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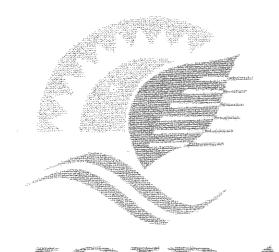
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FINAL DRAFT

Issue 3

Yarrawonga

URBAN DESIGN FRAMEWORK



Prepared by

Collie Landscape and Design Pty Ltd

For **Moira Shire Council**

December 2000



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EXECUTIVE SUMMARY

Background

The Yarrawonga Urban Design Framework (the Framework) is a blueprint for the future form of Yarrawonga. The Framework concentrates on the central area of the town and provides the recommended actions and schematic images which will enable the local community to realise its vision for Yarrawonga. The Framework is not a detailed implementation plan – it is important to recognise that future work and consultation involving many interested parties will be necessary to enable the progressive development of detailed documents.

The Framework has been funded by the State Government Department of Infrastructure (DOI). DOI has developed the 'urban design framework' as a tool to assist in creative and imaginative planning. The exact scope of an urban design framework depends on the requirements of a client or locality, and in the case of the Yarrawonga Framework, the Moira Shire Council (MSC) brief to its consultant was to:

- work closely with an existing Steering Committee of councillors and officers from MSC, members of the local resident and business community and representatives of DOI;
- provide a vision and strategic direction for the future three-dimensional form and urban structure of the town and particularly the Belmore Street precinct;
- focus on the links between the town and Lake Mulwala foreshore;
- realise the role of Lake Mulwala as a major entry into Yarrawonga;
- explore the potential of mixed use and medium density development in the town, particularly in the Belmore Street precinct; and
- recommend the appropriate planning policy and response to development in the precinct.

MSC appointed Collie Landscape and Design Pty Ltd and Collie Planning and Development Services Pty Ltd (Collie) as head consultants. Collie was assisted by Ashton Traffic Services Pty Ltd and Essential Economics Pty Ltd, thereby ensuring a balance of experience in urban and landscape planning and design, in traffic and parking management and in retail analysis.





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Review

Section 2 of the Framework draws on a wealth of background information obtained from:

- Steering Committee working sessions from July to December 2000, allowing important local knowledge and experience to be injected into the project;
- reviews of the statutory documents and reports that state the urban planning, urban design and other policies that govern the decisions taken by MSC;
- first principle reviews and analysis by the consultant team, including a retail study; and
- feedback from the Public Forum working sessions in August 2000 and from the Public Exhibition of October and November 2000.

Retail advice obtained concluded that an additional 2,210m² of retail floorspace would be supportable in 2011. Allowing for carparking, access, landscaping and floorspace, this requirement increases to 6,000m² of land. It is assumed that the requirement for new office and other floorspace is unlikely to be substantial.

It is noted that some demand for additional floor space might be met by redevelopment, expansion or consolidation of existing premises and that there is considerable zoned land which is underutilised for retail activity. However, typically, retailers will want a prominent location on the main street rather than being located at the rear of existing shops. The retail advice therefore recommends the provision of additional zoned land for future needs, and that this land should be located to the north and east of the existing key retail outlets where there is potential for tourist-related lakeside activity.

Analysis

As an aid to analysis and the formulation of recommendations, Section 3 of the Framework recognises that each element of background information obtained and each view expressed during the project can be placed into one of the six 'key topic areas' listed below.

- Role and Image of Yarrawonga.
- Lake Mulwala.
- Central Activity Area Zoning and Land Use.
- Gateways and Entries to Yarrawonga.
- Road and Foot Traffic and Transport.
- Future Form and Appearance of Belmore Street.







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Each topic area can be likened to a piece of the jigsaw that fits together to create an overall picture of Yarrawonga. If an individual piece of the jigsaw is ill-fitting or inappropriate, then the overall picture is impaired.

The benefit of this approach is that it provides a constant reminder that there are many interlinked influences in action simultaneously within the town, thereby encouraging a balance in decision making and providing an aid to programming.

The following are amongst the main points made by the 'key topic area' analysis.

- Role and Image. Yarrawonga has some attractive older buildings but it is not overly 'historical', being better described as a 'contemporary town' that continues to cater for a thriving resident community. This is an important point. Although the town has a vital year long tourism role that the Framework must cater for, Yarrawonga for many people is a place to live that perhaps needs a stronger image to help distinguish it from other towns.
- Lake Mulwala. The lake is clearly a distinguishing feature and asset for Yarrrawonga but its
 foreshore is relatively poorly exploited and access to it could be improved. The potential for
 extending the foreshore by reclamation is noted.
- Central Activity Area Zoning and Land Use. Current planning policies promote the use of land at the southern end of Belmore Street and abutting Hovell Street to the west of Belmore Street, seemingly in conflict with the ideal of promoting activity relating to the lake.
 Kennedy Park offers opportunities to better serve the resident and tourist community.
- Gateways and Entries to Yarrawonga. 'Signals' to visitors that they have entered Yarrawonga are very few.
- Road and Foot Traffic. Belmore Street is a main road and through route. This function and
 the amount and layout of on street parking creates hazardous conditions for pedestrians
 and vehicles, as reflected in injury and damage statistics. There is no clear hierarchy
 amongst the east-west roads intersecting Belmore Street.
- Future Form and Appearance of Belmore Street. Although through traffic and a hazardous
 parking layout reduce the 'friendliness' of Belmore Street, it is and should remain the heart
 of Yarrawonga. Existing wide footpaths offer opportunities for shade, trader use and for the
 portrayal of a more appropriate and consistent Yarrawonga 'image'.

The above six key topic areas collectively provide a 'target' towards which the recommendations of the Framework should be directed and against which the success of the potential effectiveness of the Framework can be measured.





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The Vision for Yarrawonga

The vision advanced for Yarrawonga in Section 4 of the Framework is that it will be acknowledged:

- as having a unique identity derived from its location on Lake Mulwala, its growing, vigorous community and its continuing strengths as a commercial/retail centre;
- as a tourist destination;
- as an area of natural conservation;
- as providing a range of community infrastructure such as health and education; and
- as providing a variety of lifestyles particularly those that are recreation based.

The Urban Design Framework Model

An Urban Design Framework Model is proposed that translates the vision for Yarrawonga into a broad scale urban design response. The Model is a schematic diagram of Yarrawonga that will guide planning, design and building strategies. It includes:

- a town centre area that includes an extended open space foreshore area, Kennedy Park and a new Mixed Use Precinct bounded by Hunt, Piper, Hume and Lynch Streets;
- gateways at the periphery of Yarrawonga and along Belmore Street;
- a through and heavy vehicle route from Burley Road along Irvine Parade to the junction with Belmore Street.

A reduced copy of the model is included in the Appendix, and full sized A1 sheets are available.

Land Use and Through Traffic

The most discussed aspects of the Urban Design Framework Model have included its land use and its through traffic recommendations.

The ultimate extent of retail/commercial related land use opportunities was debated during the preparation of the Framework, with particular reference to land in the south of Belmore Street.

After discussion, the Planning Scheme requirement for promotion of the southern end of Belmore Street and the accommodation of needs for rezoning in this area remains unchanged. The Framework adds to this a recommendation to rezone land in the north and east to 'Mixed Use'.





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The effect of a through traffic route on the safety of the area around the primary school and adjacent to residential properties has been queried. At a schematic level, the Framework confirms that the creation of safe conditions is feasible and should be considered further during detailed design.

Car Parking in Belmore Street

Discussion about the future image of Belmore Street and its relationship to Lake Mulwala has included debate on the future form of on-street car parking, more particularly, the retention or otherwise of centre of the road parking. Belmore Street must continue to provide on-street car parking, the form of which will exert major influence on the appearance and functioning of the street. A number of options for the arrangement of car parking have been considered, including the 'no change' option.

In view of safety and visual improvement factors, retention of centre of the road parking is not considered to be a long term aim. However, section 5 of the Framework recognises that in the short and medium term centre of the road car parking will be provided, subject to the introduction of safer intersection treatments and pedestrian mid-block crossings, and only after convenient off street parking is made available to compensate for any spaces lost as a consequence of such treatments.

The Framework recommends that trials and further consultation are undertaken in order to ascertain if kerbside parking can be increased by varying the angle of parking bays.

Belmore Street and Lake Mulwala

Belmore Street will remain the centre of retail activity in the town centre and will be better linked both visually and physically with Lake Mulwala. Belmore Street, the Lake foreshore and streetscape elements should portray a relevant, consistent and appropriate image of the town of Yarrawonga that responds to the community's aspirations. The following recommended potential images are drawn from community consultation.

- Water. This image relates to Lake Mulwala and underlines the importance of the town's position near to and use of the Lake and the Murray River.
- Environment. This image relates to the natural setting of the town including the River Red Gum forests associated with the Murray River and adjoining agricultural land.







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Contemporary Lifestyle. This image is more difficult to portray physically. It relates to the range of recreation and community facilities provided in Yarrawonga. It also reflects the importance of the vibrant Yarrawonga retail and commercial centre to the town and region.

This Framework recommends that these images are translated into built works and provides illustrations of how this may be done. Schematic designs include:

- a symbolic river of a contrasting paving material that meanders down Belmore Street and onto the Lake foreshore;
- a consistent and upgraded footpath paving treatment;
- grassed centre road islands with native species street trees and the possibility of a symbolic
 'river 'of low-growing planting;
- intersection treatments that combine planting and low seating walls to provide an aesthetically pleasing and safe pedestrian environment;
- the continuation of the treatment of Belmore Street onto the Lake foreshore;
- a redesigned, safer intersection layout at the north end of Belmore Street;
- a foreshore widened by reclamation of shallow lake areas;
- an upgraded Lake foreshore landscape;
- Hunt Street and Bank Street upgraded to become a Lake esplanade with associated tree
 planting, improved footpaths and carparking along the southern side of the street;
- a proposed location for a sensitively designed tourist information and interpretation facility,
 associated public toilet facilities, bus stop and parking area.

Reduced copies of drawings are included in the Appendix and full sized coloured A1 sheets are available.

Tourist Information and Interpretation Facility

The future location of this facility was debated during the preparation of the Framework.

Yarrawonga Mulwala Tourism stated a preference for a lake side location close to the town, with more space than their current site allows and with better access. An indicative location close to Belmore Street and to the east of the bridge is shown by the Framework. An alternative site on the Murray Valley Highway was suggested but not supported by the final Framework.





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Recommended Actions

Section 6 of the Framework is concerned with further actions. Guiding principles are set down together with 59 recommended strategies. This section of the Framework cannot be readily summarised except to note by way of introduction that:

- strategies vary from important general approaches, such as ensuring that relevant stakeholders are briefed regularly, to specific actions such as the recommended amendments to the Planning Scheme;
- strategies include special attention to public safety, traffic safety and the Disability
 Discrimination Act;
- there are particular design guidelines, such as those concerned with 'gateways', streetscapes, built form and urban art; and that
- the strategies are organised into six groups which relate to the 'six key topic areas' identified in the Framework.

Priorities

The Framework is by definition multi-faceted and there is a danger that by attempting to cover all issues and desired outcomes the immediate way forward becomes obscured. The Framework establishes a methodology for the establishment of priorities and for other actions and advocates priorities based on assumed benefit, demand, public safety requirements and practicality.

A summary table suggests that the first immediate action is to adopt the Framework and amend zoning and land use plans and policies. In the short term, the planning and implementation of the through traffic route, works to Belmore Street, gateway planting and investigation of foreshore reclamation are all priorities. It is likely that the implementation of Belmore Street works will extend through the medium to long term along with gateway planting, whilst foreshore reclamation and gateway construction (art installations) would probably commence in the medium term, for long term completion.

A more detailed breakdown of an indicative programme of works is provided in the Appendix.

Costs and Funding

The works envisaged by the Framework cannot be budgeted without further investigation and design. However, as an indicative of order of costs, it is expected that the Belmore Street works could cost in the order of two million dollars excluding major service renewals, replacement of the road pavement and provision of additional off street parking.





Sources of funding are discussed. Sources outside those already available to Moira Shire Council are obviously not guaranteed, would need to be the subject of concerted negotiation and could include State Government departments, contributions by beneficiaries of urban design improvements or contributions to works in public places that are the accepted outcome of the planning process.

Future Consultation

The purpose and value of the Framework were appreciated by those attending the project public forum and generally accepted by the community during the exhibition. Points of disagreement and discussion have been highlighted above and have, in the main, been accommodated in the recommendations made by the Framework. As a final point, the Framework stresses that it is important that effective consultation continues as more detailed design and implementation stages are reached.





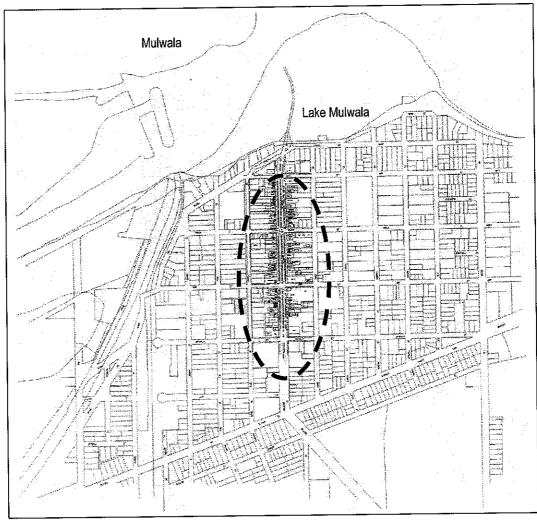


INTRODUCTION

This project has been funded by the State Government Department of Infrastructure 'Pride of Place' programme. Moira Shire Council (MSC) appointed Collie Landscape and Design Pty Ltd and Collie Planning and Development Pty Ltd (Collie) to prepare an urban design framework for Yarrawonga. Although the urban design framework explores issues that relate to the whole town, the project concentrates on the Belmore Street central activity centre (CAA) as shown on the plan below.

The project does not include a study of or recommendations for Mulwala. However, the project has been carried out in the knowledge that there is a close relationship between Yarrawonga and its 'twin' to the north, Mulwala providing significant employment for Yarrawonga residents, whilst at the same time depending on the wide range of services offered by Yarrawonga.

Collie has been assisted in this project by Ashton Traffic Services Pty Ltd and Essential Economics Pty Ltd.









1.1 Urban Design Frameworks

Urban design frameworks are design tools that assist in creative and imaginative planning. They provide physical interpretations of the planning strategies, plans and visions for a particular locality and can therefore support the strategic and statutory planning reform process currently underway in Victoria, a process that places greater emphasis on the quality of outcomes. For example, it is important that urban design frameworks acknowledge the strategic planning context for the area they apply to. This planning context includes local Municipal Strategic Statements, planning zones, overlays, schedules and policies.

At the same time, however, urban design frameworks must provide a coordinated designer-led vision of how the built form of an area might develop, built form being one of the major outputs of the planning process.

Urban design frameworks consist typically of:

- an analysis of context and opportunities;
- a description of options that respond to opportunities;
- a framework plan identifying actions and relationships;
- · key design concepts; and
- a strategy for implementation.

The exact scope of an urban design framework depends on the requirements of a client or locality. It should be noted, however, that although urban design frameworks provide sound bases for further design, they are nevertheless, highly schematic and require the subsequent development of concept and detailed designs and documents.

1.2 Project Objectives and Considerations

This report responds to MSC's stated objective, that is to develop an appropriate and comprehensive urban design framework (the Framework) that:

- provides a vision and strategic direction for the future three-dimensional form and urban structure of the town and particularly the Belmore Street precinct;
- focuses on the links between the town and Lake Mulwala foreshore;





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- realises the role of Lake Mulwala as a major entry into Yarrawonga;
- explores the potential of mixed use and medium density development in the town, particularly in the Belmore Street precinct; and
- recommends the appropriate planning policy and response to development in the precinct.

The MSC project brief has required the investigation of the following considerations in the development of the urban design framework:

- the links between the commercial centre (Belmore Street precinct) and foreshore;
- options to enhance the use of the foreshore;
- the northern vista and linkages with the foreshore;
- current planning policy and zones;
- tourism opportunities;
- streetscape facilities to enhance commercial activity;
- the potential of possible competition and the impact on the current commercial precinct;
- traffic issues particularly speeding in Belmore Street;
- provision of safer cross road treatments including 'access for all' provisions;
- maximisation of on-street carparking provisions by modifications to angle parking where appropriate;
- provision of appropriate access to off-street carparks;
- provision of shade particularly by planting trees;
- appropriate themes for signage and street furniture;
- lighting;
- enhancement of shop fronts where appropriate;
- appropriate surface treatments;
- appropriate engineering design particularly in coping with the difference in level between building lines;
- the removal/minimisation of overhead cabling;
- surface water drainage; and
- concepts for community participation through street art programs.

1.3 Project Outputs

The recommendations of this report have been designed to assist MSC to proceed further towards the attainment of its stated objective and as such they contain:







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- a discussion of the 'vision' for the town;
- a framework and images for the town that highlight issues and opportunities; and
- priorities for implementation.

1.4 Consultation

The preparation of this report has involved close consultation with a Steering Committee that included councillors and officers from MSC, members of the local resident and business community and representatives of the Department of Infrastructure.





BACKGROUND

Yarrawonga is a local commercial/retail centre with a growing resident population that also attracts large numbers of tourists. The importance of tourism is reflected in the high number of accommodation, café and restaurant businesses in Yarrawonga compared to other towns in Moira Shire. The focus of the town has shifted from industry to tourism and retirees, the attraction to tourists and retirees being related to the town's location on Lake Mulwala, its tourist and visitor infrastructure and a good retail mix. The relatively low vacancy rates in Belmore Street are an indicator of the healthy performance of the retail sector.

This section examines background policy and physical condition information that is of relevance to the Framework.

2.1 Existing Planning Policy

2.1.1 Municipal Strategic Statement

MSC in its Corporate Plan has set itself the mission that "it will coordinate and foster community development to achieve an improved quality of life and prosperity."

The Shire of Moira Municipal Strategic Statement sets out the 'mission and vision' of the Shire in further detail and outlines a number of guiding principles for the economic, social and environmental management of the Shire.

These principles are:

- sustainable economic and urban growth;
- sustainable natural resource management including the conservation of:
 - o remnant flora and fauna habitats;
 - high quality agricultural land and the resources which support agricultural production and nature based tourism;
- the development of infrastructure and facilities that support the social needs of the community and economically sustainable development of the Shire;





the realisation that Moira Shire's economic growth potential is based on its natural assets, livability, raw and value added food processing, tourism, recreation, retirement and small business development combined with access to new technology that puts Moira in the global market.

The Municipal Strategic Statement describes the objectives, strategies and means of implementation under a variety of headings including settlement, environment, economic development and infrastructure.

The key elements relating to Yarrawonga are summarised below.

2.1.1.1 Settlement

Objective 1

To encourage a diversity of housing types across the Shire which assist in maintaining a balanced population mix.

Strategies

- Promote a wide range of housing opportunities in urban settlements which respond to the housing needs of the population through all lifecycle stages.
- Encourage independent living for aged persons in urban centres, particularly in Cobram, Yarrawonga, Numurkah and Nathalia, and in locations with walking access to social and community infrastructure and/or community transport to these facilities.
- Promote alternative forms of supported housing (eg. nursing homes), in existing urban centres with a high degree of accessibility to community and social infrastructure. Such accommodation should be integrated where possible with the general housing stock to ensure a mix of social opportunities between different age groups.
- Provide attractive housing options close to new employment opportunities to encourage the return of young people to the municipality, through a wide range of living and working opportunities.

Objective 2

To promote future development in the key townships of Numurkah, Nathalia, Cobram and Yarrawonga in accordance with the relevant Development Options Plan for each township.





Strategies

- Encourage the consolidation of new residential development in existing urban centres.
- Ensure that major urban and residential developments address the role and function of the township and contribute to the implementation of Council's township policies.
- Promote the role of Yarrawonga Township for economic development with particular emphasis on increased tourist and community use interacting with Lake Mulwala, close to the town centre. Promote the southern end of Belmore Street, Yarrawonga for business activities.
- Improve the use of public foreshore and streamside reserve areas in the major townships of Numurkah, Nathalia, Cobram and Yarrawonga.
- Seek to improve the urban image of the major town entries (for example Numurkah, Nathalia, Yarrawonga and Cobram) through improved gateway entry treatments and urban design works

Objective 3

To improve the local character and amenity of townships by encouraging high standards of landscape and residential design.

Strategies

- Promote new residential development which is responsive to the residential character and local context of the area.
- Ensure that new urban development is based on principles contained in the Victorian Government Codes for Residential Development and in particular endeavors to meet environmental imperatives of maximising energy efficiency and water sensitive design.

Objective 4

To protect new urban development from flooding in accordance with policy of the relevant Catchment Management Authority.

- Discourage new residential development in areas significantly affected by flooding;
- Ensure that accurate flood mapping information is taken into account in all proposals for urban development within flood affected areas.
- Ensure that new urban development is based on principles contained in the Victorian Government Codes for Residential Development and in particular endeavors to meet environmental imperatives of maximising energy efficiency and water sensitive design.





Implementation

- Use Local Policy to implement township structure plans for Yarrawonga, Cobram,
 Numurkah and Nathalia (Township policies; Clause 22.01.1 22.01.4)
- Use Local Policy to promote medium density housing and other residential opportunities within the Shire's major urban settlements and townships (*Township* policies; Clause 22.01.1 – 22.01.4)
- Apply the Residential 1 zone to established urban residential areas
- Undertake urban design improvements as recommended by the Moira Towns 2010
 Strategy 1997 and the Towards 2010 Small Towns Strategy, 1997.
- Review the Moira Towns 2010 and supporting documentation to ensure consistency with directives of this Municipal Strategic Statement.
- Investigate the need for use of further Development Plan Overlays on other areas of identified future urban development in the township framework plans of the Moira Integrated Strategy Plan (Interim) 1997 and Township policies of Clause 2201.1 -22.01.4
- Review the local policies of Clause 22.01.1 22.01.5 so as to review the Township framework plans for additional detail and illustration of strategic direction.

2.1.1.2 Retail / Commerce and Tourism

Objective 1

To promote the retention of local and tourist expenditure within the Shire.

Strategies

Tourist attractions, particularly the natural features of the Barmah Forest, Lake
 Mulwala and Murray River will be enhanced and protected for the long term sustainability of tourism as an industry.

Objective 2

To integrate tourist and retail services as a means of maximising marketing and purchasing impact.

- Encourage the retention of local retail services for residents.
- Consolidate retail development within appropriately zoned land in existing town centres and integrate with tourist development where appropriate.







Promote the integration of infrastructure for tourists, including Motel Accommodation,
 Restaurants, entertainment facilities and recreation facilities with town centre functions
 to maximise use of this infrastructure and enhance town centre activity.

Objective 3

To enable each urban centre to establish a clear role and function for its long term viability as a commerce and community centre.

- The further development of urban centres in Moira Shire will be as a result of implementation of 'Town Structure Plans'. Preparation of these plans will be undertaken in partnership between traders, the local community and Council as a means of retaining greater local and tourist expenditure within townships. The 'Town Structure Plans' will address the following:
 - programs to facilitate redevelopment of existing town centres including "Streetlife" business planning programs;
 - documented validation of the need for additional retail space and subsequent rezoning of land;
 - physical improvements to open space, buildings, laneways, signage, and placement of utility infrastructure;
 - town entry features and tourist routes shall be developed in conjunction with the
 Moira Tourism Board and the Moira Shire Tourism Strategy; and
 - the Moira Tourism Strategy and/or relevant Heritage Studies as relevant to the area.
- Carparking associated with town centres will ultimately relate to the whole town centre,
 constructed as a result of documented supply and demand studies undertaken for
 each centre. Such strategies may include consideration of special rate schemes or
 common payment systems, or direct contribution by a developer to car parking. In the
 absence of such documentation car parking will be provided for individual
 developments based on use ratios detailed in the Moira Planning Scheme.
- Identify and develop appropriate locations for peripheral sales and ancillary business uses in positions complementary to core town centre activities.





Implementation

- Using Local Policy to promote appropriate retail and commercial development through the implementation of township structure plans for Yarrawonga, Cobram, Numurkah and Nathalia (Township policies; Clause 22.01.1 - 22.01.4)
- Applying the Business 1 zone to core retailing areas in the major towns of Yarrawonga,
 Cobram and Numurkah;

Further Strategic Work

- Develop a program of business plans as part of the implementation of the local area structure plans for the major townships. These plans should form the basis of revitalisation programs for these centres and should provide on going direction for the consolidation and/or expansion of retail, tourist activities and urban design initiatives within townships.
- Investigate the need and preferred location for business uses at the south end of Belmore Street, Yarrawonga.

2.1.1.3 Design of Development

Objective 1

To ensure that township development is based on sound urban design principles and furthers the goals of community integration, economic prosperity and enhanced liveability through integrated urban design.

- Promote new residential and urban development which builds upon the key elements
 of the surrounding urban/rural character, and responds to the urban design guidelines
 of any relevant local structure plan.
- Ensure that new development seeks to promote a safe, vibrant community through design which addresses public spaces and presents a defined and complimentary image to surrounding development. In particular new development should provide active frontage to public spaces (for example not back fences onto public streets or parks).
- Require new development to relate to the physical context within which it sits in regard to siting, height, bulk, materials and general context with the site.







Objective 2

To protect and improve the quality of the Shire's residential areas and to maximise positive environmental outcomes in the Shire's built environment.

Strategies

- Encourage the use of environmentally sensitive design for all new development.
- Ensure that all development design endeavors to retain natural features, heritage values and topography where possible and economically feasible.

Implementation

- Using Local Policy to implement the strategic directions of the Moira Integrated Planning Strategy, Moira Towns 2010 Strategy, and the Small Towns Strategy with regard to Council's objectives for efficient township development.
- Investigate incentives for introducing design elements within existing developments
 which accord with urban design guidelines developed as part of local structure plans
 (eg. rate incentives for introducing better public access or reinstating verandahs in
 identified precincts).

Key Points.

The MSS clearly confirms the role of Yarrawonga as a centre for economic development with particular emphasis on increased tourist and community use interacting with Lake Mulwala, close to the town centre. It identifies the need to review the future retail and business growth potential and the preferred location of any such growth in Yarrawonga.

2.1.2 Local Planning Policies

The Moira Planning Scheme also includes specific policies for each township (Clause 22.01.4). Policies relevant to Yarrawonga include those that follow below.

- Future development of the township of Yarrawonga will be generally in accordance with the Yarrawonga Development Options Plan.
- Development proposals will be promoted to create a greater focus to the centre.
 Redevelopment of shops should include more effective use of the rear of site, particularly that land west of the centre, abutting Hovell Street. Pedestrian access to the rear of these sites would enable more opportunity for use of car-parking at the rear of sites.





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- Greater focus will be directed toward promoting an integration of tourism, retailing and residential uses at the interface of Lake Mulwala and the Town Centre. This is to be encouraged through redevelopment of land adjacent to Belmore Street, particularly at its northern end.
- Promote the use of the southern end of Belmore Street and accommodate the need for additional zoning for complimentary business uses at this end of the town centre.
- New Residential development will be focused within existing zoned land, providing a mix of housing types. Smaller housing units will be particularly encouraged in areas with proximity to the town centre.
- Low Density Residential Development will be promoted in areas already zoned for Low Density Residential Development to the west and south of the township. Additional zoning of land will be based on demonstrated demand for additional development.
- Industrial development will be focused to the south-west with additional land available east
 and west of the existing zoned industrial area. This land is considered suitable given its
 distance to general residential uses and its proximity to the aerodrome and sewerage
 treatment plant. This land will be retained in large holdings to accommodate potential major
 manufacturing industries. Ample supply of smaller serviced industrial lots exists within
 existing zoned land.
- Public use and access to Lake Mulwala will be critical. Development adjacent to the lake will have consideration to the Lake Mulwala Management Plan.
- Urban development of Yarrawonga will not impede future development of the Yarrawonga Aerodrome in Flanagans Road.
- Development of the Yarrawonga Aerodrome will promote the commercial sustainability of this aerodrome as a regionally significant transport link and leisure facility. Business and tourist development that can link with the airport will be promoted.







Key Points.

Existing local planning policies promote the following:

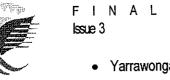
- development abutting Hovell Street west of Belmore Street (even though the population centre of gravity is moving eastwards with development east of Woods Road):
- greater interaction between Lake Mulwala and Belmore Street commercial, retail
 and tourism activities;
- complementary business uses at the southern end of Belmore Street (which would further elongate the Belmore Street activity area).

2.1.3 Moira Towns 2010 Strategy - 1997

The Moira Planning Scheme was prepared having regard to a series of strategic planning investigations, including the Moira Towns 2010 Strategy. The 2010 Strategy summarises the preferred future of Yarrawonga as follows.

- Yarrawonga builds on its primary role as a tourist and visitor centre, and a service centre for the local and regional population.
- The strong performance of the food sector is supported by initiatives such as alfresco dining and by the design of public spaces that encourages outdoor eating.
- Better integration of the Lake's edge with the town centre is achieved, making the tourist information centre a gateway and link to the water, and improving pedestrian access along the lake's edge and into the town centre.
- Belmore Street becomes a precinct that is more 'pedestrian friendly' with improved pedestrian crossing points and improved pavement surfaces along sections of Belmore Street.
- Yarrawonga and its town centre capitalises on the opportunities arising from increases in resident population and the number of tourists by maintaining and increasing its expenditure capture rate within its trade area.
- Sites within the town centre are identified for new development to ensure that growth is planned and that the town's character is retained.
- Good standard and range of community infrastructure continue to be an appealing feature of Yarrawonga that attracts retirees.
- Increased recreation and entertainment opportunities in the town centre and township leads to an increase in visitor numbers.





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- Yarrawonga counters the trend towards investment in the big regional centres by vigorously promoting local spending and the town's tourism potential.
- Coordinated planning and development of Yarrawonga and Mulwala consolidates the primary focus on and tourism potential of Yarrawonga.
- Streetscape and design improvements in the town centre recognise the need for increased shopper amenity, convenience and comfort, especially for the retiree community.
 Yarrawonga's core retail activities (for example day-to-day or weekly retail items) need the custom of retirees who have increasing mobility.
- A tourist activity focus is created by consolidating retail and related tourist activities and encouraging active uses (cafes, restaurants and so on) to the northern River section of the town centre.

Key Points.

The 2010 Strategy recognises the importance of Yarrawonga as a local and regional service centre and as a tourist and visitor centre and a service centre for the region. The Strategy encourages the coordination of planning and development with a primary focus on tourism and recognises the need for a tourist activity focus that consolidates retail and other related tourist activities adjacent to the Lake foreshore.

2.1.4 Existing Zoning

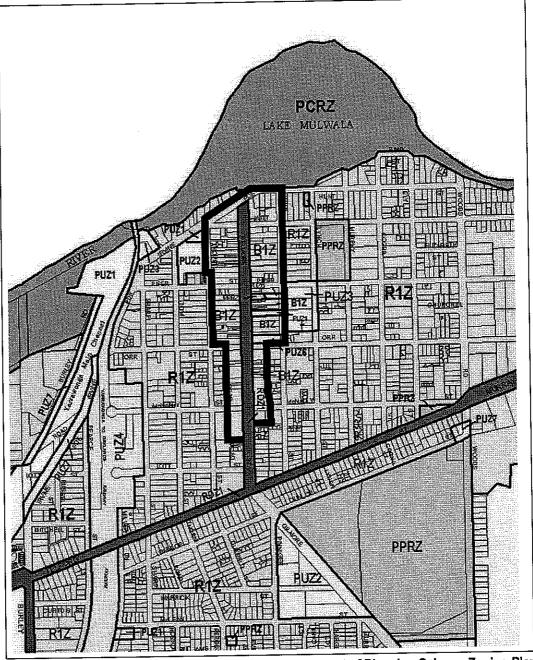
The existing zoning of the Yarrawonga township shown in the plan below and is characterised by:

- a Business 1 Zone centred on Belmore Street and bounded by Irvine Parade, Hovell Street,
 Orr Street and Hume Street. The Zone also extends along Belmore Street south of Orr
 Street as a narrower strip to just south of McNally Street;
- a Residential 1 Zone surrounding the majority of the area;
- several Public Use Zones including service and utility (PUZ1), education (PUZ2), health and community (PUZ3), transport (PUZ4) and local government (PUZ6);
- a large Public Park and Recreation Zone (Kennedy Park);
- Belmore Street and the Murray Valley Highway are Road Zones Category 1; and
- land abutting the south side of the Murray Valley Highway is zoned Low Density Residential.









Extract of Planning Scheme Zoning Plan

Key Points.

Existing zoning reveals that:

- current zoning does not promote 'mixed use' (including tourism, retailing and residential) development at the interface of the 'Town Centre' and the Lake foreshore as suggested by the 2010 Strategy and the Planning Scheme;
- the Business 1 Zone extends west to Hovell Street between Orr Street and Irvine Parade; and
- the Business 1 Zone extends south of McNally Street on Belmore Street.





2.2 Existing Urban Form

2.2.1 Context

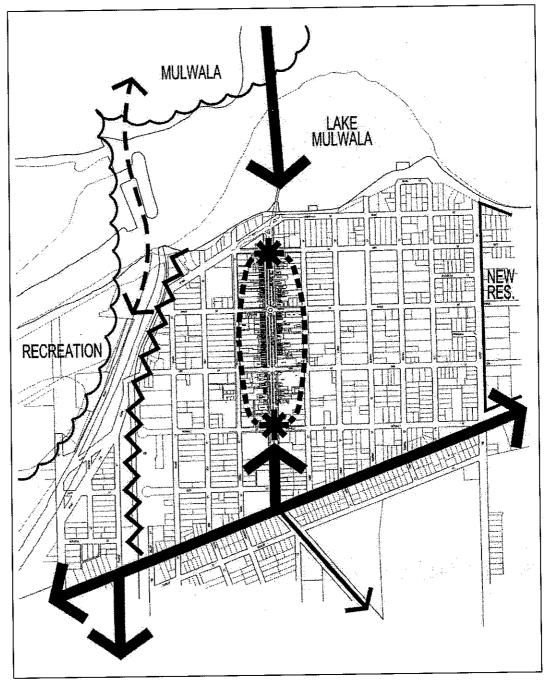
The context of the Belmore Street precinct is summarised in the diagram below. Relevant points are:

- the Murray Valley Highway (Telford Street) forms a significant edge to the project area as well as one of the two key access routes to the town;
- the second key access route is the bridge from Mulwala;
- light industrial areas extend along the Yarrawonga-Benalla Road, a key entry for tourists from Melbourne;
- the route between the aerodrome and the town centre is an important entry;
- Belmore Street provides the main access route between Yarrawonga and Mulwala via the
 Melbourne Street bridge (a secondary Lake crossing at the weir is discussed below);
- the central activity area (CAA) in Yarrawonga extends north and south along Belmore Street between McNally Street and Hunt Street/Irvine Parade, and east and west towards Hume and Hovell Streets;
- a narrow, fenced Lake foreshore area provides limited recreational potential and is poorly linked, both physically and visually, to Belmore Street and the CAA;
- Mulwala contains significant recreation facilities (largely associated with golf and water sports), tourist accommodation and facilities but little retail activity;
- central Yarrawonga is designed on a regular grid of north-south and east-west streets edged by the Lake to the north, Murray Valley Highway to the south and the irrigation channel and railway lines to the west;
- the western edge of the town is defined by an irrigation channel and the railway, the
 crossing points of which define access to areas of recreation (both structured and
 unstructured), tourist accommodation and bushland associated with the Murray River
 (downstream of the weir);
- a residential area extends west of Hovell Street to the rail lines and channel and includes areas of medium density housing particularly in Hovell Street and a primary school;
- another residential area extends east from Hume Street and contains Kennedy Park, the hospital, schools and medium density housing largely in the vicinity of Hume Street; and
- new residential development is occurring to the east of Woods Road and to the north of the Murray Valley Highway.









Context Plan

Key Points.

- There are no consistent entry statements or gateways at the entries to Yarrawonga.
- The central activity area is poorly integrated with the Lake foreshore.
- The population centre of gravity of Yarrawonga is moving east.

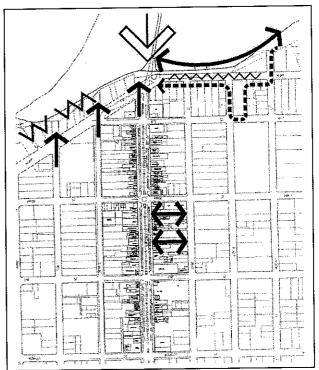




2.2.2 Existing Linkages

An existing grid of streets generally provides appropriate pedestrian and vehicular linkages throughout Yarrawonga. The linkages in and around the CAA are summarised in the diagram right and include:

- an arcade linking Belmore Street to Hume Street north of Orr Street;
- a planted pathway linking Belmore Street to carparking on Hume Street;
- a narrow pedestrian path on the west side of the bridge to Mulwala; and



access to the narrow Lake foreshore east of Belmore Street, although impeded by fencing,
 allows continuous pedestrian access to the water's edge.

Access to the Lake edge west of Belmore Street is limited to a few points (undeveloped road reserves and adjacent to the bridge to Mulwala).

Key Points.

Currently, access to the Lake edge and the rear of shops along Belmore Street is limited.

2.2.3 Existing Open Spaces

There are no large open green spaces in the CAA (refer to the diagram below). Open spaces in the vicinity of the CAA include those listed below.

 The Lake foreshore east of Belmore Street which contains limited play areas, barbecues, seating and ornamental planting (as described below).





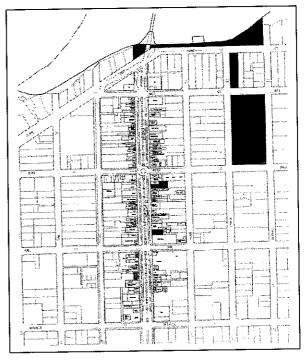


Kennedy Park which is the only open parkland other than the foreshore close to Belmore Street. Although the park is used by local schools and although it contains a large area of grass with some tree planting and play equipment it does not contain any paths and its full potential is not realised.

A green area (adjacent to Lynch Street) that connects Kennedy Park to the Lake foreshore but is visually and physically cut off by busy Piper Street, by the overgrown planting within it, by an area of old road pavement, and by the fencing along the foreshore. This area is

 A landscaped rear carpark access near Piper Street although well vegetated is essentially a paved path between buildings.

currently zoned as residential land.



Key Points.

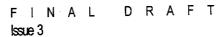
The central activity area is without an open space while Kennedy Park (to the east) is currently unrelated to the central activity area, Belmore Street and the Lake foreshore.

2.2.4 Existing Vegetation and Planting

Planting themes are shown in the diagram below and can be summarised as follows.

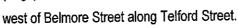
- There are extensive areas of River Red Gum forest west of the irrigation channel but there
 are no remnants of this forest within the project area.
- The residential streets of the project area contain relatively few street trees and no consistent pattern of planting is discernible.
- Within Belmore Street, however, tree planting is generally consistent and continuous. Two species of trees are planted, Camphor Laurel (Cinnamomum camphora) in the centre of the road and Queensland Brush Box (Lophostemon confertus) along the footpaths. The growth of the Camphor Laurels in the centre of Belmore Street appears to be inhibited by the large area of surrounding asphalt. Many of the Queensland Box have been pruned to create low level forks in their trunks, restricting their height and, ultimately, reducing their life span.

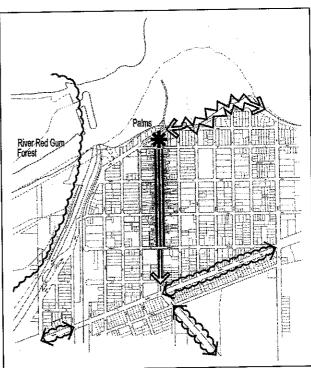






- There are various types of concrete planters on the footpaths containing generally unsuccessful shrub planting.
- A grassed median containing Camphor Laurel extends from Telford Street to McNally Street.
- Palm planting at the intersection of Belmore Street and Irvine Parade, near the Lake foreshore, provides a contrasting planting theme. These palms may be of a similar species to those originally in Belmore Street.
- Where the Lake foreshore has been planted (east of Belmore Street) a mixture of non local native and introduced trees has been planted. Species include willow and poplar.
- The planting in Kennedy Park is of mixed tree species, some in poor health. Visually the planting and other facilities within the park are poor and lack cohesion.
- There is an avenue planting of Smooth-barked Apple (Angophora costata) east and





 Gilmore Street, the main route between the aerodrome and the town centre is lined by a memorial avenue of smooth-trunked native trees.

Key Points.

On-street and Lake foreshore planting provides no discernible or consistent theme or image for Yarrawonga.

2.2.5 Existing Built Elements

The project area contains a number of buildings that can be said to be 'significant' by virtue of age, design, character, location or grouping or a combination of these factors. These built elements are shown on the diagram below and include:

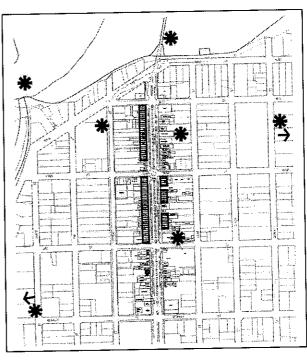




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- older buildings including the Shire
 Hall, old Convent and Primary
 School;
- the war memorial in the roundabout at Belmore and Piper Streets;
- newer structures including the telecommunications towers, the Murray weir and bridge to Mulwala; and
- notably coherent and attractive sections of built form flanking Belmore Street between Piper and Orr Street, which include the



Shire Hall and extensive lengths of mutually complementary awnings and verandahs.

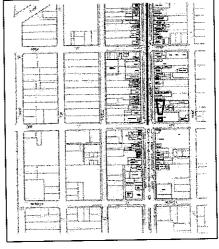
Key Points.

Belmore Street is defined strongly by built forms. Whilst there are a number of distinctive older buildings, Yarrawonga does not have a strong heritage image.

2.2.5 Visual Considerations

The following key visual elements within the project area are summarised on the diagram below.

- At two key intersection locations along Belmore Street there are relatively extensive and uniform building elevations that because of their scale and lack of detail do not make a positive contribution to the streetscape. These
 - positive contribution to the streetscape. These locations are:
 - Franklins at the corner of Belmore and McNally Streets; and
 - IGA Supermarket and the Lakeview Motel at the Lake end of Belmore Street.
- Vistas of the Lake from Belmore Street are interrupted by the tourist information centre.
- The petrol station and roundabout at the corner of Telford and Belmore Streets are visually prominent.









Key Points.

There is no visual integration of the Lake and the central activity area (Belmore Street).

2.2.6 Existing Streetscape Elements

Street finishes and elements normally associated with town centres are generally confined to Belmore Street. Streetscape elements include the following.

- Paving. Although the footpaths are predominantly concrete there is a range of other paving materials in Belmore Street that includes brick paving. Brick paving treatments tend to be associated with newer developments although there is no consistency of pattern, type or colour.
- Street Furniture. There is a variety of street furniture designs, colours and materials. Bins are generally the plastic, wheeled type without surrounds.
- Café Furniture. There is a range of styles of furniture on the footpath associated with outdoor eating. This furniture is privately owned.
- Concrete Planters. There is a variety of sizes and shapes of concrete planters along Belmore Street. The planting is generally unsuccessful and the placement of these planters is not consistent, creating an untidy appearance.
- Planting. Planting within kerb outstands and at road crossings is generally healthy but lacks
 a consistent theme. Raised lawn areas at some intersections create green areas that add
 to the relaxed, rural atmosphere of Belmore Street. These kerbed lawns also control
 pedestrian movement.
- Overhead Powerlines. Due to the size of the trees and the predominance of awnings and verandahs the overhead powerlines are not as visually dominant as in other main streets.
 Some lengths have been bundled. Along the footpath, the poles remain an intrusive visual element.
- Signage. There is a variety of advertising and street signage within the CAA. Notably there
 are no large, prominent 'billboard' type signs.
- Sound System. A sound system allows music to be played through speakers attached to the electricity poles along Belmore Street.

Key Points.

The Belmore Street streetscape elements do not provide a discernible or consistent image for Yarrawonga.







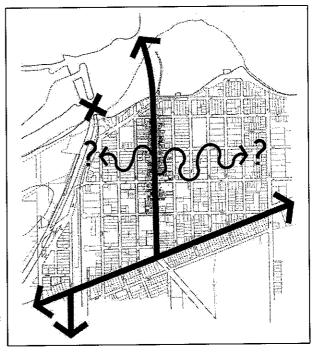
2.3 Existing Transport and Parking

There is a variety of issues relating to transport, traffic and parking. These are explored below.

2.3.1 Traffic Routes

The main entries into Yarrawonga from Victoria are along the Benalla-Yarrawonga Road from the south and the Murray Valley Highway from the east and west. The Murray Valley Highway (Telford Street) forms a significant edge to the town due to its size and the amount and type of traffic it carries.

Yarrawonga provides an official route from Victoria to New South Wales. Currently there are two crossings of Lake Mulwala. The first, Belmore Street provides the major through route between the Murray Valley Highway and the bridge (Melbourne Street) to Mulwala. Belmore Street, officially known as Benalla-Yarrawonga Road, is classified as a Main Road and managed by Vic Roads although MSC is empowered to carry out maintenance and improvement works on behalf of VicRoads.



A gazetted Stock Route (which is not an official road) runs over the Weir wall and is used by vehicles avoiding Belmore Street. Access along this route is not guaranteed and is expected to be closed when works to the weir wall are undertaken.

Yarrawonga's commercial and retail activity is located along Belmore Street and its continuing use as the major through traffic route will create conflicts.

Hunt Street currently provides a poor interface between the town and the Lake foreshore.







Key Points.

Although the Melbourne Street bridge to Mulwala will remain the main crossing of the Lake it is important to explore alternatives for how through and heavy traffic reaches this bridge. It is appropriate that Belmore Street be downgraded in terms of traffic to cater for predominantly internal movements that relate to its commercial and retail activities.

2.3.2 Parking

Parking turnover surveys undertaken in 1999 and 2000 (MSC June 2000) reveal that there are only minor fluctuations in the demand for parking spaces between summer and winter months. Although the 334 spaces along Belmore Street are well used parking occupancy remains below its capacity. Parking along Belmore Street has higher occupancy rates than in surrounding areas (approximately 370 spaces).

Belmore Street currently has angle parking on the kerbside and right angle parking in the centre. The layout of parking has been designed to optimise the number of spaces. It has, however, created hazardous conditions for both pedestrians and parking vehicles as is reflected in the following injury and property damage accidents that have been reported to the police:

- 1996 1999, 46 property damage accidents;
- 1991 1999, 21 casualty accidents (including 4 pedestrians);
- January 1998 August 2000, 24 property damage accidents, 4 casualty accidents (including one fatality but not caused by traffic).

There is no provision for trailer, bus or caravan parking along Belmore Street. Currently these vehicles park in side and adjacent streets.

Key Points.

Carparking along Belmore Street is currently well utilised however its current arrangement is dangerous for both pedestrians and vehicles using the street.

2.3.3 Local Roads

As mentioned above, central Yarrawonga is designed on a regular grid of north-south and east-west streets edged by the Lake to the north, Murray Valley Highway to the south and the irrigation channel and railway lines to the west. Currently the only access adjacent to the CAA across the channel is Piper Street.







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Residents in new development occurring to the east of Woods Street have access to the CAA by a number of east west roads including Witt, Piper and Orr Streets. Piper and McNally Streets meet Belmore Street at roundabouts. Currently Witt Street forms a barrier to pedestrian access between Kennedy Park and the Lake foreshore. These east west routes also cater for vehicular and pedestrian traffic accessing facilities such as schools, the hospital and other community facilities.

Key Points.

Currently there is no hierarchy of east-west routes that efficiently and safely caters for vehicles, particularly those wanting to access the central activity area, and for pedestrians accessing community, education and health facilities in the streets adjacent to Belmore Street.

2.4 Retail Study

Retail advice was obtained as part of this project (Essential Economics Pty Ltd August 2000). The retail advice report included the following:

- an examination of the current retail situation in Yarrawonga, including current levels of retail spending and retail sales in the trade area and levels of escape spending;
- an assessment of the likely retail floorspace requirements over the period 2000 to 2011; and
- advice regarding preferences for the location of retail floorspace and recommendations regarding the needs or otherwise for additional commercial zones in Yarrawonga.

It is concluded that an additional 2,210 m² of retail floorspace would be supportable in 2011, comprising 720m² of food floorspace, 1180m² in non-food and 310m² in retail services. Allowing for carparking, access, landscaping and floorspace, not included as leasable floorspace, this requirement increases to 6,000m² of land. It is assumed that the requirement for new office and other floorspace is unlikely to be substantial.

The retail analysis notes that some demand for additional floor space might be met by the redevelopment and/or expansion of existing retail facilities or the consolidation of existing premises into a developable site that accommodates the needs of modern retailers. Currently there is considerable zoned land which is under-utilised for retail activity. There may be potential for new floorspace to make better use of this land however, typically, retailers will want a prominent location on the main street rather than being located at the rear of existing shops.







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The retail advice report therefore recommends that there will need to be additional zoned land to accommodate the future needs of retailing in Yarrawonga. Furthermore the report recommends that this newly zoned land should be located north and east of the existing zoned land due to the following:

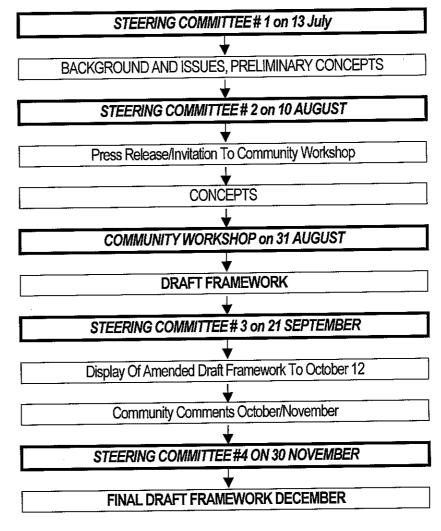
- a location close to the Lake will enable retail developments to meet the needs of tourists and residents (such as a precinct for cafes and restaurants);
- the area presents an opportunity to build on the attraction of key retail outlets such as Target Country and the IGA supermarket;
- there may be the potential for tourist-related commercial activity if the Lake foreshore was widened and upgraded which may allow better presentation of the town centre to the Lake and the possible relocation of the tourist information centre; and
- this location is best placed to serve the needs of the growing population in the eastern part of Yarrawonga, where the majority of the population growth is likely to occur.

Key Points.

Additional floorspace required to fulfil retail demand by 2011 is estimated to be 6000m2. Additional land should be zoned for this purpose with a preference for this to be to the east of Belmore Street and close to the Lake.



An overview of the project programme is shown below. It illustrates that continuing consultation with the project Steering Committee and the general community has been vital to the formulation of the Framework. The Steering Committee includes key stakeholders, members of the public, MSC councillors and officers and a representative from the Department of Infrastructure.



Notes of Steering Committee meetings are included in Attachment 1 and notes of community consultation are included in Attachment 2.

Comments made and opinions expressed during the study have been assimilated into its recommendations.

Key Points.

Consultation with stakeholders and the local community is an essential and continuing component of this project.







ANALYSIS OF CONTEXT AND ISSUES

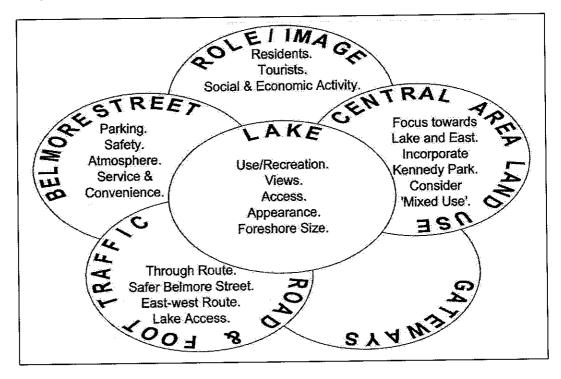
There is, therefore, a wealth of background information that deserves to be respected by the Framework and it is important that meaningful conclusions are drawn.

3.1 Key Topic Areas - Introduction

Analysis of this background information suggests that it can be defined as falling into the six key topic areas listed below.

- Role and Image of Yarrawonga.
- Lake Mulwala.
- Central Activity Area Zoning and Land Use.
- Gateways and Entries to Yarrawonga.
- Road and Foot Traffic and Transport.
- Future Form and Appearance of Belmore Street.

As an aid to discussion and presentation these key topic areas can be illustrated in the following way. Each topic area can be likened to a piece of the jigsaw that fits together to create a picture of Yarrawonga. If an individual piece of the jigsaw is ill-fitting or inappropriate, then the overall picture is impaired.









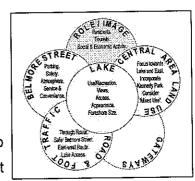
Each of these key topic areas is explored below with a view to identifying more clearly what it is about Yarrawonga that the Framework needs to address to be most effective.

3.2 Key Topic Areas - Discussion

Role and Image of Yarrawonga.

Discussion

- Yarrawonga is a growing local commercial / retail centre with a distinct tourism role.
- Yarrawonga also performs the role of a dormitory and retirement town.
- Future prospects of Yarrawonga are good due to continuing strong tourism, growth in the resident population and the broad recreation potential of the area.

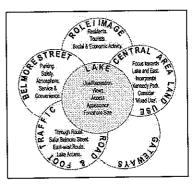


- The 'lifestyle' offered in Yarrawonga (a combination of climate, Lake Mulwala, recreation and facilities) is a strong attraction of people to the town.
- Currently there is no discernible or consistent 'urban design' image in Yarrawonga that distinguishes it from other towns.
- Yarrawonga is a 'contemporary', active town with a number of notable older buildings and newer structures.

Lake Mulwala.

Discussion

- Lake Mulwala is the distinguishing feature of Yarrawonga.
- The Lake Mulwala foreshore is currently only publicly accessible east of the Melbourne Street bridge.
- Currently the Lake foreshore is poorly exploited due to a number of factors including its narrow size, the fence that runs along Hunt Street limiting access and the inadequacy of facilities provided within it.



Lake Mulwala is poorly integrated, both visually and physically with the CAA and Belmore
 Street.

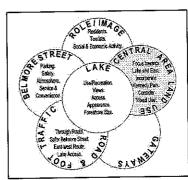




Central Activity Area (CAA) Zoning and Land Use.

Discussion

- Currently the CAA does not relate (visually or physically)
 to the Lake.
- Current planning policies promote the use of land at the south of Belmore Street (between Telford and McNally Streets) for 'complementary business uses'. This seems to conflict with the ideal of promotion of activity that more closely relates to the Lake.

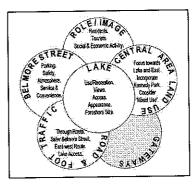


- Current planning policies advocate particularly the use of land to the west of Belmore Street,
 (abutting Hoveli Street) for business use. This is inappropriate given much of the population
 is sited to the east of Belmore Street and would have to cross Belmore Street to access
 these areas and given that there is a lack of access to the Lake west of Belmore Street (due
 to the existing residential development on the foreshore).
- Kennedy Park, a key open space with an open space link to the Lake, remains separated from the CAA.

Gateways and Entries to Yarrawonga.

Discussion

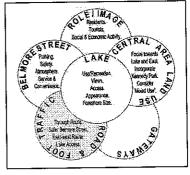
- There are very few 'signals' to visitors that they have entered Yarrawonga.
- It is unclear to visitors how far the Central Activity Area (CAA) extends, and how it relates to the Lake and to the rest of Yarrawonga.



Road and Foot Traffic

Discussion

- Belmore Street is physically unrelated to the Lake foreshore.
- A major route through Yarrawonga currently runs along Belmore Street.







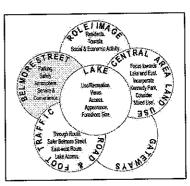


- The Belmore Street route becomes congested at peak times due to traffic entering from east-west roads along its length.
- Belmore Street is at times congested due to the arrangement of carparking along its length and there are associated issues of pedestrian and vehicle safety.
- There are issues of pedestrian safety along east-west roads including Irvine Parade, Witt Street and Piper Street.
- There are several east-west streets that currently have a similar priority in terms of the road hierarchy.
- The current form of Hunt Street, along the Lake foreshore east of Belmore Street, acts as a barrier between the CAA and the Lake.

Future Form and Appearance of Belmore Street.

Discussion

- Belmore Street is the heart of Yarrawonga.
- There are perceived pedestrian safety issues in Belmore
 Street in relation to crossing streets and through traffic.
- The current carparking arrangement in Belmore Street, particularly the central island parking, creates many vehicle and pedestrian safety concerns.



- Through traffic including trucks reduces the usability of Belmore Street.
- Current parking demand is high throughout the year, although under the available capacity.
- Vistas along Belmore Street are blocked by three ranks of carparking and other streetscape elements.
- Tree species currently growing in the main street are inappropriate (in that they drop a lot of litter) and are poorly maintained (many have split main leaders or have been significantly pruned around awnings and powerlines).
- Streetscape elements in Belmore Street are varied and do not portray any consistent theme
 or image that belongs to Yarrawonga.

The above six key topic areas collectively provide a 'target' towards which the recommendations of the Framework should be directed and against which the success of the potential effectiveness of the Framework can be measured.







VISION AND STRATEGIC DIRECTION

The following section develops the 'key topic areas' idea and responds to the desire of the Yarrawonga community to incorporate into the Framework a component that recommends a broad vision and design themes to guide planning, building, landscape and public works in the town and particularly in the town centre.

4.1 Vision

Yarrawonga will be acknowledged:

- as having a unique identity derived from its location on Lake Mulwala, its growing, vigorous community and its continuing strengths as a commercial/retail centre;
- as a tourist destination;
- as an area of natural conservation;
- as providing a range of community infrastructure such as health and education; and
- as providing a variety of lifestyles particularly those that are recreation based.

The distinguishing feature of Yarrawonga will continue to be Lake Mulwala, which will remain crucial to the provision of the 'recreation lifestyle' that will continue to attract residents and tourists.

The main strategy of the Framework will be to ensure better integration of Lake Mulwala with the town centre focussed on Belmore Street.

4.2 The Urban Design Framework Model: A Strategic Direction for Yarrawonga

It is recommended that the 'vision' is translated into the following broad scale urban design response, the urban design framework model. This model provides a structure that will guide planning, design and building strategies that will in turn help realise the 'vision' for Yarrawonga.

The model incorporates the outcomes of the 'six key topic area' analysis and is built up in the steps described below.



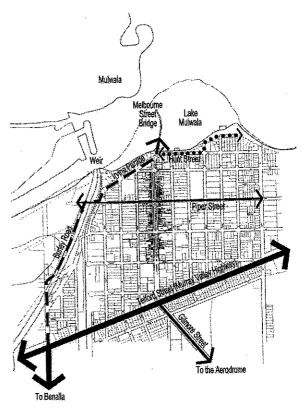


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4.2.1 Transportation and Routes

The important transportation routes, shown in the diagram right, include:

- the Murray Valley Highway;
- the Benalla-Yarrawonga Road, as the main route from Melbourne;
- a through traffic and heavy vehicle route that bypasses Belmore Street but crosses the Lake at the Melbourne Street bridge;
- a potential continuous pedestrian and vehicle route along the Lake foreshore; and
- Piper Street as a preferred eastwest route in order to link major town facilities such as schools, the hospital and Belmore Street with the recreation area to the west and the growing residential area to the east.



Principles for consideration include the following.

- The detailed design of the road, bridges and in particular intersection treatments at the Murray Valley Highway and at the end of the Melbourne Street bridge will be critical to the success of the through route.
- Detailed traffic design of the through route must consider the area around Yarrawonga Primary School and designs must ensure appropriate safety for school related pedestrian and vehicle movements.
- The detailed treatment of Piper Street, both in terms of vehicles and pedestrians is important given its current high level of usage.

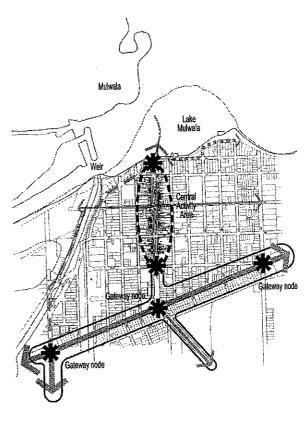






4.2.2 Entries and Gateways

Entry areas and gateway 'nodes' are important in providing a consistent and distinguishable image for Yarrawonga particularly to visitors or travellers passing through the town. Gateways include areas (such as along the Murray Valley Highway, along the Benalla Road and along Gilmore Road from the aerodrome) and significant 'nodes', usually visually prominent points (such as the roundabouts along the Murray Valley Highway and the Yarrawonga end of the Melbourne Street bridge). Currently the roundabouts southern end of Belmore Street contain tall light poles that are 'features' in themselves.

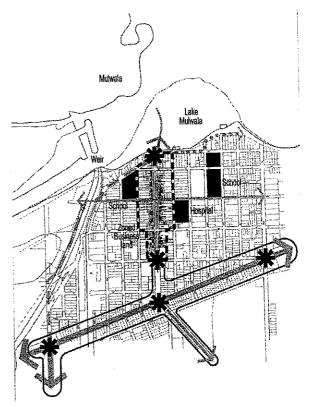


The central activity area, along Belmore Street, is clearly defined not by entry or gateway treatments but because of the intensity of the concentration of buildings, streetscape design elements and activity.

4.2.3 Central Area Land Use

The diagram, right, defines the central activity area to more closely reflect the existing planning zoning and assumes the promotion of business activity towards the lake and north end of the street as recommended by the Retail Study. It also shows the following:

- commercial and retail activities along Belmore Street extend to Hume and Hovell Streets, as is currently zoned; and
- the important major community health and education facilities surrounding the central area (hospital and schools).

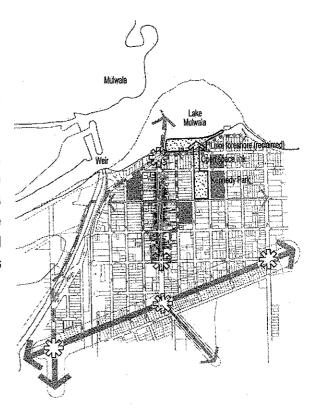






4.2.4 Open Spaces

The model, right, shows Piper Street linking the central activity area and Belmore Street to Kennedy Park, in order to better incorporate this large park into the town centre. The model also recommends that the foreshore is extended (by reclamation) to provide the potential for an appropriate tourist and recreation focus and that the foreshore is linked by open space to Kennedy Park.



4.2.5 The Mixed Use Precinct

The resulting urban design framework model is a working tool that tests favourably against the six key topic areas (or 'target' areas) described in Section 3 above.

It emerges that an important component of the model is the area between Kennedy Park and the central activity area. It is proposed that this area would make its most effective contribution to Yarrawonga as a 'mixed use' precinct. The zoning of this area might allow tourist, retail and commercial activity along the foreshore between Hume and Lynch Streets and conventional or non-conventional residential development and other complementary uses in the remainder. This zoning is nominated in order to promote a variety of development rather than to actively remove existing residential development from the area.

4.2.6 The Model - A Summary

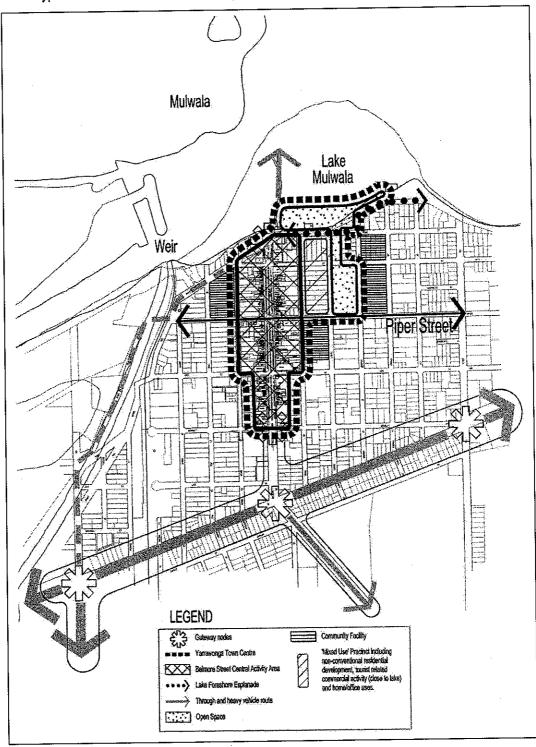
The important elements of the model shown below are as follows:

- gateways and entry areas are demarcated for appropriate treatment;
- a through traffic and heavy vehicle route is established which bypasses Belmore Street;
- Belmore Street remains the key component of the central activity area;
- the centre of activity or town centre of Yarrawonga relates more closely to the Lake, to Kennedy Park and to the changing centre of gravity of population;
- a preferred east-west route, Piper Street, better caters for pedestrians and vehicles; and





a mixed use precinct that is appropriately located for tourist related development and other types of non- conventional residential development.



An A3 size plan of the Yarrawonga Urban Design Framework Model is included in Appendix C.

The Yarrawonga Urban Design Framework model redefines a town centre – the 'heart' of Yarrawonga – that includes the Belmore Street retail and commercial activity, safe routes through and around the area, community education and health facilities and areas of parkland.





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Belmore Street and Lake Mulwala are the critical components of the model and remain the distinguishing features of Yarrawonga. The following section describes in more detail ideas for the future arrangement of Belmore Street.





5 BELMORE STREET

5.1 Proposals

Belmore Street will remain the centre of retail and commercial activity in the town centre. A number of issues currently combine to impair the image and functioning of Belmore Street and must be addressed by the Framework. These include the following:

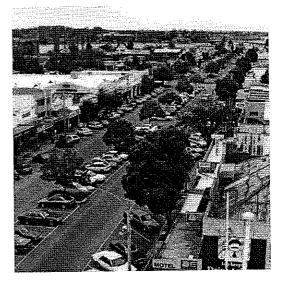
- through and heavy traffic;
- carparking safety;
- pedestrian safety, especially when crossing Belmore Street at and between intersections;
- pedestrian convenience; and
- the overall image of the Street and the predominance of large areas of asphalt for carparking.

Belmore Street must continue to provide on-street car parking, the form of which will exert a major influence on the appearance and functioning of the street. A number of options for the arrangement of car parking have been considered, including the 'no change' option. Options are summarised in Appendix D.

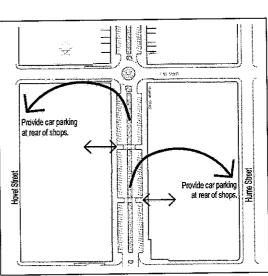
The diagram right shows the preferred future general arrangement of Belmore Street.

The principle short to medium term recommendations are as follows and are illustrated in Appendix E:

 retain centre of the road carparking in the short to medium term;







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- implement pedestrian crossing and vehicular circulation improvements at the intersection of Belmore Street and McNally, Orr, Piper and Witt Streets and at Irvine Parade/Hunt Street;
- construct 'mid-block' pedestrian crossings on Belmore Street, regularly spaced between road intersections and demarcated by pavement treatments that accord with the Disability Discrimination Act requirements;
- before removing any parking, provide easily accessible and convenient carparking at the rear of Belmore Street shops (along Hume and Hovell Streets) in order to compensate for any loss of parking on Belmore Street;
- ensure safe access to Belmore Street via shops and public accessways;
- undertake trials and further consultation to realign the kerbside carparking to increase the number of parking spaces and increase the carriageway width to provide safe and convenient access and egress from carparks;
- install tree planting and other landscape works in kerb-edged areas in the centre of Belmore
 Street adjacent to and part of 'mid-block' treatments;
- carry out footpath improvement works on either side of Belmore Street (described in more detail below) within the existing footpath area;
- enhance vistas along Belmore Street particularly towards the Lake.

The principal long term aim for car parking in Belmore Street would be to examine the possible future removal of centre of the road parking after carrying out further road safety and traffic analyses. If determined acceptable, removal of this parking would allow the completion of the construction of a central grassed and planted median (see below).

There are a number of alternatives for the layout of kerbside carparking to be incorporated into the new design for Belmore Street. Carparks at 90 degrees to the kerb maximise the number of spaces but during consultation with the community some concern was shown regarding a perceived inconvenience of 90 degrees parking.

The following figures illustrate the effect of parking angle on capacity, using the section of Belmore street from Witt Street and Piper Street as an example. Approximate kerbside capacities are as follows:

- existing 135 spaces;
- with centre of road parking removed and 90 degrees kerbside parking instead of existing 60 degrees 132 spaces (minimal loss from existing);
- with centre of road parking removed and 75 degrees kerbside parking 120 spaces (loss of 15 spaces from existing);





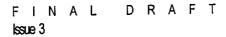
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with centre of road parking removed and 60 degrees kerbside parking – 85 spaces (loss of 50 spaces from existing).

Options may be trialed, at minimum cost, by simply changing the line marking.

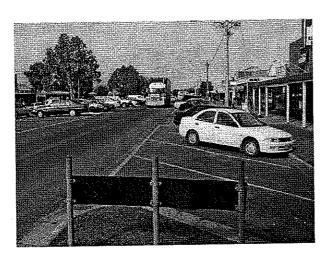
The proposed arrangement will not detract from the successful aspects of the existing character of Belmore Street such as its wide footpaths with both shade and sun, its lively 'feel' and the ease with which businesses can be located and accessed. The proposed arrangement also provides a backdrop for elements that will improve the streets image. These elements are described in the following section.



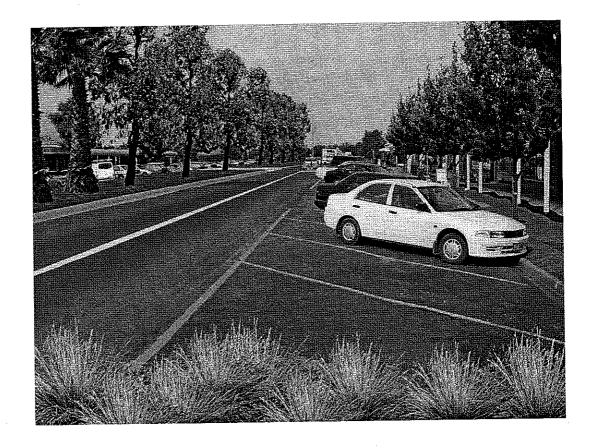




The view below shows the current view south along Belmore Street.



The simulated view, below, provides an indication of what Belmore Street may possibly look like in the future (kerbside parking is indicative).





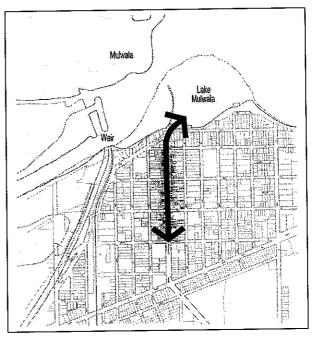


5.2 Images

Belmore Street and Lake Mulwala are critical components of the urban design framework model and remain the distinguishing features of Yarrawonga.

The urban design framework model shows in terms of the 'big picture', how Yarrawonga could be better integrated with Lake Mulwala.

At a smaller, more human scale, any images created for Yarrawonga, and in particular for the town centre, must relate closely to both Belmore Street and the Lake and must draw these two areas together visually with a recognisable theme.



Similarly, it is important that the treatment of Belmore Street, the Lake foreshore and streetscape elements should portray a relevant, consistent and appropriate image of the town of Yarrawonga that responds to the community's aspirations. The following potential images are drawn from community consultation.

- Water. This image relates to Lake Mulwala and underlines the importance of the town's position near to and use of the Lake and the Murray River.
- Environment. This image relates to the natural setting of the town including the River Red
 Gum forests associated with the Murray River and adjoining agricultural land.
- Contemporary Lifestyle. This image is more difficult to portray physically. It relates to the
 range of recreation and community facilities provided in Yarrawonga. It also reflects the
 importance of the vibrant Yarrawonga retail and commercial centre to the town and region.

This Framework recommends that these images are translated into built works by a consideration of the following.



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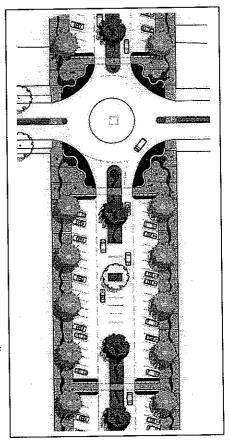


- Form. Although existing historical elements are respected, urban design works will use contemporary design forms that reflect the contemporary nature of the town centre.
- Materials. In practice, the choice of building materials for urban design works is limited. However, designs should include the use of highlight materials that refer to the importance to Yarrawonga of Lake Mulwala, the Murray River, commercial activity and agricultural industries. For example, this may entail the use of timber elements that refer to the Red Gum bushland close to town or materials that are symbolic of the rippled or reflective Lake water surface.
- Colours and Textures. The colours and textures chosen for works in the town centre should provide a contemporary, rather than heritage feel and should be relatively easily created and maintained.

5.3 Schematic Designs

The extracts from schematic designs that are shown below and in full in Appendix E, provide a guide for the preferred arrangement and design of Belmore Street and its connection to the Lake foreshore. Designs reflect the images outlined above and include the following components:

- a symbolic river of a contrasting paving material that meanders from McNally Street down Belmore Street and onto the Lake foreshore;
- a consistent and upgraded footpath paving treatment that allows for easy access to underground services;
- central areas with native species street trees and the possibility of a symbolic 'river 'of low-growing planting;
- intersection treatments that combine planting and low seating walls to provide an aesthetically pleasing and safe pedestrian environment;
- safe pedestrian crossing areas;
- the continuation of the treatment and elements of Belmore Street onto the Lake foreshore;



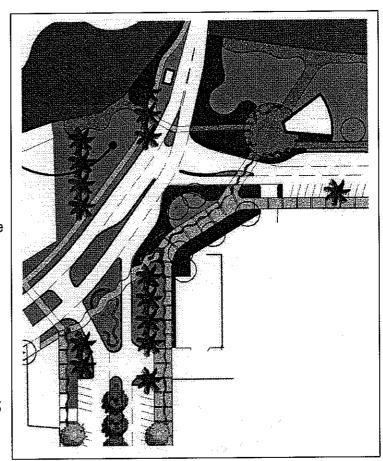




- a redesigned
 intersection layout at
 the north end of
 Belmore Street that
 provides:
 - o safer routes for pedestrians to cross the roads especially those crossing the bridge from Mulwala;
 - a safer

 intersection for
 cars using

 Belmore Street;
 - a safer intersection for



traffic, including trucks, using the through route; and

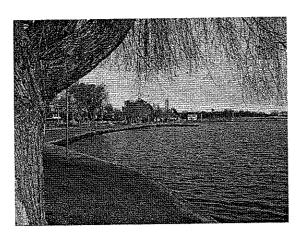
- a safe intersection for traffic wishing to use the esplanade along the foreshore;
- a broader area for landscaping and paths around the frontages of the existing supermarket carpark and motel at the northern end of Belmore Street;
- a foreshore widened by reclamation of shallow lake areas;
- an upgraded Lake foreshore landscape;
- Hunt Street upgraded to become a Lake esplanade with associated tree planting, improved footpaths and carparking along the southern side of the Street;
- a proposed location for a sensitively designed tourist information and interpretation centre,
 associated public toilet facilities, bus stop and parking area.



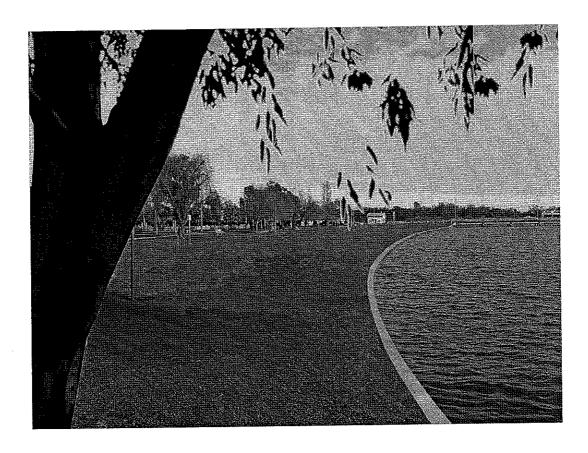


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The view below shows the current view of the Mulwala Lake foreshore looking towards the Melbourne Street bridge.



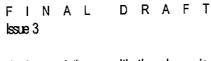
The simulated view, below, provides an indication of what Lake Mulwala foreshore may look like.



5.4 Gateway Designs

The treatment of entries and gateways to Yarrawonga should reflect the images recommended above. Gateways may include signage, tree planting and urban art works that are consistent in





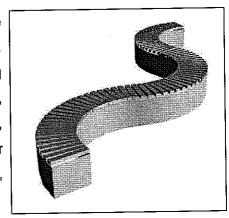
design and theme with the elements created in the town centre. Art works may be particularly important at key visual nodes such as within the existing roundabout along the Murray Valley

Highway, at the intersection of Belmore and McNally Streets and at the southern end of the Melbourne Street bridge.

5.5 Streetscape Elements

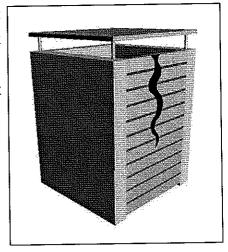
The broad scale images created by urban design works in the town centre and at gateways should be complemented by the smaller elements of the streetscape such as the furniture. Consistency in the design of the various elements along the street will strengthen Yarrawonga's image.

The sketches below reflect ideas for street furniture including seating walls, benches, bins and bollards. These ideas should be extended to all details including informative, directional and interpretative signage, planters, service pillars and bike racks. The shapes, patterns and materials also provide a starting point for the commissioning of public street artworks, roundabout treatments and gateway treatments.



The 'wave' seat, shown above, is envisaged as having timber slats and a concrete base (possibly with a natural stone aggregate exposed by water-washing). These materials are common to other furniture items.

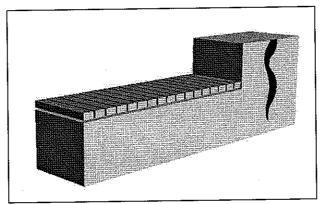
Bin. The bin, right, has a slatted timber door that
allows access to the bin liner and a steel top. It
has also been shown with a stainless steel 'river'
insert that reflects the Murray River. This element
may be included on all furniture in the street.







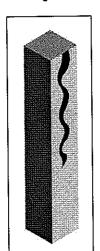


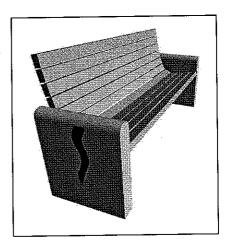


• Bench. The bench, left, is intended for specific locations along the street. It is designed on the same principles as the 'wave' seat. A large concrete block allows for service cabinets to be contained within it, such as is required for underground power. It also allows signage, such as history

'sign boards', to be included on the top surface. These benches could also be the basis for artistic works within the street. Local artists could be invited to 'decorate' one or a series of these benches along Belmore Street and the Lake foreshore.

 Seat. The seat shown right is also based on the use of concrete and timber and is intended for general use throughout the street and foreshore.





• **Bollard.** Bollards would be used at pedestrian crossings or to limit vehicular access and may be fixed or removable. The bollards are of timber (not necessarily Red Gum) and would carry the 'river' motif.





RECOMMENDED ACTIONS

The following principles and strategies are recommended to guide further action. They are based on the analysis, consultation and vision described in previous sections of this report and where appropriate they refer to the 'key topic areas' identified during the study.

6.1 Urban Design Principles

The following strategic principles should be adopted.

- Support Yarrawonga's role as an attractive place in which to live and as a provider of tourist facilities and retail opportunities.
- Ensure an attractive visual environment by making the image of the town more distinctive and by creating entry or 'gateway' areas.
- Provide an attractive, accessible, safe and useable Lake foreshore and develop the area as a tourist activity node.
- Ensure that Belmore Street remains the focus of retail/commercial activity in Yarrawonga and that:
 - o the focus of retail/commercial activity is not shifted to another outer location;
 - the Belmore Street retail and commercial area is not extended unnecessarily further to the south; and
 - the form and location of additional development assists with better integration with the Lake.
- Encourage the consolidation of tourism related retailing and other activities at the northern end of Belmore Street in order to better integrate the town centre with the Lake.
- Maximise local community and visitor opportunities for positive cultural, recreational, environmental and educational experiences within the streets and public areas of Yarrawonga.
- Ensure safe, convenient and appropriate public access to all areas of Yarrawonga including:
 - provision of safe and efficient pedestrian circulation and access to facilities throughout the Belmore Street precinct;
 - provision of better linkages between the Belmore Street precinct and the Lake Mulwala foreshore; and
 - improved vehicular access, parking and safety throughout Yarrawonga.







6.2 Urban Design Strategies

As befits a 'Framework', the following recommendations are generally of a strategic nature, although specific design actions are included. For ease of reference, recommendations are numbered and are arranged under the six 'key topic' headings which are as follows.

- Role and Image of Yarrawonga.
- Lake Mulwala.
- Town Centre (Central Activity Area) Zoning and Land Use.
- Gateways and Entries to Yarrawonga.
- Road and Foot Traffic and Transport.
- Future Form and Appearance of Belmore Street.

Role and Image of Yarrawonga

The future role and image of Yarrawonga will speak volumes about what aspirations the local community holds for its town. It will relate to the vision for Yarrawonga outlined in the previous section and will be an embodiment of the reasons why people live in and visit Yarrawonga.

- **\$1.** Continue to develop a strong tourist interest in the town by:
 - S1.1. realising the full potential of Lake Mulwala and the foreshore area;
 - **\$1.2.** facilitating appropriate retail activity and tourist facilities to service visitors to the area; and
 - **S1.3.** maintaining and improving sports and recreation facilities including a review of recent studies on the potential for an indoor recreation centre in Yarrawonga.
- **S2.** Explore, develop and publicise the potential of 'eco-tourism' in the natural areas around the town and district.
- S3. Continue to attract and sustain a resident population by:
 - S3.1. maintaining and improving current health and education infrastructure;







- **S3.2.** providing appropriate commercial activity, focused on service industries, to maintain and increase employment;
- **\$3.3.** maintaining and improving the potential for industrial and agricultural employment in the town.
- **S4.** Develop an image for Yarrawonga (refer to Section 4 of this report) that relates more strongly to:
 - S4.1. the Lake and its uses;
 - **S4.2.** the natural context of the town, which includes the Murray River and River Red Gum forests;
 - S4.3. the rural (agricultural) context of the town;
 - S4.4. recreation, particularly golf and water-based activities;
 - S4.5. the service and commercial activity within the town; and
 - **S4.6.** the contemporary nature of the town.
- S5. Assist the achievement of the goals of the Framework by:
 - **S5.1.** briefing relevant stakeholders (including but not limited to Corowa Shire Council and Murray Goulburn Water Authority) on the contents and intent of the Framework; and by
 - **S5.2.** maintaining appropriate and regular communication with relevant stakeholders as the Framework is implemented.

Lake Mulwala.

Lake Mulwala will remain the key asset and the most recognisable element of Yarrawonga.

The urban design framework aims to provide better integration of the Lake and its many uses with the town and in particular with Belmore Street.

- **S6.** Improve directional signage to Lake Mulwala.
- **S7.** Maintain the current open water views across the Lake.
- **S8.** Re-establish the vista of the Lake from Belmore Street by relocating the Tourist Information Centre.





- **S9.** Maintain vistas of the Lake from other north-south streets such as Hovell, Hume and Lynch Streets.
- S10. Provide safe and convenient pedestrian access between:
 - \$10.1. Belmore Street and the Lake foreshore; and
 - \$10.2. Kennedy Park and the Lake foreshore (refer to CAA Land Use section).
- **S11.** Provide better access to and along the Lake foreshore by removing the existing chain mesh fence and replacing it with bollards or other appropriate mechanisms to prevent vehicle access to the foreshore. Consider temporary fencing for special events.
- **S12.** Undertake negotiations and investigations that will confirm the potential for extending the Lake foreshore by the reclamation of shallow water areas. Plan, fund and carry out reclamation works.
- S13. Create a tourist 'focus' along the Lake foreshore by developing appropriate passive and active recreation areas and facilities and by promoting tourist related commercial and retail activity adjacent to the foreshore (refer to Town Centre Land Use section).
- **S14.** Design and Install furniture including signage and shade structures of a consistent design to those to be used along Belmore Street.
- S15. Provide pedestrian-scale lighting that is consistent in design with other Belmore Street streetscape elements. Investigate the use of solar lighting.
- **S16.** Investigate the redesign of the tourist information centre and its relocation to the Lake foreshore east of Belmore Street. The Tourist Information and Interpretation Centre should:
 - \$16.1. be located away from the water's edge;
 - S16.2. be a contemporary, architectural design;
 - S16.3. include public toilets accessible from the outside of the building;
 - S16.4. should not require the use of foreshore area for car parking; and
 - **\$16.5.** should be supported by signed tourist information booths at strategic locations around the town.
- **\$17.** Hunt Street and Bank Street (to Woods Road) should be developed to be an 'esplanade' including the following:





- **\$17.1.** a similar streetscape treatment as that provided in Belmore Street including paving, tree planting and street furniture;
- \$17.2. provisions for 'drop off' zones along the foreshore;
- \$17.3. carparking along the southern side of Hunt Street and parts of Bank Street;
- **\$17.4.** a bus-stop located close to the pubic conveniences (which are accessible from where the bus arrives); and
- \$17.5. designated bus parking for tourist related activities.
- **S18.** Establish a tree planting strategy for the foreshore, include the phased removal of willow trees and their replacement with appropriate native and exotic trees.
- **\$19.** Remove the existing boat ramp.
- S20. Investigate and commission a series of interpretative sign boards about the history of the Lake. These 'story boards' could be part of a wider trail developed throughout Yarrawonga and Mulwala.

Town Centre Zoning and Land Use.

The town planning and related policy framework that will continue to guide the development of Yarrawonga will be amended to more closely reflect the requirements of the Framework.

- **S21.** Amend the Municipal Strategic Statement to include reference to the Yarrawonga Urban Design Framework as appropriate.
- **S22.** Amend the Local Planning Policies (Clause 22-01-4 of the Moira Planning Scheme) to read as follows (provisions to be deleted are shown struck through and additions are shown in italics):
 - Future development of the township of Yarrawonga will be generally in accordance with the Yarrawonga Development Options Plan.
 - Development proposals will be promoted to create a greater focus to the centre.
 Redevelopment of shops should include more effective use of the rear of site.
 particularly that land west of the centre, abutting Hovel Street.
 Pedestrian access to the rear of these sites would enable more opportunity for use of car-parking at the rear of sites.







- Greater focus will be directed toward promoting an integration of tourism, retailing
 and residential uses at the interface of Lake Mulwala and the Town Centre. This
 is to be encouraged through redevelopment of land adjacent to Belmore Street,
 particularly at its northern end.
- Encourage the integration of Kennedy Park with the Lake Mulwala foreshore and the northern end of Belmore Street.
- Promote the use of the southern end of Belmore Street and accommodate the need for additional zoning for complimentary business uses at this end of the town centre.
- Promote mixed use development within the area bounded by Hunt Street, Lynch Street, Piper Street and Hume Street.
- New Residential development will be focused within existing zoned land, providing a mix of housing types. Smaller housing units will be particularly encouraged in areas with proximity to the town centre.
- Low Density Residential Development will be promoted in areas already zoned for Low Density Residential Development to the west and south of the township.
 Additional zoning of land will be based on demonstrated demand for additional development.
- Industrial development will be focused to the south-west with additional land available east and west of the existing zoned industrial area. This land is considered suitable given its distance to general residential uses and its proximity to the aerodrome and sewerage treatment plant. This land will be retained in large holdings to accommodate potential major manufacturing industries. Ample supply of smaller serviced industrial lots exists within existing zoned land.
- Public use and access to Lake Mulwala will be critical. Development adjacent to the lake will have consideration to the Lake Mulwala Management Plan.
- Urban development of Yarrawonga will not impede future development of the Yarrawonga Aerodrome in Flanagans Road.
- Development of the Yarrawonga Aerodrome will promote the commercial sustainability of this aerodrome as a regionally significant transport link and leisure facility. Business and tourist development that can link with the airport will be promoted.
- S23. The Yarrawonga Development Options Plan should be amended to reflect the recommendations of the Urban Design Framework Plan.
- **S24.** The Moira Planning Scheme should be amended to rezone the land bounded by Hunt Street, Lynch Street, Piper Street and Hume Street to a Mixed Use Zone.





- S25. Design and redevelop the Kennedy Park area to include:
 - S25.1. provision for continued use by local schools;
 - S25.2. planting of large tree species to provide shaded seating areas;
 - \$25.3. barbecue, picnic and shaded areas;
 - \$25.4. sustainable understorey planting;
 - **\$25.5.** a major play focus such as an adventure play ground themed and designed to be in keeping with the preferred images of Yarrawonga;
 - \$25.6. a safe and attractive link to the Lake via the open area to the north of Kennedy Park.

Gateways and Entries to Yarrawonga.

The entry areas or gateways into Yarrawonga will more strongly reflect and reinforce the community vision for and image of Yarrawonga.

- S26. Develop and construct a series of gateways that include signage, themed planting and other structures that portray the vision and image of Yarrawonga at key entries to the town. An experienced urban artist should be commissioned to develop the gateway structures. All structures should be consistent in their design and material. Possible locations include:
 - S26.1. along Burley Road south of Telford Street;
 - S26.2. at the intersection of Burley Road and Benalla/South Roads;
 - S26.3. at the intersection (proposed roundabout) of Burley Road and Telford Street;
 - S26.4. at the intersection (roundabout) of Belmore Street and Telford Street;
 - S26.5. at the intersection (roundabout) of Gilmore Street and Telford Street; and
 - S26.6. at or near the intersection of the Murray Valley Highway and Woods Road;
- S27. Develop and construct gateways that include signage, themed planting and other features that are consistent with those described in strategy S26 but which relate more closely to the town centre (Belmore Street and the Lake foreshore). Locations include:
 - S27.1. at the intersection (roundabout) of Belmore Street and McNally Street; and
 - **S27.2.** in the area around the southern end of the Melbourne Street bridge at the intersection of Hunt Street, Irvine Parade and Belmore Street.
- **S28.** Strengthen the sense of entry into Yarrawonga, along Telford Street between Woods Road and Burley Road, by ensuring that concrete kerb and channel edging is conspicious, thereby accentuating the 'formality' of the nature strips.





- S29. Continue to plant avenues of feature trees at close spacing to provide a sense of entry into Yarrawonga along Telford Street (Murray Valley Highway). Trees are to be of a species similar to that already planted east of Belmore Street.
- S30. Commission, design and construct a significant structure (in place of the existing light pole but of a similar stature) in the roundabout at the intersection of Belmore Street and Telford Street (the Murray Valley Highway) that will become a focal point or 'signature' for Yarrawonga.
 - S30.1. Design the structure in consultation with an urban artist giving consideration to the focal nature and visibility of the site from Belmore Street, Gilmore Street and Telford Street. The structure should be conceived as a part of the sequence of 'gateways' into Yarrawonga.
 - **\$30.2.** Design and construct information and directional signage in combination with the 'signature' structure.
- **S31.** Continue the theme of entry features and gateways within the town centre and particularly along Belmore Street by providing an upgraded and unified streetscape treatment that will reinforce the sense of arrival in the town centre (refer to Belmore Street section below).
- S32. Design and construct entry signage (in keeping with other gateway elements) that directs visitors to the town centre (Belmore Street and Lake Mulwala) and is of similar dominance to the tourist signage that currently directs visitors along Burley Road north of Telford Street.

Road and Foot Traffic and Transport

The resolution of a number of traffic, parking and transport issues will be critical to the success of the Framework, particularly the improvement of Belmore Street and the Lake foreshore area.

- S33. Investigate and develop a bypass of Belmore Street and the town centre for through traffic (to Mulwala) and heavy vehicles. This route should follow Burley Road from Telford Street, re-cross the channel at Piper Street and connect to the Melbourne Street bridge along Irvine Parade. Designate this route with appropriate signage. This 'through route' would involve the following.
 - **\$33.1.** Design and installation (if appropriate) of a roundabout at the intersection of Telford Street (Murray Valley Highway).





- **\$33.2.** Investigation and upgrading of (if necessary) the Burley Road bridge crossing of the channel.
- \$33.3. Investigation and upgrading of the Piper Street bridge crossing of the channel.
- \$33.4. Design and upgrading of the intersection of Piper Street and Irvine Parade.
- **\$33.5.** Design and upgrading of Irvine Parade in the vicinity of the primary school to improve vehicle and pedestrian safety in the area.
- **\$33.6.** Design and upgrading of the intersection of Irvine Parade and Belmore Street (refer to strategy **\$34**).
- **S34.** Investigate, design and reconfigure the intersection of Belmore Street and Irvine Parade and Hunt Street to ensure:
 - \$34.1. appropriate priorities especially for vehicles using the through route;
 - \$34.2. safe vehicle access to Hunt Street and the Lake foreshore;
 - **S34.3.** safe pedestrian access across the intersection especially from the Melbourne Street bridge; and
 - **S34.4.** safe and convenient access for pedestrians between Belmore Street and the Lake foreshore.
- **S35.** Modify Piper Street as the preferred east-west collector route to connect the recreation and accommodation facilities to the west with the residential areas to the east of Belmore Street. Design and implement proposals to provide:
 - S35.1. priority to vehicles using Piper Street;
 - S35.2. traffic management devices to slow traffic using Piper Street (not speed humps);
 - S35.3. safe pedestrian access along and across Piper Street particularly at intersections; and
 - \$35.4. the incorporation of the recommendations of the Safer Routes to School programme.
- S36. Modify other east-west roads such as Witt Street, Orr Street and McNally Street to provide:
 - \$36.1. appropriate pedestrian access across and along them; and
 - **S36.2.** to discourage, where possible, traffic accessing Belmore Street from these streets in order to encourage off street parking on Hume and Hovell Streets.
- S37. Design and install central medians (approximately 30 metres long) in Piper Street, Witt Street, Orr Street and McNally Street on either side of intersections with Belmore Street to provide a pedestrian refuge.
- \$38. Promote the use of Hume and Hovell Streets for:





- **\$38.1.** carparking by providing additional safe and convenient accesses to Belmore Street; and
- \$38.2. trailer and bus parking.
- S39. Develop Hunt Street and parts of Bank Street as an esplanade to provide an appropriate physical and visual interface between the CAA and the Lake foreshore (refer to Lake Mulwala strategies above).
- **S40.** Provide a safer pedestrian environment in Belmore Street by designing and implementing appropriate and safe (refer to Future Form and Appearance of Belmore Street strategies below):
 - \$40.1. mid-block crossings; and
 - \$40.2. crossings at intersections.
- **S41.** Provide for bus parking on the north side of Orr Street, east of Belmore Street and:
 - **S41.1.** provide upgraded public toilet facilities in the Shire Hall and/or Community Hall, accessible from the bus parking; and
 - **S41.2.** investigate the traffic management options for one-way traffic eastward along Orr Street from Belmore Street to Hume Street.

Future Form and Appearance of Belmore Street.

The future of Belmore Street as the centre of Yarrawonga will be confirmed by the construction of public works that enhance commercial activity and portray the community's vision of and preferred images for the town. These works will take time to complete and should be considered in terms of feasible 'Long Term' aims and practical 'Short and Medium Term' actions.

- S42. SHORT AND MEDIUM TERM ACTIONS. Introduce the pedestrian / traffic safety and circulation improvement measures in Belmore Street as set out in section 5 of this report and, together with streetscape works and street furniture installation to improve the footpath areas of the street. These 'Short and Medium Term' actions should include the following.
 - **S42.1.** Identification of car parking at the rear of the Belmore Street shops (along Hume and Hovell Streets) prior to the modification of current angle parking.



- **\$42.2.** Implementation of pedestrian crossing and vehicular circulation improvements at the intersections of Belmore Street and McNally, Orr, Piper and Witt Streets and at Irvine Parade/ Hunt Street.
- **S42.3.** Construction of 'mid block' pedestrian crossings on Belmore Street, regularly spaced between road intersections.
- **S42.4.** Installation of tree planting and other appropriate landscape works in kerb edged areas in the centre of Belmore Street adjacent to and as part of the intersection and 'mid block' treatments.
- **S42.5.** Investigation of the maximisation of kerb side parking by means of the adjustment of the angle of parking and the carrying out of further consultation and trials
- \$42.6. Actions based on the outcome of the above consultation and trials.
- S43. At all times (from 'Short' to 'Long' Term) and in consultation with the community, ensure the provision of the appropriate number and type of car park spaces designated for people with disabilities along Belmore Street and include appropriate access to the footpath. These designated spaces should be provided on each side of the road.
- **S44.** Design and construct directional signage to car parking along Hume and Hovell Streets (at the rear of Belmore Street shops). This signage should be consistent with all other signage and should be located throughout Belmore Street.
- S45. Promote the development of pedestrian linkages to and from Belmore Street. Paving, furniture and planting should be consistent in design and material with the treatment of Belmore Street. These linkages are to provide:
 - S45.1. ease of access to carparking at the rear of the Belmore Street shops;
 - \$45.2. opportunities for further development at the rear of the Belmore Street shops;
 - S45.3. links to the parklands, community facilities and the Lake foreshore;
 - S45.4. safe access to public toilets.
- **S46.** Ensure a safe and convenient pedestrian environment in Belmore Street and include 'access for all' provisions and demarcated crossing points, all in compliance with the Disability Discrimination Act or subsequent legislation.
- **S47.** Develop a consistent suite and style of streetscape elements that reflects the vision/image of Yarrawonga and includes lighting, bins, bollards, seats, benches and paving.





- **S48.** Implement street planting along Belmore Street between Telford Street and the Lake that includes the following.
 - **S48.1.** Development of a strategy to replace the existing street trees (Camphor Laurel, *Cinnamomun camphora*, in the centre of the road and Queensland Brush Box, *Lophostemon conferta*, along the shops fronts) once new trees have been planted.
 - **S48.2.** Central grassed median planting of appropriate native or indigenous tree species. These trees should be selected for their appropriateness to the setting, they should not obstruct views across and along the street and should be safe for use in public places.
 - **\$48.3.** Tree planting along the footpaths of an appropriate exotic species that provides shade in summer and is appropriate for growing in confined locations such as along the edge of shop awnings and under overhead services.
 - **S48.4.** Integration of native grasses, low-growing shrubs and groundcover planting with central tree planting. These species should be consistent with other feature plantings at intersections and gateways.
- **S49.** Aerial bundle remaining power lines and other overhead service cabling along Belmore Street with a view to undergrounding or building façade mounting in the future.
- S50. Promote the development of outdoor eating areas along Belmore Street particularly at the Lake end of the Street and design a policy for the placement and type of removable cafe furniture on footpaths along Belmore Street and Hunt Street (Lake foreshore).
- **S51.** Commission, design and implement a programme of urban art installations along Belmore Street and throughout the town centre that is consistent with the streetscape images adopted.
- **\$52.** Investigate and commission a series of interpretative sign boards regarding the history of Belmore Street and Yarrawonga. These 'story boards' could be part of a wider trail developed throughout Yarrawonga and Mulwala.
- S53. LONG TERM AIMS. Implement the preferred general arrangement for Belmore Street outlined in Section 5 of this report. This Long Term arrangement should include the following.
 - **\$53.1.** Development of car parking at the rear of the Belmore Street shops (along Hume and Hovell Streets) prior to the removal of any parking spaces from Belmore Street.







- \$53.2. Possible future removal of centre of the road car parking and replacement with a planted and grassed median, subject to future road safety and traffic analyses.
- \$53.3. Adjusted kerb-side car parking at an angle to be determined by further consultation and trials.
- \$53.4. Implementation of streetscape works and installation of street furniture to improve the footpaths of the street.
- \$53.5. The adoption of a parking rate policy for Yarrawonga requiring that new retail establishments should provide 5 spaces per 100 m² of leasable floor area (subject to adjustment based on a detailed traffic analysis).
- S54. In the LONG TERM design the new central median (S43.2.) in order to:
 - \$54.1. improve the linear character of Belmore Street with vistas to the Lake;
 - \$54.2. improve pedestrian and vehicle safety;
 - \$54.3. provide pedestrian refuges in the centre of Belmore Street; and
 - S54.4. enhance the visual quality of the Street by providing 'green' areas while not reducing the potential for a lively and active Street.

Urban Design: Built Form

The following recommendations apply to private development within Belmore Street but could equally well apply to any prominent site in Yarrawonga.

- Buildings along Belmore Street should include an awning / verandah of a height and extent that is similar to existing such structures in Belmore Street (excluding the relatively narrow structure along Target Country). Street trees in the footpath will continue to be important elements of Belmore Street and verandah design should respect this.
- \$56. Buildings along Belmore Street should be constructed up to the building line with no set back except that required for doorways or display.
- \$57. Architectural details and materials should avoid overt 'heritage' styling and contemporary design and finishes are encouraged.
- S58. Building design should allow general public access from Belmore Street to carparking at the rear of the site either by means of a public accessway or through the shop.



Issue 3



\$59. Buildings should meet all Disability discrimination Act requirements and all 'access for all' standards.





SUMMARY AND FURTHER ACTIONS

The Framework is by definition multi-faceted and there is a danger that by attempting to cover all issues and desired outcomes the immediate way forward becomes obscured. This section establishes a methodology for the establishment of priorities and for other actions.

7.1 Priorities

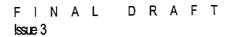
The table that follows below considers recommendations made as part of the Framework and advocates priorities based on assumed benefit, demand, public safety requirements and practicality. The table is a guide only and should be reviewed constantly.

ACTION		TIMIN	IG	·-··
	Immediate	Short	Medium	Long
Adopt Framework, amend Zoning and	√			
Land Use Plans and Policies				
Plan and implement through traffic route		✓		
Plan and implement Belmore Street		√	√	√
works including compensatory car				
parking provision				
Plan and commence 'gateway' planting		✓	√	
Plan and implement 'gateway'		. <u>.</u>	✓	
construction				
Investigate and plan for Foreshore		✓	√	
reclamation and Tourist Centre				
relocation				
Implement foreshore reclamation and			✓	√
Tourist Centre relocation				



Actions concern major elements only and do not exclude sub-actions and other elements contained in the Framework recommendations. An indicative programme for the implementation of the Framework is contained in Appendix G.







An immediate priority is to amend the MSC strategic and policy framework to accord with the recommendations of the Framework. Following this it would seem that the development of Belmore Street and the closely related establishment of a through traffic route would offer most benefit and would be relatively easily implemented subject to funding.

At the same time, subject to preliminary planning, the soft landscape component of some of the gateways could be commenced. Care would need to be exercised to ensure that planting was not negated by future gateway related road works.

It is likely that the details of planning and funding of foreshore reclamation could occupy considerable time, with implementation occurring in the medium to long term. This may justify a temporary repositioning of the tourist information centre to an appropriate building at the northern end of Belmore Street, although this should be subject to further discussion.

The construction of major art and road works as part of the 'gateway' programme is likely to require lead times that will result in a medium term implementation timing.

7.2 Sources of Funding

The following sources of funding should be considered in addition to those sources already available to Moira Shire Council:

- Department of Infrastructure, Planning Portfolio 'Pride of Place' Program; and
- Department of State and Development Small Business Portfolio and Minister for Major Projects and Tourism.

Private sector funding sources would include:

- contributions from Belmore Street traders, or beneficiaries of works to Belmore Street; and
- contributions to works in public places that are the normal outcome of the town planning process.





Streetscape Budgets

The works envisaged by the Framework cannot be budgeted without further investigation and design. However, as an indicative of orders of costs, it is expected that the Belmore Street works could cost in the order of two million dollars excluding major service renewals, replacement of the road pavement and provision of additional off street parking.

Liaison and Consultation 7.4

The preparation of this Framework has demonstrated the value of community consultation. It is important that effective consultation continues as the recommendations of the Framework are carried on into more detailed investigation phases and into implementation.





Appendix F
INDICATIVE PROGRAMME



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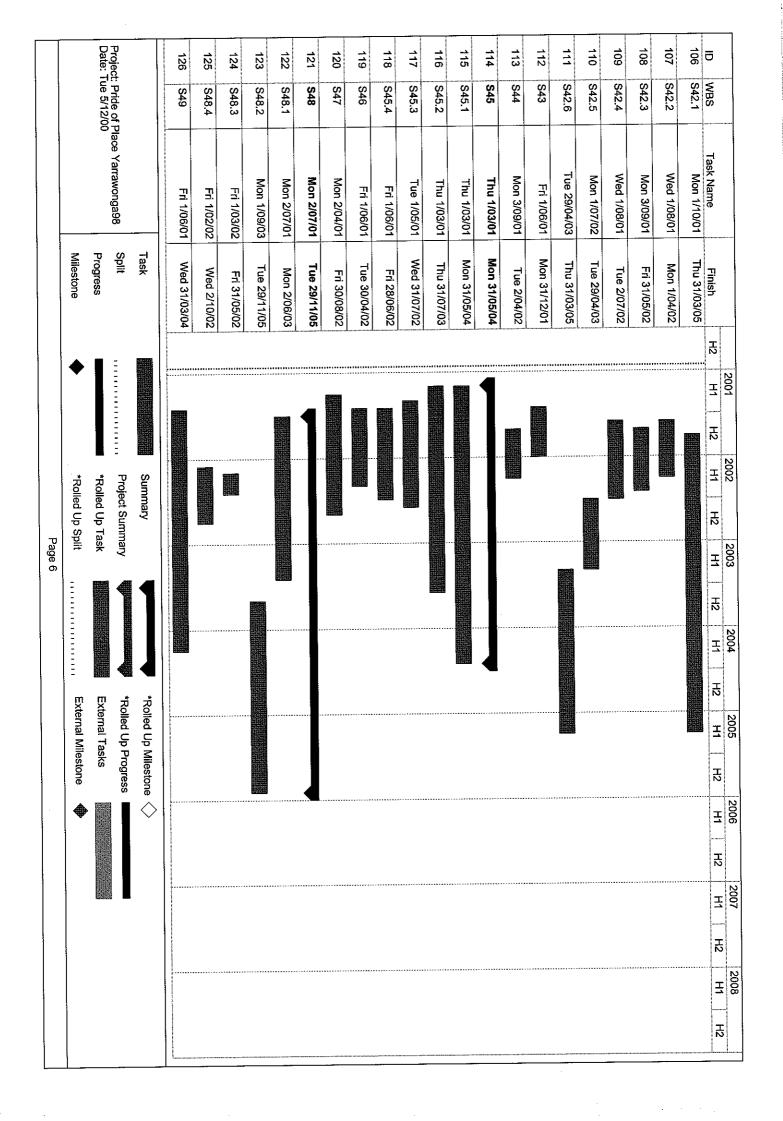
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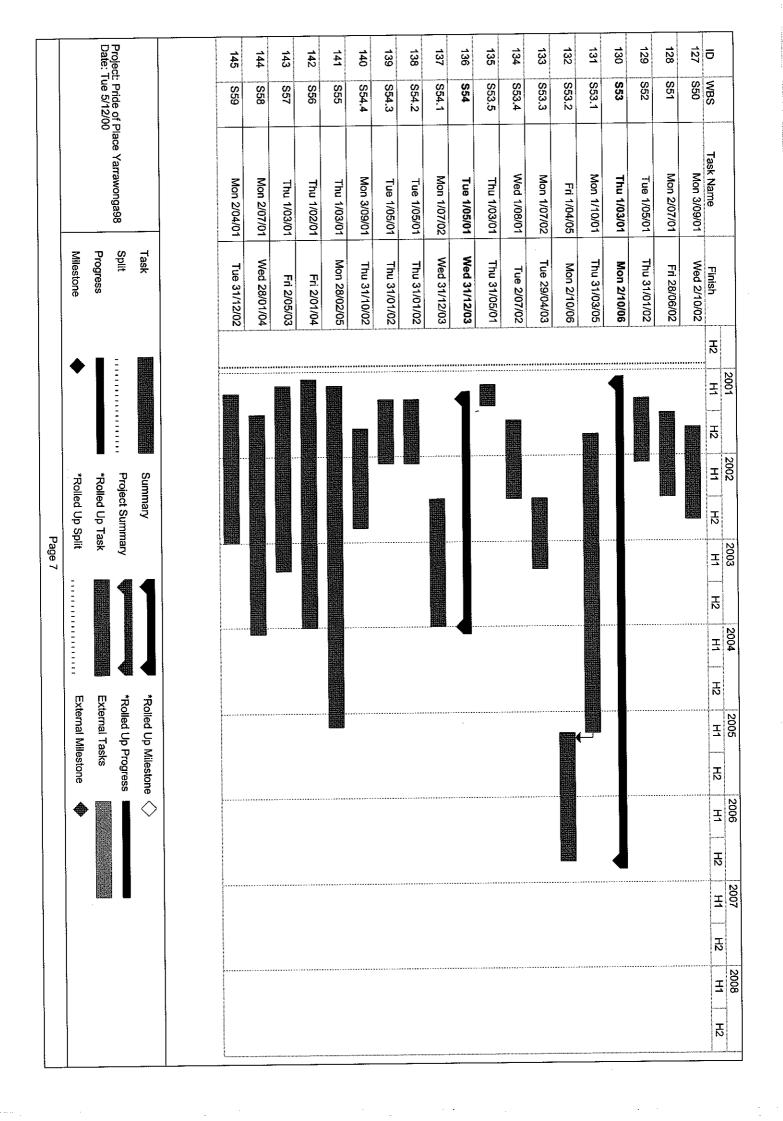
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Appendix G BIBLIOGRAPHY

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Appendix H FURTHER INFORMATION

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