



# Yarrowonga Futures Plan

PREPARED FOR MOIRA SHIRE COUNCIL

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## Executive Summary

1. Yarrawonga is strategically located on the Murray River 287 kilometres north of Melbourne amongst other key centres including Albury-Wodonga, Wangaratta, Benalla and Shepparton.
2. Strong economic growth, unprecedented demand for housing and steady investment within the region has assisted in fuelling Yarrawonga's growth in recent years.
3. The Yarrawonga Activity Centre, centered on Belmore Street, is a vibrant mixed-use centre that provides retail, commercial, office, medical, community and recreation services.
4. The objectives of the Yarrawonga Futures Plan are to:
  - **encapsulate and concisely summarise the issues, opportunities, strategies and actions in work already completed or commissioned by council**
  - **identify deficiencies in the existing strategic, economic, social and infrastructure planning knowledge base**
  - **identify a realistic and realisable vision that will provide for a sustainable Yarrawonga now and into the future, and**
  - **identify and develop the economic drivers and strategic interventions required to achieve the vision.**
5. Yarrawonga has had a number of relevant studies completed to address issues related to industrial development, cross border opportunities, retail, traffic, parking, urban design, recreation, population forecasts and the Yarrawonga Strategy Plan.
6. THE OPPORTUNITIES

Yarrawonga is a mixed-use centre that provides a strong base to build upon. Opportunities include:

- **the creation of clearly defined precincts that reflect the nature of the activities within each part of the centre. This would ensure that specialised attention is provided to individual needs and that Yarrawonga reinforces its mixed use functionality.**
- **increased retail activity through the availability of floorspace derived from the relocation of the**





public library; the relocation of non-conforming uses, including car showrooms and bulky goods; the relocation of office & commercial space to the southern mixed use precinct & shop tops; and the expansion of 'magnet' stores ie. supermarkets.

- increased economic activity through an increase in weekly shopping and specialty retail spend; increased employment through office, retail and tourism & hospitality investment; and greater business confidence with the introduction of private/public works.
- **foreshore activation & integration** with Belmore Street and Kennedy Park
- **themed design** along Belmore Street, Kennedy Park and the foreshore to visually integrate the areas.
- provision of **car parking** spaces required in response to anticipated retail expansion, lost spaces for pedestrian crossings and the foreshore activities.
- **tourism opportunities** to suit the needs of the community and visitors.
- **community focussed design** throughout the activity centre for all new buildings and works.
- **community interaction** through increased social activities along the foreshore and recreation areas, passive and active recreation
- **community development and employment** through the development of a Knowledge and Enterprise Precinct
- **cross border programs** to encourage social interaction between the Yarrawonga and Mulwala communities.

## 7. THE FUTURES PLAN

In order to realise these opportunities, a number of key infrastructure and policy initiatives will be required to trigger the overall plan. These include:

### Key Infrastructure

#### INFORMATION & COMMUNITY CENTRE

- A community library (located at the proposed Information & Community Centre)
- An Interpretive & Educative centre with an eco-tourism focus (located at the proposed Information & Community Centre) informing the community, schools and visitors

#### ARTS & RECREATION

- Timber boardwalk & jetties with educative signs (Lake Mulwala foreshore)
- Water Park including heating of the existing pool, water features and beach (Lake Mulwala foreshore)
- Kennedy Park community infrastructure including Beach volleyball court(s), Cinema in the Park and Children's playground
- An art gallery displaying community works as part of the library centre



- Public street art programs including artwork, sculptures and attractions throughout Belmore Street and the foreshore

#### TRAFFIC MANAGEMENT & CAR PARKING

- Additional street car parking in Hume and Hovell Streets
- Reduction of traffic speed along Belmore Street to 40 km/hr
- A scenic tourist drive through the realignment of Hunt Street between Bank Street and River Road
- Road narrowings along the tourist drive and road paving treatment along the foreshore (east) road to provide a more pedestrian focussed environment

#### Other Infrastructure

A number of other infrastructure projects that will be required as part of the overall plan include:

- Mixed use apartments /café/ restaurant developments along the Hunt Street foreshore area
- Redevelopment of Yarrawonga Aerodrome to cater for passenger flights to and from Yarrawonga
- Three pedestrian crossings in Belmore Street to encourage safe and convenient walkability between the east and west sides of the strip
- 'Wind flags' along Belmore Street and Lake Mulwala foreshore
- A joint local omnibus service between Yarrawonga and Mulwala to encourage day and night social interaction
- A Yarrawonga-Mulwala water-jet to be located in Lake Mulwala to represent the relationship between both communities
- A Knowledge & Enterprise Precinct that incorporates the showgrounds, all tiers of education, business centre, new hospital (longer term) and regional airport
- A more diverse range of tourist accommodation
- A conference and convention centre as part of the Silverwoods Yarrawonga development
- Annual exhibitions and shows including 'Boat & Leisure' and 'Flower & Produce' themes
- A new commercial centre in Yarrawonga East along the Murray Valley Highway

#### Policy Initiatives

- Rezoning of key development sites/areas to facilitate the overall Futures Plan including the Southern Mixed Use Precinct
- Staged implementation of a prioritised project plan
- Funding of key projects using relevant public and private sources including Local and State governments





- Cross marketing of local and regional activities & destinations
  - Land acquisition on behalf of the community for long term car parking in the areas of Hume and Hovell Streets including pedestrian links to Belmore Street.
  - Increased business operating hours
8. The Yarrawonga Futures Plan has been prepared with the aim of responsibly capturing the available opportunities and building the required infrastructure in the timeliest manner whilst achieving positive social, economic and environment outcomes.



# 1 Why a Yarrawonga Futures Plan?

Moira Shire Council has recently completed a range of studies for the Yarrawonga Region including the Yarrawonga Strategy Plan. Recently, the region has undergone unprecedented levels of growth due to a strong housing market. This growth is expected to continue over the next 20 years.

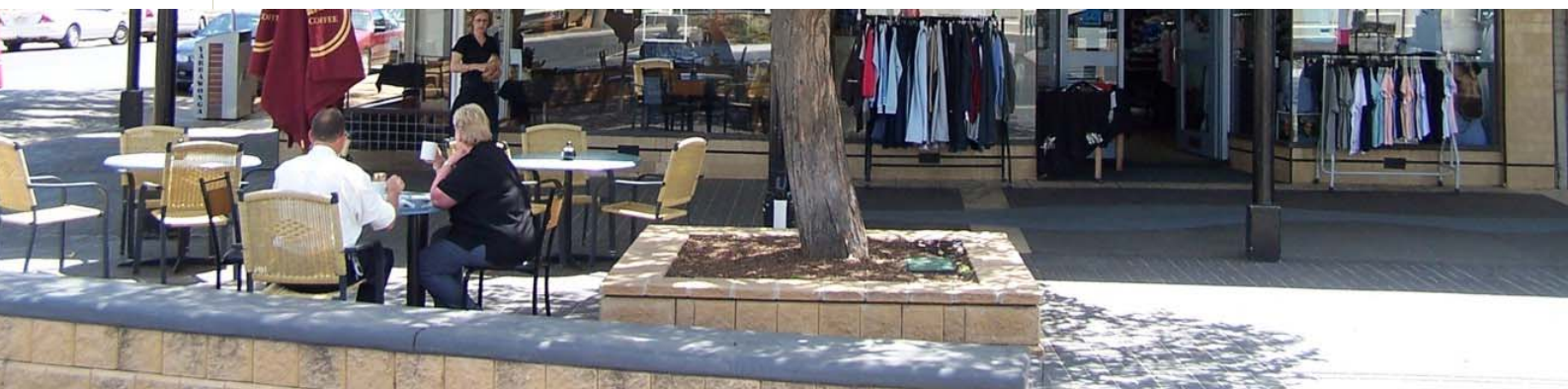
In order to implement the Yarrawonga Strategy Plan, Moira Shire Council commissioned MacroPlan Australia to prepare a Future Directions Plan which will:

- Encapsulate and concisely summarise the issues, opportunities, strategies and actions in work already completed by or commissioned by council
- Identify deficiencies in the existing strategic, economic, social and infrastructure planning knowledge base
- Identify a realistic and realisable vision that will provide for a sustainable Yarrawonga now and into the future
- Identify and develop the economic drivers and strategic interventions required to achieve the vision.

## 1.1 What will the Plan achieve?

This Yarrawonga Futures Plan seeks to achieve the following outputs:

- Belmore Street Activity Centre Structure Plan
- Prioritised action plans for implementing physical and non-physical opportunities
- Infill and development strategies for vacant/developable land
- Guidelines for key redevelopment opportunities
- Recommendations for movement and access into and through the study area
- Integrated transport study including a Parking Precinct Plan for incorporation into the Moira Planning Scheme
- Recommendations for changes to the Moira Shire Planning Scheme, particularly the Municipal Strategic Statement, Local Policies
- A staged implementation plan



## 2 Methodology

The Yarrawonga Futures Plan was formulated based on the following methodological process:

1. Reviewed existing issues and opportunities through a contextual literature review
2. Identified infrastructure gaps and policy deficiencies based on literature to date versus outstanding issues
3. Assessed the gaps and deficiencies against objectives derived from the Yarrawonga Strategy Plan and State Government hierarchy of towns (Settlement Framework: Role and Function).
4. Interviewed a sample of key representatives to confirm issues to date and ideas/suggestions for leading Yarrawonga to the future
5. The following were identified:
  - (a) Yarrawonga Futures Plan (YFP) drivers
  - (b) Infrastructure Gap
  - (c) Policy Initiatives
6. A Prioritised Action Plan was established including a Waterfront Urban Design Masterplan and Parking Precinct Plan

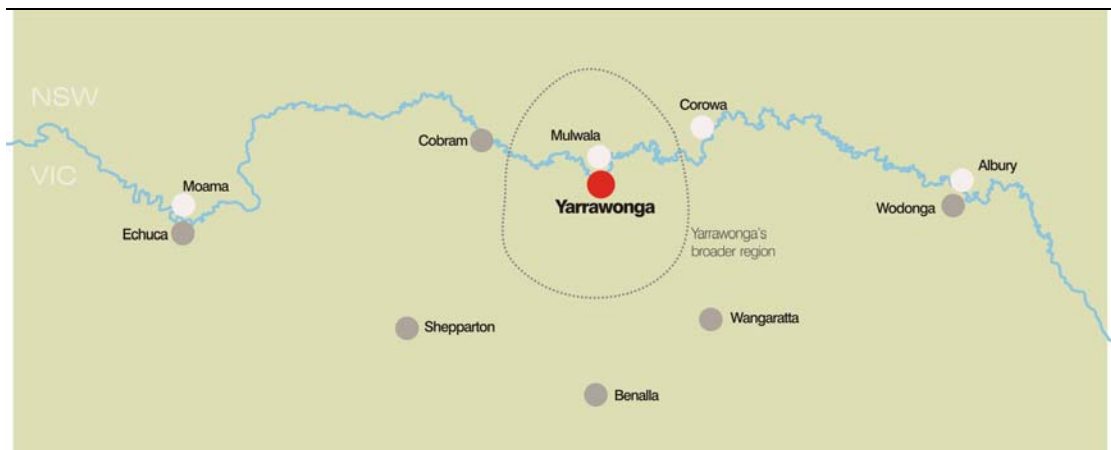
### 3 Competitive Positioning

The following section explores Yarrowonga’s competitive position in relation to its location, role as a river town, State and Local Policy and Economic Growth in the Region. This context will assist in exposing issues and opportunities that should be considered as part of the Yarrowonga Futures Plan.

#### 3.1 Location

Yarrowonga forms part of Moira Shire’s network of settlements, located approximately 90 kilometres east of Albury-Wodonga and approximately 287 kilometres north of Melbourne. Its strategic location, via major highways, to other Victorian regional centres including Cobram, Benalla Wangaratta and Shepparton make it easily accessible to residents, workers and visitors. Yarrowonga’s location to serene Lake Mulwala and its rural surrounds is a constant reminder of the township’s dual role for both tourism and township living.

Figure 1. Yarrowonga Context



#### 3.2 Role of Yarrowonga as a River Town

The Murray River runs from eastern Victoria along the NSW border into South Australia. Along its path run a series of River Towns including Albury-Wodonga, Corowa, Yarrowonga, Tocumwal, Echuca, Swan Hill and Mildura.

##### IRRIGATION

The river is managed through a complex system of 4 major storages, sixteen weirs and 5 barrages. Yarrowonga Weir, constructed in the 1930’s, is the largest on the river and is responsible for the creation of Lake Mulwala.

The weir raises the water levels of the Murray allowing for gravitational diversion of water to major irrigation channels. This system has protected the agricultural region during times of drought and allowed Yarrowonga to develop into a town of approximately 4000 in 2001 and its current population of over 5000 persons.

## TOURISM

Over time, Lake Mulwala has taken on an additional role as part of the tourism industry. The lake is used for a wide range of water based activities including fishing, boating, water skiing, and speed boat racing. The lake, along with an ideal climate for vacationers has made Yarrawonga one of Victoria's major tourist destinations.

Moira as a whole currently attracts 374,000 visitor nights per year. Of these visitor nights, 95% are from domestic tourists (BTR 2004). Given Yarrawonga's location, Melbourne can be considered its major tourism market.

## CURRENT AND FUTURE ROLE

As a result of its history, Yarrawonga now plays the role of a district town providing retail, recreation, professional and community services to the:

- agricultural community
- rapidly increasing local population, and
- seasonal tourists

As the town's population increases, Yarrawonga's challenge is to further service the needs of these three groups as it makes the transition to a regional centre.

## 3.3 Policy Context

### 3.3.1 Yarrawonga Strategy Plan

The Yarrawonga Strategy Plan as adopted by the Moira Shire Council in December 2004 aims to

*'ensure that future residential growth, retail activity, commercial activity and industrial development are conducted in a manner that meets the needs of the local community and visitors to the town.'*

Contextual elements of the YSP include:

- Long, medium and short term residential growth areas to facilitate Yarrawonga's steady population growth over the next 25 years
- An exclusive golf, tourist and residential development (Silverwoods) along Lake Mulwala
- Establishment of a commercial area on the Gorman land and along the Murray Valley Highway to facilitate bulky goods, car showrooms, hardware and larger plate commercial uses
- Opportunities for retail expansion within Belmore Street
- The need to cater for future car parking requirements and traffic management
- Lower the speed limit of Belmore Street to 40 km p/hr
- Attract one or more five star accommodation facilities
- Encourage office space above ground floor or in the surrounding streets
- Potential retail and/or office development on Pigdons Motors site
- Retention of the centre parking strip

- Staged acquisition program to acquire potential car parking sites identified for off-street parking
- Rezone potential off-street parking to Public Use Zone
- The requirement for a landscape masterplan including landscape and streetscape elements along Lake Mulwala

### 3.3.2 Murray Regional Tourism Development Plan

The Murray Regional Tourism Development Plan (MRTDP) sets the broader context for the Yarrawonga region. The MRTDP outlines that Golf, Caravan and Camping, and Food & Wine have the highest propensity for people to visit the Murray Region.

The MRTDP classifies Victorian destinations within the Murray River region by applying a number of different hierarchical levels as outlined below.

#### LEVEL 1

Destinations that currently or potentially attract a strong mix of international, interstate and intrastate visitors, and particularly demonstrate international and national appeal matched to Victoria's key product strengths. Proximity to Melbourne is also an important factor. These destinations have the capacity to:

- Attract significant visitor numbers
- Provide a range of accommodation, attractions and services to maximise visitor yield (length of stay and expenditure)
- Contribute to visitor dispersal (geographically and seasonally), and
- Provide high visitor satisfaction.

#### LEVEL 2

Destinations that currently attract strong interstate and intrastate visitation and demonstrate national and/or international appeal potential.

#### LEVEL 3

Destinations that attract significant intrastate visitation and demonstrate potential interstate appeal, or are important touring and accommodation hubs.

The MRTDP classifies destinations within the Murray River region as follows:

Destination	Level
Echuca	Level 2
Mildura	Level 2
Shepparton	Level 3
Yarrawonga	Level 3
Albury/Wodonga	Level 3
Swan Hill	Level 3

Yarrawonga's product strengths include:

- Close proximity to the Rutherglen Wine Region
- Yarrawonga and Border Golf Club

- Lake Mulwala & cruising along the Ovens River
- Water, Wine & Wildlife Tourist Drive

The MRTDP indicates that Yarrawonga's Level 3 Victoria tourist destination rating can be increased to a Level 2 by increasing the icon of 'The Murray River' as a whole to a level 1 destination. This provides an opportunity for Yarrawonga to capitalise on its strategic location on Lake Mulwala as part of the overall Murray River region experience.

The Federal Budget announced on 9 May 2006, assigned an additional \$500-million to the Murray-Darling Basin Commission for 'capital works and other initiatives to help enhance environmental flows along the River Murray'.<sup>1</sup> This funding demonstrated the importance of the region and increases the potential to increase 'The Murray River' as a tourist destination.

### 3.3.3 State Government Approach to Regional Development

Although the Department of Sustainability and Environment's (DSE) Coastal Spaces report applies to the Victorian coastal region, the concepts and principles that are applied using town hierarchy classification draw parallels to that of Yarrawonga's past, present and forecast growth.

The extent of services and infrastructure provision in Yarrawonga will be determined in part by similar sized settlements. As the population increases, certain expectations will arise based on towns of similar proportions. DSE has recently completed a *Coastal Spaces: Recommendations Report*, which includes a settlement framework identifying the role and function of varying sized towns. While the DSE report focuses on coastal towns, the classifications can be applied to Regional Victoria. The table on the following pages provides a summary of the classifications.

As the table identifies, Yarrawonga with more than 4000 residents falls under a District Town. The summary of a District Town is consistent with Yarrawonga's current service and infrastructure provision. As Yarrawonga's population increases towards 10,000 people, service and infrastructure provision must increase in range and quantity. During this period, significant projects should be established to satisfy the criteria of a Regional Town.

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<sup>1</sup> Australian Government – 2006 Budget Overview

Classification	Population	Summary	Utilities Connections	Services
Town	500 to 2000	<p>Population levels vary against general services but settlements of this type tend to exhibit diversity of demography and housing. Coastal settlements of this type have moderate to high levels of holiday home ownership with those settlements closer to metro Melbourne being more popular retirement/lifestyle destinations.</p> <p>All are connected to reticulated water and sewerage services. Dominant town centre with variety of retail services, post office, schools, police stations and some basic medical facilities. Accommodation stocks comprising of hotel/motel, caravan parks and other smaller establishments also exist. Settlements in this category usually have strong employment relationships with larger settlements nearby.</p>	<p>Reticulated Water</p> <p>Reticulated Sewer</p> <p>Electricity</p>	<p>Post Office/ General Store</p> <p>Country Fire Authority</p> <p>16 hr Police Station</p> <p>Accommodation</p> <p>Primary Education</p>
District Town	2000 to 10,000	<p>District Towns have a large and diverse population base. All essential services are provided. Access to services is generally high such as police stations, medical/hospital facilities and variety of educational facilities.</p> <p>A variety of accommodation stocks are available comprising of a number of hotel/motels, often multiple caravan parks and other boutique establishments. A dominant business district with moderate employment base.</p> <p>Settlements of this type located on the coast are popular visitor destinations in summer. Settlements located closer to metro-Melbourne are popular retirement destinations which offer employment opportunities. Hinterland settlements of this type provide important service support role for coastal settlements and other rural activities.</p>	<p>Reticulated Water</p> <p>Reticulated Sewer</p> <p>Electricity</p>	<p>Local Government Offices</p> <p>Post Office/ General Store</p> <p>Medical Services</p> <p>Country Fire Authority</p> <p>Ambulance</p> <p>16 hr Police Station</p> <p>Accommodation</p> <p>Primary Education</p> <p>Secondary Education</p>
Regional Centre	10,000 plus	<p>Regional Centres have a very large, diverse population and housing base. All essential services are connected. A large, diverse employment base providing for highest order goods and services in a regional Victoria context. All levels of education are catered for.</p> <p>Regional Centres are major interchange points for rail, bus, sea or air. Access to large hospitals and numerous medical facilities are generally provided for.</p> <p>Regional Centres have strong relationships with surround settlements of all types due to the above.</p>	<p>Reticulated Water</p> <p>Reticulated Sewer</p> <p>Electricity</p>	<p>Local Government Offices</p> <p>Post Office/ General Store</p> <p>Medical Services</p> <p>Country Fire Authority</p> <p>Ambulance</p> <p>24hr Police Station</p> <p>Accommodation</p> <p>Primary Education</p> <p>Secondary Education</p> <p>Tertiary Education</p>





### 3.4 Economic Growth in the Region

Several key developments including the Logic Industry Hub in Wodonga; the upgrade of the Melbourne to Sydney rail line; the Shepparton Bypass and the Silverwoods golf course, resort & residential development in Yarrawonga, demonstrate the major investment that continues to flow into the region.

The Logic Industry Hub along the Hume Freeway will consist of 440 ha of manufacturing, distribution and warehousing facilities along with a range of complimentary services. It includes a proposed rail terminal on the Melbourne-Sydney line allowing easy connection to the ports. Woolworth's are constructing a \$100 million regional distribution centre on a 25 ha site. The distribution centre will employ 450 people and generate 1200 truck movements per day.

The approved Shepparton Bypass is currently being incorporated into local planning schemes. It will extend approximately 36 km and provide an alternative route between Melbourne and cities to the north. The bypass will improve the regional road network and the level of service for commercial traffic.

With the first wave of baby-boomers beginning to retire, regional areas will begin to see increased migration of the elderly from Melbourne. Although people tend to retire in the places where they live, with the substantial number of new retirees over the next 20 years, even the small numbers who move to retire will have a noticeable impact on regional areas such as those along the Murray River<sup>2</sup>.

ADI modernising their propellant and high explosives plant in Mulwala. This project is predicted to provide up to 200 jobs during the modernisation. This will require the town to attract a new set of people with the appropriate skill base to provide these services.

Based on the Yarrawonga Strategy Plan (YSP) and associated forecasts, within the next 25 years, Yarrawonga's population threshold will reclassify it from a District Town to a Regional Centre. Yarrawonga would therefore have to review its role and the type of functionality that it offers to its future population. Yarrawonga is competitively positioned well because of the strategic directions set out in the YSP for commercial, retail, industrial, and services which are in line with a Regional Centre.

Yarrawonga is centrally located within a region experiencing significant investment in infrastructure, employment and housing. It is likely to have sustained growth over the next 25 years. Population growth is likely to increase over time with an aging population. To service this growing population, Yarrawonga will require major new infrastructure development and related policies.

This provides Yarrawonga with a number of strengths and opportunities that will lead to local implications. Yarrawonga's role will become strategically more important over the next 10-20 years as a result of private and public expenditure. A review of local plans and policies in the following section outlines potential issues and implications.`

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<sup>2</sup> DSE Regional Matters 2005 – Changing Populations

## 4 Local Strategic Response

The following documents were reviewed to gain an understanding of the issues faced by Yarrawonga and strategies that have already been formulated as a part of previous studies.

- Yarrawonga Futures Plan Tender Brief (YFPT)
- Sinclair Knight Merz, Cross Border Development Project, Nov 2003 (CBDP)
- Neil L. Noelker, Moira Shire “Open for Business” Assessment of Industrial Land Needs in Cobram, Nathalia, Numurkah and Yarrawonga, March 2001(AILN)
- Collie Landscape and Design, Yarrawonga Urban Design Framework, Dec 2000 (UDF)
- Essential Economics, Retail Advice Input to the Yarrawonga Urban Design Framework, Aug 2000 (EE A2000)
- Essential Economics, Retail Advice/Assessment 2004 (EE N2004)
- Lorraine Huddle and Associates, Moira Shire Heritage Study (HS)
- O’Neill Pollock and Associates, Moira Shire Rural Living Study (RLS 2004)
- Moira Shire Cycling and Walking Strategy (CWS)
- Yarrawonga Parking Study (YPS 2000)
- John Piper Traffic, Draft Parking Study (JPT)
- Maunsell, Moira Shire Industrial Land Review (MILR)
- Yarrawonga Strategy Plan, 2004 (YSP)
- MacroPlan Australia, Yarrawonga Household and Population Forecast 2005 (YHPF)
- Yarrawonga Aerodrome Business Plan 2005 (YABP)

Key issues and recommendations have been extracted from the above documents and presented in the following tables according to subject. Although there is no distinct division between each subject category and some information is relevant to several different subjects, information is generally presented only in the most relevant category.

1 Traffic	
Comments	Report Issues
<b>Parking</b>	
<p>Parking is of great concern in Yarrawonga. There is lots of opportunity to increase the parking supply.</p>	<ul style="list-style-type: none"> <li>▪ There is a lack of on/off street parking in the Yarrawonga Activity Centre (YFPT)</li> <li>▪ There are 52 potential car spaces off Witt Street at rear of shops (YPS 2000)</li> <li>▪ There are 31 potential car spaces at Hume and Piper Street behind Florist and Commonwealth Bank, involves acquiring 3 properties (YPS 2000)</li> <li>▪ There are 104 potential car spaces at Hovell Street and Orr Street (YPS 2000)</li> <li>▪ Parking spaces behind Ross Lloyd Motors should be encouraged (JPT)</li> <li>▪ Off street parking should be created between Belmore/Orr/Hovell and McNally Streets</li> <li>▪ Trials should be conducted to realign parking on Belmore Street to increase car spaces (UDF)</li> <li>▪ There is a lack of signage for car parking locations (UDF)</li> <li>▪ Full on-site car parking should be favoured over cash in lieu and the cash in lieu rate for car parking should be raised to \$7000 per space (YSP)</li> <li>▪ There should be no parking dispensation for developers (YSP)</li> <li>▪ MSC should purchase potential car park sites (YSP)</li> <li>▪ The boat ramp at Ely Street requires improved access and car parking arrangements (YSP)</li> <li>▪ Bus parking should be located on south side of Orr Street, just east of Belmore Street (completed)</li> <li>▪ New car parks should be included in the Developer Contributions Plan currently being prepared by MSC (YSP)</li> </ul>
<b>Belmore Street</b>	
<p>Belmore Street should</p>	<ul style="list-style-type: none"> <li>▪ Belmore St. should remain the heart of Yarrawonga (UDF)</li> <li>▪ Hazardous conditions are created for pedestrians because Belmore St. acts as a through road and main street (UDF)</li> </ul>

<p>become a regional icon.</p>	<ul style="list-style-type: none"> <li>▪ The Street should be downgraded in terms of traffic to cater for predominantly internal movements that relate to its commercial/retail activities (UDF)</li> <li>▪ The speed limit should be lowered to 40 km/h (UDF)</li> <li>▪ Removable café furniture along footpaths (UDF)</li> </ul>
<p><b>Highway</b></p> <p>There is a high priority to separate through traffic from local traffic</p>	<ul style="list-style-type: none"> <li>▪ There is conflict between local resident traffic to the east and through traffic (UDF)</li> <li>▪ Heavy vehicle route needed from Burley Road along Irvine Parade to the junction with Belmore Street (UDF)</li> <li>▪ There is a suggested round about at Burley Road and Woods Road (JPT)</li> <li>▪ The intersections at Derry Drive, Wood road &amp; Madden, Witt Street &amp; Belmore Street, Hunt Street &amp; Lynch Street should be upgraded (JPT)</li> </ul>
<p><b>River Crossings</b></p> <p>Long term strategic positioning depends on a new river crossing. This will be a major economic stimulant and major contributor to the competitiveness of Yarrowonga.</p>	<ul style="list-style-type: none"> <li>▪ When the Weir Bridge is closed, heavy and through traffic is concentrated onto Belmore St.</li> <li>▪ Need for new Weir crossing and alternative route to NSW (JPT) <i>Status: Study under way</i></li> <li>▪ Negotiations must take place between the Victorian and NSW Governments to construct a new river crossing within the next 10 years (YSP)</li> </ul>
<p><b>Boulevard</b></p> <p>An active boulevard with car parking, pedestrian facilities and bus stop should link from Belmore</p>	<ul style="list-style-type: none"> <li>▪ Hunt Street and Bank Street upgrades to become a Lake Esplanade with associated landscaping footpaths and car parking on south side (UDF)</li> <li>▪ The boulevard should have similar streetscape elements as Belmore Street (UDF)</li> <li>▪ There should be provision of drop off zones along foreshore (UDF)</li> </ul>

<p>Street and extend along the foreshore.</p>	<ul style="list-style-type: none"> <li>▪ The boulevard should have car parking at the southern side of Hunt Street and on part of Bank Street (UDF)</li> <li>▪ A bus stop should be located close to public conveniences (UDF)</li> <li>▪ Bus parking for tourist related activity (UDF)</li> </ul>
<p><b>Local Streets</b></p>	<ul style="list-style-type: none"> <li>▪ There is no clear hierarchy amongst east-west roads intersecting Belmore Street (UDF)</li> <li>▪ Orr Street should be one way headed east from Belmore Street to Hume Street <i>Status: Completed. One way headed west.</i></li> <li>▪ Hunt Street caters for weekend recreation traffic (JPT)</li> <li>▪ General road improvements are needed to Acacia Street such as sealing, curb and channelling are required (MILR)</li> </ul>
<p>A clear hierarchy is required.</p>	
<p><b>Through Route</b></p>	<ul style="list-style-type: none"> <li>▪ Careful consideration of design of intersections at Melbourne Street Bridge and Irvine Parade is crucial (UDF) <i>Status: Design Completed.</i></li> <li>▪ Must consider the impacts on the area around Yarrawonga Primary School (UDF)</li> <li>▪ Detailed treatment of Piper Street important to vehicles and pedestrians due to high usage (UDF)</li> <li>▪ Follow Burley Rd from Telford Street, recross the channel at Piper Street and connect to Melbourne Street Bridge along Irvine Parade (UDF)</li> <li>▪ PUZ4 zoned land can be used for a bypass of the township (MILR)</li> <li>▪ State funding should be sought in order to complete a bypass within the next 7 years (YSP)</li> </ul>
<p>A bypass should be constructed in the next 7 years.</p>	

## 2 Urban Design

Comments	Report Issues
<p><b>Gateway Treatments</b></p> <p>Visitors need a clear sign that they have arrived in Yarrawonga.</p>	<ul style="list-style-type: none"> <li>▪ There are few signals to visitors that they have arrived in Yarrawonga (UDF)</li> <li>▪ May include signage, tree planting, urban art works consistent with Yarrawonga's image (UDF)</li> <li>▪ Art works may be important along Murray Valley Highway at roundabouts (UDF)</li> <li>▪ An improvement program should be prepared for the Benalla Road entrance to Yarrawonga including drainage, landscaping and signage (YSP)</li> </ul>
<p><b>Foreshore</b></p> <p>Greater emphasis should be placed on Lake Mulwala and related activities.</p>	<ul style="list-style-type: none"> <li>▪ Potential to expand by land reclamation (UDF) <i>Status: Completed.</i> <ul style="list-style-type: none"> <li>▪ Hunt Street acts as a barrier between the foreshore and the YAC</li> <li>▪ Upgraded landscaping (UDF) Better interfacing between Lake Mulwala and foreshore (YFPT)</li> <li>▪ Access to the foreshore needs to be improved (YFPT)</li> <li>▪ Move Tourist Information Centre to create a vista to Lake Mulwala (UDF)</li> <li>▪ Retain Vistas from north-south streets (UDF)</li> </ul> </li> </ul>

<p><b>Streetscape</b></p> <p>The streetscape should reflect the character of Yarrawonga, be of human scale and emphasise the relationship with the lake.</p>	<ul style="list-style-type: none"> <li>▪ Streetscape elements should portray a relevant, consistent and appropriate image of the town and continue through the foreshore i.e. water, environment, contemporary lifestyle (UDF)</li> <li>▪ Installation of central medians (30m long) on Piper Street, Witt Street, Orr Street, and McNally Street on either side of Belmore intersections (UDF)</li> <li>▪ Pedestrian scale street lighting (UDF)</li> <li>▪ Directional and signature signage (UDF)</li> <li>▪ Improve signage to Lake Mulwala (UDF)</li> <li>▪ Height and bulk of buildings (YFPT)</li> <li>▪ Materials should reflect the character of Yarrawonga i.e. agriculture /red gum/lake/river (UDF)</li> <li>▪ Belmore Street activities should be integrated with the foreshore, Kennedy Park and a Mixed Use precinct bounded by Hunt Street, Piper Street, Hume Street and Lynch Street (UDF)</li> </ul>
<p><b>Belmore Street</b></p> <p>Urban design will be an important factor in connecting the street with the foreshore area.</p>	<ul style="list-style-type: none"> <li>▪ There should be no building setbacks along Belmore Street (UDF)</li> <li>▪ Unclear how far the street extends and relates to Lake Mulwala and the rest of Yarrawonga (UDF)</li> <li>▪ Enhance vistas towards the lake (UDF)</li> <li>▪ Retail and commercial uses should not be extended unnecessarily to the south (UDF)</li> <li>▪ Signage and street shade structures (UDF)</li> <li>▪ Veranda's should be encouraged along Belmore Street (UDF)</li> </ul>
<p><b>Heritage</b></p>	<ul style="list-style-type: none"> <li>▪ Interpretive sign boards should be displayed outlining the history of the lake and surrounding area (UDF)</li> </ul>

Modern design should be encouraged in and around Belmore Street.

- Sign boards could form part of a trail along lake to support tourism activity (UDF)
- There are two main heritage precincts in Yarrawonga, the Town Centre Precinct and the Hovell and Tom Streets Precinct (HS)
- Avoid heritage styling in new buildings (UDF)



### 3 Tourism

Comments	Report Issues
<p><b>Lake Mulwala</b></p> <p>The lake is key to tourism in Yarrawonga and efforts must be made to better integrate it with the town centre. Foreshore activities, visual connectivity and landscaping will assist in this area.</p>	<ul style="list-style-type: none"> <li>▪ Key to lifestyle attraction of town and recreation potential</li> <li>▪ Distinguishing feature of Yarrawonga</li> <li>▪ It is poorly integrated visually and physically</li> <li>▪ There is an opportunity to create tourism focus along foreshore</li> <li>▪ A landscape masterplan should be developed along the eastern foreshore from Murphy Street to the Yacht Club (YSP)</li> <li>▪ Jetties should be constructed at either side of the boat ramp along the foreshore to facilitate launching and retrieval of boats (YSP)</li> <li>▪ A landscape masterplan should be developed for the area around the rowing sheds including new boat launch ramps, improved parking, bbq and picnic facilities and a separate walking track (YSP)</li> <li>▪ A landscape masterplan should be prepared with the objective of creating a linear park on the foreshore from Hogans Road through to Bundalong. The plan should include a shared pedestrian/bicycle path, picnic facilities, new car and boat parking, upgraded boat ramp between Rosemary Court and Stevenson Court, access to the highway and construction of a boat ramp and facilities in the vicinity of Majors Creek (YSP)</li> </ul>
<p><b>Tourism Centre</b></p> <p>A new tourist centre with a greater range of services and the ability to coordinate tourist activity in Yarrawonga is required.</p>	<ul style="list-style-type: none"> <li>▪ Should consider the relocation of tourist information centre (EE A2000)</li> <li>▪ Should be relocated away from waters edge (UDF)</li> <li>▪ New facilities should have a contemporary architectural design (UDF)</li> <li>▪ Include public toilets accessible from exterior (UDF)</li> <li>▪ Not require foreshore area for parking (UDF)</li> <li>▪ Supported by signed tourist booths at strategic locations (UDF)</li> </ul>

<p><b>Marketing</b></p>	<ul style="list-style-type: none"> <li>▪ Multiple community business and special interest groups have uncoordinated marketing strategies</li> <li>▪ Tourism Murray River, a tri-state committee, has so far failed to deliver a coherent marketing strategy for the region (CBDP)</li> <li>▪ There is potential for cross border tourism promotion organisation (CBDP)</li> <li>▪ Market towards attracting one or more 5 star accommodation facilities (YSP)</li> <li>▪ Opportunity to capture ‘fly north for winter’ retirees by offering package products (CBDP)</li> <li>▪ Aerodrome has plans to expand runway to accommodate regular charter flights associated with tourism and business. (YABP)</li> <li>▪ Applications for first floor and above office space should be supported in the Belmore Street and YAC (YSP)</li> </ul>
<p><b>Events and Attractions</b></p> <p>The scale of events and attractions can encourage local activity as well as draw tourism dollars from throughout Victoria and interstate.</p>	<ul style="list-style-type: none"> <li>▪ Potential to attract regular PGA golf tournaments (CBDP)</li> <li>▪ Should encourage harvest festivals and regular farmers’ markets etc (CBDP)</li> <li>▪ Should try to capture more conferences and incentives market (CBDP)</li> <li>▪ Consider development of a water park</li> </ul>
<p><b>Eco-tourism</b></p> <p>Potential to capitalise on Lake Mulwala while linking into the greater eco-tourism of the region.</p>	<ul style="list-style-type: none"> <li>▪ Should be recognised as an area of environmental conservation</li> <li>▪ Explore potential for eco-tourism (UDF)</li> <li>▪ Invest in regional trails such as Murray River Trails from high country to the Coorong (CBDP)</li> </ul>

## 4 Leisure & Recreation

Comments	Report Issues
<p><b>Land Based</b></p> <p>Existing assets should be further developed and linked with new assets (eg. Silverwoods)</p>	<ul style="list-style-type: none"> <li>▪ Kennedy Park offers opportunities to serve residents and tourists (UDF)</li> <li>▪ Link Kennedy Park and Belmore Street activities via Piper Street (UDF)</li> <li>▪ No open green space in the YAC (UDF)</li> <li>▪ Kennedy Park has no paths and does not realise potential (UDF)</li> <li>▪ A greater recreational offer will be available once the new golf course at Silverwoods is developed (YSP)</li> <li>▪ Develop passive recreation opportunities such as parks and boardwalks with elderly in mind (CBDP)</li> <li>▪ Improve sports and recreational facilities (UDF)</li> <li>▪ Explore potential for indoor recreation centre (UDF)</li> <li>▪ Need to develop recreation facilities such as the planned skate park, an indoor swimming pool and an indoor gymnasium/sports hall (YSP) <i>Status: Skate park completed.</i></li> </ul>
<p><b>Water Based</b></p> <p>More focus should be put on water based activities.</p>	<ul style="list-style-type: none"> <li>▪ Relocate the water slide to the Yarrawonga Pool (YSP)</li> <li>▪ Construct new jetties on either side of the pier along the foreshore (YSP) and investigate the construction of a marina</li> <li>▪ Access to the rowing sheds should be improved by obtaining additional surrounding land (YSP)</li> <li>▪ The community should be consulted about the desire to re-establish the rowing club (YSP)</li> <li>▪ Develop children's Water play area on foreshore (YSP)</li> </ul>

## 5 Strategic Planning

Comments	Report Issues
<p><b>Community Services</b></p> <p>The range and quality of service provision requires support from and integration with Mulwala.</p>	<ul style="list-style-type: none"> <li>▪ Yarrawonga provides most of the services required by the subregional NSW population (CBDP)</li> <li>▪ Cross border waste disposal and recycling services should be strengthened (CBDP)</li> <li>▪ Limited range of specialist and after school activities for teenagers, especially in non-sporting areas (CBDP)</li> <li>▪ Develop services such as elder day care (CBDP)</li> </ul>
<p><b>Planning Scheme</b></p> <p>A wide range of planning scheme amendments is recommended.</p>	<ul style="list-style-type: none"> <li>▪ Should be amended to include:               <ul style="list-style-type: none"> <li>▪ parking rate for new retail to be 5 spaces per 100m<sup>2</sup> of leaseable floor space (EE A2000)</li> <li>▪ lesser rate for particular developments based on detailed traffic analysis (YPS 2000)</li> <li>▪ developer contributions for parking where development cannot provide it</li> </ul> </li> <li>▪ New parking requirements identified in JPT 2005 report (JPT)</li> <li>▪ Current Planning Policies promote use of land at southern end of Belmore Street and Hovell Street to west. This conflicts with promoting Foreshore activity (UDF)</li> <li>▪ Scheme does not identify the most appropriate locations for aged persons accommodation (CBDP)</li> </ul> <p>MUNICIPAL STRATEGIC STATEMENT</p>

- Moira's Municipal Strategic Statement has a vision which includes the following key directions:
  - Employment opportunities in Moira will be dominated by the agricultural, industrial and tourism resources of the municipality
  - Economic growth of the Shire is based on its natural assets, raw and value-added agriculture, tourism, recreation, retirement and small business development combined with access to new technology
  - The population of the Shire is aging
  - There is a desire for the local community to retain and attract young people to the community to strengthen the mix of social and economic opportunities in the municipality;
  - There is a desire for the local community to protect and enhance elements of historic, cultural and natural significance for the intrinsic value and continuity between our past and future generations
  - Effective provision of all social, economic and community services and functions to the community which will require planned integration and to maximise effective use of new and existing social and physical infrastructure
  - There will be an increasing demand for a range of living and working opportunities. In particular, housing choices will need to be varied as the population ages and alternatives to traditional family housing will be sought in rural and urban areas.

#### ZONING

- Additional land required to be rezoned on the southern side of the Murray Valley Highway between Wood and Botts Road for retail and business, to reach 6000 m<sup>2</sup> for 2011 (EE A2000)  
*Status: Soon to be adopted.*
- Retail and business zoning is best located east of the town centre due to population growth and lakeside for tourist shops
- Land north of Piper Street and east of Hume Street should be rezoned to Mixed Use (UDF)  
*Status: Completed for Witt Street bounded by Hume, Lynch and Hunt Streets.*
- Current zoning does not promote mixed use (UDF)

- Area between Kennedy Park and Belmore Street activities (Hume Street & Lynch Street) should be Mixed Use to promote activity along foreshore while not actively removing residential uses (UDF)
- Amendment C13 rezoned an area (identified in previous point) along the foreshore to mixed use (YSP)
- Rezoning of residential land east of Benalla Road to Industrial 1 to reflect current use to reinforce and consolidate the Yarrawonga Industrial Base (MILR)
- The area between Kennedy Park and the Belmore Street as well as the southern portion of Belmore Street was rejected as a Mixed Use Zone by a panel as being premature (YSP)
- Rural land south of Murray Valley Highway and east of Woods Road is currently being rezoned to Residential 1 (YSP)
- Potential off street car park sites should be rezoned to Public Use Zone (YSP)
- Rural Land fronting Murray Valley Highway and Burley Road should be rezoned to Business 3 Zone with the remainder rezoned to Industrial 1 Zone (YSP)  
*Status: awaiting approval by Minister for Planning*
- Rural land in West Yarrawonga could provide a 19 year supply of large industrial sites, however due to high visibility from the Murray Valley Highway, this would have a significant visual impact on the gateway to Yarrawonga (YSP)
- The railway yards should be secured and rezoned Industrial 3 Zone for a light industrial park. (YSP)
- The small area of Residential 1 land adjoining the Hogans Road boat ramp should be rezoned to Public Park and Recreation Zone (YSP)

#### LOCAL PLANNING POLICIES

- The current Local Planning Policy Framework supports development abutting Hovell Street west of Belmore which conflicts with eastward development (UDF)
- There should be more interaction between Lake Mulwala and Belmore Street commercial, retail and tourism activities (UDF)

	<ul style="list-style-type: none"> <li>Complimentary businesses should be located at Southern portion of Belmore Street (UDF)</li> <li>Remove reference in Clause 22-01-04 'land west of centre abutting Hovell Street and:</li> <li>Add mixed use component between Hunt Street, Lynch Street, Piper Street and Hume St.</li> <li>Add integration of Kennedy Park with Belmore Street and foreshore (UDF)</li> </ul>																																																																																
<p><b>Community Infrastructure</b></p>	<ul style="list-style-type: none"> <li>Need for greater number of public rental housing units (YSP)</li> <li>Current plans for a 60 bed aged-care facility at Woods Road (YSP) <i>Status: Opened in 2006</i></li> <li>Need for more aged care housing facilities (YSP)</li> <li>Current plans for childcare facility at Woods Road (YSP)</li> </ul>																																																																																
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<p><b>Population</b></p>	<p><b>Table 2. Projected Population growth Yarrowonga/Mulwala.</b></p> <table border="1"> <thead> <tr> <th></th> <th>2006</th> <th>2011</th> <th>2016</th> <th>Av Annual Growth (2006 - 2016)</th> <th>2021</th> <th>2026</th> <th>2031</th> </tr> </thead> <tbody> <tr> <td><b>Low Forecast</b></td> <td><b>7,117</b></td> <td><b>8,053</b></td> <td><b>9,197</b></td> <td><b>2.60%</b></td> <td><b>10,340</b></td> <td><b>11,484</b></td> <td><b>12,627</b></td> </tr> <tr> <td>    Yarrowonga</td> <td>5,225</td> <td>5,971</td> <td>6,870</td> <td>2.77%</td> <td>7,769</td> <td>8,668</td> <td>9,567</td> </tr> <tr> <td>    Mulwala</td> <td>1,892</td> <td>2,082</td> <td>2,326</td> <td>2.09%</td> <td>2,571</td> <td>2,816</td> <td>3,061</td> </tr> <tr> <td><b>High Forecast</b></td> <td><b>7,136</b></td> <td><b>8,420</b></td> <td><b>9,912</b></td> <td><b>3.34%</b></td> <td><b>11,404</b></td> <td><b>12,896</b></td> <td><b>14,388</b></td> </tr> <tr> <td>    Yarrowonga</td> <td>5,225</td> <td>6,229</td> <td>7,386</td> <td>3.52%</td> <td>8,542</td> <td>9,699</td> <td>10,855</td> </tr> <tr> <td>    Mulwala</td> <td>1,911</td> <td>2,191</td> <td>2,526</td> <td>2.83%</td> <td>2,862</td> <td>3,197</td> <td>3,533</td> </tr> <tr> <td><b>New Products Forecast</b></td> <td><b>7,136</b></td> <td><b>8,779</b></td> <td><b>10,689</b></td> <td><b>4.12%</b></td> <td><b>12,599</b></td> <td><b>14,509</b></td> <td><b>16,418</b></td> </tr> <tr> <td>    Yarrowonga</td> <td>5,225</td> <td>6,510</td> <td>7,991</td> <td>4.34%</td> <td>9,471</td> <td>10,951</td> <td>12,432</td> </tr> <tr> <td>    Mulwala</td> <td>1,911</td> <td>2,269</td> <td>2,698</td> <td>3.51%</td> <td>3,128</td> <td>3,557</td> <td>3,987</td> </tr> </tbody> </table> <p>Source: MacroPlan Australia, Yarrowonga Household and Population Forecast 2005</p> <ul style="list-style-type: none"> <li>It was suggested that a forecast population of 14,400 (10,100 Yarrowonga) for Yarrowonga/Mulwala by 2031 be adopted for strategic planning purposes and with the imminent development of Silverwoods 16,400 (12,400 Yarrowonga) be adopted.</li> </ul>		2006	2011	2016	Av Annual Growth (2006 - 2016)	2021	2026	2031	<b>Low Forecast</b>	<b>7,117</b>	<b>8,053</b>	<b>9,197</b>	<b>2.60%</b>	<b>10,340</b>	<b>11,484</b>	<b>12,627</b>	Yarrowonga	5,225	5,971	6,870	2.77%	7,769	8,668	9,567	Mulwala	1,892	2,082	2,326	2.09%	2,571	2,816	3,061	<b>High Forecast</b>	<b>7,136</b>	<b>8,420</b>	<b>9,912</b>	<b>3.34%</b>	<b>11,404</b>	<b>12,896</b>	<b>14,388</b>	Yarrowonga	5,225	6,229	7,386	3.52%	8,542	9,699	10,855	Mulwala	1,911	2,191	2,526	2.83%	2,862	3,197	3,533	<b>New Products Forecast</b>	<b>7,136</b>	<b>8,779</b>	<b>10,689</b>	<b>4.12%</b>	<b>12,599</b>	<b>14,509</b>	<b>16,418</b>	Yarrowonga	5,225	6,510	7,991	4.34%	9,471	10,951	12,432	Mulwala	1,911	2,269	2,698	3.51%	3,128	3,557	3,987
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## Industrial

Rationalisation and expansion of industrially zoned land is required.

- Land west of Benalla Rd should be rezoned Business 3 to attract commercial uses which require high exposure, could be highlighted with gateway treatment at the Highway (MILR) *Status: awaiting approval from Minister for Planning*
- Consider the relocation of industrial uses east of the township along Murray Valley Highway to free up residential land (MILR)
- Industrial 1 zoned land east of Acacia Street could be used to create a high quality garden industrial estate (MILR) *Status: Subdivision application to be approved in 2006*
- Relocation of the Sewerage Treatment Plant by 2008 will free up industrial land in the short to medium term (MILR) *Status: brought forward by North East Water*
- PUZ4 located at the Yarrawonga Station may be ideal for Business Park purposes (MILR)
- Grain Corp bunkers should be relocated from Yarrawonga Industrial Precinct to a Rural Zone (MILR)
- Relocation of Crothers Cordial should be investigated (MILR)
- Industrial and commercial activities should be developed at the aerodrome (AILN)
- Land comprising the former Shire Depot and part of the saleyards site fronting Sharp Street be made available for small light industry subdivision (AILN)
- Despite limited short term demand, Industrial land must be identified for the long term (AILN)



## 6 Retail & Business

### Comments

### Report Issues

#### Expansion

There is demand for small, medium and bulky good retail floorspace. Bulky goods floorspace will be provided on the Gorman site allowing Belmore street to provide for small to medium sized retailers.

- There is potential for additional tourist spending (EE A2000)
- Promote outdoor eating along Belmore Street at Lake end (UDF)
- In 2011, there will be a requirement for 2210m<sup>2</sup> supportable retail space, 720m<sup>2</sup> for food, 1180m<sup>2</sup> in non-food and 310m<sup>2</sup> retail (EE A2000)
- Belmore Street has virtually all floorspace with small pockets throughout catchment area (EE A2000)
- New business and retail should be located north or east of key retail outlets (UDF)
- Retail close to the lake will support developments which will meet the needs of tourists (YSP)
- Retail expansion opportunities to the east and south of Belmore Street are limited (YSP)
- A lack of available space is likely to limit retail and commercial growth (YSP)
- The absence of additional floor space, escape spending expected to be approximately 36% in 2011 up from 33% in 2000 (EE A2000)
- At the time of the YSP, a number of sites were investigated for potential development include: Gormans Land, the Drive-in, lakeside, and Hogans Road (YSP)
- Yarrawonga can support 10,000 m<sup>2</sup> of additional bulky goods floorspace (EE Nov 2004)
- The Gorman site is most appropriate for bulky goods development (EE Nov 2004)
- Car sales outlets should be moved to a potential Business 3 zone in Burley Road or other commercial centre (YSP)
- Pigdons Motors should be considered for an office complex (YSP)

### Operating Hours

- Limited hours on weekends contributes to escape spending (YFPT)
- Extreme retail and service demand occurring at different times of the year (YFPT)

## 7 Infrastructure

Comments	Report Issues
<p><b>Public Toilets</b></p> <p>Improvement is required.</p>	<ul style="list-style-type: none"> <li>▪ Public toilet facilities associated with tourist centre, the bus stop and car park need to be improved (UDF)</li> <li>▪ A toilet block is being constructed outside the Shire Hall (YSP) <i>Status: Completed</i></li> </ul>
<p><b>Community</b></p> <p>There will be a greater demand for education as the population increases.</p>	<ul style="list-style-type: none"> <li>▪ There is a need to maintain and improve current health and education infrastructure to support residents</li> <li>▪ Additional primary school facilities will be required by 2010 and more by 2030 (YSP)</li> <li>▪ Expansion of the existing secondary schools, or additional school will be required by 2010 (YSP)</li> <li>▪ Positive cultural, recreational, environmental and educational experience should be encouraged within the streets and public areas of Yarrawonga to maximise local community and visitor opportunities (UDF)</li> </ul>
<p><b>Energy, Sewerage and Telecommunications</b></p> <p>Key services must be reliable to support local business and amenity of residents.</p>	<ul style="list-style-type: none"> <li>▪ According to residents, electricity supply to Yarrawonga is said to be occasionally unreliable and this is an impediment to further industrial development or to significant urban development (CBDP)</li> <li>▪ The cost of energy is a disincentive to investment and equity issue for regional residents (CBDP)</li> <li>▪ The North East Water Sewerage Farm will be relocating to the North East Water land in Rileys Road (YSP)</li> <li>▪ Region still has poor telecommunications infrastructure remains an issue for the cross border region including slow internet speeds, poor maintenance and repair service and patchy mobile phone coverage (CBDP)</li> </ul>

## Education

There will be greater demand for a variety of educational facilities.

- A section of the showgrounds site, across from the Secondary College has been identified as a potential education precinct. This land would require rezoning to Public Purposes Education (YSP)
- The possibility of securing a higher education facility focusing on tourism, recreation, building and technology should be discussed with state government and selected tertiary institutions (YSP)
- A site needs to be identified for a combined Catholic Education facility (YSP)
- Initiatives should be developed that promote independence in older people such as a University of the 3rd Age (CBDP)

## 8 Pedestrian Movement and Cycling

Comments	Report Issues
<p><b>Linkages</b></p> <p>Better linkages are essential as traffic and movement increases rapidly.</p>	<ul style="list-style-type: none"> <li>▪ Currently, streets act as the main connection between areas for pedestrians and cyclists</li> <li>▪ There are links between Belmore Street and Hume Street via an arcade and planted pathway</li> <li>▪ Access to the lake edge and rear of Belmore Street shops is limited</li> <li>▪ Link between Kennedy Park and Foreshore is overgrown with vegetation and cut off from the foreshore by fencing (UDF)</li> <li>▪ Kennedy Park and Belmore Street should be linked via Piper Street (UDF)</li> <li>▪ There should be safer pedestrian crossing on the Melbourne Street Bridge (UDF)</li> <li>▪ Belmore Street should have access to rear parking through shops or laneways (UDF)</li> </ul>
<p><b>Belmore Street</b></p>	<ul style="list-style-type: none"> <li>▪ There are pedestrian safety issues due to on street car parking (UDF)</li> <li>▪ Due to high pedestrian and vehicle usage, pedestrian safety should be considered along east-west streets including Irvine Parade, Witt Street and Piper Street (UDF)</li> <li>▪ Pedestrian crossings should be constructed mid-block with pavement treatment in accordance with the Disability Discrimination Act requirements (UDF) <i>Status: One completed in 2006</i></li> </ul>
<p><b>Cycle Paths</b></p>	<ul style="list-style-type: none"> <li>▪ The Moira Shire Council has prepared a comprehensive Cycling and Walking Strategy (CWS) which includes specific recommendations for Yarrawonga. The strategy lists specific actions that must be taken to improve walkability, cycling and safety in the area. These include:</li> <li>▪ Improved routes and access to: primary school, caravan park, sports ground, town centre, bridge, foreshore, Yarrawonga Regional Park, Bruces Beach, recreational tracks, new residential subdivisions, secondary school, showgrounds, Victoria Park and residents south of the town centre</li> <li>▪ Safety and convenience can be improved through wider paths, bike lanes, bollards, refuges at roundabouts, improved lighting, cut-throughs at cul de sacs, signage and signalised crossing on Belmore Street. A detailed plan and list of actions is available in the Strategy Document</li> </ul>

## 9 Housing

Comments	Report Issues
<p><b>Residential</b></p> <p>Silverwoods provides an alternative option to standard residential subdivision. It will also attract a different market, increasing overall demand. More residential land will be required to control housing prices and accommodate population growth.</p>	<ul style="list-style-type: none"> <li>▪ There is justification for approximately 135 rural residential lots over the next 10 years in the broader Yarrowonga market. (RLS 2004)</li> <li>▪ There are currently 38 vacant/undeveloped low density residential (LDR) allotments within broader Yarrowonga with approx 10 for sale. (RLS 2004)</li> <li>▪ Current LDR allotments are being constrained by the lack of recent LDR subdivisions (RLS 2004)</li> <li>▪ There are 6 recent applications for LDR subdivisions totalling 62 allotments which would meet medium term supply requirements. (RLS 2004)</li> <li>▪ The Yarrowonga Golf Country Estate is the only significant opportunity in the broader Yarrowonga market to create a new greenfield LDR subdivision (RLS 2004)</li> <li>▪ Until new sites for LDR are identified and released, choice will be limited and the market will remain stagnant (RLS 2004)</li> <li>▪ At the time of the study, long term supply of LDR allotments (172) represented a 12 year supply with a major component located within the Yarrowonga Golf Country Estate. (RLS 2004). Since then, Yarrowonga's residential land supply decreased significantly prior to the rezoning of the Silverwoods development to R1Z and the current amendment for rezoning of the Gorman land.</li> <li>▪ 70 additional allotments should be identified for a diversity of medium term opportunities, this would equate to approximately 32 ha (RLS 2004)</li> <li>▪ Rezoning recommendations throughout the region have been provided in the Moira Rural Living Strategy Prepared by O'Neil Pollock &amp; Associates Pty Ltd (RLS 2004)</li> <li>▪ Opportunity to develop accommodation for older people including retirement villages, hostels, and nursing homes (CBDP). The Silverwoods development also provides an opportunity for niche retirement accommodation.</li> </ul>

### Tourist Accommodation

A limited range of accommodation options and supply may be limiting the tourism potential of Yarrawonga.

- There is a lack of 'up-market' self contained units on the shores of Lake Mulwala (CBDP)
- Nature based accommodation such as stilt houses in Redgum forests (CBDP)
- Backpacker or hostel accommodation which could be developed in relation to labour supply strategies for horticultural development (CBDP)
- If there is short to medium term demand for rental housing, a development plan should be prepared for The Grove Caravan Park (YSP)

## 4.1 Conclusions from Previous Studies

Based on key points extracted from previous studies, the following strategic response conclusions can be made:

- Significant growth is occurring in estimated residential population and visitation
- 'Tree change' is likely to continue and intensify
- The community profile is changing but there will be significant growth in:
  - Young families with children
  - 65+ Age group ie. 'Fast growth and fast ageing'
- Significant regional migration has occurred but significant increase in migration from Melbourne is likely
- Local infrastructure needs to be improved to get to acceptable standards eg. traffic safety, in order to:
  - provide access to a modern range of community facilities
  - protect the cultural values of the built and natural environment
- Yarrawonga has an opportunity to generate a sustainable economy which encourages residents to live, work and play on a 'cradle to grave' basis. This means generating employment in the services sector (retail, tourism, knowledge economy, community services) and supporting a strong agricultural base. The rejuvenation of the Belmore Street YAC and identification of the town expansion opportunities are critical elements of the services sector growth strategy.
- The two key planks of the YAC strategy should include having:
  1. The 'best main street on the Murray'. This requires:
    - More parking
    - Room for retail sector to grow and innovate
    - Increased level of activity 24 hours a day
  2. The only river town which does not turn its back on the water. This requires the introduction of a major 'magnet' (Tourist Information Centre / Library / Gallery) to complement a restaurant/café precinct which will activate the waterfront edge
- Town expansion opportunities should support the growth of the service sector; these include:
  - Airport with direct passenger flights to/from Yarrawonga
  - Knowledge & Enterprise Precinct
  - Convention & Exhibition Facility (Silverwoods)
  - New hospital site
  - New TAFE site
  - Golf course resort development (Silverwoods)





- Affordable residential land developed on a 'liveable neighbourhoods' basis.

## 4.2 Implications for the Yarrawonga Futures Plan

It is recognized that the Yarrawonga Futures Plan must focus on strategic policy and infrastructure decisions necessary to create long term social, environmental and economic sustainability for the community. The key priorities are:

1. **Strategic Policy Initiatives**, which we have identified four key areas:
  - Urban Planning
  - Events based tourism
  - Education
  - Aviation
  
2. **Infrastructure Improvements**, which have been identified:
  - Belmore Street YAC
  - Car parking (Special Rate)
  - Road hierarchy (Special Rate)
  - Streetscape (Special Rate)
  - The Waterfront
    - Boardwalk (Differential Rate)
    - Visitor Information Centre (Differential Rate)
    - Café/Restaurant mixed use development (Joint Venture)
    - Water Jet
    - Children's water play park
  - Gateways
    - Gateways, landscaping, thematic flags (Rates)
  - Roads
    - Yarrawonga by-pass
  - Bridges
    - Second river crossing (State governments of Victoria & New South Wales)

The agricultural sector is and will remain a critical foundation for the local economy. This sector is undergoing rapid change due to global competition, drought, water access, increasing environmental concerns particularly in relation to run-off into the Murray River. While it is not a focus of the YFS, interfacing with developing areas requires on-going consideration.

## 5 Regional Assessment

After reviewing Yarrawonga from a regional perspective and completing a detailed literature review to gain specific insight into the local issues, an analysis of strengths, weaknesses, opportunities and constraints was completed. The following sections outline this analysis.

### 5.1 Strengths

Yarrawonga has numerous factors contributing to its current success. These include:

#### SOCIAL

- Lake activities including speed boating, waterskiing and fishing
- The showgrounds and events that can be held there.
- Strong community interaction, especially within the Belmore Street area
- Strong 'sense of place'
- Existing golf course in NSW

#### ECONOMIC

- Clear signs of strong population growth and an expanding tourism market
- Successful tourist accommodation, which is generally integrated with the activity centre and Lake Mulwala
- Belmore Street, the focus of the Town Centre, which has a north-south orientation, adjacent to Lake Mulwala
- The Regional Aerodrome, which is within a convenient distance from the Town Centre
- Strong magnets to the town
- Caravan/camping facilities
- Affordable housing prices compared to Melbourne
- Being a drivable distance to Melbourne
- Belmore Street retail strip
- Proximity to Murray Valley Highway
- Proximity to Wangaratta, Shepparton and Wodonga
- Strong tourism base meets Victorian State Government investment Strategies

#### ENVIRONMENTAL

- A consistent climate with relatively extended daylight hours
- Lake Mulwala/Murray River

## 5.2 Weaknesses

Despite the many positive attributes of Yarrawonga, its modest population and limited investment leave several weaknesses that should be understood or addressed. These include:

### SOCIAL

- Lack of night time activity/entertainment
- Lack of medical and related services for aged population
- Lack of tertiary and further education options
- Lack of apprenticeships
- Lack of youth/elderly services

### ECONOMIC

- Current population size resulting in limited economies of scale and lack of a range of services and facilities
- Congestion of activity within a limited area eg. Belmore Street and Lake during peak season
- Belmore Street currently has limited expansion potential
- Limited or no parking overflow areas
- Limited diversity of tourist accommodation offer
- An economy which is dependant on seasonal tourism and agriculture
- Limited white and pink collar employment opportunities
- Concentration of land ownership patterns constraining development
- Ability to attract high professionals including medical and legal practices
- Inappropriate uses in and around Belmore Street

### ENVIRONMENTAL

- No vista from Belmore Street to Lake Mulwala
- Limited cohesiveness between Belmore Street, lateral streets and Lake Mulwala
- No defining entrance to the Yarrawonga Activity Centre
- Only one traffic connection between Yarrawonga and Mulwala
- No cohesive built-form style

## 5.3 Opportunities

Both Yarrawonga's strengths and weaknesses present a range of opportunities to improve Yarrawonga's economy, social activity and services. These include:

### SOCIAL

- Build upon strong 'sense of place' through the use of precincts model
- Increase lifestyle opportunities by expanding the spectrum of services and facilities available
- Develop a broader range of education facilities catering for young adults and the elderly
- Introduce a new regional hospital within close proximity to existing airport
- Attract State funding for community projects
- Increase sport and recreation options
- Attract new associated lake uses
- Encourage community interaction and focal points along the water by extending foreshore activities
- Linked open spaces with active/passive recreation including pedestrian/cycle paths and linkages to Kennedy Park
- Encourage social activities for youth and aged populations
- Increase services and facilities for youth and aged populations
- Increase employment opportunities to reduce youth migration
- Attract investment in retirement/aged population market

### ECONOMIC

- Strengthening the spatial and economic relationship between Belmore Street and the lake through design and attractions
- New street-front shops available through the relocation of existing uses eg. Hardware Store and Car Showroom
- Increase outdoor café and restaurant culture
- Extend the tourist catchment by starting passenger flights to Yarrawonga
- Increase retail and investment catchment
- Extend and attract activities/retail beyond peak season
- Extend water based recreation activities
- The large land parcels available in the surrounds of Yarrawonga to develop a major attraction(s)
- Railway yard redevelopment
- Further enhancing the street activity
- Vacant developable land available on streets parallel to Belmore Street



- Increase competitiveness of Yarrawonga as tourist destination. This can be achieved through event-based attractions, golf and recreational activities and more diverse tourist accommodation.
- Increase visitation and length of stay, expenditure and branding opportunities

#### ENVIRONMENTAL

- Rural and lake environments have eco-tourism potential
- Encourage walking through good urban design principles, parking location and traffic management
- Connecting foreshore to the surrounding residential areas through walking and cycling paths

## 5.4 Threats

A range of factors can have major impacts on a town's success. In Yarrawonga, demographic, regional and tourism issues must be considered in a long term plan. These include:

#### SOCIAL

- Youth leaving the town due to lack of employment/education/entertainment facilities
- Housing price escalation preventing population growth and reducing housing affordability
- Increased peak season activities can impact on local lifestyle including shopping and recreation.
- Reduction of hospital services at the hospital could make Yarrawonga a less desirable place to live.

#### ECONOMIC

- NSW development of Mulwala town centre dispersing town activities
- Themed caravan parks in Cobram (RACV)
- Decrease in agricultural activities
- Lack of investors/investment dollars/development can prevent good plans from being implemented
- High retail rental rates can force out specialty shops
- Current lack of suitably sized land parcels for future retail in Town Centre e.g. new extended supermarket

#### ENVIRONMENTAL

- The ongoing drought may have considerable impacts on the Murray Region as a tourist destination. The Federal Government recognises this problem and allocated significant funding to help improve water flows on the Murray River.

## 6 Issues and Opportunities

Having completed the initial literature review, site assessment and undertaken discussions with key stakeholders, we have carried out a 'gap analysis' that identifies areas that merit further investigation. The issues and opportunities listed in the table below formed the basis for discussion between MacroPlan, key stakeholders and council.

Identified Gap	Description
Foreshore	<ul style="list-style-type: none"> <li>▪ Practical/sustainable activation of this area, including scale, development of 'magnets' and use types</li> <li>▪ Avoid conflicts between the foreshore and Belmore Street as key attractors</li> <li>▪ Attractors to integrate the foreshore/Belmore Street/community open space</li> <li>▪ Recreational activities</li> </ul>
Yarrowonga Activity Centre	<ul style="list-style-type: none"> <li>▪ Role of the Centre as 'best Main Street' on the Murray</li> <li>▪ Activation of lateral streets</li> <li>▪ Achieving street linkages</li> <li>▪ Expansion of Belmore Street Activity Centre</li> </ul>
Boat services: Ferry / water taxi	<ul style="list-style-type: none"> <li>▪ Linkages to other key lake developments, including ski clubs, golf clubs &amp; tourist accommodation</li> </ul>
Regional airport	<ul style="list-style-type: none"> <li>▪ Regular passenger &amp; tourism services</li> </ul>
Medium density housing	<ul style="list-style-type: none"> <li>▪ Scale / Design / Carparking</li> <li>▪ Lake Mulwala foreshore and Belmore Street (south)</li> </ul>
Tourist Accommodation	<ul style="list-style-type: none"> <li>▪ Diversity: size / rating / experience</li> </ul>
Night life	<ul style="list-style-type: none"> <li>▪ Drivers for activating Yarrowonga's night-life expenditure</li> <li>▪ Increased Yarrowonga share</li> <li>▪ Improved venues / Variety</li> </ul>
Employment & Education	<ul style="list-style-type: none"> <li>▪ Employment generators</li> <li>▪ Diverse range of opportunities to improve</li> </ul>



	<p>white, pink &amp; blue collar skills via TAFE / Adult &amp; remote learning / Apprenticeship</p> <ul style="list-style-type: none"> <li>▪ Key drivers from the Industrial/ Economic Development strategies to attract employment</li> </ul>
Urban Design	<ul style="list-style-type: none"> <li>▪ Development of 'cornerstone' sites</li> <li>▪ Availability of land to accommodate growth</li> </ul>
Protection from Inappropriate uses	<ul style="list-style-type: none"> <li>▪ Non-retail uses on ground floor</li> <li>▪ Inappropriate use of key sites</li> </ul>
Identification of off peak attractors	<ul style="list-style-type: none"> <li>▪ Tourist attractions</li> <li>▪ Special events / Community themes &amp; programs</li> </ul>
Retirement Living	<ul style="list-style-type: none"> <li>▪ Accommodation / services / medical / location</li> </ul>
Marketing	<ul style="list-style-type: none"> <li>▪ Integrated approach / Value adding / Competitive advantage</li> </ul>
Agriculture	<ul style="list-style-type: none"> <li>▪ Winery development</li> </ul>
Social & Community	<ul style="list-style-type: none"> <li>▪ Golf &amp; Ski (water) developments</li> <li>▪ Club based community &amp; tourist facilities</li> <li>▪ New facility for community services</li> <li>▪ Sporting facilities</li> </ul>
Regional base hospital	<ul style="list-style-type: none"> <li>▪ Increased demand for medical services</li> </ul>
Regional school events	<ul style="list-style-type: none"> <li>▪ Youth and student involvement</li> </ul>
Funding Sources	<ul style="list-style-type: none"> <li>▪ Special rates scheme / Development contribution / Public Private Partnerships / Government grants</li> </ul>
Economic	<ul style="list-style-type: none"> <li>▪ Economic Strengths versus weaknesses</li> <li>▪ Lack of commercial growth</li> </ul>
Heritage & conservation	<ul style="list-style-type: none"> <li>▪ Protecting natural, cultural and heritage features</li> </ul>

It is acknowledged that some of these themes have been discussed in other documents, however further investigation of these key themes was crucial for the formulation of the Futures Plan.

## 7 Interview Feedback

During initiation of the YFP, a considerable amount of background research, consultation with planning officers and onsite assessments took place. As a result, it was recognised that several information gaps existed. In order to get detailed information relating to several components of the YFP, interviews were conducted with representatives from:

1. The News Agency
2. The Yarrawonga Hospital
3. Yarrawonga Mulwala Tourism
4. Safeway
5. Moira Tourism

The following sections are a summary of the information gathered during these interviews.

### 7.1.1 Lake Mulwala Foreshore

It is a generally shared opinion that more emphasis on the foreshore is required. It is currently underutilised, specifically in the summer when compared with the number of people in town. This would not distract from Belmore Street because of the high level of activity in the summer months.

Infrastructure and attractions along the foreshore are required to activate the waters edge. There should be a marina on the foreshore and more appropriately located toilets. Tourist apartments should be developed along the foreshore area.

With new attractions, good urban design should ensure the area is attractive to locals and guests. A walking and cycling path with interpretive signs could be introduced. Water features including play equipment and water jet with light and sound show will attract a range of people. More shade features and concrete tables will allow people to spend more time on the foreshore.

### 7.1.2 Tourism

There are opportunities to emphasise a range of outdoor based activities possible in Yarrawonga including:

- Nature based activities
- Discovery tours, soft adventure
- Kayak tours into Ovens region
- More golf opportunities, especially in Yarrawonga (ie. Silverwoods) A true champion golf market, especially internationals would attract complementary markets
- Continued support for yachting, canoeing and high speed boating
- Water and water based activities





At the same time, a broader range of tourist attractions should be explored, this could include expanding existing cruises including introducing new vessels, depending on the lake depth. Alternative forms of entertainment will reach past locals and to the tourism industry.

Yarrawonga has traditionally been a family holiday destination capitalising on those visiting friends and relatives in the region. As a result there is strong demand for long stay accommodation. Families are driving an increasing demand for freestanding houses or apartment style accommodation. Current motel models within and around Belmore Street may have to reinvent themselves to capture the change in accommodation needs. Increased supply of accommodation will change the price point of accommodation in the market. There is opportunity for a 4 star apartment facility from a recognised chain, especially considering the ability to pick up the undersupply of accommodation from other locations/municipalities during peak season and festivals. The Silverwoods development is currently capturing a part of this market, however additional 4 star accommodation could be provided in the Belmore Street Activity Centre, particularly in close proximity to the foreshore.

It is considered that there is a lack of marketing dollars to promote the region. At the same time, a lack of facilities such as a conference and convention centre is preventing Yarrawonga from capturing specific tourist markets. Other missed tourism opportunities include the school, fruit, wine and food based markets which could be complemented with local theatre. Ongoing tourism research such as consumer surveys or merely asking for postcodes would add value in planning for future needs. Bus companies can assist in promoting Yarrawonga to new markets.

Yarrawonga should be the central 'launching pad' for day trips; promoting it as a great place to stay. Bus tours can pick up people from motels and take them to wineries, etc. even if they are located outside of Moira. All lunches and tours would be Moira based to retain. Although the Rutherglen wineries are perceived as a tourism advantage to the region, wineries throughout Victoria has experienced a drop in numbers.

### 7.1.3 Retail & Commercial

Several issues affect the retail and commercial area of Yarrawonga. Single ownership of the majority of retail space limits flexibility and competition. Limited floorspace is preventing some shops from being viable.

There is a philosophical gap between tourism and the current operators approach to retailing. Shops close at 12.00pm on Saturdays with only a few shops open on Sunday and are generally closed on public holidays. Vandalism during times when stores are closed is an ongoing problem. Limited trading hours is an obstacle when it comes to catering for local and tourist needs. There is a need to improve store presentation because of the threat of losing people to other centres, while better quality shops with increased hours will be more profitable.

There is an inefficient use of space within the town centre. Office space should be located above or behind the retail strip. The rear of the shops should be one complete parking area with access via Hume and Hovell Streets. Stores selling bulky goods could be moved out of Belmore Street to a more suitable location along the highway. Retail activity should not be unnecessarily extended south of Belmore Street because more focus on making the existing strip work better.



The diversity of restaurant and entertainment opportunities could be increased to include more food types, breakfast choices and larger cafés with longer hours to support nightlife. Activating the foreshore will provide opportunities to locate these facilities with lake views as well as on Belmore Street.

#### 7.1.4 Infrastructure

Much of the infrastructure in Yarrawonga requires improvement, is non-existent or underutilised. Sporting facilities need to be improved to service the local community. The showgrounds, Kennedy Park and the airport are all underutilised. Bigger shops, bowling, cinema, an ice rink, theatre and art gallery could be provided for locals and tourists.

More tourist infrastructure is required such as gateways to the town and signage thanking visitors for coming. A boardwalk with jetties and reeded water would activate the foreshore and work nicely with an interpretive information centre integrated with the lake.

The hospital meets the current needs of Yarrawonga's residence but has no room to expand to accommodate future demand. It is a requirement that the Hospital remain single storey so any expansion at the current location would involve a separate building on another block. Parking spaces are limited with most people using on street parking in the surrounding area or walk. A location in the centre of town is not essential accordingly; there is opportunity to look at future relocation if required.

The hospital has one theatre which is sufficient for minor surgeries. Larger operations are referred to the Wangaratta Hospital temporarily reducing pressure for Yarrawonga to expand similar facilities. There is a limited acute ward with most people being transferred to Wangaratta. Maternity services are currently being reduced. The hospital rarely requires air services since critical patients in the region are sent to Wangaratta or Shepparton. The Woods Road aged living development will add pressure for more localised medical services.

It is often difficult to attract people with specific skills such as doctors and nurses. Although doctors working in clinics live locally, many doctors based in other regions such as Albury conduct their duties for Yarrawonga in a single day.



## 8 Futures Plan

The Yarrowonga Futures Plan is a strategic plan for the social, economic and environmental future of the Yarrowonga Activity Centre. The plan seeks to achieve its goal through the examination of a number of key themes including tourism, retailing, traffic & parking, public transport which result in:

### 8.1 Tourism

#### 8.1.1 Regional Airport

The introduction of passenger flights to and from other regions including Melbourne, Sydney and Canberra would encourage tourist and business visitors to Yarrowonga. Passenger flights would also facilitate tourists to and from the Yarrowonga tourist accommodation, YAC and Silverwoods golf course. The airport could leverage off Yarrowonga's future bus route, car rental and regional taxi service.

This is in line with the Aerodromes Business Plan, 2005 which identifies the potential to become a major regional aviation centre. Infrastructure improvements are aimed at retaining and attracting the general aviation market including private, recreational, regular charter and tourism aircrafts.

#### 8.1.2 Conference & Convention Centre

Yarrowonga-Mulwala has numerous requests for events and conventions although generally, there is not one conference and convention facility to meet the entire needs of the event organisers. A new conference and convention centre that caters for contemporary needs would ensure that Yarrowonga continues to capture its share of local, regional and state based events. These facilities require a significant number of car parking spaces and are commonly attached to a hotel/tourist accommodation complex. While considering the limited land opportunities within the Yarrowonga Activity Centre, this conference centre would be best located within the Silverwoods Yarrowonga golf development. A golf-tournament that is attached to the event could easily be integrated and accessed within walking distance. The location of this proposed centre would also be within close proximity to the Yarrowonga airport.

#### 8.1.3 Integrated Marketing

It is recommended that an integrated approach is taken towards cross-marketing Yarrowonga's tourist related attractions. This can be undertaken in a series of activities including:

- Clear and well located signage directing visitors to the proposed Interpretive and Educative Visitor centre for enquiries related to accommodation, local attractions and directions.
- Tourist information for events, accommodation and activities can currently be found at [www.yarrowongamulwala.com.au](http://www.yarrowongamulwala.com.au). This website should be built upon and include future flight information and tourist packages.
- 'Designer' stands that display tourist brochures can be located within most retail stores. The stands could incorporate a Yarrowonga theme design including the webpage and the Moira Tourism logo.



- A light and sound show that incorporates the lake and water jet as part of the feature show provides opportunity for cross marketing other local attractions.
- The introduction of a locally based regional tour that takes visitors to attractions within the broader north-eastern Victorian region. Catering for this service could be provided by Yarrawonga businesses and visitors would be returned directly to their accommodation.

## 8.2 Traffic & Parking

The Moira Planning Scheme sets out the car parking requirements for new developments, according to land use. The requirements are indicated in table 52.06-5 of the Planning Scheme.

### ASSESSMENT OF EXISTING PARKING SUPPLY

The “Yarrawonga Parking Study 2000” and the “Review of Transport Issues from the Draft Yarrawonga Strategy Plan 2006”, provide guidance to parking supply and utilisation.

In January 2005 there were 762 parking spaces identified in the Yarrawonga commercial precinct. These spaces are situated in Belmore Street, the side streets and in off-street car parks. Approximately 85% of the parking is short term parking of two hour time limit.

It is estimated that the commercial precinct consists of approximately 16,300m<sup>2</sup> of gross leasable floor area (GLA) and the current parking rate is 4.68 spaces per 100m<sup>2</sup> GLA.

According to defined land use the number of spaces required by table 52.06-5 of the Moira Planning Scheme is 711 giving a clear indication that the current supply is adequate to meet normal operation of the shopping centre.

The parking studies so far conducted have not included the existing kerbside supply in Hume Street and Hovel Street. The parallel parking in these streets should be legitimately included in the overall commercial supply and is within easy walking distance of the shops. These streets most likely operate as the current long stay parking component of the overall supply. On the non-residential frontages of these streets there are approximately 130 parallel spaces.

The total parking supply to the commercial precinct is therefore 890 spaces, equating to 5.46 spaces per 100m<sup>2</sup> GLA. This rate is consistent with the recommendations of the “RTA – Guide to Traffic Generating Developments, 2002” of 5.6 spaces per 100m<sup>2</sup> GLA for shopping centres less than 20,000m<sup>2</sup> GLA.

A signalled safe pedestrian crossings has recently been constructed on Bellmore Street. Two additional crossings should be considered to the north and south of this new crossing. These crossing points will result in the loss of approximately six (6) car spaces each (four kerbside and two centre of road) however the exact parking loss will only be determined by the level of control adopted for each crossing (That is to say for example, a signalised crossing will result in a greater loss than a zebra crossing). This loss may not unduly affect normal operation however alternative parking will have to be found to cater for the peak demand periods.



There is a potential for extra capacity by rationalising the existing parallel kerbside parking in Hume and Hovel Streets. This can be achieved by formally linemarking spaces and reducing the number of property access points to commercial property. It is estimated that 20 new spaces could be provided through formally linemarking the parallel parking spaces. This capacity could be further increased by rationalising the number of access points through the integration of existing off-street car parks where possible. At least one space per access point would be gained. Council currently has an annual budget of \$40,000 for linemarking. These works could be incorporated into this budget as required.

The development of angle parking in Hume Street and Hovel Street is also an option to gain extra capacity however this would be difficult to achieve in the short to medium term as the existing carriageway requires widening to accommodate the manoeuvring space. To accommodate 45° angle parking the road would require widening of 2.6m to meet the Australian Standard guidelines for on-street parking.

The angle parking option should only be considered as a very long term strategy facilitated by commercial development of street frontages and funded through developer contributions. The number of spaces gained by this strategy is difficult to determine overall however as a guide, conversion from parallel parking to 45° angle parking would increase capacity by approximately 150%.

Kerbside parking is a precious resource to a small to medium size town. The existing supply will always be under threat as the various forms of commercial and streetscape development occur. To the user, kerbside parking is perceived as the most convenient form of parking as it provides an opportunity to reduce potential walking distances to destinations. Decisions Council may make in deletion of kerbside parking should be balanced towards the needs of the precinct as a whole and should always be mitigated by the provision of convenient and safe alternative parking opportunities.

## **PROVISION FOR BUSES**

The current intercity and interstate bus services stopping at Yarrawonga use a bus bay located in Orr Street adjacent to the town hall. The buses enter this one-way section of street from the east via Hume Street. This is central and convenient location for the services.

Apart from school buses, there are currently no local regular bus services operating in Yarrawonga. In Nov 2005 the Vic Government announced the "Moving Forward" Policy for regional Victoria. Among \$502M in total handouts was an allocation to establish bus services for Yarrawonga. This new service, if implemented, will have the potential to significantly reduce vehicle use in the township by providing an alternative mode for shoppers, workers and tourists.

Planning for the new bus services should take these target groups into account when determining routes and schedules and should provide safe and convenient stopping locations including a centrally located bus station or hub in the commercial precinct. The location of the bus station for the current regional services in Orr Street is ideally suited however would have to be expanded to accommodate the new local services.

The expansion of the bus station to suit the service level may result in the loss of some kerbside parking. This can be mitigated by switching the angle parking to the north side of Orr Street and developing the necessary bus parking areas on the south side. Locating the bus parking on the south side will be necessary for pedestrian safety. The area set aside for buses could be gradually increased over time as services are introduced.

The south side of Orr Street could potentially cater for six parked buses. This is considered adequate for the long term bus service parking needs in the commercial precinct.



## ASSESSMENT OF PARKING DEMAND

The previous parking studies indicate that in January 2005 the utilisation of spaces was 676 or approximately 88% (This utilisation refers to Belmore Street and the side streets only, utilisation of the lateral streets of Hovel and Hume Streets is not known).

The latest utilisation study was undertaken in the summer peak period and the demand results indicate that the centre is operating at or near capacity at these times.

It is generally considered that car parking is operating at capacity when utilisation is 90-95% of supply.

With limited alternative transport options available, the supply of sufficient parking to the commercial precinct is critical to the economic development of Yarrawonga.

The rate of parking supply for shopping centres is exponential to the size of the centre. The larger the shopping centre the lower the required parking rate. The "RTA – Guide to Traffic Generating Developments, 2002" indicates a rate of 5.6 spaces per 100m<sup>2</sup> GLA for shopping centres less than 20,000m<sup>2</sup> GLA and a rate of 4.3 spaces per 100m<sup>2</sup> GLA for centres greater than 20,000m<sup>2</sup> GLA.

The size of the Yarrawonga commercial precinct is approaching the RTA threshold so it may be pertinent to apply an average rate for future supply. The average rate could be taken as 5.0 spaces per 100m<sup>2</sup> GLA as indicated in the "Yarrawonga Parking Study, 2000". To meet future growth expectations it is recommended that the current recommended parking rate of approximately 5.0 spaces per 100m<sup>2</sup> GLA is maintained in the foreseeable future.

## PROPOSED FUTURE PARKING SUPPLY

Previous studies indicate that business growth is estimated at an average of 1.5% per annum equating to approximately 250m<sup>2</sup> growth in floor space per annum. This rate will fluctuate from year to year according to development opportunities. At the rate of 5.0 car spaces per 100m<sup>2</sup>, the expected business growth will require on average an additional 13 spaces per year or 125 spaces over the next 10 years.

Section 3.2 of the "Review of Transport Issues from the Draft Yarrawonga Strategy Plan 2006" indicates a number of opportunities where off street parking could be developed.

## TIMING FOR THE ESTABLISHMENT OF NEW PARKING

The parking studies of the Yarrawonga commercial precinct indicate that utilisation of the current supply is near saturation for the peak summer period. For normal operation there is a marginal oversupply.

Considering that tourism is important economically to Yarrawonga, it is vitally important that the current rate of supply is maintained into the future. Council should immediately set about establishing an implementation plan aimed at providing future off-street parking under the requirements of the Planning and Environment Act 1987.

Future parking opportunities should be funded from cash-in-lieu payments from developments as soon as sufficient funds have been collected. In the time between developers paying cash-in-lieu payments and Council providing the new parking, the existing supply and demand can be reassessed. There are opportunities to provide extra capacity in the interim by formalising and rationalising kerbside parking the lateral streets of Hume and Hovel Streets.



## ESTIMATED COST OF PARKING SPACES – CASH-IN-LIEU PAYMENTS

The calculation for the cost of providing off-street parking is essentially a function of the estimated purchase price of the land, plus the estimated infrastructure development costs, plus an administration charge.

The estimated costs include all taxes, fees and charges that Council will be required to pay, to provide the finished parking facility. The costs are indexed to the CPI dated from the latest valuation or estimation.

For easier calculation, all costs could be reduced to price per m<sup>2</sup>.

The calculation formula can be written as:

$$D = (L + C) * B + A$$

Where: D = Cost per Space of Providing Off-Street Parking (\$ per car space)

L = The market value of land indexed to the CPI. (\$ per m<sup>2</sup>)

C = The estimated construction cost of parking indexed to CPI. (\$/m<sup>2</sup>)

B = The adopted base unit area of a car space. (m<sup>2</sup>)

A = An administration charge adopted at 2% of the total cost.

The determination of land acquisition costs is to be derived from Councils latest property valuation database and indexed with annual CPI to the current date.

Similarly construction costs are to be indexed with annual CPI from the latest cost estimation. The base costs should be reviewed at least every four years.

It is generally considered that an area of 30m<sup>2</sup> is required for each space allowing for access, aisle ways and landscaping. The land purchase price may be determined from an average of Councils database of land valuations in the activity area however in reality Council may have to pay higher than the market value to secure convenient sites.

Council should use this formula to determine the cash-in-lieu contributions for a Development Contributions Plan under the Planning and Environment Act 1987.

Considering that there is minimal spare capacity in the current supply, the full amount calculated should be applied to new developments where the required parking cannot be provided on-site. No waiver or reduction in parking requirements should be granted under the area of the Yarrawonga Parking Precinct Plan

The payment calculated should be made before the use of the development commences. A permit condition could allow the payment by instalments under a Section 173 agreement.

## PAY FOR PARKING

At some point in the future the Moira Shire will be faced with the prospect of introducing a pay for parking strategy to increase turnover and reduce overstaying of time limits. There is no clear indication when this point may be reached. Many factors will influence this decision including the development of an overall parking policy, financial issues and equity issues.





The development of a pricing strategy through the implementation of parking meters and ticket machines should be introduced as part of an overall traffic management strategy, to allow growth with improved traffic conditions. Land use, transport and parking policies must work together to achieve the aims of the community in developing sustainable systems.

Pay for parking is primarily a travel demand management tool that should be cost effective for implementation and ongoing operation.

#### **MONITORING OF PARKING PRECINCT PLAN**

It is recommended that Council undertake biannual reviews of the cash-in-lieu amount to accurately reflect the change in land and construction prices.

The area to which the Parking Precinct Plan applies should be amended according to changes in zoning of the Moira Planning Scheme.

The loss of existing on-street parking through development must be mitigated with new off-street provisions.

#### **IMPLEMENTATION OF PLAN**

The Plan requires the amendment of the Moira Planning Scheme to:

- Indicate a new schedule of parking requirements which indicates altered rates for some land uses.
- Alter the decision guidelines to ensure that no waiver or reduction of parking requirements is approved beyond a certain limit.
- A condition is imposed on any permit that a cash-in-lieu payment is made at the Council calculated rate, for each required space that cannot be provided on site.
- Allow for payment instalments of the cash-in-lieu contributions under a Section 173 agreement of the Planning and Environment Act 1987.

To support the measures taken Council will have to:

- Set about an implementation plan to acquire land within the commercial precinct for the future provision of car parking.
- Construct the required parking at the rate required when sufficient funds have become available.



SCHEDULE TO CLAUSE 52.06 OF THE MOIRA PLANNING SCHEME

**Yarrowonga Commercial Precinct Parking Plan**

**1.0 Car Parking Rates**

Use	Measure	Rate
Residential Dwelling	Spaces per dwelling	2
All other uses	Spaces per 100m2 GLA	5

**2.0 Cash-in-lieu Payments**

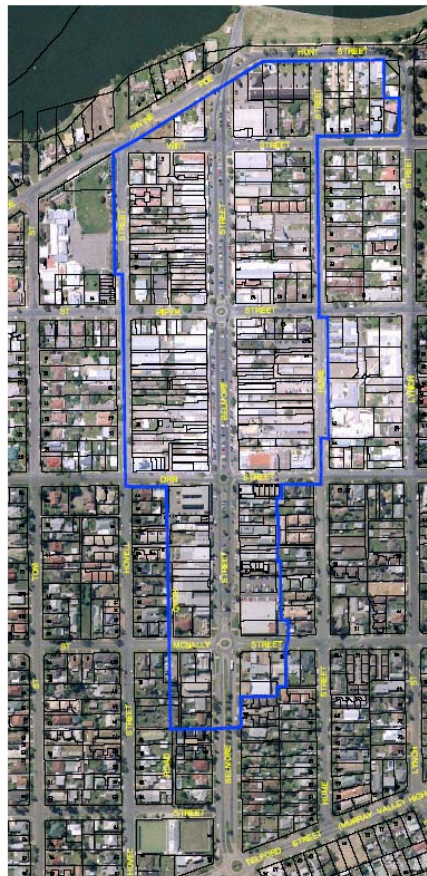
A cash contribution per space, calculated by Council based on land price, construction costs and administration costs (plus GST and adjusted biannually to the CPI for all groups) must be made in lieu of car parking spaces not provided on site under this Scheme.

The cash contribution must be made before the use of development commences unless a permit condition allows payment installments under a Section 173 agreement

**3.0 Reduction of Parking Requirements**

A permit should not be granted to reduce or waiver the number of spaces required under this Scheme.

Figure 1 – Area of Yarrowonga Commercial Parking Precinct Plan



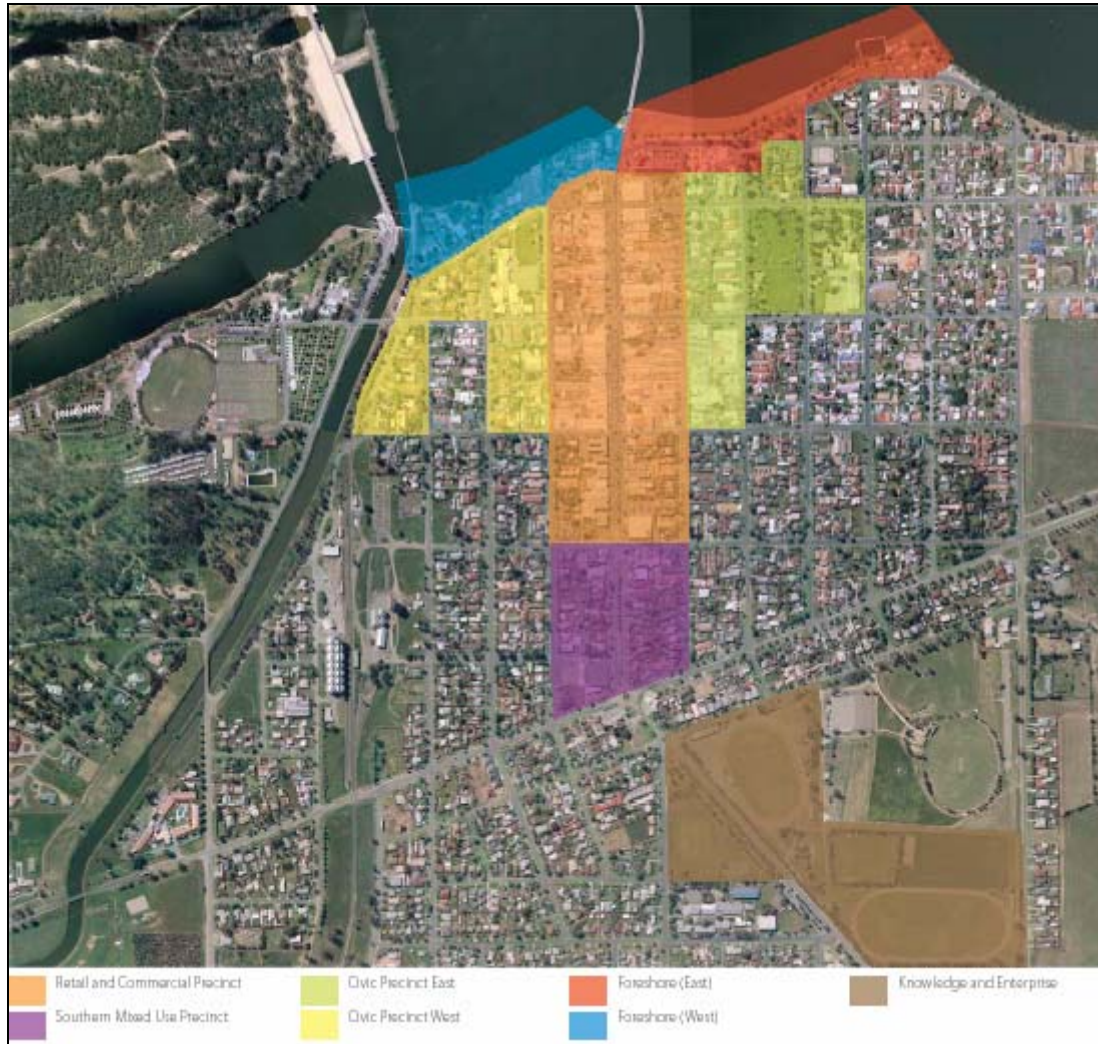
**Public Transport**

Public transport in Yarrowonga is currently limited. A joint bus service between Mulwala and Yarrowonga during the day and evening will encourage youth and others to travel between the Ski Club and Club Mulwala to Yarrowonga’s foreshore activities.



## 8.3 Precincts

The following precincts have been formulated through an assessment of existing built form and the future social, economic and environmental needs of Yarrawonga.



### 8.3.1 Retail and Commercial Precinct

Belmore Street is and will continue to be the heart of the Retail and Commercial Precinct which extends from McNally Street north to the foreshore. This precinct includes the eastern side of Belmore Street to Hume Street and the western side to Hovell Street. This area should focus on intensifying its retail activities along Belmore Street, including weekly and higher order shopping. Restaurants and cafés should be encouraged towards the foreshore but should also service an emerging commercial office precinct.



## RETAIL INTENSIFICATION

While there is currently limited vacant shop frontage along Belmore Street, it is considered that there are a range of uses not suited to this location (eg. car showrooms, carpet and major hardware retailers) that occupy a significant amount of floor space. Intensification will involve the relocation of these uses away from Belmore Street or to new locations. Several sites have been identified for their relocation including the Bulky Goods Precinct areas along the Murray Valley Highway. This relocation will free up existing Belmore Street areas for more suitable uses.

Bulky goods and car showrooms could be located in the proposed Bulky Goods Precinct along the Murray Valley Highway east of Belmore Street. The highway exposure and larger land parcels make this precinct attractive for these uses. Ground floor office space could move to the Southern Mixed Use Precinct in purpose built buildings or above shops within the precinct.

Magnet stores play a significant role in drawing customers to the Belmore Street Retail Precinct. Considering Yarrawonga/Mulwala's population is expected to increase to more than 16,000 people by 2030, key stores including Safeway and IGA should consider expansion opportunities in order to service future demand. Any expansion of these retail shops should build activity along the street frontage. It is recommended that any proposals for new magnet stores or larger 'plate' activities should be located behind the Belmore Street shops or in the Southern Mixed Use Precinct on Belmore Street.

## BUSINESS OPERATING HOURS

Current business operating hours have been limiting the retailing capacity of the precinct. Business hours that cater to the needs of the community will increase the level of service in the town centre, draw more people over a longer period of the day and assist in activating the nightlife.

A new Retail Strategy is currently being prepared, which will encourage operators to open during public holidays and on Sundays during peak periods. Yarrawonga-Mulwala Business Excellence Awards being introduced in this year are expected to revitalise retailing in Belmore Street and encourage increased service for residents and visitors.

## TRAFFIC MANAGEMENT

The proposed Yarrawonga Bypass will redirect through traffic away from Belmore Street, easing the traffic congestion that is often experienced in the Retail and Commercial Precinct. It is noted that parking in the area is sufficient for the current needs of the local community. Additional parking has been identified in the Parking Precinct Plan in order to cater for peak periods, facilitate retail & commercial expansion and replace spaces being used for pedestrian crossings and the future growth of Yarrawonga.

Belmore Street should become a 40km pedestrian zone which will incorporate safe mid-block pedestrian crossings. Raised platforms will assist in clearly identifying the boundaries of this zone.

## PEDESTRIAN CROSSINGS

Belmore Street is currently a car dominated area. Parking along the street and along the median creates a major barrier between the eastern and western sides of the street. Council has recently installed a pedestrian crossing on Belmore Street, south of Piper Street. This is a positive step towards making Belmore Street a more pedestrian friendly environment. However, further crossing(s) will be required to improve the safety and accessibility of the area for pedestrians. The need for this will increase as Yarrawonga's elderly population increases.



It is therefore recommended that the Retail and Commercial Precinct includes two additional crossings, applying the same design as the crossing currently being planned. One crossing should be located between Witt Street and Piper Street and the second should be at the south end between Orr Street and McNally Street.

While each of these crossings eliminates 6 car spaces, it is considered that parking opportunities are available in the surrounding streets as identified in the Parking Precinct Plan.

## **PARKING**

Belmore Street currently caters for a majority of the centre's car parking needs. This car parking is critical for the competitiveness of Belmore Street. Short to medium term parking can be increased through angled parking on Hume and Hovell Streets. Longer term parking should be encouraged at the rear of shops in order to keep the streetscape intact. This type of parking arrangement is reliant on a high level of accessibility to Belmore Street via connecting walkways. Details regarding the layout and staging of future parking is identified in the Parking Precinct Plan.

An area near Hume Street and McNally Street to the east of the existing supermarket could be considered for future car parking. These sites would help meet the objectives set for future parking requirements considering it has direct access to Belmore Street.

Whilst it is noted that the central median parking strip is vital to the economic vibrancy of Belmore Street, the Parking Precinct Plan designates a significant increase in the number of car parking spaces within the YAC. This provides an opportunity to use a minimal number of key median strip spaces for planting large canopy trees to provide shade during summer. The trees will increase the visual and physical amenity of the street and strengthen its sense of place.

## **SHOP TOPS**

Belmore Street currently consists of mostly single storey buildings. This provides opportunity to use shop tops for complementary uses such as commercial, and/or residential. It is recommended that the preferred character for all new development be two levels incorporating retail activity on the ground floor. This is permitted under the Business 1 Zone which covers most of the Belmore Street shops.

## **URBAN DESIGN**

The Belmore Street urban design program including street furniture, paving, etc. needs to be completed in order to create a cohesive environment for the community and to increase business confidence. Public Art and wind flags along Belmore Street, the foreshore and Kennedy Park will assist in visually integrating these areas. Incorporating 'wind flags' would announce the location of the central activity zone. Wind flag design should draw on bright colours and vocabulary of recreational water sports eg. Wind kites. These will be a visual cue strengthening Belmore Street's visual link with Lake Mulwala.

Gateway Treatment is required at the northern end of Belmore Street to assert it as the main street of Yarrawonga and to give visitors from New South Wales a sense of arrival. It will also assist in distinguishing Belmore Street from the future Bypass. This Gateway should be designed in coordination with a Gateway at the southern end of Belmore Street in the Southern Mixed Use Precinct.

Festive signs should be included at both ends of Belmore Street to announce special community events.



## ROAD NETWORK

Piper Street should be identified as a preferred east-west local traffic route linking major town facilities. To achieve this, street amenity should be improved. Safe parallel parking should be provided on each side with both edges protected by raised kerb outstands. Kerb outstands should be used between parking bays to reduce perceived street width and strengthen street tree planting. An on-road bicycle route should be included to raise the profile of the street.

A range of visual cues within the streetscape such as planting, paving, safe crossing points and signage will help strengthen Belmore Street's link with Kennedy Park.

Hume and Hovell Streets should be redesigned between Witt and Orr Street to include 45 degree kerb-side all-day parking to cater for Belmore Street tradespeople. The roads should be narrowed and include safe-crossing at intersections.

The remaining portions of Hume and Hovell Streets should have improved street-tree planting in islands between parking zones and provide shared on-road bike path linking with Piper Street.

### 8.3.2 Southern Mixed Use Precinct

Previous plans have called for increased retail activity along the southern portion of Belmore Street. It is considered that this area south of McNally should include a mix of uses including office space, larger retailing, shops and residential apartments. Residential units will provide much needed accommodation for several groups including:

- Tourists looking for additional and more diverse range of holiday accommodation
- Yarrawonga's aging population who may not be able to maintain or afford single detached homes, and younger people who want convenient access to professional jobs, the town's amenities and nightlife.
- Office space and professional services should be encouraged to locate in this area. These locations will have convenient access to all of the town's amenities while not taking up valuable retail space within the Retail and Commercial Precinct which may be more appropriate for other uses.
- Retailers seeking larger floor areas.

A mix of uses in this Precinct will capitalise on its location and add to the overall fabric of Yarrawonga. This can be incorporated into the planning scheme via a Local Planning Policy or a Design and Development Overlay.

Gateway Treatment should be provided at Murray Valley Highway in order to recognise this precinct as a part of the Yarrawonga Town Centre. Even though this area is different from the northern portion of Belmore Street, both Gateways should incorporate the theme of the town. The Gateway will act as an indicator for locals and tourists that have arrived in Yarrawonga.



### 8.3.3 Civic Precinct East

Kennedy Park is central to the Eastern Civic Precinct. It provides numerous recreational and social opportunities while acting as a link between the retail and commercial activities of Belmore Street and the foreshore. A key opportunity exists to activate and energise Kennedy Park through facility and amenity improvements and programming.

As the lake and foreshore are already a major venue for recreation and leisure activity, there is great potential to accentuate and extend this in to other areas through more formalisation of venues / equipment for sporting and recreational activity. One possibility is to create several beach volleyball courts. A summer tournament could be established in the summer, attracting sponsors and fees which would help finance the upkeep of such facilities. This could have the dual benefit of increasing health giving activity and socialisation.

Other active uses such as bocce and exercise equipment could be established in the park. These types of uses could complement the existing activities of Sacred Heart Primary and Secondary Schools and Cathedral which are located east of Kennedy Park.

Yarrowonga's warm and stable climate provides an opportunity to develop a 'Cinema in the Park' activity take place in Kennedy Park to provide evening entertainment for both locals and tourists. This concept could be a seasonal use, incorporating a temporary screen. This would compliment the long term retention of the area as a public green space. This activity could be associated with the former Grove Open Air theatre, a popular attraction in the town during the 1940's and 50's. Besides providing nightly entertainment, the theatre would be an opportunity to acknowledge a part of Yarrowonga's heritage.

The current hospital site on Lynch Street is bounded by streets and therefore has no room for expansion to cater for Yarrowonga's increasing population. As a long term recommendation, the hospital should be relocated closer to the airport as part of the Knowledge and Enterprise Precinct. The current building could be redesigned into an aged care facility, taking care of its accessibility to the Yarrowonga community. Alternatively, it could be converted to a private hospital to offer greater medical choice.

### 8.3.4 Civic Precinct West

The Civic Precinct to the west of Hovell Street is bounded by the future bypass which will redirect through traffic away from Belmore Street. This precinct should be reserved for a range of activities that enhance the existing Primary School and Uniting Church.

Recreational activities in this area would complement the town centre and provide additional support for local residents. There is potential to relocate the Bowls Club from the Murray Valley Highway to one of the Civic Precincts subject to a cost benefit analysis. The location of the lawn bowls within Kennedy Park could reinforce the park as a destination for recreational activity.





### 8.3.5 Foreshore (East)

Lake Mulwala has been important to the development of Yarrawonga. It has become a focal point for both locals and tourists and offers a wide range of recreational opportunities. It is important that primary access to the lake is protected as a public realm such that the community can continue to benefit from its presence. Further, and in line with the Yarrawonga Strategy Plan, the community should have enhanced facilities that capitalise on Lake Mulwala and increase the community's enjoyment. The recently completed skate park has been a good step towards activating this space and attracting people from Belmore Street. Strategically located community infrastructure could further activate this public space.

#### INTERPRETIVE AND EDUCATIVE VISITOR CENTRE

The Visitor Centre, as proposed by Yarrawonga-Mulwala Tourism Inc. should be relocated to the foreshore on the southern side of Lake Mulwala. It is suggested that this centre is partially located on the water, just east of Lynch Street. In this location, the Visitors Centre will become a node along the foreshore with easy access to surrounding activities, Kennedy Park and Belmore Street.

The visitor centre's primary role will be promoting eco-tourism in the area, increasing ecological knowledge and understanding of Lake Mulwala and the Murray River in order to enhance future management. The visitors centre will be able to incorporate a range of other services and attractions including water taxis, boat tours, public toilets, light & sound shows and café/waterfront restaurant.

#### LIBRARY

There are several options for relocating the library to the foreshore. In both cases, the library should be co-located with a use that will maximise activity and movement on the foreshore while also creating a unique destination for residents and visitors alike at one of the most impressive locations of Yarrawonga. Relocation could be with the visitors centre or on 'The Point' with a new art gallery. The benefits of co-locating are numerous and include:

- representing a unique investment in the urban quality of Yarrawonga
- generating 'critical mass' on the foreshore
- leveraging the natural assets and beauty of the lake
- providing a multipurpose destination for residents and visitors
- maximise the synergies of the library and visitor centre or art gallery. For example, the environmental flavour of the visitor centre could carry over into the library with the library promoting environmental knowledge and awareness. Or with the art gallery, a cultural flavour could be represented in the library material.
- bolster the 'lifestyle' emphasis of Yarrawonga and its competitive advantage which is based on a range of 'liveability' drivers. This is particularly important for both economic and social development, especially given the increasing importance of cultural and lifestyle factors in fostering growth and development. For example, lifestyle and liveability are increasingly key considerations for business owners, entrepreneurs and their staff
- create separate areas or 'precincts' in Yarrawonga. The main strip could remain a focus for retail and business while the foreshore could be established as a leisure, tourist and environmental or art hub

- assist in the creation and support of innovative businesses, especially small and micro businesses that can help drive Yarrawonga's economic, social and cultural development. In the modern global knowledge economy, value is increasingly driven by ideas, knowledge and innovation. Partnerships and collaboration are also key drivers. Libraries play a key role in this process through increasing the community's access and use of information and technology while also fostering networks, partnerships and collaboration.
- A modern library located on the foreshore could help with the creation of innovative businesses that help to make Yarrawonga 'unique'. These businesses could help to strengthen and reinforce Yarrawonga's current and emerging characteristics, helping to create a point of difference, and could include a range of artisan, (niche and other) tourist, environmental, (older and other) personal and lifestyle products and services among others
- Libraries help build a focus for learning and knowledge in Yarrawonga. This is particularly important for Yarrawonga given the ageing population and the increasing demand of these groups for learning and educational opportunities (the so-called 'university of the third age' phenomenon).

Situating the library on the foreshore could assist in achieving the library's functions of learning, leisure and recreation. This could occur through:

- increasing the numbers of people visiting the library. The visitor potential of the lake could be harnessed to help drive library attendances. As discussed, a modern and exciting library facility could also attract more residents and visitors and help to maximise the tourist, environmental and other value of the lake
- a key function of modern libraries is recreation and leisure. This is particularly the case for older age target markets. Having the library situated on the lake could help to build a recreation and leisure 'precinct' on the foreshore with a diverse range of recreation and leisure opportunities.
- a modern library facility on the foreshore that displays the latest architectural, environmentally sustainable design (ESD) principles and is light and 'breezy' could act as a central focus for the precinct acting as a landmark and 'destination of choice.' MacroPlan research suggests that it is not uncommon for library users to stay more than 1 hour (many staying two or more hours) in a library, especially in highly pleasant surroundings. We note that the City of Christchurch in New Zealand has several highly successful libraries. One of these libraries, the New Brighton Library, is located on the beach and is highly successful with both residents and visitors. The library is a modern facility and it is not uncommon for library users to stay at the library for many hours
- tourists often use public libraries for Internet access and for meeting space. Positioning the library on the foreshore will maximise accessibility and use of the library for tourists. Wireless internet service from the library could be accessed by foreshore cafés.
- modern libraries are important centres for community activities and can act as community hubs. A modern, spacious library could act as a focus for community activity and would be well-placed in a future leisure / tourist precinct on the foreshore. A community focus would also be assisted by the visitor centre's focus on environmental issues. The library could provide spaces and services for local community groups, including those with an interest in the environment. Such a concept has been successfully trialled elsewhere with libraries forming important meeting venues for different groups

- meeting spaces could be both internal (some with views outside) or outside having cafes and other amenities that maximise the qualities and assets of the lake. Outside meeting spaces should be 'wired' allowing access to and use of the Internet.

A full library review and assessment would need to be undertaken to consider the relocation of the library and add to existing library facilities and services. However, MacroPlan research suggests there is a strong prima-facie case for moving the library to the foreshore and investing in a modern and well-equipped library facility.

Alternatively, the Art Gallery, Tourist Centre and Library could be co-located in one building. MacroPlan recommends that if possible, these uses be located together in one facility. However, feasibility work should be considered to provide further justification.

## **TOURIST DRIVE**

A 'tourist drive' should be developed along the foreshore. Existing roads are located where the majority of this 'tourist drive' should be directed. These include Hunt Street east of Belmore Street, Bank Street and River Road. A road connection between Irvine Parade and Bank Street should be established for street layout legibility. As mentioned in the Yarrowonga Strategy Plan, an alternative form of paving should be used along the drive.

Parking along the tourist drive should be tucked between medium to large trees and planted gardens beds to create a leafy esplanade environment. There should be frequent breaks between parking areas to facilitate gardens, and a reduced road width for easier pedestrian crossing. Parking along the tourist drive should also be made available for buses and vehicles with trailers with convenient access to the information centre

## **PEDESTRIAN CROSSINGS**

Although the 'tourist drive' is designed for vehicles, it is important to connect the foreshore from the activities to the south. For this reason, design treatment and pedestrian crossings should reinforce the pedestrian's dominance in this area. Pedestrian crossings should be located at several intervals along the 'tourist drive', including a main crossing between the Visitor Centre and the open space linkage to Kennedy Park. The crossings should be landscaped and be clearly marked to slow vehicle traffic and provide pedestrian with an increase level of safety.

## **PUBLIC ART AND ATTRACTIONS**

The public art theme should be extended from Belmore Street and along the foreshore. A series of artwork, sculptures and attractions will create a series of small visual and activity nodes to facilitate movement across the foreshore. These should be located on axis with intersecting streets to create visual connectivity. This will be in line with the Interpretive and Educative Visitor Centre which should be located across from Kennedy Park.

## **BOARDWALK & BOAT MOORING**

With a range of cultural, community and visitor attractions to draw people along the bank of Lake Mulwala, a timber boardwalk would increase connectivity between various areas of the foreshore. For this reason, a boardwalk should be created that extends out over the water from the existing foreshore. The boardwalk should continue along the Lake's edge in order to connect a range of attractions leading up to the Visitors Centre, onward to the point and extending to the Silverwoods estate, as identified in the Yarrowonga Strategy Plan.

The timber boardwalk could visually soften the concrete hard edge currently defining the foreshore. The boardwalk theme and lake experience should be extended through a series of jetties and related boat mooring facilities. This area could accommodate boats services connecting Yarrowonga, Mulwala and Silverwoods including the Paradise Queen which currently which do not currently have proper mooring facilities. A larger marina style facility would be best located in a relatively quieter part of Lake Mulwala such as the Silverwoods estate.

Discussions with Goulbourn-Murray Water (G-MW) have highlighted the absence of any official boat mooring licensing arrangement for Lake Mulwala. This is being reviewed by G-MW and is likely to result in a Mooring Management Plan. It is recommended that options for formal boat mooring facilities along the proposed boardwalk are discussed as part of this initiative.

The boardwalk itself could contain a series of educational interpretive signs identifying significant or historical locations, landscapes, viewpoints, flora, fauna and heritage. The themed street art that connects Belmore Street, the foreshore, and Kennedy Park could also be extended along the boardwalk.

### **'THE POINT'**

The waterslide which is currently at 'The Point', east of the bathing area should be relocated to free up this area. It could be for an alternative use that can be used by the broader community throughout the year. This strategic location could be a regional art gallery, possibly co-located with the library that would work as an end-of-precinct 'anchor'.

### **WATERPARK AND FORESHORE BEACH**

The foreshore could be further activated with a serious of water based areas for children and the general public. This could include interactive water fountains and water playground. These features provide entertainment for children and spectators. In the same theme, an artificial beach with filtered and possibly heated water would give people a more attractive bathing experience and extend the seasonal aspect of the foreshore.

### **TOURIST RELATED RETAIL**

The area south of the 'tourist drive' between Belmore Street and Lynch Street should include the development of apartment style accommodation with ground level cafés and tourist related retail. Multi storey apartments should be built applying strong design principles that take into consideration building ratios, bulk and setbacks. Cafés and patrons along the 'tourist drive' will be able to take advantage of wireless internet provided by the local library.

### **URBAN DESIGN AND SIGNAGE**

In addition to the signs along the boardwalk, the foreshore should clearly mark highlight destinations. This will assist in linking the foreshore with Belmore Street, Kennedy Park and the Civic Precincts.

An integrated path network should be developed between the adjoining precincts and the foreshore to provide clear linkages and create an interesting journey en route to highlighted destinations.

A series of urban design initiatives should be undertaken including:

- Pedestrian scale lighting, bollards and seating should be included along the foreshore boardwalk
- Shaded and sheltered nooks for picnics and passive recreation should be provided for community and visitor use
- Drinking fountains should be located at several areas along the foreshore

- Playground facilities
- Space to accommodate market and/or festival use
- Park –specific ‘wind flags’ at nodes as visual/orientations cues
- A Yarrawonga-Mulwala water jet incorporated into the lake that could be used as a part of a light and sound show near the Visitor Centre

### **8.3.6 Foreshore (West)**

The foreshore west of Belmore Street currently consists of private land holdings. It is recommended that high quality, medium density accommodation be encouraged in this area. Accommodation in this location will be able to take advantage of lakeside views and is likely to be in high demand from tourists as Yarrawonga develops.

This prime location will have access to the foreshore, Belmore Street and all of the activities within the Yarrawonga activity centre.

### **8.3.7 Knowledge and Enterprise Precinct**

A Knowledge and Enterprise Precinct should be created south of the Murray Valley Highway near the airport. This precinct should include a range of uses including a business park, new hospital Secondary College and TAFE or certified training centre. There is potential for this to include the existing Secondary College, Showgrounds and Victoria Park.

Proximity to the airport is a key advantage for this precinct and its success will have a direct impact on Belmore Street and the Yarrawonga Town Centre.

A TAFE or certified training centre would assist in retaining local youth who currently tend to leave the town to pursue tertiary education. The educational facility could focus on courses relevant to youth in the region and focus on retaining them in the area. A range of new and expanding services will be required as Yarrawonga’s population grows and increases and the post secondary school training is critical in providing local youth with the skills required to service the community. Consistent with the Yarrawonga Strategy Plan, the land opposite the Secondary College on Mclean Street should be rezoned to a Public Purposes Education and become a component of the Knowledge and Enterprise Precinct.

The need for a community centre in Yarrawonga has been identified. This could incorporate a range of community services including a library, business services, disability services, organisation meeting rooms and certified training courses. A community centre could be located in the Knowledge and Enterprise Precinct or in East Yarrawonga.

# 9 Implementation

## 9.1 Project Priority Schedule & Timing

The following schedule outlines individual projects identified in the Futures Plan along with along with indicative priority and staging.

	Funding	Years				Stage
		within 5	6-10	11-15	16-20	
<b>Infrastructure</b>						
Hume Street additional car parking	Special Rate	■				1
Hovell Street additional car parking	Special Rate	■				1
Visitor Information Centre (VIC)	State & Private	■				1
Art gallery @ VIC	Moira Shire & sponsors	■				1
Library @ VIC	Moira Shire	■				1
New Commercial Centre @ Yarrowonga East	Private	■				1
Available retail floorspace in Belmore Street	Private	■				1
Belmore Street 'wind flags'	Special Rate	■				1
Gateways	Special Rate	■				1
Cinema in the Park (Kennedy Park)	Private	■				1
Public Art & Attractions (Stage One)	Volunteer & Moira	■				1
Annual Flower & Produce Show @ showgrounds	Private/Public	■				1
Annual Boat & Leisure Show @ showgrounds	PPP	■				1
Integrated Retail & Tourism Marketing		■				1
Belmore Street 40 km/hr zone	n/-	■				1
Increase business hours	n/-	■				1
Belmore Street Design Guidelines		■				1
Regional Passenger Airport	PPP		■			2
Conference & Convention Centre	Private		■			2
Hume Street off-street car park	Special Rate			■		2
Café/Restaurants @ Hunt Street foreshore area	Private		■			2
Apartments @ Hunt Street foreshore area	Private		■			2
Tourist Drive realignment (along foreshore)	Special Rate		■			2
Foreshore (east) boardwalk	Special Rate & State		■			2
Public Art & Attractions (Stage Two)	Volunteer & Moira		■			2
Waterpark (heating, water features & beach)	General Rates		■			2
Business Park (K&EP)	Private		■	■	■	2
TAFE (K&EP)	State		■			2
Secondary College (K&EP)	State		■			2
Belmore Street Pedestrian crossing (north)	Special Rate		■			2
New commercial & residential (Mixed Use Prec)	Private		■			2
Mixed Use Zone: Southern Mixed Use Precinct	Moira Shire		■			2
Foreshore (east) timber jetties	Special Rate & State			■		3
Sports courts & equipment (Kennedy Park)	General Rates			■		3
Yarrowonga/Mulwala Water Jet	State/Moira/Corowa			■		3
Belmore Street pedestrian crossing (south)	Special Rate			■		3
Land acquisition for car parking				■	■	3
New hospital	State				■	4
<b>POLICY &amp; INITIATIVES</b>						
Belmore Street Design Guidelines		■				1
Integrated marketing (inc cross marketing)		■				1
Increased business hours		■				1
Mixed Use Zone in Southern Precinct			■			2

## 9.2 Funding

Yarrowonga's long term future relies on creating a number of community spaces and facilities. Many of these projects can be funded via the beneficiaries of Yarrowonga's activity centre development. The most appropriate funding for specific projects will vary depending on their nature and location. The following subsections provide an overview of the most appropriate funding mechanisms to suite specific projects.

### 9.2.1 Special Rate

A special rate that is applied to land owners within one or more precincts is an efficient and effective mechanism to fund the acquisition of land and development of new car parking spaces. This mechanism is equitable in that land owners who own multiple sites and therefore receive greater benefit from future public/private works will have to contribute at a higher ratio than land owners with fewer sites.

It may not be deemed feasible to apply 100% of the costs to land owners within the centre. It is recommended that further detailed work is undertaken to assess the proportion of development costs that are attributable to land owners within the Yarrowonga Activity Centre.

### 9.2.2 Acquisition on Behalf of the Community

There are a number of strategically located land parcels that are required on behalf of the existing and future broader Yarrowonga community. It is recommended that the Moira Shire Council, on behalf of the broader community, acquire this land. This process should be conducted with community consultation and be transparent to all relevant stakeholders. As part of the amendment required as part of the Yarrowonga Futures Plan, it is recommended that a Compulsory Acquisition Overlay is applied to the relevant land parcels to inform the community of short to long term intentions.

### 9.2.3 Cross Border Funding

It is recommended that the community/visitor centre be prepared in line with funding grant programs to ensure that it can be considered by the Victorian State Government's cross border funding programs and the Department of Victorian Communities.

## 9.3 Community Awareness

The Yarrowonga Futures Plan will introduce a number of initiatives that will require support from the broader community. To ensure that all relevant stakeholders are well informed of these initiatives, it is recommended that a number of community awareness programs are undertaken.

### 9.3.1 Trader Briefings and Training

The Yarrowonga Futures Plan will build upon the current centre and introduce new programs and projects. Traders and operators are integral stakeholders in supporting the plan therefore ongoing briefings by the Moira Shire Council and relevant industry groups would be encouraged.

## 9.4 Ongoing Reviews

The Yarrowonga Futures Plan is to be updated on an annual basis to review completed and outstanding projects required as part of the overall plan.

## 9.5 Specific Project Implementation

There are specific projects that form part of the overall plan that will require further detailing and investigation. These include:

- Overall Development Plan for the apartments/cafes/restaurants along Irvine Parade/Bank Street.
- Cost Benefit Analysis, feasibility analysis and concept design for the proposed Community/Visitor centre on the foreshore including funding from government grants
- Feasibility and design assessment for the central Lake Mulwala water jet including private/public funding options
- Local and regional artists to work closely with Moira Shire and local organisations in establishing a theme and commissioning specific art projects
- Develop a Special Levy to equitably fund future car parking needs
- Establish a Yarrowonga Futures Focus Group comprising of existing community representatives and Moira Shire Council to achieve practical implementation of the Structure Plan.

## 9.6 Delivery

A planning scheme amendment would be required for facilitate the following:

### **MIXED USE ZONE**

The introduction of a Mixed Use Zone to the Southern Mixed Use precinct would streamline planning for future residential based mixed-use projects.

### **COMPULSORY ACQUISITION OVERLAY**

The introduction of a Compulsory Acquisition overlay to land identified for future car parking would reduce administrative issues when acquiring the land on behalf of the community. It would also provide transparency to the community.

### **DESIGN & DEVELOPMENT OVERLAY**

Specific Design & Development Overlays are to be applied to the Foreshore (East) and Central Retail & Commercial Precincts. This will facilitate a uniform and themed approach to the future development of the centre.

## 9.7 Monitoring

Yarrowonga Mulwala Development Inc. (YMD) focuses on development issues related to both Yarrowonga and Mulwala. YMD hosts the Yarrowonga Mulwala community forum which consists of 21 community representatives across 7 sectors. YMD's close involvement with the community and council make it an ideal body for monitoring the progress of development in Yarrowonga in relation to the Yarrowonga Futures Plan.

It is recommended that the Yarrowonga Futures Plan be reviewed on a yearly basis to assess the status of its implementation. Recommendations should be provided to council on actions to be commenced, such that the plan is implemented in a timely manner.