondents identified as having been encouraged to ride more often.



## 7 traffic considerations

### 7.1 intersection analysis

The operation of the intersections identified in Section 5.2.1 were analysed using aaSIDRA Intersection version 4.1. This computer package, originally developed by the Australian Road Research Board, provides information about the capacity of an intersection in terms of a range of parameters, as described below:

**Degree of Saturation (D.O.S.)** is the ratio of the volume of traffic observed making a particular movement compared to the maximum capacity for that movement. Various values of degree of saturation and their rating are shown in Table 1:

Table 1: Rating of Degrees of Saturation

D.O.S.	Rating
Up to 0.6	Excellent
0.6 to 0.7	Very Good
0.7 to 0.8	Good
0.8 to 0.9	Acceptable
0.9 to 1.0	Poor
Above 1.0	Very Poor

It is considered acceptable for some critical movements in an intersection to operate in the range of 0.9 to 1.0 during the high peak periods, reflecting actual conditions in a significant proportion of suburban signalised intersections.

The **95th Percentile (95%ile) Queue** represents the maximum queue length, in metres, that can be expected in 95% of observed queue lengths in the peak hour; and



**Average Delay** is the delay time, in seconds, which can be expected over all vehicles making a particular movement in the peak hour.

The results of the SIDRA Intersection analysis are summarised in Tables 2, 3 and 4 for the weekday AM, PM and weekend peak hours respectively. Detailed output data provided in Appendix 4.

**Table 2: Friday AM Peak Hour SIDRA Intersection Analysis Summary**

Intersection	Degree of Saturation	95 <sup>th</sup> ile Queue (m)	Average Delay (sec)
Grey Street / Breed Street	0.62	56	13.1
Grey Street / Franklin Street	0.63	57	13.6
Seymour Street / Franklin Street	0.36	38	15.3
Princes Highway / Breed Street / Shakespeare Street	0.72	126	33.3
Princes Highway / Franklin Street	0.63	79	18.3
Princes Highway / Grey Street	0.84	108	23.0
Seymour Street / Princes Highway / Whittaker Road	0.62	94	33.6



**Table 3: Friday PM Peak Hour SIDRA Intersection Analysis Summary**

Intersection	Degree of Saturation	95 <sup>th</sup> ile Queue (m)	Average Delay (sec)
Grey Street / Breed Street	0.78	104	16.7
Grey Street / Franklin Street	0.79	97	20.6
Seymour Street / Franklin Street	0.51	43	15.9
Princes Highway / Breed Street / Shakespeare Street	1.00+	276	70.2
Princes Highway / Franklin Street	0.70	148	18.7
Princes Highway / Grey Street	1.00+	349	48.8
Seymour Street / Princes Highway / Whittaker Road	0.85	197	44.0

**Table 4: Saturday Peak Hour SIDRA Intersection Analysis Summary**

Intersection	Degree of Saturation	95 <sup>th</sup> ile Queue (m)	Average Delay (sec)
Grey Street / Breed Street	0.62	54	11.4
Grey Street / Franklin Street	0.75	85	19.2
Seymour Street / Franklin Street	0.51	40	16.3
Princes Highway / Breed Street / Shakespeare Street	0.64	129	32.4
Princes Highway / Franklin Street	0.64	108	19.9
Princes Highway / Grey Street	1.00+	165	30.4
Seymour Street / Princes Highway / Whittaker Road	0.69	121	37.9





Review of Tables 2, 3 and 4 indicates that generally there is capacity within the existing road network to accommodate some growth in existing traffic volumes. Some intersections do currently experience some queuing during the peak periods however the average delay times suggest that the queues keep clearing.

Notwithstanding the above the Princes Highway and Grey Street intersection is essentially at capacity and is unable to accommodate additional traffic. During the Friday AM period there is some additional capacity however during the Friday PM and Saturday peak periods the intersection operates at or above capacity (DOS 1.00+) with extensive queues being generated. These queues extend beyond the intersection and impact on the operation of other intersections such as the Princes Highway and Post Office Place intersection.

Also of note is the intersection of Princes Highway and Breed Street. During the Friday PM peak hour the intersection is at capacity (DOS 1.00+) however operates well within capacity outside this period although extensive queuing occurs on the southern approach disrupting the operation of the Shakespeare Street and Bank Street roundabout.

During each peak period aaSIDRA results indicates queues on the southern approach extend past the Shakespeare Street and Bank Street roundabout and therefore prevents this intersection operating appropriately.

In the locations noted above it is recommended that further studies be undertaken to assess the ability to undertake mitigating works to improve intersection operation.

For example the extension of the right turn lane from Princes Highway into Grey Street and the extension of the left turn lane from Grey Street to Princes Highway would improve intersection performance however a detailed design review is required to ascertain if sufficient road space is available to accommodate these changes.

Similarly the creation of double right turns at the Princes Highway and Breed Street intersection would improve intersection operation however it is unclear if these alterations can be readily made without acquisition of land.

It is therefore recommended that detailed design reviews of the above intersections be undertaken to



consider mitigating works to improve intersection operation.

It is noted that these mitigating works must be considered in conjunction with the future construction of the Traralgon Bypass. It is understood that the bypass will likely be constructed in approximately 20 years diverting some 30% of traffic away from the TAC. The extent of any mitigating works will therefore need to be balanced against the future reduction in traffic volumes and the associated changes in intersection capacities.

## 7.2 princes highway upgrading of traffic signals

VicRoads have recently invited tenders for the upgrading of traffic signals on the Princes Highway which includes the four signalised intersections within the study area. The works will include the installation of LED lanterns and new controllers.

These works are proposed to allow for better coordination between intersections to provide improved traffic flow and intersection capacity along the Princes Highway.



## 8 public consultation process and other identified issues

As part of the public consultation process the public were invited to attend a public information session between 7.00pm – 8.30pm at the DSE offices on Hotham Street on Wednesday 17<sup>th</sup> March 2010 through advertisements placed in the public classifieds in the Latrobe Valley Express in three issues in February/March 2010. Public were also invited through community bulletins and poster displays throughout the town centre.

A number of issues relating to traffic volumes were brought up by the general public and others in this session and are summarised below.

- The alignment of the future Traralgon bypass has been fixed to the south of the activity centre however construction and delivery is not likely to occur for a number of years;
- Provision of an east-west connection between Breed Street and Franklin Street to the north of the activity centre to divert traffic from Tyres Road;
- Traffic congestion occurs at peak times at the following intersections:
  - Franklin Street / Post Office Place;
  - Princes Highway / Breed Street / Hyland Highway;
  - Hyland Highway / Bank Street roundabout;
  - Grey Street / Franklin Street;
- Traffic congestion at school pick up and drop off times in vicinity of St Michaels primary school and Grey Street primary school;
- Safety concerns regarding traffic turning into Breed Street from both Seymour Street and Hotham Street due to vertical alignment (crest) of Breed Street;
- Princes Highway forms a barrier for pedestrian connection to Victory Park;
- Realignment of Princes Highway to allow better connection between the commercial precinct and Victory Park;
- Pedestrian safety;
  - Lack of mid road crossing points and size of existing medians;
  - Difficulties with crossing at roundabout;
  - Speed of traffic through the Traralgon CBD;



traralgon activity centre plan | background reports  
traffic impact assessment | prepared by cardno grogan richards

- Bicycle safety;
  - No real safe paths through the CBD;
  - Need to link key recreational and open spaces;
  - Angle parking within the CBD makes bicycle parking dangerous.



## 9 public transport

There are a number of public transport options available for travelling within Traralgon, travelling to and from Traralgon in South Gippsland, and travelling between Traralgon and Melbourne. These services include a bus service from Sale railway station to Traralgon railway station operated by Dyson's, local bus services for the Traralgon Activity Centre operated by Latrobe Valley Buslines, South Gippsland & Bass Coast bus & V/Line coach services and Eastern Victoria train and coach V/Line services.

### 9.1 dyson's bus service

Dyson's operates a bus service which travels along a route from Sale to Heyfield to Traralgon on Mondays and Fridays only. In the morning a service departs from Sale railways station and arrives at Traralgon railway station at 10.20am. In the afternoon a service departs Traralgon railway station at 1.43pm and travels to Sale arriving at the railway station at 3.10pm.

The service does not run on public holidays. However, if a public holiday happens to fall on a Monday the service is then moved to Tuesday and if the public holiday falls on the Friday, the service is then moved to Thursday. A full timetable can be found at the end of this report in Appendix 4.

### 9.2 latrobe valley buslines services

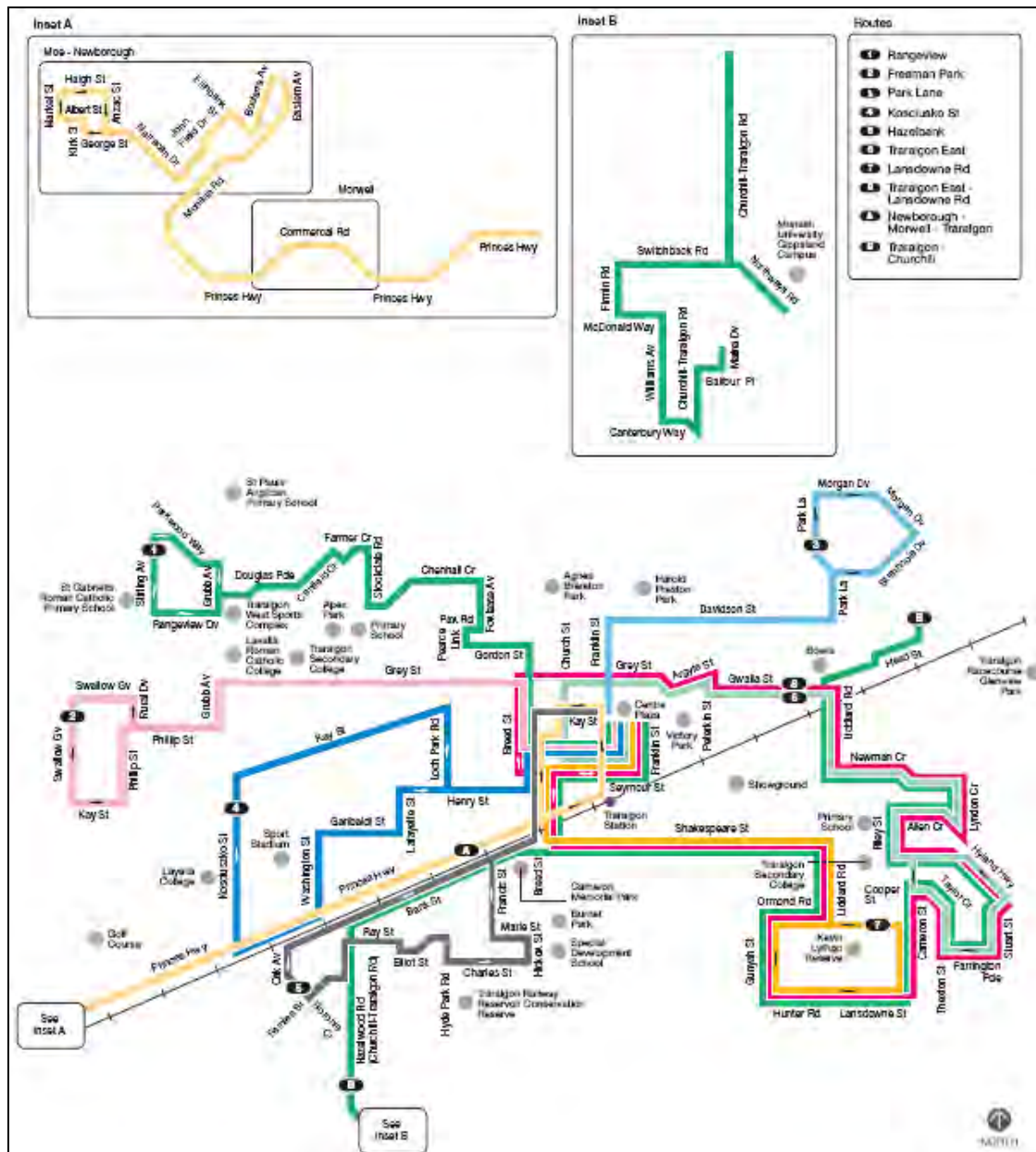
The Traralgon Activity Centre is well serviced by 8 inner city bus services that are provided in the Traralgon central activity district run by Latrobe Valley Buslines (LVBL). Services include Rangeview, Freeman Park, Park Lane, Kosciusko Street, Hazelbank, Traralgon East Lansdowne Road, Traralgon East Lansdowne Road routes as well as Newborough-Morewell-Traralgon and Traralgon-Churchill services that run from the Traralgon city centre along Princes Highway towards their respective destinations. A summary of these services can be seen in

Figure 3, below.

Services generally begin at approximately 8:30am and run through to 5:00pm, Monday to Friday at approximately hourly intervals, with the exception of Route 3 and 5 which provide less frequent services.

Scheduled low floor bus services are also provided on each route at various times throughout the day. A more extensive and detailed review of the LVBL services can be found at the end of this report in Appendix 4. Limited services operate on Routes 1,2,4,6 and 7 on Saturdays only with no services running after early afternoon. There are no services at all on any of the routes on a Sunday.

Figure 3 Map of LVBL Bus Services





### 9.3 south gippsland and bass coast bus & v/line coach services

A range of bus and V/Line coach services operate in South Gippsland and Bass Coast as shown below in Figure 4. A closer look at Figure 4 indicates that there are two services in particular operating to and from Traralgon being the Yarram-Traralgon and Wonthaggi-Traralgon routes.

Figure 4 Map of South Gippsland and Bass Coast Bus & V/Line Coach Services





On the Traralgon-Yarram route, Mondays to Fridays, services include:

- One morning service which departs from Yarram at 7.45am and arrives at Traralgon station at 8.45m (arrives at Traralgon Plaza at 8:50am);
- One morning service which departs from Traralgon station at 9.15am heading back to Yarram at 10.20am;
- Two afternoon services departing from Traralgon at 2.00pm and 4.45pm and arriving at Yarram at 3.05pm and 5.50pm, respectively
- Two afternoon services departing from Yarram at 12.55pm and 3.35pm and arriving at Traralgon at 2.00pm and 4.00pm, respectively

On the Traralgon-Wonthaggi route, Mondays to Fridays, services include:

- Two morning services departing from Wonthaggi Bus Interchange at 6.35am and 9.40am and arriving at Traralgon station at 8.35am and 11:40am, respectively.
- One morning service which departs from Traralgon station at 9.30am and arrives at Wonthaggi Bus Interchange at 11:25am.
- One afternoon service which departs Wonthaggi Bus Interchange at 1.30pm and arrives at Traralgon station at 3.30pm.
- Two afternoon services departing from Traralgon at 12.24pm and 3.40pm and arriving at Wonthaggi Bus Interchange at 2.19pm and 5.35pm, respectively.

A more detailed review of these services can be found in Appendix 5 at the end of this report.

## 9.4 eastern victoria train and coach services

V/Line operates trains with passengers being able to connect with coach services at many points along the main train line to travel to destinations not directly accessible by rail. Train and coach services operate from Melbourne to Gippsland with coach services being accessible at Traralgon. A summary of the network map is provided in Figure 5 and 6.

Figure 5 V/Line Rail Network Map

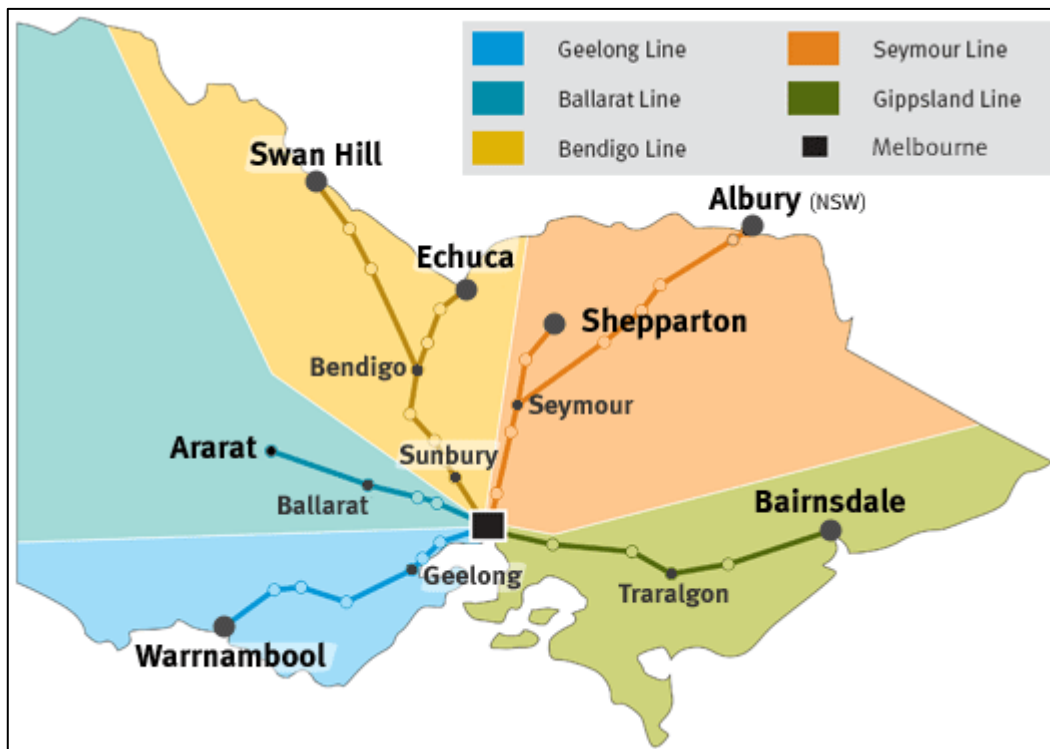
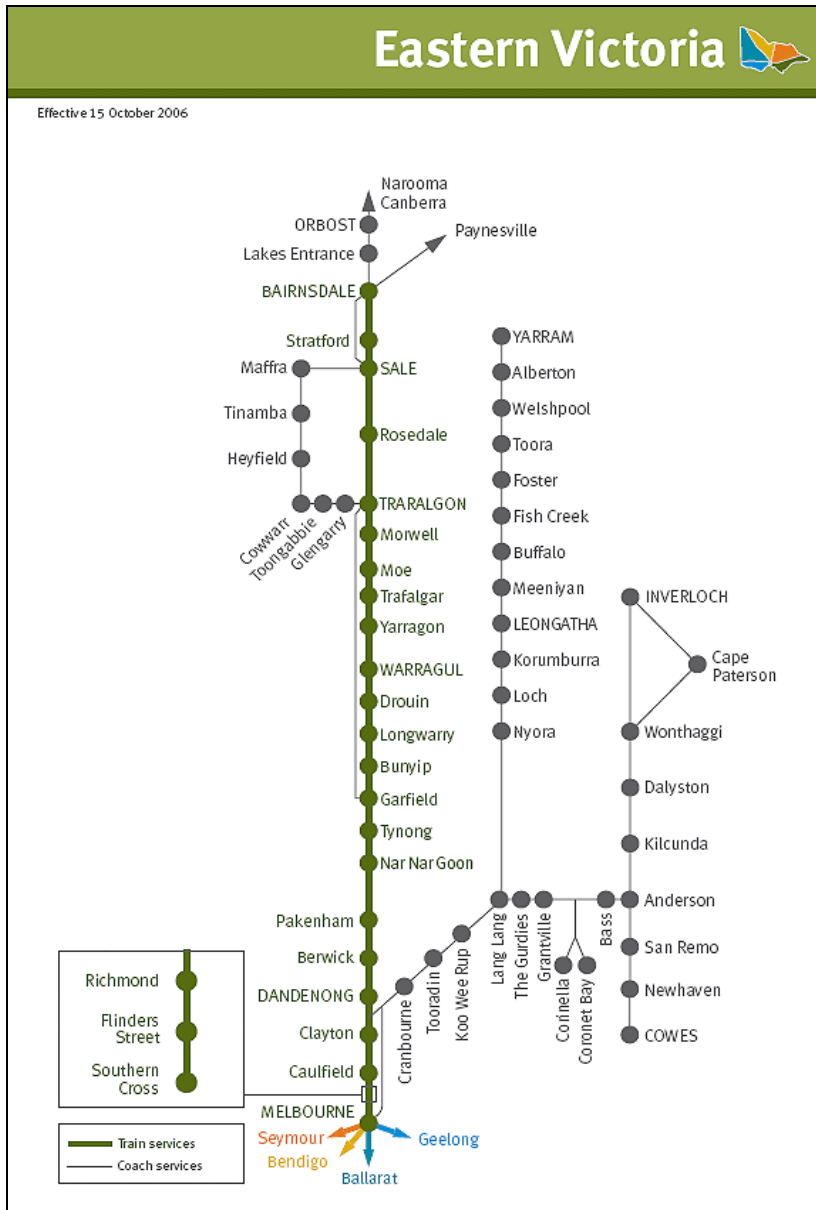


Figure 6 Map of Eastern Victoria Train and Coach Services



Services generally depart from Traralgon heading towards Melbourne commencing at 4:50am and running once per hour until 7:12pm in the evening. Services travelling from Melbourne to Traralgon commence at 6.44am and run until 11:30pm in approximately hourly intervals. The first train from Melbourne arrives in Traralgon at 9.00am. For a more detailed review of times, please refer to the timetables that can be found in Appendix 5 at the end of this report.



## 10 issues

Consultation that has taken place with a number of parties regarding public transport in and around the Traralgon Activity Centre with following issues being identified:

- *First train into Traralgon does not arrive until 9.00am which does not suit most office workers and students.*

This issue was raised by both Council staff and the general public during the consultation process. The matter was discussed with Tim Pianta who is the Regional Manager East for V/Line passenger services who indicated he has referred this onto their Timetable Manager for future consideration;

- *Latrobe Valley Buslines in discussions with the Department of Transport have requested an upgraded bus terminal on the north side of Post Office Place east of Franklin Street on the south side of Stockland Plaza to replace the existing terminal on Franklin Street.*

It is understood that discussions are still progressing between Latrobe Valley Bus Lines and the Department of Transport in relation to this matter;

- *Inadequacy of bus services generally both in terms of span and frequency of services.*

The issue of the limited bus services for Traralgon was raised by Latrobe Valley Bus Lines, Council staff and the general public during the consultation process. Information supplied by Latrobe Valley Bus Lines which is included in Appendix 5 indicates that bus services in the Latrobe Valley are lower than those of other regional centres in Victoria.

In the Victorian Transport Plan released by the Victorian Government in December 2008, an allocation of \$50 million in 2010 was announced to improve regional bus services. The document particularly highlighted bus services in Latrobe Valley to be targeted as a priority.

A review of bus operations within Latrobe Valley was completed for the Department of Transport by GHD in late 2009. To date despite a number of approaches to the Department of Transport details of the findings/recommendations of this study and funding arrangement have yet to be released.

The findings/recommendations of this study will have a major impact on the Traralgon Activity Centre in terms of new bus routes, stops, etc;

- *Load limit on Franklin Street crossing of Traralgon Creek is 8 tonnes which limits bus services*

*operating in this area.*

The Latrobe City is seeking to upgrade this bridge and subject to funding being available works on this will commence late in the 2010/2011 financial year with the balance of the works funded in the 2011/2012 financial year;

- *Latrobe Valley Buslines have requested provision of right turn arrow at Franklin Street/Seymour Street signalled intersection.*

It is understood that this issue is being addressed in the current review of bus operations for the Latrobe Valley;

- *Provision of a late night bus "nightrider" service. It is understood that this was successfully trialled sometime ago but ceased as funds were not available to continue its operation.*

This issue was raised by Council staff, residents and Latrobe Valley Bus Lines and it is understood that this is also being addressed in the current review.





## 11 conclusions

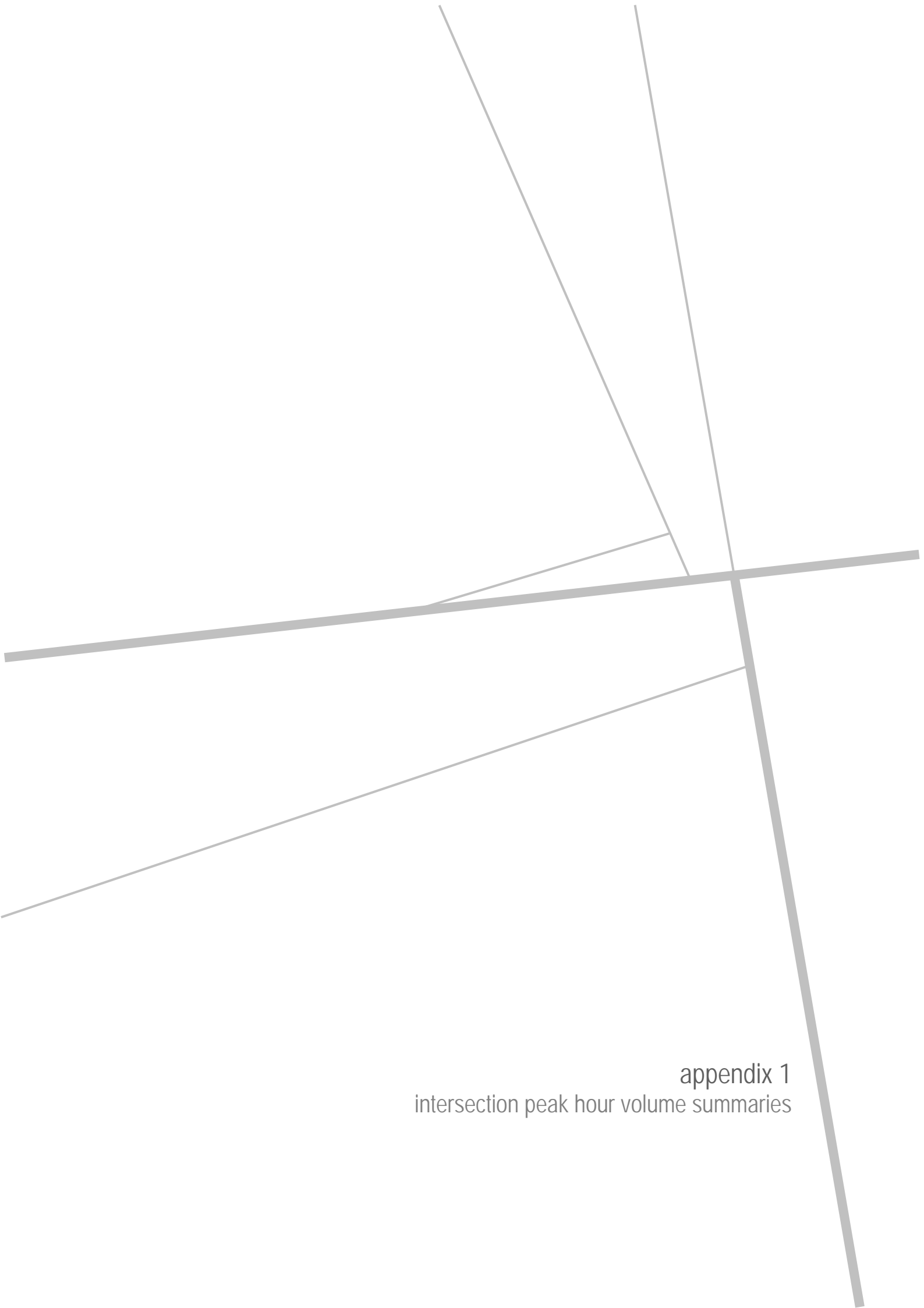
Based on the foregoing analysis and summary of information in this report, suggested options for consideration include;

- The possibility of the intersection of Franklin Street and Post Office Place being signalised to reduce traffic congestion at this intersection caused by the high volume of pedestrian traffic;
- That the following intersections operate at or near capacity with significant delays and queues during peak times. Mitigating works to cater for any major increases in traffic volumes will be required at:
  - Princes Highway / Breed Street / Shakespeare Street;
  - Princes Highway / Grey Street;
- The proposal for a future east-west connection between Breed Street and Franklin Street to the north of the activity centre requires further investigation with regard to alignment, capacity and costs;
- Existing vertical alignment (crest) of Breed Street provides limited sight lines at both Seymour Street and Hotham Street intersections and modifications are required at these intersections to improve safety;
- The requirement for further investigation to assess improvements that can be made to pedestrian safety in the study area particularly at existing roundabout locations ;
- There is a requirement to improve bicycle facilities within the activity centre as discussed in the Latrobe City Bicycle Plan 2001-2010 and undertake further investigations as to the suitability of bicycle routes within the activity centre;
- Introduction of lower speed limit to be applied within the activity centre.
- Limited bus services are provided to service the Traralgon Activity Centre and there is a need to improve services both in terms of span and frequency of services.
- A recent review has been undertaken of bus operations in the Latrobe Valley, however at this stage Department of Transport have not released the findings/recommendations of this study. The



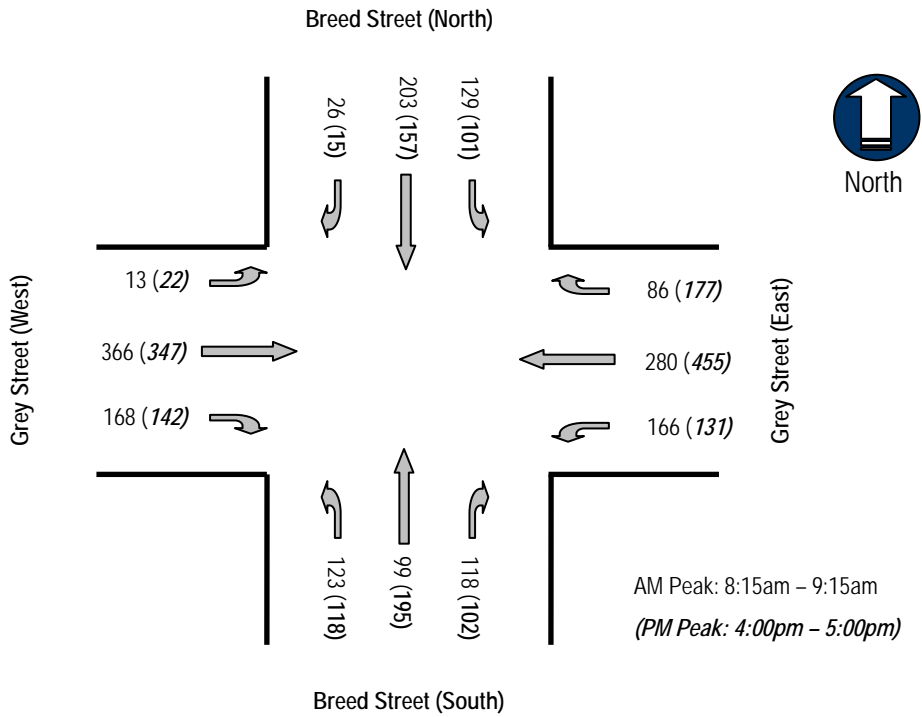
findings/recommendations of this review are seen as critical in terms of what changes are proposed to existing routes, the provision of new routes, stops and infrastructure to support the recommendations.

- Provision of an earlier train service to arrive in Traralgon at approximately 8:30am (currently a service arrives at 9:00am) to provide transport opportunities for workers, students, etc who have to arrive at a destination within Traralgon before 9:00am.

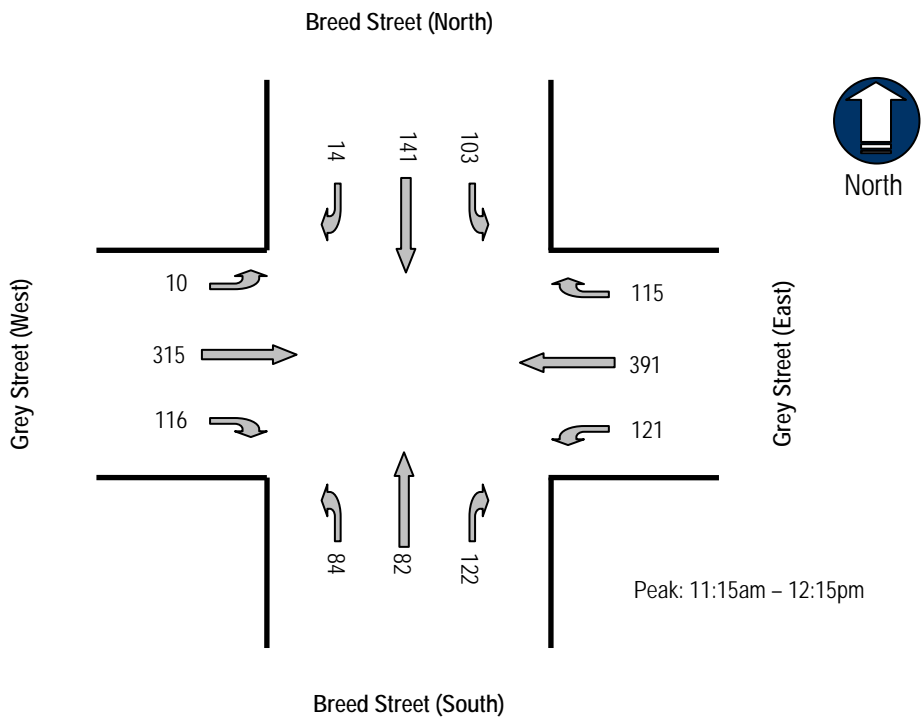


appendix 1  
intersection peak hour volume summaries

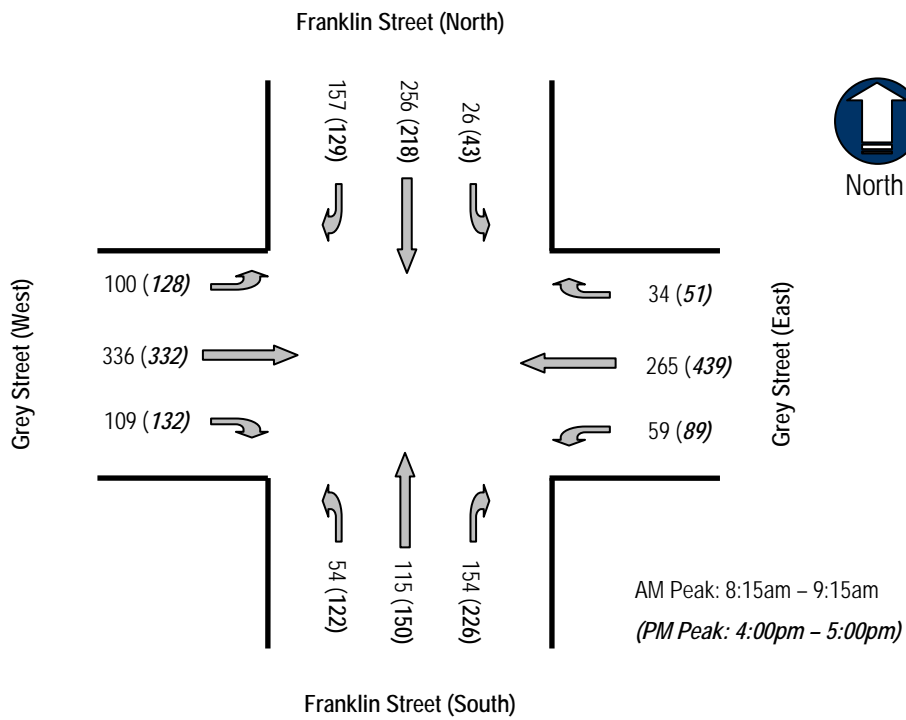




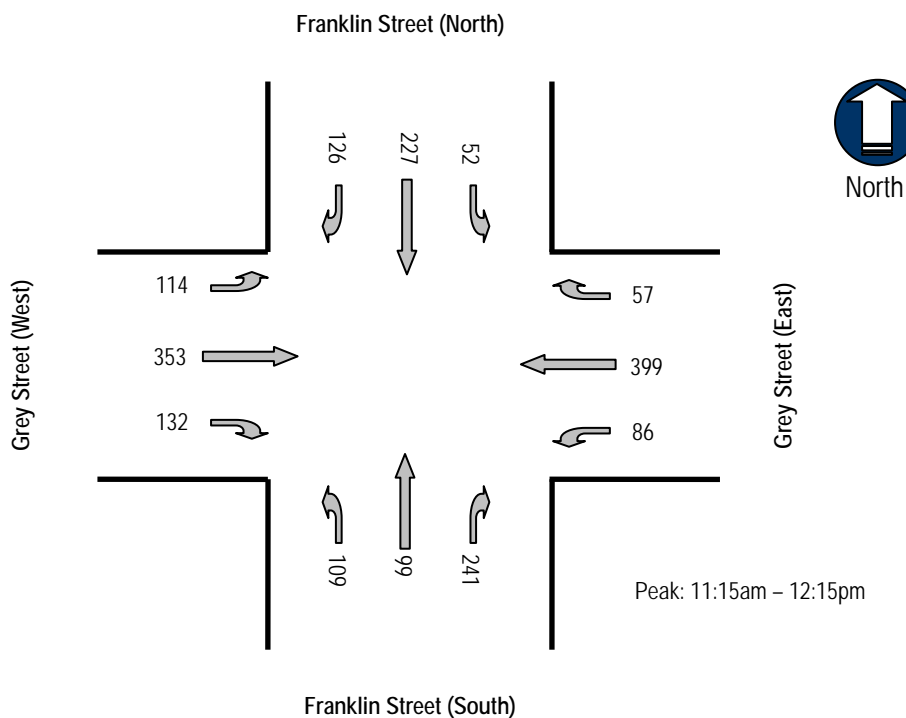
Grey Street and Breed Street Intersection – Friday 19/02/2010



Grey Street and Breed Street Intersection – Saturday 20/02/2010

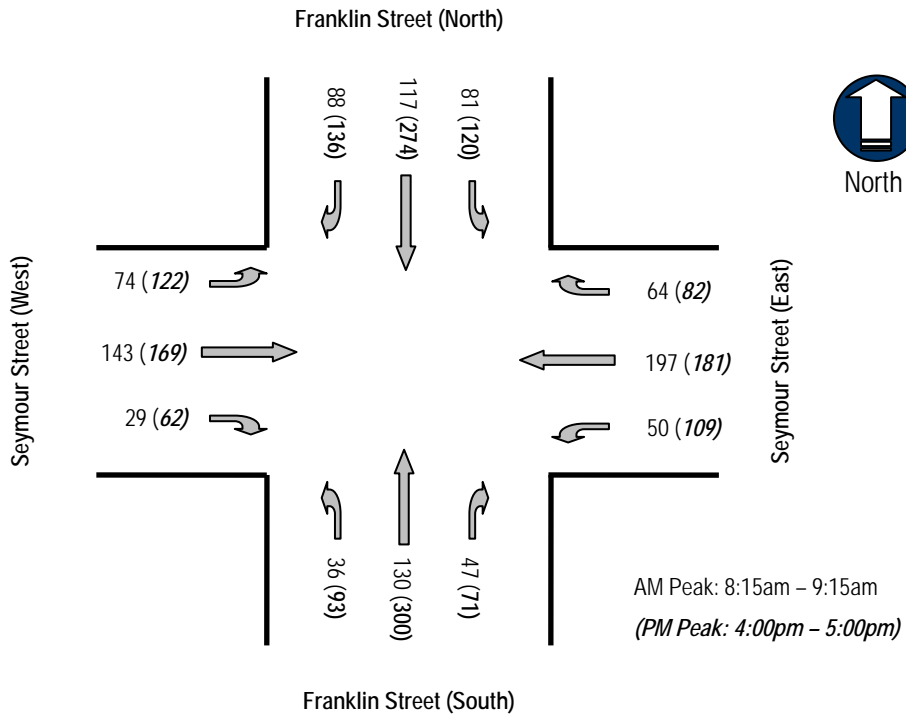


Grey Street and Franklin Street Intersection – Friday 19/02/2010

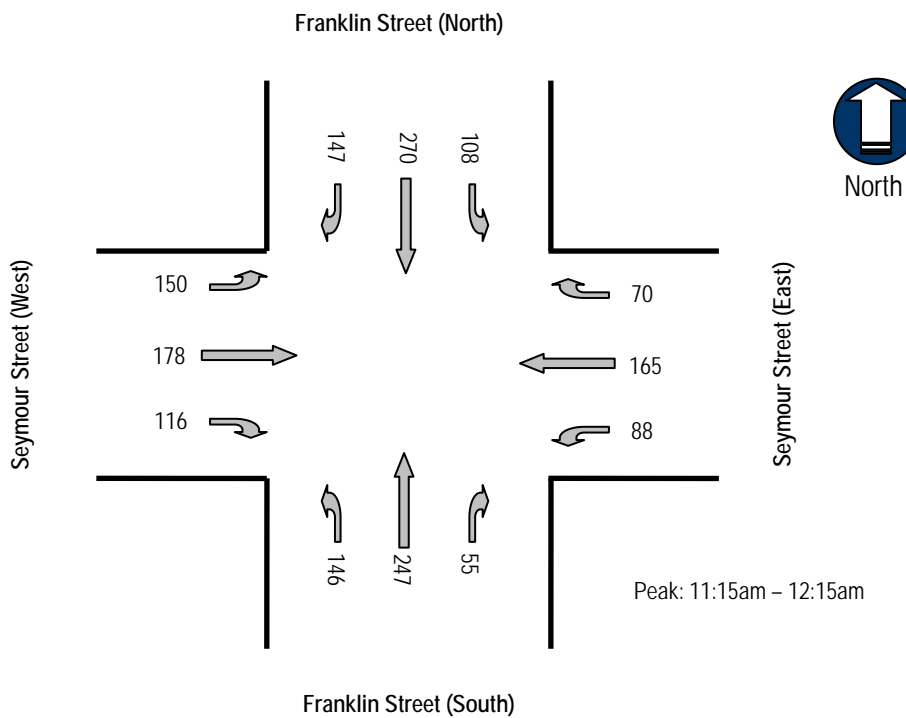


Grey Street and Franklin Street Intersection – Saturday 20/02/2010

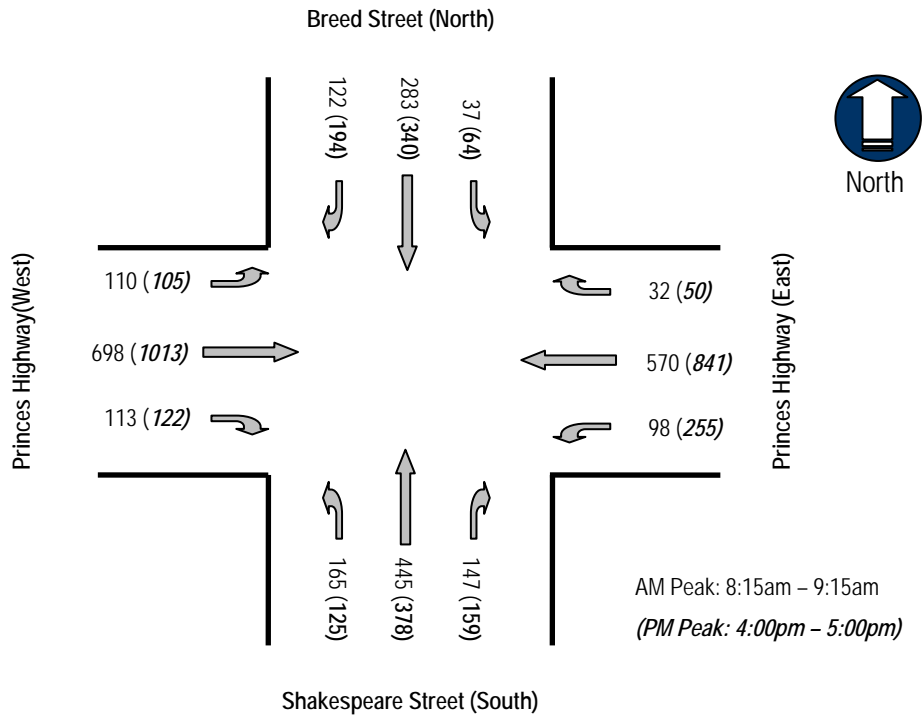




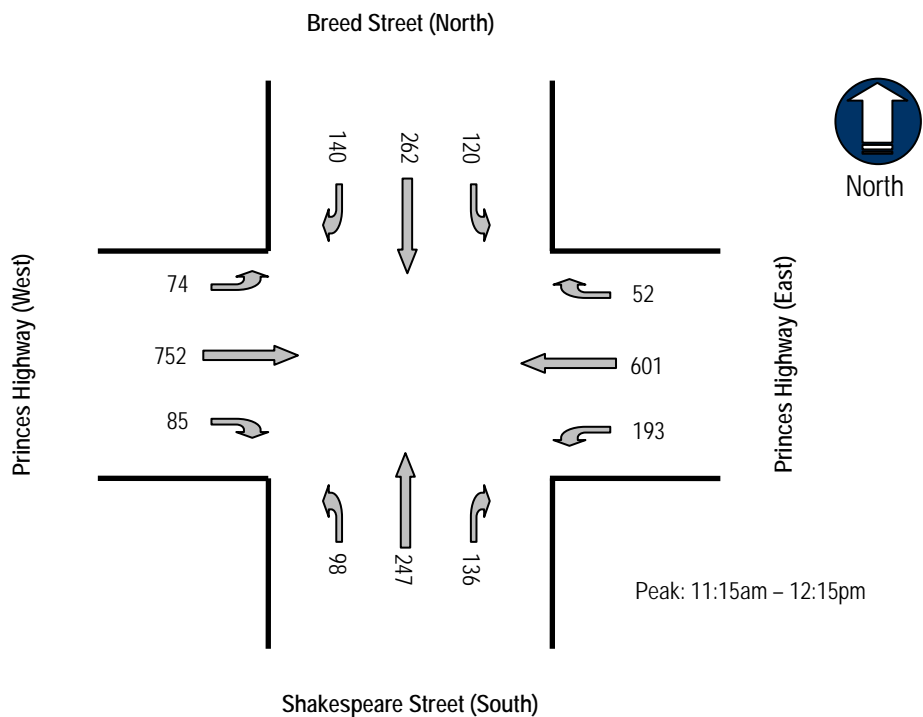
Seymour Street and Franklin Street Intersection – Friday 19/02/2010



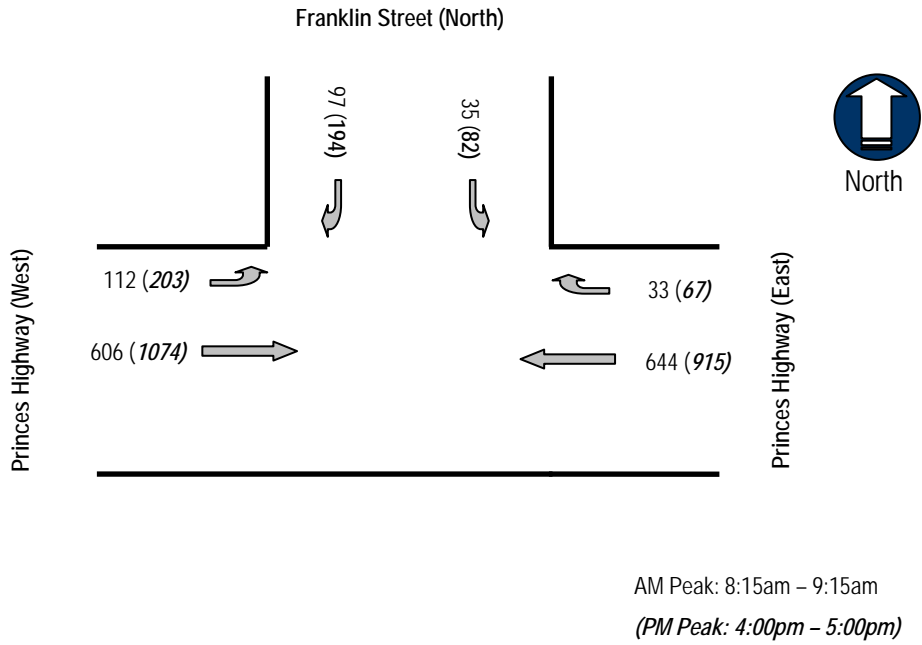
Seymour Street and Franklin Street Intersection – Saturday 20/02/2010



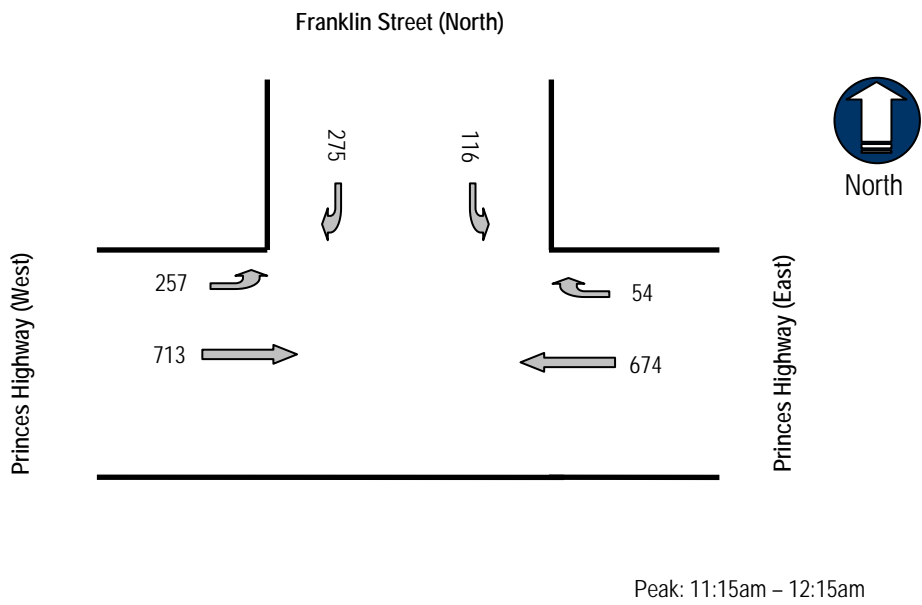
Princes Highway and Breed Street Intersection – Friday 19/02/2010



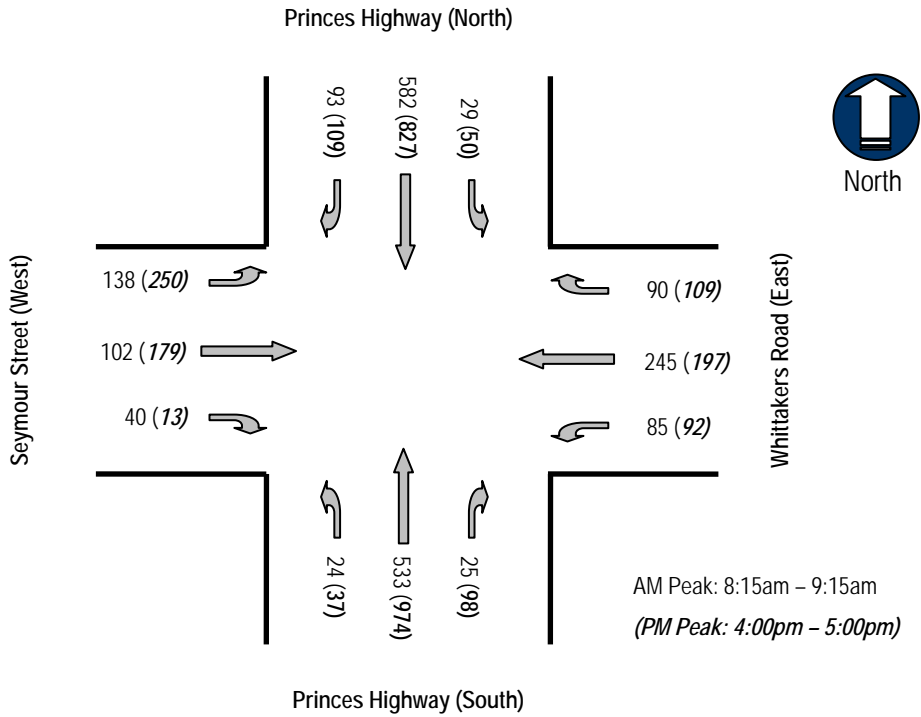
Princes Highway and Breed Street Intersection – Saturday 20/02/2010



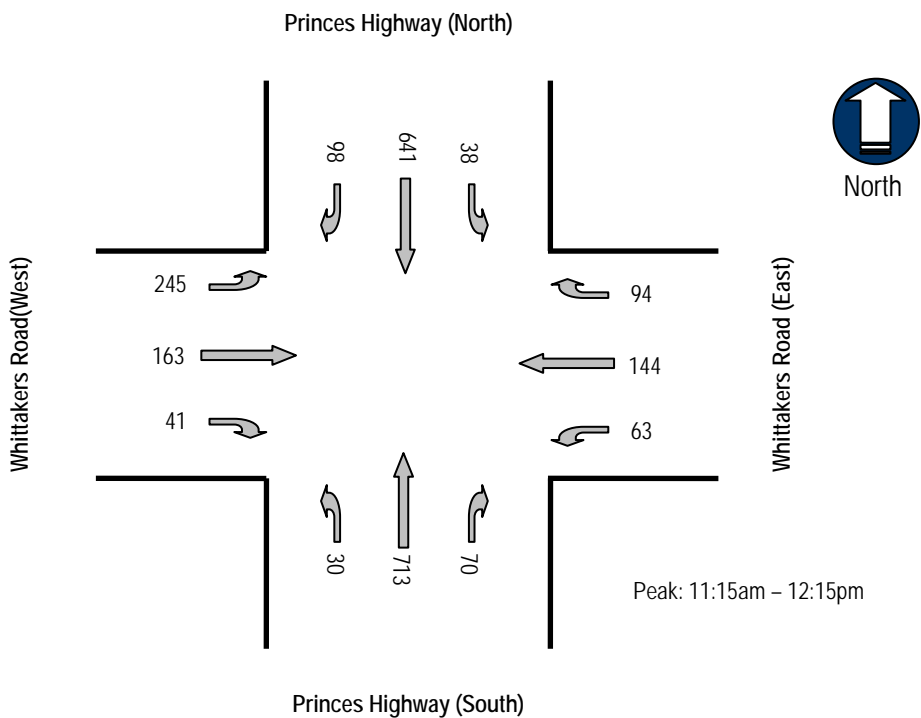
Princes Highway and Franklin Street Intersection – Friday 19/02/2010



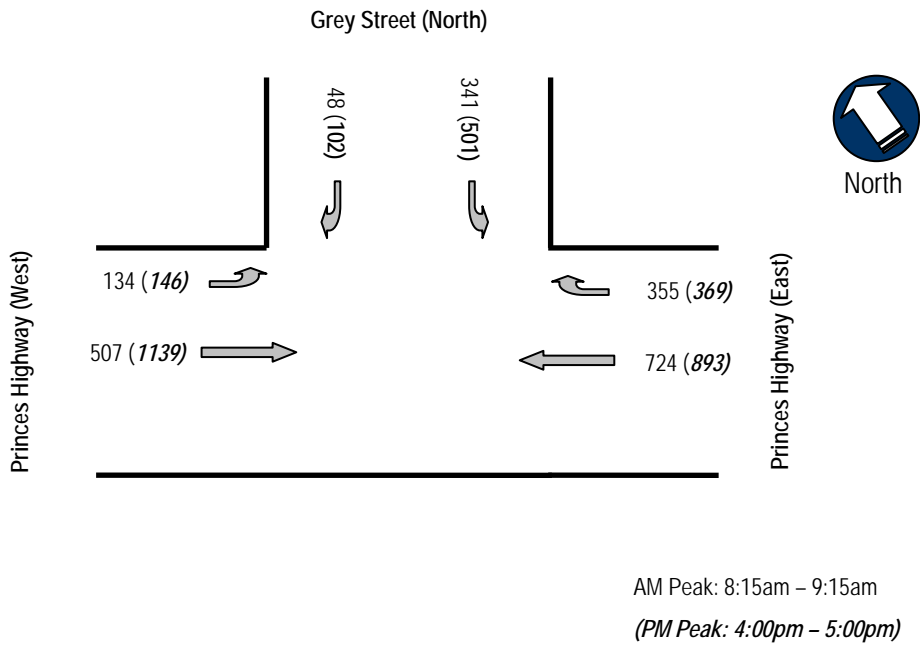
Princes Highway and Franklin Street Intersection – Saturday 20/02/2010



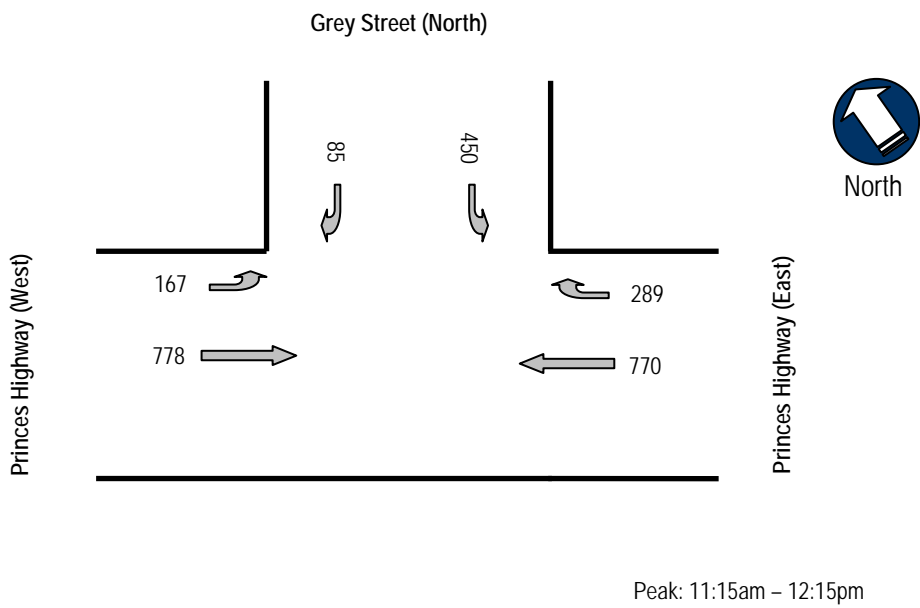
Princes Highway and Whittaker Road Intersection – Friday 19/02/2010



Princes Highway and Whittaker Road Intersection – Saturday 20/02/2010

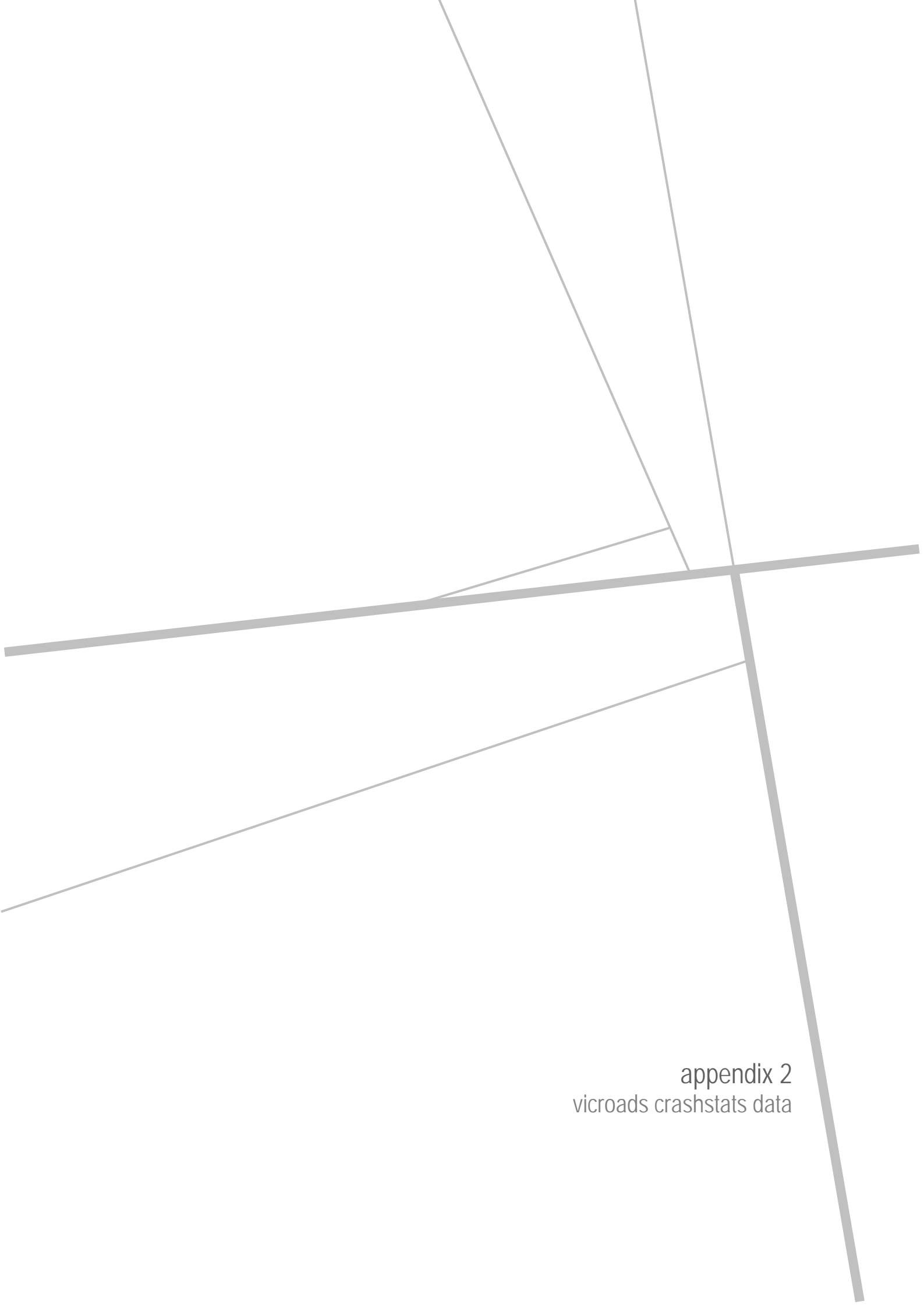


Princes Highway and Grey Street Intersection – Friday 19/02/2010



Princes Highway and Grey Street Intersection – Saturday 20/02/2010





appendix 2  
vicroads crashstats data







**Road Crash Statistics: Victoria Accidents By Site**

Location is LGA(s): LATROBE; Query: Casualty accidents; Sites: On Princes Highway East (162.03 km) between Ethel Street and Mabel Street, On Breed Street (0.089 km) between Henry Street and , On Gordon Crescent (0.565 km) between Byron Street and Osborne Street, On Breed Street (0.684 km) between Tyers Road and Kay Street, On Post Office Place (0.179 km) between Franklin Street and Unnamed, On Seymour Street (0.782 km) between Franklin Street and , On Hotham Street (0.14 km) between Deakin Street and Church Street, On Kay Street (0.166 km) between Unnamed and Breed Street, On Princes Highway East (163.349 km) between Post Office Place and Tyers Road, On Seymour Street (0.882 km) between Franklin Street and , On Church Street (0.173 km) between Hotham Street and Service Street, On Hyland Hwy (0.592 km) between Curran Street and Morrison Street, On Franklin Street (0.338 km) between Post Office Place and Seymour Street, On Princes Highway East (162.202 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Tyers Road (0.834 km) between Byron Street and Breed Street, On Breed Street (0.016 km) between Bridges Avenue and Princes Highway East / Hyland Highway Inbound Cwy, On Breed Street (0.084 km) between Henry Street and , On Breed Street (0.019 km) between Breed Street and Bridges Avenue, On Church Street (0.222 km) between Seymour Street and Hotham Street, On Breed Street (0.066 km) between Henry Street and , On Seymour Street (0.777 km) between Franklin Street and , On Princes Highway East (162.287 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Churchill-Traralgon Road (17.343 km) between Francis Street and , On Tyers Road (0.309 km) between Franklin Street and Wright Street / Unnamed, On Kay Street (0.311 km) between Church Street and Franklin Street, On Seymour Street (0.823 km) between Franklin Street and , Intersection of Franklin Street and Seymour Street and Hotham Street, On Hotham Street (0.368 km) between Church Street and Franklin Street, Intersection of Princes Highway

Map Refs Road Number Km from start	Location (Road names)	SEVERITY			DCA GROUPS					OBJECT HIT			ROAD		LIGHT		VEHICLE NUMBERS			YEARLY TREND							
		ALL	Fatal	Serious	Other Injury	Pedes trian	Cross Traffic	Right Near	Right Against	Lost Control	Rear End	Pole	Tree	Wall	Dry	Wet	Day	Dark	Car	Truck	Motor Cycle	Bike	'05	'06	'07	'08	'09
VCD ED7 696 G5 5540 0.803 Km Latrobe	At Tyers Road & Breed Street	2			2		1	1						1	1	1			2		2			1		1	
VCD ED7 696 G5 5540 1.021 Km Latrobe	At Tyers Road & Byron Street	1		1											1		1			1				1			
VCD ED7 696 G5 114315 0.602 Km Latrobe	On Breed Street btw Tyers Road & Kay Street	2			2				1	1	1				2		1		3						2		
VCD ED7 696 G5 114315 0.807 Km Latrobe	At Breed Street & Moore Street	3			3	1	2							2	1	3				5			1	1			1
VCD ED7 696 G5 146298 0.565 Km Latrobe	On Gordon Crescent btw Byron Street & Osborne Street	1		1		1											1		1					1			
VCD ED7 696 G5 160975 0.146 Km Latrobe	On Kay Street btw Unnamed & Breed Street	1		1						1				1		1					1	1					
VCD ED7 696 G6 114315 0.082 Km Latrobe	On Breed Street btw Henry Street & Breed Street	1			1										1	1				4					1		
VCD ED7 696 G6 114315 0.133 Km Latrobe	At Breed Street & Henry Street	1			1									1	1					3				1			



**Road Crash Statistics: Victoria Accidents By Site**

Location is LGA(s): LATROBE; Query: Casualty accidents; Sites: On Princes Highway East (162.03 km) between Ethel Street and Mabel Street, On Breed Street (0.089 km) between Henry Street and , On Gordon Crescent (0.565 km) between Byron Street and Osborne Street, On Breed Street (0.684 km) between Tyers Road and Kay Street, On Post Office Place (0.179 km) between Franklin Street and Unnamed, On Seymour Street (0.782 km) between Franklin Street and , On Hotham Street (0.14 km) between Deakin Street and Church Street, On Kay Street (0.166 km) between Unnamed and Breed Street, On Princes Highway East (163.349 km) between Post Office Place and Tyers Road, On Seymour Street (0.882 km) between Franklin Street and , On Church Street (0.173 km) between Hotham Street and Service Street, On Hyland Hwy (0.592 km) between Curran Street and Morrison Street, On Franklin Street (0.338 km) between Post Office Place and Seymour Street, On Princes Highway East (162.202 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Tyers Road (0.834 km) between Byron Street and Breed Street, On Breed Street (0.016 km) between Bridges Avenue and Princes Highway East / Hyland Highway Inbound Cwy, On Breed Street (0.084 km) between Henry Street and , On Breed Street (0.019 km) between Breed Street and Bridges Avenue, On Church Street (0.222 km) between Seymour Street and Hotham Street, On Breed Street (0.066 km) between Henry Street and , On Seymour Street (0.777 km) between Franklin Street and , On Princes Highway East (162.287 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Churchill-Traralgon Road (17.343 km) between Francis Street and , On Tyers Road (0.309 km) between Franklin Street and Wright Street / Unnamed, On Kay Street (0.311 km) between Church Street and Franklin Street, On Seymour Street (0.823 km) between Franklin Street and , Intersection of Franklin Street and Seymour Street and Hotham Street, On Hotham Street (0.368 km) between Church Street and Franklin Street, Intersection of Princes Highway

Map Refs Road Number Km from start	Location (Road names)	SEVERITY				DCA GROUPS						OBJECT HIT PoleTreeWall	ROAD		LIGHT		VEHICLE NUMBERS				YEARLY TREND							
		ALL	Fatal	Serious	Other	Injury	Pedes	Cross	Right	Right	Lost		Rear	Dry	Wet	Day	Dark	Car	Truck	Motor	Cycle	Bike	'05	'06	'07	'08	'09	
VCD ED7 696 G7 2170 0.007 Km Latrobe	At Hyland Highway Inbound Cwy & Princes Highway East	2	1	1						1	1		1	1	2									1	1			
VCD ED7 696 G7 2170 0.229 Km Latrobe	At Hyland Highway Auxiliary Rd & Churchill-Traralgon Road	1			1								1		1											1		
VCD ED7 696 G7 2510 162.030 Km Latrobe	On Princes Highway East btw Ethel Street & Mabel Street	1		1										1	1											1		
VCD ED7 696 H5 5540 0.393 Km Latrobe	At Tyers Road & Franklin Street	3			3		1		1					3		2									1		2	
VCD ED7 696 H5 114315 0.902 Km Latrobe	At Breed Street & Gordon Crescent	1			1				1					1		1										1		
VCD ED7 696 H5 114315 0.986 Km Latrobe	On Breed Street btw Anderson Street & Gordon Crescent	1			1						1			1		1											1	
VCD ED7 696 H5 142048 0.750 Km Latrobe	At Franklin Street & Gordon Crescent	1			1									1		1										1		
VCD ED7 696 H6 2510 162.788 Km Latrobe	At Princes Highway East & Franklin Street	4			4									3	1	3								2	1		1	



**Road Crash Statistics: Victoria Accidents By Site**

Location is LGA(s): LATROBE; Query: Casualty accidents; Sites: On Princes Highway East (162.03 km) between Ethel Street and Mabel Street, On Breed Street (0.089 km) between Henry Street and , On Gordon Crescent (0.565 km) between Byron Street and Osborne Street, On Breed Street (0.684 km) between Tyers Road and Kay Street, On Post Office Place (0.179 km) between Franklin Street and Unnamed, On Seymour Street (0.762 km) between Franklin Street and , On Hotham Street (0.14 km) between Deakin Street and Church Street, On Kay Street (0.166 km) between Unnamed and Breed Street, On Princes Highway East (163.349 km) between Post Office Place and Tyers Road, On Seymour Street (0.862 km) between Franklin Street and , On Church Street (0.173 km) between Hotham Street and Service Street, On Hyland Hwy (0.592 km) between Curran Street and Morrison Street, On Franklin Street (0.336 km) between Post Office Place and Seymour Street, On Princes Highway East (162.202 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Tyers Road (0.834 km) between Byron Street and Breed Street, On Breed Street (0.016 km) between Bridges Avenue and Princes Highway East / Hyland Highway Inbound Cwy, On Breed Street (0.084 km) between Henry Street and , On Breed Street (0.019 km) between Breed Street and Bridges Avenue, On Church Street (0.222 km) between Seymour Street and Hotham Street, On Breed Street (0.066 km) between Henry Street and , On Seymour Street (0.777 km) between Franklin Street and , On Princes Highway East (162.287 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Churchill-Traralgon Road (17.343 km) between Francis Street and , On Tyers Road (0.309 km) between Franklin Street and Wright Street / Unnamed, On Kay Street (0.311 km) between Church Street and Franklin Street, On Seymour Street (0.823 km) between Franklin Street and , Intersection of Franklin Street and Seymour Street and Hotham Street, On Hotham Street (0.368 km) between Church Street and Franklin Street, Intersection of Princes Highway

Map Refs Road Number Km from start	Location (Road names)	SEVERITY				DCA GROUPS				OBJECT HIT			ROAD		VEHICLE NUMBERS				YEARLY TREND								
		ALL injury	Fatal	Serious Injury	Other	Pedes trian	Cross Traffic	Right Near	Right Against	Lost Control	Rear End	Pole	Tree	Wall	Dry	Wet	Day	Dark	Car	Truck	Cycle	Bike	'05	'06	'07	'08	'09
VCD ED7 696 H6 2510 162.788 Km Latrobe	At Princes Highway East Inbound Cwy & Franklin Street	1		1		1								1											1		
VCD ED7 696 H6 122882 0.179 Km Latrobe	On Church Street btw Hotham Street & Service Street	1		1		1								1		1									1		
VCD ED7 696 H6 122882 0.203 Km Latrobe	At Church Street & Hotham Street	2		2		2								2		2								1	1		
VCD ED7 696 H6 130526 0.242 Km Latrobe	At Deakin Street & Hotham Street	1		1		1								1		1										1	
VCD ED7 696 H6 142048 0.098 Km Latrobe	At Franklin Street & Hotham Street	1		1						1				1			1								1		
VCD ED7 696 H6 142048 0.188 Km Latrobe	On Franklin Street btw Seymour Street & Hotham Street	1		1		1								1		1										1	
VCD ED7 696 H6 142048 0.229 Km Latrobe	At Franklin Street & Seymour Street	2		2		1				1				2		2									2		
VCD ED7 696 H6 142048 0.387 Km Latrobe	At Franklin Street & Kay Street	2		2						1	1	1		2		2									1		1



**Road Crash Statistics: Victoria Accidents By Site**

Location is LGA(s): LATROBE; Query: Casualty accidents; Sites: On Princes Highway East (162.03 km) between Ethel Street and Mabel Street, On Breed Street (0.089 km) between Henry Street and , On Gordon Crescent (0.565 km) between Byron Street and Osborne Street, On Breed Street (0.684 km) between Tyers Road and Kay Street, On Post Office Place (0.179 km) between Franklin Street and Unnamed, On Seymour Street (0.782 km) between Franklin Street and , On Hotham Street (0.14 km) between Deakin Street and Church Street, On Kay Street (0.166 km) between Unnamed and Breed Street, On Princes Highway East (163.349 km) between Post Office Place and Tyers Road, On Seymour Street (0.882 km) between Franklin Street and , On Church Street (0.173 km) between Hotham Street and Service Street, On Hyland Hwy (0.592 km) between Curran Street and Morrison Street, On Franklin Street (0.338 km) between Post Office Place and Seymour Street, On Princes Highway East (162.202 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Tyers Road (0.834 km) between Byron Street and Breed Street, On Breed Street (0.016 km) between Bridges Avenue and Princes Highway East / Hyland Highway Inbound Cwy, On Breed Street (0.084 km) between Henry Street and , On Breed Street (0.019 km) between Breed Street and Bridges Avenue, On Church Street (0.222 km) between Seymour Street and Hotham Street, On Breed Street (0.066 km) between Henry Street and , On Seymour Street (0.777 km) between Franklin Street and , On Princes Highway East (162.287 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Churchill-Traralgon Road (17.343 km) between Francis Street and , On Tyers Road (0.309 km) between Franklin Street and Wright Street / Unnamed, On Kay Street (0.311 km) between Church Street and Franklin Street, On Seymour Street (0.823 km) between Franklin Street and , Intersection of Franklin Street and Seymour Street and Hotham Street, On Hotham Street (0.368 km) between Church Street and Franklin Street, Intersection of Princes Highway

Map Refs Road Number Km from start	Location (Road names)	SEVERITY			DCA GROUPS					OBJECT HIT			ROAD	LIGHT	VEHICLE NUMBERS				YEARLY TREND							
		ALL injury	Fatal	Serious Injury	Pedes trian	Cross Traffic	Right Near	Right Against	Lost Control	Rear End	Pole	Fence			Wall	Dry	Wet	Day	Dark	Car	Truck	Cycle	Bike	'05	'06	'07
VCD ED7 696 H6 155265 0.140 Km Latrobe	On Hotham Street btw Deakin Street & Church Street	1		1									1		1		1					1				
VCD ED7 696 H6 155265 0.217 Km Latrobe	On Hotham Street btw Church Street & Franklin Street	1	1						1				1		1		2							1		
VCD ED7 696 J6 194242 0.101 Km Latrobe	On Post Office Place btw Franklin Street & Unnamed	1		1	1								1		1		1					1				
VCD ED7 696 H6 205597 0.804 Km Latrobe	On Seymour Street btw Franklin Street & Seymour Street	2		1	1	2							1	1	2		2				1	1				
VCD ED7 696 H7 2170 0.606 Km Latrobe	On Hyland Hwy btw Curran Street & Morrison Street	1		1						1			1		1		2			1						
VCD ED7 696 H7 2510 162.426 Km Latrobe	At Princes Highway East Inbound Cwy & Deakin Street	1	1										1		1		1		1					1		
VCD ED7 696 H7 2510 162.427 Km Latrobe	At Princes Highway East & Deakin Street	1	1										1		1		1	1				1				
VCD ED7 696 J5 5540 0.070 Km Latrobe	On Tyers Road btw Wright Street & Princes Highway East	1	1							1			1		1		1							1		



**Road Crash Statistics: Victoria Accidents By Site**

Location is LGA(s): LATROBE; Query: Casualty accidents; Sites: On Princes Highway East (162.03 km) between Ethel Street and Mabel Street, On Breed Street (0.089 km) between Henry Street and , On Gordon Crescent (0.565 km) between Byron Street and Osborne Street, On Breed Street (0.684 km) between Tyers Road and Kay Street, On Post Office Place (0.179 km) between Franklin Street and Unnamed, On Seymour Street (0.782 km) between Franklin Street and , On Hotham Street (0.14 km) between Deakin Street and Church Street, On Kay Street (0.166 km) between Unnamed and Breed Street, On Princes Highway East (163.349 km) between Post Office Place and Tyers Road, On Seymour Street (0.882 km) between Franklin Street and , On Church Street (0.173 km) between Hotham Street and Service Street, On Hyland Hwy (0.592 km) between Curran Street and Morrison Street, On Franklin Street (0.338 km) between Post Office Place and Seymour Street, On Princes Highway East (162.202 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Tyers Road (0.834 km) between Byron Street and Breed Street, On Breed Street (0.016 km) between Bridges Avenue and Princes Highway East / Hyland Highway Inbound Cwy, On Breed Street (0.084 km) between Henry Street and , On Breed Street (0.019 km) between Breed Street and Bridges Avenue, On Church Street (0.222 km) between Seymour Street and Hotham Street, On Breed Street (0.066 km) between Henry Street and , On Seymour Street (0.777 km) between Franklin Street and , On Princes Highway East (162.287 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Churchill-Traralgon Road (17.343 km) between Francis Street and , On Tyers Road (0.309 km) between Franklin Street and Wright Street / Unnamed, On Kay Street (0.311 km) between Church Street and Franklin Street, On Seymour Street (0.823 km) between Franklin Street and , Intersection of Franklin Street and Seymour Street and Hotham Street, On Hotham Street (0.368 km) between Church Street and Franklin Street, Intersection of Princes Highway

Map Refs Road Number Km from start	Location (Road names)	SEVERITY			DCA GROUPS					OBJECT HIT		ROAD		LIGHT		VEHICLE NUMBERS				YEARLY TREND						
		ALL Injury	Fatal	Serious Other Injury	Pedes trian	Cross Traffic	Right Near	Right Against	Lost Control	Rear End	Pole	Fence Tree Wall	Dry	Wet	Day	Dark	Motor Car	Truck	Cycle	Bike	'05	'06	'07	'08	'09	
VCD ED7 696 J6 2510 163.162 Km Latrobe	At Princes Highway East & Seymour Street	1		1					1			1		1		2								1		
VCD ED7 696 J6 2510 163.162 Km Latrobe	At Princes Highway East & Seymour Street	1		1	1							1		1		3								1		
VCD ED7 696 J6 2510 163.312 Km Latrobe	At Princes Highway East & Post Office Place	5	2	3		2	1					5		4		7		2					3	2		
VCD ED7 696 J6 2510 163.349 Km Latrobe	On Princes Highway East btw Post Office Place & Tyers Road	1		1					1		1	1				1							1			
VCD ED7 696 J6 2510 163.414 Km Latrobe	At Princes Highway East & Tyers Road	1		1						1		1		1		2							1			
VCD ED7 696 J6 2510 163.415 Km Latrobe	At Princes Highway East & Tyers Road	2	1	1						2		1		2		2	2							2		
VCD ED7 696 J6 168858 0.125 Km Latrobe	At Livingstone Street & Seymour Street	1		1								1		1		3							1			
<b>Totals:</b>		58	14	44	12	5	4	4	10	15	2	2	1	40	16	41	11	86	5	3	6	14	19	16	8	1



**Road Crash Statistics: Victoria Accidents By Site**

Location is LGA(s): LATROBE: Query: Casualty accidents: Sites: On Princes Highway East (162.03 km) between Ethel Street and Mabel Street, On Breed Street (0.089 km) between Henry Street and , On Gordon Crescent (0.565 km) between Byron Street and Osborne Street, On Breed Street (0.684 km) between Tyers Road and Kay Street, On Post Office Place (0.179 km) between Franklin Street and Unnamed, On Seymour Street (0.782 km) between Franklin Street and , On Hotham Street (0.14 km) between Deakin Street and Church Street, On Kay Street (0.166 km) between Unnamed and Breed Street, On Princes Highway East (163.349 km) between Post Office Place and Tyers Road, On Seymour Street (0.882 km) between Franklin Street and , On Church Street (0.173 km) between Hotham Street and Service Street, On Hyland Hwy (0.592 km) between Curran Street and Morrison Street, On Franklin Street (0.338 km) between Post Office Place and Seymour Street, On Princes Highway East (162.202 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Tyers Road (0.834 km) between Byron Street and Breed Street, On Breed Street (0.016 km) between Bridges Avenue and Princes Highway East / Hyland Highway Inbound Cwy, On Breed Street (0.084 km) between Henry Street and , On Breed Street (0.019 km) between Breed Street and Bridges Avenue, On Church Street (0.222 km) between Seymour Street and Hotham Street, On Breed Street (0.066 km) between Henry Street and , On Seymour Street (0.777 km) between Franklin Street and , On Princes Highway East (162.287 km) between Mabel Street and Hyland Highway Inbound Cwy / Breed Street, On Churchill-Traralgon Road (17.343 km) between Francis Street and , On Tyers Road (0.309 km) between Franklin Street and Wright Street / Unnamed, On Kay Street (0.311 km) between Church Street and Franklin Street, On Seymour Street (0.823 km) between Franklin Street and , Intersection of Franklin Street and Seymour Street and Hotham Street, On Hotham Street (0.368 km) between Church Street and Franklin Street, Intersection of Princes Highway

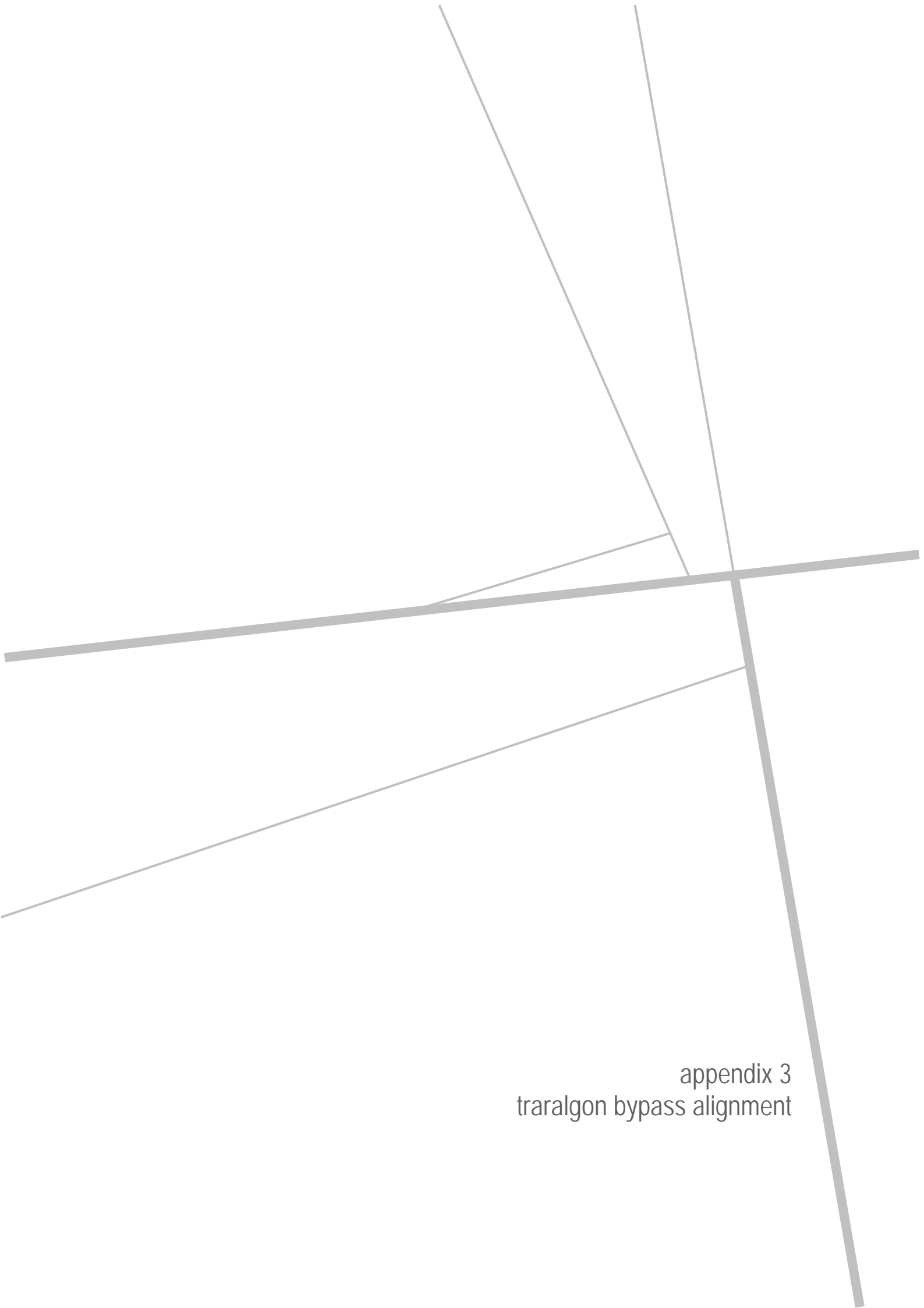
Map Refs Road Number Km from start	Location (Road names)	SEVERITY				DCA GROUPS					OBJECT HIT		ROAD		LIGHT		VEHICLE NUMBERS				YEARLY TREND					
		ALL	Fatal	Serious	Other	Pedes	Cross	Right	Right	Lost	Rear	Fence	Tree	Wall	Dry	Wet	Day	Dark	Car	Truck	Cycle	Bike	'05	'06	'07	'08
		injury				trian	Traffic	Near	Against	Control	End															

**Note:**

Object Hit: Only most common categories listed. An animal or object is not his in every crash.  
Road Condition: Only dry and wet provided, other excluded.  
Accident numbers are tallied within each category except for VEHICLE subsection where number and type of vehicles within the accident are tallied.

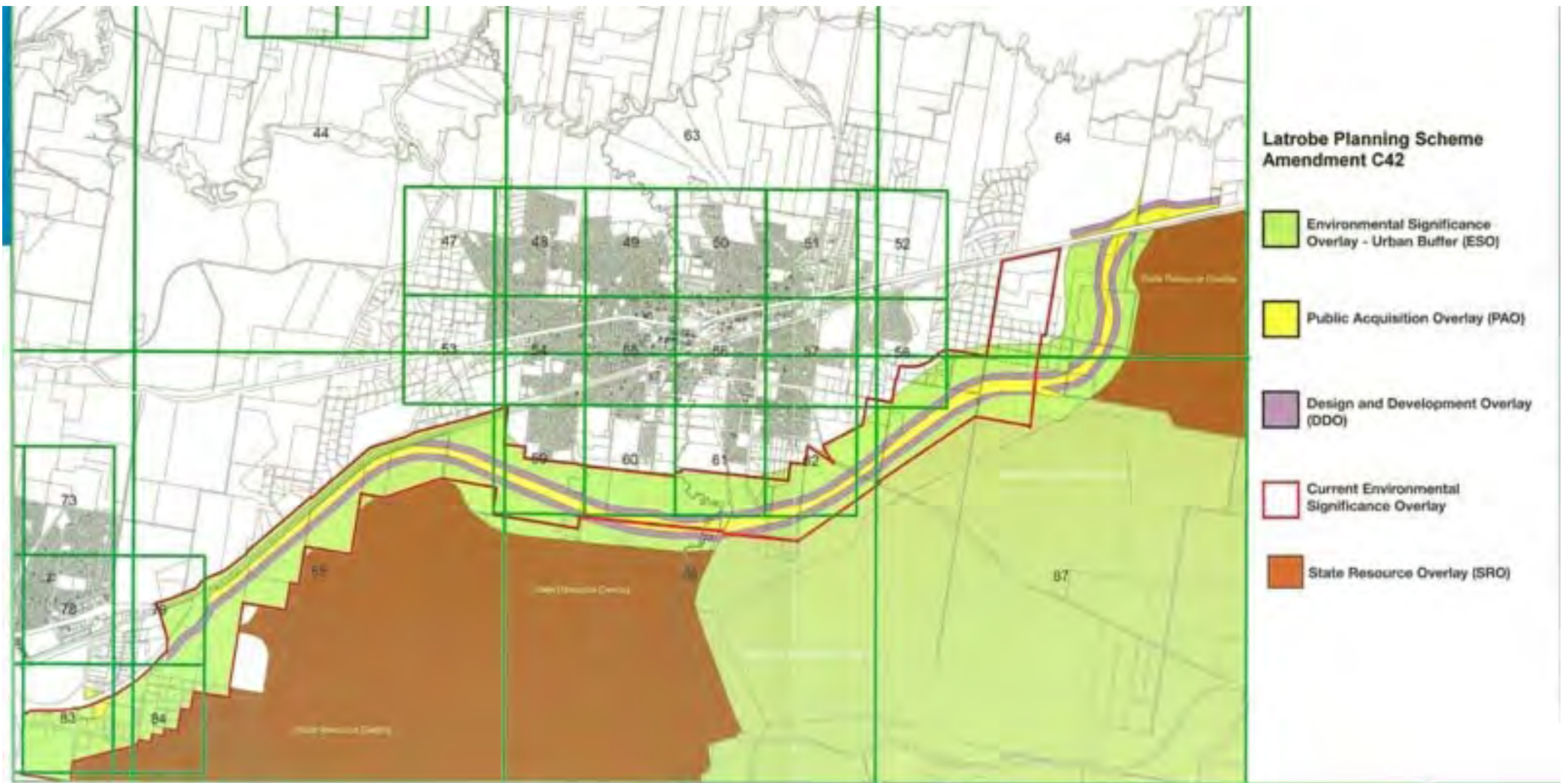
The crashes on roads that make up local government area (lga) borders are allocated to both lgas. Double counting only occurs when two or more lgas are queried separately (not together).





appendix 3  
traralgon bypass alignment

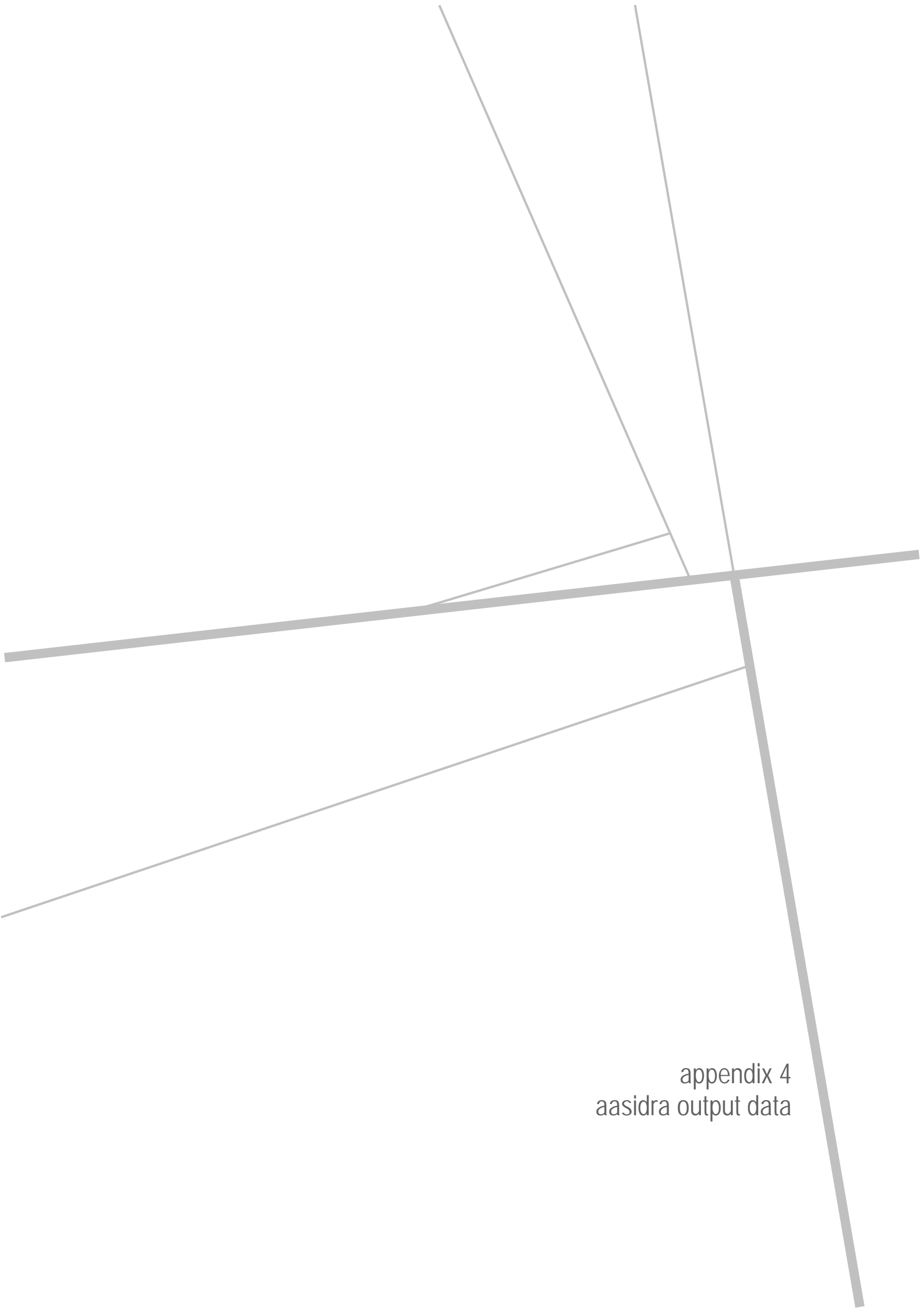




**Latrobe Planning Scheme  
Amendment C42**

- Environmental Significance Overlay - Urban Buffer (ESO)
- Public Acquisition Overlay (PAO)
- Design and Development Overlay (DDO)
- Current Environmental Significance Overlay
- State Resource Overlay (SRO)





appendix 4  
aasidra output data



# MOVEMENT SUMMARY

Site: AM FRI Breed Street - Grey Street

Breed Street / Grey Street Fri AM Peak Roundabout

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Breed Street											
1	L	123	2.0	0.409	10.6	LOS B	3.8	27.0	0.75	0.77	32.0
2	T	99	2.0	0.409	9.8	LOS A	3.8	27.0	0.75	0.75	31.6
3	R	118	2.0	0.410	14.4	LOS B	3.8	27.0	0.75	0.78	29.5
Approach		340	2.0	0.409	11.7	LOS B	3.8	27.0	0.75	0.77	30.9
East Grey Street											
4	L	166	2.0	0.622	13.6	LOS B	7.9	55.9	0.86	0.90	32.4
5	T	280	2.0	0.621	12.5	LOS B	7.9	55.9	0.86	0.89	32.8
6	R	86	2.0	0.623	17.1	LOS B	7.9	55.9	0.86	0.88	30.4
Approach		532	2.0	0.621	13.6	LOS B	7.9	55.9	0.86	0.89	32.3
North Breed Street											
7	L	129	2.0	0.561	16.8	LOS B	6.4	45.6	0.93	1.03	41.4
8	T	203	2.0	0.562	15.7	LOS B	6.4	45.6	0.93	1.03	41.7
9	R	26	2.0	0.565	20.3	LOS C	6.4	45.6	0.93	0.95	39.7
Approach		358	2.0	0.562	16.4	LOS C	6.4	45.6	0.93	1.02	41.4
West Grey Street											
10	L	13	2.0	0.565	11.0	LOS B	6.3	45.2	0.76	0.77	46.3
11	T	366	2.0	0.569	9.9	LOS A	6.3	45.2	0.76	0.74	46.2
12	R	168	2.0	0.569	14.5	LOS B	6.3	45.2	0.76	0.78	43.9
Approach		547	2.0	0.569	11.4	LOS B	6.3	45.2	0.76	0.76	45.5
All Vehicles		1777	2.0	0.623	13.1	LOS B	7.9	55.9	0.82	0.85	39.6

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).

Level of Service (Worst Movement): LOS C. LOS Method for individual vehicle movements: Delay (HCM).

Approach LOS values are based on the worst delay for any vehicle movement.

Roundabout LOS Method: Same as Signalised Intersections.

Roundabout Capacity Model: SIDRA Standard.



# MOVEMENT SUMMARY

Site: AM FRI Franklin Street - Grey Street

Franklin Street / Grey Street Fri AM Peak Roundabout

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Franklin Street											
1	L	54	2.0	0.400	11.0	LOS B	3.6	25.3	0.76	0.79	46.0
2	T	115	2.0	0.399	10.3	LOS B	3.6	25.3	0.76	0.77	45.8
3	R	154	2.0	0.399	15.3	LOS B	3.6	25.3	0.76	0.79	43.1
Approach		323	2.0	0.399	12.8	LOS B	3.6	25.3	0.76	0.79	44.5
East Grey Street											
4	L	59	2.0	0.500	13.7	LOS B	5.2	37.1	0.87	0.92	44.0
5	T	265	2.0	0.500	12.6	LOS B	5.2	37.1	0.87	0.91	44.4
6	R	34	2.0	0.500	17.2	LOS B	5.2	37.1	0.87	0.88	42.0
Approach		358	2.0	0.500	13.2	LOS B	5.2	37.1	0.87	0.91	44.1
North Franklin Street											
7	L	26	2.0	0.634	17.2	LOS B	8.1	57.3	0.94	1.06	40.9
8	T	256	2.0	0.631	16.2	LOS B	8.1	57.3	0.94	1.05	41.1
9	R	157	2.0	0.631	20.9	LOS C	8.1	57.3	0.94	0.98	39.1
Approach		439	2.0	0.630	18.0	LOS C	8.1	57.3	0.94	1.03	40.3
West Grey Street											
10	L	100	2.0	0.565	10.8	LOS B	6.3	45.1	0.77	0.77	37.5
11	T	336	2.0	0.566	9.8	LOS A	6.3	45.1	0.77	0.74	37.2
12	R	109	2.0	0.565	14.4	LOS B	6.3	45.1	0.77	0.78	34.9
Approach		545	2.0	0.566	10.9	LOS B	6.3	45.1	0.77	0.75	36.8
All Vehicles		1665	2.0	0.634	13.6	LOS B	8.1	57.3	0.84	0.87	41.4

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).

Level of Service (Worst Movement): LOS C. LOS Method for individual vehicle movements: Delay (HCM).

Approach LOS values are based on the worst delay for any vehicle movement.

Roundabout LOS Method: Same as Signalised Intersections.

Roundabout Capacity Model: SIDRA Standard.

# MOVEMENT SUMMARY

Site: AM FRI Franklin Street - Seymour Street

Franklin Street / Seymour Street Fri AM Peak  
 Signals - Fixed Time Cycle Time = 50 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Franklin Street											
1	L	36	2.0	0.123	16.3	LOS B	0.8	5.4	0.57	0.70	26.5
2	T	130	2.0	0.147	8.5	LOS A	2.7	19.5	0.61	0.49	29.3
3	R	47	2.0	0.156	17.9	LOS B	1.1	7.8	0.63	0.72	25.2
Approach		213	2.0	0.156	11.9	LOS B	2.7	19.5	0.61	0.58	27.6
East Seymour Street											
4	L	50	2.0	0.104	22.1	LOS C	1.4	9.8	0.75	0.73	29.0
5	T	197	2.0	0.341	15.2	LOS B	5.3	37.7	0.82	0.67	29.9
6	R	64	2.0	0.257	24.5	LOS C	1.9	13.7	0.81	0.75	27.6
Approach		311	2.0	0.341	18.2	LOS B	5.3	37.7	0.81	0.70	29.2
North Franklin Street											
7	L	81	2.0	0.357	16.6	LOS B	1.7	12.2	0.59	0.72	41.3
8	T	177	2.0	0.200	8.7	LOS A	3.7	26.5	0.63	0.51	45.2
9	R	88	2.0	0.174	17.5	LOS B	2.0	14.2	0.63	0.75	40.5
Approach		346	2.0	0.357	12.8	LOS B	3.7	26.5	0.62	0.62	42.9
West Seymour Street											
10	L	74	2.0	0.202	22.4	LOS C	2.0	14.5	0.76	0.74	37.2
11	T	143	2.0	0.248	14.7	LOS B	3.9	27.6	0.79	0.64	28.2
12	R	29	2.0	0.119	24.9	LOS C	0.9	6.4	0.81	0.72	35.7
Approach		246	2.0	0.248	18.2	LOS B	3.9	27.6	0.79	0.68	33.0
All Vehicles		1116	2.0	0.357	15.3	LOS B	5.3	37.7	0.71	0.65	35.1

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS C. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P1	Across S approach	53	11.6	LOS B	0.1	0.1	0.68	0.68
P3	Across E approach	53	6.8	LOS A	0.0	0.0	0.52	0.52
P5	Across N approach	53	11.6	LOS B	0.1	0.1	0.68	0.68
P7	Across W approach	53	6.8	LOS A	0.0	0.0	0.52	0.52
All Pedestrians		212	9.2				0.60	0.60

Level of Service (Aver. Int. Delay): LOS A. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS B. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: AM FRI Princes Highway - Breed Street

Princes Highway / Breed Street Fri AM Peak  
 Signals - Fixed Time Cycle Time = 90 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Hyland Highway											
1	L	165	2.0	0.320	11.3	LOS B	3.0	21.5	0.37	0.68	31.4
2	T	445	2.0	0.709	34.6	LOS C	15.3	108.9	0.94	0.83	11.4
3	R	147	2.0	0.723	53.6	LOS D	8.5	60.4	1.00	0.87	10.9
Approach		757	2.0	0.723	33.2	LOS C	15.3	108.9	0.83	0.80	13.5
East Princes Highway											
4	L	98	2.0	0.116	11.0	LOS B	1.7	12.4	0.35	0.67	46.1
5	T	570	2.0	0.512	29.1	LOS C	12.2	86.7	0.89	0.75	30.6
6	R	32	2.0	0.197	51.1	LOS D	2.1	14.7	0.96	0.72	25.0
Approach		700	2.0	0.512	27.6	LOS C	12.2	86.7	0.81	0.74	31.9
North Breed Street											
7	L	37	2.0	0.108	12.9	LOS B	0.8	6.0	0.41	0.66	44.4
8	T	283	2.0	0.601	33.0	LOS C	12.8	91.0	0.94	0.79	28.8
9	R	122	2.0	0.600	51.6	LOS D	7.0	50.0	1.00	0.81	24.9
Approach		442	2.0	0.601	36.4	LOS D	12.8	91.0	0.91	0.78	28.4
West Princes Highway											
10	L	110	2.0	0.721	43.2	LOS D	17.7	125.8	0.95	0.90	29.2
11	T	698	2.0	0.722	32.0	LOS C	17.7	125.8	0.96	0.85	28.8
12	R	113	2.0	0.694	54.9	LOS D	6.9	48.8	1.00	0.85	24.0
Approach		921	2.0	0.722	36.1	LOS D	17.7	125.8	0.96	0.86	28.1
All Vehicles		2820	2.0	0.723	33.3	LOS C	17.7	125.8	0.88	0.80	26.3

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS D. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P1	Across S approach	53	22.1	LOS C	0.1	0.1	0.70	0.70
P3	Across E approach	53	24.9	LOS C	0.1	0.1	0.74	0.74
P5	Across N approach	53	22.1	LOS C	0.1	0.1	0.70	0.70
P7	Across W approach	53	24.9	LOS C	0.1	0.1	0.74	0.74
All Pedestrians		212	23.5				0.72	0.72

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS C. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: AM FRI Princes Highway - Franklin Street

Princes Highway / Franklin Street Fri AM Peak  
 Signals - Fixed Time Cycle Time = 60 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
East Princes Highway											
5	T	644	2.0	0.421	12.7	LOS B	9.3	66.1	0.71	0.60	41.1
6	R	33	2.0	0.421	33.3	LOS C	6.4	45.6	0.88	0.87	33.6
Approach		677	2.0	0.421	13.7	LOS B	9.3	66.1	0.72	0.61	40.6
North Franklin Street											
7	L	35	2.0	0.093	16.4	LOS B	0.8	5.8	0.53	0.70	41.3
9	R	97	2.0	0.177	25.3	LOS C	3.1	22.2	0.78	0.76	35.4
Approach		132	2.0	0.177	23.0	LOS C	3.1	22.2	0.71	0.75	36.8
West Princes Highway											
10	L	112	2.0	0.626	31.4	LOS C	10.9	77.9	0.92	0.87	34.2
11	T	606	2.0	0.627	20.1	LOS C	11.1	78.9	0.92	0.78	34.8
Approach		718	2.0	0.627	21.8	LOS C	11.1	78.9	0.92	0.79	34.7
All Vehicles		1527	2.0	0.627	18.3	LOS B	11.1	78.9	0.81	0.71	37.3

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS C. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians									
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped	
P3	Across E approach	53	14.0	LOS B	0.1	0.1	0.68	0.68	
P5	Across N approach	53	14.0	LOS B	0.1	0.1	0.68	0.68	
All Pedestrians		106	14.0				0.68	0.68	

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS B. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: AM FRI Princes Highway - Grey Street

Princes Highway / Grey Street Fri AM Peak  
 Signals - Fixed Time Cycle Time = 90 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
North East Princes Highway											
25	T	724	2.0	0.282	6.5	LOS A	8.1	57.7	0.44	0.38	48.3
26	R	355	2.0	0.836	38.7	LOS D	15.1	107.8	0.79	0.91	29.2
Approach		1079	2.0	0.836	17.1	LOS B	15.1	107.8	0.56	0.56	39.4
North West Grey Street											
27	L	341	2.0	0.708	13.8	LOS B	5.9	42.3	0.48	0.73	29.0
29	R	48	2.0	0.066	39.7	LOS D	1.3	9.5	0.84	0.71	14.4
Approach		389	2.0	0.708	17.0	LOS B	5.9	42.3	0.53	0.73	25.9
South West Princes Highway											
30	L	134	2.0	0.279	10.1	LOS B	2.0	14.4	0.31	0.67	39.8
31	T	507	2.0	0.790	43.5	LOS D	13.3	94.5	1.00	0.93	15.8
Approach		641	2.0	0.790	36.5	LOS D	13.3	94.5	0.86	0.88	18.4
All Vehicles		2109	2.0	0.836	23.0	LOS C	15.1	107.8	0.64	0.69	30.6

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS D. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians									
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped	
P11	Across NE approach	53	28.0	LOS C	0.1	0.1	0.79	0.79	
P13	Across NW approach	53	30.4	LOS D	0.1	0.1	0.82	0.82	
All Pedestrians		106	29.2				0.81	0.81	

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS D. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: AM FRI Princes Highway - Seymour Street

Princes Highway / Seymour Street Fri AM Peak  
Signals - Fixed Time Cycle Time = 90 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Princes Highway											
1	L	24	2.0	0.044	9.2	LOS A	0.3	2.0	0.25	0.63	48.0
2	T	533	2.0	0.566	32.7	LOS C	12.1	85.9	0.93	0.78	29.0
3	R	25	2.0	0.154	50.8	LOS D	1.6	11.6	0.96	0.71	25.1
Approach		582	2.0	0.566	32.5	LOS C	12.1	85.9	0.90	0.77	29.3
East Whittakers Road											
4	L	85	2.0	0.183	9.9	LOS A	1.2	8.6	0.30	0.66	40.5
5	T	245	2.0	0.301	32.8	LOS C	6.1	43.7	0.89	0.71	19.6
6	R	90	2.0	0.621	43.3	LOS D	4.9	34.8	0.89	0.80	19.2
Approach		420	2.0	0.621	30.4	LOS C	6.1	43.7	0.77	0.72	22.0
North Princes Highway											
7	L	29	2.0	0.039	8.6	LOS A	0.2	1.8	0.20	0.63	41.2
8	T	582	2.0	0.618	33.2	LOS C	13.1	93.5	0.94	0.80	17.9
9	R	93	2.0	0.571	53.4	LOS D	5.7	40.3	1.00	0.79	15.5
Approach		704	2.0	0.618	34.8	LOS C	13.1	93.5	0.92	0.79	18.0
West Seymour Street											
10	L	138	2.0	0.357	41.6	LOS D	6.9	49.0	0.90	0.79	20.3
11	T	102	2.0	0.251	32.3	LOS C	6.9	49.0	0.87	0.69	20.6
12	R	13	2.0	0.142	40.2	LOS D	0.7	5.2	0.84	0.67	21.0
Approach		253	2.0	0.357	37.8	LOS D	6.9	49.0	0.89	0.75	20.5
All Vehicles		1959	2.0	0.621	33.6	LOS C	13.1	93.5	0.88	0.76	23.0

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
Level of Service (Worst Movement): LOS D. LOS Method for individual vehicle movements: Delay (HCM).  
Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P1	Across S approach	53	27.2	LOS C	0.1	0.1	0.78	0.78
P3	Across E approach	53	24.9	LOS C	0.1	0.1	0.74	0.74
P5	Across N approach	53	27.2	LOS C	0.1	0.1	0.78	0.78
P7	Across W approach	53	24.9	LOS C	0.1	0.1	0.74	0.74
All Pedestrians		212	26.1				0.76	0.76

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
Level of Service (Worst Movement): LOS C. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: AM SAT Breed Street - Grey Street

Breed Street / Grey Street Saturday Peak Roundabout

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Breed Street											
1	L	84	2.0	0.398	11.7	LOS B	3.6	25.6	0.81	0.83	30.5
2	T	82	2.0	0.398	10.9	LOS B	3.6	25.6	0.81	0.82	30.9
3	R	122	2.0	0.397	15.5	LOS B	3.6	25.6	0.81	0.81	28.3
Approach		288	2.0	0.398	13.1	LOS B	3.6	25.6	0.81	0.82	29.6
East Grey Street											
4	L	121	2.0	0.617	11.1	LOS B	7.5	53.6	0.77	0.76	35.5
5	T	391	2.0	0.619	10.0	LOS A	7.5	53.6	0.77	0.74	35.5
6	R	115	2.0	0.618	14.6	LOS B	7.5	53.6	0.77	0.78	32.9
Approach		627	2.0	0.618	11.1	LOS B	7.5	53.6	0.77	0.75	34.9
North Breed Street											
7	L	103	2.0	0.358	12.3	LOS B	3.1	22.0	0.79	0.84	45.2
8	T	141	2.0	0.358	11.1	LOS B	3.1	22.0	0.79	0.81	45.7
9	R	14	2.0	0.359	15.7	LOS B	3.1	22.0	0.79	0.82	43.0
Approach		258	2.0	0.358	11.8	LOS B	3.1	22.0	0.79	0.82	45.3
West Grey Street											
10	L	10	2.0	0.476	10.5	LOS B	4.6	32.4	0.71	0.75	46.6
11	T	315	2.0	0.474	9.4	LOS A	4.6	32.4	0.71	0.72	46.6
12	R	116	2.0	0.475	14.0	LOS B	4.6	32.4	0.71	0.77	44.4
Approach		441	2.0	0.474	10.6	LOS B	4.6	32.4	0.71	0.73	46.0
All Vehicles		1614	2.0	0.619	11.4	LOS B	7.5	53.6	0.77	0.77	40.5

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).

Level of Service (Worst Movement): LOS B. LOS Method for individual vehicle movements: Delay (HCM).

Approach LOS values are based on the worst delay for any vehicle movement.

Roundabout LOS Method: Same as Signalised Intersections.

Roundabout Capacity Model: SIDRA Standard.



# MOVEMENT SUMMARY

Site: AM SAT Franklin Street -  
Grey Street

Franklin Street / Grey Street Saturday Peak  
Roundabout

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Franklin Street											
1	L	109	2.0	0.657	17.3	LOS B	8.9	63.1	0.97	1.08	40.4
2	T	99	2.0	0.656	16.7	LOS B	8.9	63.1	0.97	1.08	40.4
3	R	241	2.0	0.658	21.8	LOS C	8.9	63.1	0.97	0.99	38.4
Approach		449	2.0	0.658	19.5	LOS C	8.9	63.1	0.97	1.03	39.3
East Grey Street											
4	L	86	2.0	0.748	20.4	LOS C	12.0	85.2	1.00	1.16	38.8
5	T	399	2.0	0.744	19.2	LOS B	12.0	85.2	1.00	1.16	39.1
6	R	57	1.8	0.740	24.0	LOS C	12.0	85.2	1.00	1.07	37.4
Approach		542	2.0	0.745	19.9	LOS C	12.0	85.2	1.00	1.15	38.9
North Franklin Street											
7	L	52	2.0	0.684	22.4	LOS C	9.6	68.0	1.00	1.19	37.2
8	T	227	2.0	0.688	21.5	LOS C	9.6	68.0	1.00	1.19	37.4
9	R	126	2.0	0.689	26.1	LOS C	9.6	68.0	1.00	1.08	35.9
Approach		405	2.0	0.688	23.0	LOS C	9.6	68.0	1.00	1.16	36.9
West Grey Street											
10	L	114	2.0	0.708	15.4	LOS B	10.8	77.1	0.95	0.98	32.4
11	T	353	2.0	0.706	14.4	LOS B	10.8	77.1	0.95	0.97	32.7
12	R	132	2.0	0.706	19.0	LOS B	10.8	77.1	0.95	0.92	30.7
Approach		599	2.0	0.707	15.6	LOS B	10.8	77.1	0.95	0.96	32.2
All Vehicles		1995	2.0	0.748	19.2	LOS B	12.0	85.2	0.98	1.07	37.2

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).

Level of Service (Worst Movement): LOS C. LOS Method for individual vehicle movements: Delay (HCM).

Approach LOS values are based on the worst delay for any vehicle movement.

Roundabout LOS Method: Same as Signalised Intersections.

Roundabout Capacity Model: SIDRA Standard.

# MOVEMENT SUMMARY

Site: AM SAT Franklin Street - Seymour Street

Franklin Street / Seymour Street Saturday Peak  
Signals - Fixed Time Cycle Time = 50 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Franklin Street											
1	L	146	2.0	0.505	16.9	LOS B	3.1	22.0	0.62	0.75	26.0
2	T	247	2.0	0.279	9.1	LOS A	5.2	37.0	0.66	0.55	28.2
3	R	55	2.0	0.196	19.5	LOS B	1.4	9.9	0.68	0.73	23.9
Approach		448	2.0	0.505	12.9	LOS B	5.2	37.0	0.65	0.64	26.7
East Seymour Street											
4	L	88	2.0	0.183	22.5	LOS C	2.4	17.2	0.77	0.75	28.8
5	T	165	2.0	0.286	14.9	LOS B	4.5	31.7	0.81	0.65	30.2
6	R	70	2.0	0.291	25.6	LOS C	2.2	15.5	0.84	0.75	26.9
Approach		323	2.0	0.291	19.3	LOS B	4.5	31.7	0.80	0.70	28.9
North Franklin Street											
7	L	108	2.0	0.477	16.7	LOS B	2.3	16.3	0.60	0.73	41.1
8	T	270	2.0	0.305	9.3	LOS A	5.7	40.4	0.67	0.56	44.5
9	R	147	2.0	0.320	19.9	LOS B	3.7	26.4	0.73	0.78	38.8
Approach		525	2.0	0.477	13.8	LOS B	5.7	40.4	0.67	0.66	42.0
West Seymour Street											
10	L	150	2.0	0.412	23.1	LOS C	4.1	29.1	0.80	0.77	36.7
11	T	178	2.0	0.308	15.0	LOS B	4.8	34.1	0.81	0.66	27.9
12	R	116	2.0	0.478	26.2	LOS C	3.6	25.4	0.87	0.78	34.9
Approach		444	2.0	0.478	20.7	LOS C	4.8	34.1	0.82	0.73	33.7
All Vehicles		1740	2.0	0.505	16.3	LOS B	5.7	40.4	0.73	0.68	34.8

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
Level of Service (Worst Movement): LOS C. LOS Method for individual vehicle movements: Delay (HCM).  
Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P1	Across S approach	53	11.6	LOS B	0.1	0.1	0.68	0.68
P3	Across E approach	53	6.8	LOS A	0.0	0.0	0.52	0.52
P5	Across N approach	53	11.6	LOS B	0.1	0.1	0.68	0.68
P7	Across W approach	53	6.8	LOS A	0.0	0.0	0.52	0.52
All Pedestrians		212	9.2				0.60	0.60

Level of Service (Aver. Int. Delay): LOS A. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
Level of Service (Worst Movement): LOS B. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: AM SAT Princes Highway - Breed Street

Princes Highway / Breed Street Saturday Peak  
 Signals - Fixed Time Cycle Time = 100 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Hyland Highway											
1	L	98	2.0	0.211	11.5	LOS B	2.0	14.1	0.35	0.67	31.1
2	T	247	2.0	0.439	36.1	LOS D	9.7	68.8	0.89	0.72	11.1
3	R	136	2.0	0.619	55.4	LOS E	8.3	59.3	1.00	0.81	10.7
Approach		481	2.0	0.619	36.5	LOS D	9.7	68.8	0.81	0.74	12.9
East Princes Highway											
4	L	193	2.0	0.229	10.9	LOS B	3.5	24.9	0.34	0.68	46.2
5	T	601	2.0	0.459	27.8	LOS C	13.0	92.8	0.83	0.71	31.3
6	R	52	2.0	0.355	57.7	LOS E	3.6	26.0	0.98	0.75	23.3
Approach		846	2.0	0.459	25.8	LOS C	13.0	92.8	0.73	0.71	33.2
North Breed Street											
7	L	120	2.0	0.375	13.5	LOS B	3.0	21.3	0.42	0.69	43.9
8	T	262	2.0	0.619	38.6	LOS D	13.3	94.6	0.96	0.80	26.7
9	R	140	2.0	0.637	55.7	LOS E	8.6	61.0	1.00	0.82	23.8
Approach		522	2.0	0.637	37.4	LOS D	13.3	94.6	0.85	0.78	28.4
West Princes Highway											
10	L	74	2.0	0.630	41.5	LOS D	18.0	128.3	0.89	0.91	30.0
11	T	752	2.0	0.630	29.6	LOS C	18.1	128.8	0.89	0.78	30.0
12	R	85	2.0	0.580	59.0	LOS E	5.8	41.0	1.00	0.79	23.0
Approach		911	2.0	0.630	33.4	LOS C	18.1	128.8	0.90	0.79	29.1
All Vehicles		2760	2.0	0.637	32.4	LOS C	18.1	128.8	0.82	0.75	28.0

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS E. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P1	Across S approach	53	21.1	LOS C	0.1	0.1	0.65	0.65
P3	Across E approach	53	29.6	LOS C	0.1	0.1	0.77	0.77
P5	Across N approach	53	21.1	LOS C	0.1	0.1	0.65	0.65
P7	Across W approach	53	29.6	LOS C	0.1	0.1	0.77	0.77
All Pedestrians		212	25.4				0.71	0.71

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS C. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: AM SAT Princes Highway - Franklin Street

Princes Highway / Franklin Street Saturday Peak  
 Signals - Fixed Time Cycle Time = 70 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
East Princes Highway											
5	T	674	2.0	0.479	10.7	LOS B	12.2	87.0	0.63	0.55	43.2
6	R	54	2.0	0.479	43.2	LOS D	4.6	32.6	0.98	0.78	28.4
Approach		728	2.0	0.479	13.1	LOS B	12.2	87.0	0.66	0.56	41.4
North Franklin Street											
7	L	116	2.0	0.393	21.4	LOS C	3.5	24.8	0.64	0.75	37.8
9	R	275	2.0	0.584	33.5	LOS C	10.2	72.4	0.93	0.83	31.2
Approach		391	2.0	0.584	29.9	LOS C	10.2	72.4	0.84	0.80	32.9
West Princes Highway											
10	L	257	2.0	0.639	28.4	LOS C	14.8	105.1	0.86	0.88	34.9
11	T	713	2.0	0.638	18.5	LOS B	15.1	107.5	0.86	0.75	35.9
Approach		970	2.0	0.638	21.1	LOS C	15.1	107.5	0.86	0.79	35.6
All Vehicles		2089	2.0	0.639	19.9	LOS B	15.1	107.5	0.79	0.71	36.8

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS D. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians									
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped	
P3	Across E approach	53	18.6	LOS B	0.1	0.1	0.73	0.73	
P5	Across N approach	53	12.0	LOS B	0.1	0.1	0.59	0.59	
All Pedestrians		106	15.3				0.66	0.66	

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS B. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: AM SAT Princes Highway - Grey Street

Princes Highway / Grey Street Saturday Peak  
 Signals - Fixed Time Cycle Time = 107 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
North East Princes Highway											
25	T	770	2.0	0.340	12.0	LOS B	11.8	84.0	0.55	0.48	42.4
26	R	288	2.0	0.928	48.6	LOS D	15.1	107.8	0.90	0.88	25.8
Approach		1058	2.0	0.928	22.0	LOS C	15.1	107.8	0.65	0.59	35.7
North West Grey Street											
27	L	450	2.0	0.999	16.0	LOS B	7.1	50.8	0.66	0.75	26.7
29	R	85	2.0	0.226	33.3	LOS C	6.4	45.7	0.78	0.31	15.0
Approach		535	2.0	1.000	22.7	LOS C	7.1	50.8	0.71	0.58	23.0
South West Princes Highway											
30	L	167	2.0	0.354	10.0	LOS A	2.7	19.2	0.28	0.66	40.0
31	T	778	2.0	0.865	51.6	LOS D	23.1	164.4	1.00	1.02	14.0
Approach		945	2.0	0.865	44.3	LOS D	23.1	164.4	0.87	0.96	16.1
All Vehicles		2538	2.0	0.999	30.4	LOS C	23.1	164.4	0.74	0.73	25.6

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS D. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians									
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped	
P11	Across NE approach	53	25.6	LOS C	0.1	0.1	0.69	0.69	
P13	Across NW approach	53	30.7	LOS D	0.1	0.1	0.76	0.76	
All Pedestrians		106	28.1				0.72	0.72	

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS D. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: AM SAT Princes Highway - Seymour Street

Princes Highway / Seymour Street Saturday Peak  
 Signals - Fixed Time Cycle Time = 100 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Princes Highway											
1	L	30	2.0	0.053	8.9	LOS A	0.3	2.3	0.21	0.63	48.3
2	T	713	2.0	0.686	35.7	LOS D	17.0	121.1	0.95	0.82	27.7
3	R	69	2.0	0.471	58.2	LOS E	4.7	33.8	1.00	0.76	23.2
Approach		812	2.0	0.686	36.6	LOS D	17.0	121.1	0.93	0.81	27.7
East Whittakers Road											
4	L	63	2.0	0.158	10.5	LOS B	1.1	7.7	0.31	0.65	39.7
5	T	144	2.0	0.187	36.2	LOS D	4.2	29.7	0.87	0.67	18.4
6	R	94	2.0	0.692	47.0	LOS D	5.6	39.6	0.87	0.83	18.2
Approach		301	2.0	0.692	34.2	LOS C	5.6	39.6	0.75	0.72	20.9
North Princes Highway											
7	L	38	2.0	0.067	9.4	LOS A	0.5	3.6	0.25	0.64	40.0
8	T	641	2.0	0.617	34.8	LOS C	15.2	108.4	0.93	0.79	17.4
9	R	99	2.0	0.676	60.4	LOS E	6.7	47.5	1.00	0.83	14.1
Approach		778	2.0	0.676	36.8	LOS D	15.2	108.4	0.91	0.79	17.4
West Seymour Street											
10	L	245	2.0	0.669	49.4	LOS D	13.0	92.3	0.98	0.84	18.1
11	T	163	2.0	0.423	38.3	LOS D	13.0	92.3	0.92	0.75	18.5
12	R	41	2.0	0.486	42.6	LOS D	2.4	17.3	0.84	0.72	20.2
Approach		449	2.0	0.669	44.8	LOS D	13.0	92.3	0.95	0.80	18.4
All Vehicles		2340	2.0	0.692	37.9	LOS D	17.0	121.1	0.90	0.79	22.1

Level of Service (Aver. Int. Delay): LOS D. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS E. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P1	Across S approach	53	31.2	LOS D	0.1	0.1	0.79	0.79
P3	Across E approach	53	25.9	LOS C	0.1	0.1	0.72	0.72
P5	Across N approach	53	31.2	LOS D	0.1	0.1	0.79	0.79
P7	Across W approach	53	25.9	LOS C	0.1	0.1	0.72	0.72
All Pedestrians		212	28.6				0.76	0.76

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS D. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: PM FRI Breed Street - Grey Street

Breed Street / Grey Street Fri PM Peak Roundabout

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South		Breed Street									
1	L	118	2.0	0.698	20.9	LOS C	9.8	70.1	1.00	1.16	22.3
2	T	195	2.0	0.696	19.9	LOS B	9.8	70.1	1.00	1.16	22.5
3	R	102	2.0	0.699	24.5	LOS C	9.8	70.1	1.00	1.05	21.7
Approach		415	2.0	0.698	21.3	LOS C	9.8	70.1	1.00	1.13	22.3
East		Grey Street									
4	L	131	2.0	0.784	16.0	LOS B	14.6	104.2	0.96	0.96	30.0
5	T	455	2.0	0.783	14.9	LOS B	14.6	104.2	0.96	0.96	30.2
6	R	177	2.0	0.783	19.5	LOS B	14.6	104.2	0.96	0.92	28.5
Approach		763	2.0	0.784	16.1	LOS B	14.6	104.2	0.96	0.95	29.7
North		Breed Street									
7	L	101	2.0	0.411	12.9	LOS B	3.8	26.8	0.86	0.88	44.7
8	T	157	2.0	0.411	11.7	LOS B	3.8	26.8	0.86	0.86	45.1
9	R	15	2.0	0.417	16.3	LOS B	3.8	26.8	0.86	0.83	42.6
Approach		273	2.0	0.411	12.4	LOS B	3.8	26.8	0.86	0.87	44.8
West		Grey Street									
10	L	22	2.0	0.667	15.9	LOS B	8.9	63.5	0.92	1.00	42.0
11	T	347	2.0	0.658	14.8	LOS B	8.9	63.5	0.92	1.00	42.3
12	R	142	2.0	0.657	19.4	LOS B	8.9	63.5	0.92	0.95	40.2
Approach		511	2.0	0.658	16.1	LOS B	8.9	63.5	0.92	0.98	41.7
All Vehicles		1962	2.0	0.784	16.7	LOS B	14.6	104.2	0.95	0.98	35.0

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS C. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on the worst delay for any vehicle movement.  
 Roundabout LOS Method: Same as Signalised Intersections.  
 Roundabout Capacity Model: SIDRA Standard.



# MOVEMENT SUMMARY

Site: PM FRI Franklin Street - Grey Street

Franklin Street / Grey Street Fri PM Peak Roundabout

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Franklin Street											
1	L	122	2.0	0.763	22.9	LOS C	12.6	89.5	1.00	1.22	36.7
2	T	150	2.0	0.765	22.2	LOS C	12.6	89.5	1.00	1.22	36.7
3	R	226	2.0	0.764	27.2	LOS C	12.6	89.5	1.00	1.12	35.2
Approach		498	2.0	0.765	24.6	LOS C	12.6	89.5	1.00	1.18	36.0
East Grey Street											
4	L	89	2.0	0.781	21.7	LOS C	13.7	97.4	1.00	1.19	38.0
5	T	439	2.0	0.780	20.6	LOS C	13.7	97.4	1.00	1.19	38.2
6	R	51	1.8	0.785	25.3	LOS C	13.7	97.4	1.00	1.10	36.6
Approach		579	2.0	0.780	21.2	LOS C	13.7	97.4	1.00	1.18	38.0
North Franklin Street											
7	L	43	2.0	0.632	19.4	LOS B	8.2	58.1	0.98	1.12	39.3
8	T	218	2.0	0.637	18.5	LOS B	8.2	58.1	0.98	1.12	39.4
9	R	129	2.0	0.635	23.1	LOS C	8.2	58.1	0.98	1.02	37.7
Approach		390	2.0	0.637	20.1	LOS C	8.2	58.1	0.98	1.09	38.8
West Grey Street											
10	L	128	2.0	0.727	16.6	LOS B	11.6	82.6	0.98	1.03	31.2
11	T	332	2.0	0.728	15.6	LOS B	11.6	82.6	0.98	1.03	31.5
12	R	132	2.0	0.729	20.2	LOS C	11.6	82.6	0.98	0.96	29.7
Approach		592	2.0	0.728	16.9	LOS C	11.6	82.6	0.98	1.01	31.0
All Vehicles		2059	2.0	0.785	20.6	LOS C	13.7	97.4	0.99	1.11	36.2

Level of Service (Aver. Int. Delay): LOS C. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS C. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on the worst delay for any vehicle movement.  
 Roundabout LOS Method: Same as Signalised Intersections.  
 Roundabout Capacity Model: SIDRA Standard.

# MOVEMENT SUMMARY

Site: PM FRI Franklin Street - Seymour Street

Franklin Street / Seymour Street Fri PM Peak  
 Signals - Fixed Time Cycle Time = 50 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Franklin Street											
1	L	93	2.0	0.310	16.0	LOS B	1.9	13.5	0.57	0.73	26.8
2	T	300	2.0	0.325	8.8	LOS A	6.1	43.4	0.65	0.55	28.7
3	R	71	2.0	0.249	18.9	LOS B	1.7	12.4	0.67	0.74	24.4
Approach		464	2.0	0.325	11.8	LOS B	6.1	43.4	0.64	0.62	27.4
East Seymour Street											
4	L	109	2.0	0.232	23.6	LOS C	3.1	21.9	0.80	0.76	28.1
5	T	181	2.0	0.336	16.0	LOS B	5.0	35.6	0.84	0.68	29.2
6	R	82	2.0	0.346	26.7	LOS C	2.6	18.5	0.87	0.76	26.3
Approach		372	2.0	0.346	20.6	LOS C	5.0	35.6	0.83	0.72	28.1
North Franklin Street											
7	L	120	2.0	0.512	16.2	LOS B	2.5	17.5	0.59	0.74	41.5
8	T	274	2.0	0.297	8.6	LOS A	5.6	39.6	0.64	0.54	45.3
9	R	136	2.0	0.294	19.7	LOS B	3.4	24.3	0.72	0.78	38.9
Approach		530	2.0	0.513	13.2	LOS B	5.6	39.6	0.65	0.65	42.5
West Seymour Street											
10	L	122	2.0	0.343	23.7	LOS C	3.4	24.4	0.81	0.77	36.3
11	T	169	2.0	0.314	15.8	LOS B	4.7	33.4	0.83	0.67	27.2
12	R	62	2.0	0.262	26.4	LOS C	2.0	14.1	0.85	0.75	34.8
Approach		353	2.0	0.343	20.4	LOS C	4.7	33.4	0.83	0.72	32.8
All Vehicles		1719	2.0	0.512	15.9	LOS B	6.1	43.4	0.72	0.67	34.5

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS C. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P1	Across S approach	53	12.3	LOS B	0.1	0.1	0.70	0.70
P3	Across E approach	53	6.3	LOS A	0.0	0.0	0.50	0.50
P5	Across N approach	53	12.3	LOS B	0.1	0.1	0.70	0.70
P7	Across W approach	53	6.3	LOS A	0.0	0.0	0.50	0.50
All Pedestrians		212	9.2				0.60	0.60

Level of Service (Aver. Int. Delay): LOS A. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS B. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: PM FRI Princes Highway - Breed Street

Princes Highway / Breed Street Fri PM Peak  
Signals - Fixed Time Cycle Time = 110 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Hyland Highway											
1	L	125	2.0	0.375	16.8	LOS B	4.0	28.3	0.49	0.70	25.5
2	T	378	2.0	0.837	54.7	LOS D	17.3	122.9	0.98	0.96	7.9
3	R	159	2.0	0.868	70.9	LOS E	11.3	80.6	1.00	0.99	8.7
Approach		662	2.0	0.868	51.4	LOS D	17.3	122.9	0.89	0.92	9.7
East Princes Highway											
4	L	255	2.0	0.339	13.8	LOS B	6.4	45.8	0.43	0.70	43.6
5	T	841	2.0	0.760	33.9	LOS C	26.0	185.1	0.94	0.85	27.8
6	R	350	2.0	1.000 <sup>3</sup>	54.1	LOS D	8.6	61.0	0.95	0.79	24.2
Approach		1446	2.0	1.000	32.3	LOS C	26.0	185.1	0.85	0.82	29.4
North Breed Street											
7	L	64	2.0	0.241	18.0	LOS B	2.2	15.5	0.51	0.68	40.3
8	T	340	2.0	1.023	138.3	LOS F	34.0	242.3	1.00	1.59	11.5
9	R	194	2.0	1.060	198.9	LOS F	23.4	166.7	1.00	1.58	9.3
Approach		598	2.0	1.060	145.1	LOS F	34.0	242.3	0.95	1.49	11.5
West Princes Highway											
10	L	105	2.0	0.995	103.2	LOS F	38.7	275.7	1.00	1.39	16.6
11	T	1013	2.0	0.996	90.8	LOS F	38.7	275.7	1.00	1.39	15.6
12	R	122	2.0	0.458	55.6	LOS E	7.8	55.8	0.96	0.79	23.8
Approach		1240	2.0	0.996	88.4	LOS F	38.7	275.7	1.00	1.33	16.3
All Vehicles		3946	2.0	1.060	70.2	LOS E	38.7	275.7	0.92	1.10	17.6

Level of Service (Aver. Int. Delay): LOS E. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
Level of Service (Worst Movement): LOS F. LOS Method for individual vehicle movements: Delay (HCM).  
Approach LOS values are based on average delay for all vehicle movements.

<sup>3</sup> x = 1.00 due to short lane

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P1	Across S approach	53	21.6	LOS C	0.1	0.1	0.63	0.63
P3	Across E approach	53	36.8	LOS D	0.1	0.1	0.82	0.82
P5	Across N approach	53	26.3	LOS C	0.1	0.1	0.69	0.69
P7	Across W approach	53	36.8	LOS D	0.1	0.1	0.82	0.82
All Pedestrians		212	30.4				0.74	0.74

Level of Service (Aver. Int. Delay): LOS D. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
Level of Service (Worst Movement): LOS D. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: PM FRI Princes Highway - Franklin Street

Princes Highway / Franklin Street Fri PM Peak  
 Signals - Fixed Time Cycle Time = 80 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
East Princes Highway											
5	T	915	2.0	0.612	10.3	LOS B	18.5	131.4	0.63	0.56	43.6
6	R	67	2.0	0.612	50.4	LOS D	5.5	38.9	1.00	0.81	25.7
Approach		982	2.0	0.612	13.0	LOS B	18.5	131.4	0.66	0.58	41.4
North Franklin Street											
7	L	82	2.0	0.335	25.9	LOS C	3.1	21.8	0.69	0.74	35.1
9	R	194	2.0	0.471	38.0	LOS D	8.4	60.1	0.92	0.81	29.3
Approach		276	2.0	0.471	34.4	LOS C	8.4	60.1	0.85	0.79	30.8
West Princes Highway											
10	L	203	2.0	0.704	29.2	LOS C	20.5	145.9	0.85	0.92	35.2
11	T	1074	2.0	0.704	17.9	LOS B	20.8	147.9	0.85	0.76	36.4
Approach		1277	2.0	0.704	19.7	LOS B	20.8	147.9	0.85	0.79	36.2
All Vehicles		2535	2.0	0.704	18.7	LOS B	20.8	147.9	0.77	0.71	37.3

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS D. LOS Method for individual vehicle movements: Delay (HCM).  
 Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians									
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped	
P3	Across E approach	53	23.3	LOS C	0.1	0.1	0.76	0.76	
P5	Across N approach	53	10.5	LOS B	0.1	0.1	0.51	0.51	
All Pedestrians		106	16.9				0.64	0.64	

Level of Service (Aver. Int. Delay): LOS B. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
 Level of Service (Worst Movement): LOS C. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: PM FRI Princes Highway - Grey Street

Princes Highway / Grey Street Fri PM Peak  
Signals - Fixed Time Cycle Time = 110 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
North East Princes Highway											
25	T	893	2.0	0.331	5.7	LOS A	10.4	74.3	0.39	0.34	49.5
26	R	367	2.0	1.000 <sup>3</sup>	42.5	LOS D	15.1	107.8	0.99	0.85	27.8
Approach		1260	2.0	1.000	15.5	LOS B	15.1	107.8	0.55	0.48	40.5
North West Grey Street											
27	L	501	2.0	1.000 <sup>3</sup>	19.2	LOS B	7.1	50.7	0.63	0.75	24.1
29	R	102	2.0	0.807	53.2	LOS D	15.1	107.3	0.98	0.23	11.5
Approach		603	2.0	1.000	38.6	LOS D	15.1	107.3	0.83	0.45	18.5
South West Princes Highway											
30	L	146	2.0	0.335	10.3	LOS B	2.6	18.2	0.29	0.66	39.6
31	T	1139	2.0	0.986	96.1	LOS F	49.0	349.1	1.00	1.45	8.6
Approach		1285	2.0	0.986	86.3	LOS F	49.0	349.1	0.92	1.36	9.6
All Vehicles		3148	2.0	1.000	48.8	LOS D	49.0	349.1	0.75	0.83	19.4

Level of Service (Aver. Int. Delay): LOS D. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).

Level of Service (Worst Movement): LOS F. LOS Method for individual vehicle movements: Delay (HCM).

Approach LOS values are based on average delay for all vehicle movements.

<sup>3</sup> x = 1.00 due to short lane

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P11	Across NE approach	53	37.6	LOS D	0.1	0.1	0.83	0.83
P13	Across NW approach	53	26.3	LOS C	0.1	0.1	0.69	0.69
All Pedestrians		106	31.9				0.76	0.76

Level of Service (Aver. Int. Delay): LOS D. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).

Level of Service (Worst Movement): LOS D. LOS Method for individual pedestrian movements: Delay (HCM).

# MOVEMENT SUMMARY

Site: PM FRI Princes Highway - Seymour Street

Princes Highway / Seymour Street Fri PM Peak  
Signals - Fixed Time Cycle Time = 110 seconds

Movement Performance - Vehicles											
Mov ID	Turn	Demand Flow veh/h	HV %	Deg. Satn v/c	Average Delay sec	Level of Service	95% Back of Queue Vehicles veh	Queue Distance m	Prop. Queued	Effective Stop Rate per veh	Average Speed km/h
South Princes Highway											
1	L	37	2.0	0.072	9.1	LOS A	0.5	3.3	0.21	0.63	48.1
2	T	974	2.0	0.843	45.3	LOS D	27.6	196.5	1.00	0.99	24.4
3	R	96	2.0	0.721	66.8	LOS E	7.1	50.7	1.00	0.85	21.2
Approach		1107	2.0	0.843	45.9	LOS D	27.6	196.5	0.97	0.96	24.5
East Whittakers Road											
4	L	92	2.0	0.279	11.9	LOS B	2.0	14.2	0.35	0.67	38.1
5	T	197	2.0	0.296	43.4	LOS D	6.2	44.3	0.91	0.72	16.3
6	R	109	2.0	0.845	58.2	LOS E	7.4	52.5	0.85	0.93	15.6
Approach		398	2.0	0.844	40.2	LOS D	7.4	52.5	0.77	0.77	18.7
North Princes Highway											
7	L	50	2.0	0.099	9.8	LOS A	0.8	5.5	0.25	0.64	39.4
8	T	827	2.0	0.716	37.3	LOS D	20.8	148.3	0.95	0.83	16.6
9	R	101	2.0	0.758	67.7	LOS E	7.5	53.3	1.00	0.87	12.9
Approach		978	2.0	0.758	39.0	LOS D	20.8	148.3	0.92	0.83	16.6
West Seymour Street											
10	L	250	2.0	0.790	60.0	LOS E	15.3	108.9	1.00	0.90	15.7
11	T	179	2.0	0.538	45.6	LOS D	15.3	108.9	0.96	0.79	16.5
12	R	40	2.0	0.498	43.4	LOS D	2.5	17.8	0.81	0.72	20.0
Approach		469	2.0	0.790	53.1	LOS D	15.3	108.9	0.97	0.84	16.3
All Vehicles		2952	2.0	0.845	44.0	LOS D	27.6	196.5	0.93	0.87	20.3

Level of Service (Aver. Int. Delay): LOS D. Based on average delay for all vehicle movements. LOS Method: Delay (HCM).  
Level of Service (Worst Movement): LOS E. LOS Method for individual vehicle movements: Delay (HCM).  
Approach LOS values are based on average delay for all vehicle movements.

Movement Performance - Pedestrians								
Mov ID	Description	Demand Flow ped/h	Average Delay sec	Level of Service	Average Back of Queue Pedestrian ped	Queue Distance m	Prop. Queued	Effective Stop Rate per ped
P1	Across S approach	53	36.8	LOS D	0.1	0.1	0.82	0.82
P3	Across E approach	53	26.3	LOS C	0.1	0.1	0.69	0.69
P5	Across N approach	53	36.8	LOS D	0.1	0.1	0.82	0.82
P7	Across W approach	53	26.3	LOS C	0.1	0.1	0.69	0.69
All Pedestrians		212	31.5				0.75	0.75

Level of Service (Aver. Int. Delay): LOS D. Based on average delay for all pedestrian movements. LOS Method: Delay (HCM).  
Level of Service (Worst Movement): LOS D. LOS Method for individual pedestrian movements: Delay (HCM).







appendix 5  
public transport timetables





## Dyson's Bus Service Timetable LVBL Bus Services Timetables

SALE - HEYFIELD - TRARALGON	SCHEDULED TIME	
	ARR.	DEPT.
Sale – Railway Station		8.35 AM
Sale - Shopping Centre		8.40 AM
Maffra (2)		8.55 AM
Maffra (1)		9.00 AM
Tinamba		9.05 AM
Heyfeild – V/Line Stop		9.12 AM
Heyfield		9.15 AM
Cowwarr		9.22 AM
Toongabbie		9.30 AM
Glengarry		9.38 AM
Tyers Primary School		9.45 AM
Traralgon – Centre Plaza		10.00 AM
Traralgon - Station	10.05 AM	10.20 AM

TRARALGON - HEYFIELD - SALE	SCHEDULED TIME	
	ARR.	DEPT.
Traralgon - Station	1.38 PM	1.43 PM
Traralgon – Centre Plaza		1.47 PM
Tyers Primary School		1.53 PM
Glengarry		1.57 PM
Toongabbie		2.05 PM
Cowwarr		2.13 PM
Heyfield		2.25 PM
Heyfeild – V/Line Stop		2.30 PM
Tinamba		2.40 PM
Maffra (1)		2.45 PM
Maffra (2)		2.50 PM
Sale - Shopping Centre		3.05 PM
Sale – Railway Station		3.10 PM

Traralgon Route 1 - Rangeview									
Weekdays	AM Service				PM Service				
Traralgon Plaza		9:30	10:30	11:30	12:30	1:30	2:30	3:20	4:30
Stirling Avenue	*8:35	9:39	10:39	11:39	12:39	1:39	2:39	3:29	4:39
Traralgon Plaza	8:50	9:55	10:55	11:55	12:55	1:55	2:55	3:45	4:55
Saturdays									
Traralgon Plaza		9:30	10:30	11:30	12:30				
Stirling Avenue		9:39	10:39	11:39	12:39				
Traralgon		9:55	10:55	11:55	12:55				



Plaza									
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\*Commences corner of Grubb Avenue and Grey Street at 8.30am

Traralgon Route 2 - Freeman Park								
Weekdays	AM Service			PM Service				
Traralgon Plaza	8:40	10:00	11:00	12:00	1:00	2:00	3:00	4:55
Swallow Grove	8:48	10:08	11:08	12:08	1:08	2:08	3:08	5:03
Traralgon Plaza	9:00	10:20	11:20	12:20	1:20	2:20	3:20	5:15
Saturdays								
Traralgon Plaza		10:00	11:00	12:00				
Swallow Grove		10:08	11:08	12:08				
Traralgon Plaza		10:20	11:08	12:20				

Traralgon Route 3 - Park Lane								
Weekdays	AM Service			PM Service				
Traralgon Plaza	-						3:20	
Park Lane & Strathcole Drive	8:40						3:35	
Traralgon Plaza	8:55						3:40	
Additional Service Thursdays Only								
Traralgon Plaza		-		12:10				
Park Lane & Strathcole Drive		9:40		12:20				
Traralgon Plaza		9:50		12:30				

Traralgon Route 4 - Kosciusko Street								
Weekdays	AM Service				PM Service			
Traralgon Plaza	8:35	9:30	10:30	11:30	12:30	1:30	2:30	4:35
Washington St	8:43	9:38	10:38	11:38	12:38	1:38	2:38	4:43
Traralgon Plaza	8:57	9:52	10:52	11:52	12:52	1:52	2:52	4:57
Saturdays								
Traralgon Plaza		9:45		11:00				
Washington St		9:53		11:08	12:38			
Traralgon Plaza		10:07		11:22	12:52			



Traralgon Route 5 - Hazelbank						
Weekdays	AM Service				PM Service	
Traralgon Plaza	-	9:30		11:30	1:30	3:25
Fernlea St	*8:35	9:38		11:38	1:38	3:33
Traralgon Plaza	8:50	9:50		11:50	1:50	3:50

Traralgon Route 6 - Traralgon East									
Weekdays	AM Service				PM Service				
Traralgon Plaza	9:00	10:00	11:00	12:00	1:00	2:00	3:00	4:30	5:35
Shakspeare St & Riley St	9:09	10:09	11:09	12:09	1:09	2:09	3:09	4:39	5:44
Traralgon Plaza	9:25	10:25	11:25	12:25	1:25	2:25	3:25	4:55	6:00
Saturdays									
Traralgon Plaza	8:25	9:15	10:35	12:00					
Shakspeare St & Riley St	8:34	9:24	10:44	12:09					
Traralgon Plaza	8:50	9:40	11:00	12:25					

Traralgon Route 7 - Lansdowne Road								
Weekdays	AM Service				PM Service			
Traralgon Plaza	9:00	10:00	11:00	12:00	1:00	2:00	3:00	5:00
Cameron St & Furlonger St	9:08	10:08	11:08	12:08	1:08	2:08	3:08	5:08
Traralgon Plaza	9:20	10:20	11:20	12:20	1:20	2:20	3:20	5:20
Saturdays								
Traralgon Plaza	8:50	10:15	11:30		1:00			
Cameron St & Furlonger St	8:58	10:23	11:38		1:08			
Traralgon Plaza	9:10	10:35	11:50		1:20			

Traralgon Route 8 - Traralgon East/Lansdowne Rd						
Weekdays	AM Service				PM Service	
Traralgon Plaza	8:30					
Shakspeare St & Riley St	8:39					
Traralgon Plaza	8:55					

Scheduled Low Floor Bus Service / Subject to operational requirements
AM Service / PM Service



# Eastern Victoria Train and Coach Timetables

## Traralgon - Melbourne

	MONDAY – FRIDAY																			
Service No.	8400	8402	8404	8406	8408	8410	8412	8414	8416	8418	8420	8422	8424	8426	8428	C404	8430	8434	8432	
Train/Coach	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	COACH	TRAIN	TRAIN	TRAIN	
Seating/Catering			★			★	☞						★	☞					★	☞
						IC	BD						IC	BD					IC	BD
TRARALGON dep	04:50	05:38	06:00	06:43	07:15	07:47R	08:15	09:10	10:20	11:15	12:15	13:15	14:07R	15:12	16:00		17:05	17:50	19:12R	
Morwell Stn	05:00	05:46	06:11	06:52	07:24	07:58	08:24	09:20	10:29	11:24	12:24	13:24	14:18	15:21	16:10		17:13	17:59	19:23	
Moe	05:11	05:56	06:22	07:02	07:34	08:09	08:34	09:31	10:43	11:34	12:39	13:35	14:30	15:36	16:27		17:28	18:14	19:34	
Trafalgar	05:18		06:29		07:40		08:41	09:38	10:50	11:40	12:45	13:41	GL	15:43	16:34		17:35		19:41	
Yarragon	05:24		06:35		07:45		08:46	09:44	10:55	11:45	12:50	13:46		15:49	16:40		17:41		19:47	
WARRAGUL	05:33	06:11	06:45	07:17	07:53	08:28	08:54	09:53	11:03	11:53	12:58	13:54	14:49	15:57	16:48		17:49	18:31	19:57	
Drouin	05:39	06:17	06:51	07:23	07:58	08:34	08:59	09:59	11:09	11:58	13:03	13:59	14:55	16:03	16:54		17:55	18:37	20:03	
Longwarry	05:45		06:58		08:04		09:05	10:05				12:04	14:05	16:12	17:01		18:08		20:10	
Bunyip	05:49		07:02		08:08		09:08	10:09			12:07		14:08	16:16	17:05		18:12		20:14	
Garfield	05:53	06:27	07:06	07:33	08:12	08:47	09:11	10:13	11:19	12:10	13:12	14:12	15:08	16:20	17:09	18:03A	18:16	18:49	20:18	
Tynong	05:57		07:10		08:16		09:15	10:17			12:14		14:16	16:24	17:13	18:06	18:20		22:22	
Nar Nar Goon	06:01		07:14		08:20		09:19	10:21			12:18		14:20	16:28	17:17	18:12	18:24		20:26	
PAKENHAM	06:08		07:24	07:44	08:26	09:00	09:26	10:29	11:30	12:26	13:25	14:28	15:25	16:37	17:26		18:31	19:05	20:35	
Berwick					08:35d															
DANDENONG	06:26d	06:54d	07:41d	08:01d	08:44d	09:18d	09:43d	10:46d	11:47d	12:43d	13:42d	14:44d	15:42d	16:54d	17:43d		18:48d	19:22d	20:52d	
Clayton	06:40d	07:08d	07:52d	08:15d	08:54d		09:53d	10:57d	11:58d	12:53d	13:56d	14:55d		17:05d	17:56d		19:00d	19:32d		
Caulfield	06:52d	07:16d	08:05d	08:28d	09:06d	09:35d	10:07d	11:07d	12:07d	13:07d	14:07d	15:06d	16:04d	17:18d	18:08d		19:12d	19:42d	21:12d	
Richmond	07:01d	07:24d	08:14d	08:38d	09:15d	09:44d	10:15d	11:15d	12:15d											
MELBOURNE																				
(Flinders Street) arr	07:06d	07:29d	08:18d	08:42d	09:22d	09:48d	10:19d	11:19d	12:19d	13:19d	14:19d	15:19d	16:18d	17:31d	18:23d		19:24d	19:55d	21:25d	
(Southern Cross) arr	07:12	07:34	08:24	08:51	09:28	09:54	10:26	11:26	12:26	13:24	14:24	15:26	16:26	17:38	18:28		19:29	20:00	21:31	

	SATURDAY										SUNDAY										
Service No.	8404	8408	8410	8414	8418	8422	8424	8426	8430	8432	8434	8404	8408	8410	8418	8422	8424	8430	8432	8434	
Train/Coach	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	
Seating/Catering			★	☞			★	☞		★	☞			★	☞			★	☞	★	☞
			IC	BD			IC	BD		IC	BD			IC	BD			IC	BD	IC	BD
TRARALGON dep	06:05	07:20	08:07R	09:20	10:57	12:55	13:52R	14:48	16:48	17:57R	18:45	06:05	08:03	09:17R	10:57	12:55	14:48R	16:48	17:57R	18:45	
Morwell	06:14	07:29	08:18	09:29	11:06	13:04	14:03	14:57	16:57	18:08	18:54	06:14	08:12	09:28	11:06	13:04	14:57	16:57	18:08	18:54	
Moe	06:23	07:38	08:29	09:42	11:15	13:13	14:21	15:06	17:06	18:20	19:03	06:23	08:21	09:39	11:15	13:13	15:06	17:06	18:20	19:03	
Trafalgar	06:29	07:44		09:48	11:21	13:19	GL	15:13	17:13		19:10	06:29	08:27		11:21	13:19	15:13	17:13		19:10	
Yarragon	06:34	07:49		09:53	11:26	13:24		15:19	17:19		19:16	06:34	08:32		11:26	13:24	15:19	17:19	GL	19:16	
WARRAGUL	06:42	07:57	08:48	10:01	11:34	13:32	14:40	15:27	17:27	18:39	19:24	06:42	08:40	09:58	11:34	13:32	15:27	17:27	18:39	19:24	
Drouin	06:47	08:02	08:54	10:06	11:39	13:37	14:46	15:33	17:33	18:45	19:30	06:47	08:45	10:04	11:39	13:37	15:33	17:33	18:45	19:30	
Longwarry	06:53	08:08		10:12	11:45	13:43		15:40	17:40		19:37	06:53	08:51		11:46	13:43	15:40	17:40		19:37	
Bunyip	06:56	08:11		10:15	11:48	13:46		15:44	17:44		19:41	06:56	08:54		11:49	13:46	15:44	17:44		19:41	
Garfield	06:59	08:14	09:07	10:18	11:51	13:49	14:59	15:48	17:48	18:58	19:45	06:59	08:57	10:18	11:52	13:49	15:48	17:48	18:58	19:45	
Tynong	07:03	08:18		10:22	11:55	13:53		15:52	17:52		19:49	07:03	09:01		11:56	13:53	15:52	17:52		19:49	
Nar Nar Goon	07:07	08:22		10:26	11:59	13:57		15:56	17:56		19:53	07:07	09:05		12:00	13:57	15:56	17:56		19:53	
PAKENHAM	07:13	08:29	09:23	10:33	12:05	14:04	15:12	16:04	18:04	19:12	20:02	07:13	09:12	10:32	12:05	14:04	16:04	18:04	19:12	20:02	
DANDENONG	07:30d	08:46d	09:40d	10:50d	12:22d	14:21d	15:29d	16:21d	18:21d	19:29d	20:19d	07:30d	09:29d	10:49d	12:22d	14:21d	16:21d	18:21d	19:29d	20:19d	
Clayton	07:40d	08:56d		11:00d	12:33d	14:32d		16:32d	18:32d		20:30d	07:40d	09:39d		12:33d	14:32d	16:32d	18:32d		20:30d	
Caulfield	07:49d	09:05d	10:03d	11:09d	12:43d	14:43d	15:46d	16:43d	18:43d	19:46d	20:41d	07:50d	09:49d	11:06d	12:43d	14:43d	16:43d	18:43d	19:46d	20:41d	
Richmond		09:14d	10:11d	11:17d	12:51d								09:57d	11:14d	12:51d						
MELBOURNE																					
(Flinders Street) arr	08:01d	09:19d	10:15d	11:21d	12:55d	14:55d	16:00d	16:55d	18:55d	20:00d	20:53d	08:09d	10:01d	11:20d	12:55d	14:55d	16:55d	18:55d	20:00d	20:53d	
(Southern Cross) arr	08:07	09:25	10:21	11:27	13:01	15:01	16:05	17:01	19:01	20:07	20:59	08:09	10:07	11:25	13:01	15:01	17:01	19:01	20:07	20:59	

### Legend

★ – First Class available. ☞ – Catering available. arr – Arrive. dep – Depart. R – Reservation required. d – Stops to set down passengers only.  
 Red times represent coach services. Black times represent train services. IC – Inter-City. A – Connects with train from Melbourne. GL – The Gippslander.  
 BD – From Bairnsdale. █ – Peak services. █ – Reservation required on these services.

### Coach stop locations

Bunyip – Primary School, Darnum – General Store, Princes Highway, Drouin – Corner Princes Way and Bank Place, Garfield – Opposite Toilet Block, Nilma – Queens Street extension, corner Bloomfields Road, Warragul – Queen Street, opposite Railway Station.

### Melbourne-Traralgon

		MONDAY – FRIDAY																			FRI		
Service No.	CA01	CA03	8401	8403	8405	8407	8409	8411	8415	8413	8417	8419	8421	4613	8423	C404	8425	8427	8429	8431	8433	8435	
Train/Coach	COACH	COACH	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	METRO	TRAIN	COACH	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN
Seating/ Catering			★	★						★	★						★	★					
MELBOURNE																							
(Southern Cross) dep			06:44	07:51R	08:32	09:25	10:25	11:25	12:25	13:25R	14:25	15:20	16:10	16:22L	16:47		17:35	18:25R	19:28	20:30	21:30	23:30	
(Flinders Street) dep			06:49u	07:56u	08:38u	09:31u	10:31u	11:31u	12:32u	13:32u	14:31u	15:26u	16:15u	16:19	16:59u		17:41u	18:30u	19:33u	20:35u	21:35u	23:35u	
Richmond					08:41u					13:35u	14:34u	15:29u	16:18u	16:31	17:02u		17:45u	18:33u	19:36u	20:38u	21:38u	23:38u	
Caulfield			07:01u	08:08u	08:51u	09:44u	10:43u	11:43u	12:43u	13:44u	14:43u	15:38u	16:27u	16:41	17:11u		17:56u	18:41u	19:46u	20:48u	21:48u	23:48u	
Clayton			07:09u	09:04u	09:53u	10:51u	11:51u	12:51u		14:51u	15:46u	16:36u	16:50		17:21u		18:06u		19:55u	20:57u	21:57u	23:57u	
DANDEMONG			07:21u	08:26u	09:19u	10:08u	11:04u	12:04u	13:04u	14:04u	15:04u	15:59u	16:48u	17:04	17:35u		18:20u	19:01u	20:10u	21:08u	22:08u	00:08u	
Berwick												16:07u		17:16									
PAKENHAM	arr																						
Service No.				GL																			
CHANGE SERVICE																							
PAKENHAM dep			07:38	08:43	09:36	10:26	11:21	12:21	13:21	14:21	15:21	16:17	17:05	17:35			18:40	19:18	20:27	21:25	22:25	00:25	
Nar Nar Goon			07:43		09:41		11:26	12:26	13:26		15:26	16:22	17:10	17:45		18:12	18:46		20:32	21:30	22:30	00:30	
Tynong			07:47		09:45		11:30	12:30	13:30		15:30	16:26	17:14	17:51		18:06	18:51		20:36	21:34	22:34	00:34	
Garfield		06:45	07:50	08:54	09:48	10:36	11:33	12:33	13:33	14:32	15:33	16:29	17:17	18:03A	18:00	18:03A	18:55	19:29	20:39	21:37	22:37	00:37	
Bunyip		06:50	07:55		09:53		11:38	12:38	13:38		15:37	16:33	17:21	18:08		18:00	19:00		20:43	21:41	22:42	00:41	
Longwary Stn		06:55	07:59		09:57		11:42	12:42	13:42		15:41	16:37	17:25	18:13		18:00	19:04		20:47	21:46	22:46	00:45	
Drouin	05:45	07:06	08:05	09:08	10:03	10:49	11:48	12:48	13:48	14:46	15:47	16:43	17:31	18:24	18:10		19:11	19:41	20:53	21:51	22:52	00:51	
WARRAGUL	arr		08:12						13:54	14:52							19:17	19:47			22:58		
Service No.																							
CHANGE SERVICE																							
WARRAGUL dep			08:17	09:16	10:10	10:55	11:54	12:54	13:55	14:53	15:53	16:49	17:37		18:16	18:16	19:18	19:48	20:59	21:57	22:59	00:57	
Warragul (1)	05:55	07:18												18:34									
Nilma	05:59	07:22															18:22						
Darum	06:02	07:25															18:25						
Yarragon	06:07	07:31	08:24		10:17	11:02	12:01	13:01	14:02		16:00	16:56	17:44				18:30	19:27		21:06	22:04	23:07	01:04
Trafalgar	06:15	07:37	08:30		10:23	11:08	12:07	13:07	14:08		16:07	17:01	17:49				18:37	19:34		21:11	22:09	23:12	01:09
Moe	06:25	07:47	08:38	09:35	10:31	11:16	12:15	13:15	14:16	15:12	16:13	17:07	17:55		18:30	18:47	19:42	20:07	21:17	22:15	23:20	01:15	
Newborough TAFE		07:55																					
Morwell	06:40	08:10	08:49	09:47	10:41	11:30	12:28	13:29	14:32	15:25	16:24	17:17	18:05		18:40		19:54	20:20	21:27	22:25	23:31	01:25	
Morwell (1)	06:45																						
Morwell (2)		08:15																					
Lalor Regional Hosp.	06:49	08:17																					
TRARALGON	arr	07:00	08:30	09:00	09:57	10:52	11:40	12:38	13:39	14:43	15:35	16:35	17:28	18:16		18:50		20:06	20:30	21:38	22:36	23:42	01:36
Traralgon Plaza		08:35		BD							BD									BD			

		SATURDAY											SUNDAY										
Service No.	8401	8403	8405	8409	8413	8417	8421	8425	8427	8429	8433	8435	8403	8413	8415	8417	8421	8425	8427	8429	8433		
Train/Coach	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	
Seating/ Catering		★	★		★	★			★	★			★	★					★	★			
MELBOURNE																							
(Southern Cross) dep	06:45	07:45R	08:25	10:25	12:25R	14:25	16:25	17:25	18:25R	19:30	21:30	23:30	08:30R	10:30R	12:25	14:25	16:25	17:25	18:25R	19:30	21:30		
(Flinders Street) dep	06:50u	07:50u	08:30u	10:30u	12:30u	14:30u	16:30u	17:30u	18:30u	19:35u	21:35u	23:35u	08:35u	10:35u	12:30u	14:30u	16:30u	17:30u	18:30u	19:35u	21:35u		
Richmond																							
Caulfield	07:01u	08:01u	08:41u	10:41u	12:41u	14:41u	16:41u	17:41u	18:41u	19:46u	21:46u	23:46u	08:46u	10:46u	12:41u	14:41u	16:41u	17:41u	18:41u	19:46u	21:46u		
Clayton	07:09u		08:49u	10:49u		14:49u	16:49u	17:49u		19:54u	21:54u	23:54u		10:54u	12:49u	14:49u	16:49u	17:49u		19:54u	21:54u		
DANDEMONG	07:20u	08:20u	09:00u	11:00u	13:00u	15:00u	17:00u	18:00u	19:00u	20:05u	22:05u	00:05u	09:05u	11:05u	13:00u	15:00u	17:00u	18:00u	19:00u	20:05u	22:05u		
PAKENHAM	dep	07:40	08:37	09:17	11:17	13:17	15:17	17:17	18:20	19:17	20:23	22:23	00:22	09:24	11:23	13:17	15:17	17:17	18:20	19:17	20:23	22:23	
Nar Nar Goon	07:45	GL	09:22	11:22		15:22	17:22	18:25		20:28	22:28	00:27	GL	11:28	13:22	15:22	17:22	18:25		20:28	22:28		
Tynong	07:49		09:26	11:26		15:26	17:26	18:29		20:32	22:32	00:31		11:32	13:26	15:26	17:26	18:29		20:32	22:32		
Garfield	07:52	08:48	09:29	11:29	13:28	15:29	17:29	18:32	19:28	20:35	22:35	00:34	09:35	11:35	13:29	15:29	17:29	18:32	19:28	20:35	22:35		
Bunyip	07:57		09:34	11:34		15:33	17:33	18:36		20:39	22:39	00:38		11:39	13:34	15:33	17:33	18:36		20:39	22:39		
Longwary Stn	08:01		09:38	11:38		15:37	17:37	18:40		20:43	22:43	00:42		11:43	13:38	15:37	17:37	18:40		20:43	22:43		
Drouin	08:07	09:02	09:44	11:44	13:42	15:43	17:43	18:46	19:40	20:49	22:49	00:48	09:49	11:49	13:44	15:43	17:43	18:46	19:40	20:49	22:49		
WARRAGUL	arr	08:13	09:08																				
Warragul	dep	08:17	09:09	09:50	11:50	13:49	15:49	17:49	18:52	19:47	20:55	22:55	00:54	09:56	11:55	13:51	15:49	17:49	18:52	19:47	20:55	22:55	
Yarragon	08:24		09:57	11:57		15:56	17:56	18:59		21:02	23:02	01:01		12:04	13:58	15:56	17:56	18:59		21:02	23:02		
Trafalgar	08:30		10:03	12:03		16:01	18:01	19:04		21:07	23:07	01:06		12:10	14:03	16:01	18:01	19:04		21:07	23:07		
Moe	08:38	09:28	10:11	12:11																			





Bairnsdale to Melbourne via Sale, Traralgon, Warragul, Pakenham and Dandenong

	MONDAY – FRIDAY				SATURDAY				SUNDAY		
Service No.	8410	C418	8424	8432	8410	8424	C444	8432	8410	C428	8432
Train/Coach	TRAIN	COACH	TRAIN	TRAIN	TRAIN	TRAIN	COACH	TRAIN	TRAIN	COACH	TRAIN
Seating/Catering	★ ☹		★ ☹	★ ☹	★ ☹	★ ☹		★ ☹	★ ☹		★ ☹
	IC		IC	IC	IC	IC		IC	IC		IC
BAIRNSDALEStn dep	06:20		12:40	17:45	06:40	12:25		16:30	07:50	12:40	16:30
LindenowT/o										12:55	
Stratford	06:54		13:14	18:19	07:14	12:59		17:04	08:24	13:20	17:04
SALEStn arr	07:08		13:28	18:33	07:28	13:13		17:18	08:38	13:40	17:18
Service No.										8424	
CHANGESERVICE										TRAIN	
										IC	
SALEStn dep	07:10	07:55	13:30	18:35	07:30	13:15		17:20	08:40	14:00	17:20
Sale (1)		08:00					16:00				
Rosedale		08:25					16:20				
Rosedale Stn	07:29		13:49	18:54	07:49	13:34		17:39	08:59	14:18	17:39
Traralgon Plaza		08:50									
TRARALGON Stn arr	07:45	08:45	14:05	19:10	08:05	13:50	16:40	17:55	09:15	14:38	17:55
Service No.		8414					8430				
CHANGESERVICE		TRAIN					TRAIN				
TRARALGON Stn dep	07:47	09:10	14:07	19:12	08:07	13:52	16:48	17:57	09:17	14:48	17:57
Morwell	07:58	09:20	14:18	19:23	08:18	14:03	16:57	18:08	09:28	14:57	18:08
Moe	08:09	09:31	14:30	19:34	08:29	14:21	17:06	18:20	09:39	15:06	18:20
Warragul	08:28	09:53	14:49	19:57	08:48	14:40	17:27	18:39	09:58	15:27	18:39
Drouin	08:34	09:59	14:55	20:03	08:54	14:46	17:33	18:45	10:04	15:33	18:45
Garfield	08:47	10:13	15:08	20:18	09:07	14:59	17:48	18:58	10:18	15:48	18:58
Pakenham	09:00	10:29	15:25	20:35	09:23	15:12	18:04	19:12	10:32	16:04	19:12
Dandenong	09:18d	10:46d	15:42d	20:52d	09:40d	15:29d	18:21d	19:29d	10:49d	16:21d	19:29d
Clayton		10:57d					18:32d			16:32d	
Caulfield	09:35d	11:07d	16:04d	21:12d	10:09d	15:46d	18:43d	19:46d	11:06d	16:43d	19:46d
Richmond	9:44d	11:15d			10:11d				11:14d		
MELBOURNE (Flinders Street) arr	09:48d	11:19d	16:18d	21:25d	10:15d	16:00d	18:55d	20:00d	11:20d	16:55d	20:00d
(Southern Cross) arr	09:54	11:26	16:26	21:31	10:21	16:05	19:01	20:07	11:25	17:01	20:07

Melbourne to Bairnsdale via Dandenong, Pakenham, Warragul, Traralgon and Sale

	MONDAY – FRIDAY					SATURDAY					SUNDAY				
Service No.	C441	C405	8403	8413	8419	8427	C445	8403	8413	8417	8427	8403	8413	8417	8427
Train/Coach	COACH	COACH	TRAIN	TRAIN	TRAIN	TRAIN	COACH	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN	TRAIN
Seating/Catering			★ ☹	★ ☹		★ ☹		★ ☹	★ ☹		★ ☹	★ ☹	★ ☹		★ ☹
			IC	IC		IC		IC	IC		IC	IC			IC
MELBOURNE (Southern Cross) dep			07:51	13:25	15:20	18:25		07:45	12:25	14:25	18:25	08:30	10:30	14:25	18:25
(Flinders Street) dep			07:56u	13:32u	15:26u	18:30u		07:50u	12:30u	14:30u	18:30u	08:35u	10:35u	14:30u	18:30u
Richmond				13:35u	15:29u	18:33u					18:33u				18:33u
Caulfield			08:08u	13:44u	15:38u	18:41u		08:01u	12:41u	14:41u	18:41u	08:46u	10:46u	14:41u	18:41u
Clayton					15:46u					14:49u			10:54u	14:49u	
Dandenong			08:26u	14:04u	15:59u	19:01u		08:20u	13:00u	15:00u	19:00u	09:05u	11:05u	15:00u	19:00u
Pakenham			08:43	14:21	16:17	19:18		08:37	13:17	15:17	19:17	09:24	11:23	15:17	19:17
Garfield			08:54	14:32	16:29	19:29		08:48	13:28	15:29	19:28	09:35	11:35	15:29	19:28
Drouin			09:08	14:46	16:43	19:41		09:02	13:42	15:43	19:40	09:49	11:49	15:43	19:40
Warragul			09:16	14:53	16:49	19:48		09:09	13:49	15:49	19:47	09:56	11:55	15:49	19:47
Moe			09:35	15:12	17:07	20:07		09:28	14:08	16:07	20:06	10:15	12:18	16:07	20:06
Morwell			09:47	15:25	17:17	20:20		09:43	14:21	16:17	20:19	10:28	12:28	16:17	20:19
TRARALGON arr			09:57	15:35	17:28	20:30		09:53	14:31	16:28	20:29	10:38	12:36	16:28	20:29
Service No.					C419					C447				C447	
CHANGESERVICE					COACH					COACH				COACH	
TRARALGON dep	06:00	07:10	10:00	15:37	17:35	20:33	06:02	09:56	14:34	16:45	20:32	10:41	12:41	16:45	20:32
Traralgon Plaza		07:05			17:30		06:07			16:48				16:48	
Rosedale Stn			10:16	15:53		20:49		10:12	14:50		20:48	10:57	12:57		20:48
Rosedale	06:20	07:30			17:55					17:05				17:05	
SALEStn arr			10:34	16:11	18:20	21:07	07:20	10:30	15:08		21:06	11:15	13:18		21:06
Service No.	MA												C407		
CHANGESERVICE													COACH		
SALEStn dep	07:02	08:00	10:36	16:13		21:09		10:32	15:09		21:08	11:17	13:50		21:08
Sale (1)	07:07	07:55			18:15		07:25			17:25				17:25	
Stratford			10:51	16:28		21:24		10:47	15:24		21:23	11:32	14:10		21:23
Lindenow T/o													14:30		
BAIRNSDALEStn			11:30	17:06		22:02		11:25	16:00		22:01	12:10	14:50		22:01

Legend

★ – First Class available, ☹ – Catering available, arr – Arrive, dep – Depart, u – Stops to pick up passengers only, d – Stops to set down passengers only.

Red times represent coach services, Black times represent train services, IC – Inter-City, MA – Via Maffra, GL – The Gippslander, ☹ – Reservation required on these services.

Coach Stop Locations

Lindenow T/o – Lindenow South T/o, Princes Highway, Rosedale – Corner Hood Street and Princes Highway, Sale 1 – Gippsland Centre, corner Cunningham and Desaily Streets.



## South Gippsland and Bass Coast Bus and V/Line Coach Services

### Traralgon-Wonthaggi (Wonthaggi via Mirboo Nth)

Service Information	Monday to Friday					
	JK am	HJ am	JK pm	HJ pm	HJ pm	
<b>Morning (am) / Afternoon (pm)</b>						
Traralgon Railway Station/Princes St (Traralgon)	-	9:30	12:24	3:40	-	
Latrobe Regional Hospital/Princes Hwy (Traralgon)	-	U9:37	U12:31	U3:47	-	
Mid Valley Shopping Centre/Mid Valley Dr (Morwell)	-	U9:45	U12:39	U3:55	-	
Morwell Railway Station/Commercial Rd (Morwell)	-	U9:55	U12:49	U4:05	-	
Peters St/Ridgeway St (Mirboo North)	-	10:20	1:14	4:30	-	
Leongatha Railway Station/Long St (Leongatha)	-	10:44	1:38	4:54	-	
Ramsey Bvd/The Esplanade (Inverloch)	9:15	11:07	2:01	5:17	5:55	
Bus Interchange/Biggs Dr (Wonthaggi)	9:30	11:25	2:19	5:35	6:10	

Service Information	Saturday					
	HJ am	HJ pm	HJ pm			
<b>Morning (am) / Afternoon (pm)</b>						
Traralgon Railway Station/Princes St (Traralgon)	10:40	3:13	-			
Latrobe Regional Hospital/Princes Hwy (Traralgon)	U10:45	U3:18	-			
Mid Valley Shopping Centre/Mid Valley Dr (Morwell)	U10:53	U3:26	-			
Morwell Railway Station/Commercial Rd (Morwell)	U11:03	U3:36	-			
Peters St/Ridgeway St (Mirboo North)	11:28	4:01	-			
Leongatha Railway Station/Long St (Leongatha)	11:52	4:25	-			
Ramsey Bvd/The Esplanade (Inverloch)	12:15	4:48	7:00			
Bus Interchange/Biggs Dr (Wonthaggi)	12:33	5:06	7:15			

Service Information	Sunday					
	HJ am	HJ pm	HJ pm			
<b>Morning (am) / Afternoon (pm)</b>						
Traralgon Railway Station/Princes St (Traralgon)	10:40	3:13	-			
Latrobe Regional Hospital/Princes Hwy (Traralgon)	U10:45	U3:18	-			
Mid Valley Shopping Centre/Mid Valley Dr (Morwell)	U10:53	U3:26	-			
Morwell Railway Station/Commercial Rd (Morwell)	U11:03	U3:36	-			
Peters St/Ridgeway St (Mirboo North)	11:28	4:01	-			
Leongatha Railway Station/Long St (Leongatha)	11:52	4:25	-			
Ramsey Bvd/The Esplanade (Inverloch)	12:15	4:48	7:00			
Bus Interchange/Biggs Dr (Wonthaggi)	12:33	5:06	7:15			



Traralgon-Wonthaggi (Traralgon via Mirboo Nth)

		Monday to Friday							
Service Information		HJ	JK	JK	HJ	HJ			
Morning (am) / Afternoon (pm)		am	am	am	pm	pm			
Bus Interchange/Biggs Dr (Wonthaggi)		6:35	8:55	9:40	1:30	5:40			
Ramsey Bvd/The Esplanade (Inverloch)		6:52	9:10	9:57	1:47	5:45			
Leongatha Railway Station/Long St (Leongatha)		7:15	-	10:20	2:10	-			
Peters St/Ridgeway St (Mirboo North)		7:40	-	10:45	2:35	-			
Morwell Railway Station/Commercial Rd (Morwell)		D8:10	-	D11:15	D3:05	-			
Mid Valley Shopping Centre/Mid Valley Dr (Morwell)		D8:18	-	D11:23	D3:13	-			
Latrobe Regional Hospital/Princes Hwy (Traralgon)		D8:24	-	D11:29	D3:19	-			
Plaza Shopping Centre/Franklin St (Traralgon)		8:30	-	11:35	3:25	-			
Traralgon Railway Station/Princes St (Traralgon)		8:35	-	11:40	3:30	-			

		Saturday							
Service Information		HJ	HJ	HJ					
Morning (am) / Afternoon (pm)		am	pm	pm					
Bus Interchange/Biggs Dr (Wonthaggi)		8:35	12:45	7:20					
Ramsey Bvd/The Esplanade (Inverloch)		8:52	1:02	7:35					
Leongatha Railway Station/Long St (Leongatha)		9:15	1:25	-					
Peters St/Ridgeway St (Mirboo North)		9:40	1:50	-					
Morwell Railway Station/Commercial Rd (Morwell)		D10:10	D2:20	-					
Mid Valley Shopping Centre/Mid Valley Dr (Morwell)		D10:18	D2:28	-					
Latrobe Regional Hospital/Princes Hwy (Traralgon)		D10:24	D2:34	-					
Plaza Shopping Centre/Franklin St (Traralgon)		10:30	2:40	-					
Traralgon Railway Station/Princes St (Traralgon)		10:35	2:45	-					

		Sunday							
Service Information		HJ	HJ	HJ					
Morning (am) / Afternoon (pm)		am	pm	pm					
Bus Interchange/Biggs Dr (Wonthaggi)		8:35	12:45	7:20					
Ramsey Bvd/The Esplanade (Inverloch)		8:52	1:02	7:35					
Leongatha Railway Station/Long St (Leongatha)		9:15	1:25	-					
Peters St/Ridgeway St (Mirboo North)		9:40	1:50	-					
Morwell Railway Station/Commercial Rd (Morwell)		D10:10	D2:20	-					
Mid Valley Shopping Centre/Mid Valley Dr (Morwell)		D10:18	D2:28	-					
Latrobe Regional Hospital/Princes Hwy (Traralgon)		D10:24	D2:34	-					
Plaza Shopping Centre/Franklin St (Traralgon)		10:30	2:40	-					
Traralgon Railway Station/Princes St (Traralgon)		10:35	2:45	-					



### Yarram-Traralgon

		Monday to Friday					
Morning (am) / Afternoon (pm)	am	pm	pm				
Memorial Park/Grant St (Yarram)	7:45	12:55	3:35				
Gomandale - Stradbroke Rd/Hyland Hwy (Gomandale)	8:20	1:30	4:10				
Traralgon Railway Station/Princes St (Traralgon)	8:45	1:55	4:35				
Plaza Shopping Centre/Franklin St (Traralgon)	8:50	2:00	4:40				

		Saturday					
Morning (am) / Afternoon (pm)	am	pm					
Memorial Park/Grant St (Yarram)	8:05	12:40					
Gomandale - Stradbroke Rd/Hyland Hwy (Gomandale)	8:40	1:15					
Traralgon Railway Station/Princes St (Traralgon)	9:05	1:40					
Plaza Shopping Centre/Franklin St (Traralgon)	9:10	1:45					

		Sunday					
Morning (am) / Afternoon (pm)	am	pm					
Memorial Park/Grant St (Yarram)	8:05	12:40					
Gomandale - Stradbroke Rd/Hyland Hwy (Gomandale)	8:40	1:15					
Traralgon Railway Station/Princes St (Traralgon)	9:05	1:40					
Plaza Shopping Centre/Franklin St (Traralgon)	9:10	1:45					

### Traralgon-Yarram

		Monday to Friday					
Morning (am) / Afternoon (pm)	am	pm	pm				
Traralgon Railway Station/Princes St (Traralgon)	9:15	2:00	4:45				
Plaza Shopping Centre/Franklin St (Traralgon)	9:20	2:05	4:50				
Gomandale - Stradbroke Rd/Hyland Hwy (Gomandale)	9:45	2:30	5:15				
Memorial Park/Grant St (Yarram)	10:20	3:05	5:50				

		Saturday					
Morning (am) / Afternoon (pm)	am	pm					
Traralgon Railway Station/Princes St (Traralgon)	9:05	2:40					
Plaza Shopping Centre/Franklin St (Traralgon)	9:10	2:45					
Gomandale - Stradbroke Rd/Hyland Hwy (Gomandale)	9:35	3:10					
Memorial Park/Grant St (Yarram)	10:10	3:45					

		Sunday					
Morning (am) / Afternoon (pm)	am	pm					
Traralgon Railway Station/Princes St (Traralgon)	9:05	2:40					
Plaza Shopping Centre/Franklin St (Traralgon)	9:10	2:45					
Gomandale - Stradbroke Rd/Hyland Hwy (Gomandale)	9:35	3:10					
Memorial Park/Grant St (Yarram)	10:10	3:45					



## Latrobe Valley Bus Services – Frequency & Span

Department of Transport implemented a minimum standard of bus operation hours and frequency for metropolitan area bus services in 2006. These minimum service standards comprised of hourly services that operate as follows:

Monday to Friday	6am to 9pm
Saturdays and Public Holidays	8am to 9pm
Sunday, Good Friday, Xmas Day	9am to 9pm

This level of service is intended to minimise social exclusion and transport disadvantage by providing people with adequate bus public transport which allows them to participate in employment, education, social and recreational pursuits.

BusVic believe these standards of bus public transport should also be applied to regional centres, however the Department of Transport believe this is not warranted.

Latrobe City is an unique regional centre comprising of two major townships of 10,000+ people, Traralgon with a population of 21,000+ and smaller community of approximately 5,000 with a major university spread across a 30 km radius and surrounded by smaller satellite towns. The regional hospital is situated on the Princes Highway midway between the two major townships. Latrobe Valley is primarily an industrial regional, housing the state power generating industries and manufacturing industries that operate continuously and employ large numbers of shift workers.

Latrobe Valley Bus Lines have long recognised that public transport bus services don't adequately meet the needs of this community and this belief was confirmed by the 2003 'Latrobe Valley Access and Mobility Studies' (LVAMS) and the recent 'Latrobe Valley Bus Review'. LVAMS was a strategy initiated by the Bracks Government in 2001, in response to recommendations of the Latrobe Ministerial Taskforce report – 'Framework for the Future', which examined issues faced by people living in Latrobe Valley.

Our concerns about the inadequency of service, both span and frequency within our community is not unwarranted. The attached graph compiled by BusVic, mapping the frequency of services in major regional centres clearly indicates that services in Latrobe City are lower than other regional centres with smaller populations and without the obstacles such as distance between centres and the acknowledged social issues of Latrobe Valley.

Table 1. below provides an overview of random public transport bus services in four major regional centres, these services operate within 6 kilometres of the Central Business District. In the case of Latrobe City, the Traralgon route service cited in Table 1 is more frequent than majority of services within Latrobe Valley.





**Table 1 - Route Bus services in Major Regional Centres**

Regional Centre	Population	Weekdays	Friday Nights	Services	Saturday	Sunday	Services
Ballarat - Wendree West - Route 1	88,000	6am -8pm	9pm	26	7am -7pm	10am - 6pm	26
Bendigo - Eaglehawk - Route 5	100,000	6.11am - 7.11pm	7.41am- 9.41pm	27	8.11am- 8.11pm	9.41am- 6.41pm	13
Latrobe City -Traralgon East - Route 6	73,000	9am - 5.35pm	Nil	9	8.25am- 12pm	Nil	4
Mildura -Route 400	60,000	7.45am- 5.45pm	Nil	7(14)	9.45am- 3pm	10am- 2pm	3
Warrnambool - Northwest - Route 3	32,000	8.30am- 5.40pm	7.15pm- 9.40pm	10	8.30am- 6pm	8.30am- 6pm	7

Table 1 clearly indicates the bus services in Latrobe City are less frequent and have a reduced timespan to services in most of other the regional centres. Whilst Mildura appears to have less frequency of services operating on Monday to Friday, Route 401 covers the same route so in reality there are 14 services operating this route Monday to Friday. Mildura like Latrobe City doesn't have Friday night services on town routes, and while there are less Saturday services the span of operation is much greater and Mildura has Sunday town services. Ballarat and Bendigo have substantially greater frequencies of service and much longer span of operation. What is most surprising is Warrnambool, a regional centre less than half the size of Latrobe City has significantly better weekend services than Latrobe City. The lack of service frequency and span is not only obvious in Table 1 and the attached graph but has also been highlighted in the Latrobe Valley Access and Mobility Study 2003 (LVAMS) recommendations and again with the consultation process of the Latrobe Valley Bus Review in 2009. The recommendations of the LVAMS took several years to implement Stage 1 and other two stages have never been implemented, the Latrobe Valley Bus Review was completed in August 2009 and to date we have received no indication of it implementation or the span and frequency of services.

Since the privatisation of the power generation industries in the early 1990's Latrobe Valley has been regarded as an area of high socio-economic disadvantage and the lack of public transport bus services emerges as a major issue in many social research projects conducted in the region. The limitations of public transport bus services is clearly recognised by youth and welfare agencies as a impediment to peoples ability to participate in education, training and employment and social and recreational pursuit, thus perpetuating their disadvantage.

Department of Transport articulates the socio-economic and wellbeing costs of inadequate public transport in metropolitan areas and implemented minimum standards of service to redress a failing public transport service. However in Latrobe City where transport disadvantage is an obvious barrier to social inclusion and community participation, government has failed to act, and their policies and reports have become merely rhetoric.

**Resources:**

Population Statistics obtained from Local Government Websites – Ballarat,  
Bendigo  
Latrobe City  
Mildura  
Warrnambool

Timetable Information obtained from Viclink Website

Service Standard Guidelines – BusVic MOTC2 Estimation Guidelines – Regional Cities





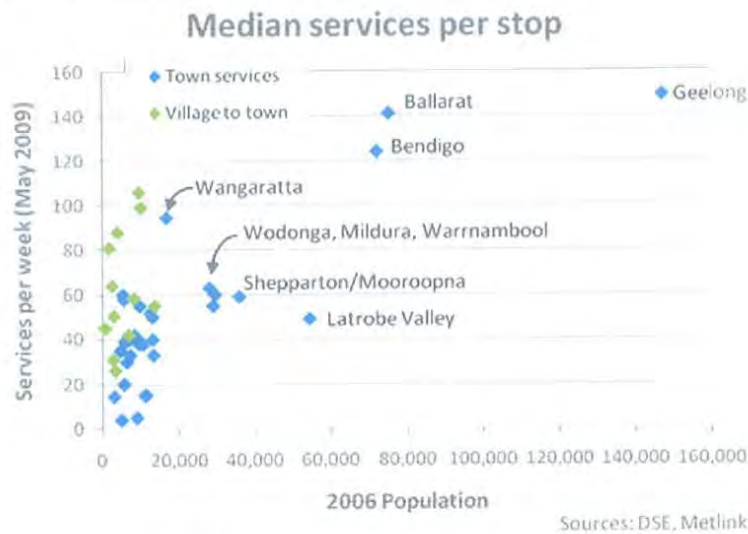


Leanne Blake

**From:** Chris Loader [cLoader@busvic.asn.au]  
**Sent:** Tuesday, 9 February 2010 1:44 PM  
**To:** leanne@lvbl.com.au  
**Subject:** town service data

Hi Leanne,

I think this chart tells the story pretty well:



It shows the Latrobe Valley has slightly lower service levels than several smaller cities. But then Latrobe Valley is actually a string of smaller cities with inter-town services, so you can argue it both ways.

I think median services per stop is a reasonable measure of typical service provided in a centre (it's the most objective measure I've been able to come up with). Unfortunately it is harder to explain to people.

Hope this helps,

Chris

Chris Loader  
Manager, Transport Planning and Policy  
BusVic (Bus Association Victoria) - <http://www.busvic.asn.au>  
[cloader@busvic.asn.au](mailto:cloader@busvic.asn.au) mobile: 0412 209 017 office: (03) 9645 3300  
**Note: I now have a direct line: (03) 9914 7009**  
*Please consider the environment before printing this email.*

18/03/2010



traralgon activity centre plan: background reports  
planning context report

prepared by hansen partnership pty ltd

july 2010

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appendix 1 – demographic profile



## 1 introduction

**hansen partnership pty ltd** has been engaged by Latrobe City Council to undertake the Traralgon Activity Centre Plan (TACP). This plan is intended to provide guidance for both land use planning, and urban design, within the central business district (defined as an Activity Centre) of Traralgon for the next 20 years. The TACP should be distinguished from other strategic work being undertaken by Council through the Traralgon Growth Areas Review (TGAR). The TGAR report is intended to develop a strategy for the future urban development and community infrastructure investment in and around Traralgon and its environs. The TACP focuses on the development within the central core of the town. It is important before beginning any such plan to develop a sound understanding of the existing context.

This paper examines the statutory and strategic planning context of the town centre and specifically identifies other matters which will either need to be considered, or will exert an influence on the centre of Traralgon, over the next 20 years. It forms part of a suite of background reports which will inform the development of both a structure plan for the area, and an urban design framework.



## 2 study area

### 2.1 regional context

Traralgon is a large regional centre, within the Gippsland region of eastern Victoria, and is approximately 164 kilometres east of Melbourne (2.5hr drive). Traralgon is located within the Latrobe City Council local government area, and serves as the primary commercial centre for a wide area, servicing a catchment far into eastern Gippsland. The town forms part of the Latrobe City 'networked city', and is complemented by Morwell, the designated government and industry centre, Moe, the service centre and Churchill, the education centre. This context can be seen in figure 1.

Traralgon is also located on the main train line to the east of Melbourne, known as the Bairnsdale line and together with nearby Warragul, is a designated Transit City, under State government guidelines. This 'Transit City' designation is explicit within Melbourne 2030 where Moe-Morwell-Traralgon, along with Warragul, form the 'Latrobe Warragul Transit City'. Notwithstanding the 'network city' concept, it remains Council policy that each town grow in its own right and maintain a 10 -1 5 year supply of urban land.

The extent of the town of Traralgon is somewhat constrained by the surrounding natural features, which include the Latrobe River and its associated floodplain to the north and the Loy Yang Power station, proposed Traralgon Bypass and extensive coal reserves to the south. West of the township between Traralgon and Morwell are an airport and major hospital facility.

### 2.2 local context

The Traralgon Activity Centre sits to the predominantly north of the Princes Highway and the railway line. It is surrounded by residential land to the south, west and north, with a large swath of parkland to the east of the centre. This parkland includes the Traralgon Creek. The majority of new residential estates in Traralgon are located to the north of the town centre.

The town centre has retained a compact shape and has a strong grid pattern of wide streets, with Grey Street to the north, Breed Street to the west and the Princes Highway to the south and east forming the main boundaries of the centre. However, some office/ consultancy type uses have spread to the western





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side of Breed Street. Kay Street forms a key green spine within the town centre, with Franklin Street forming the main street spine. This spine is anchored by the station to the south and the large Stockland Plaza development to the north.

Note: the study area excludes the area around the station as this is the subject of a separate project, known as the Station Precinct Masterplan.





legend

-  mountain ranges
-  major train line
-  main roads
-  major city / town centre
-  networked cities
-  latrobe city council boundary
-  transit city (latrobe warragul)









# traralgon activity centre plan

base map  
1:2500

## legend



study area boundary



**DRAFT**

Project Ref: 06436  
Dwg No.: LCD-003  
Scale: 1:2500@A1  
1:5000@A3  
Date: 01.06.10  
Revision: B



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### 3 state planning policy framework

The State Planning Policy Framework (SPPF) forms part of every planning scheme in Victoria and applies to all land in the state. This Statewide framework is intended to provide Responsible Authorities guidance as to what should be taken into account when planning related decisions are being considered. Relevant clauses of the SPPF which need to be considered in relation to planning for the Traralgon Activity Centre are detailed below. Please note that, while Clause 12 is intended to apply to metropolitan Melbourne, the principles are also suitable to application in large regional centres such as Traralgon.

CLAUSE	PURPOSE
<i>11: Introduction, Goals and Principles</i>	This clause outlines the overriding principles which are to guide planning in the state of Victoria, highlighting the need for planning to be approached in an integrated manner. The clause also sets out the key principles to be followed in relation to settlement, the environment, management of resources, infrastructure, economic well-being, social needs and regional co-operation.
<i>12.01: A more compact city</i>	Under the sub-heading of 'Activity centres', this clause directs that Responsible Authorities should concentrate new development at activity centres near current infrastructure and in areas best able to cope with change and build up activity centres as a focus for high-quality development, activity and living for the whole community by: <ul style="list-style-type: none"><li>▪ Developing a network of activity centres that:<ul style="list-style-type: none"><li>▪ Comprises a range of centres that differ in size and function.</li><li>▪ Is a focus for business, shopping, working, leisure and community facilities.</li><li>▪ Provides different types of housing, including forms of higher density housing.</li><li>▪ Is connected by public transport.</li><li>▪ Maximises choice in services, employment and social interaction.</li></ul></li><li>▪ Ensuring activity centres are developed in a way that:<ul style="list-style-type: none"><li>▪ Reduces the number of private motorised trips by concentrating activities that generate high numbers of (non-freight) trips in highly</li></ul></li></ul>



<p><b><i>12.03: Networks with the regional cities</i></b></p>	<p>accessible locations.</p> <ul style="list-style-type: none"><li>▪ Encourages economic activity and business synergies.</li><li>▪ Broadens the mix of uses appropriate to the type of centre and needs of the population served.</li><li>▪ Provides focal points for the community.</li><li>▪ Improves access by walking, cycling and public transport to services and facilities for local and regional populations.</li><li>▪ Supports the development of the Principal Public Transport Network.</li></ul> <ul style="list-style-type: none"><li>▪ Ensuring planning for activity centres:<ul style="list-style-type: none"><li>▪ Sets the strategic framework for the use and development of land in and around the centre and gives clear direction in relation to preferred locations for investment.</li><li>▪ Supports the role and function of the centre given its classification, the policies for housing intensification, and development of the public transport network.</li><li>▪ Improves the social, economic and environmental performance and amenity of the centre.</li><li>▪ Broadens the base of activity in centres that are currently dominated by shopping to include a wider range of services over longer hours by locating significant new education, justice, community, administrative and health facilities that attract users from large geographic areas in or on the edge of Principal or Major Activity Centres with good public transport.</li></ul></li><li>▪ Locating a substantial proportion of new housing in or close to activity centres and other strategic redevelopment sites that offer good access to services and transport by increasing the proportion of housing to be developed within the established urban area, particularly at activity centres and other strategic sites (which include areas within Activity centres or with good access to public transport).</li></ul> <p>Seeks to develop Metropolitan Melbourne and the surrounding regional cities as a network of cities to provide a choice of places to live, set up business and find a job. This clause aims to promote the growth of regional cities and key towns on regional</p>
---	---



<p><i>12.04: A more prosperous city</i></p>	<p>transport corridors as part of a 'networked cities' model by:</p> <ul style="list-style-type: none"><li>▪ Planning and supporting regional centres of Geelong, Ballarat, Bendigo and the towns of the Latrobe Valley that are close to Metropolitan Melbourne as viable alternative urban locations to Metropolitan Melbourne.</li><li>▪ Ensuring that infrastructure services are in place so that Geelong, Ballarat, Bendigo and the towns of the Latrobe Valley and their surrounding regions are able to take advantage of opportunities for growth that will accrue from improved linkages to Metropolitan Melbourne.</li><li>▪ Encouraging planning for regional areas and cities that:<ul style="list-style-type: none"><li>▪ Delivers an adequate supply of land for housing and industry to meet forecast growth.</li><li>▪ Ensures that new development is supported by strong transport links that provide an appropriate choice of travel.</li><li>▪ Limits the impact of urban development on non-urban areas and supports development in those areas that can accommodate growth.</li><li>▪ Protects conservation and heritage values and the surrounding natural resource base.</li><li>▪ Develops and reinforces the distinctive roles and character of each city.</li><li>▪ Fosters the development of towns around the regional cities that are on regional transport routes.</li></ul></li></ul> <p>Note: the State level definition of 'networked cities' differs from the local level definition. This clause refers to the network between the Latrobe Valley towns on the main railway line and their transport links to Metropolitan Melbourne. Local 'networked city' policy also encapsulates Churchill and is concerned with overall strategic development, as opposed to transport orientated development.</p> <p>The objective of this clause is to create a strong and innovative economy and to maintain access to productive natural resources and an adequate supply of well-located land for energy generation, infrastructure and industry by providing an adequate supply of industrial land in appropriate locations including sufficient stocks of large sites for strategic investment.</p>
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<p><b>12.05: A great place to be</b></p>	<p>To create urban environments that are of better quality, safer and more functional, provide more open space and an easily recognisable sense of place and cultural identity and promote good urban design to make the environment more liveable and attractive. It also aims to recognise and protect cultural identity, neighbourhood character and sense of place, improve community safety and encourage neighbourhood design that makes people feel safe, protect heritage places and values and promote excellent neighbourhood design to create attractive, walkable and diverse communities. Finally, the clause also seeks to improve the quality and distribution of open space and ensure long-term protection of public open space.</p>
<p><b>12.06: A fairer city</b></p>	<p>The objective of this clause is to provide fairer access to and distribution of social and cultural infrastructure. In relation to affordable housing, it seeks to increase the supply of well-located affordable housing by:</p> <ul style="list-style-type: none"><li>▪ Encouraging a significant proportion of new development, including development at activity centres and strategic redevelopment sites, to be affordable for households on low to moderate incomes.</li><li>▪ Facilitating a mix of private, affordable and social housing in activity centres, strategic redevelopment sites and Transit Cities projects.</li></ul> <p>This clause also seeks to develop a strong cultural environment and increase access to arts, recreation and other cultural facilities by encouraging a wider range of arts, cultural and entertainment facilities including cinemas, restaurants, nightclubs and live theatres, at Principal and Major Activity Centres and by reinforcing the existing major precincts for arts, sports and major events of Statewide appeal and establishing new facilities at locations well served by public transport.</p>
<p><b>12.07: A greener city</b></p>	<p>This clause seeks to minimise impacts on the environment to create a sustainable path for future growth and development.</p>
<p><b>12.08: Better transport links</b></p>	<p>The objective of this clause is to create a more sustainable transport system by integrating land-use and transport and to plan urban development to make jobs and community services more accessible by:</p> <ul style="list-style-type: none"><li>▪ Coordinating improvements to public transport, walking and cycling networks with the ongoing development and redevelopment of the urban area.</li></ul>





<p><b>14: Settlement</b></p>	<ul style="list-style-type: none"><li>▪ Concentrating key trip generators such as higher density residential development and Principal, Major and Specialised Activity Centres on the Principal Public Transport Network.</li><li>▪ Providing safe pedestrian and cycling access to activity centres, public transport interchanges and other strategic redevelopment sites.</li></ul> <p>It also seeks to manage the road system to achieve integration, choice and balance by developing an efficient and safe network and making the most of existing infrastructure and to give more priority to walking and cycling in planning urban development and in managing the road system and neighbourhoods</p> <p>The objectives of this clause are to ensure a sufficient supply of land is available for residential, commercial, industrial, recreational, institutional and other public uses and to facilitate the orderly development of urban areas.</p>
<p><b>15.02: Floodplain management</b></p>	<p>Aims to assist the protection of both property from flood damage and the environmental functions and characteristics of waterways. Under this clause Planning Authorities need to take appropriate notice of areas affected by 1 in 100 year flood levels.</p>
<p><b>15.10: Open space</b></p>	<p>Seeks to assist creation of a diverse and integrated network of public open space commensurate with the needs of urban communities and rural areas. Under this clause planning authorities should plan for regional open space networks to be used for recreation and conservation of natural and cultural environments. Planning and responsible authorities should ensure that open space networks are linked through the provision of walking and cycle trails and rights of way and incorporate, where possible, links between major parks and activity areas, along waterways and natural drainage corridors, connecting places of natural and cultural interest, as well as maintaining public accessibility on public land immediately adjoining waterways and coasts.</p>
<p><b>15.11: Heritage</b></p>	<p>The intent of this clause is to assist the conservation of places that have natural, environmental, aesthetic, historic, cultural, scientific or social significance or other special value important for scientific and research purposes, as a means of understanding our past, as well as maintaining and enhancing Victoria's image and making a contribution to the economic and cultural growth of the State.</p>



<b><i>15.12: Energy efficiency</i></b>	Seeks to encourage land use and development that is consistent with the efficient use of energy and the minimisation of greenhouse gas emissions. Under this clause planning and responsible authorities are directed to promote energy efficient building and subdivision design, promote consolidation of urban development and integration of land use and transport and encourage retention of existing vegetation or revegetation as part of subdivision and development proposals.
<b><i>17.01: Activity Centres</i></b>	The objective of this clause is to encourage the concentration of major retail, commercial, administrative, entertainment and cultural developments into activity centres (including strip shopping centres) which provide a variety of land uses and are highly accessible to the community.
<b><i>17.02: Business</i></b>	Seeks to encourage developments which meet community's needs for retail, entertainment, office and other commercial services and provide net community benefit in relation to accessibility, efficient infrastructure use and the aggregation and sustainability of commercial facilities.
<b><i>17.04: Tourism</i></b>	The objective of this clause is to encourage tourism development to maximise the employment and long-term economic, social and cultural benefits of developing the State as a competitive domestic and international tourist destination.
<b><i>18.01: Declared highways, railways and tramways</i></b>	Aims to integrate land use and transport planning around existing and planned declared highways, railways, principal bus routes and tram lines.
<b><i>18.02: Car parking and public transport access to development</i></b>	This clause seeks to ensure access is provided to developments in accordance with forecast demand taking advantage of all available modes of transport and to minimise impact on existing transport networks and the amenity of surrounding areas.
<b><i>18.03: Bicycle transport</i></b>	The objective of this clause are to integrate planning for bicycle travel with land use and development planning and encourage cycling as an alternative mode of travel.



<p><b><i>19.03: Design and built form</i></b></p>	<p>The objective of this clause is to achieve high quality urban design and architecture that:</p> <ul style="list-style-type: none"><li>▪ Reflects the particular characteristics, aspirations and cultural identity of the community.</li><li>▪ Enhances liveability, diversity, amenity and safety of the public realm.</li><li>▪ Promotes attractiveness of towns and cities within broader strategic contexts.</li></ul> <p>This will be achieved by following a range of guidelines group into the following categories of context, public realm, safety, landmarks views and vistas, pedestrian spaces, heritage, consolidation of sites and empty sites, light and shade, energy and resource efficiency, architectural quality, and landscape architecture.</p>
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## 4 local planning policy framework

The Local Planning Policy Framework (LPPF) incorporates both the Municipal Strategic Statement (MSS) and local planning policies that are relevant to the area and the type of development that should be encouraged. The Latrobe Planning Scheme has recently been updated, with changes to the scheme incorporated on 14 January 2010. Relevant to the future planning of the Traralgon Activity Centre are the following.

### 4.1 municipal strategic statement (mss)

The Municipal Strategic Statement outlines the 'vision' for the City of Latrobe, including the commitment to the following stated values:

#### Sustainability:

- *To promote the responsible and sustainable care of our built and natural environment for the use and enjoyment of the people who make up the vibrant community of Latrobe Valley.*
- *To provide leadership and to facilitate a well connected, interactive economic environment in which to do business.*

#### Liveability:

- *To promote and support social, recreational, cultural and community life by providing both essential and innovative amenities, services and facilities within the municipality.*

#### Community Capacity Building:

- *To empower the community through enhancing community advocacy, leadership, partnerships, inclusiveness and participation.*

#### Governance:

- *To ensure governance and leadership through a strong commitment and adherence to democratic processes and legislative requirements.*



These values are translated into Clauses 21.03 – 21.08 of the Latrobe Planning Scheme, which are discussed below.

#### 4.1.1 Clause 21.03 (natural environment sustainability)

Under this clause Latrobe City Council undertakes to:

*...increase and maintain natural vegetation, improve air and water quality, reduce and reuse waste, encourage energy efficient technologies, educate the community and industry in better waste management and environmental protection. The aim will be to achieve community recognition of Latrobe's natural environment as the region's most valuable asset. Council is committed to managing its resources to meet current needs, consistent with the national interests while protecting the opportunity for future generations to meet their needs and expectations for air quality; water quality and quantity; biodiversity; and waste management.*

A series of objectives relating to various elements of natural environment sustainability are outlined. Relevant strategies under this clause include:

- *Reduce community emissions (excluding power stations) by 20% compared with 1996 levels.*
- *Encourage the reduction of pollution from Council activities as well as local domestic, transport and business sources.*
- *Support the Australian Greenhouse Office by promoting walking, cycling and public transport use.*
- *Provide buffers to waterways to maintain water quality.*
- *Encourage Water Sensitive Urban Design principles in all developments.*
- *Maintain community wetlands and infrastructure (such as gross pollutant traps) in urban areas.*
- *Promote water re-use, water conservation and similar actions to maximise the amount of water available for river health and human use.*
- *Discourage urban or rural residential development on areas subject to regular flooding.*
- *Ensure the floodway is maintained and that the free passage and temporary storage of flood waters is not compromised.*



#### 4.1.2 Clause 21.04 (built environment sustainability)

The concept of the four main towns of Latrobe forming a 'networked city' introduces this clause. Under this 'networked city' model, each of the towns performs a different function, and key community facilities are spread across the four towns. Under this model, Traralgon is the designated 'commercial centre' of the Latrobe Valley. This clause also addresses the issue of built heritage and the need to protect and conserve important built heritage.

This clause also identifies that the community is increasingly demanding high quality architectural and urban design outcomes for built form and open spaces and the importance of this to maintaining civic pride. Latrobe City Council is also keen to ensure that sustainability principles strongly influences the design, siting and servicing of dwellings and this will be achieved through the encouragement of adapting and reusing existing buildings, retention and reuse of storm water, and the promotion of solar and energy efficient designs.

#### 4.1.3 Clause 21.05 (main towns)

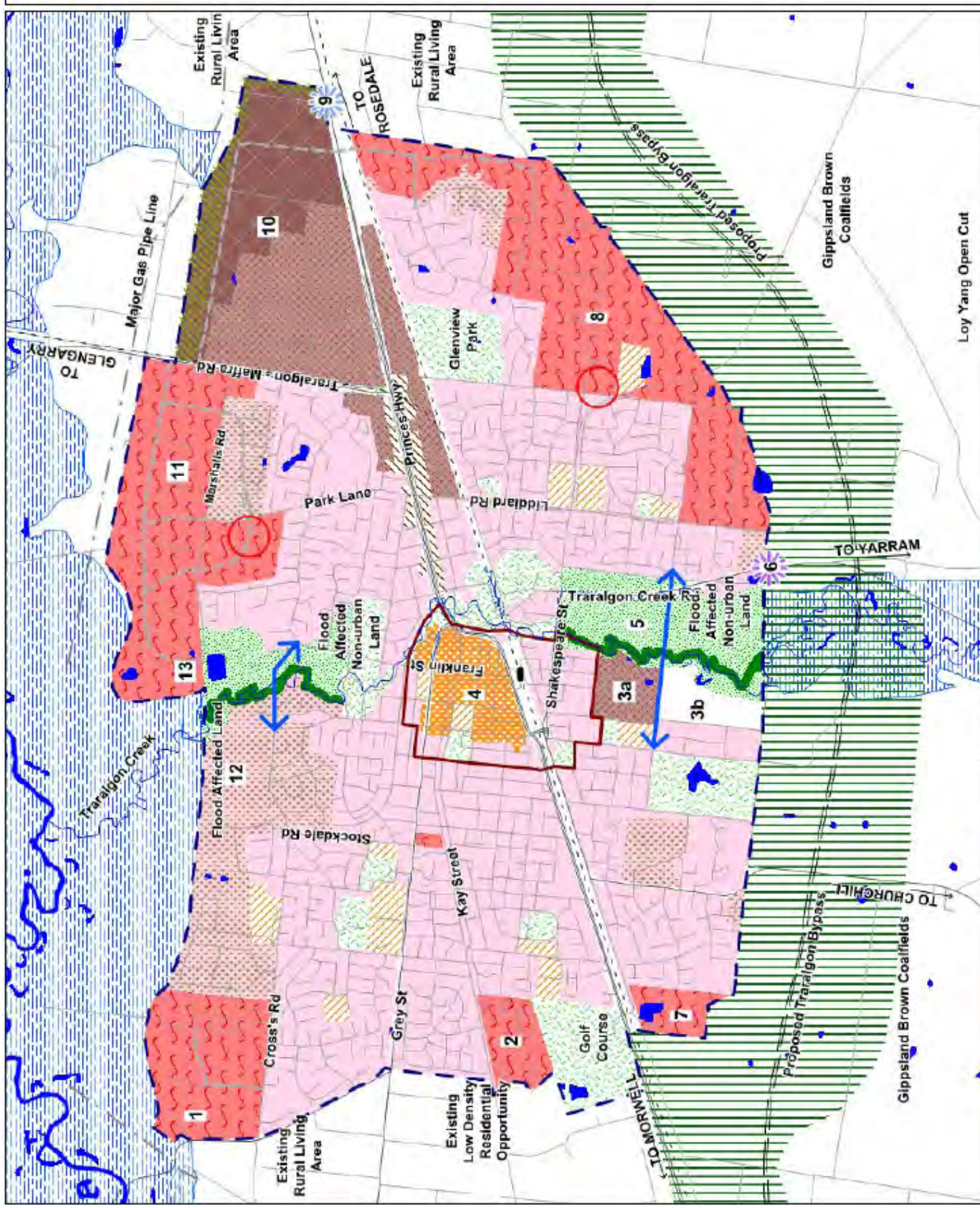
This clause identifies that most of the growth within Latrobe City is occurring in the four main towns, in particular Traralgon. The effect on this growth of the constraints which surround Traralgon is also identified. Two objectives which are outlined under this clause contain strategies which are relevant for this project. These are replicated below:

- *Objective 1: To provide the flexibility for development to occur in each town to accommodate the needs of its population as well as to contribute to the municipal networked city:*
  - *Encourage well designed, infill residential development throughout the existing urban area, especially in locations close to activity centres, areas of open space and areas with good public transport accessibility.*
  - *Encourage walkable neighbourhood centres and increased densities around Transit City areas and neighbourhood clusters.*
  - *Retain clear boundaries between urban areas and the surrounding rural environment.*
- *Objective 2: To facilitate development in accordance with the specific Town Structure Plan attached to this clause (see below for relevant Traralgon Structure Plan):*





- *Encourage consolidation of urban settlement within the urban zoned boundaries in accordance with the adopted structure plans.*
- *Discourage urban growth outside the urban development boundaries designated in the relevant local structure plan.*
- *Encourage medium density housing within the Transit City areas of the major town centres and neighbourhood clusters.*
- *Contain new residential subdivision within residential areas shown on the local structure plans.*
- *Maintain and enhance town and gateway entrances.*



LATROBE PLANNING SCHEME - LOCAL PROVISION  
TRARALGON STRUCTURE PLAN



POLICY





The clause then contains a number of specific strategies which apply individually to the town centres, including a number of policy directions to which this project should respond. Relevant to the centre of Traralgon are the following:

- *Encourage higher density housing in the Transit City Precinct and existing and future neighbourhood clusters in Traralgon.*
- *Encourage the development of new retail, office and residential mixed use developments within Traralgon Primary Activity Centre (Area 4) and Argyle Street.*
- *Discourage significant new retail and office development outside of areas Area 4 and Argyle Street.*
- *Encourage increased densities and vertical growth of Traralgon's town centre to support the growth of the office sector.*
- *Discourage dispersion of the office sector.*
- *Support the development of the land generally bounded by Grey Street, Franklin Street and the Traralgon Creek for mixed use purposes.*
- *Encourage the early transition of industrial land uses in the southern parts of the Transit City Precinct to enable the conversion of land to residential uses.*
- *Inter-connect Traralgon's network of on and off road cycling paths.*
- *Extend east-west road links over Traralgon Creek in Areas 5 and 12.*
- *Protect the designated alignment for the Traralgon Bypass. Investigate route options for traffic, especially large vehicles, entering Traralgon from the south en route to the town centre and industrial precinct in the north-east.*

#### **4.1.4 Clause 21.08 (livability)**

This clause aims to promote and support social, recreational, cultural and community life by providing both essential and innovative amenities, services and facilities within the municipality and to enrich the vibrancy and diversity of community life through promoting and supporting recreational services and facilities. In addition, it seeks to enhance the quality of residents' lives by encouraging positive interrelated elements including safety, health, education, quality of life, mobility and accessibility, and



sense of place and to support arts and cultural opportunities that contribute to the vibrancy and diversity of community life.

While there are a number of objectives and strategies under this clause, of primary importance is the inclusion of the strategies developed under the Latrobe Healthy Urban Design Guidelines within the Latrobe Planning Scheme. These guidelines aim to accommodate the community, pedestrians and cyclists as a first priority in street, building and open space design. Key to this are policies that encourage:

- Walkable neighbourhoods, including safe and attractive pedestrian and cycle routes to all key local destinations.
- Design of legible street networks that are clear and easy to navigate.
- Open space that incorporates a range of shade, shelter, seating and signage opportunities.
- Building design that maximises natural surveillance and active street frontages.
- Maximised public transport options and connections to all key destinations.
- Community spaces or buildings that incorporate a variety of uses.
- Avoiding opportunities for concealment and entrapment along paths and in community spaces.
- Minimal fencing and walls, with maximum lighting, windows, doors, articulation to facades and use of low walls and transparent fencing.

This clause also identifies a number of issues associated with 'healthy design' which this project will seek to respond to, including:

- Street lighting, particularly in laneways, needs to be improved within Latrobe City to increase safety and amenity of community areas at night.
- Public transport opportunities, walking and cycling paths, and linkages between small and main towns in Latrobe City are not always available.
- Currently Latrobe City lacks appropriate alternatives for walking / cycle paths that provide both leisurely and direct routes. Providing paths that allow both recreational opportunities and destination based routes would benefit residents and visitors by enabling journey choice.



To address these issues, a number of more specific directions are encouraged under this clause, as detailed below:

- *Improve existing linear open spaces and public parks by applying Healthy Urban Design Good Practice Guideline principles through minor adjustments to infrastructure. This could include planting new shade trees, maintaining clear sightlines and bridging missing linkages to create a network of well-lit, walking and bicycle paths.*
- *To encourage all retail to provide active street frontages to foster a community spirit and promote community involvement.*
- *Encourage retail areas that are commonly accessed community centres to be walkable spaces that promote physical activity and provide infrastructure such as bicycle racks.*
- *Encourage high quality community art in public spaces to foster community spirit, as well as provide attractive, quality neighbourhood designs.*
- *Encourage community centres to be designed to ensure active street frontages and promote 'eyes on the street' for natural surveillance. Provision of a mix of uses and programs that allow users to socialise. These spaces are encouraged to be located near schools, public transport, civic areas and parks which will also assist in ensuring a viable community heart.*
- *Encourage a well designed open space and path network needs to include regular intervals of well arranged seating that promotes opportunities for social interaction, provides public amenities and shelter.*

## 4.2 local planning policy

The current Latrobe Planning Scheme contains no Local Planning Policies. The decision to include no Local Planning Policies within the Latrobe Planning Scheme, was a deliberate decision on the part of Council and is discussed in more detail below in relation to Amendment C62.

## 4.3 recent planning scheme amendments

A number of changes have been proposed to the current Latrobe Planning Scheme but have yet to complete the required approvals process for planning scheme amendments. These will influence the



Traralgon Activity Centre in the long term and are considered to be 'seriously entertained documents' under planning law. As such, they will need to be considered in the formulation of this study and relevant details are outlined below. In addition, the recent amendment which considered the Municipal Strategic Statement Review of the Latrobe Planning Scheme is worth considering and the relevant key findings of this panel are also outlined below.

#### 4.3.1 amendment c62 (mss review)

Amendment C62 was the subject of a Planning Panel report in July 2009 by Members Glynn and Blore. The amendment sought to implement the recommendations of the required four year review of the Latrobe Planning Scheme. It was a major planning amendment which set out the parameters for future growth within the municipality and translated strategic policies underpinned by detailed background reviews into statutory responsibilities.

The Latrobe Planning Scheme Four Year Review 2008 revealed that the then LPPF contained outdated and redundant policy and many sections of Clauses 21 and 22 were repetitive. The former LPPF didn't provide the strategic direction required to inform land use planning decisions. One of the key recommendations of the review was to rewrite and consolidate Clause 22 into Clause 21 where appropriate. The recommendations of the review were in line with state government policy such as *Cutting Red Tape in Planning* and *Making Local Policy Stronger* and has resulted in the current Latrobe Planning Scheme containing no Local Planning Policies.

The Panel was generally supportive of the intent of the amendment, particularly in relation to residential growth.

In relation to the area covered by the Traralgon Activity Centre Plan, the following is of relevance:

- The demand and long term lack of land available for residential development in Traralgon was identified, however, the Panel felt the availability of enough land in the short – medium term gave Council the opportunity to review options for the long term growth of the town.
- The panel accepted 'in general' the structure plan prepared for Traralgon by Beca in 2007.
- However, the identification of land within Traralgon's inner south as 'future residential' was rejected by the Panel, prior to completion of an Industrial Strategy and an analysis of net community benefit





(including assessment of the cost of contamination) to determine the appropriate future for that area.

#### **4.3.2 amendment c14 (heritage review)**

Amendment C14 seeks to implement the findings of the Latrobe City Heritage Study 2008, discussed in more detail in Section 6.3. Council has elected to proceed with this amendment and has requested that the Minister for Planning form a Panel to assess the proposed amendment. The Panel sat to consider the amendment on 22 March 2010 and a number of submissions were received. Council is currently awaiting the Panel Report on this matter. Within the Study Area, this amendment will greatly increase the number of buildings and other features under a Heritage Overlay, with large precincts of residential buildings around Bridges Street and south of the railway line recommended for protection of their heritage values, in addition to a number of significant buildings within the town centre. The Overlay Map found at Section 5.5 details the location of the proposed new Heritage Overlays.

## 5 zones and overlays

The study area identified for investigation under the Traralgon Activity Centre Plan and the immediate surrounds contains a number of different zoning regimes, the purposes and objectives of these zones are outlined below.

### 5.1 commercial zones

#### Business 1 Zone (B1Z)

The purpose of the Business 1 Zone is as follows:

- *To encourage the intensive development of business centres for retailing and other complementary commercial, entertainment and community uses.*

Within the Traralgon Activity Centre (TAC) this zoning covers the majority of the Traralgon commercial street grid to the north of the railway line.

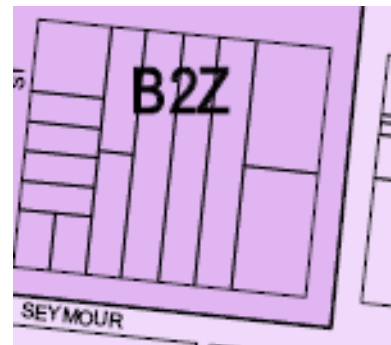


#### Business 2 Zone (B2Z)

The purpose of the Business 2 Zone is as follows:

- *To encourage the development of offices and associated commercial uses.*

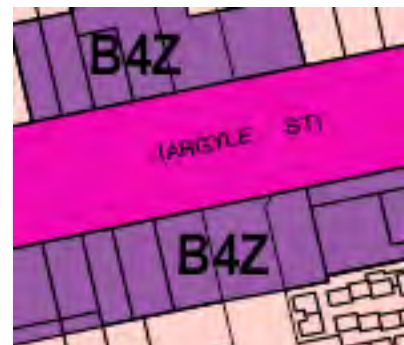
Business 2 zoning currently covers much of the north-west corner of the TAC, including St Michael's Primary School.



#### Business 4 Zone (B4Z)

The purpose of the Business 4 Zone is as follows:

- *To encourage the development of a mix of bulky goods retailing and manufacturing industry and their associated business services.*



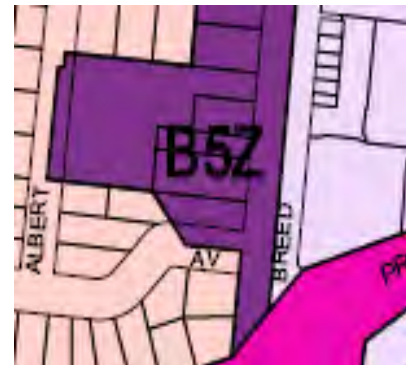
Under the Business 4 Zone in the Latrobe Planning Scheme, there is a minimum leasable floor area of 500sqm specified for lighting shops and restricted retail premises. While there is no land within the study area with this zoning, land immediately to the east along the Princes Highway is zoned B4Z.

### Business 5 Zone (B5Z)

The purpose of the Business 5 Zone is as follows:

- *To encourage the development of offices or multi-dwelling units with common access from the street.*

Small portions of land at the fringes of the TAC, to the north of Grey Street and the west of Breed Street are affected by this zoning.



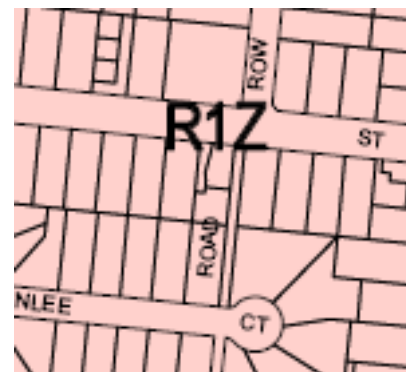
## 5.2 residential zones

### Residential 1 Zone (R1Z)

The purpose of the Residential 1 Zone is as follows:

- *To provide for residential development at a range of densities with a variety of dwellings to meet the housing needs of all households.*
- *To encourage residential development that respects the neighbourhood character.*
- *In appropriate locations, to allow educational, recreational, religious, community and a limited range of other non-residential uses to serve local community needs.*

Much of the land on the northern and western fringes of the TAC and within the defined study area are zoned R1Z. There are no variations to the ResCode standards in the Latrobe Planning Scheme.



### Mixed Use Zone (MUZ)

The purpose of the Mixed Use Zone is as follows:



- *To provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.*
- *To encourage residential development that respects the neighbourhood character.*

While there is a small pocket of land to the north of the Study Area zoned Mixed Use, this zoning is also present to the south of the railway land covering a large portion of land extending south.

### 5.3 public zones

#### Public Park and Recreation Zone (PPRZ)

The purpose of the Public Park and Recreation Zone is as follows:

- *To recognise areas for public recreation and open space.*
- *To protect and conserve areas of significance where appropriate.*
- *To provide for commercial uses where appropriate.*

Victory Park and associated parkland along the Traralgon Creek are all zoned PPRZ, as is the Traralgon Recreation Reserve to the south-east, and the Duncan Cameron Memorial Park to the south-west, all adjacent to the Study Area. Hubert Osborne Park, within the western portion of the Study Area, is also zoned PPRZ.

#### Public Use Zone (PUZ)

The purpose of the Public Use Zone is as follows:

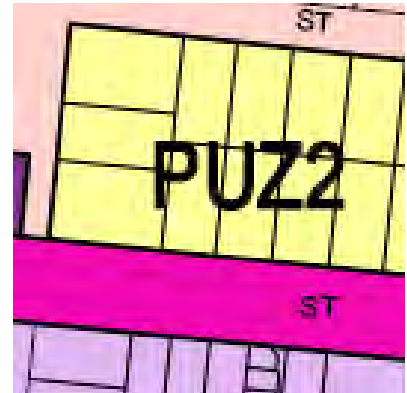
- *To recognise public land use for public utility and community services and facilities.*
- *To provide for associated uses that are consistent with the intent of the public land reservation or purpose.*

The Traralgon Activity Centre contains land zoned public use for the following:

- Education – applied to the Grey Street Primary School
- Transport – applied to the environs of the railway line



- Local Government – applied to the street block between Kay and Grey, and Breed and Church Streets, which accommodates the Civic Centre and other community services. This area is identified within the schedule to this zone as appropriate for use and development for a range of activities. Any development on this land must be in accordance with the Traralgon Civic Precinct Plan as adopted by the Latrobe City Council, on 5 July 2004.

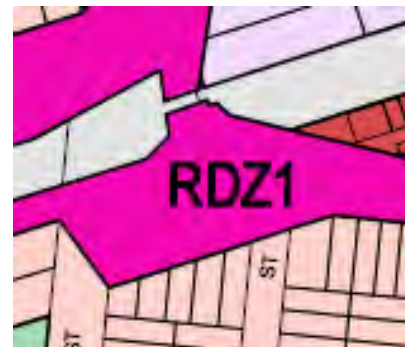


## 5.4 other zones

### Road Zone Category 1 (RDZ1)

The Road Zone Category 1 applies within the centre of Traralgon to the Princes Highway, Grey Street, Bank Street and Shakespeare Street. The purpose of the Road Zone Category 1 is as follows:

- *To identify significant existing roads.*
- *To identify land which has been acquired for a significant proposed road.*







# traralgon activity centre plan

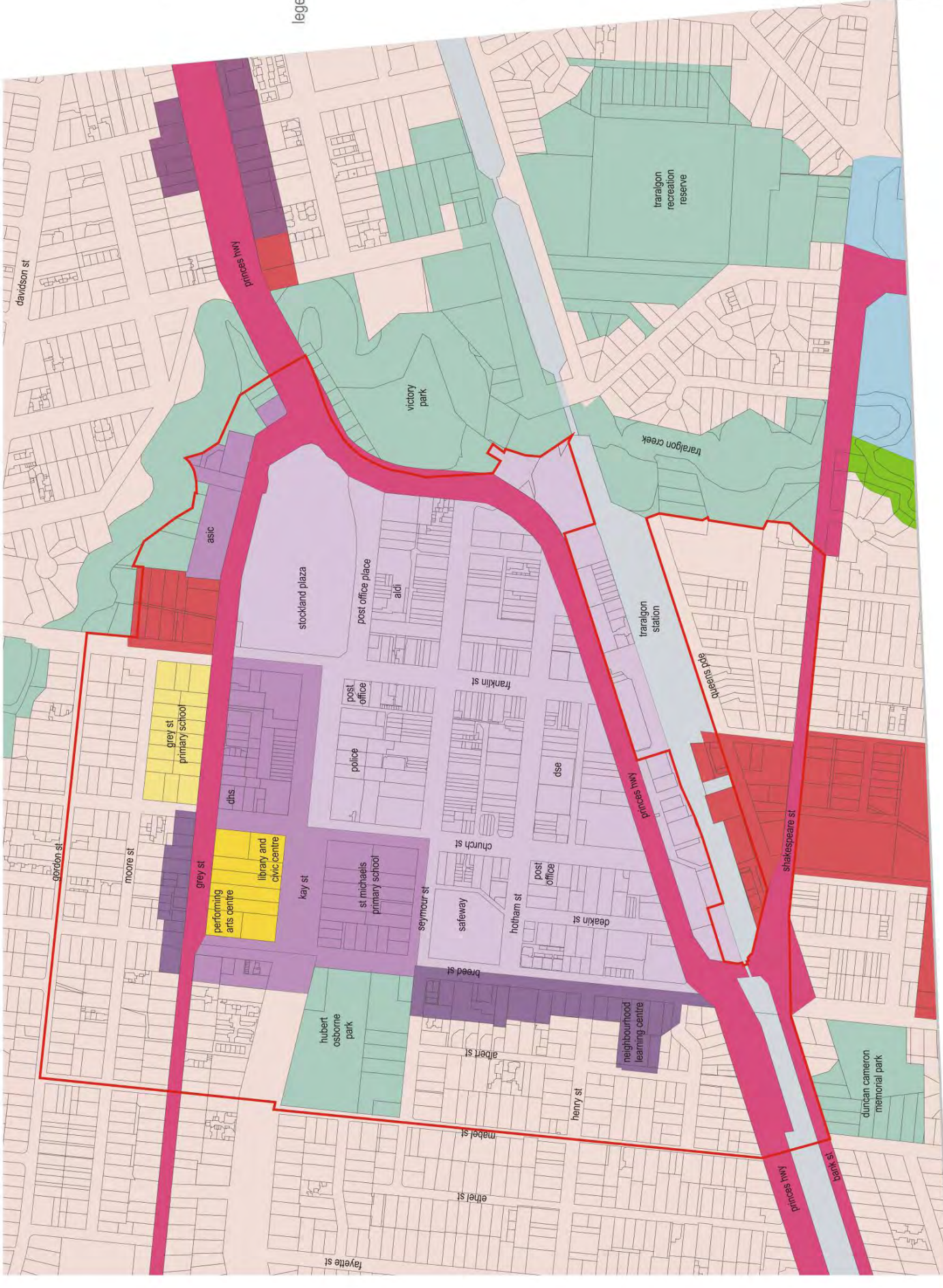
## zoning

### legend

- study area boundary
- B1Z - business 1 zone
- B2Z - business 2 zone
- B4Z - business 4 zone
- B5Z - business 5 zone
- MUZ - mixed use zone
- PCRZ - public conservation & resource
- PPRZ - public park and recreation
- PUZZ - public use zone - education
- PUZ4 public use zone - transport
- PUZ6 - public use zone - local government
- R1Z - residential 1 zone
- RDZ1 - road zone category 1
- UFZ - urban floodway zone

DRAFT

Project Ref: 09.436  
 Draw No.: LCD-005  
 Scale: 1:2500@A1  
 1:5000@A3  
 Date: 01.06.10  
 Revision: B



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## 6 overlays

There are only three overlays currently applied within proximity of the Traralgon Activity Centre, which are identified below.

### Land Subject to Inundation Overlay (LSIO)

The purpose of the Land Subject to Inundation Overlay is as follows:

- *To identify land in a flood storage or flood fringe area affected by the 1 in 100 year flood or any other area determined by the floodplain management authority.*
- *To ensure that development maintains the free passage and temporary storage of floodwaters, minimises flood damage, is compatible with the flood hazard and local drainage conditions and will not cause any significant rise in flood level or flow velocity.*
- *To reflect any declaration under Division 4 of Part 10 of the Water Act, 1989 where a declaration has been made.*
- *To protect water quality in accordance with the provisions of relevant State Environment Protection Policies, particularly in accordance with Clauses 33 and 35 of the State Environment Protection Policy (Waters of Victoria).*
- *To ensure that development maintains or improves river and wetland health, waterway protection and flood plain health.*



A large area of the TAC is covered by an LSIO in proximity to Traralgon Creek. This has not hindered development within these areas, including the development of the Stockland Plaza.

Council is currently in the process of preparing an amendment to update the flood data that underpins the application of the LSIO. The new data indicates that within the study area there is expected to be less flooding impact around the Stockland/ Post Office Place / Princes Highway area. Flooding constraints now extend much further to the east of the town centre, extending to encompass the Traralgon Recreation Reserve.



## Heritage Overlay (HO)

The purpose of a Heritage Overlay is as follows:

- *To conserve and enhance heritage places of natural or cultural significance.*
- *To conserve and enhance those elements which contribute to the significance of heritage places.*
- *To ensure that development does not adversely affect the significance of heritage places.*
- *To conserve specifically identified heritage places by allowing a use that would otherwise be prohibited if this will demonstrably assist with the conservation of the significance of the heritage place.*

Only a small number of buildings within the TAC have been covered by a Heritage Overlay. The currently proposed Amendment C14 to the Latrobe Planning Scheme seeks to place Heritage Overlays on a number of additional sites, which have been taken as having heritage significance for the purpose of this study and are identified on the relevant plans as such.



## Environmental Audit Overlay (EAO)

The purpose of the Environmental Audit Overlay is as follows:

- *To ensure that potentially contaminated land is suitable for a use which could be significantly adversely affected by any contamination.*

No land within the Study Area is currently affected by an EAO, however, land adjacent to the Study Area to the south, which has previously been used for industrial purposes is affected.



## Aboriginal Cultural Heritage

Under the *Aboriginal Heritage Act 2006* a Cultural Heritage Management Plan is required if all or part of the proposed activity is in an area of culture heritage sensitivity, and all, or part of the activity is a high impact activity. It is worth noting that the area of cultural sensitivity outlined in the maps provide by



Aboriginal Affairs Victoria generally corresponds to the LSIO overlay which covers the environs of the Traralgon Creek.

### **Heritage Victoria listings**

Under the *Heritage Act 1995* a number of examples of built or natural heritage in Traralgon, either within or proximate to the Study Area have been listed by Heritage Victoria, for their state level significance, on the Victorian Heritage Register. These include:

- Traralgon Post Office and Courthouse (H1488)
- Traralgon Engine Shed and Turntable (H1979)
- Azarole Hawthorn Tree, Victory Park (H2135)

Under existing legislation, any proposal relating to these affected places must obtain a permit for Heritage Victoria, in addition to any permits required from Council, noting that the consideration of heritage matters by Heritage Victoria removes the need for any assessment under more localised Heritage Overlays.

traralgon activity centre plan | background reports  
planning context | prepared by hansen partnership pty ltd



## 6.1 discussion

The zoning within the TAC appears to be coherent and logical base on the uses that currently function within the centre. There appear to be no glaring examples of inappropriate zoning in terms of the existing functions of the town centre.

The most intensive land use zoning (Business 1) dominates the centre of the TAC with what are regarded as 'less intensive' zones applied towards the residential interfaces.

Business 4 zone is applied only to the land to the east, along the Princes Highway, that is intended to (and is) functioning as a bulky goods strip. As such the current application of this zoning is supported as it allows for the inclusion of bulky good retailing in close proximity to the town centre, while ensuring that land within the core of the town is left for more intensive uses. Business 5 zoned land is applied where there is a transition from the commercial to residential uses. This zoning also supports the use of the land for multi-unit development. It may be that some extension of the existing B5Z could be considered if additional office and multi unit development is to be encouraged at the periphery of the TAC.

There are two larger pockets of mixed use land in the Study Area. These pockets are considered to be acceptable as they are. There are sometime concerns that a mixed use zoning disadvantages business uses as they are often developed for residential uses in preference. In the Traralgon context the mixed use parcels are to the north, where the rezoning to mixed use was recently approved by a Planning Panel and to the south. The pocket in the north is appropriate to the uses envisaged for this site by both the Traralgon Town Summary and the current development proposal for the site. In relation to the southern portion, the appropriateness of this zoning will be dependant on the position taken in regards to the expansion of the core business activities. Should this study resolve to retain the concentration of commercial uses to the north of the train line then this existing mixed use zoning would be appropriate as is. The Business 2 zoning in the north of the Study Area currently provides an area where office uses are encouraged over retail. This appears to be appropriate zoning, however, there may need to be some consideration of this existing zoning should it be determined that a Business 1 Zoning may be more appropriate on this land (particularly the block to the west of Stockland Plaza). This could be considered as the concentration of offices uses within the TAC does not appear to correspond to the zoning, with many offices uses also occurring in the south-west corner of the TAC on Business 1 zoned land.



Overlay controls in the TAC can be categorised as reactive overlay controls rather than proactive. The controls that are in place are to ensure that any development of the land responds either to contamination or flooding constraints or the presence of identified heritage assets. Excluding these heritage assets, the town centre does not currently have any controls which affect the built form or promote a particular 'vision' or way forward for the TAC. This can sometime result in an incoherent form.

As Traralgon has remained relatively low scale, this has not yet had a significant impact on the towns form. However, as the TAC intensifies into the future, the incorporation of some form of controls, be it Design and Development overlays or some other measure, will likely be required to ensure the town centre remains a pleasant and attractive place. Some form of design guidelines will also assist in other matters such as the activation of street frontages and other key urban design elements, which are currently not addressed by Latrobe statutory provisions.

The Activity Centre Zone recently incorporated into the Victorian Planning Provisions is another option that should be seriously considered as this project goes forward. While this zoning has been developed primarily for metropolitan Activity Centres, it is also intended for application in larger regional centres, a categorisation into which Traralgon falls comfortably. An Activity Centre zoning in the town centre would need to be carefully considered, however, this zoning allows the division of the center into different precincts which can have different permit triggers for use and can also set built form guidelines. In addition to this, objectives relating to matters such as car parking and sustainable development can also be addressed under this zoning. Activity Centre zoning also allows for certain application which meets the requirements included within the schedules to the zone to be exempt from notification. This allows a greater level of certainty for both Councils and developers. This highlights to the need to ensure any Structure Plan which underpins the application of this zoning has support from the community. This zone has not been widely applied and the application of this zone within Traralgon, should this path be determined, is likely to be the first application to a regional centre. Some discussion with the Activity Centres Unit of DPCD should be pursued as part of the following stage of this process to determine any potential issues with the application of this zoning prior to the commencement of Stage 2b.

It is understood that a Comprehensive Development Zone is proposed for the Station Precinct. This zoning would not be appropriate for to TAC given the large amount of landowners and the different roles, functions and associated building forms within different areas of the TAC.





## 7 strategic documents

A large number of strategic documents have been prepared, either by Latrobe City Council or consultants on their behalf, which address or influence planning matters within the centre of Traralgon. The more significant of these are summarised below.

### 7.1 traralgon structure plan (beca 2007)

This structure plan formed the basis of the recent changes to the Latrobe Planning Scheme applied as part of Amendment C62. It is worth noting that this structure plan was prepared prior to the identification of the most northerly route for the Traralgon Bypass. The structure plan, one of a series undertaken for the 'networked cities' of Latrobe, was intended to provide clarity on the growth and change in Traralgon over a 30 year period. Relevant points raised by the structure plan are as follows:

- Traralgon has experienced and will continue to experience the most aggressive growth of the Latrobe townships.
- Traralgon has a regional as well as a local catchment, with the industrial, retail and commercial sectors being the largest of the main towns in the valley.
- Traralgon is the fastest growing of the townships in relation to residential growth, with the town accommodating approximately 80% of new residential development within Latrobe.
- The structure plan does not provide a great deal of detailed information relating to the TAC, referring primarily to the findings of the Transit Cities project detailed below.
- The plan does recommend that additional commercial growth required within Traralgon be accommodated by vertical development, rather than an expansion of the area of the TAC.

### 7.2 traralgon town summary (latrobe transit centred precincts)

This important study, completed by David Lock and Associates in 2006, cemented the idea of the connected 'transit cities' within the Latrobe Valley. The principles and outcomes of 'transit cities' were investigated in relation to these three towns and a 'town summary' was produced for each.



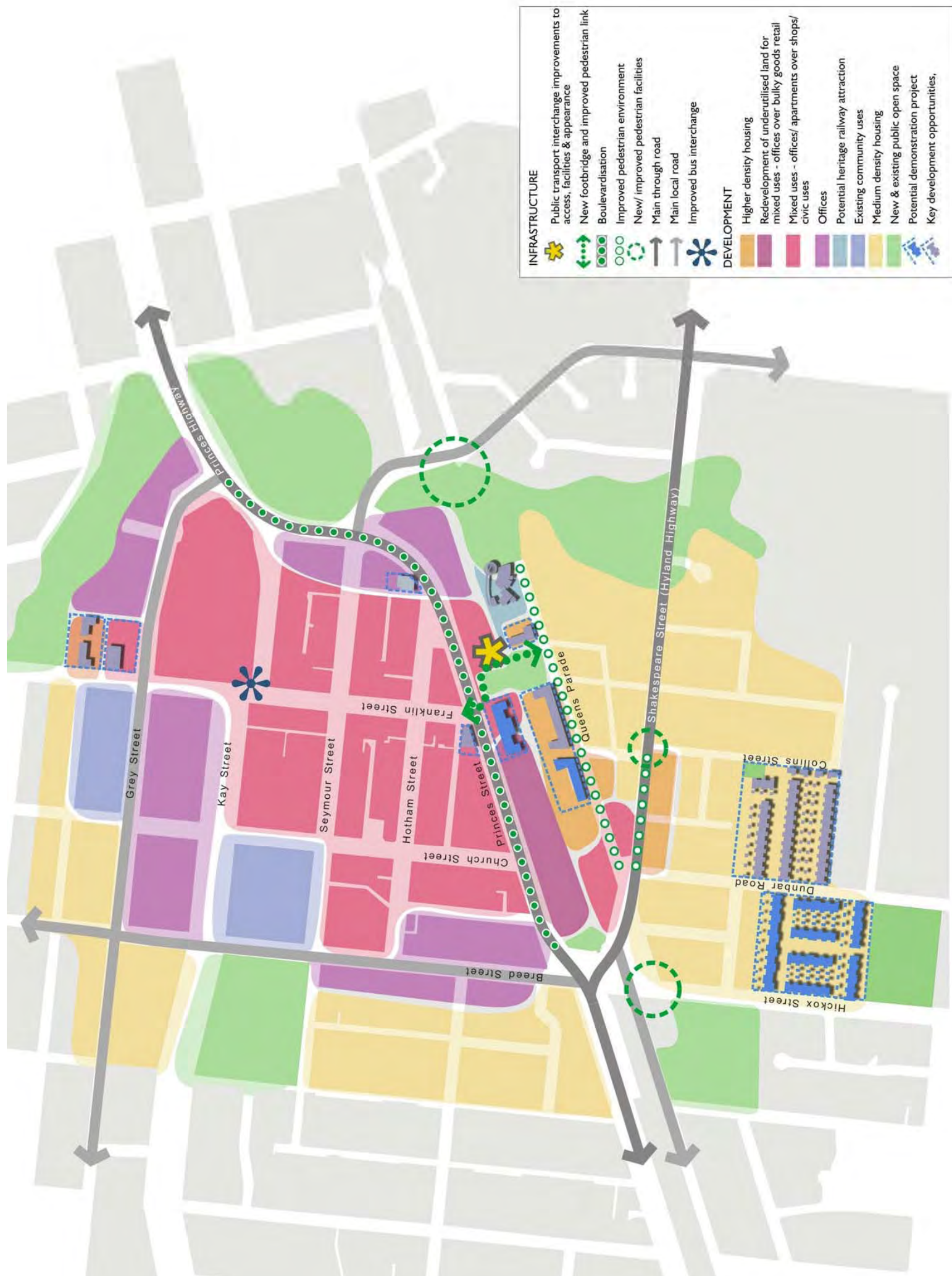
Within this study, a variation on Council's 'networked city' was established, which saw Moe designated as a 'Tourist Town', Morwell as the Administration Headquarters and Traralgon as the 'Regional Flagship'. Churchill was included as an education hub which complemented the role and function of its nearest town, Morwell.

The study sought to provide a framework to establish how the defined principles of transit city development could be applied to the townships of the Latrobe Valley which have access to the regional rail link. The overall plan produced for Traralgon in that report is shown below:

Six key objectives were identified for Traralgon, as follows:

- Better public transport – in particular improvements to the station area;
- A new urban lifestyle – involving increased densities to the south of the railway station;
- A stronger economy – identified Princes Highway and Breed Street as key office areas, with replacement of obsolete retail building stock to improve the retail environment;
- A tourism destination – a new railway heritage museum to be developed;
- Better housing options – increased densities to the edges of the transit city, including for the elderly; and
- An improved public realm – including better traffic and parking management.

The vision imagined by this report was summarised in the diagram shown on the next page.



**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.



The study then identified 5 key directions for the centre of Traralgon which were explored in more detail. Directions 2, 3 and 5 are detailed further below, while Directions 1 & 3 related to the railway station and its environs which are addressed in the Station Precinct Masterplan currently being undertaken by consultants.

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

Key principles of this direction were to “create permeable street networks and legible built environments”, “provide cycling facilities” and “bring traffic in, carefully”. A number of improvement opportunities were identified to address issues with the existing conditions. Of relevance to the current project are the following:

- Design and construct improvements to the Traralgon Creek path including the railway underpass.
- Reconfigure the Hyland Highway roundabout to improve pedestrian amenity and provide a pedestrian refuge in Shakespeare Street at its intersection with Collins Street.
- Linemark a shared bicycle path along Shakespeare Street, delineate mark and sign the existing Kay Street cycle path west of Breed Street, provide a bicycle lane on Kay Street, east of Breed Street.
- Design and construct changes to the design of Franklin Street to encourage cycling through the town centre.

**Direction 4 – *The Town Centre: A vibrant activity centre***

Key principles of this direction were to “create compact town centres”, “promote diversity”, “protect and enhance local character”, “introduce higher density housing”, “ensure an active and clear public realm”, “provide car parking, carefully” and “create pedestrian friendly streets and spaces”. These principles are highlighted in the project brief for the TACP project. A number of improvement opportunities were identified to address issues with the existing conditions. Of relevance to the current project are the following:

- Encourage the development of vacant and underutilised sites and car parks
- Define the retail core and encourage all retail uses to locate within this core.
- Encourage relocation of non-retail uses from the ground floor within this core and the development of offices and residences above retail.
- Ensure all streets and lanes in the town centre are pedestrian friendly.



- Ensure efficient use of street space in the town centre.
- Encourage the development of medium density housing on the fringe of the town centre.
- Ensure easy access into the town centre by bicycle.
- Prepare a parking precinct plan for the town centre to ensure parking is provided appropriately.
- Highlight the existing pedestrian route between Post office Place and Victory Park.
- Design and construct improvements to Princes Highway.

#### **Direction 5 – *The Precinct Edge: More housing close to transport and services***

Key principles of this direction were to “introduce higher density housing”, “protect and enhance local character”, “ensure an active and clear public realm” and “create pedestrian-friendly streets and spaces”. A number of improvement opportunities were identified to address issues with the existing conditions. Most of the ‘actions’ under this direction relate to the development of particular sites identified in the study. Most of these sites are either the subject of development proposals or have been investigated / implemented as part of other strategic studies.

### **7.3 latrobe city heritage study**

This study was undertaken in 2008 to identify, assess and document places of cultural significance within Latrobe City and to make recommendations for their future conservation. The study comprised three volumes which covered the environmental themes which formed the context, a volume which addressed the key findings and recommendations, and a third volume which detailed the place and precinct citations. Council is intending to implement the findings of the study through Amendment c14, which is detailed in Section 4.3.2. In relation to the Study Area, the heritage study identified a number of additional heritage places which should be covered by a Heritage Overlay to protect their values.

### **7.4 traralgon station precinct masterplan**

While the draft masterplan for the Traralgon Station Precinct has not yet been adopted by Council, given the importance of that project and its location within the confines of the Study Area, it is vitally important for the plan to respond to the directions and eventual approved form for this precinct.



The primary aims of the plan, as a Transit Cities project, are to improve the access and amenity of the station area and to establish an integrated transport interchange. In addition, the incorporation of higher density residential development within the precinct is important. The background report produced to inform the project highlights a number of key issues which are relevant to the TACP. These include:

- There are currently serious conflict issues between buses and taxis and private motor vehicles within the precinct.
- Pedestrian amenity and safety in the area is very poor.
- Visual connectivity and signage is manifestly inadequate, with the station being substantially screened from the town centre of Traralgon .
- An insufficient amount of commuter car parking is provided.
- Connections between the north and south of the precinct are very poor.

It is understood that the plan will generally comprise of the following elements:

- The GippsTAFE building as discussed at Section 7.1 of this report, with a bus interchange located to the rear of this building.
- A newly created public plaza space linking the Franklin Street intersection with the pedestrian overpass, in association with a new station building.
- The retention of retail to the Princes Highway frontage to the east of the precinct.
- The creation of a new commuter carpark and public plaza space to the south of the pedestrian overpass.
- Higher density residential development along the southern side of the rail line.

A draft masterplan for the precinct has been prepared and is currently release for community consultation. A map of the interim masterplan proposed is shown on the following page.





DRILL HALL  
Potential to redevelop  
as a community facility

**Traralgon Station Precinct Master Plan**

Client: CPG Internal  
Drawing No: 133 434  
Date: 28.08.09  
Revision: 00.00.02

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Waters Transport Resources Energy Building Urban Development Agriculture  
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## 7.5 latrobe 2021 and latrobe 2026

The Latrobe 2021 vision document is a widely distributed overall strategy plan for the future of the Latrobe Valley. It is an adopted Council document which is referenced within the Latrobe Planning Scheme and influences many of the policy directions within the scheme. The vision has been revised previously in the past and it is understood the recent Panel Report for the MSS Review of the Latrobe Planning Scheme, recommended that further updates be undertaken

Council has recently adopted Latrobe 2026 (on the 3 March 2010) which is an updated version of Latrobe 2021, as per the recommendations of the Panel. This document identifies the current strength and issues related to Latrobe City. As with Latrobe 2021, the document identifies broad concepts; while 'Sustainability' and 'Liveability' remain, 'Governance' and 'Community Capacity Building', have been condensed into 'Leadership'. Under these key headings, statements of the vision as it relates to the economy, natural environment, built environment, community, culture, recreation, governance, advocacy & partnerships and regulation & accountability are explored.

This document identifies the following aspects as the most important to the Latrobe community:

- Employment opportunities and job security available locally;
- Options and standards of health services available locally;
- Freedom from crime and violence in the local community;
- Attraction of new businesses and more jobs to our region;
- Quality or cleanliness of waterways across our region;
- Options and standard of primary and secondary education available locally;
- Skilled workforce available locally to fill job vacancies;
- Maintenance of road and rail infrastructure across the region;
- Management of domestic water reserves;
- Strength of the local economy;
- Sustainability of locally based businesses; and



- Options and standard of tertiary education available locally.

Expressed concisely the preferred future in 2026 will be:

- Liveable and vibrant: *A place where people feel safe, connected and proud of their city,*
- Sustainable and enterprising: *A place where community life complements the environment, and diverse employment opportunities secure our future;* and
- Committed to collaborative and inclusive leadership: *A place where people work in partnership to facilitate local outcomes.*
- The community's vision statement: *"In 2026 the Latrobe Valley is a liveable and sustainable region with collaborative and inclusive community leadership."*

Any findings these background reports must be considered in the context of this document and the 'vision' for Traralgon that is determined as part of the next stage of this project must demonstrate its achievement of this vision.

## 7.6 traralgon growth areas review

The Traralgon Growth Areas Review (TGAR) has been conducted to investigate possibilities for the long term growth of Traralgon, having regard to the recently adopted 'northern' route for the Traralgon Bypass. This northern route has implications for the availability of land for the expansion of Traralgon, particularly when taken in conjunction with existing, natural constraints. As such, Council has undertaken the TGAR to ensure that long term considerations with regards to land use planning are identified and steps are taken to ensure that there will be an adequate supply of developable land over the next 40 years.

While the draft of the report has yet to be adopted by Council it is a key strategic document which will inform the TACP. The review identifies that there is currently 253.6 ha of vacant land within the five existing urban precincts of Traralgon (Transit Cities, Inner South, North West, North East and Inner South East precincts). The report identifies that through a combination of increased densities within growth areas and the strategic redevelopment of key site, much of Traralgon's anticipated growth can be accommodated, despite existing constraints.



The first recommendation involves increasing the density under the Residential 1 Zone to 15 dwellings per hectare in line with State government Precinct Planning Guidelines. The second recommendation sees the targeted redevelopment of key sites. The review sees this as an advantage for Traralgon, in many ways, as the town will be forced to make key strategic decisions at an earlier stage than many comparable regional centres.

The strategic sites within the existing core of Traralgon which are identified in the review include the following:

- rezoning of industrial land to residential/mixed use within the CBD and inner south precincts (around 260 new dwellings) (*note: as per the Panel considerations of Amendment CX, an Industrial Land Use Study will need to be completed to provide the appropriate strategic justification prior to any rezoning of industrial land*);
- reducing surface level car-parking within the CBD (around 190 new dwellings);
- relocation of the Golf Course from the corridor precinct to a more appropriate location (around 540 new dwellings if developed for urban residential);
- relocation of racecourse from the inner south east precinct to a more appropriate location (around 250 new dwellings if developed for urban residential); and
- relocation of airport from the corridor precinct to a more appropriate location (around 2,650 new dwellings if developed for urban residential).

*As identified in the review, "if there is substantial inner city intensification, and concentrated development within the planned growth areas at the periphery of Traralgon, there will be an opportunity to delay or, if preferred, accelerate redevelopment of non-residential sites."*

As such it is important that the TACP carefully consider how and where this inner city intensification could, and should, occur, in order to provide Council with an appropriate range of options. The Study Area for the TACP corresponds with the precinct identified within the TGAR as 'Precinct 1 Transit cities precinct (CBD and surrounds)', noting that this precinct excludes the parcel of established housing south of the rail line and includes the Station Precinct which is not part of this study. In relation to Precinct 1 the following recommendations are contained within the TGAR:

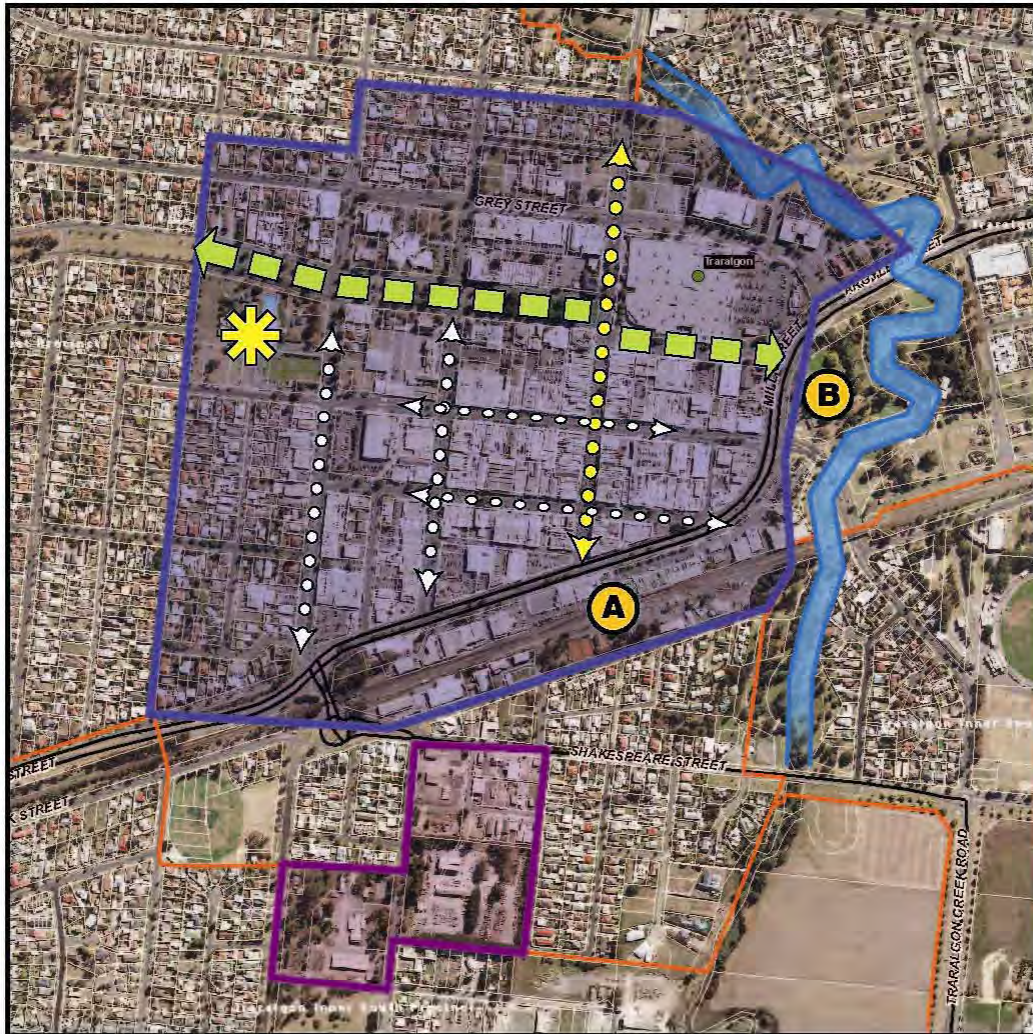
- Consolidate this precinct through infill opportunities.












- Allow higher density development (including buildings above 2 storeys in CBD area) acknowledging the importance of road width and orientation to key facilities such as parkland, waterway and public spaces.
- Key streets where higher density development is suitable are identified as including Seymour Street, Hotham Street, Church Street, Franklin Street, Tyers Street/Grey Street, Post Office Place and Kay Street.
- Encourage apartment/multi unit dwellings in the urban centre.
- Redevelop the Mixed Use Zone, south of the Princes Highway, to include intensified residential activity and associated commercial activity that can be linked to the Traralgon train station and urban centre via Dunbar Road. *(This area was addressed as part of the Traralgon Inner South Precinct Masterplan).*
- Undertake development of an Activity Centres Plan (already commenced) *(this study)*.
- Encourage subdivision of larger lots, both residential and commercial, to facilitate consolidation of the urban core.
- Achieve an average housing density within this precinct of at least 40 dwellings per ha (average lot size = 250 m<sup>2</sup>).
- An implementation and monitoring system should be developed to ensure population density targets are being met.

The diagram included within this review is shown below.





- 
**City centre infill development**  
 More intensive use of mixed use and accommodation in 2-3 storey form
- 
**Redevelopment of mixed use zone**  
 Larger long term redevelopment sites linked to station and town centre by Dunbar Road.
- 
**Interchange**  
 Transport Interchange with associated development to create full transport orientated destination.
- 
**Parkland**  
 Western edge of Traralgon Creek Parkland to be focus for more intensive pedestrian orientated land use.
- 
**Increased building heights**  
 Breed Street and Church Street provide generous road width for reinforcement with increased building height.
- 
**Franklin Street**  
 Continued enhancement of Franklin Street and focus for higher density commercial/mixed use development.
- 
**Kay Street Boulevard**  
 Maintain as key east-west parkland and focus for higher density and increased building heights.
- 
**Traralgon Creek**
- 
**Public Space**  
 High quality public space to become focus for adjacent intensification of residential and mixed use development.





## 7.7 council plan 2009-2013

The Latrobe City Council Plan sits, in a strategic sense, below the Latrobe 2010 vision outlined above. The document provides a greater level of detail regarding Council's proposed actions for the nominated period to achieve the strategic objectives of the 'vision'. The relevant key actions and priorities for 2009-2013 which will influence this project are:

- Progress the planning scheme amendment to introduce heritage provisions into the Latrobe Planning Scheme;
- Implement council's decision in response to recommendations of the Traralgon Courthouse Conservation Management Plan (which was that the objectives of the CMP be advanced as an opportunity within the project);
- **Commence the Traralgon Activity Center Plan (this project);**
- Progress the Traralgon Growth Areas Review;
- Complete the Traralgon Station Precinct Masterplan;
- Conduct a feasibility study for an indoor aquatic facility in Traralgon and present to Council for consideration; and
- Implement Council's decision in response to recommendations from a feasibility study into the provision of a performing arts and convention centre for Latrobe City.

## 7.8 activity centre design guidelines

This important State level document provides clear guidance as to the design principles which are outlined in broad terms within Clause 19.03 of all planning schemes. The guidelines are designed to be used to inform structure planning processes and to guide the design outcomes which will implement any structure plan. The guidelines are structured around 8 elements which contain a number of objectives. The elements are urban structure, stations and interchanges, street design, public spaces, building design, malls and large stores, higher density housing and car parking. Overall aims for Activity Centers which underpin these guidelines are as follows:

- Develop a good-quality public environment



- Promote street based patterns of connection
- Improve community safety
- Encourage a mix of uses
- Improve pedestrian and cycling amenity
- Promote a public transport focus
- Increase accessibility and integration
- Encourage environmental sustainability

## 7.9 other documents

In addition to the documents discussed above, a number of other documents have informed this background report and / or have been considered by other working papers prepared as part of this study. These documents are as follows:

- Latrobe City Council Retail Strategy Review (MacroPlan 2007)
- Draft Traralgon Indoor Aquatics and Leisure Centre Feasibility Study (Inside Edge and InSynch 2010)
- Newman Park masterplan (Latrobe City Council and GMES 2003)
- Traralgon: A better place to be (MGN 2010)
- Feasibility Study for Public Space CCTV System for Traralgon Entertainment Precinct (MGN 2009)
- Traralgon Safe Streets Summit Report (Equal Say Australia 2009)
- Latrobe Community Engagement Policy and Strategy (Latrobe City Council 2005)
- Healthy Urban Design Good Practise Guidelines (2008)
- Traralgon Inner South Precinct Masterplan (hansen partnership 2009)
- Latrobe Performing Arts and Convention Centre Feasibility Study (2009)
- Residential and Rural Land Assessment (Essential Economics 2009)
- Bulky Good Retail Sustainability Assessment (MacroPlan 2009)



traralgon activity centre plan | background reports  
planning context | prepared by hansen partnership pty ltd

- Design Guidelines for subdivisional developments, urban and rural road construction and drainage and traffic management projects (Latrobe City Council 2003)
- Review of Parking Provisions in the Victorian Planning Provisions (2007)
- Traralgon West Traffic Study: Issues and Options (Arup 2002)
- Traralgon CBD Parking Study: Findings and Report (Arup 2003)
- Traralgon Bypass Supplementary Inquiry Advisory Committee Report (2007)
- Latrobe City Council response to Supplementary Inquiry (Latrobe City Council 2007)
- Latrobe City Council Bicycle Plan (Latrobe City Council 2007)
- Latrobe City Open Space Plan (Latrobe City Council 2007)
- Latrobe City Public Toilet Strategy (Latrobe City Council 2006)
- Municipal Early Years Plan (Latrobe City Council 2002)
- Latrobe City Childcare Strategy 2006-2011 (Latrobe City Council 2006)
- Older Persons Strategy 2007-2021 (Latrobe City Council 2007)
- Latrobe City Council Disability Action Plan (Latrobe City Council 2009)



## 8 land use and development applications

There have been a number of recent planning applications within the centre of Traralgon which warrant discussion within this background report. These application shave been either of a substantial size or have related to key strategic sites within the town centre. These are as follows.

### 8.1 gippsTAFE

At the end of 2009 a permit was issued for the use of land to the north of the railway line at the bottom of Franklin Street for educational purposes and for the development of an associated building. Demolition of the existing building and construction of the new building has already commenced. The development will about the existing rail commuter carpark and will provide 34 additional at-grade car parking spaces in the western portion of the site. The two storey form will be largely contemporary, with a non-active glazed frontage to the Princes Highway. Access to the building will be possible from the Princes Highway, the south, and from the car park to the west. GippsTAFE anticipate the facility will eventually service 150-200 students, but that these numbers will be dispersed over extended hours, 7 days a week. It is anticipated that most of the services offered from the site will be classroom based professional training, as opposed to more trades based activities.

### 8.2 victory place

While a permit was previously issued for the site at the corner of the Princes Highway and Post Office Place, which allowed a seven storey form on the site, that development did not proceed. A new permit was issued for the site in 2009 which allowed for the development of a three storey office building, with an associated level of basement car parking.

### 8.3 old manny's market site

An application has been made to develop a significant four storey mixed use development with associated basement parking. The uses proposed for the site include retail space, office space, a new supermarket, serviced apartments and residential apartments. The proposal would see the construction of three building elements. The first of these would be a highly glazed four story form to the corner of



Grey and Franklin Streets, containing retail at lower levels with office space above, and basement parking below. To the east, along Grey Street, a four storey form would contain a supermarket at ground level, with serviced apartments above. The final building form is positioned on the northern portion of the site adjacent to Franklin Street and is the smallest of the building forms, being partially two and partially four storeys. The lower levels will accommodate retail space, with 13 residential units above.

A Panel Report on the rezoning of this land found that a mixed use development on this site was appropriate. This application has proceeded to advertising and is currently being considered by Council. Council is working with the applicant regarding the specifics of what is proposed on the site, particularly in relation to the building form, to ensure that it respond to the key gateway characteristics of the site.

## **8.4 woolworths**

An application was received by Council for the extension of the existing Safeway supermarket (an additional 280sqm of floorspace) on Hotham Street to accommodate a liquor store. This application was approved by Council and will see the extension of the existing building form to the south.

## **8.5 premiere function room**

A permit was issued in June 2009, which allows the construction of a three storey office building on the site of the old Premier Function Room. This development would also include basement level of car parking and an extensive rooftop terrace. In addition the development proposes an internal link to the existing three storey office building at 181 Franklin Street. The frontage to Grey Street is similar to that seen at 181 Franklin Street.

## **8.6 franklin street**

A permit was issued in 2006 which allowed for the development of the triangular site opposite the GippsTAFE site at the corner of Franklin Street and the Princes Highway. This development was predominantly a single storey retail development, with a two storey element to the corner of Franklin and Service Streets. The development is unlikely to proceed as the current permit has expired.

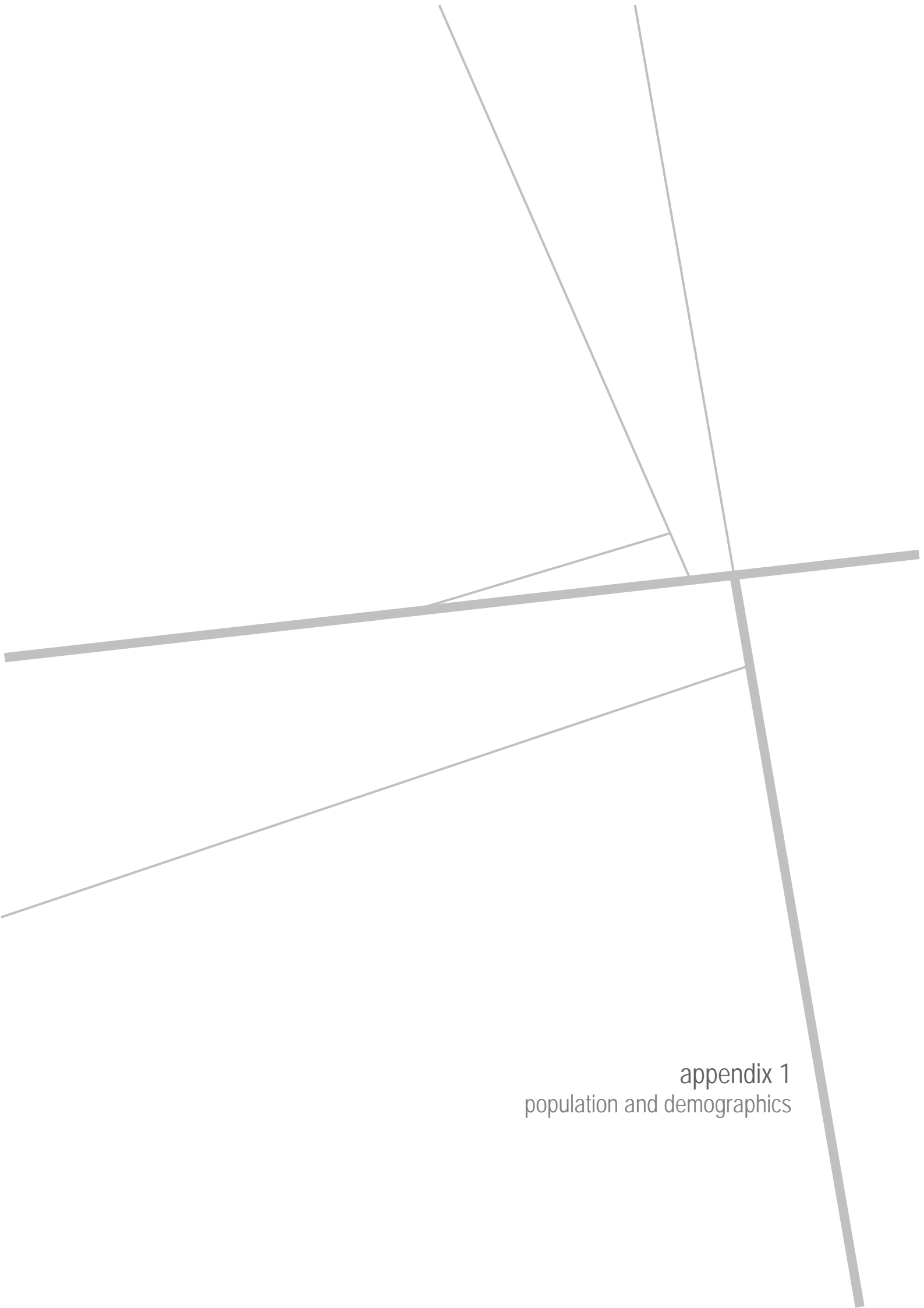


## 9 conclusion

The Traralgon Activity Centre is currently operating successfully as the primary commercial centre in the wider region. The town is experiencing the fastest growth in the region but is severely constrained in terms of its opportunities for future growth by existing natural features and the proposed Traralgon Bypass. In order to ensure the continuation of the success of Traralgon as a whole, there will need to be substantial changes to the current function and form of the activity centre. This is likely to include the provision of residential development within the town centre and consolidation of currently underutilised sites. There are also a number of issues identified within both supporting strategic documents and the Latrobe Planning Scheme which will need to be addressed as part of Stage 2 of this study, many of which have also been identified in the consultation summary which accompanies this report.

The current zoning is considered to be generally functional and logical as the existing and proposed development indicates. Some investigation of the current zoning may be required into the future to ensure the TAC remains a vibrant commercial centre. However, the existing overlay controls do not provide an appropriate level of guidance as to Councils preferred form of development, resulting in a lack of coherency between development, both private and in the public realm. This has not had significant impacts on Traralgon's form thus far but could result in poor outcomes as intensification of the town centre occurs. Local policy context is clearly defined and the recent amendment which has seen a streamlining of local policy is applauded. There are, however, some gaps within the policy (for example, in the lack of direction regarding car parking) which could be addressed as part of this project.





appendix 1  
population and demographics



Traralgon is located within the Latrobe City Local Government Area, within the Gippsland region of Victoria, about 150 kilometres south-east of Melbourne. While Latrobe City is both an urban and rural area, the majority of the population live in the urban areas, particularly Traralgon, which is the biggest town in the municipality. The demographic information below and the associated graphics are drawn from the work undertaken by .id consulting pty ltd and displayed on the Councils website.

## population growth

The overall population growth within the municipality can be seen in the table below:

Estimated resident population, Latrobe City Council (Preliminary updated estimates based on 2006 Census data)		Annual change	
Year (ending June 30)	number	number	Percent (%)
2009	75,259	1,094	1.5
2008	74,165	1,082	1.5
2007	73,083	1,080	1.5
2006	72,003	891	1.3
2005	71,112	403	0.6
2004	70,709	250	0.4
2003	70,459	-42	-0.1
2002	70,501	-142	-0.2
2001	70,643	--	--

Source: Australian Bureau of Statistics, Cat. No. 3235.0 - Population by Age and Sex, Regions of Australia, 2007

'Preliminary' refers to preliminary figures that may be subject to revision. All other figures are final.

Source: .id consulting (from Latrobe City Council website)

According to the estimates published by Latrobe City Council, in 2021 the population of Latrobe City will be 82,976, an increase of 10,972 persons (13.22%) from 2006. This represents an average annual growth rate of 1.0%. However, Traralgon - Traralgon East is forecast to show an even greater percentage change in population to 2021, increasing by 31.8% from 2006, or an average annual growth rate of 1.5%. The population figures for Traralgon-Traralgon East which reflect the projected percentage change are detailed further below.

Traralgon - Traralgon East	Forecast year					
	2006	2011	2016	2021	2026	2031
Population	24,143	26,816	29,153	31,246	33,287	35,425
Change in Population (5yrs)		2,673	2,337	2,093	2,041	2,138
Average Annual Change (%)		2.12	1.69	1.4	1.27	1.25
Households	9,459	10,654	11,742	12,716	13,683	14,655
Average Household Size (persons)	2.55	2.52	2.48	2.46	2.43	2.42

Source:

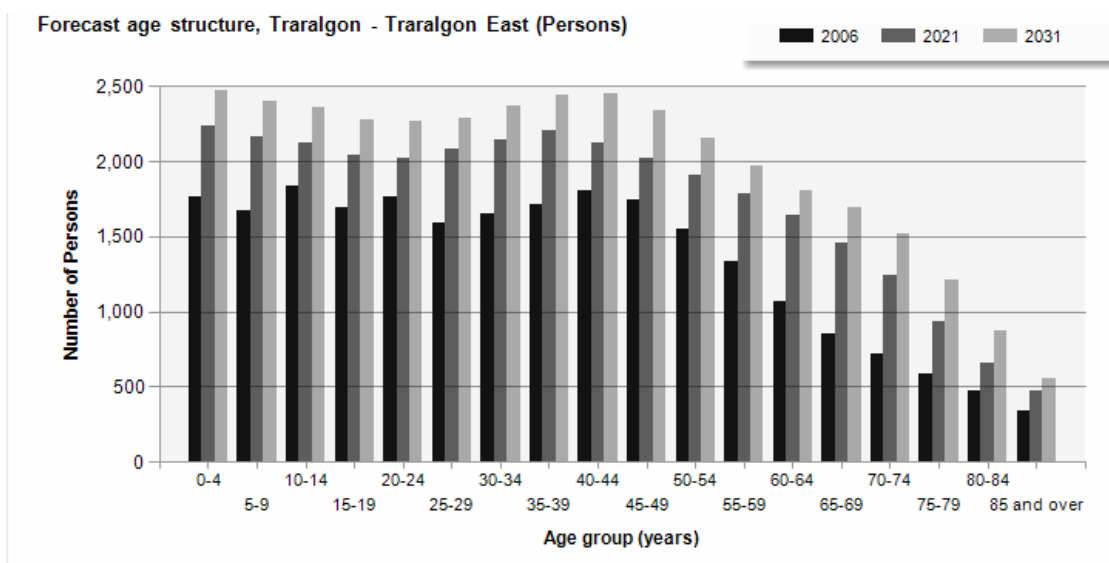


.id consulting (from Latrobe City Council website)

## population structure

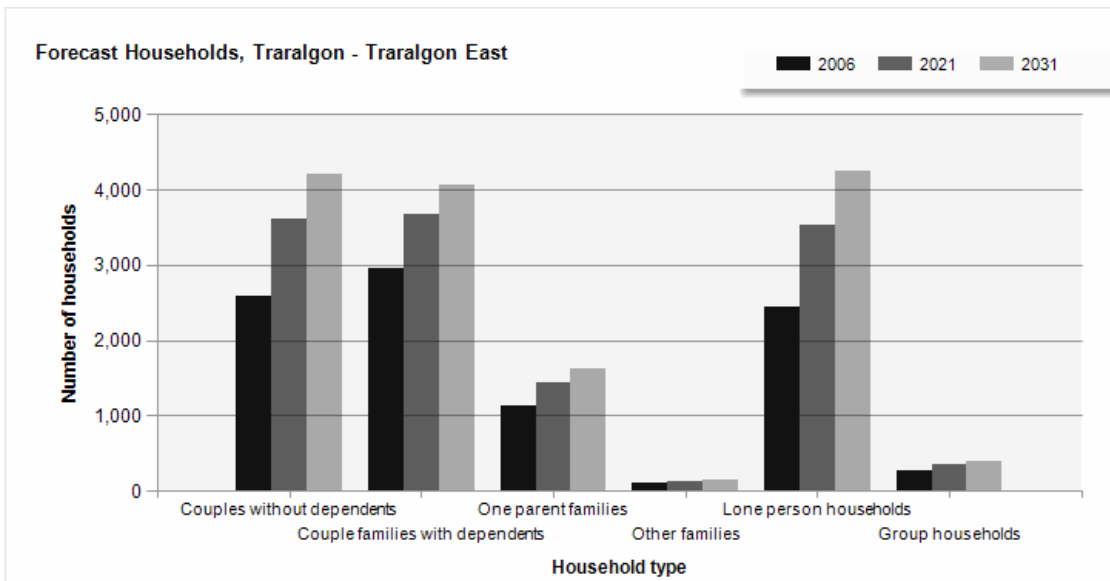
As can be seen in the table above, while the population of Traralgon is expected to increase over the years, the average household size is predicted to fall. This has implications for not only the number of new residences that will be required, but also for the number and type of dwellings required.

Unusually for Australia, in 2006 the age group with the highest level of residents within Traralgon was 10 -14 year olds, highlighting the significant role that young people play, and will continue to play, within the town. This is further reinforced by the figures represented below which indicate that in 2021 the most populous group will be 0-4 year olds. By 2021 over 20% of Traralgon's population will be under 15 years of age. However, it is noted that the biggest percentage increase will be in an older age bracket, 70-74 years which will increase by over 75%. This large percentage increase should be kept in perspective though, as there will still be significantly more younger people within Traralgon.



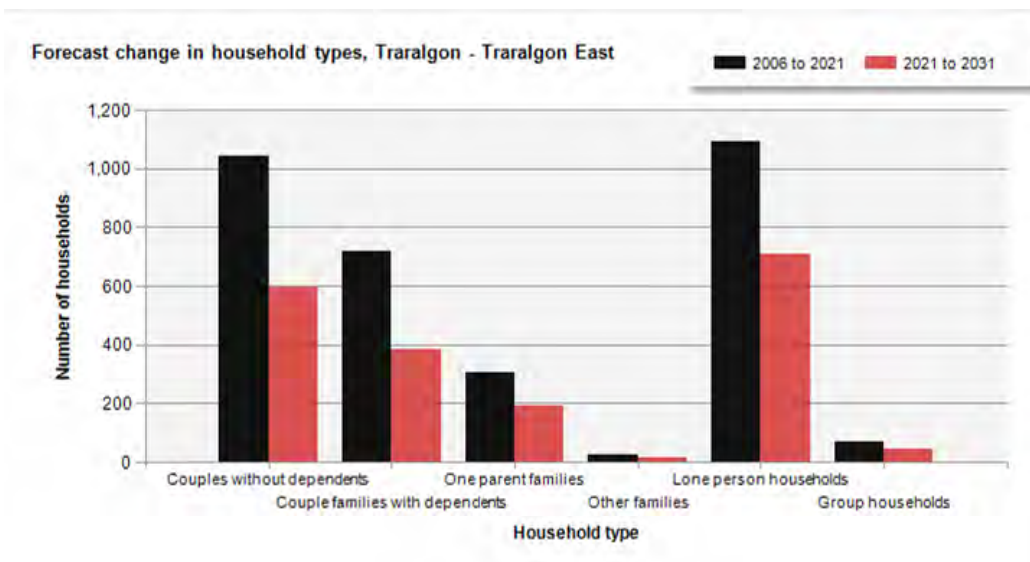
Source: .id consulting (from Latrobe City Council website)

It is also interesting to note the associated changes in household types predicted for Traralgon. While dominant household type at the time of the previous census (2006) was 'couple families with children', by 2031, lone person households will become the dominant household type.



Source: .id consulting (from Latrobe City Council website)

As noted by the .id forecast, Traralgon tends to attract all age groups, catering for young and mature families with greenfield development, while also attracting young adults due to the centrality of the location and their proximity to services and available rental accommodation.



Source: .id consulting (from Latrobe City Council website)



## movement

Figures relating to movement within Traralgon and the modes of transport chosen were compiled by the Department of Planning and Community Development as part of the Transit Cities & South Eastern Metropolitan Triple Bottom Line Study. The purpose of that study was to establish a monitoring regime for Transit Cities and to set benchmarks for activity centres in the south east region of metropolitan Melbourne. Traralgon was one of the Transit Cities analysed as part of that study. Of note are the following statistics:

- The average weekly validation at the train station was 1549
- The percentage of residents who use public transport to get to work was 1.16%, with 7.72% walking or cycling
- The percentage of people who work in Traralgon and use public transport was 1.17%, with 4.76% walking or cycling
- The percentage of the Traralgon workforce who live locally is a high figure of 87.24%
- The average number of vehicle ownership was 1.31



traralgon activity centre plan: background reports  
urban design context report

prepared by hansen partnership pty ltd

july 2010

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## appendices

appendix 1 – summary of international best practice urban design



## 1 introduction

hansen partnership pty ltd has been engaged by Latrobe City Council to prepare an Activity Centre Plan for the town centre of Traralgon, including the preparation of an urban design framework.

In support of the above project, the following urban design context report seeks to identify the key urban design influences on the Traralgon Activity Centre (identified at figure 2, overleaf). The report addresses this task through detailed analysis of the existing conditions within the study area; consideration of the state and local policy context within which all future development will take place; and explanation of existing best practice principles and case studies drawn from an international context. By drawing a series of parallels across these three fields of enquiry, the report aims to develop an understanding of the critical urban design issues faced by the Traralgon Activity Centre and to formulate a series of key directions which are to inform and underpin the development of the Traralgon Activity Centre urban design framework.









## 2 background: history of the settlement

The land upon which Traralgon exists is part of the traditional lands of the Gunai Kurnai people<sup>1</sup>. During European settlement of the La Trobe Valley, Traralgon evolved as a stopping place on the main cattle route to Melbourne<sup>2</sup> and remnants of that route appear in the wide treed avenue of Kay Street. The first built structures comprising the town were, in recognition of this function, the “Traveller’s Rest” (1858) and associated cattle holding yards, and a modest post office. The township was surveyed at this time (in 1859), although formed streets were laid some twenty years later following the establishment of a rail line, and the resultant increase in Traralgon’s labour force, which also allowed the construction of more substantial brick buildings in the town (such as the replacement Post Office and Court House building on Franklin Street (1886)). Images from the late 19<sup>th</sup> century depict wide streets with generous footpaths and newly-planted street trees, lined by predominantly single-storey weatherboard shopfronts and weatherboard cottages, interspersed with some more substantial double-storey brick institutional buildings and hotels. New housing areas (including the neighbourhood immediately south of the Traralgon train station) and many commercial buildings were constructed in a boom at the beginning of the 20<sup>th</sup> century, following the establishment of a rail service depot<sup>3</sup>.

Figure 2 historical photograph, Franklin Street, 1888

*Image source: Traralgon and District Historical Society (1985: 13)*



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<sup>1</sup> Context (2005)

<sup>2</sup> Traralgon and District Historical Society (1985)

<sup>3</sup> Context (2008)



Whilst much of the more substantial heritage stock has been replaced over time, notable examples remain from the late 19<sup>th</sup> and early 20<sup>th</sup> centuries in the Traralgon Post Office and Court House building and the Ryans Hotel building, located on the southwest and northwest corners of Kay and Franklin Streets respectively; the Layton Brothers General Store building on Franklin Street; and the Traralgon Engine Shed and Turntable, on Queen's Parade. Traralgon's wide streets and regular grid also persist as an important remnant of its historic development, as do a finer network of midblock laneways. The primacy of Franklin Street as the town's key axis appears to date from the settlement's inception.

The second key period of development for Traralgon which should be noted from the outset results from the growth of the energy sector in the Latrobe Valley in the 1970s, following the construction of the Yallourn W (1973) and Hazelwood (1971) power stations and, particularly, the massive Loy Yang complex south of Traralgon in the early 1980s. These developments brought an influx of labour to the town and, as noted in the Latrobe Heritage Study (2005), led to the formal development of the Latrobe Valley as an industrial region, a structure confirmed through present planning policies which emphasise the role of Traralgon with a regional "network city". In urban design terms, the position of the town within a wider network places greater stress upon the need for Traralgon to both maintain strong physical transport connections to other centres, and for the town to develop and strengthen its own distinctive urban image.



### 3 urban design context analysis

*“Urban context concerns the broader setting of a development – including its existing physical surroundings, its social and economic environment, and a strategic view of the area in which it is located and its role over time<sup>4</sup>.”*

The following analysis sets out a series of observations derived from our knowledge of the study area, building upon a number of site inspections, discussions with key stakeholders, and review of relevant topographic and cadastral mapping information and aerial photography. Broadly, the analysis attempts to identify the key elements which comprise the urban design context of Traralgon at present. A discussion of the implications of this chapter is presented at Chapter 5 of the report.

#### 3.1 structure and activity

Urban structure describes the key skeletal *physical and ownership* patterns (such as streets, urban blocks and property boundaries) that define the layout and character of an urban area. Urban structure is often thought of in terms of grain: of how “tight” (or “fine”) the subdivision pattern is in terms of the size of lots, the level of diversity in property ownership, the number and size of streets and the length of built “edges” to streets. In this way, the city can be thought of as forming a kind of *fabric*, which is experienced from a pedestrian viewpoint, and apparent in looking at a plan. A “fine grained” area in a city is characterised by small lots, narrow frontages, detailed and varied streetscapes and many/narrow streets. In contrast, a “coarse grain” might be created by larger lots, longer frontages, fewer and larger roads, sometimes larger holes or gaps in the streetscape, and more unified property ownership.

It is also important to add that given that cities are configurations which order social life<sup>5</sup>, the *human activity* which occurs within cities also forms an integral component of urban structure. In considering the structure and activity of the Traralgon Activity Centre, we note the following:

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<sup>4</sup> Department of Sustainability and Environment (2004:11)

<sup>5</sup> Hillier (2007)





- Characterised by a grid of wide streets, rectangular urban blocks, long and narrow plots, and rear laneways, the structure of Traralgon's town centre is typical of many settlements laid out in the mid to late 19<sup>th</sup> century in Victoria. Despite the replacement of much of the building stock of the past, the underlying subdivision pattern has persisted, providing the town centre with "fine-grained" (narrow and diverse) street frontages and a high level of cross-block permeability. A sense of human scale is considered one of the key characteristics of the activity centre, which is strongly linked to this underlying structure.
- The north-south axis of Franklin Street acts as the town's "main street", a role which results from the direct alignment of the street with the Traralgon Station to the south, the concentrated commercial activity on the strip and the presence of the notable heritage Post Office and Court House building and large Stockland Plaza shopping centre to the north.
- The Kay Street Avenue of Honour forms a secondary east-west axis. The space of the avenue is also understood to exist as a remnant of the town's historic role as a stock route to Melbourne. The street is exceptionally wide, not only accommodating traffic but also acting as a landscaped green space and a monumental setting for the civic functions which abut it. An open space and cenotaph are located at the east end of the street, however beyond this space (on the opposite side of Franklin Street) the blank elevation of the Stockland Plaza shopping centre which ultimately terminates the axis does little to reflect the importance of the street.
- Whilst café uses are scattered throughout the town centre, generally specific activity is concentrated within identifiable precincts, with a limited mix of functions within given precincts and an absence of vertical distribution of functions within buildings (for instance, shop-top housing or mixed-use developments). Precincts are identified as :
  - The central streets of the grid (Franklin Street, Post Office Place, Seymour Street and Hotham Street) form the retail core of the town, supporting a number of retail uses operating at a range of scales. This precinct also takes in Stockland Plaza, a big box internal shopping mall. In the south, retail uses are interspersed with office uses and a large multi-deck car park is located midblock between Seymour Street and Hotham Street.
  - To the north-west, a clear "civic" precinct has evolved which takes in the formal landscaped avenue of Kay Street, the library and civic centre, police station, church, Post Office and Court House building and two schools. This precinct is characterised by built



form set within landscaped “campus” settings.

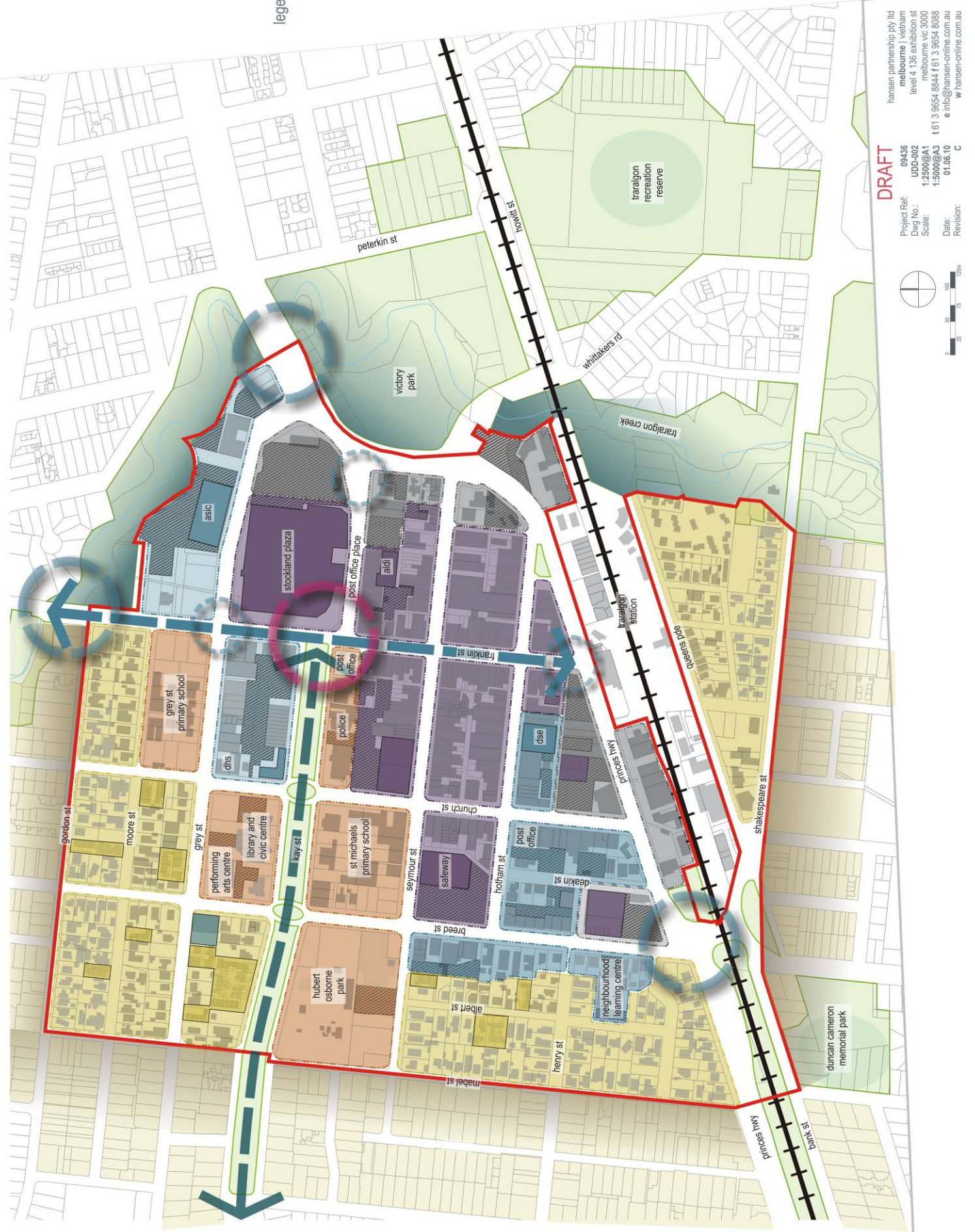
- Land abutting the Princes Highway constitutes a “highway precinct” which at present lacks a clear identity and structure, comprising larger commercial uses and a number of vacant sites. This loose “edge” condition also fails at present to provide visual cues at the key entries into the activity centre.
- Both the area abutting the western side of Breed Street and land to the north and east of Stockland Plaza concentrate office functions and medical suites, with some notable larger format offices on the north-eastern periphery.
- Residential housing, to the west of Breed Street and to the south of the railway line, predominantly comprises lower density single family dwellings.
- We also note evidence of an emerging area of medium density housing to the north-west (refer Figure 3, but generally north of Kay Street and west of Church Street).
- A significant number of voids exist within the town centre, comprising vacant paved areas presently being used for car parking. Such spaces generally take two forms, either occurring in the middle of street blocks, or forming the paved surrounds of larger big box retail outlets. These areas are considered a poor outcome for the town at present but are also recognised as key development opportunities.
- A network of primary and secondary gateways define the entrances into the town centre, with the key entries from the freeway and on major roads supporting a number of secondary entries as pedestrians and drivers move closer to the “core” of the town. The intersection of Franklin and Kay Streets and Post Office Place (between the Post Office and Court House Building, the Stockland Plaza shopping centre and associated public space, Franklin Street and the Kay Street avenue) forms an identifiable “core” to the town which could be built upon in future urban design work.



# traralgon activity centre plan structure and activity

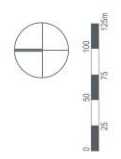
## legend

- study area boundary
- "main street" axis
- green axis
- town core
- primary gateway
- secondary gateway
- railway line
- retail precinct
- large format retail
- office precinct
- large format office
- residential precinct
- medium density residential
- civic and community precinct
- highway precinct
- residential interface
- open space
- landscape interface
- void spaces



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 Project Ref: 08436  
 Dwg No.: UDD-002  
 Scale: 1:2500@A1  
 1:5000@A3  
 Date: 01.06.10  
 Revision: C







## 3.2 urban form and streetscape

Building upon an understanding of the underlying physical and land use patterns, consideration of the three-dimensional “built” character (and the streetscapes which buildings enclose and define) reveals the following:

- Traralgon’s town centre comprises low-rise buildings of between one and two storeys, with very few taller buildings in the area. Limited examples of taller forms can be found in the Post Office and Court House clocktower, some three storey development to the north of Kay Street, and the five storey office building currently accommodating the Australian Securities and Investments Commission on Grey Street.

figure 4 Franklin Street streetscape



- The streets of the town centre comprise buildings dating from a range of eras, and present inconsistent parapet heights which are generally characterised by business identification signage. Shops fronting Franklin Street and the key east-west streets all maintain awnings to the street, although few examples of the verandahs depicted in historical photographs remain.
- The central streets (Franklin Street, Seymour Street, Hotham Street and Post Office Place) are generally characterised by rows of narrow shopfronts, most glazed, some with a second storey above. This character can be linked to the “fine grain” subdivision pattern discussed previously, and can be described as a “tight” urban fabric – with many different shops in different ownership, which are set hard to the front and side boundaries and which are characterised by diverse architectural styles. Most facades fronting the central streets can also be considered “active”, given that the main uses are visible and even accessible directly from the street. The general tendency towards fine grained active street frontages is a key asset of the town.
- Despite this general trend, a number of premises do extend across broader frontages, and examples exist of larger format retail tenancies such as the Harris Scarfe department store. A



number of larger “big box” retail buildings also exist within the town which present long “back of house” elevations to the street and are set within large areas of car parking. These larger format retail premises are at present generally confined to the edges of the centre, with poor interfaces most prevalent in the vicinity of the Princes Highway. Stockland Plaza presents the most severe example of this problem, given its important location

- Examples of “campus”-style development – that is, buildings set within landscaped grounds – are also present within the activity centre, particularly in the urban block which accommodates the performing arts centre and library and civic centre.
- Whilst the streetscapes which define the town are all relatively consistent, Franklin Street maintains a sense of primacy in its role as the town’s “main street”.
- In the surrounding residential hinterland, parts of which falls within the study area, housing stock tends to present consistently as single storey detached dwellings with some examples of double storey houses. To the north-west of the subject site, emerging examples of medium density villa units are available. It is further noted that the housing area to the south maintains a strong heritage character, and a good example of intact heritage streetscapes dating from the turn of the century.

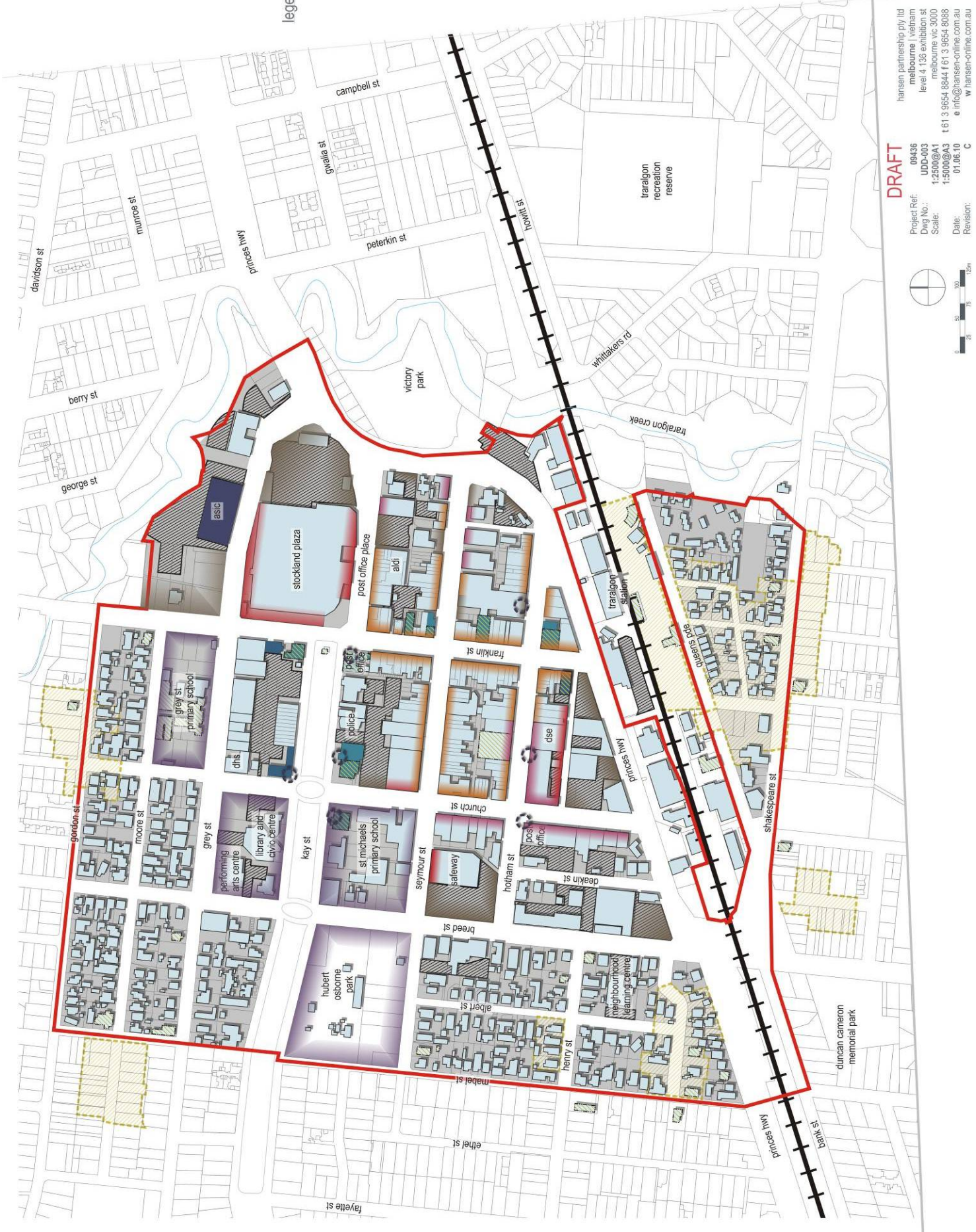




# traralgon activity centre plan

## urban form and streetscape

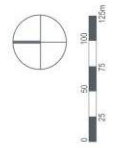
- legend
- study area boundary
  - block structure within study area
  - 1-2 storeys
  - 3 storeys
  - 4 storeys
  - 5 storeys
  - voids
  - heritage precincts
  - heritage buildings
  - higher (3 storey+) building projections
  - fine grain commercial interface
  - large format commercial interface
  - back of house interface
  - car park interface
  - campus setting
  - railway line



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Project Ref: 09436  
 Dwg No.: UDD-003  
 Scale: 1:2500/A1  
 1:5000/A3

Date: 01.06.10  
 Revision: C



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### 3.3 landscape and topography

The natural and man-made landscapes beneath and within the built environment provide an important structuring element which shapes the form and character of an area. Passive and active green spaces also provide an important community resource. With respect to landscape and topography, the following is noted:

- The land of the study area is higher to the west, with a notable crest on Breed Street adjacent to the Safeway supermarket. This higher point provides an opportunity for views, but also acts as a visual barrier to motorists and pedestrians traversing the street.
- Through the remainder of the study area, the land is relatively flat, with a gentle slope down to the east which provides the key east-west streets with corridor and panoramic views of the canopy trees of Victory Park. The way in which easterly views terminate in green space is highlighted as a valuable character element within the town centre.
- Victory Park provides the main source of high quality green open space to the town, taking in the meandering line of the Traralgon Creek. This swathe of green space accommodates a number of recreational facilities and is a major asset of the town.
- The Princes Highway acts as a strong barrier which breaks the visual and physical relation between the park, the riverine environment of the creek, and the town centre. The highway, which maintains a dual carriageway in each direction and a central median, also divides the key Franklin Street axis from the Traralgon Station.
- Several landmarks provide points of orientation within the town centre, the most important being the façade and central clocktower of the Post Office and Court House building on Franklin Street, which contributes strongly to the image of the town centre. Oblique views of the tower are possible from much of the length of Franklin Street and the building also terminates the Post Office Place corridor, lending this otherwise peripheral street a sense of significance. Secondary landmarks within the town include the Rotary clock, located in a roundabout at the intersection of Hotham Street and Franklin Street; the twin churches which mark the intersection of Church Street and Kay Street; the tower structure attached to the new post office building (on Hotham Street); and, finally, the memorial monument located at the beginning of Kay Street which marks the Avenue of Honour.



- The main streets of the town – including the key axis of Franklin Street, and the secondary thoroughfares of Hotham Street, Seymour Street and Post Office Place – have clearly been subject to a number of tree planting regimes over time. Low-scale *robinia pseudoacacia* occur at regular intervals along these streets, alongside taller canopy trees (generally *platanus orientalis*) evidenced more occasionally. The lack of consistent large canopy street trees in combination with the wide street reserves and low scale of buildings leads to a highly exposed pedestrian realm, with shade generally only provided by shop awnings.
- The heritage-listed tree-lined Avenue of Honour (Kay Street) provides an exception to this otherwise open character. As a remnant of Traralgon's historical role as a stock route, this landscaped green space acts as a key structural element within the town and a valuable public space.
- The town is limited in the amount of formal/defined public spaces available within the town centre, with the spaces adjacent to the Post Office and in front of the Stockland shopping centre appearing to act as the primary public spaces within the town.
- In addition to the corridor views afforded by the town centre's wide streets, shorter cross-block views are also possible via the network of laneways which transect the grid structure. These laneway views are often partially interrupted by "vehicle drive-through" structures, vehicles, signage and other obstacles, however serve an important role in providing a sense of permeability.





# traralgon activity centre plan

## landscape and topography

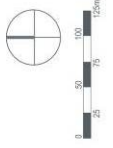
### legend

- study area boundary
- passive green open space
- active green open space
- street trees (large)
- street trees (medium)
- street trees (small)
- street trees (robinia pinnatifida)
- heritage overlay (landscape)
- canopy trees
- play equipment
- public space
- topographic highpoint
- Key Street green space
- key streets
- barrier
- town core
- primary gateway
- secondary gateway
- landmark structure
- panoramic view
- corridor view
- cross-block view
- railway line



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Project Ref: 08436  
Dwg No.: UDD-004  
Scale: 1:2500@A1  
1:5000@A3  
Date: 01.06.10  
Revision: C





### 3.4 movement and access

- Traralgon is situated within a regional network of cities, and maintains excellent connectivity with both the towns of the Latrobe Valley and with Melbourne via a number of highways and arterial roads (the Princes Highway being the most prominent) and the Regional Fast Rail Link (the Traralgon Station is enclosed by the study area but is subject to a separate planning process through the Station Precinct Masterplan).
- The street network of the activity centre itself is laid out in a regular grid, with a hierarchy which privileges the Princes Highway (which runs parallel to the train line to the south and which forms the southern and eastern boundaries of the northern part of the study area) and Grey Street, an east-west Category 1 Road located to the north of the study area. Breed Street, to the west of the area, also forms a major north-south vehicular connection, linking the Princes Highway to the residential suburbs to the north.
- Within the grid, the main commercial streets of Franklin Street, Hotham Street, Seymour Street and Post Office Place maintain wide road reserves with angled on-street parking. Intersections within the grid generally feature roundabouts, with the exception of a signalised intersection at the corner of Franklin Street and Seymour Street.
- A network of laneways transect the urban blocks of the activity centre. These laneways are critical in providing access to rear carparking which is concentrated within blocks.
- There is a significant amount of car parking within the activity centre, although it is highly dispersed, taking in on-street parking; parking at the rear of properties within urban blocks; customer car parking next to larger format commercial uses; council car parks; and a double-storey multi-deck car park located between Seymour and Hotham Streets, to the east of the study area.
- A number of pedestrian paths transect Victory Park and the street grid within the town centre supports wide footpaths and a pleasant pedestrian environment with active street interfaces and a sense of human scale. At present however, several key pedestrian linkages are missing, or overly difficult, within the centre. The link between the Post Office and Court House building and Stocklands is circuitous (unclear and indirect), with the crossing on the southern side of Post Office Place. The pedestrian links from the activity centre to Victory Park are also difficult to negotiate, with long waits at signals, too few crossing points, and a lack of wayfinding infrastructure. The same





critique can be made of the crossing between Franklin Street and the train station to the south.

Finally, there is a lack of pedestrian connectivity between the town centre and the western side of Breed Street, with no pedestrian crossings. This deficiency is particularly striking given the location of several medical suites on the western side of Breed Street and the topography of the street which makes visibility difficult. Beyond the lack of physical connectivity, there are also areas where the pedestrian experience of walking along streets is unpleasant – this is particularly an issue for Breed Street and the Princes Highway, where a lack of shade and traffic noise, as well as a lack of active frontages and other pedestrians, make walking uncomfortable.

- The hill which is located on Breed Street has been highlighted as a traffic hazard for motorists, limiting visual connections for motorists and making the right-hand turn from Hotham Street particularly dangerous.
- It is noted that a number of bicycle paths have been constructed which lead into the town centre from Kay Street to the west and Franklin Street to the north. Within the activity centre itself, designated bicycle paths and other bicycle-related infrastructure is not evident and bike parking is extremely limited.
- A bus terminal is at present located adjacent to Stockland Plaza, on Franklin Street. Six bus routes pass through the activity centre, servicing local traffic. The train station is well-situated with respect to other key destinations, being within walking distance of the civic functions to the north, key shopping destinations such as Stockland Plaza and Safeway, and the two schools to the west and north of the area.

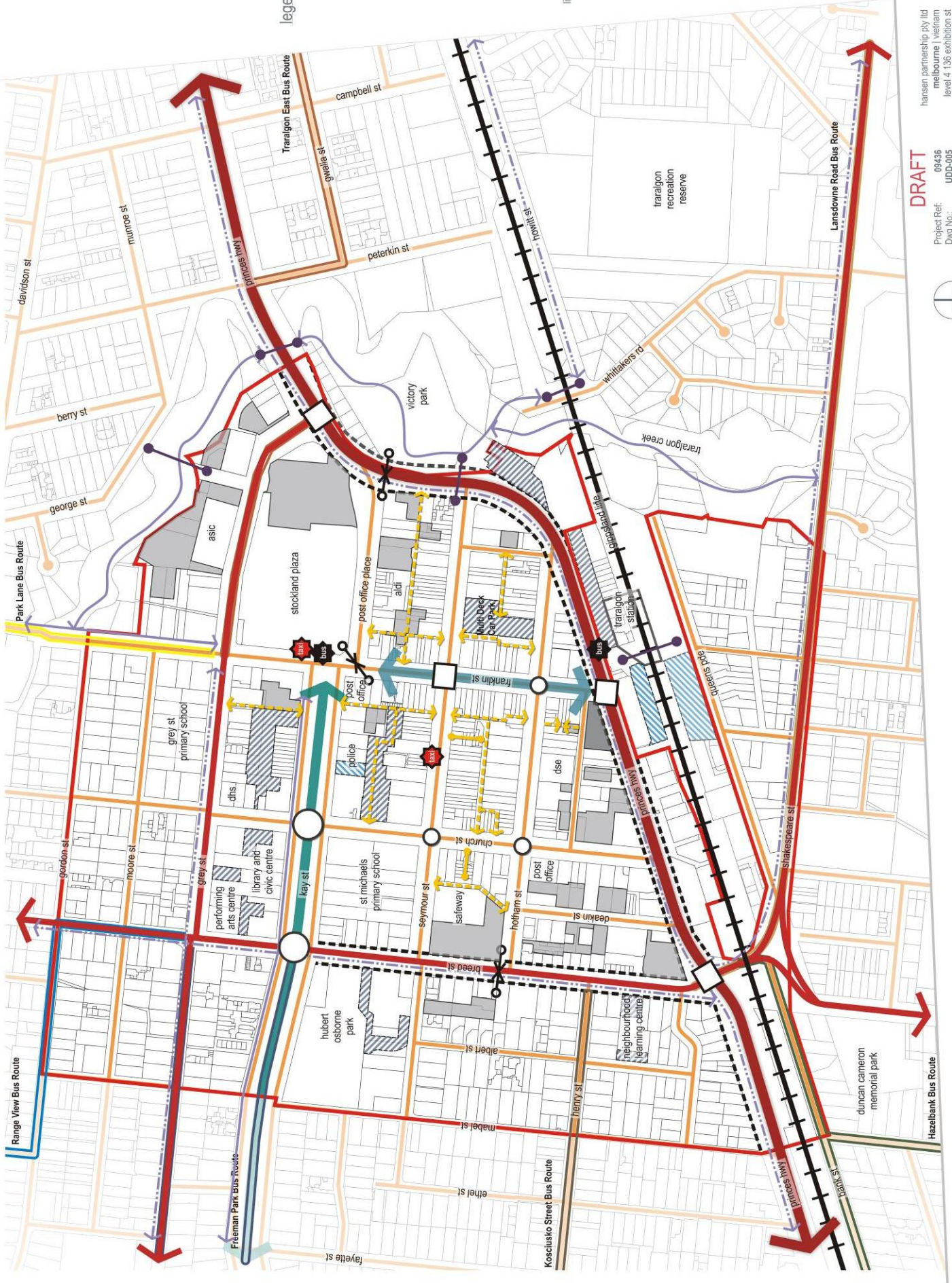


# traralgon activity centre plan

## access and movement

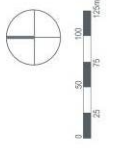
legend

- study area boundary
- highway
- main roads
- local streets
- laneway
- internal arcade
- railway line
- bus routes
- key pedestrian link
- tree lined avenue
- limited pedestrian connection
- low pedestrian amenity
- pedestrian link
- council owned car park
- public car park
- private car park
- bus stops
- proposed bike path
- existing bike path
- taxi rank
- signalised intersection
- roundabout



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Project Ref: 08436  
Dwg No.: UDD-006  
Scale: 1:2500@A1  
1:5000@A3  
Date: 01.06.10  
Revision: C







## 4 policy and strategic background documents

This chapter considers the policy context within which the Traralgon Activity Centre exists. The review specifically focuses on urban design matters and design guidance within the relevant planning policies, with a view to identifying key policy issues affecting urban design within the study area.

### 4.1 state planning policies

#### 4.1.1 clause 12.03 networks with the regional cities

This policy encourages planning for regional areas/cities, including the towns of the Latrobe Valley, that:

- *Develops and reinforces the distinctive roles and character of each city.*

This policy therefore introduces the notion of developing and reinforcing a clear urban image for Traralgon, a directive with strong urban design implications.

#### 4.1.2 clause 19.03 design and built form

The objective of this clause is to achieve high quality urban design and architecture that:

- *Reflects the particular characteristics, aspirations and cultural identity of the community.*
- *Enhances liveability, diversity, amenity and safety of the public realm.*
- *Promotes attractiveness of towns and cities within broader strategic contexts.*

The policy advocates site responsive design; recognition of the importance of the public realm; acknowledgement of the role of landmarks, views, vistas; heritage sensitive design; design for pedestrians and for safety; the maintenance of complexity in the built environment and the staging of development; consideration of the issues of light/shade and energy/resource efficiency; and the need for high quality architecture and landscape architecture.

#### 4.1.3 activity centre guidelines

Planning and responsible authorities should have regard to the Activity Centre Design Guidelines in the preparation of structure plans and in making decisions about new built form in activity centres. The



Guidelines form a reference document to Clause 19.03 of the Scheme. The Guidelines set out the following aims for the design of activity centres:

- Develop a good-quality public environment;
- Promote street-based patterns of connection;
- Improve community safety;
- Encourage a mix of uses;
- Improve pedestrian and cycling amenity;
- Promote a public transport focus;
- Increase accessibility and integration;
- Encourage environmental sustainability;

In addressing the above aims, the Guidelines introduce a broad suite of objectives and design suggestions which are grouped under 8 key “elements”: urban structure (comprising street layout and land use mix); train stations and interchange environs, passenger facilities, and railway corridors; street design (streets for people, street edges); public spaces (high quality public spaces, sense of place); building design (heritage, environmental sustainability); integrating malls/large stores into activity centres; higher density housing (opportunities, building design, surrounding residential neighbourhoods); and car parking.

In many ways, Clause 19.03 and the Activity Centre Guidelines define the remit of urban design matters which form the basis of the present analysis. As such, State policy provides an excellent overview of the scope of fields of intervention through future urban design work in Traralgon.

## 4.2 latrobe planning policies

### 4.2.1 municipal strategic statement

A key direction underpinning the Latrobe Planning Scheme MSS is the desire to achieve sustainable and healthy city principles. A strong focus on urban design is inherent in this policy which seeks to achieve integrated land use and transport planning. The MSS was introduced into the Latrobe Planning Scheme in January 2010. Key urban design policies which will drive the preparation of the plan are identified below.



#### **clause 21.04-5: urban design overview**

The broad policy aim is:

- *To provide a visually attractive urban environment which displays a high level of civic pride and community satisfaction, and creates a positive image.*

Strategies to achieve this objective constitute: a broad “support” for high quality urban design; a commitment to “improvements” and “upgrades” to existing urban design elements and improving visual amenity on transport routes; and to implementing Urban Design Guidelines adopted by Council.

Latrobe’s broad commitment to high quality urban design outcomes for both built form and open spaces, and its recognition of the role of main road approaches, landscaping treatments and the siting of buildings, provides strong strategic support at a local level for the urban design components of the current task and future urban design framework.

#### **clause 21.05: main towns**

With specific reference to Traralgon, the Clause sets out the following strategies which are relevant to urban design:

- *Encourage higher density housing in the Transit City Precinct and existing and future neighbourhood clusters in Traralgon.*
- *Encourage the development of new retail, office and residential mixed use developments within Traralgon Primary Activity Centre (Area 4) and Argyle Street.*
- *Encourage increased densities and vertical growth of Traralgon’s town centre to support the growth of the office sector.*
- *Inter-connect Traralgon’s network of on and off road cycling paths.*

Clause 21.05 importantly stresses the need for a greater mix of uses in the town centre, comprising continuing growth of the office and commercial sector and the introduction of higher density housing, accommodated in some higher forms. These objectives pick up on the observed lack of functional mix outlined at Section 2.1 of this report, lending support to the prioritisation of this issue within the future urban design framework.



### **clause 21.08: liveability**

The broad policy aim is to:

- *Enhance the quality of residents' lives by encouraging positive interrelated elements including safety, health, education, quality of life, mobility and accessibility, and sense of place.*

With regard to the principles of Healthy Urban Design, the policy states the following objectives and supporting strategies:

- *To provide for walkable neighbourhoods, ensuring public transport, shops, public open space and mixed-use community centres are close to all dwellings, by:*
  - Promoting active lifestyles and avoiding social isolation by designing new dwellings to be close to user-friendly pedestrian and cycle paths that incorporate shade, toilet facilities, seating and directional signage where possible.
  - Promote walkability within new developments, community centres or buildings (appropriate to scale of development) of approximately 400-800 metres from all dwellings.
- *To increase and maximise public transport opportunities between towns and within corridors to support the networked city, by:*
  - Improving existing linear open spaces and public parks by applying Healthy Urban Design Good Practice Guideline principles and through minor adjustments to infrastructure. This could include planting new trees, maintaining clear sightlines and bridging missing linkages to create a network of well-lit, walking and bicycle paths.
- *To encourage articulation of building facades and street integration to provide for safe and active neighbourhoods.*
- *To encourage all retail to provide active street frontages to foster a community spirit and promote community involvement, by:*
  - Encouraging retail areas that are commonly accessed community centres to be walkable spaces that promote physical activity and provide infrastructure such as bicycle racks.
  - Encouraging high quality community art in public spaces to foster community spirit, as well as provide attractive, high quality neighbourhood design.
  - Encouraging community centres to be designed to ensure active street frontages and promote 'eyes on the street' for natural surveillance. Provision of a mix of uses and



programs that allow users to socialise. These spaces are encouraged to be located near schools, public transport, civic areas and parks which will also assist in ensuring a viable community heart.

- *To co-locate neighbourhood centres with complementary uses, such as public open space or schools.*
- *To promote physical activity and walkability in all towns by ensuring all dwellings are within a close walking distance of a community centre.*

The implications of the policy directives outlined above are considered below, within a discussion of the reference document "Healthy Urban Design Good Practice Guideline".

#### 4.2.2 zones/overlays

The study area is affected by a number of zoning and overlay controls, which can introduce relevant urban design concerns through their purpose or decision guidelines. As such, the following is highlighted:

- Land within the study area is located within the Business 1 Zone (B1Z), Business 2 Zone (B2Z) and Business 5 Zone (B5Z). These zoning controls require that the responsible authority consider a number of relevant urban design related issues when assessing an application, namely: pedestrian and cyclist movement; the appropriateness of development interfaces; streetscape matters; and the design of buildings for solar access.
- Land within the study area is located within the Public Use Zone, Schedule 2 and Schedule 6 (PUZ2 and PUZ6). This zoning control requires that the responsible authority consider whether a proposed development is appropriately located and designed.
- Land within the study area is located within the Mixed Use Zone (MUZ) and Residential 1 Zone (R1Z), which are intended to encourage residential development that respects the neighbourhood character, and contributes to diversity in housing type.
- Sites within the study area are affected by both individual and precinct-based controls under the Heritage Overlay, which aims to conserve and enhance heritage places of natural or cultural significance or places which contribute to such significance.

The above directives are exceedingly broad in their nature and bring little *detailed* guidance to the task of



formulating an urban design framework, however contribute to the broader understanding of *general* issues affecting the study area.

### 4.2.3 healthy urban design good practice guideline

“Healthy by Design” describes a set of principles developed by the National Heart Foundation of Australia, expressed through a guide published by the foundation in 2004. Essentially, “Healthy by Design” links the discourse of *community health planning* to that of *environmental design*, advocating that a key method in developing healthy lifestyles for the community lies in providing (through design and development regulation) “supportive environments for physical activity”. This focus on physical fitness is married with a number of other environmental design concerns (safety and crime prevention; road safety; and cancer protection through sun shading) to result in a single health-based design-focused “guide”.

Latrobe City has, in response to the above initiative, in turn developed their own “Healthy Urban Design Good Practice Guideline” which is intended to guide the design and assessment of development proposals. The Guideline pairs a discussion of key health issues within the City with a number of general principles, arranged under the categories of residential development; community centres; and open space and path networks. The principles set out in the document have been incorporated into the MSS as “strategies” at Clause 21.08-3 and the Guideline forms a reference document to the Scheme as listed at Clause 21.08-5.

The implication of this guideline in terms of future work on the Traralgon Activity Centre Plan urban design framework is to introduce a clear focus on human health objectives. Specifically, this might play out in the detailed consideration of the specific references which the policy makes to 400-800 metre walking radii, the provision of bicycle infrastructure, the importance of seating, lighting and public art strategies, as well as designing for natural/passive surveillance and shade within the public realm.





## 5 best practice urban design principles & examples

*“Urban Design is the practice of shaping the physical features of settlements to create places for people and to make high-quality connections between places and buildings for safe movement of people<sup>6</sup>.”*

Contemporary urban design practice places a heavy emphasis on the value of “place” and practices of “place making”, effectively linking the design of the physical structure of urban areas to affective notions of (collective) identity. This approach emphasises relations, networks, configurations and patterns in urban form and use; the divisions between “private” and “public” spaces, with a focus on the public realm; and the character, or urban image, produced and maintained by the built environment.

Rather than, as in the past, relying on understandings of what constitutes a “good place” as imposed or extrapolated from a universal set of rules, contemporary urban design tends to focus on site-specific characteristics and the particular values of the subject community. However, despite the stress placed on local conditions and values, a review of the way in which “principles of good urban design” are described internationally (a full analysis of key British, American, European and Australian policy examples is presented as Appendix 1) reveals striking consistencies across international policy contexts.

A number of key themes and approaches emerge which can together can be described as contributing to a set of loosely identifiable “world’s best practice” principles within the current (Western) place-making paradigm. These are set in the table below.

Table 1: Summary of themes and approaches extracted from an international policy review

Theme	Approaches extracted from policy review
Theme 1: Place and character.	<ul style="list-style-type: none"><li>▪ Identity: work with and towards locally distinctive patterns of development &amp; culture.</li><li>▪ Design for “beauty” in the built environment.</li></ul>
Theme 2: Accessibility	<ul style="list-style-type: none"><li>▪ Integrate places with each other so as to provide freedom of movement for pedestrians, cyclists, public transport users and cars (in that order).</li><li>▪ Reduce car dependence.</li></ul>

<sup>6</sup> Department of Planning and Community Development (2010)



	<ul style="list-style-type: none"> <li>▪ Design inclusive environments that do not limit access through physical or social barriers.</li> <li>▪ Locate development so as to maximise accessibility and support infrastructure.</li> </ul>
Theme 3: Environmental responsiveness	<ul style="list-style-type: none"> <li>▪ Respect and utilise existing topographic, climatic and ecological features of the site.</li> </ul>
Theme 4: Public realm	<ul style="list-style-type: none"> <li>▪ Design prominent and integrated public buildings.</li> <li>▪ Ensure safety in public spaces and streets through passive surveillance.</li> <li>▪ Design spaces which encourage civic participation and engagement.</li> <li>▪ Stimulate vitality and activity in public life through the design of the built environment.</li> </ul>
Theme 5: Green structure	<ul style="list-style-type: none"> <li>▪ Provide a strong green structure (i) in order that inhabitants of settlements have access to biodiversity and natural beauty; (ii) to strengthen the ecology of a region; (iii) to order and orient the arrangement of urban areas.</li> </ul>
Theme 6: Heritage	<ul style="list-style-type: none"> <li>▪ Continuity: preserve heritage to encourage a sense of continuity with the past.</li> <li>▪ Enrichment: build upon and improve the existing.</li> </ul>
Theme 7: Diversity	<ul style="list-style-type: none"> <li>▪ Design for housing diversity as this is fundamental to social diversity.</li> <li>▪ Variety in built form is aesthetically important (balanced with need for consistency).</li> <li>▪ Mixed (complementary) uses stimulate the public realm and support infrastructure.</li> </ul>
Theme 8: Density	<ul style="list-style-type: none"> <li>▪ Compactness of a city at the human scale supports better/more efficient infrastructure and increases vitality/activity of public realm.</li> <li>▪ Concentrated decentralisation (networked cities) at a regional scale supports better/more efficient infrastructure and increased vitality economically.</li> </ul>
Theme 9: Flexibility & Resource Efficiency	<ul style="list-style-type: none"> <li>▪ Work towards adaptability in terms of function/use.</li> <li>▪ Work towards reuse of buildings and materials, both in redevelopment now and for the future.</li> <li>▪ Work with recycling systems.</li> <li>▪ Work with resource-saving technology including low-energy housing and buildings.</li> <li>▪ Work with the supply of renewable energy.</li> <li>▪ Consider land a resource and be efficient with its use through development.</li> </ul>
Theme 10: Governance	<ul style="list-style-type: none"> <li>▪ Encourage community and user involvement in the design process and outcome.</li> <li>▪ Develop legible urban design codes.</li> <li>▪ Define and work with metropolitan regions.</li> </ul>
Theme 11: Economic viability	<ul style="list-style-type: none"> <li>▪ Consider economic management and maintainance as part of the design process.</li> <li>▪ Design for economic as well as physical regeneration.</li> </ul>

In addition to the above themes, the following theme has been extracted as a key policy initiative within the local policies of the Latrobe Planning Scheme:

- Theme 12: Healthy City Design
  - Design for crime prevention, sun shading, road safety and supportive environments for physical activity.



## 5.1 case study 1: public realm improvements – urban design for public spaces

Project Name: New York City Street Renaissance

Project Leaders: Project for Public Space (PPS)

Project Type: Urban design advocacy and built form improvement

Date: 2005 – ongoing

The Project for Public Space (PPS) is a not-for-profit organisation in the United States which describes itself as “the central hub of the global Placemaking movement, connecting people to ideas, expertise, and partners who share a passion for creating vital places”<sup>7</sup>. In their advocacy for “placemaking” approaches to urban design, PPS align themselves closely with the American New Urbanism paradigm, supporting urban design principles which

Figure 7: New York City Department of Transport NYC Plaza Program.  
Source: <http://www.ci.nyc.ny.us/html/dot/html/sidewalks/publicplaza.shtml>



emphasise the notion of “vibrancy” and “human-scale”, with a focus on traditional (European) city spaces and the links between belonging, identity, community and the built environment.

PPS provide an interesting example of world’s best practice in the way that they use images, test projects, citizen initiatives and advocacy to demonstrate the shifts that physical rearrangements and upgrades to the public realm can bring to stimulating the social “life” of a city.

The New York City Street Renaissance was a project began in 2005 which expressed one key idea: carving out space from car streets and intersections in New York to create a series of public plazas and bicycle-friendly spaces and streets. The project evolved from a visual exercise in re-imagining the city (through an exhibition

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<sup>7</sup> Project for Public Space (2010)



entitled *Livable Streets: A New Vision for New York*) to a series of pilot projects, publications and websites, and eventually a larger-scale physical implementation project taken on by New York City's Department of Transport (DOT) through the "NYC Plaza Program". Pursuant to PPC's figures, in 2008, the NYC Plaza program reclaimed 49 acres of traffic lanes and parking spots from cars, in order to instead create bike lanes and plazas; has initiated plans for public plazas in each of the city's 59 community districts; and in 2009 undertook the production of the NYC *Street Design Manual*.

Traralgon Activity Centre is an area that at present is characterised by a large number of urban "void" spaces and areas which are "lost" to car parking and traffic-related uses. The Street Renaissance project provides a number of valuable lessons in the potential to reassign the future of such spaces and in so doing improve the quality of Traralgon's public realm. Specifically, the project demonstrates:

- The generation of images and aspirational designs can be an effective tool in stimulating public debate and interest in urban design, and in demonstrating alternatives to existing urban design conditions, particularly with respect to public realm improvements.
- The amount of space dedicated to traffic and parking can be reduced or reconfigured to favour a net gain in the amount of social space in a city.
- New social spaces can foster a renewal or renaissance in the way that citizens perceive their area and can improve the safety, useability, liveability and aesthetic qualities of a town or city.

## 5.2 case study 2: active streets – urban design for cycling

Project Name: 'Choosing for Cyclist'

Project Type: Local government policy, cycle transportation

Project Leaders: The City of Amsterdam

Year: 2007-2010

A key aspect of active streets – and of healthy cities – is the stimulation and facilitation of cycling. Amsterdam has one of the highest shares of bike usage in the world, with 37% of trips made by bike in 2005<sup>8</sup>, for a range of purposes: 35% of work trips, 33% of shopping trips, and 27% of leisure trips. The 'Choosing for Cyclist'

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<sup>8</sup> Pucher and Buehler, (2007)

program, an initiative of the City of Amsterdam, has been used as an example across Europe, and provides evidence that commitments to non car-based travel require ongoing improvements rather than simple threshold targets. The program takes in the following policy dimensions:

- Street and path network: constructing bike paths, clarifying missing links, and – importantly – addressing traffic calming measures to concurrently reduce vehicle use.
- Bike parking: On work days, up to 10,000 bikes are parked at Amsterdam's Central Station. Introducing adequate bike parking and reducing theft (from 10% to 6% by 2010) is a key plank of the policy, with supervised bike parking near stations an important component.
- Traffic safety: Despite a 40% decrease in severe cycling injuries since the 1980s, between 6 and 7 cyclists are killed each year in Amsterdam. Rather than rely on bicycle helmets, the Dutch government places the responsibility directly on motorists, who are legally responsible in most accidents with cyclists. Safety therefore becomes an integral part of the design of streets, restrictions on cars and driver education.
- Promotion: even in cities with extremely high levels of cycling, the on-going promotion of cycling as an alternative method of transport is required. In Amsterdam, like many cities, children receive education in traffic rules and bicycle training from an early age, and socio-economic groups who display low percentages of bike usage are targeted for specific incentive/education/advertising programs.

Figure 8: Amsterdam's cycle program  
Source: City of Amsterdam



The City of Amsterdam's initiative demonstrates that non car-based travel behaviour does not just evolve as the result of innate "cultural preferences" but rather can be actively stimulated, through a range of physical urban design solutions<sup>9</sup>. This policy serves as an example for Latrobe City and for the urban design framework for Traralgon Activity Centre in the way that it addresses healthy city design through a series of pragmatic and staged interventions, including bike parking, detailed bike path design, traffic calming and promotional measures.

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<sup>9</sup> Reijnen (2009)



### 5.3 case study 3: the ecocycle model – urban design for sustainable precinct-scale regeneration

Project Name: Hammarby Sjöstad, Stockholm, Sweden

Project Type: Sustainable development project

Project Leaders: Private-public partnership led by the City of Stockholm

Year: 1996-2012

As part of an Olympic bid, in 1996 a 'world's best practice' suburb was both designed and constructed in Stockholm's inner south on land previously used for light industry. The development of the former industrial area 'Hammarby Sjöstad' provides an important example of the integration of urban design with concrete issues of waste management, recycling, water purification, energy-efficient design and higher density development.

Figure 9: Hammarby Sjöstad, lakeside mixed use street  
Source: *English Partnerships (2010)*



The area extends across 200 hectares of former brownfields land, and at present comprises approximately 9,000 dwellings, 400,000 square metres of business floor area, new canals and quays, a water-lock, several bridges and a tramway. The project is expected to be completed in 2012, after an 11 stage design process and will accommodate about 30,000 residents and employees. The project has matured over the past years into a fully-inhabited suburb which - rather than maintaining a "green washed" exterior - pursues a functional sustainable systems approach on the inside, beneath an attractive human-scale waterfront area.

The Hammarby Sjöstad example demonstrates several potential directions in future urban design work in the Traralgon Activity Centre:

- The value of a systems-based approach to the integration of infrastructure: energy, water and waste and treated as both inputs and outputs in a broader system which delivers heating, cooling, built form and spaces.





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- The value of precinct-scale planning, a spatial scale already implied by the study area, which might be further developed in terms of the identification of precinct-based opportunities.
- The proactive pursuit of sustainability by local government and the value of leading by example.



## 6 issues and key opportunities

Traralgon Activity Centre evolved as the centre of a town founded on a historic stock route and developed as a grazing, railway and later industrial centre, embedded within a regional network of towns within the Latrobe Valley. This heritage has left the town centre with an urban structure characterised by wide and open streets, fine-grained and active commercial streetscapes and a strong green network, and yet compromised by its low densities, urban void spaces, lack of functional mix and a number of “back-of-house” commercial interfaces. This existing condition provides a rich basis for future urban design improvements, particularly in the fields emphasised by current state and local planning policies, namely: high quality architectural design, energy efficiency, a mix of uses, higher density housing opportunities and a public realm which supports physical activity and safety. International best practice examples show that wide-reaching improvements and innovation in the design of public spaces, active streets and sustainable precinct-based regeneration are possible with strong support and initiative from local governments.

Upon the basis of the preceding analysis, the following key approaches are therefore offered as critical to the urban design framework which is to be prepared as a component of the Traralgon Activity Centre Plan:

**1. Retain the sense of human scale which results from the existing fine-grained subdivision pattern.**

Whilst the future consolidation of lots may be desirable in order to support office and retail development and, in particular, higher density residential and mixed use development, Traralgon’s streetscapes can continue to be experienced as “fine-grained” (intimate, human-scale, diverse), even with the insertion of newer, taller and larger buildings. New development should be able to maintain and contribute to Traralgon’s streetscape character through the articulation of facades (that is, by using the exterior of new buildings to reflect rows of narrower shopfronts or by breaking up bigger forms into multiple, less expansive sections), through maintaining existing zero setback lines (that is, setting buildings hard to front and side boundaries to provide enclosure, shade and activity to streetscapes), and through the protection and activation of the network of laneways which transect the urban blocks.

**2. Work with the current “left-over” spaces of the laneways and intra-block void spaces currently used for car parking.** These spaces represent a huge potential for Traralgon and a supply of land which, in the future, can be exploited in order to both (i) accommodate new development and (ii) provide for a meaningful expansion of the public realm through their redesign as public spaces. The laneway spaces at present



simply channel cars into carparks, however such spaces – if properly defined and activated – can provide human-scale intimate spaces suited for small-scale retail, café and dining uses. As part of this strategy, alternate car parking options must be considered, with a clear opportunity for further multi-deck parking explored.

3. **Strengthen the role and definition of the inner “core” and two key axes (Franklin and Kay Streets).** These streets, and their intersection, provide opportunities to develop the urban image of Traralgon. At present, the blank presentation of western and southern elevations of Stocklands Plaza; the lack of pedestrian connectivity between the Plaza and the Post Office; and the lack of street enclosure and shade on Franklin Street all compromise the urban design quality of this critical junction. These issues need to be addressed, and opportunities for better interfaces, a larger or improved public open space, better connectivity and street enclosure via street plantings and higher forms should be explored. There are real opportunities in this area through management of the Post Office Courthouse and surrounds.
4. **Create improved linkages to Victory Park.** Victory Park is a key asset to the activity centre yet is difficult to access as a result of the barrier of the Princes Highway and the lack of visual connections to the town core. Wayfinding and access should be addressed in order to provide a clear and legible connection.
5. **Introduce greater mix of uses and more mixed-use development, and explore opportunities for higher density residential.** At present, functions are relatively separated with little mixed-use evidenced, with a clear lack of residential land use within the main streets of the town centre. Opportunities for higher density residential and mixed-use development exist in the form of infill development (within voids and through gradual replacement of building stock) and precinct-based redevelopment (for instance through consolidation of the emerging area of medium-density housing to the north-west). These opportunities could be explored in tandem with a focus upon energy efficiency and quality architectural design, objectives which can be achieved through the introduction of well-considered design guidelines and controls.
6. **Create a cycle and pedestrian friendly activity centre.** Active streets and a healthy city go hand in hand. At present there is little evidence of bicycle-related infrastructure within the activity centre. Bike parking, pumps, lanes and safety should be considered in order to make all main streets “supportive environments for physical activity”. Pedestrian crossings, footpaths and cross-block linkages should also be explored and improved through detailed urban design interventions. Particular attention is required to clarify connections between the town centre and the train station.



- 7. Define and consolidate edges to Princes Highway and identify entry points into the activity centre.** At present the edges of the activity centre – on the Princes Highway, Breed Street and Grey Street, are characterised by a number of vacant sites, big box forms and expanses of car parking. These edges should be treated as opportunities for infill and the creation of a street wall, whilst entrances to the activity centre should reinforce a sense of arrival and pick up upon the desired urban image of the town.



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appendix 1  
review of international best practice urban design principles



Table 2: Comparative analysis of urban design principles in an international policy context and ordered in terms of key themes.

Policy Context: Source:	United Kingdom		European Union	New Urbanism (US)	Victoria	
	The Commission for Architecture and the Built Environment (CABE)(2001) <i>The Value of Urban Design</i>	English Partnerships / Housing Corporation (2000) <i>Urban Design Compendium</i>	European Union Expert Working Group on the Urban Environment (2004) <i>Urban design for sustainability</i>	Congress for the New Urbanism (2001) <i>Charter for the New Urbanism</i>	Department of Planning and Community Development (2009) <i>Urban Design Charter for Victoria</i>	Office for the Government Architect (2009) <i>Good Design</i>
Theme 1: Place and character.	<b>Character</b> Respond to and reinforce locally distinctive patterns of development and culture.	<b>Places for People</b> Safe, comfortable, varied, attractive, distinctive places that offer variety, choice, fun, vibrancy and opportunities to meet, play and watch others.	<b>Place-making</b> Create beautiful, distinctive, secure, healthy and high quality places for people to live and work in that foster a strong sense of community pride, social equity, cohesion, integration and identity at the local and wider scale.	<b>Architecture should be seamlessly linked to its surroundings.</b>	<b>Sense of place</b> Recognise and enhance the qualities that give places a valued identity.	<b>Authenticity, sensitivity and intelligence in design of form, space, proportion, craft, detail</b> Delight, beauty, involvement and engagement with our built environment - great places to be. <b>Cultural values and diversity</b> Strong sense of community and place, contribution to contemporary culture.
Theme 2: Accessibility	<b>Ease of Movement</b> Put people before traffic and integrate land uses and transport.	<b>Make connections</b> Integrate places physically (by foot, bicycle, public transport and car in that order) and visually.	<b>Accessibility</b> Public transport, pedestrian and cycle networks, and streets and public spaces to promote accessibility particularly for disadvantaged communities.	<b>Reduce car dependence and provide transit, pedestrian and bike systems.</b> Street networks should encourage walking.	<b>Accessibility</b> Provide ease, safety and choice of access for all people.	<b>Accessibility to comfortable public transport facilities</b> Ease and safety using public transport, reduced vehicle use, sustainability.
			<b>Strategic location of development</b> Locate new developments in relation to the natural environment and public transportation systems, and ensure maximum efficiency in car use.			
Theme 3: Environmental responsiveness		<b>Work with the Landscape</b> Utilise climate, landform, landscape and ecology to maximise energy conservation and		<b>All buildings should provide inhabitants with a sense of location, weather and time and natural heating/cooling.</b>		<b>Accessibility</b> Inclusiveness.  <b>Appropriate orientation, responsive siting, natural light and ventilation</b> A healthy living and working environment,



		amenity.		Design should be sensitive to local environmental features.		delight and comfort, reduced energy use for heating and cooling.
Theme 4: Public realm	<b>Continuity and Enclosure</b> Development clearly defines private and public areas.		<b>Public realm &amp; built space</b> Make best use of proximity, ensure maximum efficiency in the use of public infrastructure and services, balanced population structure, vitality and security in the use of public space and long-term adaptability in the long-term development of built space.	<b>Streets and squares should be safe, comfortable and interesting.</b>	<b>Inclusiveness and interaction</b> Create places where all people are free to encounter each other as civic equals.	<b>Excellent design of public places</b> Safe, positive places, community pride and ownership, nurturing civic life.
				<b>Concentrations of public buildings should be embedded in neighbourhoods and districts, not isolated.</b>	<b>Sensory pleasure</b> Create spaces that engage the senses and delight the mind.	<b>Excellent strategic urban design</b> Vibrant civic life, encouraging engagement and investment.
	<b>Quality of the Public Realm</b> Public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society, including disabled and elderly people.			<b>Safety and security need to be defined, but not at the expense of accessibility and openness.</b>	<b>Animation</b> Stimulate activity and a sense of vitality in public places.	<b>Community needs and identity</b> Pride in our places, safe places, reduced vandalism.
				<b>Civic buildings deserve distinctive forms.</b>	<b>Safety</b> Design spaces that minimise the risks of personal harm and support safe behaviour.	
Theme 5: Green structure			<b>Green structure</b> Green structure to both optimize the ecological quality of urban areas and give access to biodiversity for inhabitants.	<b>Green structure (should be distributed to define and connect areas).</b>		<b>Sustainable Green Belts, courtyards, gardens and parks</b> Good air quality, ecological continuity, enhanced local biodiversity, global sustainability, diverse outdoor places. Beauty.
Theme 6: Heritage		<b>Enrich the Existing</b> Encourage a distinctive response that arises from and complements its setting, at every scale.	<b>Heritage</b> Respects and builds upon the existing cultural heritage and social capital and networks of existing communities whilst avoiding conservation for its own sake.	<b>Preservation and renewal of historic buildings, districts and landscapes.</b>	<b>Continuity and change</b> Maintain a sense of place and time by embracing change yet respecting heritage values.	<b>Retain and integrate cultural heritage</b> History, memory, understanding of and continuity with the past.
				<b>Respect historical patterns, precedents, and boundaries.</b>		
Theme 7: Diversity	<b>Diversity</b> A mix of compatible developments and uses that work together to create viable places that respond to local needs.			<b>Income mix in cities</b>	<b>Complementary mixed uses</b> Integrate complementary activities to promote synergies between them.	<b>Diverse housing types and costs</b> More choices to suit changing and diverse household demographics, improved fit between housing and other elements of the built environment.
				<b>Dwelling diversity and social mix.</b>	<b>Consistency and variety</b> Balance order and	



Theme 8: Density					diversity in the interests of appreciating both.	
			<p><b>Density (spatial planning scale)</b> Compactness of the city at the human scale as a local development requirement; concentrated decentralisation as a regional development pattern.</p>	<p><b>Compact cities</b> (‘integrated neighbourhoods’)</p>		<p><b>Clustering activity, shared use of facilities</b> Accessibility to services, reduced travel distances, reduce spread of city, protecting our natural environment.</p>
			<p><b>Density (urban planning scale)</b> Sufficient density and intensity of activity/use to make public transport viable, whilst retaining a high quality living environment.</p>	<p><b>Neighbourhoods should be compact, pedestrian-friendly and mixed use. Corridors connect neighbourhoods.</b></p>		
				<p><b>Decentralised concentration</b> (‘non-contiguous development’).</p>		
			<p><b>Density to support infrastructure.</b></p>			
Theme 9: Flexibility & Resource Efficiency	<p><b>Adaptability</b> Development that can respond to changing social, technological and economic conditions.</p>	<p><b>Design for Change</b> Design for energy and resource efficiency; flexibility in the use of property, public spaces and service infrastructure, transportation, traffic management and parking.</p>	<p><b>Resource saving technology</b> Including low energy housing/buildings, fuel efficient non-polluting transport, recycling, district heating and bio-mass/alternative power production.</p>		<p><b>Fit and function</b> Support the intended use of spaces whilst also allowing for their adaptability.</p>	<p><b>Flexibility in structure and plan</b> ‘Long life - loose fit’, adaptability for future needs and changing uses, longevity in the primary structure.</p>
						<p><b>Design for re-use</b> Efficient, maximise sustainable use of resources.</p>
						<p><b>Efficiency in structure and plan</b> Reduced building area, reduced use of resources, lower costs.</p>
						<p><b>Ecological sustainability</b> Environmental, social and economic sustainability, recurrent cost savings.</p>
Theme 10: Governance				<p><b>Graphic urban design codes provide predictable guides for change.</b></p>		<p><b>Community and user involvement</b> A fit for purpose, responsive outcome.</p>
				<p><b>Metropolitan regions are important economic unit and a bounded entity. Physical boundaries should</b></p>		



Theme 11: Economic viability				not be 'blurred' by peripheral development.		
		<b>Manage the Investment</b> Economically viable, well managed and maintained projects delivered via appropriate mechanisms conceived as part of the design process.	<b>Economic regeneration</b> Supports a vibrant, balanced, inclusive and equitable economy and promotes effective urban regeneration.			



## traralgon activity centre plan: background reports executive summary

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july 2010

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## 1 introduction

hansen partnership pty ltd has been engaged by Latrobe City Council to develop the Traralgon Activity Centre (TAC) Plan, which will consist of a Structure Plan, Urban Design Framework and Implementation Plan. The TAC Plan will guide projected population growth and associated service demand in Traralgon for the next 20 years.

To comprehensively inform the TAC Plan a series of Background reports have been prepared. These include:

- Planning Context Report.
- Economic Assessment (including retail, office, medium density housing).
- Community Infrastructure & Social Needs Analysis.
- Car Parking, Traffic Impact Assessment and Public Transport Reports.
- Urban Design Context Report.
- Consultation Summary (not included in Executive Summary)

The purpose of these reports is to analyse the existing conditions within the town centre and identify any opportunities for improvement and/or constraint to management of the TAC, also included with these reports is a Consultation Summary which provides details of issues which have been raised by the community and stakeholders in regards to the TAC.

The Background reports do not provide recommendations on managing the TAC. The findings in these reports are intended to provide Council with the background required to subsequently develop a Key Directions Report as part of Stage 2 of the project. Further stakeholder and community consultation sessions ('visioning' workshops) will also assist in developing the Key Directions Report which will be made available for public comment.



## 2 executive summary

### 2.1 planning context

*prepared by hansen partnership pty ltd*

- This background report analysed the following aspects of existing conditions in Traralgon's CAD:
  - state planning policy; assessing which aspects of state planning policy apply to the area and should be considered as part of any future plan;
  - local planning policy; identifying local policy which affect the study area;
  - zones and overlays;
  - strategic documents; including an analysis of the recommendations of previous strategic work undertaken which affects the town centre;
  - major land use and development applications that have been either recently lodged or issued which provide a frameowrk for development anticipated in the near future.
- The report identifies a number of clauses in the State Planning Policy Framework (SPPF) and the Local Planning Policy Framework (LPPF) which provides policy direction for the planning and development of Activity Centres.
- In particular the Latrobe Planning Scheme MSS identifies:
  - The 'networked city' model where Traralgon is the designated 'commercial centre' of the 4 main towns.
  - An objective to provide the flexibility for development to occur in each town to accommodate the needs of its population
  - Support for high quality architectural and urban design outcomes.
  - The principles of the Healthy Urban Design Good Practice Guideline which aim to accommodate the community, pedestrians & cyclists first priority in street, building and open space design.



- The report also identified the following points in relation to current local planning policy:
  - Zoning in the TAC is generally logical and coherent.
  - There are no major zoning anomalies or constraints caused by the exiting zoning regime.
  - Overlay provisions in the town centre can be categorized as 'reactive' rather than 'pro-active'.
  - There may be a need for more 'proactive' controls to be integrated into the planning scheme to ensure the town develops appropriately.
  - Some consideration of the zoning at the periphery of the Business 1 Zone or the application of an Activity Centre Zone may need to be considered to preserve Traralgon's primary commercial function.
  - Some additional overlay provisions (depending on zoning choices) may be required to ensure as development in the town centre intensifies, elements of good urban design are incorporated.
- The report concluded that many of the issues identified in previous reports remain unresolved and will need to be addressed by this project. This was reflected in the consultation feedback which saw many of the same issues raised by the community and key stakeholders.

## 2.2 economic assessment (retail, office and medium density housing)

*prepared by tim nott*

- This report identifies that Traralgon has continued to become larger compared with the other main towns in Gippsland which means the Traralgon Central Activities District is more likely to be the focus of investment that is meant to serve the whole Gippsland region.
- It acknowledges the Network City concept and identifies that Traralgon does not have a range of activities that are present in many other major provincial centres, as the functions of a provincial centre are served by the four main towns of the municipality. These include:
  - Regional hospital, which is provided at a location mid way between Traralgon and Morwell;
  - Substantial regional court and legal facilities, which are provided at Morwell;
  - University campus, which is provided at Churchill (Monash University);
  - Cinema, with an eight-screen multiplex provided at Mid Valley Shopping Centre, and cinemas at Bairnsdale, Leongatha, Sale, Warragul and Wonthaggi; and



- Full department store, with none provided in Gippsland, and the nearest provided at Dandenong and Frankston.

Despite this, Traralgon continues to grow ahead of the other main towns.

## retail

- Traralgon CAD has a very strong hold on the spending of trade area residents, particularly given the proximity of Mid Valley Shopping Centre. Traralgon plays a larger than average role in retail provision for its catchment, demonstrated by considering that Traralgon CAD currently captures 67% of retail spending in its trade area.
- The next step in the evolution of the retail hierarchy in Gippsland is for one of the existing sub-regional centres to attract investment in a full department store to grow into a full regional retail centre. The Municipal Strategic Statement (MSS) supports Traralgon as the designated commercial centre. While Traralgon is supported from a policy viewpoint for the location of a department store, accommodating a department store within the centre will provide a challenge. If Traralgon does attract a department store, it will draw on the retail expenditure of almost the whole Gippsland region.
- The report identifies three growth scenarios: a high growth scenario where Traralgon attracts a department store and is cemented as the regional centre for retail; a medium growth where the current hierarchy of retail growth continues; and a low growth scenario where a department store is established elsewhere.
- High growth: If Traralgon is to attract a department store and associated retail, it will need to accommodate of the order of 40,000 sq m of additional retail floorspace over the next 21 years. With associated car-parking, this will require around 80,000 sq m – 8 ha - of constructed space (building and car-parking).
- Medium growth: If the existing scenario continues and none of the larger Gippsland towns attracts a department store, then the Traralgon CAD can expect to continue to attract its current shares of resident spending and some growth in visitor spending in line with regional population growth. Under this scenario, the CAD will need to accommodate around 20,000 to 25,000 sq m of additional space over the next 21 years. With associated car-parking, the total constructed space requirement will be approximately 45,000 to 50,000 sq m.
- Low growth: If a department store is established elsewhere then there will be no significant requirement for retail growth in Traralgon CAD over the period to 2031, except possibly the addition of a further supermarket sometime after 2021. This would require some reorganisation of existing activity in order to

accommodate the 3,000 to 4,000 sq m floorplate and associated car-parking.

- Decisions about the location of a regional retail function (department store) to serve Gippsland will play a very significant part in the future growth of the Traralgon CAD. For Traralgon to continue as the primary commercial hub (consistent with current local policy), Council will need to play an active role in facilitating this.

#### offices

- There are approximately 58,000 sq m of offices in the CAD (34% of total occupied space) which provide between 2,000 and 3,000 jobs. Vacant office space is around 2% of the total space used for offices.
- The report forecasts that Traralgon will need to accommodate 27,000 sq m of additional office floorspace between 2010 and 2031. This constitutes 70% of all the additional office floorspace required in Latrobe City over the period. This amounts to approximately 21,000 sq m in the activity centre over the period from 2010 to 2031, or around 1,000 sq m per year on average.

#### medium density housing

- The report suggests that the market for good quality medium/high density housing is presently around 3% of all medium density housing. Some of that housing could be provided within the CAD.

#### total additional floorspace

- The report summarises the total additional floorspace required in the activity centre considering retail, office, housing and entertainment requirements:
  - If Traralgon is attracts investment in a department store, the activity floorspace in the CAD will grow by approximately 100,000 sq m over the period to 2031 (this would be increased to around 170,000sq m with associated car parking at current rates). Such a major addition to the centre will require extensive redevelopment of existing space and/or extension of the boundaries of the commercial area.
  - If the major retail investment is established elsewhere, Traralgon CAD is still likely to expand over the period to 2031, albeit by a much smaller margin – perhaps of the order of 26,000 to 45,000 sq m of activity space – depending on whether the centre is able to continue to capture significant investment in office development.
- Urban design is identified as an important part of the attractiveness of a centre for users and for investors. If the CAD is to grow into a regional centre, high quality buildings and urban spaces will be required in



order to command the respect and affection (and repeat business) of the regional population.

## 2.3 car parking assessment

*prepared by cardno grogan richards*

The following summarises the main findings of this report:

- Peak parking demand for the TAC on the Friday occurred at 11:00am with 3219 spaces out of the 5884 spaces surveyed occupied, equivalent to an occupancy level of 55%. For the CBD core, 2954 spaces out of 4664 were occupied also at 11am, equivalent to an occupancy level of 63%.
- Peak parking demand on the Saturday occurred at 11:00am with 1942 spaces out of the 5884 spaces surveyed occupied, equivalent to an occupancy level of 33%. For the CBD core, 1753 spaces out of 4664 were occupied also at 11am, equivalent to an occupancy level of 38%.
- A comparison of weekday to weekend survey results indicate that on-street occupancy rates show little variance from Friday to Saturday, however, off-street occupancy rates drop significantly on the weekend.
- High levels of occupancy (>85%) were recorded across the weekday and weekend surveys in some on-street sections within the heart of the CBD with convenient access to shop frontages and cafés. These spaces receive a high turnover due to the 1 hour restriction and high level of enforcement. This high turnover induces an expectation for drivers to be able to find a convenient parking space which causes traffic congestion with cars circulating for a space. Potential options to rectify this problem, for further discussion in Stage 2 of the project, include:
  - Increasing the restrictions from 1-hour to 2-hour parking to reduce turnover by removing the 'expectation' to find an available parking space.
  - Reintroducing metered parking in these highly utilised sections to more evenly distribute demand to surrounding street sections with much lower occupancy rates.
- Although off-street parking occupancy rates were relatively low across the survey periods, high levels of occupancy (>85%) were recorded on Friday in both of the two public off-street long term car parks provided within the CBD, being the multi-level Seymour Street Car Park and the Church Street car park. This indicates that private parking spaces along with 'customer only' spaces and time restricted off-street spaces are generally underutilised.



- From responses received during the consultation process and the results of the surveys it appears there is a shortage of longer term parking available for the centre that is free-of-charge. However, spare long term parking capacity exists in permit only spaces. Council needs to decide whether it is appropriate for employees to pay for permit spaces to park all day within the CDB or whether free-of-charge spaces should be provided as has historically been the case. Employees currently do not have the option to leave their car at home, as public transport facilities are limited.
- Options which could be considered as part of Stage 2 of the project, to rectify the shortage of free-of-charge all day parking, include the following:
  - Converting the mid level of the multi-deck Seymour Street Car Park to all day parking (currently a mix of permit parking and 3 hour parking).
  - Construct an additional level above the existing top level of the multi-deck car park. This would provide approximately 100 additional spaces. The structure has also been designed to cater for this additional level.

## 2.4 traffic and public transport assessment

*prepared by cardno grogan richards*

The report included the following options in response to the analysis undertaken:

- The intersection of Franklin Street and Post Office Place could be signalised to reduce traffic congestion at this intersection caused by the high volume of pedestrian traffic;
- Analysis indicates that the following intersections operate at or near capacity with significant delays and queues during peak times and will require mitigating works to cater for any major increases in traffic volumes:
  - Princes Highway / Breed Street / Hyland Highway;
  - Princes Highway / Grey Street;
- The proposal for a future east-west connection between Breed Street and Franklin Street to the north of the activity centre requires further investigation with regard to alignment and capacity;
- Existing vertical alignment (crest) of Breed Street provides limited sight lines at both Seymour Street and Hotham Street intersections and modifications are recommended at these intersections to improve safety;
- Further investigations are required to assess improvements that can be made to pedestrian safety in the



study area particularly at existing roundabout locations. The possibility of introducing formalised pedestrian crossings at the roundabouts being one of the options to be considered;

- Improve bicycle facilities within the activity centre as discussed in the Latrobe City Bicycle Plan 2001-2010 and undertake further investigations as to the suitability of bicycle routes within the activity centre;
- The public transport assessment identified that the following issues affect Traralgon:
  - First train into Traralgon does not arrive until 9.00am which does not suit most office workers and students;
  - Latrobe Valley Buslines in discussions with the Department of Transport have requested an upgraded bus terminal on the north side of Post Office Place east of Franklin Street (on the south side of Stocklands);
  - Bus services are generally inadequate both in terms of span and frequency of services;
  - Load limit on Franklin Street crossing of Traralgon Creek is 8 tonnes which limits bus services operating in this area;
  - Latrobe Valley Buslines have requested provision of right turn arrow at Franklin Street/Seymour Street signalled intersection;
  - Provision of a late night bus service; 'nightrider'. It is understood that this was successfully trialled sometime ago but ceased as funds were not available to continue its operation.
  - A recent review of bus operations in the Latrobe Valley has been undertaken by the Department of Transport. This review is central to informing the TACP regarding public transport operations in Traralgon. However, at this stage the recommendations of this study have not been released.

## 2.5 community infrastructure and social needs analysis

*prepared by capire consulting*

- This report summarises the key findings from a number of background reports and the demographics of Traralgon, in particular looking at the key demographic changes likely to occur over the next 20 years.
- Among the key demographic information is that Traralgon will have increased older population, but also an increased younger population, who will continue to be the most dominant age group, unlike much of the rest of Victoria. There will also be an increase number of couples without dependants.



- The existing facilities in and around the study area are then assessed and the findings of the consultation process detailed.
- The existing provision of facilities in Traralgon is then benchmarked against the Growth Areas of metropolitan Melbourne. This analysis showed that Traralgon generally has an excellent provision of services with some exceptions. The gaps in existing social and community infrastructure are identified as follows:
  - Multi purpose community centre (similar to Kath Teychenne Centre)
  - Community Meeting Spaces
  - Youth Spaces
  - Council Aquatic Leisure Centre

These gaps should be rectified as part of any future planning process, noting that any change to the use of the VRI hall within the Station Precinct will further reduce the amount of community meeting spaces.

- The following principles were identified to guide the creation of a plan for the TAC:
  - Community facilities should be co-located with compatible services, to improve access and service coordination and delivery;
  - The current civic precinct is considered to be the community services hub – any new community facility should be co-located and integrated into this existing hub;
  - Any new community facility should be well connected by walking and cycle paths and be close to public transport connections;
  - Walking and cycle options to existing community facilities should be enhanced to encourage healthy living;
  - Passive surveillance should be encouraged around community facilities and open space;
  - Connections between key assets of Traralgon should be enhanced, including connections from the Traralgon CBD to Victory Park and the Station Precinct;
  - Open space in and around Traralgon CBD should be of high quality and have appropriate facilities to encourage community use (i.e. shelter, seats and BBQ areas);
  - Facilities to cater to a range of ages and different community groups, including the growing CALD



community, should be encouraged. CALD communities particularly identified a need for adequate meeting places during the community consultation;

- Flexible community spaces should be incorporated into any new community facility to allow for different uses and allow facilities to adapt to changing community needs; and
- Improved amenity across the Traralgon CBD should be enhanced to encourage greater use of community spaces.

## 2.6 urban design context

*prepared by hansen partnership pty ltd*

- The existing 'structure and activity', 'urban form and streetscape', landscape and topography' and 'access and movement' are analysed within this report.
- From this analysis a series of key directions which respond to the issues identified have been determined. These can be summarised as follows:
  - Retain a sense of human scale which results from the existing fine grained subdivision pattern
  - Work with the current 'left over' spaces of the laneways and intra-block void space currently used for car parking
  - Strengthen the role and definition of the inner core and two key axes (Kay Street and Franklin Street). There are real opportunities in this area through management of the post office, courthouse and surrounds
  - Create improved linkages to Victory Park
  - Introduce a greater mix of uses and more mixed-use development, and explore options for higher density residential.
  - Create a cycle and pedestrian friendly activity centre
  - Define and consolidate edges to Princes Highway and identify entry points into the activity centre.



traralgon activity centre plan

key directions report

prepared by hansen partnership in association with tim nott economics,  
cardno grogan richards and jackson architecture

September 2011



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appendix 1: response to submissions

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# 1 introduction

hansen partnership has been engaged by Latrobe City Council to undertake a structure plan and urban design framework for the Traralgon Activity Centre. This document is intended to provide an overview of the 'key directions' for these documents.

The ideas expressed in this document were generated primarily at a design workshop held in the town centre of Traralgon on the 17<sup>th</sup> and 18<sup>th</sup> of August 2010, which was run by hansen, in collaboration with Jackson Architecture. Those ideas were then further refined and considered by the whole project team and input sought in relation to economic and access issues before the 'key directions' identified within this report were determined.

The purpose of this document is to allow both key stakeholders and the wider Traralgon community to express their thoughts in relation to the key ideas that are likely to underpin the structure plan and urban design framework before work on those documents commences. It is also intended to inform them of the likely initiatives that could be implemented to achieve these 'key directions'. Receiving feedback at this stage of the process allows the project team to identify key concerns within the community or obtain confirmation of particular initiatives.

This document includes a 'key directions' diagram which provides a graphic representation of eighteen directions which have been developed. Each of these 'directions' is then outlined individually and each section contains some possible initiatives. The initiatives listed under each direction are not intended to be either comprehensive or fixed, but rather to provide the community with an indication of what the possible options for achieving each direction may be. In addition to this, each direction is linked back to issues which were identified in the first stage of this project and outlined within the suite of Background Reports.

It is important to acknowledge that this Key Directions Report should be considered in light of a number of other current strategic studies being undertaken by Latrobe City Council, including

the Traralgon Indoor Aquatic and Leisure Centre Feasibility Study, the Latrobe Performing Arts and Convention Centre Feasibility Study, the Review of Latrobe Visitor Information Centre Services, the Traralgon Courthouse Conservation Management Plan and the Draft Traralgon Station Precinct Masterplan.

This Key Directions Report will be presented to Latrobe City Council and submissions will be sought from the public in relation to the initiatives and directions contained within. All submissions received will be considered fully and any changes to the directions deemed necessary as a result of these will be made before the project proceeds to the next phase.

It is important to note that these principles cover a range of issues relating to the town centre but should not be interpreted as the only principles which will guide the project. This project will also be underpinned by principles which are derived from 'Transit City' ideals, as well as 'Healthy by Design' guidelines as outlined within the Latrobe Planning Scheme. In addition, the plans will respond to the need for increasing the integration of ecologically sustainable design above and beyond those directions outlined within this document. What follows are a series of directions which are intended to provide the community with the framework within which change in the Traralgon Activity Centre is proposed to occur over the next 20 or so years.

The draft Key Direction Report was placed on public exhibition for a total of 15 weeks (7 December 2010 to 22 March 2011). A total of 53 letter submissions were received as well as 1 petition including 1375 signatures and 565 'Save Osborne Park' cards. Changes to the Key Direction Report that have been made by Council as a result of the submissions are highlighted in red text on the following pages. It is important to note that other matters will be addressed further through the Activity Centre Plan itself. A summary of the written submission and how this report and the final TACP report will respond to submissions is provided at Appendix 1.

## 2 ideas and options

The 'visioning' consultation workshop that led to this document was structured around a series of key themes, as follows:

- Role and function
- Unlocking development space
- Streets and public spaces
- Revealing the story of Traralgon

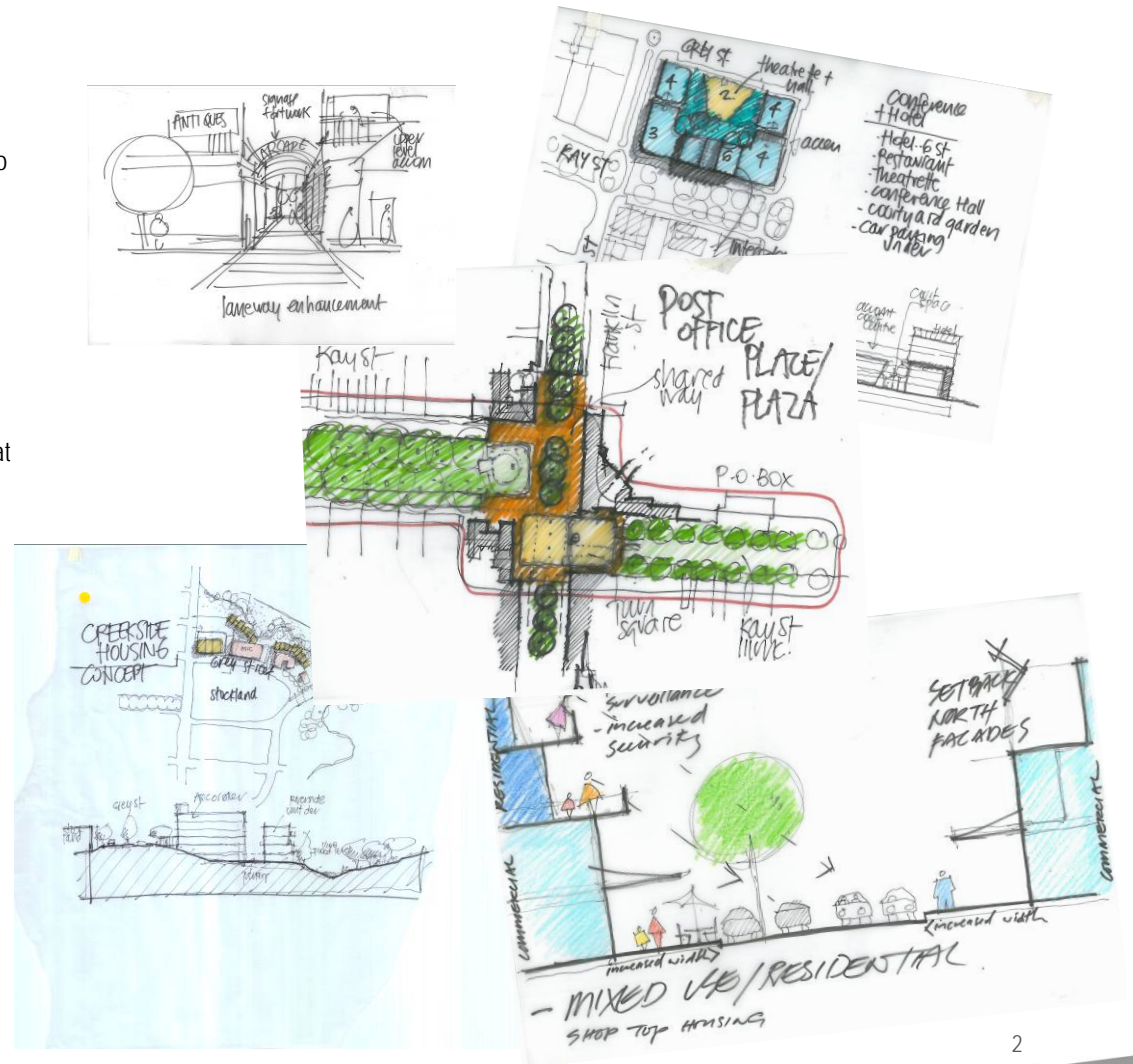
Within each of these sessions stakeholders were invited to generate ideas which responded to the issues that were identified in the suite of Background Reports, however, ideas across all spectrums were welcomed and drawn up at each table. At each session the ideas were then presented back to the group as a whole to determine the popularity of the diverse range of ideas generated. An open, un-themed session for the wider community was also held in the evening of one of the days.

The project team then produced a series of consolidated diagrams and indicative sketches that illustrated some of the ideas which had appeared to have the most resonance across the stakeholder groups or which represented interesting and innovative responses to particular issues. These sketches and diagrams were then exhibited 'gallery style', along with written descriptions of the ideas generated to give the community a chance to identify their favourite options.

Many of the interesting and innovative ideas discussed at these sessions, while they may not be identified as 'key directions', might find their way into the final structure plan or urban design framework. The following represent a selection of the many interesting ideas, which were generated at the workshop which do not constitute 'key directions' within this report but which may be investigated further:

- Provide future additional retail requirements by building over the railway lines;

- Close the southern end of Franklin Street to create a plaza to match the station plaza linked by an architectural bridge;
- Create a 'wellness corridor' along Breed Street;
- Run a minibus circuit around car parking nodes at the periphery of the town centre;
- Create mid block 'pocket parks' to add green space to the town centre.



### 3 key directions

The diagram on the follow page represents the key planning and design principles which will underpin the Traralgon Activity Centre Plan. These are as follows:

1. Identify and define the role and identity of streets within the town centre
2. Emphasise the key retail axes of Franklin and Seymour Streets
3. Create a Princes Highway boulevard
4. Develop a Parking Precinct Plan (highest priority)
5. Provide integrated car parking solutions in appropriate locations (highest priority)
6. Protect and promote the role of Traralgon Activity Centre as the pre-eminent commercial centre for the region
7. Encourage the development of housing within the activity centre
8. Consolidate the town centre by infilling blocks and repairing street edges
9. Encourage a strong urban form that responds to the public realm and regional character
10. Improve the provision of facilities associated with public transport
11. Create a network of public spaces
12. Incorporate art and placemaking to enhance identity and character
13. Provide safe cycle links through the town centre
14. Allow for pedestrian and visual links from Kay Street to Victory Park
15. Encourage the integration and activation of the Traralgon Creek corridor
16. Resolve laneway ownership and encourage activation
17. Ensure the provision of appropriate youth spaces within the town centre
18. Investigate future options for Hubert Osborne Park and the Civic Precinct





- ### legend
1. identify and define a street hierarchy within the town centre.
  2. emphasise the key retail axes of franklin and seymour streets.
  3. create a princes highway boulevard.
  4. develop a parking precinct plan.
  5. provide integrated car parking solutions in appropriate locations.
  6. protect and promote the role of the traralgon activity centre as the preeminent commercial centre for the region.
  7. encourage the development of housing within the activity centre.
  8. consolidate the town centre by infilling blocks and repairing street edges.
  9. encourage a strong urban form that responds to the public realm and regional character.
  10. improve the provision of facilities associated with public transport.
  11. create a network of public spaces.
  12. incorporate art and placemaking to enhance identity and character.
  13. allow for pedestrian and visual links from kay street to victory park.
  14. encourage the integration and activation of the traralgon creek corridor.
  15. provide safe cycle links through the town centre.
  16. resolve laneway ownership and encourage activation.
  17. ensure the provision of appropriate youth spaces within the town centre.
  18. investigate future options for hubert osborne park and the civic precinct (subject to council decision).

**note:**  
locations indicative only

**traralgon activity centre plan**  
planning and design principles

**DRAFT**

Project Ref: 09.436  
 Dwg No.: UDD-001  
 Scale: 1:2500@A1  
 Date: 12.10.10  
 Revision: B

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### 3.1 identify and define the role and identity for streets within the town centre

This direction seeks to differentiate individual streets within the town centre of Traralgon in a way which reflects the **primary** anticipated uses of each street. Currently, all streets within the town centre are treated in a similar fashion, making distinctions between the streets possible only through the businesses which line them rather than the public realm. As such the principle seeks to develop four distinct treatments which will not only respond **primarily** to the anticipated functions of the street, but also give each street a more defined character.

Initiatives which underpin the principle include:

- Define Princes Highway as a 'boulevard' between Breed Street and Traralgon Creek and retain Kay Street as a northern 'boulevard' (refer section 3.3).
- Define Breed and Grey Streets as **primary** access roads. This will involve placing a priority on vehicle movements and investigating ways to improve the flow of traffic along these streets, for instance, installing traffic lights at the intersection of Hotham and Breed Streets to improve safety and pedestrian access across Breed Street.
- Define Franklin and Seymour Street as **primary** 'retail streets' which therefore need to accommodate improved pedestrian movement and amenity and ensure the retention of adequate on-street car parking to provide access to shops for those with less mobility (refer section 3.2).

- Define Church and Hotham Street as '**secondary** streets' which will accommodate **secondary** retail and more office and service functions. While there will still be an emphasis on pedestrian movement it will not be as strong as along Franklin and Seymour Streets and there may be some rearrangement of car parking to accommodate cycle links along these streets (refer section 3.13).
- Activate smaller streets and laneways to provide additional connections between streets in the town centre. These will need to be prioritised to ensure there is an appropriate balance which acknowledges the service functions many of these laneways serve (refer section 3.16).

Responds to the following identified issues:

- Lack of defined character within the town centre
- Need for safe cycles paths though the town centre and the need to improve pedestrian connectivity and amenity
- Issues with safety and congestion in relation to traffic movement
- Disconnection caused by the Princes Highway

#### RESPONSE TO COMMUNITY CONSULTATION

As a result of submissions received this key direction has been changed to remove the term 'street hierarchy'. The terms 'primary' and 'secondary' have also been removed and will not be carried forward into the Traralgon Activity Centre Plan.



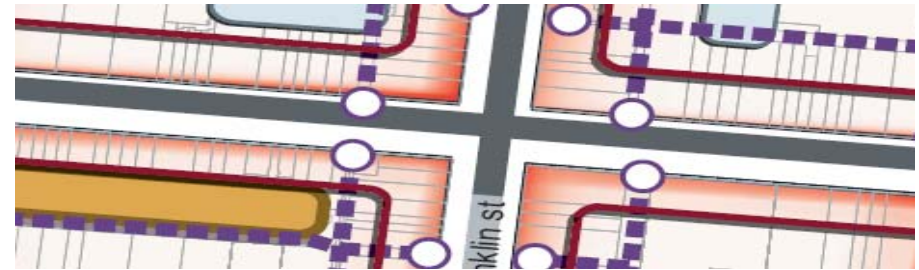


### 3.2 emphasise the key retail axes of franklin and seymour streets

It is important in enhancing the character of the town centre that there are areas which are perceived as focal points for activity. Within Traralgon currently, the main focus is clearly on the Franklin Street spine, but additional retail uses also exist in other areas, primarily along Seymour Street. As this plan is intended to guide the future of the town for the next 20 years it is considered appropriate to also acknowledge the retailing role that Seymour Street may play into the future. These two streets will thus become the focal points for the town centre and will be established as such through paving treatments and other measures, such as appropriate landscaping designed to improve the pedestrian environment and encourage browsing in the many speciality shops. Additional uses such as cafés will also be encouraged to provide an enhanced level of activity on these streets. Initiatives which underpin the principle include:

- Promote a focus on these two streets to provide improved pedestrian amenity.
- Improve paving treatments, tree selection and other street furniture.
- Ensure that the retail functions of these streets are not compromised by any other actions or directions.
- Highlight the benefits of providing a major retail development at the western end of Seymour Street to provide a retail anchor.

- Improve safety of pedestrian crossings on these streets which will accommodate higher levels of foot traffic, this may be at intersections or mid-block locations.



Responds to the following identified issues:

- Lack of defined character and need for **hierarchical assessment identification** of street functions
- Need for easier and safer pedestrian connections
- Desire to provide consolidated retail offerings



### 3.3 create a princes highway boulevard

The Princes Highway plays a key role in the town of Traralgon. Unlike many regional centres, the highway does not bisect the town centre, with the majority of business uses located to the north. However, it does effectively separate the railway station and the important green assets of Victory Park and Traralgon Creek from the centre. As this highway is a relatively recent construct, many of the buildings in the town centre also effectively ‘turn their back’ on the highway, presenting an unsightly view from the highway. Long terms plans seek to build a bypass around Traralgon which would reduce the amount of through traffic. This direction seeks to facilitate an outcome whereby the highway is transformed into an attractive, tree lined boulevard, which both defines the town centre and also offers the possibility of a staged transition to a more valued asset. This boulevard will become an attractive address for both offices and, in some areas, residences, particularly as heavy traffic decreases over time. Initiatives which underpin the principle include:

- Redefine the Princes Highway as a ‘Princes Boulevard’ through changes to road treatments, removal of infrastructure such as overhead powerlines and extensive tree planting from Breed Street to the Traralgon Creek.
- Work with VicRoads to develop measures which will assist in slowing traffic somewhat to reflect the town centre location and transition in role over time.

- Encourage taller, hard edged built forms to be developed along the highway edges as it passes through the town centre which can facilitate the transition in roles expected over time.
- Encourage upper level residential to be developed overlooking Victory Park.



Responds to the following identified issues:

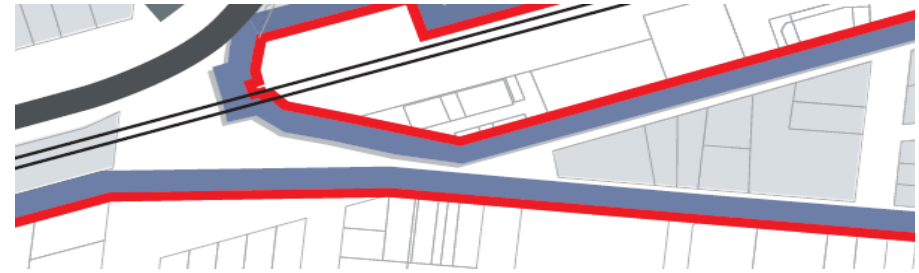
- CBD does not ‘connect’ to adjoining parkland, either physically or visually
- Current presentation to highway is ‘rear end’ of Traralgon which reflects badly on the town
- Current presentation does not assist tourism potential and could be improved
- Need to improve the visual amenity of the town to attract residents to the CBD
- Need to define the extent of the CBD when travelling along the highway



### 3.4 develop a parking precinct plan (highest priority)

The management of car parking within high use areas such as activity centres can pose numerous challenges for decision makers. Excessive car parking requirements can also be a significant hinderance to investment within activity centres when there is a disconnect between the statutory requirements and the intensity of development proposed. Without area specific plans, generic statewide rates for car parking apply, which respond on a site-by-site basis rather than to the needs of the precinct as a whole. As such, it is proposed as a key direction to develop a Parking Precinct Plan for the Traralgon Activity Centre to determine both the appropriate rates of parking provision within the centre, and to provide Council with a statutory tool to implement policies relating to car parking, including the provision of cash-in-leiu payments and integrated parking solutions. Initiatives which underpin the principle include:

- Establish a Parking Strategy on the basis of the parking assessment carried out as part of the background stage of this project and the overall aims and directions of the Traralgon Activity Centre Plan.
- Prepare a Parking Precinct Plan on the basis of that strategy to allow incorporation into the Latrobe Planning Scheme.
- Identify sites within the town for long bay car parking.



Responds to the following identified issues:

- Need to ensure precinct wide consideration of parking matters
- Need to ensure appropriate levels of parking are provided given the particular characteristics of the Traralgon Activity Centre
- Resolution of constraints to more intensive development of the activity centre including the establishment of medium density housing
- The need to ensure Council is able to provide for alternate, consolidated parking provision
- Need to provide a more considered approach to car parking that allows for other forms of transport to be considered on an equal footing
- The lack of designated long bay car parking in the town



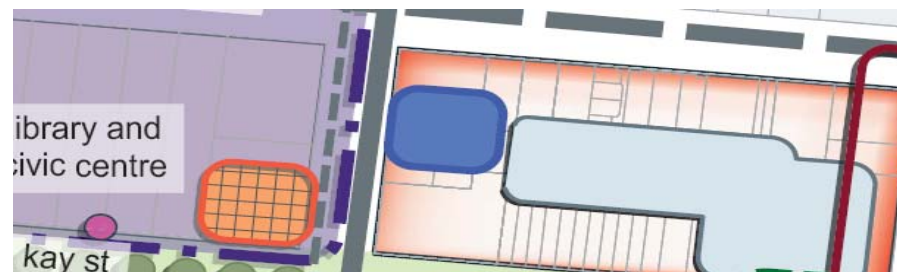


### 3.5 provide integrated car parking solutions in appropriate locations (highest priority)

Car parking within town centres is always a topic which inspires heated debate. While recent data has begun to show the economic benefits of pedestrian friendly spaces, the importance of appropriate availability of car parking will continue to be crucial to the health of any activity centre. This is particularly the case in relation to those with accessibility difficulties and within regional centres where users of the centre may travel long distances to utilise the services. This direction seeks to identify new ways of providing car parking within the town centre which provide more integrated outcomes, ensuring more efficient use of land within the town centre and improving the pedestrian environment. It also seeks to make distinctions between the types of car parking that are needed within the town centre (employee vs shopper for instance) and also between the functions of different streets which may play a role in the amount and type of car parking to be provided in the immediate vicinity. Initiatives which underpin the principle include:

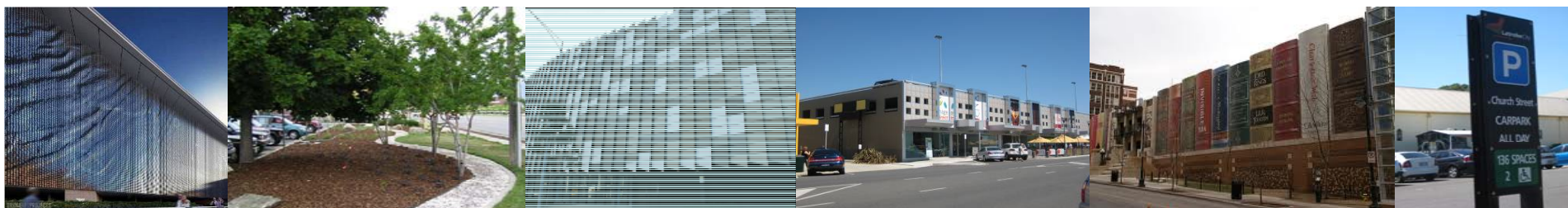
- Establish a street hierarchy to determine where on-street car parking should be retained as a priority (see section 3.1).
- Identify a series of sites which could be suitable for integrated multi deck car parking in line with the successful Seymour Street example.
- Encourage the construction of an additional floor on the Seymour Street car park.

- Reconsider the allocated timing of car parking spaces throughout the centre as part of any car parking plan.
- Encourage the construction of car parks on the edges of town to assist in the walkability of the town centre.
- Ensure any redevelopment of major sites includes integrated car parking, either by incorporating basement car parking or providing a 'skin' of active uses.
- Develop and implement a Parking Precinct Plan (see section 3.4).



Responds to the following identified issues:

- Need to efficiently use land in the town centre due to limited opportunities to expand the town centre
- Importance of providing a strong street edge and active frontage
- Need to provide a more considered approach to car parking that allows for other forms of transport to be considered on an equal footing



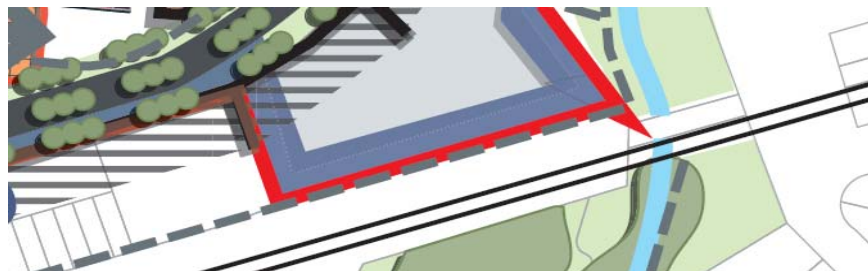
### 3.6 protect and promote the role of traralgon activity centre as the pre-eminent commercial centre for the region

The Latrobe Planning Scheme identifies Traralgon as the commercial centre of the Major Regional City of Latrobe. This principle seeks to protect and continue to promote this role for Traralgon in the context of both Latrobe and the wide Gippsland region by continuing to facilitate business retention and growth. In addition, the economic assessment that formed part of the suite of background documents that underpin this Key Direction Report identified that to become a regional commercial centre Traralgon needs to both attract and accommodate a full line department store. The report also identified that, should a full line department store be developed elsewhere in the region, this would have a significant adverse impact on both the long term growth and the commercial position of the activity centre.

As such, this principle seeks to ensure that Traralgon is able to accommodate a full line department store within the town centre and takes a proactive approach to attracting such a use. The identification and protection of a site of appropriate size and the involvement of Council in facilitating such a development will be crucial to Traralgon's future. This in turn will encourage the on-going commercial vitality of the centre, in line with Council objectives. Initiatives which underpin this principle include:

- Continue to facilitate business retention and growth in Traralgon as outlined in Latrobe's Economic Assistance Policy 2009 and Strategy 2010.

- Take a pro-active approach to attracting a full line department store to the town centre (eg Myer or David Jones)
- Identify and protect appropriate sites to accommodate a full line department store, through the application of appropriate planning controls



Respond to the following identified issues:

- Need to ensure a department store is not accommodated else where in the region to protect Traralgon's role
- Provision of a greater range of retail offerings in the town centre to support the commercial and office functions.



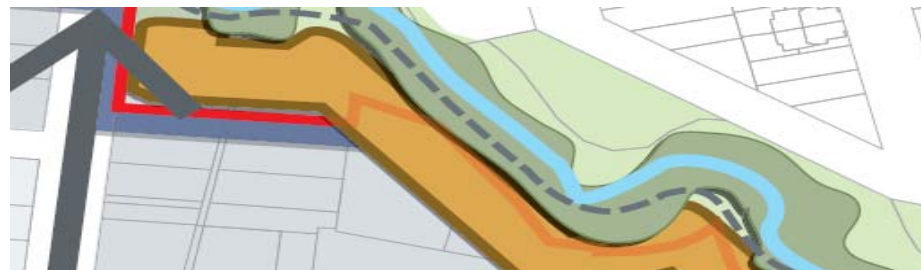
### 3.7 encourage the development of housing within the activity centre

There is a clear imperative for the provision of housing within the Traralgon Activity Centre, to increase the sustainability of the town, improve housing choice and increase the vibrancy of the centre. This direction seeks to encourage these outcomes through outlining areas suitable for increased residential development. It proposes measures designed to ensure that residential development within the town centre is of a high quality, as befits Traralgon's position as part of a 'Major Regional City', but also economically viable from a development perspective. Initiatives which underpin the principle:

- Encourage shop top housing and implement a Parking Precinct Plan to set appropriate levels of parking provision and/or establish a framework for financial contributions for waiving of car parking (see section 3.4).
- Investigate possibilities for the development of medium density housing within the town centre in partnership with private operators to demonstrate feasibility.
- Encourage residential development in areas of high amenity within the town centre, such as adjoining the creek and overlooking green spaces (the potential redevelopment of the outdoor swimming pool site is one such opportunity) and as part of multi level development on infill sites.
- Activate laneways to provide additional access points to mid block development (see

section.3.16).

- Ensure that housing is universally accessible to the required standard to allow for use by the elderly and others who would benefit from close proximity to services and facilitates
- Develop a vibrant town centre through a range of other actions to ensure the centre is a lively place which is attractive to both new and existing residents.
- Encourage partnerships for affordable housing projects.



Responds to the following identified issues:

- The need to provide additional housing within the town centre
- A desire to increase activation and safety through passive surveillance in the town centre
- The need to explore solutions to ensure developments within the centre are assessed differently to suburban development

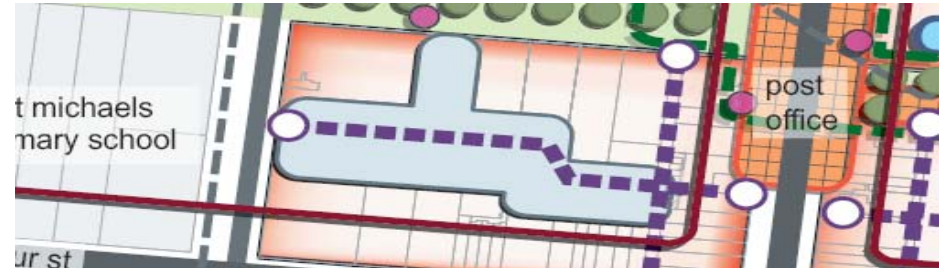




### 3.8 consolidate the town centre by infilling blocks and repairing street edges

Urban design analysis revealed large tracts of underutilised land within the Traralgon Activity Centre. This includes substantial areas of at-grade car parking, located not only within the centre of blocks, but also at key corner sites along the street edge. Given the imperative which exists to find additional land to accommodate future development, this principle seeks to encourage the development of these interior blocks with multilevel development which could incorporate existing car parking within an integrated development. More importantly, the principle encourages the development of buildings along the key street edges to create a continuous street edge. Initiatives which underpin the principle include:

- Encourage development to build to site boundaries within the CBD blocks.
- Promote the use of the back of blocks as development sites.
- Encourage the development of multi level building which incorporate car parking within their form, rather than at-grade parking.
- Utilise laneways to provide access to mid block development sites (see section 3.16).
- Build on successful public/ private partnerships such as the Seymour Street car park.
- Implement an urban design framework as part of this project to assist in ensuring these outcomes.



Responds to the following identified issues:

- Increasing demand for floorspace within the town centre
- Strong community sentiment to consolidate rather than expand commercial uses within the town
- Make more efficient use of large areas of underutilised space
- The need to improve the pedestrian experience in the town centre, currently affected by large 'gaps' in the activity centre street frontages
- The desire to activate laneways and 'back of house' areas and increase safety around the town centre



### 3.9 encourage a strong urban form that responds to the public realm and regional character

It is clear that Traralgon is and will continue to be, the preferred place within the Latrobe Valley for commercial uses. This in turn provides a strong incentive for housing within the town. It is clear therefore, that if Traralgon is to continue its current role, as sought at section 3.6 of this report, then there is a need for additional development space within the town centre. It is also acknowledged that there are significant constraints to Traralgon's overall long term residential growth should additional medium density housing not be developed in established areas. The strong community sentiment that the town centre should 'grow up, not out' is also acknowledged by this direction. The direction seeks to not only infill the gaps but to encourage vertical growth that reflects the 'CBD' type function that the centre plays within the wider region. However, such development needs to respond to not only the regional character of the activity centre by ensuring additional height is directed to suitable locations but also responds to valued characteristics in the activity centre. Two elements which are particularly highlighted are the need to protect sunlight to north facing pedestrian and dining spaces and the retention of longer range views to key landmarks within the town centre, in particular the churches and post office tower. Initiatives which underpin the principle include:

- Identify a range of preferred building heights around the town centre, propose up to 7/8 storeys in specific areas.

- Encourage these higher built forms in areas which can accommodate additional height and may involve specific upper level setbacks.
- Require buildings on northern street sides to be set back at upper levels to protect sunlight to the public realm.
- Encourage more intensity of development by proposing reduced car parking provisions (though the implementation of a Parking Precinct Plan) (see section 3.4).
- Identify key views for protection within the planning scheme.
- Encourage built form within the CBD grid to build to street frontages to provide a 'hard edge.'



Responds to the following identified issues:

- Desire to protect pedestrian amenity, regional character and outdoor dining areas
- Need to encourage consolidation within the town centre

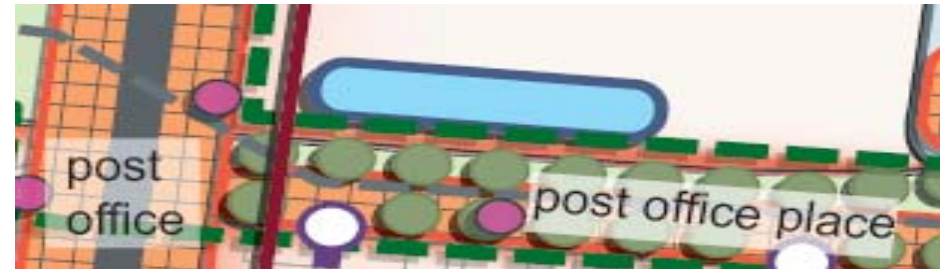


### 3.10 improve the provision of facilities associated with public transport

This direction seeks to ensure that, in the future, the availability and the amenity and safety of public transport usage within Traralgon will be improved. While timetabling issues currently facing Traralgon are not able to be resolved within the scope of this project, the plan will advocate for the creation of two key transport hubs within Traralgon which will provide appropriate shelter, information and other amenities to ensure that utilising public transport, rather than private vehicles becomes a valid and attractive option. Initiatives which underpin the principle include:

- Encourage the development and relocation of an improved and integrated transport stop at Post Office Place (to cater for buses and taxis).
- Support an appropriately located bus interchange within the Station Precinct.
- Ensure good pedestrian access between the two key public transport sites, in Post Office Place and the Station Precinct.
- Encourage the provision of appropriate shelter, seating, information, lighting etc in association with any stops or interchanges.
- Support a more prominent role for public transport within public spaces to raise

awareness of available opportunities.



Responds to the following identified issues:

- The need to retain a large bus stop and taxi rank at Stockland plaza
- Lack of suitable facilities currently provided
- Very low profile of public transport within the town leading to high rates of vehicle usage





### 3.11 create a network of public spaces

This principle seeks to develop a series of spaces within the town centre where people can stop, gather and socialise within a public, rather than private, context to bring life onto the streets of the town centre. These spaces will be created in a number of areas throughout the town centre, and will reflect different roles and functions. The primary space will be located around Post Office Place and the old courthouse, while others will be created adjoining the station and within any major redevelopment to the north west of the town centre. These areas will reflect a range of spaces, but will all provide shelter, seating and points of interest for users of the activity centre. Initiatives which underpin the principle include:

- Create a shared space around Post Office Place and the old courthouse to link with Kay Street in providing a 'town square' that can be utilised for civic occasions. This may involve slowed traffic, one way traffic or raised pavement treatments.
- Activate laneways to create additional pedestrian links between spaces (see section 3.17).
- Support the inclusion of a public plaza fronting the Princes Highway as outlined in the Draft Traralgon Station Precinct Masterplan.
- Protect existing open space to the west of the outdoor swimming pool site.
- Identify, develop or protect a range of smaller spaces, within the town centre and use public art and street furniture to create identities for each space.



Responds to the following identified issues:

- Kay Street is currently the site for activities and events but there are concerns regarding tree management and an alternative 'town square' would be beneficial
- The need for easier/ safer pedestrian, cycle connections and amenity spaces
- There is limited 'green' space within the town centre
- Public space within the activity centre offers opportunities for innovative public domain design
- The need for informal, yet safe, spaces for young people to gather



### 3.12 incorporate art and placemaking to enhance identity and character

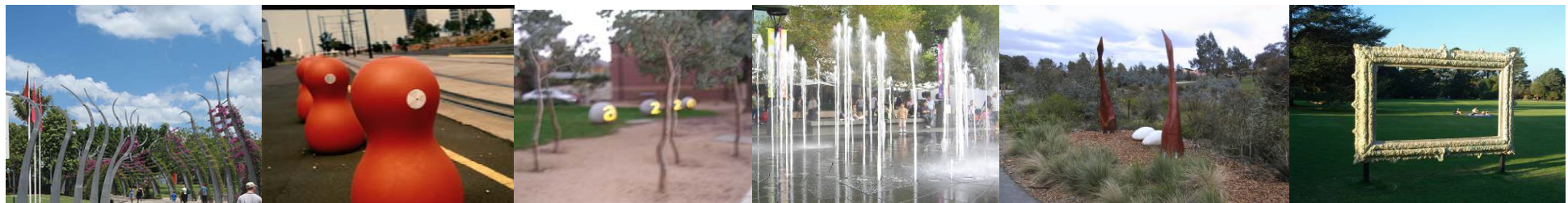
This direction seeks to promote the incorporation within the town centre of Traralgon of a series of pieces of art which both reflect the identity of the town and assist in 'marking' the activity centre. These pieces of art should assist in defining an identity for the town centre while generating discussion and providing a visual link to assist visitors with identifying and remembering the town. The inclusion of art should be bold and interactive and be positioned in key areas in the town centre. In addition, other placemaking measures such as themed walking trails should also be considered. Initiatives which underpin the principle include:

- Identify key sites within the town centre to incorporate public art.
- Ensure that art is of a scale and character that reflects the proposed positioning.
- Outline and designate a series of walking trails through and around the town centre. Suggested routes could address Sir Macfarlane Burnett and Traralgon's important railway heritage.
- Ensure that in identifying a street hierarchy the concept of 'placemaking' is considered.
- Identify a site for the display of heritage materials related to Traralgon.
- Encourage the involvement of younger people in the 'placemaking' process.



Responds to the following identified issues:

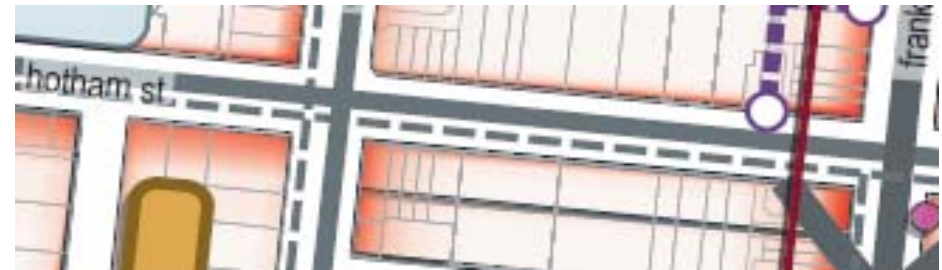
- Desire to take Traralgon into the future, while acknowledging the past
- Lack of defined identity for the activity centre
- Need to attract attention along the highway
- To add interest and amenity to the town centre as a whole



### 3.13 provide safe cycle links through the town centre

There are a number of documented benefits to cycling as a mode of transportation. While it must be acknowledged that, as a regional centre, vehicular travel will continue to play a large role in Traralgon, this direction seeks to ensure that alternatives are provided to the community in a safe and pleasant manner. Currently there are few cycle tracks and fewer associated facilities within the town centre, despite strong planning policy frameworks for such infrastructure. This direction seeks to establish the provision of safe links as part of a holistic solution whereby residents and users of the town centre are afforded a choice of transport options, rather than the continuation of a 'one vs the other' scenario. It is anticipated that this direction will lead to increased number of cyclists within the community. Initiatives which underpin the principle include:

- Designate Church and Hotham Street as 'cycle streets' and reassess the layouts of the streets accordingly, including advocating the removal of angled parking.
- Ensure there are appropriate links provided from the town centre to the existing cycle path along the creek.
- Ensure that these paths connect key destinations such as schools, the Stockland Plaza and the station.
- Identify appropriate locations for secure bicycle parking in the town centre.



Responds to the following identified issues:

- The need for easier and safer cycle connections
- Issues with the current designated bike path down Franklin Street conflicting with the desire to retain angled parking in key retail streets

#### RESPONSE TO CONSULTATION

Ensure that cycle paths with the TAC connect with other cycle path projects (Morwell Traralgon shared path and Gippsland Rail Trail).





### 3.14 allow for pedestrian and visual links from kay street to victory park

This direction seeks to incorporate links between two of the primary green spaces within the Traralgon Activity Centre, being the Kay Street boulevard and Victory Gardens. The direction aims to ensure there are not only strong pedestrian links established between these two spaces to enable greater access to the park by activity centre users but also to establish a visual link between the two areas. This direction will inevitably involve a reorganisation of Post Office Place which is effectively the 'missing link' between the gardens and Kay Street, and will seek to establish improved pedestrian access across the Princes Highway. This principle will be integrally linked to the creation of a town square; outlined in section 3.11. Initiatives which underpin the principle include:

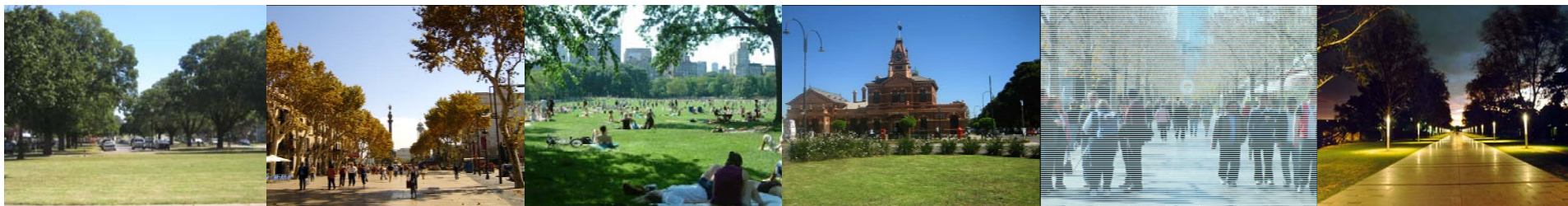
- Establish substantial tree planting in Post Office Place to create a visual link with Kay Street.
- Redesign Post Office Place as a primarily pedestrian space, while allowing vehicular access with distinctive paving treatments and the incorporation of public artworks.
- Resolve pedestrian access at the junction of Post Office Place and the Princes Highway. There is potential to signalise the intersection of Post Office Place and Franklin Street.
- Promote Post Office Place as the 'tourism' gateway to the town centre.

- Encourage the addition of a 'skin' of retail uses along the southern façade of Stockland Plaza and additional outdoor dining areas along Post Office Place.
- Encourage the development and relocation of an improved and integrated transport stop at Post Office Place (to cater for buses and taxis) (see section 3.10).



Responds to the following identified issues:

- The centre does not 'connect' to adjoining parkland, either physically or visually
- Need for easier and safer pedestrian and cycle connections
- Lack of identity visible to those travelling through the town



### 3.15 encourage the integration and activation of the traralgon creek corridor

The presence of the Traralgon Creek corridor in close proximity to the towns centre is an asset that does not appear to have yet been appropriately utilised. This direction seeks to establish a meaningful connection between the centre and the creek corridor which adjoins it. This will happen partly through increased usage and improved facilities alongside the creek but also through better utilisation of the advantages proximity to the creek affords. This may be through increased height along the highway offering views across the creek and therefore increasing passive surveillance, or through the incorporation of a different style of medium density housing immediately adjoining the creek in the quieter areas to the north. Initiatives which underpin the principle include:

- Encourage the provision of medium density housing which responds to the flood constraints adjoining the creek to the north of the town centre (see section 3.7).
- Provide improved connections to and facilities for walking and cycling tracks along the creek.
- Encourage integrated revegetation and public art projects along the creek in proximity to the town centre.
- Improve the amenity and safety of the connection under the highway overpass.

- Create visual links from the town centre to the creek.



Responds to the following identified issues:

- CBD does not 'connect' to adjoining parkland, either physically or visually
- Safety concerns regarding surveillance of creek
- Need to capitalise on elements which add 'character' to the town centre



### 3.16 resolve laneway ownership and encourage activation

Traralgon is blessed with a strong grid structure underpinned by a series of associated laneways, much like central Melbourne. While the context within Traralgon is quite different, it is considered that there are numerous possibilities for utilising these important attributes more productively than they are currently. This direction seeks to establish who owns which laneways and identify those which are best suited for additional activity. As with the majority of Melbourne's laneways, a balance between the servicing needs of associated businesses and the amenity of pedestrians and laneways users needs to be struck. However, it is hoped that by identifying some key laneways initially, and improving their amenity, the flow-on effects of improved public safety and movement, and the opening up of additional areas for commercial floorspace, will be maximised. Initiatives which underpin the principle include:

- Identify ownership of laneways and encourage acquisition of lanes as necessary.
- Identify key laneways for improvement.
- Establish a set of guiding principles to ensure appropriate development along these key laneway edges.
- Encourage the use of laneways to display art.
- Integrate improved lighting into laneways and ensure public safety.

- Encourage, over time, the development of the rear and side of blocks fronting onto laneways to develop the 'hard edge' seen in some laneways.



Responds to the following identified issues:

- Need to increase walkability of the town centre
- Issues with safety of laneways due to lack of surveillance
- Need to activate the back of the blocks to allow for additional development





### 3.17 ensure the provision of appropriate youth spaces within the town centre

One of the key issues which came out of the background report was the lack of things for younger people to do. This was not a 'service' related issue, but rather a 'space' related issue. There is currently no area where young people in Traralgon can gather. As such, meeting generally occurs at the local shopping mall or fast food outlets. This direction seeks to establish as a priority the inclusion within the town centre of a series of places and spaces where young people in Traralgon can enjoy themselves. These will include both formal 'youth spaces' and informal plaza areas where kids feel free to gather without the need to utilise a commercial space where there may be pressure to purchase items or to leave. Initiatives which underpin the principle include:

- Identify a space for dedicated youth facilities. A more in-depth analysis will be needed of the facilities that should be provided but it could include meeting spaces, computer rooms, mixing decks, couches and a youth run juice bar or café. Consider the Traralgon Courthouse as one possible location, integrated with other community uses.
- Ensure that Post Office Place is developed into a community and youth friendly public area where safety is promoted (see section 3.11).
- Provide a facility in the activity centre which includes lockers to store school bags.

- Provide other safe and amenable public plaza areas with seating and shade that offer alternative spaces to gather off the main retail axes (see section 3.11).
- Allow clear and safe non-vehicular pathways from existing sporting areas outside the town centre into the core.
- Involve younger people in any public art and placemaking projects to ensure a sense of ownership (see section 3.12).



Responds to the following identified issues:

- Lack of spaces for youth within the town centre



### 3.18 investigate future options for hubert osborne park and the civic precinct.

There are two key areas within the activity centre which are in Council ownership and have potential for change. These areas are the outdoor swimming pool and croquet club and the existing Civic Precinct.

This project has yet to determine what a suitable future for these important sites, nonetheless, it remains a key direction to give serious consideration to what the best outcome from a 'whole of centre' perspective will be. This is particularly the case given the potential sale of the outdoor swimming pool site, which has been suggested to fund the construction of a new Indoor Aquatic Centre in Traralgon. The age and utilisation of some of the buildings within the Civic Precinct also suggests that, given the longer term timeframe of this project, careful consideration should be given to the form of future civic development on that site.

Given the current underutilisation of the outdoor pool and the need to provide the residents of Traralgon with a high quality indoor aquatic facility, the sale and development of the eastern portion of this site is supported. However, given the size, influence and interfaces of this site, it is felt that careful consideration of the outcomes is warranted. Initial discussions at the visioning session suggested that the area could accommodate a mixed use development that included high quality medium density development, such as townhouses, fronting areas of parkland, with commercial development fronting Breed Street. One possibility is the

development of a synergy with the existing cluster of medical uses. The interface with the Civic Precinct diagonally across Kay Street is also important. The Civic Precinct currently includes Council's service centre, library, maternal and child health centre, family services, the performing arts centre and the Traralgon Town Hall.

Further community consultation and investigation of both these areas will be needed to ensure that the future development or retention of these areas provides the best outcome for both the Traralgon Activity Centre and the wider Traralgon community. Initiatives which underpin this principle include:

- Identify options and prepare a concept plan, including economic feasibility, for the outdoor swimming pool and croquet club site as outlined on the following page.
- Investigate the possible future uses for the Civic Precinct and establish appropriate parameters for any future development of the site.

Responds to the following issues:

- Need to provide certainty for any development of key underutilised sites

#### RESPONSE TO CONSULTATION

As a result of community consultation and further work undertaken on the indoor aquatic project Council has resolved to maintain Hubert Osborne Park as public space for recreational purposes.

Community feedback has also made it clear that the Civic Precinct must remain for civic uses.



## 4 concept plans

As part of the broader Traralgon Activity Centre Plan, concept plans will be developed for two key sites within the centre. These areas will need to be those which currently play a strong role in the town centre but are also likely to exert a stronger influence under the Traralgon Activity Centre Plan and operate as something of a 'catalyst' for the centre.

This Key Directions Report identifies the two areas that are felt to be the most suitable and useful to address as part of this process. They are shown on the following page and identified as follows:

### Post Office Place

This area has been identified as forming the 'heart' of Traralgon and also plays a key role in a number of the principles identified earlier in this document. Previous Council decisions have also identified the role that the Traralgon Activity Centre Plan has in determining the future for the historic old Courthouse. As such it was considered that a concept plan for the area around the courthouse building, as well as the adjoining public spaces and Post Office Place, offer a key opportunity to develop a 'heart' which integrates this key historic building with both Franklin Street, and also with Post Office Place, leading down to Victory Park. Consultation with the heritage consultant who prepared the relevant Conservation Management Plan will be undertaken as part of this process.

### Outdoor Swimming Pool and Croquet Club site

This area has been identified by Council as an area which could potentially be transferred from public to private ownership in order to facilitate the development of an indoor aquatic centre more suited to the needs of Traralgon residents, and proposed for a site in Catterick Crescent. As such, it was considered that there may be substantial community benefit in providing a concept for what development may occur on this site. The development of a concept for this

site may also assist developers in providing certainty in the outcomes sought for the site. Any concept plan for this site will need to be underpinned by a sound development feasibility assessment. In relation to the outdoor swimming pool site it should be noted that there is no suggestion that the existing public open space to the west, including the kindergarten should be developed for any purpose, given the important role that this open space plays in the community, both as a recreational space, but also as a buffer between the more intensive uses within the activity centre and the nearby residential areas. This is in accordance with Council's current preferred option in relation to this site.

### RESPONSE TO CONSULTATION

As a result of submissions received and further work done on the indoor aquatic centre project Council has now resolved to maintain Hubert Osborne Park as public space for recreation purposes. This will be reflected in the final Traralgon Activity Centre Plan and a concept plan is no longer part of the TACP project.



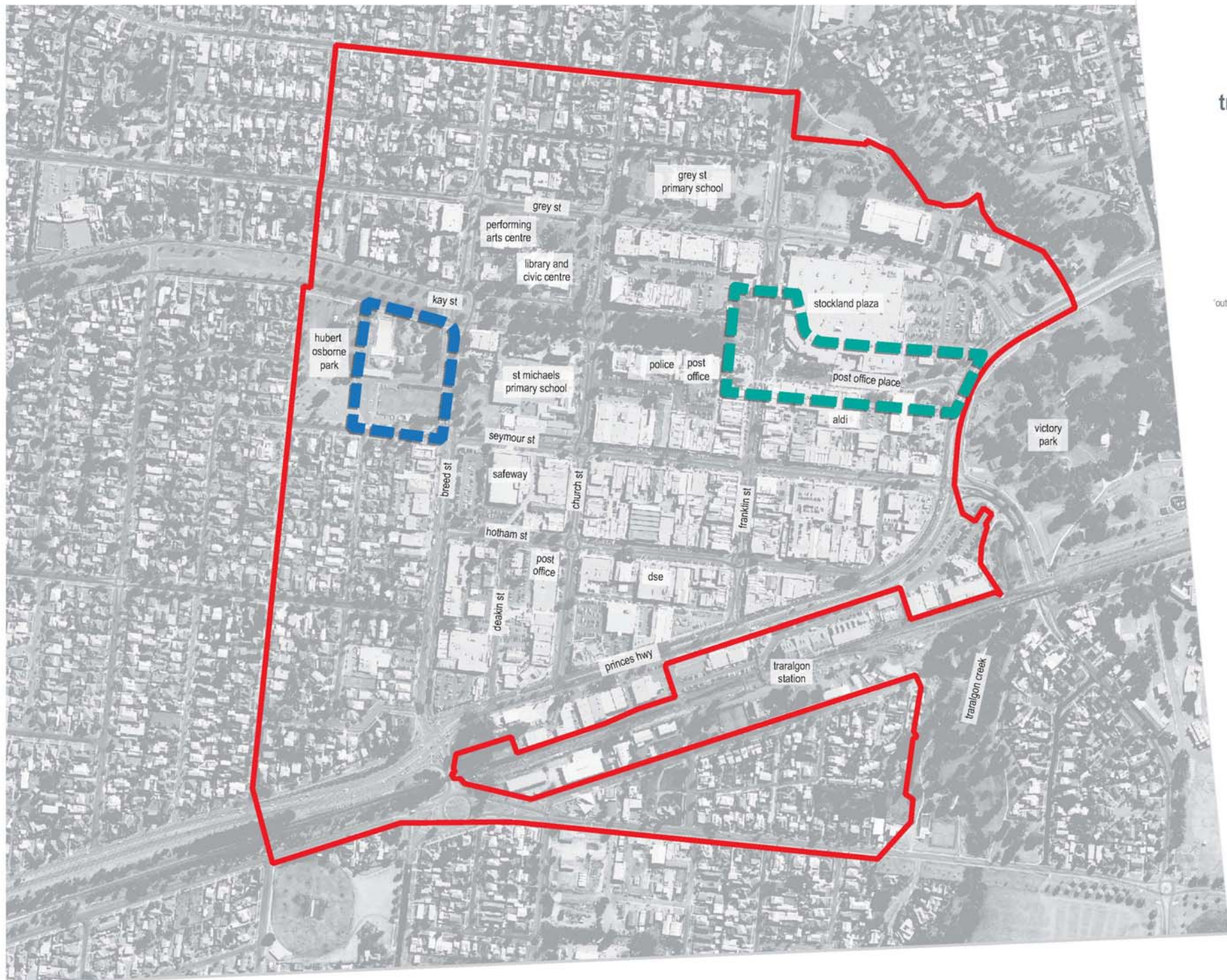


# traralgon activity centre plan

## concept plan

### legend

- study area 
- concept area 1 
- 'outdoor swimming pool site' 
- concept area 2 
- 'post office place' 



**DRAFT**



Project Ref: 09436  
 Dwg No.: UDD-002  
 Scale: 1:2500@A1  
 1:5000@A3  
 Date: 12.10.10  
 Revision: B

## Appendix 1: Response to Submissions

**Table 2: Response to submissions**

*Feedback received following the public exhibition of the Traralgon Activity Centre Plan:*

*Draft Key Directions Report*

Feedback	Response	Changes Required to the Key Directions
<p><b>1. Mr Ian McGown (submission 1)</b> Believes the report needs prioritized recommendations.</p>	<p>As a result of submissions received a higher priority has been placed on some key directions relevant to increasing car parking spaces and parking configurations.</p> <p>The Implementation Plan which will be developed as part of the final TACP report will also provide prioritised timeframes and actions.</p>	Yes
<p>Does not support any development of Hubert Osborne Park.</p>	<p>As a result of submissions received and further work undertaken on the indoor aquatic centre project, Council has resolved to maintain Hubert Osborne Park as public space for recreation purposes.</p> <p>Further investigation into the pool facility on the site will be undertaken by the aquatic centre project in accordance with the direction of Council.</p>	Yes
<p>Need for attractive looking buildings, ones that will be remembered</p>	<p>Comment noted</p>	No
<p>Has an expectation of car parking close to shopping destination.</p>	<p>As a result of submissions received a high priority has been placed on the key directions relevant to increasing car parking spaces and the best car parking configurations for streets in the town centre. These include;</p> <p>Key Directions 4: <i>Develop a Parking Precinct Plan.</i></p> <p>Key Direction 5: <i>Provide integrated car parking solutions in appropriate locations.</i></p> <p>A Parking Precinct Plan undertaken as part of the final TACP report will consider specific submitter comments and identify appropriate time allocation of car parking spaces, possible parking configurations that result in no loss of on street parking spaces and options to increase parking spaces off street. Analysis of the most appropriate parking configurations will also take into consideration possible new streetscapes for some streets and possible cycle lane routes.</p>	Yes
<p>St Michaels PS should be relocated to allow for parking and retail.</p>	<p>Feedback from St Michaels has indicated that the school is unlikely to relocate within the timeframe of the TACP and the final TACP report will therefore reflect this position.</p>	No
<p>Supports the Plaza being extended up, or Queens Parade housing would need to make way for retail.</p>	<p>The final TACP report will support the expansion of Stockland Plaza, in an appropriate form.</p>	No
<p>Ensure priority roads are maintained.</p>	<p>Comment noted however maintenance of assets is outside the scope of this project.</p>	No
<p>Supports value of public art discussed in Plan.</p>	<p>This comment supports Key Direction 12: <i>Incorporate art and place making to enhance identity and character.</i></p>	No
<p>Does not support housing along the creek.</p>	<p>Comment noted. The final TACP report will seek to ensure that any development in proximity to the creek has regard for the environmental values of the area.</p>	No
<p><b>2. VicRoads</b> Head Office Vic Roads has no objections to the report.</p>	<p>Noted</p>	N/A

Feedback	Response	Changes Required to the Key Directions
<p><b>3. Department of Planning and Community Development</b></p> <p>DPCD supports the identified key directions.</p> <p>Suggestions to improve the mapping by noting already active business precincts on the plan and areas suitable for medium density housing.</p>	<p>General support noted.</p> <p>These mapping suggestions are noted and will be included in the final TACP report.</p>	<p>N/A</p> <p>No</p>
<p><b>4. Recreation &amp; Rail Trail Development Manager Bicycle Victoria</b></p> <p>The inclusion of bicycle facilities in the town centre to connect to a potential inter city link between Traralgon &amp; Morwell is supported.</p> <p>Reference to Ausroad 5 Guidelines for design of bicycle facilities.</p>	<p>Support noted</p> <p>Comments noted</p>	<p>N/A</p> <p>N/A</p>
<p><b>5. Mr Tony Richards</b></p> <p>Most impressed with the Plan, pleased that parking has been considered and walking and cycling is considered.</p> <p>Good design required for multi-story development to reduce energy consumption.</p>	<p>General support noted</p> <p>The final TACP report will seek to ensure a high quality of design and sustainability in future development through the development of an Urban Design Framework.</p>	<p>N/A</p> <p>No</p>
<p><b>6. Ms Patricia Templeton</b></p> <p>Objection to selling Osborne Park</p> <p>Believes we need parks in central locations for all to enjoy.</p>	<p>See response for Hubert Osborne Park at submission 1.</p> <p>This comment supports Key Direction 11: <i>Create a network of public spaces.</i></p> <p>The final TACP report will seek to maintain the amount of parkland and connections between existing parkland in and around the activity centre.</p>	<p>Yes</p> <p>No</p>
<p><b>7. Ms Jenifer Whitwam</b></p> <p>Objection to cycle tracks through the CBD.</p> <p>Comments on the issues of car parking and doesn't think parallel parking will help the situation.</p> <p>Believes people who ride bikes should walk to their shop destinations</p> <p>Concerned about safety with cyclists and parallel parking.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p><b>8. Mr M &amp; Mrs J Hall</b></p> <p>Object to the sale of Hubert Osborne Park.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p><b>9. Ms Jennie Wood</b></p> <p>Objection to selling Hubert Osborne Park and closing outdoor pool.</p> <p>Believes the park adds to the liveability of Traralgon.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p><b>10. Ms Shirley Hill</b></p> <p>Should reserve a rural ambience not sell Hubert Osborne Park.</p> <p>Civic Precinct must remain for civic uses</p> <p>Doesn't agree with housing in the CBD not healthy due to noise and pollution.</p> <p>Doesn't agree with need for traffic lights in Breed / Hotham St.</p> <p>Believes pedestrian crossings in Franklin and Seymour St are suitable</p> <p>Believes Council should wait until Highway is diverted before undertaking works on the Highway Boulevard.</p> <p>Acknowledges the need for multi level car parks at a number of locations.</p> <p>Objects to angle parking changing to parallel.</p> <p>Objects to public art "cluttering up" avenues of trees.</p> <p>Believes Courthouse not suitable for youth who prefer something more open and modern.</p> <p>Believes Council should refurbish existing pool and heat with geothermal energy underneath and encase in suitable building, indoor/outdoor arrangement.</p>	<p>See response for Hubert Osborne Park at submission 1.</p> <p>Community feedback has made it clear that the Civic Precinct must remain for Civic uses.</p> <p>The Key Directions Report has been amended at Key Direction 18 to specifically include the protection of the Kay Street Civic Precinct and this will be reflected in the final TACP report.</p> <p>Comment noted, however increased residential densities within activity centres is a key element of both state and local planning policy. Increased housing opportunities within the TAC will increase the economic and environmental sustainability of Traralgon as a whole and will increase vibrancy and range of services and facilities available in the centre.</p> <p>Comment noted however it is not proposed to amend the key directions report. It is noted that there were also submissions that agreed with Key Direction 1 relevant to these comments.</p> <p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 3: <i>Create a Princes Highway Boulevard.</i></p> <p>This comment supports Key Direction 5: <i>Provide integrated car parking solutions in appropriate locations.</i></p> <p>See response to 'car parking' at submission 1</p> <p>Comment noted. The location of public art will need to be carefully considered when it is commissioned, in light of the particular characteristics of each piece of art.</p> <p>The final TACP report will not mandate the use of the courthouse for youth spaces, but will recommend that Council explore the implications for this option further.</p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>Yes</p>
<p><b>11. Vic Roads Regional Office</b></p> <p>Vic Roads supports the key directions and state they provide a very sound integrated approach to both transport planning and land use that should cater for safe and efficient movement of all vehicles and pedestrians.</p>	<p>Noted</p>	<p>N/A</p>
<p><b>12. Mr Keith Chenhall</b></p> <p>Plan makes no definite recommendations and fails to deal with immediate and pressing problems of traffic congestion.</p>	<p>As a result of submissions received a higher priority has been placed on some key directions relevant to increasing car parking spaces and parking configurations.</p> <p>The Implementation Plan which will be developed as part of the final TACP report will also provide prioritised timeframes and actions.</p>	<p>Yes</p>



Feedback	Response	Changes Required to the Key Directions
<p>Plan does not seek to disperse traffic away from centre of town by providing for a creek crossing across Traralgon Creek near eastern end of Bradman Drive and overpass or underpass at Bank St.</p> <p>Housing within the Activity centre combined with the requirement for car parking attempts to cram too much into a small area.</p> <p>Traffic lights at Breed St and Hotham St will not mitigate issues at this intersection</p> <p>Lanes are to service shops</p> <p>Customer car parking should be primary focus above staff and office car parking.</p> <p>Removal of angle parking in Hotham &amp; Church St not desirable.</p> <p>Congestion in Post Office place is compounded by darkened glass outside Cargo Lounge.</p> <p>Mentions tiled mosaics in Cooma as a good example of public Art</p> <p>Creation of water facility/lake on flood plain.</p>	<p>Comment noted. The issue of the creek crossing is acknowledged but is beyond the scope of this project.</p> <p>See response for 'housing in the CBD' at submission 10.</p> <p>The existing issue of safe crossings on Breed Street must be addressed. Traffic experts will provide guidance as to the most suitable location for this intersection.</p> <p>Noted however it is not proposed to change the Key Directions. It is noted that there were also positive submissions supporting Key Direction 16: <i>Resolve Laneway Ownership and encourage activation</i></p> <p>See response for 'car parking' at submission 1.</p> <p>This comment supports the need for a concept plan for Post Office Place as discussed in the Key Directions Report.</p> <p>Noted this comment supports Key Direction 12: <i>Incorporate art and placemaking to enhance identity and character.</i></p> <p>Noted however this is outside the scope of this project.</p>	<p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p>
<p><b>13. Ms Tracey Townsend</b></p> <p>Issues with safety of the school crossing on Breed St. and suggests several measures to improve safety at this crossing and for pedestrians in general crossing Breed St.</p>	<p>As a result of submissions received issues of traffic congestion and pedestrian safety in Breed St will be further investigated in the final TACP reports with a set of recommendations outlined in the Implementation Plan.</p>	<p>Yes</p>
<p><b>14. Mr Alan Witchell</b></p> <p>Parking and Bike Lanes: Object to replacement of angled parking with parallel parking.</p> <p>Plan does not address long term car parking for all day shoppers/staff.</p> <p>More storeys are required at the Seymour St car park.</p> <p>Encourages Council to undertake public /private venture to build a multi deck car park on Ryans hotel site.</p> <p>Why does Council require a further statutory tool to implement policies relating to cash in lieu payments?</p> <p>Objects to the sale of Hubert Osborne Park.</p> <p>Post office Place needs immediate attention.</p>	<p>See response for 'car parking' at submission 1.</p> <p>Comments around multi deck car parks support Key directions 5 <i>Provide integrated car parking solutions in appropriate locations.</i></p> <p>The provision of a multi-deck car park at the Ryan's Hotel site will need to be considered in light of important heritage values of that site and the Kay Street boulevard.</p> <p>Question noted. In the Latrobe Planning Scheme there is currently no statutory tool to require cash in lieu payments.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>This comment supports the need for a concept plan for Post Office Place as discussed in the Key Directions Report at page 25.</p>	<p>Yes</p> <p>N/A</p> <p>Yes</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Objects to selling of Civic Centre Site.</p> <p>Suggests a panel should be appointed by the Minister for Planning to implement a 5, 10, 25, 50 year plan.</p> <p>Believes the parameters of the Plan should have been set more widely and look for potential sites to relocate educational centres.</p> <p>Provision should be made for moving the TAFE college and 2 schools out of the CBD to free up valuable CBD real estate.</p>	<p>See response for 'Civic Precinct' at submission 10.</p> <p>Comment noted. The TACP is being prepared in line with state government regulations Feedback from the Department of Planning and Community Development has been and will continue to be sought.</p> <p>Comment noted. Feedback from the two schools currently located in the TAC has indicated they have made recent investments in infrastructure and are unlikely to relocate within the timeframe of the TACP similarly with the TAFE. The final TACP reports will reflect this position.</p>	<p>Yes</p> <p>N/A</p> <p>No</p>
<p><b>15. Ms Ann Cogan</b></p> <p>Objects to the sale of Hubert Osborne Park and does not want the pool decommissioned.</p> <p>Believes the pool should remain in current location and be heated and covered.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p><b>16. Ms Judi McLaughlin</b></p> <p>Endorses most of the proposals in the report especially residential accommodation to be encouraged above shops and offices in the CBD, believes that this will make the CBD more alive and attractive.</p> <p>Not opposed to redevelopment of the existing pool site to accommodate an indoor aquatic centre.</p> <p>Objects to the sale and development of any existing public space close to the CBD in particular Hubert Osborne Park.</p> <p>Believes Hubert Osborne Park should be enhanced.</p>	<p>Support for most of the proposals noted in particular support for Key Direction 7:</p> <p><i>Encourage the development of housing within the activity centre.</i></p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>No</p> <p>Yes</p>
<p><b>17. Collie Pty Ltd (Stockland Traralgon)</b></p> <p>No objection to the content of the report at the higher strategic level.</p> <p>Keen to continue liaison with Council and to consider more detailed recommendations in future stages of the study.</p>	<p>Noted</p> <p>Noted</p>	<p>No</p> <p>N/A</p>
<p><b>18. Mr Neil Griffiths</b></p> <p>Supports the majority of key directions described but objects to part of Key Direction 3.7 – 'potential redevelopment of the outdoor swimming pool' and Key Direction 3.18 'the sale and development of the eastern portion of this site is supported.'</p> <p>Believes that the parkland and pool is highly valued by the residents and should not be sold or redeveloped.</p> <p>Believes that there are other opportunities for commercial / residential development at other sites within the CBD and the Hubert Osborne Park site should not be sacrificed for such development.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>



Feedback	Response	Changes Required to the Key Directions
<p><b>19. Traralgon Croquet Club Inc</b></p> <p>Refers to submission made to the Traralgon Indoor Aquatics and Leisure Centre Feasibility Study.</p> <p>Identifies the need for Council to consider the future of the existing facilities and the green space that this represents in any future Plan rather than assume it is no longer needed.</p> <p>The Club would like to work with Council on any proposal.</p>	<p>Noted</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Noted. The Club have been invited to be a member of the Traralgon Aquatic Centre Working Party.</p>	<p>N/A</p> <p>Yes</p> <p>N/A</p>
<p><b>20. Latrobe Community Health Service</b></p> <p>Pleased that the draft report has considered the physical and mental well being of community within the town centre.</p> <p>References the healthy by design policy as a good resource.</p> <p>Identifies Key Directions 11, 13 and 14 as having a real focus on providing places for increased physical activity.</p> <p>Identifies the need for a cycle connection between Traralgon and Morwell and identifies the benefit of connecting cycle links through the CBD, with the Train station and creek.</p> <p>Identifies the aims of Key Directions 12 and 17 to increase social connections within the town and encourages the involvement of the local indigenous community regarding the 'place making' process.</p> <p>Believes that public transport should be considered as an important aspect of the plan.</p> <p>Believes the eastern end of Seymour St should be the focus of a wellness corridor due to the location of the LCHS and the short listing of this site for a GP Super Clinic, as well as the proximity of site to public transport, parking other facilities e.g. chemists and for opportunities for further development of health services along Princes Boulevard.</p> <p>Believes the Activity Centre planning should be integrated across all of Latrobe's main towns.</p> <p>Supports the construction of an additional floor on to Seymour St car park and development of a space for dedicated youth facilities.</p>	<p>Noted</p> <p>Comments Noted</p> <p>Noted comments support Key Directions 11, 13, 14.</p> <p><i>11. Create a network of public spaces</i></p> <p><i>13. Provide safe cycle links through the town centre</i></p> <p><i>14. Allow for pedestrian and visual links from Kay St to Victory Park.</i></p> <p>Noted comments support Key Directions 13:</p> <p><i>Provide safe cycle links through the town centre</i></p> <p>Noted comments support Key Direction 12:</p> <p><i>Incorporate art and place making to enhance identity and character</i></p> <p>Noted this comment supports Key Direction 10: <i>Improve the provision of facilities associated with public transport.</i></p> <p>Comments noted, there are a number of areas within the TAC which have a concentration of health services, including along Breed Street and the block between Kay and Grey Streets, as well as the eastern end of Seymour Street.</p> <p>Noted. The scope of this project was defined within the project brief and focuses on the centre of Traralgon.</p> <p>Supports Key Direction 5 and 17.</p> <p><i>5. Provide integrated car parking solutions in appropriate locations.</i></p> <p><i>17. Ensure the provision of appropriate youth spaces within the town centre.</i></p>	<p>N/A</p> <p>N/A</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>N/A</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
Keen to be involved in any further consultation process.	Noted	N/A
<p><b>21. Save Osborne Park Community Group</b></p> <p>Commends initiatives in the report which encourages low car use, improved amenity, linkages between public spaces and support of businesses within the town and those that address safety and traffic congestion.</p> <p>The group is opposed to the proposal to sell off any part of Hubert Osborne Park including the outdoor swimming pool for commercial or residential development as outlined in Key Direction 7 and 18.</p> <p>The submission identifies a series of 53 questions which the group have requested specific responses to.</p>	<p>Support for these initiatives is noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Responses to the 53 questions were provided in an Attachment to the Council Report for the Traralgon Indoor Aquatic Facility Feasibility Report considered at the Ordinary Council meeting of 23 May 2011. These responses are provided as Attachment 5 in this Council Report.</p>	<p>N/A</p> <p>Yes</p> <p>N/A</p>
<p><b>22. The White Family</b></p> <p>Objects to selling off the outdoor pool site, has experienced many enjoyable family memories at the outdoor pool.</p> <p>Doesn't object to building an indoor pool but not at the expense of the outdoor pool.</p>	See response for Hubert Osborne Park at submission 1.	Yes
<p><b>23. Ms Maureen McIntosh</b></p> <p>Concern that there is no clear information about the area immediately south of the railway station. Would like to know the plans for this area.</p>	The area immediately to the south of the railway line is addressed by a separate project (the Traralgon Station Precinct Master Plan). This can be viewed at Council's website at <a href="http://www.latrobe.vic.gov.au">www.latrobe.vic.gov.au</a> . The area to the south of Queens Parade is primarily covered by a Heritage Overlay under the Latrobe Planning Scheme, and any development in this area needs to consider these heritage values.	N/A
<p><b>24. Mr Glyn Baker ) Advised that second submission superseded the first).</b></p> <p>Believes the draft plan doesn't significantly recognise the importance of connecting the Traralgon Activity Centre with existing bicycle lanes /paths and in particular future inter-town bicycle lanes /paths between Morwell and Traralgon. Suggests some word changes to text within Key Direction 3.1 and 3.13 to better reflect this.</p> <p>Acknowledges the secure bicycle facilities planned for the Traralgon Train Station and suggests similar facilities may be necessary at another location in the Activity Centre, most likely Stockland Plaza.</p> <p>Objects to any proposal to sell off any portion of Hubert Osborne Park until such time that Council can ensure how major projects will not place the budget surplus at risk as there is a concern regarding Council's debt liability. Believes the land should be retained for a public facility not for a private enterprise.</p>	<p>Comment supports Key Direction 13</p> <p><i>Provide safe cycle links through the town centre.</i></p> <p>Word changes to Key Direction 13 have now been incorporated to identify these links.</p> <p>Comment supports Key Direction 13</p> <p><i>Provide safe cycle links through the town centre.</i></p> <p>This key direction includes the initiative to identify appropriate locations for secure bicycle parking in the town centre.</p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p> <p>Yes</p> <p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p><b>25. Mr/Mrs AJ Gumpold</b></p> <p>Objects to the sale of any portion of Hubert Osborne Park.</p> <p>Believes green spaces should be valued and not sold off for financial gain.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p><b>26. Mr Philip Carter (Pro-Tek Computers, accompanied by a petition with 1,375 signatures)</b></p> <p>Oppose any proposal to remove angled parking in Church St or Hotham St. Believe it will reduce parking in those streets and result in the following;</p> <ol style="list-style-type: none"> <li>1. Reduction of parks will reduce customer direct access to businesses.</li> <li>2. Place an increased burden on Traralgon's already over stretched parking problem.</li> <li>3. Reduce our customers desire to do business in our street, causing loss of business and loss of jobs.</li> <li>4. Believe the proposal has been put up without direct consultation with the traders in Church St and Hotham St.</li> </ol>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p><b>27. Ms Elizabeth Jeffery (submission 1)</b></p> <p>Doesn't believe the Plan was sufficiently publicised in Traralgon.</p> <p>Believes the Plan has several severe defects and that Traralgon would not be able to survive such a radical restructure.</p> <p>Acknowledges that parking is a problem in Traralgon but believes a Parking Precinct Plan will make it worse and that people will not be able to access the strip shopping.</p> <p>Believes long term parking for business owners and staff is needed and more bridges over the creek to allow easier access from the north of town.</p> <p>Believes plans to install bike lanes in Church St and Hotham St are not practical.</p> <p>Believes the Highway Boulevard is impractical does not want any more trees planted there and believes the town approaches would not benefit from anymore trees.</p> <p>Doesn't agree that the town presents a rear end to the Highway.</p> <p>Believes that providing youth space, extra seating and shade is good but providing a space for youth in the Court House would be disastrous as young people don't see preserving historic buildings as important.</p> <p>Doesn't support housing in the CBD.</p> <p>Doesn't support the sale of Hubert Osborne Park as people value the open green space.</p>	<p>Comment noted</p> <p>Comment noted</p> <p>See response for 'car parking' at submission 1. See response for 'creek crossings' at submission 12.</p> <p>Comment noted, see response to 'highway boulevard' at submission 10.</p> <p>Comment noted.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>See the response for 'housing in the CBD' at submission 10.</p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>N/A</p> <p>N/A</p> <p>Yes</p> <p>No</p> <p>N/A</p> <p>No</p> <p>No</p> <p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>Doesn't support the proposed city square.</p> <p>Doesn't support Key Direction 3.14 'Pedestrian and visual links to Victory Park' believes this will result in people being shunted into Stockland Plaza.</p> <p>Supports improved lighting in laneways and any improvements to security and safety.</p>	<p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 11.</p> <p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 14</p> <p>Comment supports Key Direction 16: <i>Resolve laneway ownership and encourage activation.</i></p>	<p>No</p> <p>No</p> <p>No</p>
<p><b>28. Mr BJ &amp; Mrs RB Ferguson</b></p> <p>Believes the Traralgon community has not been given enough time to consider and comment on all the issues in the report.</p> <p>Requested an extension of time for submissions.</p> <p>Strongly objects to the sale of Hubert Osborne Park, believe it enhances the liveability aspects vital to a growing population.</p> <p>Believes the sale of Hubert Osborne Park should have been researched more and has been hidden away at the end of the report with little or no consultation to the residents and ratepayers of Traralgon.</p> <p>Doesn't support the Traralgon Courthouse as being utilised as an area for youth. Believes this building should be available for all residents of Traralgon and made into an information and tourist hub for Gippsland.</p> <p>Asks what the word youth means.</p> <p>Supports angle parking to remain.</p>	<p>Comment noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>Youth refers to those under the age of 18.</p> <p>See response for 'car parking' at submission 1.</p>	<p>N/A</p> <p>Yes</p> <p>No</p> <p>N/A</p> <p>Yes</p>
<p><b>29. Ms Rhonda O'Dea</b></p> <p>Objects to the removal of any angle parking in the CBD to make way for bicycle lanes.</p> <p>Believes angle parking is safer, more easily accessible and provides minimal disruption to traffic.</p> <p>Believes bicycle commuters would benefit from CBD perimeter parking and storage and perimeter bicycle tracks.</p> <p>Objects to any public land and in particular any portion of Hubert Osborne Park being sold as the parkland offers public space and public amenities that Traralgon residents young and ageing have a right to access close to the CBD.</p> <p>Would like the draft plan reassessed to consider the 'village' aspect of community life.</p>	<p>See response for 'car parking' at submission 1.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comment noted</p>	<p>Yes</p> <p>Yes</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p><b>30. Mr A and Mrs B Kanavan</b></p> <p>Oppose the reduction of angled parking in Seymour and Hotham St.</p> <p>Recommend the retention of the current format of parking.</p> <p>Do not believe that bike riders would be safer when cars are parked parallel and believe that parallel parking would contribute to congestion. Need to address the longer term and all day parking in the CBD.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p><b>31. Mr P and Mrs G Perks</b></p> <p>Believe changing the format of parking in Church and Hotham St from angled to parallel would cause a lot of inconvenience to the public and traders in respect to pick up and delivery of goods to those traders.</p> <p>Believe more needs to be done to have a safer night time environment.</p> <p>Believe one of the biggest issues in Traralgon is the general untidiness of the town centre.</p> <p>Believe a Tidy Towns campaign is needed, more butt out facilities and policing of littering offences.</p>	<p>See response for 'car parking' at submission 1.</p> <p>Issues of safety within the activity centre are acknowledged and are being addressed through a number of Council and community projects. Where appropriate, land use planning can assist in addressing this issue this will be included within the final TACP reports.</p> <p>Comments noted, however on going maintenance of infrastructure is outside the scope of this project.</p>	<p>Yes</p> <p>No</p> <p>No</p>
<p><b>32. Mr Ken Skinner</b></p> <p>Does not support removing half of the parking from the streets in the shopping precinct to provide a bike path.</p> <p>Believes that car parks on the edges of the CBD are not appropriate.</p> <p>Believes that the majority of key directions will result in removal of car parking spaces and traffic congestion.</p> <p>Believes the Plan will advantage some retailers over others.</p> <p>Does not support the idea of housing in the town centre.</p>	<p>See response for 'car parking' at submission 1.</p> <p>See the response for 'housing in the CBD' at submission 10.</p>	<p>Yes</p> <p>No</p>
<p><b>33. Ms Wilma Livingston</b></p> <p>Does not support changing the angle parking in Traralgon to parallel parking with a bike path. Believes this will cut parking areas in half and destroy shopping in the area.</p> <p>Believes a bike path should be put in Breed St where there is already parallel parking, if one is to go in the CBD.</p> <p>Believes that putting a bike path down Hotham St will channel cyclists into Livingston St which is already a dangerous street.</p> <p>Believes bike paths give cyclists a false sense of security.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>Would prefer improvements to Traralgon to be in the form of cleaner footpaths</p>	<p>Comments noted, however on going maintenance of infrastructure is outside the scope of this project.</p>	<p>No</p>
<p><b>34. Ms Vikki Holder</b></p> <p>Doesn't support changing the parking from angled parking to parallel parking.</p> <p>Believes it will minimise the amount of parking spaces available and this demand will increase with the opening of the GippsTafe.</p> <p>Believes the traffic flow will be held up while waiting for people to reverse into parks, whereas with angled parking there is no hold up with people entering parking spaces.</p> <p>Believes that both Hotham and Church St have ample space for cyclists and motorists as they are at present.</p> <p>Believes the proposal is not cyclist friendly.</p> <p>Believes that ratepayer's money would be better used to make the roads safer for cyclists by filling in pot holes and smoothing out bumps.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p><b>35. Mr D and R Smith</b></p> <p>Object to any proposal to change from angle parking to parallel parking.</p> <p>Believes that this change would result in the removal of 40 to 50% of car parks in the affected area.</p> <p>Believes that angle parking is much easier and more efficient than parallel parking due to the hold up in traffic caused by manoeuvring into a parallel park.</p> <p>Believes that changing to the proposed parallel style will not yield any more street surface for traffic without other substantial street format changes.</p> <p>States those other large regional towns have maintained their angle parking with wide enough streets to support this far more efficient form of parking</p> <p>Acknowledges the Seymour St car park as an improvement but argues that it is not in a central location and is therefore underutilised.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p><b>36. Mr Ian McGown (second submission)</b></p> <p>Would like to see Traralgon renowned for splendid examples of modern architecture and a continuing effort to create attractive low cost housing close to the CBD to provide for an ageing population.</p> <p>Believes we must preserve parkland at all costs.</p>	<p>Comments noted. The final TACP report will seek to promote the development of high quality architectural outcomes through the development of an Urban Design Framework</p> <p>Comments support Key Direction 11: <i>Create a network of public spaces</i></p>	<p>No</p> <p>No</p>



Feedback	Response	Changes Required to the Key Directions
<p>Believes to attract visitors we need a signature construction, memorable arcades and street furniture.</p> <p>Believes the present CBD is dominated by the motor car and commercial imperative.</p> <p>Believes access to the hub by cycle or foot is non-existent because we have a culture in which driving to individual shops is accepted in order to limit the time taken to satisfy our needs.</p> <p>Makes suggestions for improvement around beautifying the CBD, public realm improvements, creating more parking zones, encouraging a supermarket on the south side of the rail line, removing the schools from the CBD, removing all buildings from Hubert Osborne Park.</p>	<p>Comments support Key Direction 11: <i>Create a network of public spaces,</i></p> <p>And Key Direction 16: <i>Resolve laneway ownership and encourage activation.</i></p> <p>A concept plan will be prepared by Jackson Architecture for the key public space of Post Office Place.</p> <p>Comments support the following Key Directions: 10, 13, 14..</p> <p><i>10. Improve the facilities associated with public transport.</i></p> <p><i>13. Provide safe cycle links through the town centre.</i></p> <p><i>14. Allow for pedestrian and visual links from Kay Street to Victory Park.</i></p> <p>Comments support the following Key Directions: 4, 5, 10, 11, 14.</p> <p><i>4. Develop a Parking Precinct Plan.</i></p> <p><i>5. Provide integrated car parking solutions in appropriate locations.</i></p> <p><i>10. Improve the facilities associated with public transport</i></p> <p><i>11. Create a network of public spaces,</i></p> <p><i>14. Allow for pedestrian and visual links from Kay Street to Victory Park.</i></p>	<p>No</p> <p>No</p> <p>No</p>
<p><b>37. Mr Don Tylee</b></p> <p>Likes most of the content and recommendations of the Draft Key Directions Report, but has comments on 2 specific aspects of the plan:</p> <p>1. Key Directions 4 'Develop a Parking Precinct Plan' says we should develop a plan, I would expect to see recommended solutions not state we need a plan. Gives the example of adding a third floor of all day car parking to the Seymour St car park as a possible solution to assist with car parking.</p> <p>2. Key Direction 13 'Provide Safe Cycle Links Through the Town Centre'. As a cyclist Mr Tylee would prefer angle parking to parallel parking and believes angle parking creates less traffic blockages.</p> <p>Believes we need more parking not less.</p> <p>The plan fails to connect to the plaza but starts at the dead end of Hotham St.</p> <p>Believes the proposed solution does not assist cyclists and are therefore wasteful.</p> <p>Would prefer submissions to be able to be made by email.</p> <p>Thanks Council for taking a long term planning view as this is essential for our future.</p>	<p>Support for the majority of Key Directions is noted.</p> <p>See response for 'car parking' at submission 1.</p> <p>Submissions need to be made in writing. Latrobe City accepts submissions made via email provided that they are clearly labelled as a submission to a particular matter.</p> <p>Comment noted.</p>	<p>Yes</p> <p>N/A</p> <p>N/A</p>
<p><b>38. Mr David McPhee</b></p> <p>Doesn't support removal of angled parking as he believes this will result in the loss of a number of car parking spaces and is unsafe for cyclists due to car doors opening into cyclists.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p><b>39. Mr Brian Morrell</b></p> <p>Does not support the sale of the outdoor swimming pool in Hubert Osborne Park or the Civic Centre.</p> <p>Agrees that there is a need for more parking in the CBD.</p> <p>Doesn't agree with the introduction of cycle paths in the proposed locations.</p> <p>Does not support a change from angled parking to parallel parking, believes the businesses that operate both day and night will suffer.</p> <p>Believes that parallel parking will be unsafe for those that ride motorised scooters due to door opening.</p> <p>Suggests that a multi level car park on the corner of Deakin and Hotham Street would be a better idea or a multi level car park over Aldi's and Manny's market as well as other suitable developments at Stockland Plaza to incorporate a youth activity centre and movie theatre complex.</p> <p>Doesn't agree with the idea of a 'Hierarchy of streets'.</p> <p>Suggests a need for traffic lights at the Franklin St Post Office Place intersection.</p> <p>Suggests there is merit in building over the top of the train station.</p>	<p>See response for Hubert Osborne Park at submission 1.</p> <p>See response for 'Civic Precinct' at submission 10.</p> <p>See response for 'car parking' at submission 1.</p> <p>Comments support Key Direction 5: <i>Provide integrated car parking solutions in appropriate locations.</i></p> <p>The TACP will provide suggestions for the locations of multi-deck car parks but their development will rely on market conditions.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>As a result of submissions received this Key Direction has now been changed to remove the term 'Street Hierarchy'.</p> <p>The Key Directions report did not intend to promote one street above another, but to enable each street to have its own identity, and to have an urban design response that reinforces the identity of each street. The terms used to describe different streets have been changed to remove any suggestion of a hierarchy of streets.</p> <p>This comment supports the need for a concept plan for Post Office Place as discussed in the Key Directions Report. The final TACP report will consider the installation of traffic lights at the intersection of Franklin Street and Post Office Place.</p> <p>While long term development over the train lines would be supported, it is considered that there is enough development potential within the TAC to accommodate growth should increased densities be pursued within the timeframe of this project.</p>	<p>Yes</p> <p>Yes</p> <p>No</p> <p>Yes</p> <p>No</p> <p>Yes</p>
<p><b>40. Ms Cheryl Walmsley</b></p> <p>Objects to the sale of the current pool site.</p> <p>Advocated for keeping the outdoor pool in Traralgon.</p> <p>The land for the outdoor pool was purchased by the residents of Traralgon and the pool constructed through resident donations and fund raising.</p> <p>Council rates were not used to purchase the pool site.</p> <p>Present site is central to all and it would be detrimental to residents from the eastern end of town if the pool site was moved.</p> <p>We have the only outdoor pool in the Valley and if it was promoted in the correct manner I feel residents from other towns would utilise it.</p> <p>Believes that one pool on the site could be built which incorporates one outdoor/heated pool.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>Objects to the removal of angle parking.</p> <p>Does not support the replacement of angled parking in Church and Hotham St with parallel parking, believes this will increase an already desperate parking situation in the CBD.</p> <p>Believes these streets are wide enough for cyclists and motorbikes to safely negotiate these streets and parallel parking would be unsafe due to the opening of doors.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p><b>41. Mr Barry Stuckey</b></p> <p>Doesn't support building height of 7-8 storey, believes this can be wrong for future generations if they are unattractive and for what a regional /rural city should look like.</p>	<p>Comments noted however the building height of 7/8 storeys is a maximum height and is identified only for key areas. These areas will then need to be modelled to ensure that the height does not impact on the public spaces adjacent, including through overshadowing and also by what is known as 'visual bulk' where the building overwhelms the space around it. Careful consideration of the design of individual building will be strongly supported in the final TACP reports particularly the Urban Design Framework.</p> <p>The additional height will allow for an expansion of the important economic activity and land uses within the TAC without expanding into the residential areas around the centre. This was a key theme that emanated from the community workshops.</p>	<p>No</p>
<p><b>42. Ms Val Marcus</b></p> <p>Concerns regarding car parking in Hotham and Church St. Concerned that Council are going to halve the car parking in these streets.</p>	<p>See response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p><b>43. Traralgon Chamber Commerce &amp; Industry</b></p> <p>The Traralgon Rail Precinct Master Plan needs to be included in the TACP.</p> <p>Concerned that some aspects have not been included in the 20 year plan</p> <p>Concerned about how the Outdoor Pool decision will affect this report</p> <p>Comments regarding 'minibus circuit' idea, support this idea but believe it requires further work.</p> <p>Unsure of the practicality of closing the southern end of Franklin Street.</p> <p>Support creating/enhancing pocket parks if the correct trees are selected.</p>	<p>The boundary for the study area was determined in the project brief as the Station Precinct was the subject of a separate project. However, the final TACP report will take into account this area and will ensure a consistency of planning across the whole area.</p> <p>Comments noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comments noted. The 'minibus circuit' idea was generated at the community workshops and while noted in the Key Directions report has not been carried forward into the Key directions.</p> <p>Comments noted. This idea was generated at the community workshops and while noted in the Key Directions report has not been carried forward into the Key directions.</p> <p>Comments support Key Direction 11: <i>Create a network of public spaces.</i></p> <p>Comments regarding appropriate tree selection have been noted.</p>	<p>No</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Key Direction 2: Emphasis the key retail axes of Franklin and Seymour Streets.</p> <p>With regard to the benefits of providing a major retail development at the western end of Seymour St the TCCI wondered if Latrobe City had had discussions with any particular company or whether the location would be the Outdoor Pool site. Would there be an expectation that businesses move into precincts?</p> <p>Appropriate trees for the CBD must be selected.</p>	<p>Support for major retail development in the western end of the TAC is most likely to occur on existing large retail sites. See also response for Hubert Osborne Park at submission 1.</p> <p>Comments regarding appropriate tree selection have been noted.</p>	No
<p>Key Direction 3 Create a Princes Highway Boulevard</p> <p>Support 'in principal' for this idea but question the priority and the cost.</p>	<p>Comments support Key Direction 3: <i>Create a Princes Highway boulevard</i> .</p> <p>Support is dependant on cost.</p>	No
<p>Key Direction 4 Develop a Parking Precinct Plan</p> <p>Car Parking is a top priority. Concern regarding cash-in lieu payments, these need to be retained by the town they were made for. Support the identification of a need for long bay car parking in the town.</p>	<p>Comments support Key Direction 4: <i>Develop a Parking Precinct Plan</i>.</p> <p>Cash in lieu comments noted.</p>	Yes
<p>Key Direction 5 Integrated Car Parking Solutions in Appropriate Locations</p> <p>Support multi level car parking as long as it is in the CBD associated with this is better parking signage.</p> <p>Support encouraging the construction of an additional floor on the Seymour St car park. This needs to be done straight away. Support a review of allocated timing of car parking spaces. This needs to be done straight away. Suggested time changes have been described.</p>	<p>Comments support for Key Direction 5: <i>Provide integrated car parking solutions in appropriate locations</i>.</p>	Yes
<p>Key Direction 6 Protect and promote the role of Traralgon activity centre as the pre-eminent commercial centre for the region</p> <p>Strongly agree that a major department store would bring more people to Traralgon and be good for the town. Should be a high priority.</p>	<p>Strong support for Key Direction 6: <i>Protect and promote the role of Traralgon activity centre as the pre-eminent commercial centre for the region</i>, particularly in relation to the department store.</p>	No
<p>Key Direction 7 Encourage the development of housing within the activity centre</p> <p>Not fully supported.</p>	<p>See the response for 'housing in the CBD' at submission 10.</p>	No
<p>Key Direction 8 Consolidate the town centre by infilling blocks and repairing street edges</p> <p>Not supportive of this idea believe that the current parking at the back of businesses would be lost.</p>	<p>Car parking across the whole of the precinct will be considered as part of the Parking Precinct Plan. In addition, infilling of blocks can also accommodate car parking at the ground level.</p>	No
<p>Key Direction 9 Encourage a strong urban form that responds to the public realm and regional character.</p> <p>Strongly agree with this</p>	<p>Comments support Key Direction 9: <i>Encourage a strong urban form that responds to the public realm and regional character</i>.</p>	No
<p>Key Direction 10 Improve the provision of facilities associated with public transport.</p> <p>Agree in principle but are concerned with the practicalities particularly at the Station where car parking may be impacted.</p>	<p>Comments support in principle Key Direction 10: <i>Improve the provision of facilities associated with public transport</i>.</p> <p>Master Planning to improve the provision of public transport facilities at the Traralgon Station Precinct has resulted in a planned increase of parking spaces available.</p>	No

Feedback	Response	Changes Required to the Key Directions
<p>Key Direction 11 Create a network of public spaces.</p> <p>Agree in principle but are concerned about the practicalities of a shared space around Post Office place and the ownership of laneways and potential security risk.</p> <p>Additional toilets are needed and should be a high priority</p> <p>Need to consider ageing population as well as youth.</p>	<p>Comments support in principle Key Direction 11: <i>Create a network of public spaces.</i></p> <p>The aging population will also be carefully considered in the TACP final report and the provision of a network of public spaces through the activity centre will increase opportunities for older people to both rest and to socialise within the centre.</p>	No
<p>Key Direction 12 Incorporate art and place making to enhance identity and character.</p> <p>Support this concept particularly heritage display – suggestions made for Oldsmobile display.</p>	<p>Comments support Key Direction 12: <i>Incorporate art and place making to enhance identity and character.</i></p>	No
<p>Key Direction 13 Provide safe cycle links through the town centre.</p> <p>Agree it is good to encourage people to ride bikes however the fear is that car parking spaces will be lost, need to find another way to replace car parking spaces.</p> <p>Support secure bicycle parking.</p>	<p>Comments support Key Direction 13: <i>Provide safe cycle links through the town centre;</i> provided it is not at the expense of losing car parking spaces, see also response for 'car parking' at submission 1.</p>	Yes
<p>Key Direction 14 Allow for pedestrian and visual links from Kay Street to Victory Park.</p> <p>Support the idea but are concerned about the practicalities of signalling the intersection at PO Place and Franklin St.</p>	<p>This comment supports the need for a concept plan for Post Office Place as discussed in the Key Directions Report at page 25.</p> <p>The final TACP report will give careful consideration to the installation of traffic lights at the intersection of Franklin Street and Post Office Place.</p>	No
<p>Key Direction 15 Encourage the integration and activation of the Traralgon Creek corridor.</p> <p>Support the idea but don't believe this is a high priority, dollars better spent elsewhere.</p>	<p>Comment support Key Direction 15: <i>Encourage the integration and activation of the Traralgon Creek corridor,</i> however the lower priority is noted.</p>	No
<p>Key Direction 16 Resolve laneway ownership and encourage activation</p> <p>Support improved lighting in laneways but are concerned with practicalities and ownership issues regarding activation of laneways.</p>	<p>Comments partially support Key Direction 16: <i>Resolve laneway ownership and encourage activation.</i></p> <p>The practical issues associated with the increased use of laneways by pedestrians are acknowledged but are considered to be manageable. It is not anticipated that the increased use of laneways by pedestrians will mean that lanes become unavailable for use as service and access points to businesses.</p>	No
<p>Key Direction 17 Ensure the provision of appropriate youth spaces within the town centre</p> <p>Agree the youth need space but don't believe the Courthouse should be specifically for youth.</p>	<p>See the response for 'youth spaces' at submission 10.</p>	No
<p>Key Direction 18 Investigate future options for Hubert Osborne Park and Civic Precinct</p> <p>Support the retention of the Outdoor Pool in its current location. A retail precinct should not be included in this area.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	Yes

Feedback	Response	Changes Required to the Key Directions
<p><b>44. Mr Ian Leversha</b></p> <p>Pedestrian traffic at the corner of Franklin St &amp; Post Office consider putting in traffic lights for easier access.</p> <p>Consider turning the western half of Post Office Place to a pedestrian mall.</p> <p>Current bus and taxi rank needs modification/extending possibly eastern side of Franklin St from Grey St to Kay St be reserved as a main bus station and a portion allocated to taxis.</p> <p>Public Transport needs into the future need to be considered.</p> <p>More Multi Storey car parking is required around Franklin, Hotham, Church &amp; Kay Streets.</p> <p>Retain all open space and Hubert Osborne Park.</p> <p>Support of the Old Manny's Market site but still a need for a balance of activity across the town centre and retainment of character.</p> <p>Supports the use of lanes and encourages additional 'arcades'.</p>	<p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p> <p>The final TACP report will give careful consideration to the installation of traffic lights at the intersection of Franklin Street and Post Office Place.</p> <p>Comments support Key Direction 10: <i>Improve the provision of facilities associated with public transport.</i></p> <p>Suggested location is noted.</p> <p>See response for 'car parking' at submission 1.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comments noted</p> <p>Comments support Key Direction 16: <i>Resolve laneway ownership and encourage activation.</i></p>	<p>No</p> <p>No</p> <p>Yes</p> <p>Yes</p> <p>No</p> <p>No</p>
<p><b>45. Mr Jill S Beck</b></p> <p>Supports the mini bus circuit around parking nodes.</p> <p>Supports the development of a parking precinct plan.</p> <p>Does not support parallel parking – less spaces and flow of traffic while parking.</p> <p>Suggests one hour parking be removed from the café precinct to encourage patronage.</p> <p>Suggest increasing the existing Multi Storey car parking facility.</p> <p>Supports the safe cycle paths. Need more bike parking racks.</p> <p>Supports the improvement of public transport access.</p> <p>Supports the installation of traffic lights at the Hotham/Breed St intersection.</p> <p>Does not support the creation of a princes Highway Boulevard-roadway does not have enough height. Consider low well tended gardens and attractive signage.</p> <p>Does not support the redevelopment of Hubert Osborne Park – needed for recreation.</p>	<p>Comments noted. The 'minibus circuit' idea was generated at the community workshops and while noted in the Key Directions report has not been carried forward into the Key directions.</p> <p>Comments of support noted. See also response for 'car parking' at submission 1.</p> <p>Comments support Key Direction 13: <i>Provide safe cycle links through the town centre.</i></p> <p>Secure bicycle parking is an element of Key Directions 13.</p> <p>Comments support Key Direction 10: <i>Improve the provision of facilities associated with public transport.</i></p> <p>Comments of support noted.</p> <p>Comment noted. It is not proposed to amend the key directions report. It is noted that there were also positive submissions supporting Key Direction 3: <i>Create a Princes Highway Boulevard.</i></p> <p>See response for Hubert Osborne Park at submission 1.</p>	<p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p>



Feedback	Response	Changes Required to the Key Directions
<p>If Seymour St is encouraged as a walking/cycling area then where will the unloading bays go?</p> <p>Does not support additional housing in CBD as this restricts commercial development.</p> <p>Open space areas need to be better looked after to encourage use.</p> <p>Suggest change in road conditions/traffic lights to assist with the bottle neck at Post Office Place &amp; Franklin St intersection.</p>	<p>Loading and unloading facilities can be accommodated within an area that prioritises pedestrian movement.</p> <p>See the response for 'housing in the CBD' at submission 10.</p> <p>On-going maintenance issues are acknowledged however programs are outside the scope of the project.</p> <p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p> <p>The final TACP report will give careful consideration to the installation of traffic lights at the intersection of Franklin Street and Post Office Place.</p>	<p>N/A</p> <p>No</p> <p>N/A</p> <p>No</p>
<p><b>46. Traralgon Community Development Association Inc</b></p> <p>Traralgon Community Development Association (TCDA) value the opportunity to comment on future stages of the project</p> <p>The TDCA believe that pre-emptive priority be given to car parking issues immediately, do not believe it is necessary to await a final TACP.</p> <p>Believe we should not lose site of the primary purpose of a business centre. While cycle access may be a way of the future, it should not be at the expense of vehicle access.</p> <p>Want the plan to focus on the here and now rather than future possibilities as these may not eventuate.</p> <p>Support the idea of building over railway corridors.</p> <p>Do not support closing the southern end of Franklin St to make a plaza to connect with rail precinct.</p> <p>Support the idea of a mini bus circuit to service car parking nodes on the fringe, however this requires community education. Suggest other suitable sites exist.</p> <p>Do not support an expansion of the allied medical health services along Breed St.</p> <p>Key Direction 1 Identify and define a street hierarchy within the town centre</p> <p>Do not support street hierarchy, believe it artificially regulates where business's can locate.</p> <p>Does not support the notion of primary and secondary streets.</p> <p>Acknowledge traffic congestion issues in Breed St but don't support changes to Breed St that would reduce the lanes of traffic.</p>	<p>Comments noted.</p> <p>Comments noted, see also response for 'car parking' at submission 1.</p> <p>Comments noted however the final TACP report is planning for the future growth of the Traralgon town centre over the next 20 years.</p> <p>Comments noted. These ideas were generated at the community workshops and while noted in the Key Directions report have not been carried forward into the key directions.</p> <p>Comments noted, there are a number of areas within the TAC which have a concentration of health services, including along Breed Street and the block between Kay and Grey Streets, as well as the eastern end of Seymour Street.</p> <p>See response to 'Street Hierarchy' at submission 39.</p> <p>The Key Directions report does not identify a change to the number of lanes of traffic on Breed Street which is identified as a key access road for the activity centre.</p>	<p>N/A</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p>

Feedback	Response	Changes Required to the Key Directions
<p>Key Direction 2 Emphasise the key retail axes of Franklin and Seymour Streets</p> <p>Do not support this, businesses should be free to choose their own locations.</p>	<p>The Key Directions report did not intend to promote one street above another, but to enable each street to have its own identity, and to have an urban design response that reinforces the identity of each street.</p>	<p>No</p>
<p>Key Direction 3 Create a Princes Highway Boulevard</p> <p>Believe Highway Boulevard concept requires more discussion.</p>	<p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 3: <i>Create a Princes Highway Boulevard</i>.</p>	<p>No</p>
<p>Key Direction 4 Develop a Parking Precinct Plan</p> <p>Mostly agree with this proposal, except for special provisions for cyclists and the need for medium density housing within the CBD.</p>	<p>Partial support for Key Direction 4 noted, see also response for 'car parking' at submission 1 and response for 'housing in the CBD' at submission 10.</p>	<p>Yes</p>
<p>Key Direction 5 Integrated Car Parking Solutions in Appropriate Locations</p> <p>Generally willing to support this direction.</p>	<p>Comment of support noted see also response for 'car parking' at submission 1.</p>	<p>Yes</p>
<p>Key Direction 6 Protect and promote the role of Traralgon activity centre as the pre-eminent commercial centre for the region</p> <p>Accept the concept of attracting a department store but question the difference it would make to the business fortunes of the town. Do not believe identification of a suitable site should be restricted to Hubert Osborne Park.</p> <p>Suggest other suitable sites exist.</p>	<p>Support for major retail development in the western end of the TAC is most likely to occur on existing large retail sites. See also response for Hubert Osborne Park at submission 1.</p>	<p>No</p>
<p>Key Direction 7 Encourage the development of housing within the activity centre</p> <p>The TCDA has reservations about this concept but takes no formal stance on this.</p>	<p>Comments noted, see response for 'housing in the CBD' at submission 10.</p>	<p>No</p>
<p>Key Direction 8 Consolidate the town centre by infilling blocks and repairing street edges</p> <p>This concept seems worthwhile.</p>	<p>Comments support Key Direction 8: <i>Consolidate the town centre by infilling blocks and repairing street edges</i>.</p>	<p>No</p>
<p>Key Direction 9 Encourage a strong urban form that responds to the public realm and regional character</p> <p>Support these principles.</p>	<p>Comments support Key Direction 9: <i>Encourage a strong urban form that responds to the public realm and regional character</i></p>	<p>No</p>
<p>Key Direction 10 Improve the provision of facilities associated with public transport</p> <p>No disagreement with this, however question whether public transport will ever be an attractive option for serious shopping.</p>	<p>Comments support Key Direction 10: <i>Improve the provision of facilities associated with public transport</i>.</p> <p>Comments around public transport are noted.</p>	<p>No</p>
<p>Key Direction 11 Create a network of public spaces</p> <p>Generally support these concepts however don't support the Courthouse being used for youth activities</p>	<p>Comments of general support for Key Direction 11 noted, see also the response for 'youth spaces' at submission 10.</p>	<p>No</p>
<p>Key Direction 12 Incorporate art and place making to enhance identity and character</p> <p>Supports the general direction of this item.</p>	<p>Comments support Key Direction 12: <i>Incorporate art and place making to enhance identity and character</i>.</p>	<p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Key Direction 13 Provide safe cycle links through the town centre</p> <p>Believe more research needs to be done with regard to how this can successfully be achieved without losing car spaces and to maximise safety. Other possible options are suggested.</p> <p>Key Direction 14 Allow for pedestrian and visual links from Kay Street to Victory Park</p> <p>Generally support this idea and acknowledge something needs to be done with the Post Office Place/Franklin St intersection with regard to traffic management.</p> <p>Key Direction 15 Encourage the integration and activation of the Traralgon Creek corridor</p> <p>Support this concept but a low priority.</p> <p>Key Direction 16 Resolve laneway ownership and encourage activation</p> <p>Generally support but requires more research.</p> <p>Direction 17 Ensure the provision of appropriate youth spaces within the town centre</p> <p>Generally accept the idea but believes this needs to be balanced with other community group needs.</p> <p>Key Direction 3.18 Investigate future options for Hubert Osborne Park and Civic Precinct</p> <p>Support the local community who want the outdoor pool to remain at its current site.</p> <p>Support a multi storey development on the civic centre site that included a performing arts centre, library and other council operated services.</p>	<p>See response for 'car parking' at submission 1.</p> <p>Comments support Key Direction 14: <i>Allow for pedestrian and visual links from Kay Street to Victory Park.</i></p> <p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p> <p>Comments support Key Direction 15: <i>Encourage the integration and activation of the Traralgon Creek corridor, low priority is noted.</i></p> <p>General support Key Direction 16: <i>Resolve laneway ownership and encourage activation</i></p> <p>Further investigations will be required as part of the final TACP report.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>See response for 'Civic Precinct' at submission 10.</p>	<p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p>
<p><b>47. Mr Paul Odgers</b></p> <p>Support safer cycling options with the CBD.</p> <p>Possibly look at reverse angle parking.</p> <p>Support youth space in CBD – Council should encourage further use of the pool facility (longer opening hours, heating, free entry to school children, redevelopment with additional activities) and not to move it from its current site.</p>	<p>Comments support Key Direction 13: <i>Provide safe cycle links through the town centre.</i></p> <p>See response for 'car parking' at submission 1.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>See the response for 'youth spaces' at submission 10.</p>	<p>No</p> <p>Yes</p> <p>Yes</p>
<p><b>48. Mrs Dianne Reid</b></p> <p>Does not support the closure of outdoor pool. Suggests it should have longer opening hours, be heated and leave at existing site.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p><b>49. Ms Elizabeth Jeffery (submission 2)</b></p> <p>Does not support business development to the north or east as it will stretch the 'key retail axis', shops need to be accessible.</p>	<p>Comments noted</p>	<p>No</p>

Feedback	Response	Changes Required to the Key Directions
<p>Does not support bike paths in Church/Hotham St think they would be better in Grey/Breed Streets.</p> <p>Supports the 'greening' of the CBD but thinks efforts should be focused on retaining and enhancing park lands.</p> <p>Does not support the commercial redevelopment of Hubert Osborne Park. The park should be improved with play equipment and more gardens.</p> <p>Traffic design does not funnel traffic into the soon to be developed Manny's Market/Methodist Church area.</p> <p>Suggestion that Council should focus on redeveloping Morwell Town centre instead of Traralgon.</p>	<p>See response for 'car parking' at submission 1 which incorporates the need to find appropriate cycle paths.</p> <p>Comments noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comments noted</p> <p>The scope of this project is to look at the development of Traralgon.</p>	<p>Yes</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p>
<p><b>50. Ms Johanna Sykes</b></p> <p>General support of report 'very comprehensive document enhancing, promoting and appreciating Traralgon'.</p> <p>Oppose the sale of Hubert Osborne park</p> <p>Retain retail and open spaces.</p> <p>Concerns regarding wording around street hierarchy.</p> <p>Concerns with the Princes Boulevard – thinks it could reduce potential development opportunities.</p> <p>Need more areas for elderly citizens</p> <p>Need more areas for youth, such as Skate Parks</p> <p>Open up Post Office Place – great entrance for tourists.</p> <p>Concerns bus interchange will be too large at the plaza.</p> <p>Support Art within the town in particular at Post Office Place.</p>	<p>General support noted.</p> <p>See response for Hubert Osborne Park at submission 1.</p> <p>Comments support the following key directions;  <i>6: Protect and promote the role of Traralgon Activity Centre as the pre-eminent commercial centre for the region.</i>  <i>11: Create a network of public spaces.</i></p> <p>See response to 'Street Hierarchy' at submission 39.</p> <p>Comment noted however it is not proposed to amend the key directions report as there were also positive submissions supporting Key Direction 3: <i>Create a Princes Highway Boulevard.</i></p> <p>Comments support Key Direction <i>11: Create a network of public spaces.</i></p> <p>The aging population will be carefully considered as part of this key direction and the provision of a network of public spaces through the activity centre will increase opportunities for older people to both rest and to socialise within the centre.</p> <p>Comments support Key Direction 17:  Ensure the provision of appropriate youth spaces within the town centre.</p> <p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p>	<p>N/A</p> <p>Yes</p> <p>No</p> <p>Yes</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>No</p>

Feedback	Response	Changes Required to the Key Directions
Public Spaces need to be close to the CBD so not far for people to walk.	Comments support Key Direction 11: <i>Create a network of public spaces.</i>	No
Does not support bike path at this stage	This key direction is aimed at the town centre.  See response for 'car parking' at submission 1 which incorporates the need to find appropriate cycle paths.	Yes
Does not support youth space at Post Office Place.	See the response for 'youth spaces' at submission 10.	No
<b>51. Ms Enid Kay</b>	See response to 'Street Hierarchy' at submission 39.	Yes
Concerns regarding street hierarchy – feels all streets should be developed similarly		
Suggestion of traffic light at the Breed/Hotham St intersection rather than the Breed/Seymour St intersection.	Comments noted, the location of a signalised intersection in Breed Street, if appropriate would need to be determined by experts in traffic engineering.	No
Supports improved pavements and plantings	Support for a variety of key directions and proposed initiatives is noted.	No
Supports more street furniture		
Supports safe pedestrian access to all streets.	On the 23 May 2011 Council adopted the review of the Latrobe Visitor Information Centre Services report. This report has identified the gradual transition from a Visitor Information Centre delivered service to a web-based visitor information service.	
Suggest relocation of Information Centre to align with the bypass (so it can be easily accessed).		
Agrees that parking is a problem and need more parking for travelling vehicles (caravans etc).	See response for 'car parking' at submission 1 which incorporates the need to find appropriate cycle paths.	Yes
Suggested safe places to park bikes if the bike path is to go ahead.		
Supports basement/multi storey car parking developments.		
Need more long term parking in the CBD.		
Agrees that cyclists need to be encouraged.		
Feels that parallel parking would be more dangerous to cyclists.		
Does not support any residential/commercial redevelopment of Hubert Osborne Park.	See response for Hubert Osborne Park at submission 1.	Yes
Swimming Pool should remain at current site		
Does not support more housing close to the creek	Comments noted.	No
Supports better use of laneways and vacant areas behind shops.	Comments support Key Direction 8 & 16: <i>8: Consolidate the town centre by infilling blocks and repairing street edges.</i> <i>16: Resolve laneway ownership and encourage activation.</i>	No
Does not support 7- 8 storey high buildings – overshadowing.	See response for building height at submission 41.	No
Supports the improvement and provision of facilities associated with public transport.	Comments support Key Direction 10: <i>Improve the provision of facilities associated with public transport.</i>	No
Support the creating of public spaces.	Comments support Key Direction 11: <i>Create a network of public spaces.</i>	No

Feedback	Response	Changes Required to the Key Directions
<p>Does not support major development north west of the CBD.</p> <p>Supports art work but concerns re vandalism</p> <p>Supports traffic lights at Franklin St &amp; Post Office Place for safer pedestrian access.</p> <p>Does not overly support the youth space at the court house, possibly if the activities were planned well and supervised it would work</p> <p>Does not support the redevelopment of the civic precinct.</p>	<p>Comments noted.</p> <p>Comments support Key Direction 12: <i>Incorporate art and place making to enhance identity and character.</i></p> <p>These comments support the need for a concept plan for Post Office Place as discussed in the Key Directions Report, at page 25.</p> <p>See the response for 'youth spaces' at submission 10.</p> <p>See response for Civic Precinct at submission 10.</p>	<p>No</p> <p>No</p> <p>No</p> <p>No</p> <p>Yes</p>
<p><b>52. Ms Christine Sindt &amp; Mr Henry Sindt</b></p> <p>Offering of land at 41 Queens Parade Traralgon for the relocation of the Traralgon Swimming Pool Complex. Believes that this proposal will add value to the Traralgon Activity Centre Plan as Council will not have to sell public land.</p>	<p>This is not a matter for consideration as part of this project.</p>	<p>No</p>
<p><b>53. Mr James Grubb</b></p> <p>Does not support the removal of angle parking.</p>	<p>See response for 'car parking' at submission 1</p>	<p>Yes</p>
<p><b>54. 564 Save Osborne Park card submissions</b></p> <p>These card submissions opposed any sale of any part of Hubert Osborne Park for a variety of reasons.</p>	<p>See response for Hubert Osborne Park at submission 1.</p>	<p>Yes</p>
<p><b>55. Juilliard Group of Companies (Mid Valley Shopping Centre)</b></p> <p>Concerned over recommendations regarding the protection of Traralgon as the "pre-eminent commercial centre for the region"</p> <p>Particular concern expressed over proposed identification and protection of sites and recommendation to ensure that a department store is not accommodated elsewhere in the region.</p>	<p>Clause 21.04 of the Latrobe Planning Scheme currently identifies Traralgon as the 'commercial centre' within the 'networked city'. Clause 21.07-6 'Retailing Overview' suggests that additional floorspace should be: <i>"provided with a focus on increasing the vibrancy of town centres of Morwell and Traralgon, to continue their role to complement each other in the retail hierarchy."</i> Further to this the Planning Scheme identifies that Traralgon should <i>"service a market with some higher levels of disposable income, with a higher percentage of white collar workers"</i>.</p> <p>Economic analysis which was provided in the Background stage of this project and which has been adopted by Latrobe City Council (Traralgon Activity Centre Plan: Economic Assessment) identifies that the development of a department store outside of the Traralgon centre would significantly compromise the current vibrant retail and commercial role played by Traralgon, not only within the 'networked city' but also the broader region.</p> <p>As such the Key Direction Report has provided recommendations for actions which may assist in the establishment of a department store within the activity centre.</p> <p>The recommendation to identify and protect sites is intended to ensure that potential sites are not compromised through future development of the TAC within the study area, rather than the application of new planning controls elsewhere in the municipality.</p>	<p>No</p> <p>No</p>



Feedback	Response	Changes Required to the Key Directions
<p>Submission claims that the construction of a department store elsewhere in the region would not impact on the growth of Traralgon.</p> <p>Claims that other sites outside of the Traralgon Centre may be appropriate.</p> <p>Strongly oppose any controls which prohibit the construction of a department store outside to of Traralgon.</p>	<p>It is not intended that the TACP will “prohibit” the establishment of a department store elsewhere. Rather the TACP will identify a strong preference for this type of use to be accommodated within the Traralgon town centre, as consistent with both existing policy and the economic assessment which underpins this project.</p> <p>As identified, the TACP will express a clear preference for any future department store to be established with the TAC, given a number of factors which are outlined in the Economic Assessment and within broad State and Local Planning Policy directions. The ability for customers from a broader regional catchment to access the TAC by rail, as well as buses, and the larger residential catchment with the ability to access the centre in a sustainable manner, must also be considered.</p> <p>Any application to establish a department store within Latrobe City will continue to be assessed on its merits, in the context of the long term sustainable development of the wider municipality.</p>	<p>No</p> <p>No</p> <p>No</p>



traralgon activity centre plan: background reports  
community infrastructure and social needs analysis

prepared by capire consulting pty ltd

july 2010



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## **appendices**

appendix 1 – strategic review

appendix 2 – consultation results

appendix 3 – indicative community infrastructure hierarchy



## 1 introduction

Capire Consulting Group has been engaged by Hansen Partnership to undertake the community infrastructure and social needs assessment for the development of the Latrobe City Council's Traralgon Activity Centre (TAC) Plan for Traralgon's CBD. The TAC Plan is a framework that will guide future development in the Traralgon CBD. It comprises both a Structure Plan and an Urban Design Framework. The TAC Plan will build on previous studies endorsed by the local community to help guide development in the CBD for the next 20 years.

For the purpose of this assessment the following definition of community infrastructure has been used<sup>1</sup>:

*Community Infrastructure is public and private, State, Council and non-Council facilities (e.g. cultural buildings, recreation buildings, passive and active open space) which accommodate community support services, programs and activities (e.g. preschool service, child care, youth services, aged services, community meetings, sporting competition, informal recreation, cultural activities, education activities, emergency services, community support, etc.)*

This background report identifies key issues and opportunities associated with community infrastructure and social needs in Traralgon CBD and surrounding areas.

### 1.1 methodology

The community infrastructure and social needs assessment has largely been undertaken through desktop research. The following activities have informed this analysis:

#### 1. strategic analysis

An analysis of relevant state government policies associated with community services and infrastructure as well as relevant local level strategies, policies and plans.

---

<sup>1</sup> ARS Research (2008) Planning for Community Infrastructure in Growth Areas, p.2.



## **2. demographics**

An analysis of existing and future demographic data to understand current population structure and future anticipated changes to demographics in Traralgon.

## **3. desktop audit of existing facilities**

A review and mapping of existing community, open space and recreation facilities in the study area and the surrounding Traralgon area.

## **4. consultation**

Interviews and workshops with key agency representatives, Council staff and community representatives to discuss issues, challenges and opportunities relating to community infrastructure and social needs in Traralgon.

## **5. benchmarking**

Community infrastructure benchmarks have been developed for the Growth Areas Councils of Melbourne. These have been identified against existing community infrastructure in Traralgon to determine if community infrastructure meets the needs of the current and the future Traralgon population.

## **6. needs analysis**

An analysis of social needs and community infrastructure gaps that have emerged during activities 1 to 5 above.

## **7. key findings**

Identification of a preliminary hierarchy of facilities and services to be located in TAC, opportunities to accommodate future facilities and services, as well as recommended strategies, actions and principles to inform the structure plan and urban design framework.





## 1.2 site context

Traralgon Activity Centre incorporates the Traralgon CBD and some residential areas surrounding the CBD. It is bounded by Mabel St to the west, Gordon Street and Traralgon Creek to the north, Princes Highway to the east and Princes Highway to the south and includes some residential areas south of the train line between Hyland Highway, Queens Parade and Traralgon Creek. The study area is identified in Figure 1.

Traralgon is the largest town in the City of Latrobe and has become a commercial, services and entertainment hub for Latrobe and the wider Gippsland region. Traralgon has experienced recent population growth, with the annual growth rate above seven per cent between 2001 and 2006 (ABS Census, 2006). Traralgon is also a relatively affluent community compared to other townships within the City of Latrobe (ABS Census, 2006).

Residential growth is expected to continue, if land supply matches demand. Currently, residential development in Traralgon is limited due to land constraints surrounding the town (coal to the south, floodplains to the north and major pipeline infrastructure also to the north).

Key services and facilities located within the Traralgon CBD include:

- the civic precinct located between Kay and Grey Streets which includes the Latrobe Performing Arts Centre, the Traralgon library and Council service centre and the Maternal and Child Health Centre;
- Two primary schools: Grey Street and St Michael's Primary Schools; and
- An outdoor swimming pool, Hubert Osborne Park, a croquet club and childcare centre.

Other significant features surrounding the CBD include:

- The Traralgon Creek Corridor;
- The Train Station Precinct; and
- Victory Park and Newman Park along with the miniature railway.

## 1.3 report limitations

Due to budget and time constraints, the community infrastructure and social needs assessment for the Traralgon Activity Centre (TAC) Plan has been undertaken primarily through desktop analysis of existing



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local-level policies, strategies and plans, a desktop audit and analysis of benchmarks with some consultation and a study area tour.

As such, there has been no in-depth analysis of existing community infrastructure and its capacity to expand, nor has there been an in-depth analysis of growth projections and community infrastructure needed to accommodate future anticipated growth for the wider Traralgon district.





# traralgon activity centre plan

base map  
1:2500

## legend



study area boundary

**DRAFT**

Project Ref: 06436  
Dwg No.: LCD-003  
Scale: 1:2500@A1  
1:5000@A3  
Date: 01.06.10  
Revision: B



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## 2 strategic analysis

### 2.1 state government policy

The following State Government Policies have been reviewed as part of the community infrastructure and social needs assessment:

- Melbourne 2030 (2002)
- Melbourne 2030: Melbourne @ 5 million: A Planning Update (2008)
- A Fairer Victoria: Standing Together Through Tough Times (State Government of Victoria, 2009)

In relation to community infrastructure, Melbourne 2030 and Melbourne @ 5 million and A Fairer Victoria (2009) state that:

- Community infrastructure should be located in central locations and accessible by walking or public transport;
- Community infrastructure needs to be responsive to local needs and the local community;
- Co-location and community hubs should be encouraged to facilitate community access; and
- Community infrastructure is to be flexible and adaptable and allow for a range of uses by different community groups.

### 2.2 latrobe city council policies and plans

A strategic review of local plans, policies and strategies has been undertaken, with particular focus on community infrastructure, open space and recreation. A full summary of the strategic review is detailed in Appendix 1. An overview of the local policy strategic review is presented below.

The following plans have been reviewed as part of the community infrastructure and social needs assessment:

- Latrobe 2026: The Community Vision for Latrobe Valley
- Latrobe City Council Plan 2009-2013
- Latrobe City Council MSS
- Public Open Space Plan (2007)
- Latrobe Healthy Urban Design Good Practice Guide



- Latrobe Performing Arts & Convention Centre Feasibility Study CPG (2009)
- Traralgon Station Precinct Master Plan, Community Consultation Summary (Coomes Consulting)
- Traralgon Structure Plans - Traralgon, Final Report (2007)
- LaTrobe Transit Centred Precincts, Traralgon Town Summary, David Lock and Associates (2006)
- Library Strategy Plan 2006-2011
- Latrobe Positive Ageing Strategy 2007-2021
- Latrobe City Positive Ageing Plan 2009 – 2012
- Latrobe City Recreation and Leisure Strategy (2006)
- Traralgon Outdoor Recreational Plan (October 2006)
- Newman Park Miniature Railway 20 Year Development Vision (2003)
- Playground Strategy 2005 - 2021
- Latrobe City Council Disability Action Plan 2009 – 2010
- Cultural and Linguistic Diversity Action Plan 2010-2013
- Latrobe City Council Traralgon Indoor Aquatics and Leisure Centre Feasibility Study Feasibility Report (March 2010)
- Traralgon – A Better Place to Be Project – Evaluation Report (January 2010)
- Destination Traralgon Safe Streets Summit, Report & Initial Responses, Traralgon CBD Safety Group (December 2008)
- The Feasibility Study for CCTV in Traralgon Entertainment Precinct, MGN Consultancy (2009)
- Traralgon Safe Streets Summit Report (2009)
- Court House (and Post Office) Traralgon, Victoria, Conservation Management Plan (September 2009)
- Early Years Infrastructure Plan DRAFT Background Reports (2010)



The key findings from the review of local policies, strategies and plans are as follows:

### **Recreation and Open Space**

- Open space provisions throughout Latrobe City should be aligned with per capita ratios in other regional towns of Victoria;
- Open space provision identifies that local level open space should provide for 0.5 ha within 500m radius of households; residential areas should have access to district level open space within a 3km radius; and each town with a population over 5,000 people should have a regional level open space within the town boundary; and
- Recreation and open space should be accessible to all and a range of facilities should be available for a range of recreation activities (both active and passive). It has been identified that where necessary, facilities should be consolidated to improve access and quality.

### **Neighbourhood Design, Safety and Amenity**

- Neighbourhood clusters of essential services should be encouraged across Latrobe City and particularly in Traralgon;
- The Healthy By Design Guide and the MSS identify that good design helps to promote healthy communities. As such, community centres and open spaces should be accessible and promote walking and cycling. Community centres should be located within 400-800m of all new developments and be of mixed use;
- The Traralgon Town Summary as part of the Latrobe Transit Centred Precincts recommends that housing be located within the town centre and that aged care housing also be located in areas close to the town centre where services and retail are accessible; and
- Safety, especially at night has been identified as a major issue. A Traralgon CBD Safety Committee has been established and has developed programs to help tackle safety issues. Programs that have concluded or underway include increased security at taxi stands, Nightrider service, increased police presence, staggered closing hours of nightclubs and a feasibility study for CCTV in Traralgon Entertainment Precinct. While perceptions of safety have improved, significant issues remain, especially around drinking (including underage drinking) and maintaining amenity in the streets surrounding the nightclubs.

### **Future Plans for Facilities and Infrastructure**

- Liveability is a key outcome in the Council Plan. This aim is to achieve liveability by providing essential services and innovative amenities, services and facilities to the community;
- The Community Vision identifies that Latrobe City should continue to be an important commercial hub for Gippsland with continued focus on education, health and community services and facilities;
- A feasibility study for the Latrobe Performing Arts and Convention Centre has been undertaken. Based on this feasibility study, Council resolved to develop the new Latrobe Performing Arts





and Convention Centre in Morwell. Council has also agreed that the current Latrobe Performing Arts Centre in Traralgon will be retained and maintained;

- The train station precinct will undergo significant re-configuration to improve connections and access links between surrounding areas and the station precinct, as part of the current Station Precinct Masterplan project;
- Library facilities in Traralgon are adequate. Libraries in Latrobe have identified a need to enhance the support provided to special needs groups such as senior citizens, Culturally and Linguistically Diverse (CALD), disability, indigenous and youth;
- Age-friendly infrastructure should be encouraged where possible to improve access to services and facilities as well as around town and improve amenity through the Healthy By Design principles;
- In terms of access, all new facilities should meet the Australian Standards to ensure accessibility and functionality and it is important to ensure that facilities are safe and accessible for all;
- The draft Cultural and Linguistic Diversity Action Plan 2010-2013 identifies a need for CALD community groups to have access to Council halls and venues including Senior Citizen Clubs;
- A feasibility study is currently being conducted for the Aquatic and Leisure Centre and will be considered by Council at a forthcoming Council meeting;
- The Traralgon Court House (and Post Office) is a significant heritage building and should continue to be used by the community. A Conservation Management Plan for the Court House has been developed and adopted by Council; and
- The Early Years Infrastructure Plan is currently being prepared. Background reports identify that current capacity of early year's services is adequate to meet current population demand.



## 3 demographics

### 3.1 current population

Demographic data has been drawn from the Community Profile, Latrobe City Council and from the ABS Census. ABS estimated resident population for Traralgon Statistical Local Area (SLA) is 30,206 (ABS, 2009).

The table below presents demographic data and a summary of this data for the Traralgon Structure Plan area incorporating the township of Traralgon and compares this data with Traralgon – Traralgon East, Latrobe City and Victorian population data.

Table 1 - Demographic data for Traralgon as compared to Victoria

Category (% of total population, family or household)	Traralgon Structure Plan (%)	Traralgon – Traralgon East (%)	Latrobe City (%)	Victoria (%)	Summary
Proportion of population who identify as Indigenous	1.1	1.0	1.3	0.6	<ul style="list-style-type: none"> <li>▪ Higher proportion of people who identify as Indigenous living in Traralgon and Latrobe City as compared to the Victorian average.</li> <li>▪ The proportion of people born overseas is significantly less than the Victorian average, but still makes up over 10 per cent of the population.</li> <li>▪ Higher proportion of one parent families than the Victorian average.</li> <li>▪ Higher proportion of one person households than Victorian average.</li> <li>▪ Lower proportion of households</li> </ul>
Proportion of people born overseas	11.1	11.1	13.2	23.8	
Proportion of families with one parent	18.2	17.6	18.9	15.4	
Proportion of households with one person	26.4	26.0	27.0	23.6	
Proportion of households who are couples with dependents	43.5	43.8	42.0	46.9	



Category (% of total population, family or household)	Traralgon Structure Plan (%)	Traralgon – Traralgon East (%)	Latrobe City (%)	Victoria (%)	Summary
Proportion of households of couple without dependents	36.9	37.2	37.8	35.9	<p>who are couples with dependents than Victorian average.</p> <ul style="list-style-type: none"> <li>Slightly higher proportion of couple households without dependents.</li> </ul>
Proportion of population aged 0-4	7.3	7.1	6.2	6.2	<ul style="list-style-type: none"> <li>Slightly higher proportion of children aged 0-4 years and youth aged 5-17 years.</li> <li>Slightly lower proportion of people aged 65+ than the Victorian average.</li> </ul>
Proportion of population aged 5-17	19.1	19.2	19.3	17.2	
Proportion of population aged 18-64	61.0	61.1	60.4	62.9	
Proportion of population aged 65-84	11.1	11.1	12.6	12.0	
Proportion of population aged 85+	1.5	1.5	1.5	1.7	
Proportion of persons earning a low income (less than \$400 per week)	42.4	42.1	48.2	41.8	<ul style="list-style-type: none"> <li>Traralgon earns slightly higher wages than the wider Latrobe area.</li> </ul>
Proportion of persons earning a high income (\$1000+ per week)	17.4	17.6	14.9	17.1	
SEIFA Index	982.7	985.3	950.7		<ul style="list-style-type: none"> <li>Wider Latrobe region is more disadvantaged than Traralgon – Traralgon East. The Traralgon Structure Plan is also considered proportionally more disadvantaged than Traralgon – Traralgon East.</li> </ul>



## 3.2 future population

By 2031, the population of Latrobe City LGA is expected to reach 90,700, with Traralgon – Traralgon East's population expected to exceed 35,000.

Below is a snapshot of key population changes expected for the City of Latrobe and Traralgon – Traralgon East:

- Latrobe wide, the number of people aged over 65 is expected to increase by 4,912 (33.3 per cent), and represent 16.3 per cent of the population by 2021.
- In Traralgon – Traralgon East, the number of people aged over 65 is expected to increase by 1,784 (37.5 per cent), and represent 15.2 per cent of the population by 2021.
- In terms of household size, Traralgon – Traralgon East will experience a slight increase in lone person households, from 25.7 per cent in 2006 to 27.7 per cent of all households by 2021.
- In the wider Latrobe LGA, couples without dependents is forecast to increase by 2,320 households, representing 29.6 per cent of the total householders.
- Couple families with dependents are also predicted to increase by 793 households in Latrobe City, comprising 27.3 per cent of all households in 2021, compared to 30.0 per cent in 2006.
- In Latrobe City by 2021, 10-14 year olds is forecasted to continue to be the most populous age group, with 5,476 persons aged 10-14 years.
- In Traralgon – Traralgon East, the number of people aged below 15 is forecast to increase by 1,248 and will represent 20.9 per cent of the total population.



## 4 desktop audit of existing infrastructure

An audit of existing community infrastructure including recreation and open space facilities has been undertaken. The focus of the audit was on the Traralgon CBD (the study area) and also included facilities in the surrounding areas. Table 2 and Table 3 list the community infrastructure found in the study area and the area surrounding Traralgon CBD.

Table 2 – Community infrastructure in the study area (Traralgon CBD)

Facility Type	Facility
Open Space and Recreation	Traralgon Swimming Pool (outdoor 50 metre pool) Traralgon Croquet Club (1 court area used twice weekly) Hubert Osborne Park (passive open space) Kay Street Gardens
Community and Cultural Facilities	Latrobe Performing Arts Centre (incorporating Traralgon Town Hall) Traralgon Library (includes some municipal offices and service centre) Kath Teychenne Centre (Community Centre with offices for a number of community organisations including the Traralgon Historical Society, Veterans Association, the Eisteddfod Committee, the City of Latrobe Band and the Toy Library) Traralgon Court House
Early Years	Traralgon Community Toy Library (run from the Kath Teychenne Centre) Kay Street Preschool (Latrobe City Council owned)



	Traralgon Maternal and Child Health Centre (Latrobe City Council owned)
<b>Primary Schools</b>	Grey Street Primary School (State Government Primary School) St Michael's Primary School (Catholic Primary School)
<b>Emergency Services</b>	Traralgon Police Station

Significant community infrastructure in the area surrounding the Traralgon CBD was identified and is detailed in Table 3 below.

**Table 3 – community infrastructure in wider Traralgon area**

<b>Facility Type</b>	<b>Facility</b>
<b>Open Space and Recreation</b>	Traralgon Tennis Centre (24 courts and function room)
	Catterick Crescent Reserve (active and passive open space)
	Traralgon Indoor Sports Stadium (5 basketball/netball/badminton courts)
	Traralgon Lawn Bowls Club (3 bowling greens)
	Returned Services League (including lawn bowls facilities – 2 bowling greens)
	Traralgon Recreation Reserve (passive and active open space)
	Duncan Cameron Memorial Park (passive and active open space)
	Agnes Brereton Park (passive and active open space)
	Harold Preston Reserve (passive and active open space)





	<p>Victory Park and Newman Park (passive open space)</p> <p>Body and Soul Fitness Centre (private group fitness gym)</p> <p>Traralgon Indoor Sports and Aquatic Centre (private – includes a 25m indoor pool with 4 lanes, cricket, volleyball and netball facilities)</p> <p>Traralgon Creek Corridor</p> <p>Skate Park</p> <p>Other reserves and recreation facilities not shown on map in figure 2, but considered significant recreation facilities for the Traralgon community:</p> <p>Kevin Lithgo Reserve</p> <p>Traralgon West Sports Complex</p> <p>Traralgon Golf Course</p> <p>Traralgon Racecourse</p>
<p><b>Community and Cultural Facilities</b></p>	<p>VRI Hall (hall for community use)</p>
<p><b>Early Years</b></p>	<p>Traralgon Early Learning Centre and Mapelson Drive (Latrobe City Council run - to be combined as one early year's hub)</p> <p>Traralgon Playgroup (private playgroup)</p> <p>Traralgon West Playgroup (private playgroup)</p> <p>Pax Hill Preschool (Latrobe City Council run)</p> <p>Sara Court Preschool (Latrobe City Council run)</p>



	<i>Note: there are also other Council-run and private LDC and Kindergartens in the Traralgon District that have not been included in the audit, but examined in the strategic review.</i>
<b>Primary and Secondary Schools</b>	Stockdale Road Primary School (State Government Primary School) Liddiard Road Primary School (State Government Primary School) Latrobe Special Developmental School (State Government School for children aged 4 to 18 years with moderate to severe intellectual disability) Traralgon Secondary College (State Government Secondary School) Lavalla Catholic College (Catholic Secondary School) Kosciusko Primary School (State Government Primary School – NOT SHOWN ON MAP IN FIGURE 2)
<b>Emergency Services</b>	Traralgon Fire Station
<b>Senior Citizens</b>	Traralgon Senior Citizens Centre (Monomeath) Traralgon East Senior Citizens Centre Senior Citizens Activity Centre (40 Park Lane Club Rooms) Senior Citizens Activity Centre (Queens Parade)
<b>Adult Education</b>	GippsTAFE (under construction) ESL program (for adults and children run out of Liddiard Road Primary School)

The geographical location of these facilities is found in Figure 2.

Figure 2 – geographical location of community infrastructure in Traralgon



traralgon activity  
centre plan

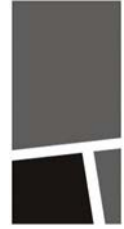
Community Infrastructure  
Audit—Traralgon Activity  
Centre and Surrounds

j: 3126 v: 21/05/10



Open Space / Recreation Facilities		Community and Cultural Facilities	Early Years	Primary and Secondary Education	Senior Citizens
1 Traralgon Tennis Centre	10 Osborne Park	19 Latrobe Performing Arts	26 Traralgon Maternal Child Health	35 Grey Street Primary School	43 Traralgon Senior Citizens
2a Catterick Crescent Reserve	11 Traralgon Croquet Club	20 Traralgon Library	27 Kay Street Preschool	36 St Michael's Primary School	44 Traralgon East Senior Citizens
2b Traralgon Indoor Sports Stadium	12 Victory Park & Newman Park	21 Kath Teychenne Centre	28 Traralgon Playgroup Inc	37 Stockdale Road Primary School	45 Senior Citizens Activity Centre (40 Park Lane Club Rooms)
3 Traralgon Lawn Bowls Club	13 Body and Soul Fitness Centre (private)	22 Traralgon Court House	29 Traralgon Early Learning Centre	38 Liddiard Road Primary School	46 Senior Citizens Activity Centre (Queens Parade)
4 Returned Services League (includes lawn bowls)	14 Traralgon Indoor Sports and Aquatic Centre (private)	23 VRI Hall	30 Mapelson Drive Preschool	39 Latrobe Special Development School	<b>Adult Education</b>
5 Traralgon Recreation Reserve	15 Traralgon West Sports Complex	<b>Emergency Services</b>	31 Traralgon West Playgroup inc	40/41 Traralgon Secondary College	47 ESL program
6 Duncan Cameron Memorial Park	16 Traralgon Creek Corridor	24 Traralgon Police Station	32 Traralgon Toy Library (at Kath Teychenne Centre)	42 Lavalla Catholic College	48 GippsTAFE (under construction)
7 Agnes Brereton Park	17 Skate Park	25 Traralgon Fire Station	33 Sara Court Preschool		
8 Harold Preston Reserve	18 Kay Street Gardens		34 Pax Hill Preschool		





## 5 consultation results

Consultation has been undertaken with key local agency representatives and Council staff including face-to-face interviews, telephone discussions and workshops.

Interviews were undertaken with key Council staff from the following departments:

- Children's and Family Services;
- The Youth Council; and
- Community Development.

A Community and Services workshop to discuss key issues associated with community infrastructure and social needs was held on Wednesday 17<sup>th</sup> March, 2010 and was attended by representatives from the following organizations, agencies or groups:

- Latrobe Community Health
- Dept of Education & Early Childhood Development
- GippsTAFE
- Morwell Senior Citizen's Group
- Disability Service Officer (Latrobe City)
- Tourism Education
- Department of Human Services
- Department of Planning & Community Development
- Breed Street Clinic
- Principal St Michael's School
- Community Support (Latrobe City)

A community forum was also held on Wednesday 17<sup>th</sup> March from 7-8.30pm. A further 16 community members and business representatives attended to discuss issues and opportunities for the TAC Plan.

From these consultations a number of issues have been identified and are presented in key themes below. Appendix 2 provides an in-depth recording of consultations.



## 5.1 young people

- There is a lack of social opportunities including safe, affordable and dedicated spaces or diversionary recreation or entertainment options for youth in Traralgon CBD;
- Currently youth congregate at the McDonald's carpark, Hubert Osborne Park at night or at the Skate Park which is perceived as unsafe for youth as it is secluded;
- The skate park was identified as 'out-of-the-way' with limited opportunities for passive surveillance and does not get used by all young people;
- Youth skaters in carparks was identified as a safety issue and alternatives should be sought; and
- Youth drinkers, including those under the legal drinking age were felt to be an issue in Traralgon. It was considered that diversionary activities would help to address this.

## 5.2 safety

- Safety on weekends and at night was felt to be a widespread issue which many associated with the entertainment precinct and the drinking culture on Thursday, Friday and Saturday nights;
- Safety in Traralgon CBD is currently being addressed through the Traralgon CBD Safety Committee who are working to improve infrastructure, policy and transport and to raise safety awareness (actual and perceived) across the CBD with their main concentration on the entertainment precinct; and
- Improved lighting was suggested, especially in some dark alleyways and car park areas.

## 5.3 access and transport

- Public transport and community transport options were felt to be limited and not flexible or frequent enough to encourage use, especially connections between buses and trains and train arrivals into Traralgon (from Melbourne);
- Walking in and around the CBD was felt to be accessible due to close proximity of services, but further improvements could be made to ensure appropriate connections to encourage walking. This includes between Victory Park and the CBD as well as connections between the Station Precinct and the CBD. Another crossing identified as needing improvement was Breed Street between St Michael's Primary School and the Swimming Pool;



- The provision of a late night bus service called 'nightrider' was felt to have been successfully trialled in 2008 for six months, but ceased as funds were not available to continue its operation.
- Cycling infrastructure was felt to be limited and unsafe due to traffic and congestion as well as the angled parking and glass on the bike paths. Kay Street walking and cycle path was felt to be a good example of path infrastructure; and
- The need for safe, secure and appropriate car parking was a strong theme evident throughout the consultations.

#### **5.4 improved amenity, public open space and community facilities**

- Improved amenity in the CBD was felt to promote use of Traralgon and the town centre, but suggestions were made around improvements to infrastructure and greenery in the CBD;
- Some suggested more public toilets in the CBD as well as baby change facilities;
- It was also felt that more green enclaves with shelter and seating could be constructed in the CBD to improve amenity and retail or working experience in Traralgon;
- Suggestions were made for more informal recreation opportunities in Traralgon and surrounding edges;
- The Creek Corridor was felt to be an important asset and views across this creek from the north-east corner of the CBD could be explored;
- There was support for an indoor aquatic centre in Traralgon; and
- Osborne Park could be enhanced through better facilities.

#### **5.5 new and emerging communities in traralgon**

- It was identified that there is a lack of appropriate or dedicated facilities for emerging CALD communities in Traralgon; there is a significant Sudanese population who would like access to a facility for events and festivities, yet finding an affordable or appropriate venue is difficult.; and
- It was identified that while Traralgon has a relatively more affluent community than other towns in Latrobe, Traralgon still has pockets of disadvantaged communities who need targeted services to improve liveability.





## 5.6 community spaces

- It was identified through consultations that there is a lack of facilities for youth and for CALD communities. During consultations it was identified that both CALD and youth have limited opportunities to meet safely. It was felt that this does not need to be a separate space, but could be part of a multi-use community hub; and
- No other community members or agency representatives identified a gap in community facilities and meeting space.



## 6 community infrastructure and open space provision benchmarks

Community infrastructure benchmarks have been determined for growth areas of Melbourne by ASR Research (2008)<sup>2</sup>. As Traralgon is undergoing significant growth and the Traralgon CBD is a service centre for the surrounding town, these growth area benchmarks have been used as a guide.

Community infrastructure has different catchments depending on the type of service. For example, primary schools generally have a local catchment, whereas libraries and larger recreation facilities such as an outdoor swimming pool have a regional catchment. Based on ASR Research (2008), a Community Infrastructure Population Hierarchy has been identified which determines appropriate community infrastructure based on population numbers. Appendix 3 provides an overview of community infrastructure hierarchies.

The Level 2 hierarchy identifies a population of between 10,000 and 30,000 people. As Traralgon's estimated resident population for 2009 is just over 28,000 (ABS Census, 2009), Level 2 has been identified as most relevant to Traralgon. However, given that Traralgon CBD is a service, commercial and entertainment hub for the broader Traralgon community, it is important to consider the higher order facilities such as a library and recreation facilities. Considering both Level 2 and the higher order facilities will therefore ensure that the Traralgon CBD continues to cater to the surrounding community while continuing to service residential areas located in and close to the CBD.

### 6.1 benchmarks for existing population and community facilities

The following table provides an overview of community infrastructure benchmarks for the Traralgon CBD and surrounds.

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<sup>2</sup> ASR Research (2008) Planning for Community Infrastructure in Growth Areas, p. 135



**Table 4 – Community infrastructure benchmarks for Traralgon<sup>3</sup>**

Service / Facility	Recommended provision level (based on benchmarks established for Growth Areas, ASR Research, 2008)	Current provision within Traralgon CBD and surrounds	Adequacy of current community infrastructure in Traralgon according to benchmark requirements
Library	1 per 30,000-60,000 people	1  (Traralgon Library)	Above
Neighbourhood House Program	1 per 20,000 people (current Metropolitan Melbourne ratio)	1  (Kath Teychenne Centre)	Adequate

<sup>3</sup> ASR Research (2008) Planning for Community Infrastructure in Growth Areas, pp 120-134.



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Service / Facility	Recommended provision level (based on benchmarks established for Growth Areas, ASR Research, 2008)	Current provision within Traralgon CBD and surrounds	Adequacy of current community infrastructure in Traralgon according to benchmark requirements
Multi-purpose Community Centre <sup>4</sup>	1 per 8,000 to 10,000 people	1  (Kath Teychenne Centre)	Below
Community Meeting Spaces	Venue capacity 1200+ people per 20,000 population	5 (in Traralgon Activity Centre)  (Court House – 4 x small meeting rooms; Grey Street Primary School; Kath Teychenne Centre – 1 x 30 people space; Latrobe Performing Arts Centre – 3 x space with	Below  (While Traralgon CBD has a number of community meeting spaces, there is a lack of spaces to cater for meetings

<sup>4</sup> Various models of multi-purpose community centers exist. In general, the term refers to the provision of a series of multi-functional spaces of various sizes (class rooms, hall or large functional space, meeting rooms), as well as some level of administrative or office space for use by agencies and outreach programs as well as facility staff. Many multi-purpose community centers can also incorporate early-years services and spaces, allied health, planned activity groups, cultural activities and recreation activities (ARS Research, 2008). A feasibility study would need to be undertaken to determine usage options based on community need.



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Service / Facility	Recommended provision level (based on benchmarks established for Growth Areas, ASR Research, 2008)	Current provision within Traralgon CBD and surrounds	Adequacy of current community infrastructure in Traralgon according to benchmark requirements
		combined capacity of 614; VRI Hall – 1 x hall for 200 people)	between 30 and 100 people).
Government Secondary School	1 Government secondary school per 25,000-30,000 people	1 Government Secondary School (Traralgon Secondary College)	Above
Government Primary Schools	1 Government primary school per 8,000-10,000 population	4 Government Primary Schools (Grey Street PS, Liddiard Rd PS, Stockdale PS and Koscuiszko PS)	Above



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Service / Facility	Recommended provision level (based on benchmarks established for Growth Areas, ASR Research, 2008)	Current provision within Traralgon CBD and surrounds	Adequacy of current community infrastructure in Traralgon according to benchmark requirements
Kindergarten (4 year old programs) <sup>5</sup>	New Council of Australian Government (COAG) provisions:  1 x 15 hours of kindergarten per 4 year old child	6 Kindergartens  (Kay St Preschool, Traralgon Early Learning Centre, Pax Hill Preschool, Sara Court Preschool Cameron Street Preschool and Cumberland Park Preschool)	Above
Maternal and Child Health (MCH) Centre	Desired - none identified. Actual - 1 dual MCH facility (assuming 20 sessions per week) for every 280 children aged 0 years	1 facility with 4 nurses  (Traralgon MCH Centre)	Above

<sup>5</sup> This benchmark exercise has only looked at four year old kindergarten provisions to take into account recent changes to the COAG provisions (15 hours per week for each 4 year old). Private kindergartens were not included as these are private businesses and Council has little control over future services and provisions. Private kindergartens are also generally reluctant to give out information as they are businesses and the information is commercially sensitive. The Children's Services Infrastructure Project is currently examining all early year's services across the entire municipality. For further information, refer to reports associated with this project.





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Service / Facility	Recommended provision level (based on benchmarks established for Growth Areas, ASR Research, 2008)	Current provision within Traralgon CBD and surrounds	Adequacy of current community infrastructure in Traralgon according to benchmark requirements
		In 2006, there were 336 aged 0 years.	
Multi-purpose Aquatic Leisure Centre (Level 4)	1 Council Aquatic Leisure Centre per 30,000 – 60,000 people	None  (feasibility study currently being conducted, 1 x private 25 metre, 4 lane indoor pool located in Traralgon; 3 indoor facilities in Latrobe City including Moe, Morwell and Churchill)	Below for Traralgon  Above for Latrobe City
Low order passive open space reserves	2.5 to 4 ha of passive open space per 2 kilometre radius	3 open space reserves within 2 kilometre radius of Traralgon CBD (study area)  (Victory Park, Newman Park, Osborne Park)	Above
Active Open Space	1 active open space reserve (8 ha per active	9 reserves (Traralgon-wide)	Above



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Service / Facility	Recommended provision level (based on benchmarks established for Growth Areas, ASR Research, 2008)	Current provision within Traralgon CBD and surrounds	Adequacy of current community infrastructure in Traralgon according to benchmark requirements
Reserves	open space reserve) per 6,000 people	(Traralgon Recreation Reserve, - Traralgon West Sports Complex,- Apex Park, Catterick Crescent Reserve, Duncan Cameron Reserve, Kevin Lythgo Reserve, Harold Preston Reserve, Agnes Brereton Reserve, Glenview Park, School Ovals in Traralgon)	
Tennis courts	1 court per 2,500 people or 1 x 24 court facility (with pavilion per region)	1 x 24 court facility with pavilion  (Traralgon Tennis Centre)	Above
Netball courts	1 outdoor netball court per approximately 3,500 people	10 courts  (Agnes Brereton Park)	Above



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Service / Facility	Recommended provision level (based on benchmarks established for Growth Areas, ASR Research, 2008)	Current provision within Traralgon CBD and surrounds	Adequacy of current community infrastructure in Traralgon according to benchmark requirements
Lawn Bowls	1 lawn bowls facility (4 greens) per 40,000 people	2 facilities (5 greens)  (Traralgon Bowls Club and Traralgon RSL)	Above
Senior's Groups	None identified  Access to 1 large space for Senior's Groups to be provided in Level 1 or 2 multi-purpose community facility	4 x Senior Citizens Centres or Senior Citizen Activity Centres  (Traralgon Senior Citizens Centre (Monomeath); Traralgon East Senior Citizens Centre; Senior Citizens Activity Centre – Queens Parade; Senior Citizens Activity Centre – Park Lane Club Rooms)	Above



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Service / Facility	Recommended provision level (based on benchmarks established for Growth Areas, ASR Research, 2008)	Current provision within Traralgon CBD and surrounds	Adequacy of current community infrastructure in Traralgon according to benchmark requirements
Youth Facilities	Youth friendly spaces designed as part of Level 1 multi-purpose community centres (1 centre per 8,000 people)	None	Below
Arts and Cultural Facilities	1 co-located performing arts facility per 40,000-60,000 people  1 performing arts / exhibition / convention centre per 50,000 – 200,000	1 Performing Arts Centre in Traralgon  (Latrobe Performing Arts Centre in Traralgon)  2 other Performing Arts Facilities in Latrobe City  (Kernot Hall in Morwell; Moe Town Hall. Other smaller facilities in Churchill, Morwell	Above for Traralgon  Adequate for municipality



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<b>Service / Facility</b>	<b>Recommended provision level (based on benchmarks established for Growth Areas, ASR Research, 2008)</b>	<b>Current provision within Traralgon CBD and surrounds</b>	<b>Adequacy of current community infrastructure in Traralgon according to benchmark requirements</b>
		and Monash university are used as performing arts facilities, however; these smaller facilities not dedicated performing arts spaces.)	



## 6.2 future population growth and community infrastructure implications

The population of Traralgon – Traralgon East is expected to reach 35,000 by 2031. Below provides a snapshot of future anticipated population growth for Traralgon – Traralgon East and implications for community infrastructure and social planning.

Table 5 – future population growth and community infrastructure and social planning implications

Anticipated population growth for Traralgon – Traralgon East (.id, 2010)	Implications for community infrastructure and social planning in Traralgon
<p>The number of people aged over 65 is expected to increase by 1,784 to represent 15.2 per cent of the population by 2021. Between 2021 and 2031, the number of people aged over 65 is expected to increase by 1,078 to represent 16 per cent of the population.</p>	<ul style="list-style-type: none"> <li>▪ Increased number of activities and programs for the older age group</li> <li>▪ Appropriate and diverse housing to allow for ageing in place</li> <li>▪ Improved walkability and locating housing close to appropriate services and facilities</li> </ul>
<p>A slight increase in lone person households is expected rising from 25.7 per cent in 2006 to 27.7 per cent of all households by 2021. By 2031 this figure is expected to rise to 29.9 per cent.</p>	<ul style="list-style-type: none"> <li>▪ Appropriate housing for smaller household size</li> <li>▪ Appropriate spaces and facilities to encourage social interaction</li> </ul>
<p>Couples without dependents are forecasted from 27.2 per cent total households in 2006 to 28.4 per cent in 2021 and 28.8 per cent in 2031. Couple families with dependents are expected to decline from 31.2 per cent of all households in 2006 to 28.9 in 2021 and 27.7 per cent in 2031.</p>	<ul style="list-style-type: none"> <li>▪ An increase in couple families without dependents also shows a decline in household size</li> <li>▪ Social interaction opportunities for professional couples without dependents</li> <li>▪ Improved amenity as couple without dependents may have higher amenity expectations.</li> </ul>





<b>Anticipated population growth for Traralgon – Traralgon East (.id, 2010)</b>	<b>Implications for community infrastructure and social planning in Traralgon</b>
<p>The number of people aged under 15 years is forecast to increase by 1,248 between 2006 and 2021, representing a rise in the proportion of the population to 20.9%. Between 2021 and 2031, the number of people under 15 years old is expected to increase by 1,251, representing a similar proportion of the population.</p>	<ul style="list-style-type: none"><li>▪ Higher proportion of children aged under 15 years will mean continued demand for early year’s services, schools and youth facilities</li></ul>



## 7 needs analysis

A needs analysis has been undertaken to determine key findings from the community infrastructure and social needs assessment. The implications detailed in the analysis below are drawn from strategic analysis, demographic analysis, community infrastructure audit, and consultation undertaken in previous steps of this project. The current gaps in community infrastructure are drawn from the synthesis of all of the above activities.

Table 6 – needs analysis in determining community infrastructure gaps in traralgon

Assessment Criteria	Implications for community infrastructure in Traralgon
Strategic Analysis	<p>The focus for Traralgon CBD is on creating a liveable and accessible community through improving access to key services and facilities in the CBD.</p> <p>Key Points to emerge include:</p> <ul style="list-style-type: none"><li>▪ Traralgon continues to be an important commercial and community hub for the Gippsland region;</li><li>▪ Improve walkability and cycling options;</li><li>▪ The Station Precinct is to undergo significant changes and improve connections between the precinct and CBD;</li><li>▪ Access to halls and meeting rooms for CALD community should be encouraged;</li><li>▪ The Traralgon Court House is a significant heritage building and should continue to be used by the community;</li><li>▪ A feasibility study for the indoor Aquatic Centre is currently being undertaken to investigate its need and the best location;</li><li>▪ The new Performing Arts and Convention Centre will be located in Morwell and the current Latrobe Performing Arts Centre in Traralgon will be retained and maintained; and</li><li>▪ Safety issues are being addressed through various initiatives, but improvements could be made to lighting and street activation.</li></ul>



Assessment Criteria	Implications for community infrastructure in Traralgon
<p><b>Demographics</b></p>	<p>Traralgon has undergone significant growth in recent years and growth is expected to continue.</p> <p>Key points from the demographic analysis, using 2006 ABS Census statistics, include:</p> <ul style="list-style-type: none"> <li>▪ Traralgon is a relatively affluent town, as compared to other towns in Latrobe City;</li> <li>▪ Over 10 per cent of people living in Traralgon were born overseas;</li> <li>▪ There is a higher proportion of one-parent households in Traralgon as compared to the Victorian average;</li> <li>▪ There is a higher proportion of households with one person;</li> <li>▪ Traralgon has a slightly higher proportion of children aged 0-4 years and youth aged 5-17 years than the Victorian average; and</li> <li>▪ People aged over 65 years will represent 16.3 % of the population (as compared to 12.6 currently).</li> </ul>
<p><b>Community Infrastructure Audit</b></p>	<p>An audit of existing infrastructure identified key facilities in the CBD and surrounding area.</p> <p>Key observations for the audit were:</p> <ul style="list-style-type: none"> <li>▪ There is a cluster of community facilities around the Library, MCH centre and Latrobe Performing Arts Centre and 2 primary schools nearby as well as the outdoor pool;</li> <li>▪ Reserves, open space and active recreation is well dispersed around the CBD; and</li> <li>▪ Victory Park and the Creek Corridor as well as Kay Street boulevard are significant community assets.</li> </ul>



Assessment Criteria	Implications for community infrastructure in Traralgon
<p><b>Consultation Results</b></p>	<p>Consultations including interviews, workshops and community surveys identified the following key points:</p> <ul style="list-style-type: none"> <li>▪ There is a gap in youth facilities and services;</li> <li>▪ Safety is an issue that needs to be addressed;</li> <li>▪ Car parking and access are big issues hindering people's ability to access key services and retail;</li> <li>▪ Increasing amenity in the CBD and improving connections between the CBD and key locations will help improve access; and</li> <li>▪ There is a gap in accessible spaces for CALD communities to meet and socialise.</li> </ul>
<p><b>Community Infrastructure Benchmarks</b></p>	<p>The following gaps in community infrastructure in Traralgon have been identified using Growth Area benchmarks:</p> <ul style="list-style-type: none"> <li>▪ Multi-purpose community centre</li> <li>▪ Community meeting spaces</li> <li>▪ Youth facility</li> <li>▪ Council Aquatic Leisure Centre</li> </ul> <p>Future population growth identifies:</p> <ul style="list-style-type: none"> <li>▪ A continued need for early year's and youth facilities and services;</li> <li>▪ Focus on improved amenity, access and ageing in place for 65 plus age group; and</li> <li>▪ Decreasing house size and the need for social interaction opportunities for lone-person households and professional couples without dependents.</li> </ul>



## 8 key findings

### 8.1 recommended social planning principles

The following social planning principles should inform the structure plan and urban design framework for the TAC:

- Community facilities should be co-located with compatible services, to improve access and service coordination and delivery;
- The current civic precinct is considered to be the community services hub – any new community facility should be co-located and integrated into this existing hub;
- Any new community facility should be well connected by walking and cycle paths and be close to public transport connections;
- Walking and cycle options to existing community facilities should be enhanced to encourage healthy living;
- Passive surveillance should be encouraged around community facilities and open space;
- Connections between key assets of Traralgon should be enhanced, including connections from the Traralgon CBD to Victory Park and the Station Precinct;
- Open space in and around Traralgon CBD should be of high quality and have appropriate facilities to encourage community use (i.e. shelter, seats and BBQ areas);
- Facilities to cater to a range for ages and different community groups, including the growing CALD community, should be encouraged;
- Flexible community spaces should be incorporated into any new community facility to allow for different uses and allow facilities to adapt to changing community needs; and
- Improved amenity across the Traralgon CBD should be enhanced to encourage greater use of community spaces.



## 8.2 community infrastructure in the TAC

On the basis of the community infrastructure and social needs assessment the following gaps in facilities have been identified for consideration in future planning for the Traralgon Activity Centre:

- Youth-focused recreation opportunities;
- Multi-purpose community centre including meeting spaces or space for CALD communities and the wider Traralgon community; and
- An indoor aquatic and leisure centre.

A key decision that impacts directly on the community infrastructure and social needs assessment is the feasibility study of a Council Indoor Aquatic and Leisure Centre in Traralgon currently being undertaken. This study is likely to be considered by Council in the oncoming months and will inform the Directions Report to be developed as part of Stage 2 of the Traralgon Activity Centre Plan project.

At its Ordinary Council Meeting of 7 June 2010 Council resolved to construct a Performing Arts and Convention Centre on the Kernot Hall site in Morwell and that the existing facilities on the Traralgon Civic Complex be retained and maintained appropriately. This resolution will also inform the Directions Report to be developed in Stage 2 of this project.





appendix 1  
strategic review



The following provides a full summary of Latrobe City Council's plans and strategies examined in the strategic review:

### ***Latrobe 2026: The Community Vision for Latrobe Valley***

The Latrobe 2026 Community Vision was facilitated by Latrobe City Council with input from a range of community members, organisations and agencies. The Community Vision is based on three broad themes: Sustainability, Liveability and Leadership. A number of objects and associated actions have been developed under common headings. These include Economy, Natural Environment, Built Environment, Our Community, Culture, Recreation, Governance, Advocacy and Partnerships and Regulation and Accountability.

The Community Vision identifies that residents would like to continue to see Traralgon as a commercial centre of Gippsland, with continued focus on education, health and community services and facilities. The Vision also identifies a community aspiration for a liveable and sustainable community through high quality recreation and cultural facilities and a natural environment that is nurtured and protected.

### ***Latrobe City Council Plan 2009-2013***

The Council plan is part of a framework of corporate and strategic planning tools that are helping to achieve the Latrobe 2021 vision. Alongside the Latrobe City Council Plan are the Latrobe City Annual Business Plan and Annual Budget.

The Council Plan follows the strategic objectives set out in the Council vision and builds on these objectives to develop specific actions. Those that are relevant to the Community Infrastructure and Social Needs assessment are those actions that fall under liveability and include the following sub-headings:

- Recreational Liveability
- Community Liveability
- Cultural Liveability

Also relevant is the Community Capacity Building objective which includes:

- Advocacy and Leadership
- Partnerships and Inclusiveness

Under each objective are a set of indicators to guide the success of the Council Plan. Those indicators include the following that are relevant to this report:



- Recreation Liveability:
  - Align usable park/open space per hectare per capita, with other regional Victorian cities.
  - Increase the recreation facilities community perception, relative to other regional Victorian cities.
  - Increase the public areas appearance community perception, relative to other regional Victorian cities.
  - Increase the participants at recreational and leisure facilities to decrease user subsidies.
- Community Liveability:
  - Increase the community perception rating of Latrobe City liveability.
- Cultural Liveability:
  - Increase the number of arts and cultural facilities.

## Municipal Strategic Statement

### *21.08 Liveability*

#### *“Council Vision*

*Latrobe City Council will consider planning applications and make decisions in accordance with the following vision:*

- *To promote and support social, recreational, cultural and community life by providing both essential and innovative amenities, services and facilities within the municipality.*
- *To enrich the vibrancy and diversity of community life through promoting and supporting recreational services and facilities.*
- *To enhance the quality of residents’ lives by encouraging positive interrelated elements including safety, health, education, quality of life, mobility and accessibility, and sense of place.*
- *To support arts and cultural opportunities that contribute to the vibrancy and diversity of community life.”*

### *21.05-6 Specific Main Town Strategies – Traralgon*

- *Establish neighbourhood clusters in key locations as outlined in the Traralgon Structure Plan and encourage basic goods, services, community services and facilities in these clusters.*

### *Public Open Space Plan (2007)*

The Public Open Space Plan was developed in close connection to the Council Plan. The four key objectives of the open space plan are diversity; accessibility; connecting the community; and, sustainable.

Key principles used in the development of this plan include the following:

**Diversity:** variety in facilities and include both passive and active recreation facilities as well as community amenity space and nature conservation.

**Accessibility:** appropriate distribution, location and access opportunities of open space across the municipality including the following open space distribution levels:

*“Provision in residential areas:*

***Local** - The majority of houses in residential areas should have access to a minimum of 0.5 hectares of public open space within a 500 metre radius.*

***District** - The majority of houses in residential areas should have access to district level public open space within a 3 km radius.*

***Regional** - Each town with a population of over 5,000 should have regional level public open space within the township boundaries.*

*Council recognises that in rural areas larger land holdings and town based recreation facilities meet the local level needs of rural residents”.*

**Connecting the community:** community groups and organisations who play an active role in managing facilities should continue to receive support from Council and ensure appropriate facilities for the community.

**Sustainable:** supporting public open space in Latrobe to become nature conservation sites. Increase of open space provisions in subdivision development as well as more streamlining of lease and license arrangements associated with areas of open space.

#### ***Latrobe Healthy Urban Design Good Practice Guide (June 2008)***

This guide recognises the importance of design in creating healthy communities and has been derived from the Heart Foundation's *Healthy By Design* Guide (2004). The guide identifies a number of design principles associated with residential development; community centres and open space and path networks.

For community centres, the guide identifies that a community centre should:

- Be located within a walking distance (400-800 meters) of all new developments;



- Encourage community involvement in designing community spaces;
- Be of mixed use and with active street frontages;
- Encourage public art; and
- Be accessible and promote walking and cycling.

In terms of designing appropriate open space and path networks the guides identifies the following principles:

- Well arranged seating provided at intervals;
- Passive surveillance of paths should be encourage; path user's should be visible and be able to be seen at all times;
- Shade should be encouraged, but not obstruct sightlines;
- Paths connect and appropriate facilities along paths be provided; and
- Lighting should be used appropriately to encourage use.

#### ***Burden of Disease Study, DHS (2001)***

The Department of Health (now Department of Human Services) conducted a study in 2001 into regional and Local Government Area differences on a selection of burden of disease (BoD) indicators. The results show the Latrobe City community is characterised by a higher prevalence of cancer, mental disorder and cardiovascular disease. Consequently, Latrobe City residents have significantly lower life expectancy rates. This highlights the need for greater focus on health and wellbeing including the need for well designed and walkable communities (as indicated in the Healthy By Design Guide (2004)). An overview of the results from The Burden of Disease Study (2001) for Latrobe City is detailed in Table 7 and Table 8 below.

**Table 7 Life Expectancy and Selected Disease Rates for Males in La Trobe City, 2001**

Measure	All of Victoria	Latrobe
Life Expectancy 1997-2001 (in years)	77.4	75.2
Disease All causes (per 1000 population)	143.0	169.8
Malignant cancers	30.1	36.9
Mental disorders	19.6	22.9
Cardiovascular diseases	25.5	30.1



**Table 8 Life Expectancy and Selected Disease Rates for Females in La Trobe City, 2001**

Measure	All of Victoria	Latrobe
Life Expectancy 1997-2001 (in years)	82.7	80.9
Disease All causes (per 1000 population)	129.1	152.0
Malignant cancers	26.2	29.7
Mental disorders	19.7	22.4
Cardiovascular diseases	22.4	27.3

***Latrobe Performing Arts & Convention Centre Feasibility Study, CPG (October 2009)***

A feasibility study for the Latrobe Performing Arts and Convention Centre (LPACC) has been undertaken to determine the need, scope and scale of the LPACC. In this report, two options were identified as most appropriate: (i) Corner Kay and Church Streets, Traralgon and (ii) Adjacent to Kernot Hall, Morwell. The report identifies that both sites have the same operating costs, with Morwell likely to accommodate more visitors due to its ability to host larger events in a function room. It would cost 2.5% less to build in Traralgon and the net cost to Council in year 1 would be 6% less in Traralgon.

As indicated in Council Minutes from 6 April 2010, this feasibility study was released for public comment on December 8 until February 24. During this time, a total of 496 submissions were made. All but one supported the need for a performing arts facility in Latrobe. However, some questioned the need for a convention centre to be included with this facility. A total of 48 individual submissions were in favour of the facility to be located in Traralgon and 12 were in favour of it to be located in Morwell. Three were neutral in respect to the preferred location. Another suggested that instead of a new facility, money should be spent on upgrading existing facilities in Moe, Morwell and Traralgon. Also part of submissions were 433 'pro forma' letters in support of the facility to be located in Traralgon. It was also indicated that an additional 78 of these 'pro forma' letters supporting Traralgon as a preferred site were forwarded to Council, but that there was no record of receipt.

On Monday 7th June, 2010, Council resolved to develop the new Performing Arts and Convention Centre in Morwell. Council has also resolved to retain and maintain the current Latrobe Performing Arts Centre in Traralgon.





## **Traralgon Station Precinct Master Plan, Community Consultation Summary, Coomes Consulting (February 2009)**

A series of consultation activities were undertaken in February 2009 to understand issues associated with the Traralgon Train Station and station precinct. Participants were also given the opportunity to provide a vision for the precinct and possible ways to achieve the vision. Key issues associated with the precinct include a lack of parking facilities for a range of users include commuters, staff, users of the Indoor Sports Centre, VRI Hall, inappropriate location of the visitor centre (too noisy and not visible to passing traffic), poor lighting and security around the precincts and access difficulties for cars, pedestrians and cyclists.

To improve the precinct, it was suggested that the area could accommodate (among a myriad of suggestions) a community hub, art gallery, childcare centre, improved public toilet facilities, internet café, recreational activities for adults, gardens or children's playground, green open space, consolidated recreation use including indoor pool/gym area/dancing and upgrade, redevelop or remove VRI hall.

### ***Traralgon Station Precinct, DRAFT Master Plan (January 2010)***

The Draft Master Plan for the Traralgon Station Precinct brings together background studies and assessments, design principles and implementation and development feasibility. It presents a number of opportunities for the precinct based on the community consultation and identifies that proposals for the precinct that will attempt to:

- Locate at least 60 more dwellings in the precinct
- Create an intermodal transport interchange
- Improve safety and quality
- Improve north-south links and with surrounding areas of the precinct
- Potentially increase commercial, education and retail floor space

### ***Traralgon Structure Plans - Traralgon, Final Report (August 2007)***

The Latrobe Structure Plans have been developed to guide growth and development in the four largest towns of Latrobe, including Traralgon. The Structure Plan for Traralgon identifies the issues, values and constraints include the following:

- Future growth of Traralgon is constrained due to coal in the south, major pipeline infrastructure to the north and floodplains to the south;
- There is a need for more housing in Traralgon and this report identifies several growth areas on the fringes of the town;
- The town centre should accommodate more office space and retail floor space and should avoid dispersion and dilution and be concentrated in the existing CAD boundary;
- Neighbourhood clusters should be encouraged in the north, south-east and south-west; and
- Transport should be re-examined to incorporate developments to the north and south of Traralgon.



### ***Latrobe Transit Centred Precincts, Traralgon Town Summary, David Lock and Associates (June 2006)***

Traralgon Urban Renewal Framework sets out the following directions based on transit centred urban renewal principles:

- Direction 1 - The Station: High quality public transport facilities
- Direction 2 - The Local Streets & Paths: An effective movement network
- Direction 3 - The Station Surrounds: Transit-centred & urban lifestyle development
- Direction 4 - The Town Centre: A vibrant activity centre
- Direction 5 - The Precinct Edge: More housing close to transport & services

Under 'Direction 4 – The Town Centre' the report identifies that:

- 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).
- The report also identifies a number of locations within the town centre that could accommodate new housing or development.

'Direction 5 – the Precinct Edge' also presents an opportunity to:

- Locate aged care housing in this area to encourage the aged to live close to shops and transport.

### ***Library Strategy Plan 2006-2011***

The Latrobe City Council Library Strategy Plan (2006-2011) outlines trends nationally and internationally in Library Services, the current service profile of Library Services in Latrobe, strategic actions for the next five years and the synergy of this plan with the vision for Latrobe.

The plan identifies that the Library in Traralgon is approximately 1100sqm and is open 7 days for 37 hours per week. The plan also identifies a number of actions across all four libraries within Latrobe. This includes the following which relates to increasing access to the library by marginalised groups:

- Enhance the library's support for groups within the community with special needs including senior citizens, CALD, disability, indigenous communities and youth.
- The plan does not specify the need to redevelop or expand the library in Traralgon. It does suggest the option of locating a library in the intergenerational hub at Churchill.

### ***Latrobe Older Persons Strategy 2007-2021***

The Latrobe Older Persons Strategy 2007-2021 identifies that an additional 12,000 people aged 60 years and over will be living in Latrobe City by the year 2021. As such, changes to support services, access as well as sporting and health needs will bring both challenges and opportunities in terms of community infrastructure. The Strategy has identified eleven key principles which have helped guide the development of the Positive Ageing Plan (see below). The principles include the following points relevant to this current background report:

- Understanding Population Change: Latrobe City Council commits to a proactive approach to population



change through research, strategic planning and effective engagement of stakeholders in needs assessment;

- **Social Support:** Latrobe City Council will contribute to the well-being and independence of older people by providing a range of community services and working in partnership with other organisations to enhance the social support system.
- **Health and Well-being:** Latrobe City Council will, in partnership with other community stakeholders, actively seek to improve health outcomes for older people, and enhance opportunities for healthy lifestyles.
- **Urban Planning & Development:** Latrobe City Council commits to building an age-friendly city including implementation of age-friendly principles into all aspects of urban planning and development.

The actions within the Strategy emphasise the need to incorporate Healthy by Design principles into key planning and strategy development. There is also an action around the development of community facilities that encourage intergenerational activities as well as increasing access to lifelong learning opportunities.

#### ***Latrobe City Positive Ageing Plan 2009 - 2012***

The Latrobe City Positive Ageing Plan 2009-2012 has developed a vision which stipulates the need for older people to be recognised and provided with appropriate services to maintain their health and wellbeing:

*"All older people living in Latrobe City are recognised and valued and feel that they live in a safe, attractive city that provides them with the information, support and services they need to maintain a healthy lifestyle".*

Principles have been developed to guide the actions and implementation of the Positive Ageing Plan. They include recognition of the contribution older people make to the community, being proactive to respond to population change, increasing opportunities for older people to access education and employment, providing a range of community services, appropriate housing and accommodation, encourage active involvement of older people in community life, providing appropriate transport options, improve health and wellbeing, building an age-friendly city, active participation and / or representation by older people and lastly, being proactive with communication.

The actions developed under the Positive Ageing Plan include improving access and facilities as well as the build environment and infrastructure and working with community and organisations to increase support and opportunities within the community.

#### ***Latrobe City Recreation and Leisure Strategy (2006)***

The Latrobe City Recreation and Leisure Strategy identifies a number of key principles, objectives and strategic actions to promote and support recreation facilities and services in Latrobe City and encourage "vibrancy and diversity of community life".

Relevant principles include:

- There shall be a diverse range of accessible recreation facilities and services, and open space areas available across the City.
- The provision and allocation of recreation facilities and services shall be equitable according to age, gender, cultural background and ability.



- Recreation and leisure facilities and settings shall provide safe and supportive environments for participants.
- The provision of recreation and leisure facilities shall maximise shared usage and flexibility to meet changing community needs and aspirations.

#### ***Traralgon Outdoor Recreational Plan (October 2006)***

The Traralgon Outdoor Recreation Plan specifies key actions to specifically address recreation facilities including sports facilities and sportsfields in Traralgon. Key Directions for recreation in Traralgon have been identified against the Recreation and Leisure Strategy 2006 principles.

These directions for Traralgon identify that, where necessary, sports facilities will be consolidated to improve access and Council will work with sporting clubs in Traralgon to ensure the facilities are safe and encourage involvement. The plan also specifies that Master Plans for Traralgon reserves will facilitate sharing of facilities between clubs and encourage passive recreation facilities and active reserves.

All nine reserves included in the Master Plan section fall outside of the Traralgon Activity Centre and therefore are not discussed in detail in the background report.

#### ***Newman Park Miniature Railway 20 Year Development Vision (2003)***

This submission identifies the 20 year vision of the Gippsland Model Engineering Society's aims and aspirations for the Newman Park Miniature Railway complex and outlines the need for more storage space. The miniature railway has become a well-recognised tourist attraction and has an active society who plays a direct role in maintaining and operating the complex.

While Newman Park sits outside the study area, the importance of strong links between the park and the CBD are paramount to encourage greater tourist access and local use of Newman Park and the CBD. It will also be important to ensure these access routes are safe and facilitate walkability.

#### ***Playground Strategy 2005 - 2021***

The Playground Strategy 2005-2021 guides the provision of playgrounds within Traralgon. The strategy recognises that there are 53 playground sites in Traralgon that are managed by the Council or Crown Committees of Management. This includes eight sites where play equipment has been removed. The strategy identifies that in 2004, there was 1 playground for every 130 children under the age of fourteen years.

The Strategy recommends a number of priority playgrounds where equipment should be replaced. The only playground that falls within the study area – Hubert Osborne Park, has not been identified as a play area that will need to be replaced, upgraded or improved in the five year period from 2006-2011.

#### ***Latrobe City Council Disability Action Plan 2009 – 2010***

The Action Plan states that: "Latrobe City has a strong commitment to ensuring that the infrastructure and services it provides are accessible to all members of the community". To achieve this, the Action Plan identifies a number of actions to improve access.

Those relevant to this community infrastructure and social needs include:

- Investigate options and prepare an action plan to improve efficiencies and design of the front counter



areas at all service centres and libraries, ensuring they meet the Australian Standards in terms of accessibility and functionality.

- Maintain safe and accessible Senior Citizens Centres that meet the needs of Latrobe City residents, encouraging utilisation by varied community groups.

### ***DRAFT Cultural and Linguistic Diversity Action Plan 2010-2013***

The Draft Cultural and Linguistic Diversity Action Plan 2010-2013 has the purpose of recognising, valuing and supporting culture and linguistic diversity within Latrobe City. It identifies Council's role is to assist where possible in addressing local needs, advocating on behalf of these groups and work closely with settlement providers.

The Action Plan identifies that 5.9% of the total population of Latrobe City speak a language other than English at home. Morwell and Churchill have higher numbers of residents who do not speak English well or at all. The Plan also identifies that Traralgon and Churchill have the highest concentrations of migrant and refugee arrivals between 2001 and 2006. While data on migrants and refugee arrivals exists, the Action Plan identifies that Department of Immigration and Citizenship data do not account for recent migrants or refugees who have first arrived in another municipality and have since moved to Latrobe City.

The Action Plan specifies the need to identify the needs of diverse communities by being aware and by understanding the local demographics and population projections to inform social planning.

A number of actions under section 2.5 specify the following:

- Promote the use and hiring of Council facilities by cultural and linguistic diverse community groups and associations;
- Manage and maintain Latrobe City halls and venues for the social and cultural use of the community;
- Maintain safe and accessible Senior Citizens Centres that meet the needs of Latrobe City residents, encouraging utilisation by varied community groups; and
- Conduct regular user group meetings in relation to Latrobe City cultural facilities to identify operational and development opportunities.

### ***Latrobe City Council Traralgon Indoor Aquatics and Leisure Centre Feasibility Study Feasibility Report (March 2010)***

A feasibility study into the provision of an indoor aquatic facility in Traralgon is currently being undertaken to identify whether such a centre is needed, the likely impact of a new facility on other leisure centres in Latrobe and the best location for a new facility.

### ***Traralgon – A Better Place to Be Project – Evaluation Report (January 2010)***

Traralgon has been receiving funding from the National Community Crime Prevention Program (NCCPP). As part of the requirements at completion of the funded period, an evaluation was undertaken to assess the meeting of NCCPP funding requirements and to provide information and advice to Latrobe City Council, and specifically the Traralgon CBD Safety Committee, on issues which will underline the next stage of the community safety strategy.



*A Better Place to Be* was a program of safety strategies, undertaken within the Traralgon CBD in 2008 and 2009, largely by the Traralgon CBD Safety Committee using funds received from NCCPP. The four objectives were:

- To reduce the incidence of property damage within the Traralgon CBD Entertainment Precinct;
- To increase the availability of safe and accessible transport;
- To reduce assaults, improve amenity and perceptions of safety within the Traralgon Entertainment Precinct; and
- Reduce incidence of consumption of alcohol in public including by the young.

The report brings together achievements over the two years and also draws on responses from community and business representatives. The report identifies that the *A Better Place to Be* project has been successful and effective and has been useful in building partnerships between key stakeholders. Businesses report higher level of satisfaction with safety initiatives. However, during the Youth Summit 2009, young people have expressed greater concern with safety issues.

***Destination Traralgon Safe Streets Summit, Report & Initial Responses, Traralgon CBD Safety Group (December 2008)***

The Traralgon Safe Streets Summit was held in Traralgon on Monday 13 October 2008 and was attended by 26 young participants, mostly aged between 18 and 25 years. These young people either attend or work at the Traralgon Entertainment Precinct. The summit was convened to understand perceptions of safety amongst young people.

The summit identified the "importance of taxi access, police presence, management of venues and infrastructure such as lighting". The report identifies the need for ongoing engagement and communication between young people, police, venue operators and taxi operators.

***The Feasibility Study for CCTV in Traralgon Entertainment Precinct, MGN Consultancy (2009)***

The feasibility study was to identify issues and concerns related to the installation of Closed Circuit Television (CCTV) in Traralgon CBD and assess strategies which may complement the installation of the CCTV.

Five sites have been identified as the highest priority for installation of CCTV:

- Car park fronting Kay Street
- Kay Street – between Breed and Franklin Street
- Car park fronting Church Street
- Taxi rank – Seymour Street
- Franklin Street – Post office

Concluding points in the report are as follows:

- *"The consideration of CCTV in the Traralgon entertainment precinct is part of a comprehensive and cohesive community safety strategy"*





- *The Traralgon CBD Safety Group has undertaken a range of other responses and interventions*
- *There is evidence of user patterns which will increase the likelihood of criminal and anti-social behaviour in the entertainment precinct*
- *There is consistency in stakeholder understanding of the areas of most concern and highest priority"*

### ***Traralgon Safe Streets Summit Report (2009)***

The Traralgon Safe Summit, held on the 4th November, 2009 was a follow-up to the 2008 summit (see above) and used a similar methodology to the 2008 summit. From the summit, the report highlights that taxi access, the police presence, management of venues and infrastructure such as lighting continue to be important in improving perceptions of safety. The report also makes a number of recommendations including:

- Increase community engagement and communication opportunities and involvement from a range of age and interest groups;
- Lighting should be improved in alleyways and obscured corners, the CCTV initiative should continue and the Traralgon CBD Safety Committee should lobby for greater police presence;
- Access could be improved and further investigation and lobbying is needed for a Nightrider Service as well as a Traralgon Loop Nightrider service; and
- Programs to address issues of violence, alcohol abuse and cultural antagonisms needs to be addressed and links between Sudanese youth and other groups needs to be investigated further.

### ***Court House (and Post Office) Traralgon, Victoria, Conservation Management Plan (September 2009)***

The Conservation Management Plan for the Court House in Traralgon identifies that the Court House is included on the Victorian Heritage Register (VHR) and is owned by the Department of Sustainability and Environment but managed by the Latrobe City Council. The report identifies the following as crucial to the ongoing management of the Court House:

- The Traralgon Public Offices should be managed to conserve its relative cultural values for the benefit of future generations. (An important mother-hood statement.)
- The Traralgon Public Offices should be managed to facilitate their conservation-by-use and to facilitate wherever possible its regeneration for an ongoing public/community use. (Use it or lose it.)
- The Traralgon Public Offices should, wherever possible, be provided with and/or allowed to generate financial resources to facilitate its own ongoing maintenance. (Sustainability)
- The Traralgon Public Offices should be conserved to maintain and enhance the visual dominance of the Court House and Post Office in their immediate environs and the remnant original fabric.
- The undeveloped portion of the site adjacent to the Traralgon Court House may be utilised in terms of use and appearance to complement and support a sustainable future for the Court House.

As a community facility, the plan identifies that it should be used by a variety of groups for activities of short duration such as meetings, forums, exhibitions and celebrations. It should also have disabled access, basic tea/kitchen facilities and some form of heritage interpretation. Consultation during the development of the

Management Plan identified community concern that the Court House may be used for commercial enterprises including a restaurant, café or bottleshop. Those consulted expressed they would not like to see it taken from the community and used exclusively for such a purpose.

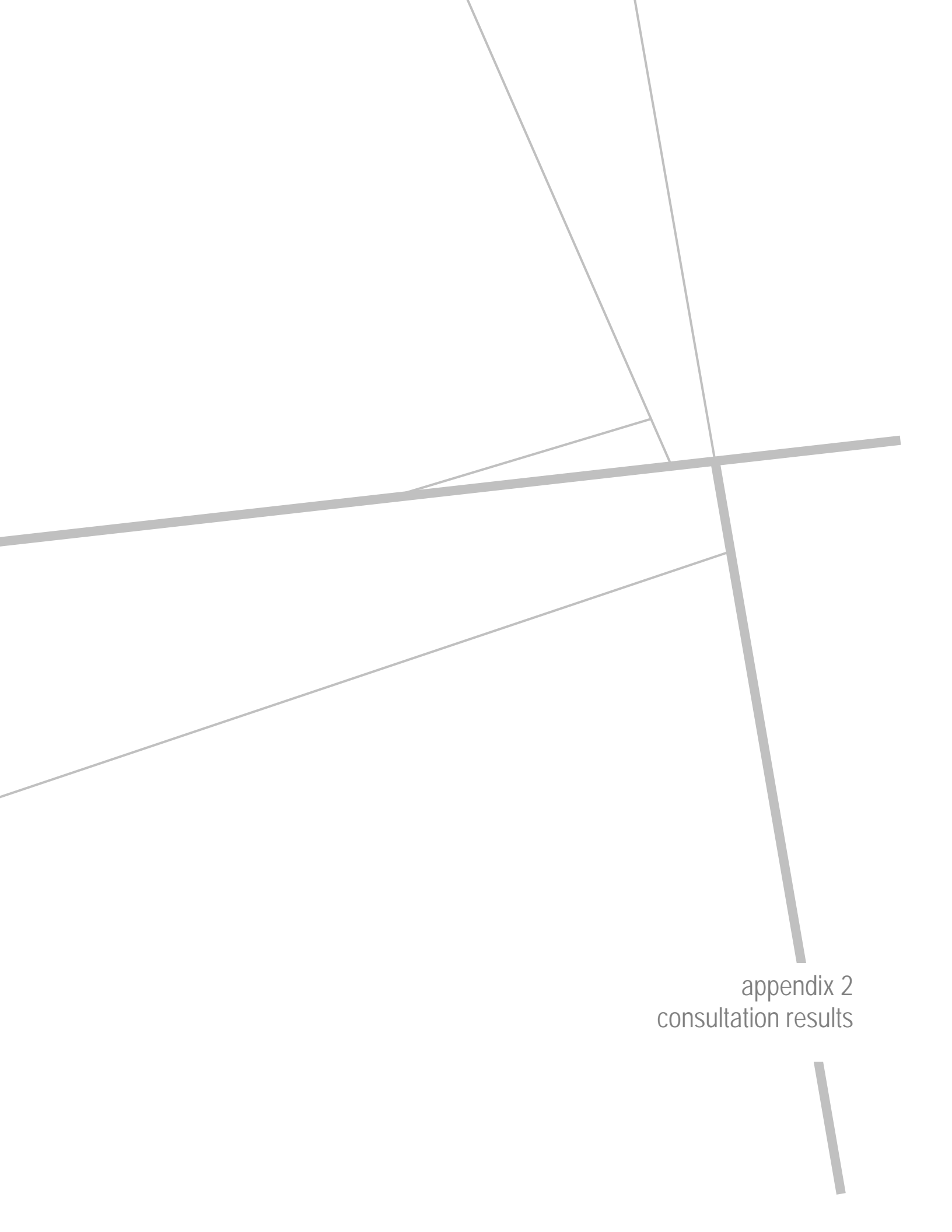
The Conservation Management Plan has identified the potential, however, for the operation of a commercial venture at the Court House if managed in accordance with the heritage and community values of the site as stated in the Plan.

### ***Early Years Infrastructure Plan DRAFT Background Reports (2010)***

The Early Years Infrastructure Plan is currently being prepared. Draft Background Reports to inform this Plan identify key Demographic information and Service Mapping.

The Demographic Profile and Service Mapping reports for the Early Years Infrastructure Plan indicate that:

- There are currently 4 MCH nurses working out of the centralised Traralgon MCH Centre;
- There are a total of 11 facilities providing Kindergarten services in the Traralgon district (private and Council-run) with a combined capacity of 320 places;
- There are a total of 5 facilities offering Long-day care services in the Traralgon district. This includes both private and Council-run facilities. The combined capacity is 346 places;
- Occasional Care is only offered in one location in Traralgon district, the Traralgon Early Learning Centre which will offer a total of 120 places across kindergarten, long-day care and occasional care;
- All Latrobe City kindergartens operate with maximum class sizes of 27 and offer 10 hour of preschool – but have the capacity to extend these hours; and
- Traralgon SLA is a relatively more advantaged area based on the Index of Relative Socio-Economic Disadvantage (IRSED).



appendix 2  
consultation results



This section provides an overview of the key consultation results from the service provider workshop, the community workshop, interviews with key Council staff and the community survey.

## Youth

A high proportion of stakeholders felt that there were limited opportunities for youth in Traralgon, especially for 13-17 year olds. This included activities in the afternoon and weekend. It was identified that currently youth congregate at the Stockland Plaza or at McDonald's as well as the skate park and Hubert Osborne Park (at night) as there is nowhere else for youth to go. It was also felt that the skate park to the north of the CBD is not safe, it is secluded and there is a lack of surveillance. Younger kids and their parents do not feel safe to use the skate park because of its secluded location.

It was also identified that underage drinkers use Hubert Osborne Park overnight and disrupt surrounding residents. It was suggested that security lighting pointing to the park to deter youth from using the play equipment could address this issue. Graffiti and vandalism were raised as issues, but others felt this was minimal.

It was felt that more opportunities for youth could be located in the centre of Town. Some suggested that a skate park could be located in the CBD, while others felt that this would not be supported by the wider community. The lack of a leisure centre or indoor swimming pool in Traralgon was felt to impact on young people. The lack of a cinema close by was also felt to be limiting youth activities. Diversionary activities were suggested as possible ways to keep youth active, involved and off the streets. It was also identified that different ages have very different needs and as a result, services and facilities should cater to all age groups.

## Children's facilities

Children's facilities were felt to be good in Traralgon. In terms of playgrounds, there was felt to be a number of well used play areas surrounding the CBD including the play area at Victory Park and at Hubert Osborne Park.

An Early Years Infrastructure Plan is currently being prepared to reflect recent changes to the number of contact hours for kindergarten aged children (from 10 hours to 15 hours). The new Early Years Centre at Mapelson Drive will



be able to absorb these changes as it currently has room to expand its capacity. It has been modelled on the hub service and is a short drive to the CBD.

In determining a location for the Early Years Centre there were possibilities of expanding the site at Hubert Osborne Park, however, this was not supported by the local community. There was also an option of locating this Centre adjacent to the existing Performing Arts Centre. However, this was also not explored further, due to the possibility of the expansion of the Arts Centre. During consultations it was identified that there will be a need for another facility in the next few years.

The Maternal and Child Health (MCH) facility was said to be good and close to the CBD and shopping for families. The MCH is also a hub for other programs including a Day Stay Program run by Latrobe Health and there is also a baby change facility. Stockland Plaza also has a baby change room which is in the process of getting accreditation.

## **Schools**

It was felt that the primary schools in the Traralgon TAC occupy a large footprint. There are two primary schools: St Michael's Primary School and Grey Street Primary School. However, due to recent federal grants and the associated upgrade of facilities, both schools are committed to stay at their current locations for at least 10 – 15 years for Grey Street PS and 15-20 years for St Michael's.

Traffic and safety issues associated with the schools in the TAC were felt to be important to overcome. This relates to the pedestrian crossing on Breed St (near St Michael's) and car traffic during the drop-off and pick-up times.

## **Parks and Reserves**

Victory and Newman Park are very well used and popular. These two parks are an asset for Traralgon, but it was felt more could be done to incorporate them into the Traralgon TAC.

It was felt that there needs to be better connections between the CBD and Victory Park. The park and CBD is intersected by the Princes Highway making crossing unsafe. It was identified that Kay Street provides a good boulevard for the CBD and an extension of this to connect with Victory Park would help to improve connections.

Hubert Osborne Park has a long history of residents campaigning to keep it. There is an active group of residents who adjoin the park who have fought against developments on the site including the extension of the existing



childcare centre. While Hubert Osborne Park was felt to provide open space close to the CBD, others suggested it was lacking appropriate facilities. It was suggested that this park could have improved amenities including shade, picnic table and BBQ.

It was also felt that there could be more passive recreation opportunities and greater amenity throughout the CBD to allow shoppers, workers and visitors to enjoy the city centre. This could include more seating and greenery within the CBD. It was also suggested that there are smart ways of improving amenity including alcoves, more bins, improved nature strips and better paths and connections across the Traralgon CBD.

## Recreation

It was felt that there are a number of good opportunities for recreation close to the CBD with a range of sports facilities and a large number of active sport associations and sports clubs in Traralgon. It was also felt that there are diverse opportunities including netball, soccer, cricket, bowls, etc. However, it was identified that there are only private gyms located in Traralgon, the main one being Body and Soul to the north of the CBD. There is also a privately-run Traralgon Indoor Aquatic Leisure Centre to the south of the CBD.

There is potential for an indoor recreation centre (including a 50m indoor pool) to be located in Traralgon. This is currently going through a feasibility process.

It was felt that while the Croquet Club is well located, it is used only two days a week. This is a good site and provides a good opportunity for development or expansion of recreation or childcare services.

It was also felt that there are a lot of formal activities and members only type facilities which do not allow for access by the general public. More individual or informal recreation opportunities could be explored.

## Nightclubs

Traralgon has become a nightclub destination for the region. This attracts a large number of youth from across the region and from Traralgon itself during weekends. Concerns were raised about the noise, violence and the aftermaths of drinking (blood and vomit) as well as anti-social behaviour associated with the clubs, especially after closing hours. Safety initiatives as part of the Traralgon CBD Safety Group are currently underway and are working to improve safety around the nightclubs on a number of fronts including infrastructure, security and policy. Initiatives





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included a trial last year of a Nightrider bus, dividing the taxi rank into two separate queues to reduce possible violence, a proposal for CCTV cameras throughout the CBD as well as security at taxi ranks.

Impacts on the amenity of surrounding neighbourhoods were felt to be important. These areas are quiet and are impacted by noise associated with nightclub closing times.

### **Community facilities and services in Traralgon**

It was felt that the current Library service in Traralgon is good, but the building is not inviting and it is drab and old-fashioned. Others also raised the issue that the library is confusing as there are a number of services offered that are not clearly defined. Generally, stakeholders felt that Traralgon has a good range of community services and facilities and the current clustering of community services and facilities (in the civic hub) is important as this improves access.

Health services in Traralgon were felt to be good, but it was suggested that Latrobe Community Health Service is disconnected from other community services and facilities. However, this health service owns its current premises and was unable to find a more suitable location.

Public toilets and baby change facilities or facilities for families with children in the CBD were felt to be important and could be further expanded.

It was identified that Latrobe City Council is the eighth most disadvantaged LGA in Victoria and while Traralgon is relatively more affluent than other towns within the LGA, there is still a broad spread of community members of different socio-economic backgrounds. Catering to these diverse populations was felt to be important in the coming future.

### **Further Education**

A GippsTAFE campus near the train station will be developed by 2011. It will accommodate 200 students over a seven-day week and is looking at spacing classes out (i.e. night classes, weekend classes, etc) to encourage less parking issues. The majority of students attending the TAFE will be local and therefore there will be no need for specialised student housing. Connections across the Princes Highway could be improved to ensure safety. An enclosed and raised pedestrian bridge was suggested.



## **Disability, Access and Parking**

Parking and access was an issue identified by the majority of stakeholders and consultation participants. It was also identified that there could be improvements generally to access across the CBD and improved pedestrian experiences such as enclosed walkways or raised walkways between buildings.

To improve traffic and safety issues, it was felt that there could be better walking and cycling paths. Kay Street and the bike path that runs through the middle nature strip was identified as a well-used, safe and good cycling and walking path that could be replicated in other areas. However, some also felt that there was a lot of broken glass on paths in Traralgon and this has become an issue for cyclists.

## **Transport**

Community bus services are functioning in Traralgon but do not provide a flexible option. It was identified that these services finish at 6pm and have been undertaking the same bus route for the last 10 years.

Others felt that public bus services could be improved. Currently they are focused around shopping, not work or school. Train connections, especially for students travelling to other towns for university, are not coordinated. Likewise, trains arriving in from Melbourne do not arrive before 9am, making it difficult to reach work early. General improvements to connecting transport services as well as improving routes around Traralgon were identified as important to improve access to key services and facilities.

## **Latrobe Performing Arts Centre**

The Latrobe Performing Arts Centre in Traralgon is currently undergoing a feasibility study for redevelopment and expansion. The feasibility study is considering the most appropriate location for a new Arts precinct in the City of Latrobe. It was felt that there are a lot of activities run out of the existing arts centre in Traralgon and there is a very active arts community. It was felt that the performing arts centre is a strong part of Traralgon and is an essential fabric of the town. However, it was also highlighted that the feasibility study is further complicated due to relationships between Moe, Morwell and Traralgon and the parochialism that occurs between the three towns.



## Senior Citizens

The current senior citizens centre at Victory Park is well used and has activities six days a week. It is also open to hire and used by a number of other groups at night. However, it was felt that there are parking issues at the current site. There is also another senior citizens centre located in East Traralgon which is also well used. Any amalgamation of these two citizen centres would be opposed as they are two quite distinct centres and are well attended by a range of Traralgon residents.

## Affordable Housing and Housing Affordability

Issues of affordable housing and housing affordability were raised by stakeholders. Affordable housing is currently concentrated to the east of the CBD. The issue of accessing affordable housing was raised during the consultation and it was identified that the criteria for obtaining such housing is very tight. Housing affordability was also felt to be affecting Traralgon as there is low supply of land and high demand for housing, especially as there has been an increase in the population in Traralgon.

## Emerging and refugee communities in Traralgon and LaTrobe

A number of refugees, notably Sudanese communities, have recently arrived in the Latrobe City with some of these communities settling to the East of Traralgon. Liddiard Road Primary School has become a hub for the Sudanese community with approximately 40-50 Sudanese children currently enrolled in the school. Language classes for children and adults have also commenced at the school and there are reports that these classes have been well received. The most pressing need for this community is affordable and accessible space to gather, meet or run activities. The Sudanese community have been using a church hall in Traralgon and more recently a church hall in Moe. However, a dedicated or more accessible space that also includes facilities for children and families would allow the Sudanese to meet regularly and remain locally, rather than travel distances to have their needs met.

## Community Survey

A Community Survey was available on-line and in hard copy from Council offices. Its purpose was to solicit information from community members regarding Traralgon CBD and their use of the centre along with issues and opportunities. The following provides an overview of the 36 completed community surveys including both hard copies



returned and those completed online (as at 9th April, 2010). Those questions and statements including responses relevant to the community infrastructure and social needs assessment are outlined below.

**Question: “Availability of community services and facilities”**

Just over 47 per cent (17 respondents) felt that availability of community services and facilities was good. Approximately 33 per cent (12 respondents) responded that availability was average while nearly 17 per cent (six respondents) identified availability was very good.

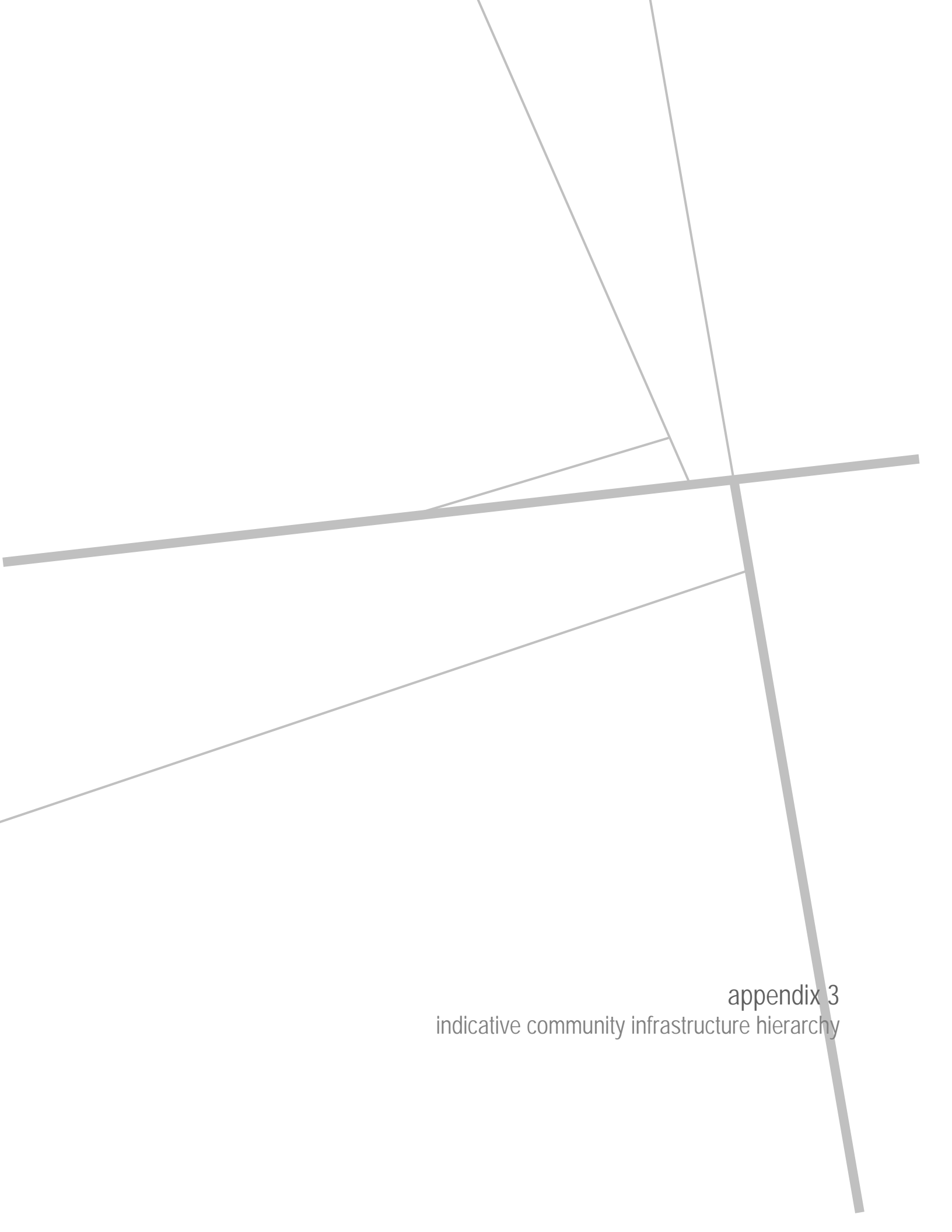
Comments included the need to add more vitality to the Performing Arts area as well as investing more in the civic precinct as its proximity to the CBD is an asset.

**Statement: “Traralgon provides all the services I require”**

Approximately 64 per cent (23 respondents) agreed with this statement while 17 per cent (six respondents) disagreed. A further 11 per cent strongly agreed and five per cent didn't know. One respondent did not answer the question.

Key comments relating to community infrastructure and social needs that emerged from the surveys include the following:

- Need for safer streets and more lighting;
- Issues associated with night-time drinking needs to be addressed, especially safety issues;
- Provision of public toilets, better setting and maintain and improve amenity in the CBD;
- Encourage more cycling and walking by improving pathways, crossings and other infrastructure;
- Youth using the multi-storey carpark is unsafe, an alternative needs to be found;
- More community events could be run in Traralgon including in parks or reserves;
- Retain the Traralgon Theatre (Traralgon Performing Arts Centre) and improve or expand.



appendix 3  
indicative community infrastructure hierarchy



The table below provides an indicative list of community infrastructure based on population hierarchies.

Table 9 Community infrastructure hierarchy<sup>6</sup>

Hierarchy	Facilities
<b>Level 1</b> Neighbourhood Level <i>Provision ratios up to 10,000 people</i>	<ul style="list-style-type: none"><li>▪ Level 1 Active Open Space</li><li>▪ Level 1 Passive Open Space</li><li>▪ Government Primary School / Early Years' Facility</li><li>▪ Level 1 Multi-purpose Community Centre / Neighbourhood House / Community meeting space / Early Years' Facility</li><li>▪ Senior Citizens groups</li></ul>
<b>Level 2</b> 2-3 Neighbourhood Levels <i>Provision ratios between 10,000 and 30,000 people</i>	<ul style="list-style-type: none"><li>▪ Government Secondary School</li><li>▪ Maternal and Child Health Service</li><li>▪ Level 2 Multi-purpose community centre / Community Meeting Space</li><li>▪ Low Order Tennis Facilities</li><li>▪ Low Order Youth Facilities</li></ul>
<b>Level 3</b> District Level <i>Provision ratios between 30,000 people and 60,000 people</i>	<ul style="list-style-type: none"><li>▪ Library</li><li>▪ Aquatic Leisure Centre</li><li>▪ Community Arts Centre</li><li>▪ Youth Resource Centre</li><li>▪ Level 3 Multi-purpose Community Centre</li><li>▪ Lawn Bowls Facility</li></ul>

<sup>6</sup> Based on ARS Research (2008)





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Hierarchy	Facilities
	<ul style="list-style-type: none"><li>▪ Level 3 Indoor Recreation Centre</li><li>▪ Higher Order Active Open Space Reserves</li></ul>
<b>Level 4</b> Municipal Level <i>Provision for the municipality</i>	<ul style="list-style-type: none"><li>▪ Main Council Civic Centre</li><li>▪ Level 4 Community-based health precincts</li><li>▪ Synthetic Athletics Track</li></ul>
<b>Level 5</b> Regional Level <i>Provision for two or more municipalities</i>	<ul style="list-style-type: none"><li>▪ Highest Order Performance Arts Facility</li><li>▪ University/TAFEs</li><li>▪ Regional Parks</li></ul>