

21.05 MAIN TOWNS21/02/2013
C76**21.05-1 Council Vision**14/01/2010
C62

Council will consider planning applications and make decisions in accordance with the following vision:

- To promote the responsible and sustainable care of our built environment for the use and enjoyment of the people who make up the vibrant community of Latrobe Valley.
- To develop clear directions and strategies through consultation with the community ensuring sustainable and balanced development.

21.05-2 Main Towns Overview14/01/2010
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The urban areas of Churchill, Moe, Morwell and Traralgon are the most populated towns in the municipality. Overall, Latrobe City has experienced some population growth, particularly in Traralgon and some rural areas but this has been offset with some decline in Churchill, Moe and Morwell. However the population losses in Churchill, Moe and Morwell are much slower than previously experienced and indicate possible future positive in-migration for these areas. All these towns are enveloped by a variety of constraints including coal and stone mining activities and associated buffers, land subject to inundation, industry, inter-town corridors and land that is fragmented into small rural allotments. Estimates of current residential land supply as included on the attached 2008 Structure Plans suggest that in Morwell there is a five year supply (excluding Morwell North West); in Traralgon there is only a four year supply; while in Moe/Newborough there is an eight year supply. There is an adequate supply of residential land in Churchill.

Structure plans for Churchill, Moe, Morwell and Traralgon have now been developed which are reflective of development constraints including the coal mining buffers that border them. The structure plans for all four towns provide for sustainable housing growth; growth of central activity areas and the small neighbourhood centres; the expansion of industrial precincts in Moe, Morwell and Traralgon; and the renewal of underutilised industrial sites for residential use in Moe, Morwell and Traralgon. The Town Boundaries on the Structure Plans of Moe, Morwell and Traralgon have been expanded in key areas to provide opportunities for greenfield urban residential and industrial development. The Transit City Boundary and neighbourhood clusters on these plans highlight areas for increased mixed use urban development.

Objective 1 - Main Towns

- 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.

Strategies

- 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.
- Protect areas for future urban growth, particularly the fragmentation of rural land on the urban fringe of major towns.
- Protect the effectiveness of the transport corridors between the towns.

Objective 2 - Main Towns

- To facilitate development in accordance with the specific Town Structure Plan attached to this clause.

Strategies

- 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.

Objective 3 - Main Towns

- To reduce industrial-residential land use conflicts.

Strategies

- Review existing smaller pockets of industrial areas and isolated industrial areas.
- Confirm the role and viability of these small and isolated industrial areas for service industrial development, isolated larger industrial development, or conversion to residential development.
- Provide buffers between industrial and existing (and potential) sensitive use areas.

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Specific Main Town Strategies - Churchill

Residential

- Encourage medium density residential development in Area 4.
- Encourage mixed use residential developments along the proposed east-west connection (activity spine) between Churchill Town Centre and Monash University.
- Encourage residential development of Area 5, 6, 8 and 11.
- Encourage development of Area 10 for residential or research/education purposes.
- Where available retain large farming lots along the eastern town boundary (Area 7) to enable future residential growth with sufficient lot density that can further the township objective to increase the intensity of land development around the inner core of the township.
- The future township boundary around Area 7 be reviewed upon detailed consideration when rezoning Area 7 for future residential development.

Commercial

- Encourage the development of new retail and office developments within Churchill Town Centre and new retail and office developments and residential mixed use along

the east-west link (activity spine) between Churchill Town Centre and Monash University.

- Implement the Churchill Town Centre Concept Plan and the recommendations of the Churchill Town Centre Plan, including encouraging the consolidation of existing and future commercial uses; and a strengthened east-west link between the existing Churchill commercial precinct and the Monash University Gippsland Campus.
- Encourage all new retail or commercial development in the Churchill Town Centre to be consolidated within the existing centre.

Industrial

- Encourage new industry to locate within the underutilised industrial precinct in the north-west of Churchill.
- Protect industry in Area 12 from the encroachment of sensitive uses that may result in conflicts and impact on industry operations.

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Specific Main Town Strategies – Moe/Newborough

Residential

- Resolve Environmental Significance Overlay Buffer (Yallourn Coalfield Buffer) issues over eastern Newborough (Coal Resource Investigation Areas 8 and 12).
- Subject to the Coal Resource Investigation findings, encourage redevelopment of Yallourn Golf Course in Coal Resource Investigation Area 8 for future life-style residential neighbourhood purposes.
- Subject to the Coal Resource Investigation findings, encourage Coal Resource Investigation Area 12 for possible future residential purposes.
- Encourage residential development along Narracan Drive (Area 7).
- Encourage residential development to the east of Narracan Creek (Area 10) which is to be sensitive to the Narracan Creek environment.
- Future land uses and zoning in Area 3 should be investigated subsequent to
- a detailed assessment of industrial land requirements for Moe/ Newborough as part of an industrial strategy.
- Encourage higher density housing around the town centre and neighbourhood clusters in Moe.

Commercial

- Establish Neighbourhood Clusters in key locations as outlined in the Moe Structure Plan and only encourage basic goods, services, community services and facilities in these clusters.
- Encourage new retail, office and residential mixed use developments within Moe Primary Activity Centre (Area 11).
- Restrict the development of new retail, and office use outside of the Primary Activity Centre, other than the redevelopment of the former Moe Hospital site.
- Implement the following aspects of the Moe Activity Centre Plan:
 - The Moe Station Precinct Revitalisation.
 - The Moe Integrated Bus Interchange.

- The Moore Street upgrade as the primary shopping centre in the town.
- The Clifton Street car park inclusive of facilitating new development which fronts it.
- The Hasthorpe Place Precinct inclusive of high amenity pedestrian access.
- Improve pedestrian, cycle movements, and visual landscape character at and around the Roundabout Overpass.
- The development of higher density housing to the south of the town centre and rail station.
- Implement the Clifton Street Precinct Urban Design Guidelines.

Industrial

- Review the existing industrial Area 3, with a view to confirming the role and viability of these areas as service industrial development or conversion to residential development.
- Facilitate the transfer of Area 2 to public ownership for public open space in order to provide a green link and visual corridor from Moe Racecourse to neighbouring hills as part of the rezoning of Area 1 for industrial purposes.
- Implement Area 2 as the buffer along the southern edge of Moe's industrial precinct, separating it from existing and future residential uses in Area 13.
- Protect industry in Area 1 from residential encroachment that may result in interface conflicts and impact on industry operations.
- Investigate flooding impact upon land designated as having industrial opportunities.

Rural

- Retain large farming lots along the eastern and north-western sides of the town boundary.
- Encourage Baw Baw Shire Council to retain land adjacent to the township of Moe as farming to enable future westerly township boundary extensions.

Infrastructure

- Expand the network of on and off road cycling paths across Moe.
- Encourage an alternative 'landmark use', such as a convention centre, at Area 6 which compliments the Botanical Gardens.
- Maintain and enhance the town and gateway entrances, with a particular emphasis on the western entrance to Moe (Area 4).
- Provide for public open space connections from Narracan Drive through Area 7 and connecting to John Field Reserve.

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23/02/2012
C39(Part 2)

Specific Main Town Strategies - Morwell

Residential

- Resolve the Maryvale Coalfield Environmental Significance Overlay Buffer along the western border of Morwell and Area 1.
- Facilitate the orderly planning of Area 1 generally bounded by Maryvale Road, Latrobe Road, Crinigan Road and Holmes Road for residential development.

- Encourage the development of Area 1 in accordance with the North-West Development Plan Overlay.
- Investigate flooding impact upon land designated as having existing or future residential opportunities in the structure plan.
- Where appropriate mitigate flooding and encourage residential development within Areas 4 and 7.
- Future land uses and zoning in Areas 8a, 8b, and 8c should be investigated subsequent to a detailed assessment of industrial land requirements for Morwell as part of an industrial strategy.
- Encourage higher density housing around the town centre within the Transit City Precinct and neighbourhood clusters.
- Retain large farming lots along the north eastern town boundary of Morwell to provide for long-term industrial growth.

Commercial

- Discourage further development and/or replacement of existing businesses within Area 2.
- Encourage neighbourhood clusters in key locations as outlined in the Morwell Structure Plan and only encourage basic goods, services, community services and facilities in these clusters.
- Encourage new retail, office and residential mixed use developments within Morwell Primary Activity Centre (Area 3) and Mid-Valley (Area 5)
- Discourage new retail, office development outside of the Morwell Primary Activity Centre (Area 3), Mid-Valley (Area 5) and Princes Drive, Morwell (Area 10).
- Encourage Restricted Retailing to locate within Mid-Valley (Area 5) and Princes Drive, Morwell (Area 10).

Industrial

- Review the existing industrial Areas 8a, 8b, and 8c, with a view to confirming the role and viability of this area as service industrial development or conversion to residential development.
- Provide a buffer along the western edges and eastern edge of the industrial precinct in Area 6.
- Explore options in Areas 6 and 9 for Industrial 2 uses along the eastern boundary and Industrial 3 uses along the western boundaries of the industrial precinct and for open space and vegetation to screen industry from proposed and potential future residential areas.
- Protect industry in Area 6 and 9 from residential encroachment that may result in interface conflicts and impact on industry operations.
- Investigate flooding impact upon land designated as having existing or future industrial opportunities in Areas 6 and 9.
- Where appropriate, encourage the development of new industry within Area 6 and 9 that is sensitive to existing creeks.

Infrastructure

- Investigate opportunities to provide a new railway station at Mid-Valley Shopping Centre.

- Investigate rail connections to the proposed Gippsland Intermodal Freight Terminal south of Mid-Valley.
- Expand the network of on and off road cycling paths across Morwell.
- Maintain and enhance the town and gateway entrances, with a particular emphasis on the western entrance to Morwell (Area 2).

21.05-630/06/2011
C39(Part 1)**Specific Main Town Strategies - Traralgon****Residential**

- Resolve any Environmental Significance Overlay Buffer conflicts along the southern boundary of Traralgon and assess its impact on the southern area of Traralgon.
- Investigate flooding impact upon land designated as having existing or future residential opportunities in the structure plan.
- Where appropriate, mitigate flooding and encourage residential development within Areas 1, 11, and 12.
- Within Area 13 investigate and allow for an appropriate buffer from the Gippsland Water emergency storage facility at Marshalls Road.
- Encourage higher density housing in the Transit City Precinct and existing and future neighbourhood clusters in Traralgon.
- Engage landowners to work towards developing a Development Plan for Area 2 and encourage residential intensification of this area.
- Future land uses and zoning in Areas 3a and 3b should be investigated subsequent to a detailed assessment of industrial land requirements for Traralgon as part of an industrial strategy.
- Engage with landholders on the western border of Traralgon to work towards a Development Plan for the area.

Commercial

- 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.
- Encourage neighbourhood clusters within Areas 8 and 11.
- 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, Argyle Street and Princes Highway and Stammers Road (Area 14).
- Encourage Restricted Retailing to locate within Argyle Street and Princes Highway and Stammers Road (Area 14).
- 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.

Industrial

- 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.
- Review the existing industrial area of Janette Street/ Dunbar Road (Area 3a), with a view to confirming the role and viability of this area as service industrial development or conversion to residential development.
- As part of a detailed design of Area 10 establish an appropriate edge between the industrial area adjoining rural living areas by using existing land use constraints such as service lines and drainage courses as the logical buffers between rural living areas and the Area 10 industrial area.
- Explore options in Area 10 for Industrial 3 uses along the northern boundary of the industrial precinct and for open space and vegetation to screen industry from existing rural living uses.
- Protect industry in Area 10 from encroachment of sensitive uses that may result in conflicts and impact on industry operations.

Rural

- Where available, retain large farming lots along the western and eastern town boundary unless land is required for expansion of the township boundary.
- Investigate opportunities for long-term urban growth to the south-east of Traralgon once the Loy Yang mining licence has ceased (approximately 2040-2050).

Infrastructure

- Inter-connect Traralgon's network of on and off road cycling paths.
- Extend east-west road links over Traralgon Creek in Area 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.
- Maintain and enhance the town and gateway entrances (Areas 6 and 9). In particular the enhancement of Traralgon's southern entrance (Area 6), which should be designed with consideration to the implications of the Traralgon Bypass Route.

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Implementation

The objectives and strategies identified in this Clause will be implemented by:

Using zones and overlays

- Apply Residential 1 Zone to existing residential areas.
- Apply Mixed Use Zone to areas close to town centres with potential for complementary residential, commercial and industrial activities.
- Apply Industrial 1 Zone to main industrial estates.
- Apply Industrial 3 Zone to light industrial and service industrial areas.
- Apply Business 1 Zone to principal shopping areas.
- Apply Business 2 Zone to the principal office areas.
- Apply Business 4 Zone to peripheral sales areas.
- Apply the Mixed Use Zone to land bounded by Grey and Franklin Streets and by Traralgon Creek

- Apply the Land Subject to Inundation and the Floodway Overlay (with modified schedules) to flood prone areas as identified by the West Gippsland Catchment Management Authority.
- Apply Development Plans to undeveloped residential land which incorporate Urban Design Good Practice principals and the provision of infrastructure and community services through developer contribution plans if required.
- Apply the Design and Development Overlay to commercial and industrial areas.

Further Strategic Work

- Revise and update existing main town structure plans.
- Prepare a Development Plan and Development Contribution Plan for Traralgon West low density residential precinct.
- Determine Residential Land Supply and Demand in all towns.
- Undertake Medium Density Housing Strategy.
- Prepare Traralgon Activity Centre Plan.
- Prepare Urban Design Guidelines for main towns.
- Monitor and review planning controls in areas of residential/industrial conflict.
- Prepare an industrial strategy to identify demand, supply and location needs of both service and larger scale industrial uses in Moe, Morwell, Traralgon and Churchill.

21.05-8

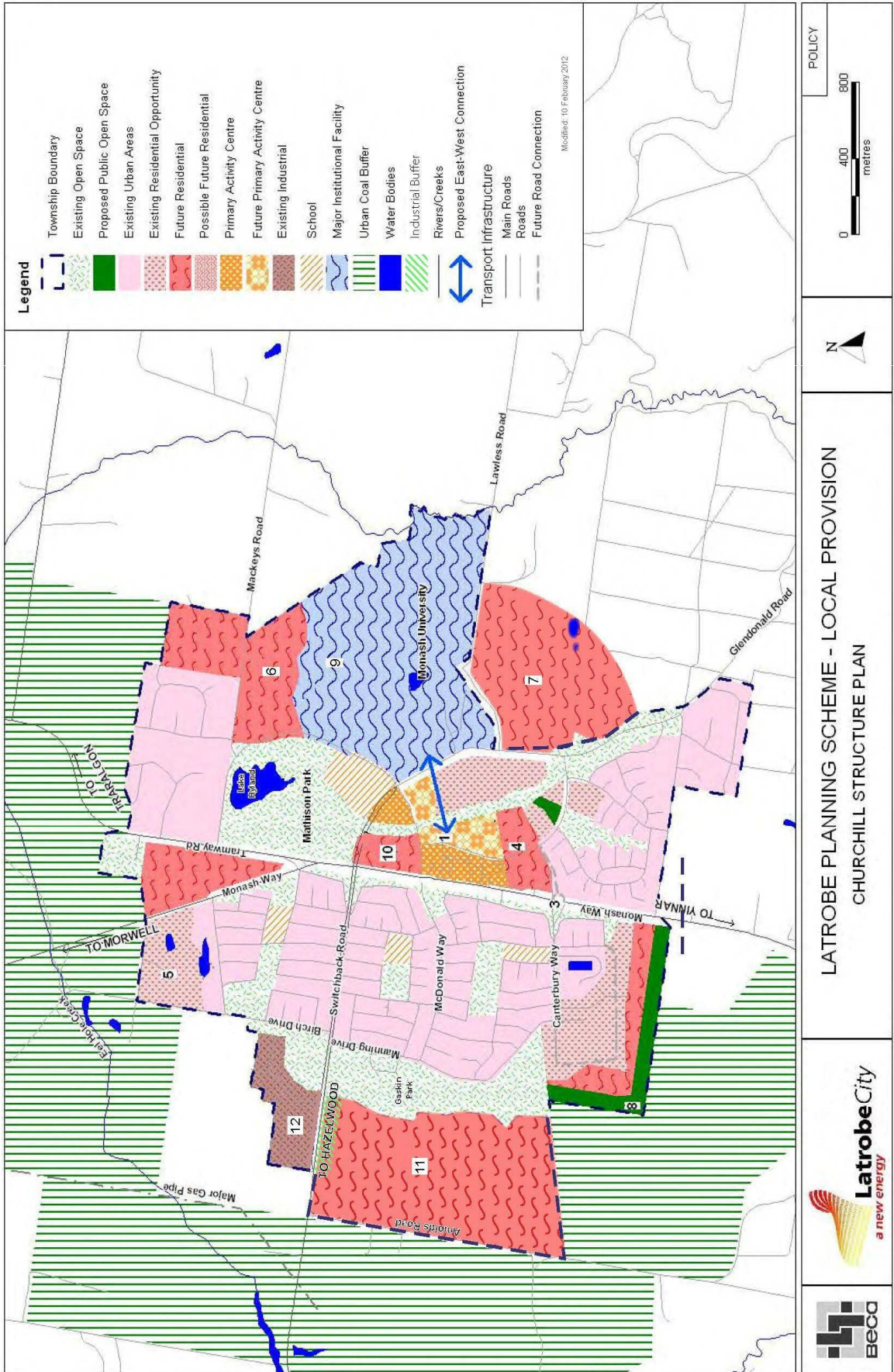
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Reference Documents

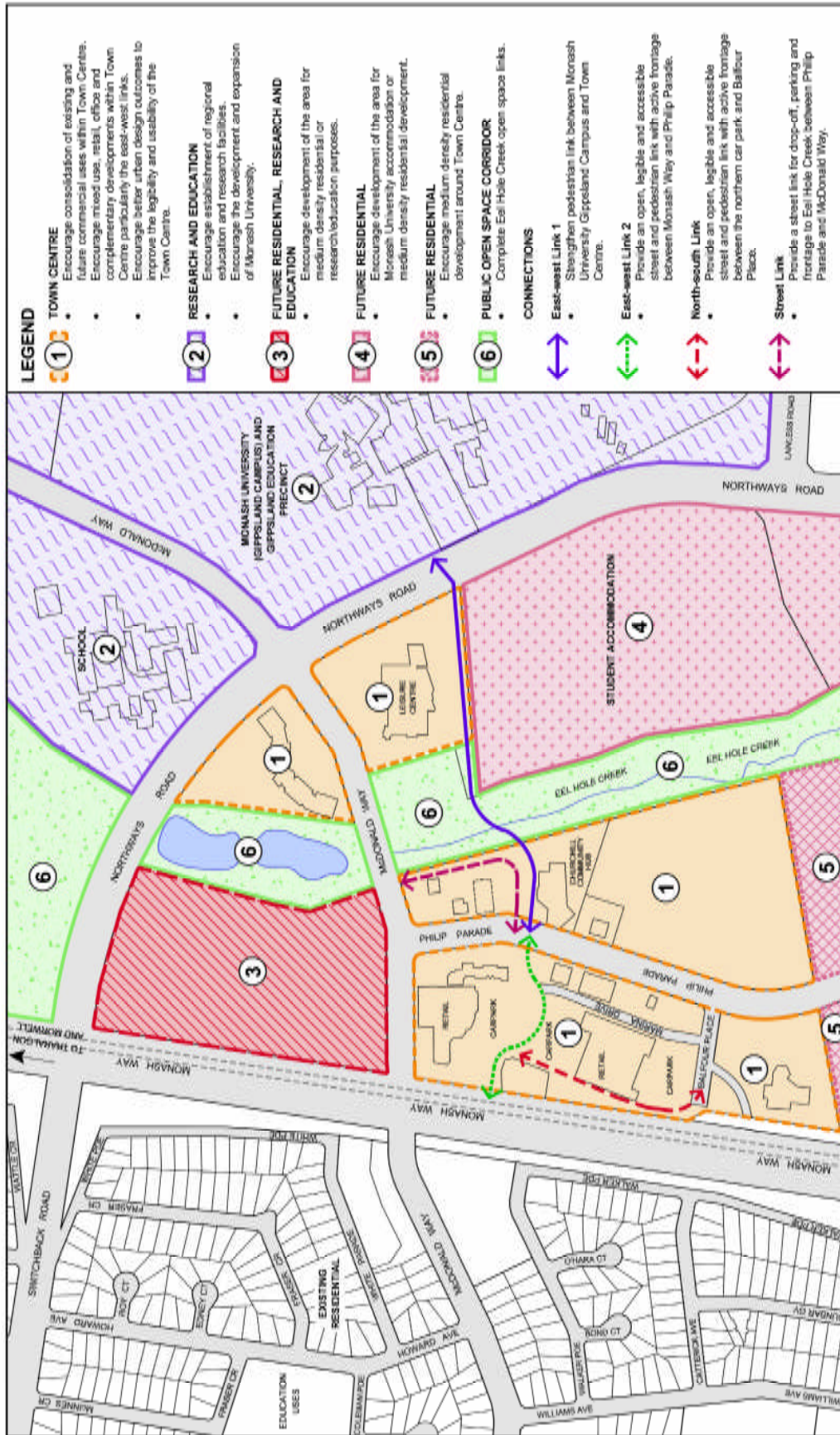
The following strategic studies have informed the preparation of this planning scheme. All relevant material has been included in the Scheme and decisions makers should use these documents for background research only.

- Latrobe Structure Plans Volumes 1-5 (2007).
- Latrobe City Statistical Profile (2007).
- Morwell-Traralgon Residential Land Supply Analysis (2007).
- Latrobe City Council Residential and Rural Residential Land Assessment (2009).
- Latrobe City Council Bulky Goods Retail Sustainability Assessment (2009).
- Clifton Street Precinct Urban Design Guidelines (2009).

Churchill Structure Plan



Churchill Town Centre Concept Plan



LATROBE PLANNING SCHEME - LOCAL PROVISION

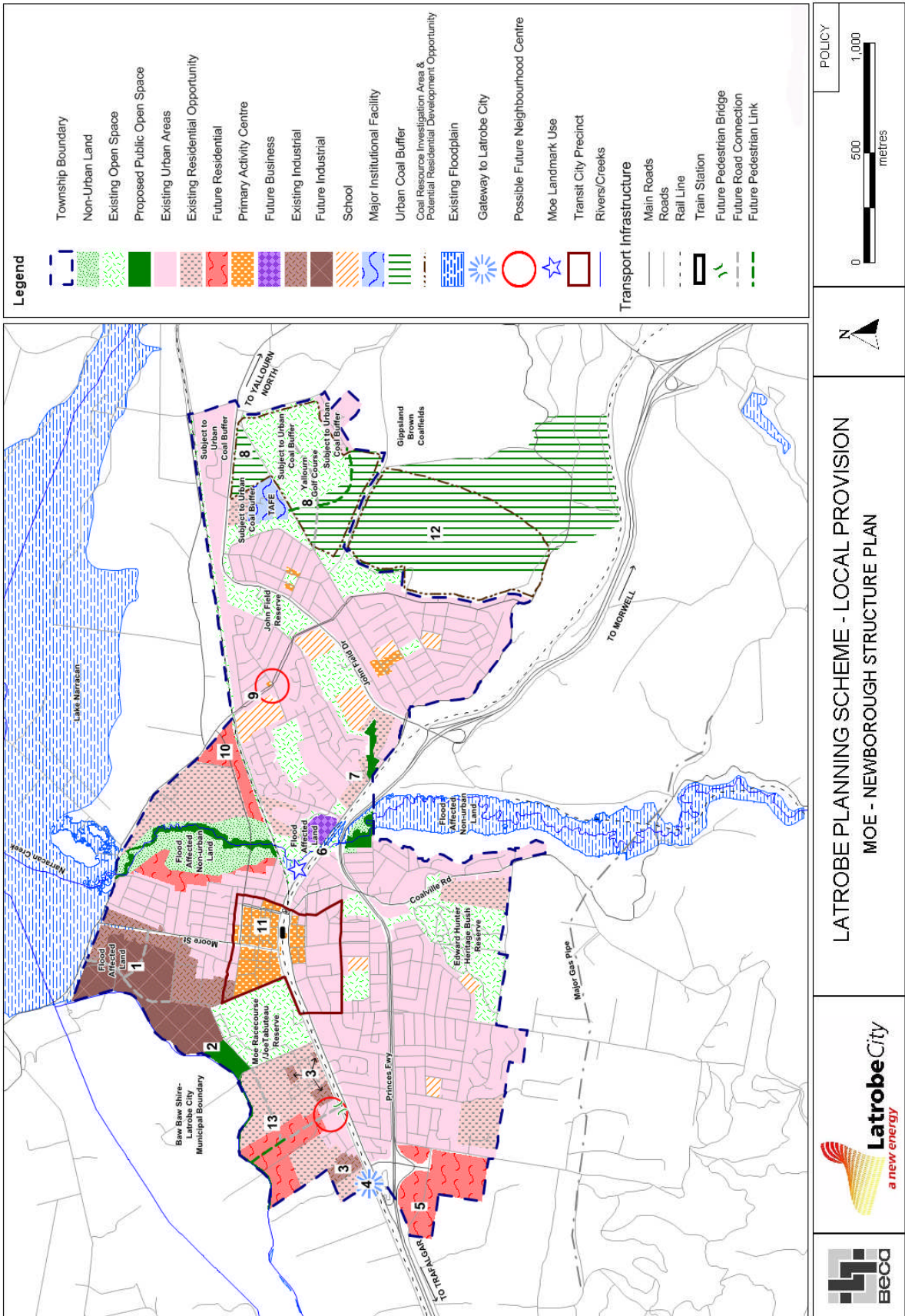


CHURCHILL TOWN CENTRE CONCEPT PLAN

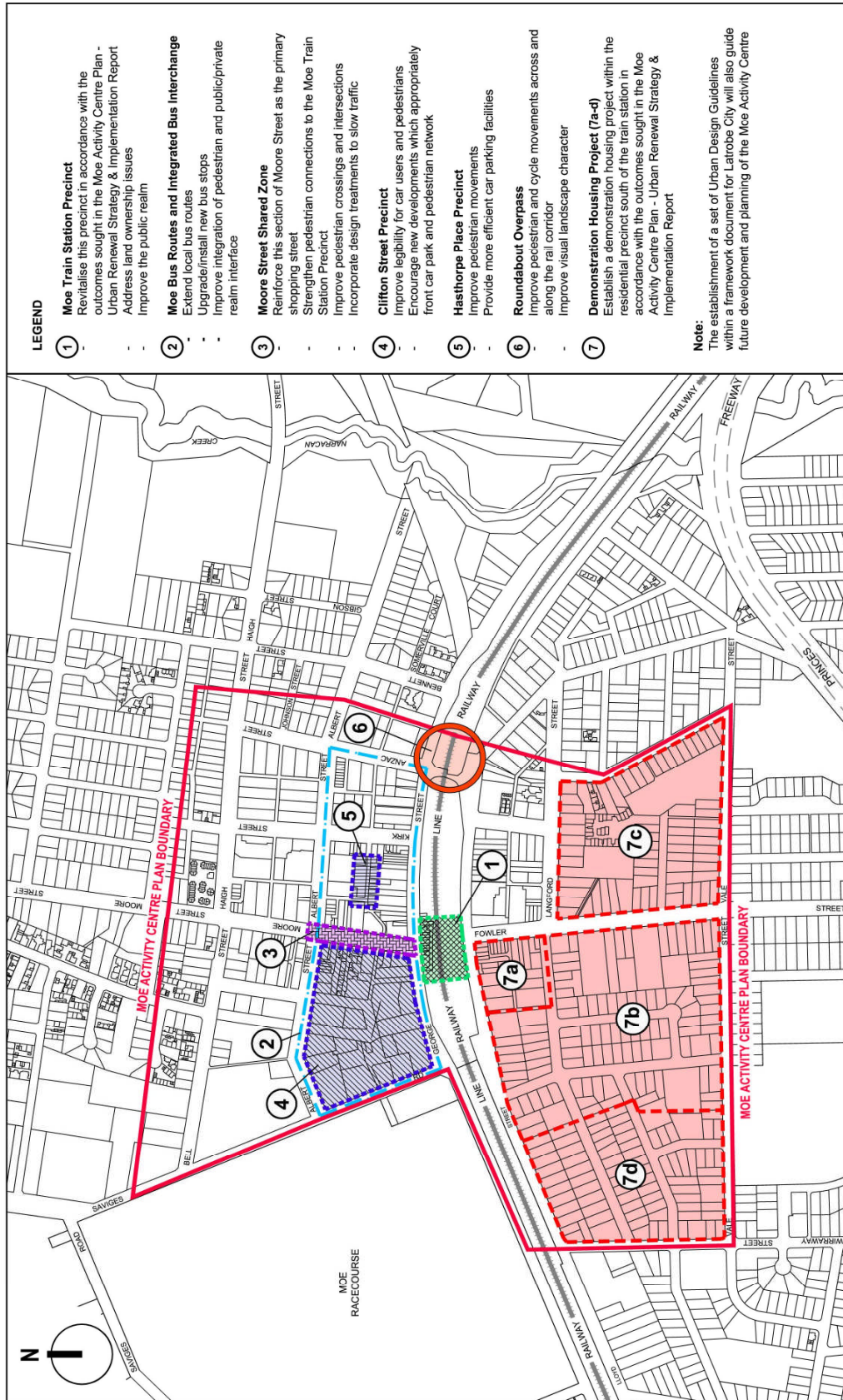
POLICY



Moe – Newborough Structure Plan



Moe Activity Centre Plan



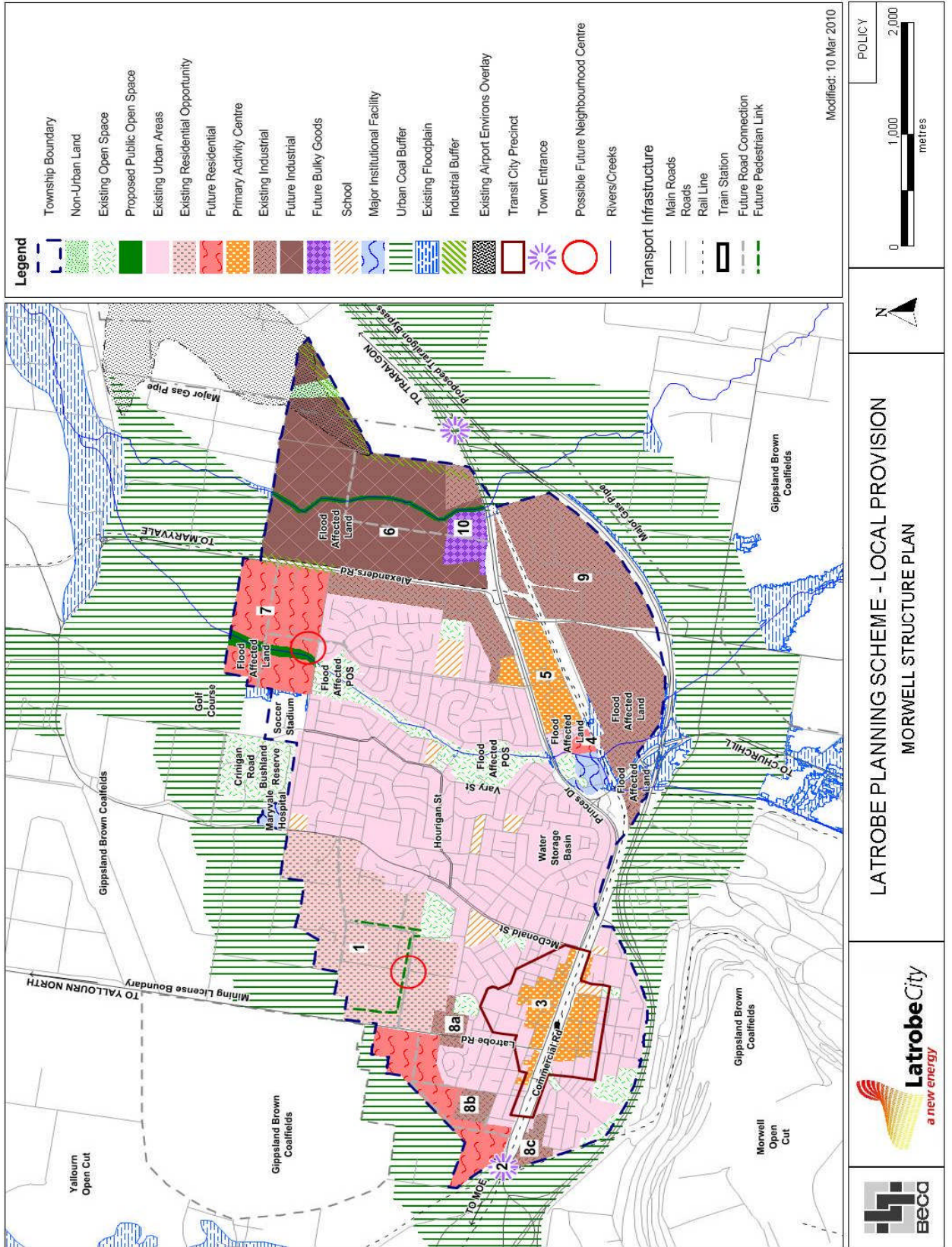
LATROBE PLANNING SCHEME - LOCAL PROVISION



MOE ACTIVITY CENTRE PLAN

POLICY

Morwell Structure Plan



Traralgon Structure Plan

