



traralgon activity centre plan | community bulletin 1

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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?



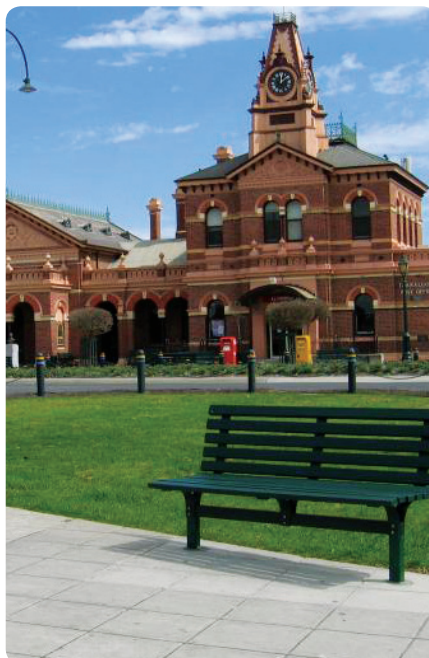
hansen partnership is one of Australia's leading multidisciplinary planning and design consultancies serving both the private and public sectors in Victoria, NSW and internationally.

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.

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