

MURRINDINDI SHIRE COUNCIL

Yea Structure Plan

A plan for the future growth and development of Yea township and environs

Draft for public consultation

Prepared by

PLANIT urban design and planning
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EXECUTIVE SUMMARY

Murrindindi Council is seeking opportunities for growth in the municipality's serviced townships including Yea. Yea's future growth prospects are strongly linked to the town's location in the Melbourne peri urban area and its proximate location to Seymour. The proposed growth of Seymour as a transit and employment centre will enhance the appeal of Yea as a place to live within commuting distance of Melbourne and Seymour. Other factors that will influence the decisions of new residents are Yea's attractive town and landscape character, quality of lifestyle and relatively cheaper house and land prices.

Located at the junction of the Goulburn and Melba Highway and Whittlesea-Yea Road with good access to rivers, lakes and alpine areas, Yea has the potential to develop an expanded tourism role based on increased day visitation and longer stays.

In a broad context, the strategies that will underpin Yea's future growth and development are:

- Facilitating the provision of more diverse housing and tourism accommodation options.
- Creating of local employment and business opportunities.
- Protecting and enhancing Yea's lifestyle advantages.
- Enhancing the character, function, amenity and connectivity of High Street precinct and the adjacent Station Street and Snodgrass Street precincts.

The Structure Plan proposes a population of 1600 in the town and environs by 2031. This is an increase of over 500 persons and an additional 226 households. The Structure Plan provides a land use and development foundation for future growth. Key proposals and recommendations of the Structure Plan include:

- Encourage housing diversity and lifestyle choice with a mix of lot sizes and housing styles ranging from medium density and retirement housing at locations close to services to 2.0 ha and larger rural living lots within the town's environs.
- Provide for the serviced longer-term southerly residential expansion of the township on both sides of Whittlesea –Yea Road.
- Provide for the establishment of a new serviced industrial area immediately east and north of the Yea saleyards which also provides for expansion of the saleyards site.

- Provide opportunities for rural living subdivision to create smaller 2.0 ha lots clustered at locations close to the township.
- Support rezonings to resolve potential amenity problems (e.g. North Street residential area), realise development potential of key township sites (e.g. Butter Factory building and site) and facilitate orderly land use transition at the edges of the town (e.g. Whittlesea-Yea Road).
- Identify a building or site for a small business enterprise centre.
- Facilitate discussions with VicRoads regarding the preparation of a traffic management strategy for High Street between Giffard and Hood Streets.
- Improve the appearance and presentation of Yea's gateway location as recommended in the Yea Urban Design Framework, with priority to thematic plantings and signage.
- Increase passing trade, tourist visitation and length of stay by a range of initiatives including:
 - Promotion of Yea as a key destination on the Great Victorian Rail Trail.
 - Development of the Y Water Discovery Centre as a tourism hub.
 - Expansion and promotion of local food and wine production.
 - Facilitation of opportunities for a range of tourism accommodation including B&B and self contained accommodation and low cost accommodation e.g. backpackers.
- Prepare a Snodgrass Street Precinct Plan to create a mixed use precinct for medium density and retirement housing, retail and tourism development; identify locations for long vehicle parking and off street car parking; and activate the Snodgrass Street frontage with new retail and business uses.

The Yea Structure Plan will be implemented by an amendment to the Murrindindi Planning Scheme and the development of identified projects in concert with other agencies, local businesses and the community.

1. INTRODUCTION

Yea is an attractive town located approximately 100 kilometres northeast of Melbourne metropolitan area and 65 kilometres east of Seymour. Yea's potential for growth is linked to its proximity to Melbourne and Seymour and its location on the Goulburn Valley Highway at the junction of the Melba Highway and Whittlesea – Yea Road. The Hume Regional Growth Plan identifies Seymour as transit gateway centre that is likely to receive a significant employment boost in the future. The Yea Structure Plan provides a development framework to accommodate future growth based on these locational advantages and the lifestyle opportunities Yea offers for new residents wanting to live within commuting distance of Melbourne and Seymour.

The Yea township is surrounded by farming land, which is primarily used for cattle grazing. The Yea River runs through the Yea township, creating some flooding in the vicinity of the river. The Yea River flows into the Goulburn River which lies to the north of the Yea township.

Yea is one of the three serviced towns in the Murrindindi Shire. The town has a full complement of community and physical infrastructure. In addition to servicing an established agricultural sector, Yea has an important tourism role in servicing an expanding tourism industry in the area and in servicing the passing tourism trade to areas such as Mt Buller.

The total population at the 2011 Census was 1,087, up from 1,009 at the 2006 Census, representing an annual population growth rate of 1.5%.

The Yea Structure Plan supports the objectives and strategies of the Murrindindi Planning Scheme Local Planning Policy Framework and has been prepared with input from the community and government and service agencies.

Council's planning policies and strategies are fundamentally about planned growth for the town with more housing diversity and development opportunities and protection of streetscapes and landscapes.

The Structure Plan provides a local context for State planning policies for Melbourne's peri urban regions and regional centres such as Seymour.

The Structure Plan will be implemented by an amendment to the Murrindindi Planning Scheme. The planning scheme amendment will be placed on public exhibition. The amendment will propose new policies, zoning and overlays to implement the Structure Plan.

2. THE STRUCTURE PLAN – Aims, Background and Regional Context

Project Aims

The aims of the Yea Structure Plan are:

- Outline a strategic framework for the future land use, development and servicing of the Yea township and environs.
- Allow for the future expansion and diversification of the Yea township, including the provision of a range of residential and rural living lifestyle options and developments.
- Consider land capability and the availability of services in the development of future strategies for land use and development in the Yea township and environs.
- Assess, maintain and enhance the role, functions and character of the Yea township.
- Provide the strategic justification for any changes to policy directions and planning controls in the Murrindindi Planning Scheme in accordance with Minister's Direction No 11, *Strategic Assessment of Amendments* and Practice Note 46, *Strategic Assessment Guidelines*.

The Structure Plan provides guidance to the community, government, business and development industry about the directions and opportunities for growth and change in the Yea township area.

Study Area

The Study Area is illustrated on Figure 1 on page 3. The Study Area includes the township area and its environs within a 6 km radius of Yea. This area includes Rural Living and Farming zoned land beyond the periphery of the township.

Background

The Structure Plan has been informed by a background report. The report summarises and discusses the content of the following documents:

- Murrindindi Shire Council Plan, 2013 – 2017
- State Planning Policy Framework
- Hume Regional Growth Plan (Draft)
- Murrindindi Planning Scheme Local Planning Policy Framework
- Murrindindi Shire Land Capability Analysis and Environmental Values, Centre for Land Protection Research, August 2002
- Rural Residential Study, Murrindindi Shire, Habitat Planning and Murrindindi Shire, March 2004
- Economic Development Strategy, Murrindindi Shire 2011-2016
- Yea High Street Heritage Guidelines, Context, December 2008
- Goulburn River Valley Destination Management Plan, Goulburn River Valley Tourism, April 2014
- Yea Urban Design Framework, Urban Enterprise Pty Ltd, August 2003
- 2011 Census data and Victoria In Future population projections.

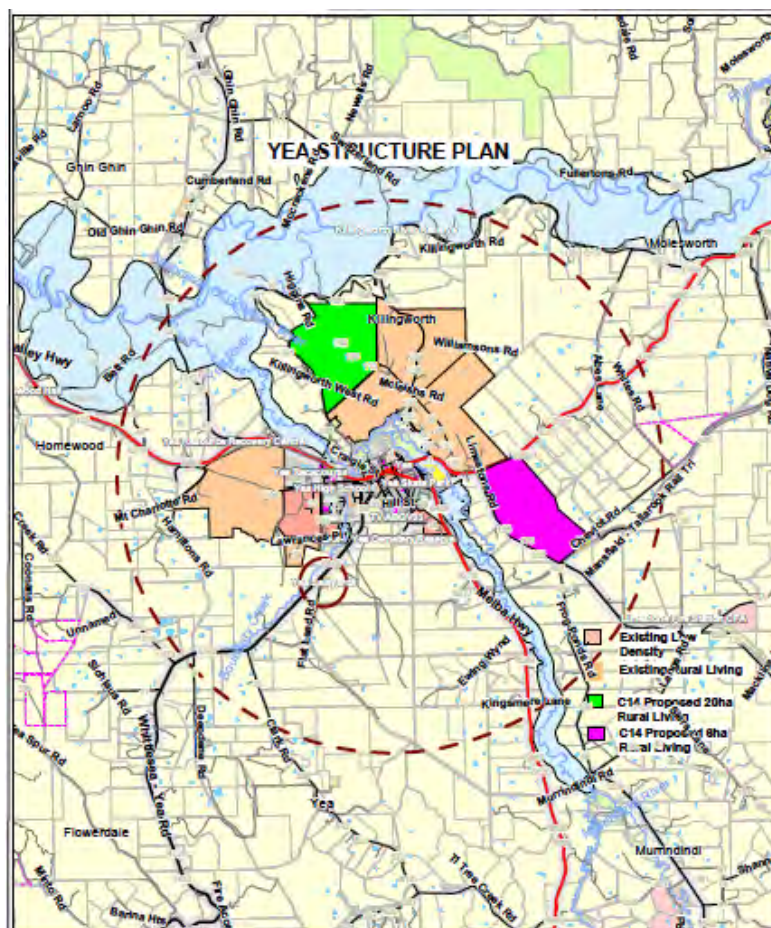


Figure 1: Yea Structure Plan Study Area

Regional Context

Hume Regional Growth Plan

The Hume Regional Growth Plan (HRGP) provides a regional approach to land use planning in the Hume Region. The plan identifies opportunities to encourage and accommodate growth and to manage change in the region over the next 30 years.

Yea is located in the Lower Hume sub-region with strong transport links to the Melbourne metropolitan area.

Seymour is identified as a transit gateway between Melbourne and the Hume Region, the town being serviced with regular passenger train services to and from Melbourne. The HRGP reinforces this transit role in the future.

The HRGP also identifies Seymour’s potential to develop into a significant employment centre over the next 30 years.

Future growth of Seymour is expected to support Yea’s growth. Under the regional growth plan, Yea is expected to experience moderate growth due to proximity and access to Melbourne and Seymour and the town’s availability of developable land and existing infrastructure.

Yea’s growth prospects will be underpinned by its relationship to Seymour, particularly in terms of access to employment, services and passenger rail services to Melbourne.

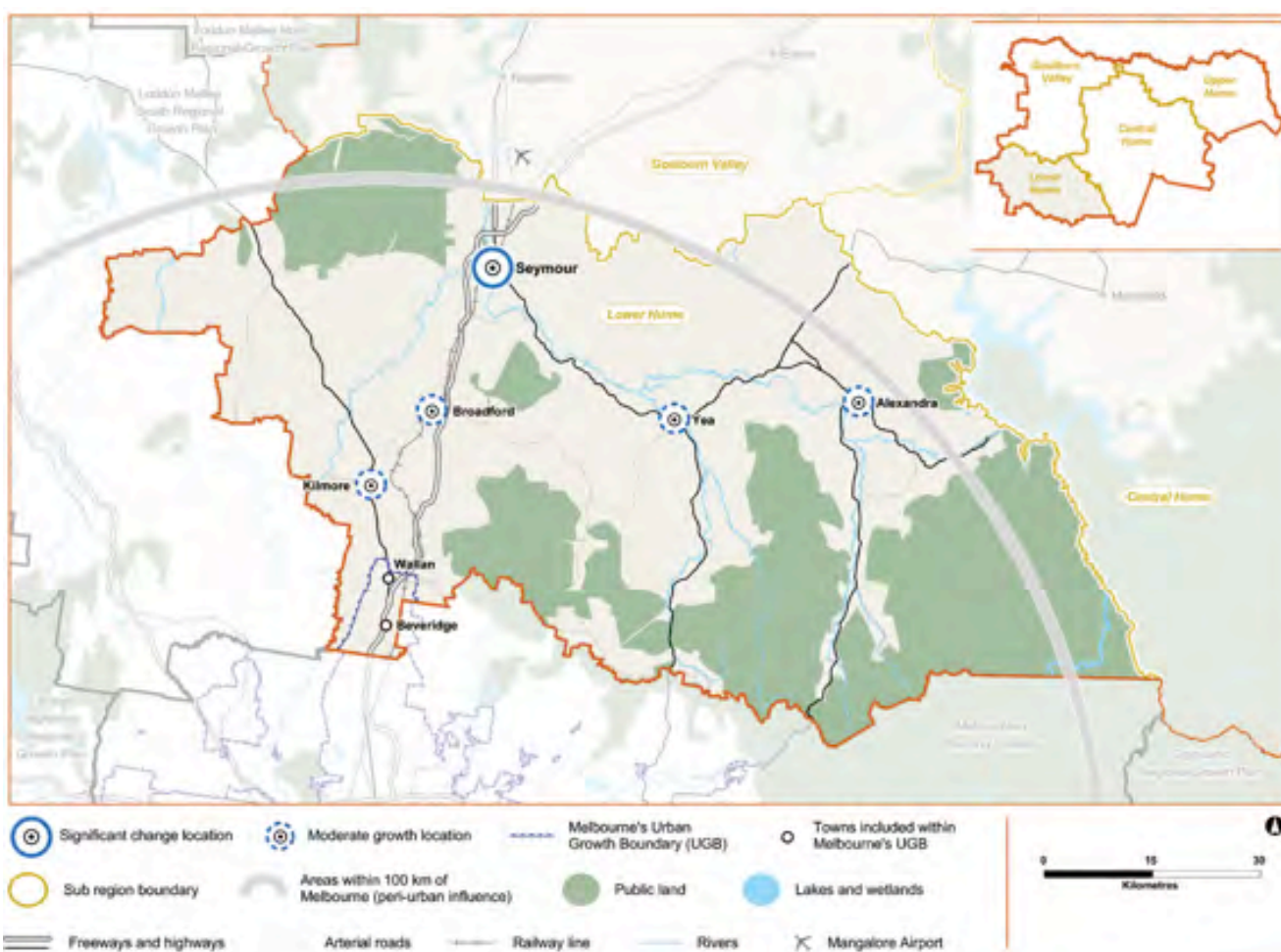


Figure 2 Hume Regional Growth Plan
– Lower Hume Sub-Region

3. STUDY PROCESS

The study process comprises the following stages:

Consultation

A community planning workshop was held in Yea on 01 April 2014. Community views were sought on the issues relevant to the future planning of Yea township and environs. Meetings with individuals were organised by appointment.

Meetings were also held with:

- Representatives of relevant government departments and service agencies
- Murrindindi Shire Councilors and Council officers from Planning, Building, Environmental Health, Economic Development and Infrastructure Assets.

Background research

A review of all relevant studies, reports and documents was undertaken to assist in the identification of issues and to provide an informed basis for the preparation of the Yea Structure Plan. A summary of these documents is included in the Background Report.

Demographic Analysis

A demographic analysis examining population trends, characteristics and projections; household composition; housing and employment and income distribution. The demographic analysis is included in the Background Report.

Land Use Analysis

An investigation of existing planning scheme zoning and overlays, patterns of land use, recent development, physical and environmental constraints and opportunities, undeveloped areas within the town and an analysis of demand and supply of land for residential and rural living land uses. This analysis is included in the Background Report.

Identification of Key Planning and Strategic Issues

Key issues, trends and opportunities that need to be addressed in the Yea Structure Plan were identified and categorised under main strategic planning themes.

Development of a Strategic Vision and Directions

A strategic planning vision was developed to guide the preparation of the Structure Plan and overall planning for Yea Township over the next 20 years.

Preparation of Draft Yea Structure Plan

Two Structure Plans have been prepared.

- The *township structure plan* establishes a land use framework for future development of Yea township.
- The *Yea town and environs structure plan* establishes a strategic framework for the 6 km radius focusing on rural living and a new industrial area.



Town setting and rural fringe. View from north

Public Exhibition of Draft Report

Council will place the draft report on public exhibition inviting submissions to the draft report.

Consideration of Submissions

Council will review submissions and adopt the Yea Structure Plan with or without changes.

Finalisation of the Report

The Yea Structure Plan Report will be finalised.

Implementation of the Yea Structure Plan

The Yea Structure Plan and report will be implemented by an amendment to the Murrindindi Planning Scheme.

The planning scheme amendment will include a formal public exhibition and submission stage.



Distant view of Yea from north

4. COMMUNITY AND STAKEHOLDER ENGAGEMENT

During the preparation of the Yea Structure Plan, a range of meetings were held with the community, government departments/agencies and Council staff and councilors.

Community and stakeholder engagement helped to inform and shape the Yea Structure Plan.

This draft Yea Structure Plan document will be made available for public comment. Council will invite submissions. Council will take into consideration submissions before finalising the Structure Plan document.

A summary of the key issues and opportunities discussed at the community planning workshop is included as an attachment (See Attachment A).

A full summary of the discussion at the community workshop is included in the Background Report.

5. YEA TOWNSHIP AND ENVIRONS

Overview and Key Issues Analysis

The background, analysis and consultation stages of the structure plan project have identified a range of issues and considerations that need to be addressed in the formulation of the Structure Plan. Some are directly related to land use planning, others are of a more general nature or projects requiring capital works.

Issues, Influences & Trends

Peri urban regions and areas

- Yea is situated in Melbourne's peri urban region, offering residents lifestyle choice within commuting distance to jobs and services in Melbourne.
- The proposed State Planning Framework includes the following relevant strategies:
 - Urban development within Melbourne's peri-urban region needs to be managed protect agricultural land, landscapes and environmental resources.
 - Identify settlement growth boundaries to existing settlements in peri urban areas.
 - Town plans need to be prepared for peri-urban towns to increase the supply of land for housing and attract population growth out of Melbourne.

Regional Growth

- The Hume Regional Growth Plan identifies Seymour as a transit gateway between Melbourne and the Hume Region, with potential to accommodate significant change, development and employment growth.
- Future growth of Seymour is expected to support growth in Yea. The regional growth plan proposes moderate growth at Yea.

Local Planning Directions

- The Murrindindi Planning Scheme identifies Yea as a town with:
 - available land and services to accommodate further residential growth in the medium term, and
 - demand and capacity for additional low density residential growth and rural living development.

Population

- In 2011, the population of the town of Yea was 1089, an increase of 7.7 percent or 78 people

from 2006, at an average annual growth rate of 1.5%.

- Yea has a large proportion of older residents with over 41% of the population in Yea aged over 55.
- Yea has a large proportion of school aged children aged between 5-17 with a continuing decrease in young adults.
- In 2011 there were 479 households in Yea, 72% of which were one and two person households – 41% lone person, and 31% two person households.
- Housing is relatively affordable with only 5.3% of mortgagees and 7.6% of renters with payments greater than 30% of their household income.
- The median house price has increased by 93% over the 10 year period to 2012. In 2012, the median house price in Yea was \$255,000,
- Projections, based on historical growth data, indicate that the Yea population would grow minimally with an additional 178 residents or 149 households.
- Assuming that future growth of Yea is consistent with growth of Murrindindi Shire, Victoria In Future (VIF) growth projections indicate that Yea will see an increase of 341 residents and 163 households over the 20-year period to 2031.
- A higher and sustained growth scenario could be achieved based on lifestyle advantage, an enhanced commuting role and a better access to employment and services at Seymour.

Employment

- A significant proportion of the working population commute to other centres, including Melbourne.
- Main industries of employment for Yea residents are accommodation/food services, construction and retail.
- Between 2006 and 2011, there was employment growth in accommodation/food services and healthcare/social services.

Housing

- More medium density housing is needed in the township, particularly at locations close to shops and services.
- There is a lack of diversity in the housing market in the town. There is demand for smaller 2.0ha rural living lots in the environs of Yea.

- Infill development sites for housing are available in the township. These sites need to be identified.
- Yea needs a retirement village. A site should be selected for the village.

Town Character and Heritage

- Yea's character and lifestyle are attributes that will attract new visitors. These are also attributes that need to be protected.
- Tourism and recreation roles have increased in Station Street precinct. These roles need to be enhanced through the planning scheme.
- A streetscape plan of High Street and environs would facilitate civic improvement and better manage traffic, parking and pedestrian flows.
- Further street tree plantings would improve appearance and environment of the town centre and town.

Infrastructure and Services

- Yea is serviced with an urban water supply and sewerage system. New development in the township can be provided with these services. Lower lying areas would require pump stations. Residential expansion beyond current town boundaries can be serviced. Topographical conditions will influence service potential of some areas.
- Yea has good accessibility to other areas of the State, particularly good road connections to all parts of Melbourne and the snowfields.
- Yea has a good range and quality of facilities, including the swimming pool, schools and services for retirees.
- There is a lack of public transport to and from Yea.
- High speed broadband is adequate within the town area but inadequate beyond the town. An increased broadband speed is vital for attraction of new business and residents.
- Natural gas is required, especially to attract new industry.

Industry and Business

- There are amenity issues for residential properties in North Street, south of Racecourse Road. A rezoning of these properties to General Residential Zone should be investigated.
- Other sites for industry could be investigated. e.g. industrial extension near the Saleyards.
- Food and wine culture is an important emerging industry in Yea area and region.

- Potential to make better use of Snodgrass Street for car parking, new businesses and better connections through to High Street.

Tourism

- Visitors pass through Yea en route to other destinations. The majority of visits are stopovers or day visits.

Specific Sites

- The potential of the butter factory building and site needs to be enhanced to provide for a full range of residential and commercial uses.
- A 440 metre buffer distance surrounds the sewerage treatment plant. There should be no encroachment of residential development within this buffer.

6. STRATEGIC VISION

Shire Planning Vision

The recent review of the Murrindindi Planning Scheme and proposed planning scheme amendment to implement the review proposes a new Shire planning vision for the future. A part of the vision statement that is particularly relevant for Yea Structure Plan is:

Murrindindi Shire will facilitate sustainable population and economic growth. The municipal rate base will be actively grown through sound planning, support for continued economic development and protection of the natural and built environment.... (Clause 21.03 The Planning Vision. proposed Murrindindi Planning Scheme Amendment)

Vision For Yea - Yea Structure Plan

Yea will be a town where:

- residents feel safe and can enjoy quality in their lifestyle
- visitors are welcome and can enjoy a variety of recreation and tourism experiences
- housing choice is available for residents at different stages of their lives
- residents can find work and start and develop a business
- residents can conveniently commute for work to Melbourne, Seymour, Shepparton and other centres
- residents and visitors can enjoy walking, shopping and recreation
- beautiful landscapes and the natural environment are protected and enhanced
- heritage of the town is a source of pride for the community
- the community is sharing and supportive
- younger residents are able to find work and participate in community life
- retirees and older residents have access to health, recreation and other support services
- land, buildings and services are used and developed in sustainable ways
- the community and visitors come together to celebrate and enjoy events and festivals

7. PLANNING FOR YEA'S FUTURE

STRATEGIC RESPONSE

Objectives, strategies and actions to achieve the Structure Plan vision and address issues are discussed and expressed below under the following strategic themes:

Planning for Growth

Township Boundary

Town Environs

Residential Expansion and Infill

Low Density Residential

Rural Living

Industry and Business Development

Transport and Infrastructure

Tourism Development

Town Centre and Station Street Precinct

Heritage and Town Character

7.1 Planning for Growth

The Background Report examined three population growth scenarios.

- Lower growth rate based on historical trends.
- Medium growth following Victorian In Future population projections.
- Higher growth with Yea experiencing the benefits of its strategic location, lifestyle and relatively inexpensive land and housing prices.

The Structure Plan adopts the higher growth rate and a proposed population for 2031 of around 1600 persons. This represents an increase of 513 residents at an average annual growth rate of 2.3% p.a. The higher growth rate would result in an additional 226 households over the 20-year period between 2011 and 2031.

The higher population and household growth projection assumes Yea will realise the potential of its strategic location in Melbourne's peri urban region and its proximity to Seymour which will take on an upgraded regional status as a transit and employment centre.

Projected population and household growth for the period up to 2031 is shown in the table below. Higher annual average growth rates are proposed for the period 2016 to 2026.

Projected population and household growth for Yea 2011-2031

	Population			Households/Occupied Dwellings		
	Av. Annual % growth#	Net Increase	Total Population	Av. Annual % growth#	Net Increase	Total Households
2011	-	-	1089	-	-	479
2011-2016	1.5	84	1173	1.2	29	508
2016-2021	2.1	129	1302	2	59	567
2021-2026	2.4	164	1466	2.5	74	641
2026-2031	1.8	136	1602	1.9	64	705
2011-2031	2.3	513		2.3	226	

The population and household increases in the above table will occur in various forms of housing including township lots, medium density units, low density, rural living and retirement housing.

The Yea Structure Plan (see pages 23 and 24) identifies sites and development opportunities to accommodate the additional 226 households over the 20-year period between 2011 and 2031.

In the period to 2025, most of the new residential development will occur in the later stages of the Mulqueeney Street residential area, Yea Springs and at infill sites within the township boundary. New housing on larger lots within the town boundary will occur on land currently zoned Low Density Residential Zone in Lawrances Road and Meadow Road. Rural living housing and subdivision will be developed on land currently zoned Rural Living.

Demand and supply of residential land will need to be investigated and monitored on an ongoing basis. These investigations will determine the timing for residential rezoning of the southern parcel of the industrial precinct identified on the Structure Plan. The residential layout and design of this land parcel should be guided through a development plan process.

Ongoing infill development of vacant township sites and housing redevelopments will provide greater housing choice with development at higher residential densities at locations closer to the town centre. Infill development areas are identified on the Structure Plan, including in the Snodgrass Street precinct and the residential area to the south of Station Street/railway precinct.

In the period 2026-2031 period, it is expected that fully serviced residential expansion to the south along the Whittlesea Yea Road would be required. A development plan process would be required in advance of demand for this new development front.

Objectives

- Plan for the growth of Yea to reach a target population of 1,600 persons by 2031.
- Maximise growth opportunities of Yea's location in Melbourne's peri urban region and its proximity to Seymour.
- Encourage sustainable use and development of land, buildings and resources.

Strategies

- Guide and manage growth and development of Yea that is generally consistent with the Yea Structure Plan.

Actions

- PG1. Release land in accordance with residential demand (assessment is ongoing not a specific task).
- PG2. Rezone the southern parcel of the industrial precinct with frontage to Whittlesea-Yea Road (identified on the Structure Plan) to General Residential (GRZ).



High Street shopping precinct

7.2 Township Boundary

Development of Yea township over the next 15 years is able to be accommodated within the township boundary shown on the Structure Plan. The boundary is formed by the urban floodway zone to the north, Melba Highway to the east, the Golfcourse/Racecourse and low density residential zoned land in Lawrances Road to the west and the low density residential zone and hilly terrain to the south of the town.

The township boundary should not be considered as a rigid and fixed boundary. Some flexibility is required to allow Council to consider worthy development proposals, outside the township boundary that have a net community benefit.

Objective

Apply a Structure Plan town boundary to guide future urban development.

Strategies

- Ensure that future serviced urban development occurs within the township boundary.
- Encourage an efficient urban form with development at conventional residential densities (General Residential Zone) within the township boundary and low density (Low Density Residential Zone) at the edges of the town also within the boundary shown on the Structure Plan.
- Council only consider proposals for serviced urban development outside the township boundary that is supported with strategic justification based on State and local planning strategies and the Yea Structure Plan.

7.3 Town Environs

The rural environs of Yea feature highly visible scenic landscapes of natural beauty. These landscapes are attractive to tourists, visitors and locals alike. These landscapes and vistas need to be protected from visually dominant and inappropriate development.

The Murrindindi Shire Land Capability Analysis and Environmental Values Report (2002) identifies significant ridgelines and viewsapes in the Yea environs and across the municipality. A more comprehensive assessment however is needed for the protection of these landscapes in the Planning Scheme.

Objective

Significant landscapes and vistas in the environs of Yea will be protected for their scenic, visual and environmental values.

Strategies

1. Protect the characteristics and visual quality of significant landscapes, including ridgelines, vistas and natural landmarks.
2. Ensure development and works are appropriately designed and sited so that significant landscapes and landscape features are not adversely affected or degraded.
3. Assess development applications against the landscape value and neighbourhood character values of an area where specified, having regard to ridgelines, hilltops and other significant landscape features.

Actions

TE1. Undertake a landscape assessment study to identify and assess significant and landscape features. Review Significance Landscape Overlays and schedules as part of the landscape study. (Assessment of the landscape in Yea environs would be included in a proposed municipal wide study).



Undulating and green town setting



Rural living area north of town

7.4 Residential Expansion and Infill

In 2011 there were 479 households in Yea, the majority of which were one and two person households.

Existing housing stock is predominantly detached houses (87%) suggesting that more diverse housing options will be required to match household size.

There is a potential supply of approximately 150 lots on land currently zoned General Residential. This comprises 45 vacant lots, and approved new lots and subdivisions in Mulqueeney Lane area, Yea Springs and Prospect Rise residential area.

Over the period 2006-13, there has been an average of 15 lots in the General Residential Zone created per year. Over the same period an average of 16 building permits were issued for dwellings within the General Residential Zone. This does not include development or subdivision of smaller vacant land parcels or lots, or multi unit development.

Based on these supply and demand figures, there is approximately 10 years potential supply of lots within the General Residential Zone.

The Structure Plan identifies opportunities for infill residential subdivision and housing at the following locations that are within a 400 -500 metre distance of the town centre:

Snodgrass Street Precinct

Unconstrained land on the north side of Snodgrass Street between Nolan and Webster Streets and south of Craigie Street. Redevelopment opportunities may also arise in the precinct.

Oliver Street/Lyon Street Precinct

Vacant sites including undeveloped land at the Butter Factory site. Some intensification is possible within the precinct on larger lots with subdivision potential and by possible redevelopment.

There is sufficient supply of residential lots and land within the currently township area to meet demand for the next 10 years.

Not all new housing and subdivision opportunities are likely to be taken up however due to landowner intentions, location and costs of development. Taking this into account with the need for greater housing diversity and a desirability for a number of development fronts, residential expansion south along the Whittlesea-Yea Road corridor may be required in the next 10 to 15 years.

Objective

Encourage greater housing diversity providing accommodation for different households.

Strategies

- Residential infill, with more diverse dwelling types and lot sizes is encouraged in locations within 400-500m walking distance of Yea town centre and Station Street precinct.
- Encourage housing infill and medium density redevelopments at locations within and proximate to the Town centre and the Station Street precinct including:
 - Unconstrained land outside of the Urban Flood Zone in Snodgrass Street Precinct between between Nolan and Webster Streets.
 - Undeveloped land within the Mixed Use Zone on the south side of Station Street.
 - The area generally defined by the Oliver Street, Lyon Street and View Street, including the butter factory site.
- Plan for the southerly expansion of the township on both sides of Whittlesea-Yea Road as shown on the Structure Plan.
- Identify opportunities for retirement accommodation and aged care facilities within

the Snodgrass Street Precinct and other sites close to services.



View from Oliver Street to distant hills to the north east



Butter factory in Rattray Street

Action

REI1. Prepare a Snodgrass Street Precinct Plan for the area between Marshbank Street and Webster Street. Objectives of the Precinct Plan to include identification of vacant and potential redevelopment sites sites for infill housing including medium density housing and retirement accommodation (refer to Action TCSP1, page 21).



Mulqueeney Lane housing area

7.5 Low Density Residential

Land with a Low Density Residential zoning (LDRZ) is located at the fringes of the urban area in Lawrances Road and Meadow Road. There are substantial opportunities for further subdivision and housing development in these two areas.

Within LDR zoned land there are currently 22 occupied lots, including large lots capable of further subdivision, and 40 vacant lots. Two of these vacant lots are large, together comprising 57 hectares with a potential yield of in excess of 100 LDR lots.

In the period 2010-14 there were 35 lots created by subdivision within the LDR Zone, an average of 7 lots per year.

Given the significant potential for further subdivision within existing LDR zoned land, there is no need to rezone new areas for this form of residential development in the short and medium term.

Objective

- Encourage consolidation of existing low density residential areas, particularly in the Lawrances Road area which is adjacent to the Yea High School.

Strategies

- Two lot subdivisions of LDRZ lots in Lawrances Road will be considered. Proposals must be able to satisfy relevant requirements relating to access, sewerage connection and the requirements of adopted Development Plans.

7.6 Rural Living

Rural living lots have appeal for people seeking a rural lifestyle within easy access to the services available in a nearby settlement. Rural lifestylers have been attracted to Yea due to its proximity to

Melbourne and the attractive rural landscapes that surround the town.

Rural living opportunities need to be provided at locations that ensure good accessibility to facilities in Yea township and cost efficient delivery of Council and community services e.g. road maintenance and garbage collection, home care, etc.

There are two main areas specifically zoned for rural living in Yea. These areas of lower agricultural quality are located in Racecourse Road west of the Golfcourse/Racecourse and the Killingworth Road/Carey Road area, north east of the township.

There are currently 38 developed Rural Living lots within the rural environs of Yea. Nine of these lots are greater than 12 hectares and are therefore potentially capable of further subdivision for rural living purposes. There is an immediate supply of 46 vacant or undeveloped rural living lots within the rural environs.

On the demand side, a total of 35 rural living lots have been created by subdivision between the years 2010-14 or an average 7 lots per year.

Under the Murrindindi Planning Scheme, the Rural Living Zone has a 4 hectare minimum lot size with an average size of 6 hectares. During the first round of consultation, a view was expressed that there is demand for smaller rural living lots of 2 hectares. This is considered to have merit particularly within existing rural living areas situated closer to Yea township. Providing rural living opportunities closer to the town would satisfy requirements of state and local planning policies.

A submission was received at a consultation meeting from a consultant acting for the landowner of Ewing Wynd, a rural subdivision situated on the west side of Melba Highway approximately 5.2 Km south of Yea township. Ewing Wynd has been subdivided into ten 20 hectare lots serviced with a sealed road and electricity. In summary, the submission requests a rezoning of Ewing Wynd to Rural Living Zone.

Details of the submission and a response to the rezoning request are included in the Structure Plan Background Report.

Ewing Wynd is shown on the Yea Environs Structure Plan as a Rural Living Strategic Investigation Area.

Objective

- Encourage clustering of rural living development close Yea township.
- Discourage rural living subdivision and development that will cause water quality decline, native vegetation and habitat loss and soil erosion.

Strategies

- Support rural living subdivision and development that reinvests in agricultural productivity particularly intensive food production.
- Ensure rural living development is serviced with a good standard of roads.
- Ensure net environmental gain as a consequence of rural living development by minimising native vegetation and habitat loss and by erosion management and revegetation.
- Identify opportunities for 2 ha lots within the two large existing Rural Living zoned areas that can satisfy the following criteria:
 - Relative proximity to the Yea township;
 - Land that has not been fragmented by subdivision and is largely undeveloped;
 - Land that is not significantly constrained by remnant vegetation or soil erosion.

Actions

- RL1. Clearly define boundaries of the indicative RLZ areas considered to be suitable for rural living lots down to 2 hectares in size, as indicated on the Yea Environs Structure Plan. Amend the schedule to the Rural Living Zone to reduce the minimum lot size to 2.0 hectares for these areas.
- RL2. Council will consider a submission from the Ewing Wynd landowner to rezone whole or part of the land to Rural Living Zone. A rezoning proposal must have a strategic basis that addresses:
- Current supply of rural living lots considering also the Structure Plan action to reduce the minimum lot size in select rural living areas thereby adding to future supply of lots.
 - Demand for rural living development considering the subdivision and take up rates of rural living lots within the Rural Living Zone.
 - Relevant State and local planning policies.
 - Planning Practice Notes 42 (Applying Rural Zones) and 37 (Rural Residential Development).
 - Relative proximity to Yea township and the need to plan and integrate rural living with the urban area and access to services.
 - Agricultural quality and productive capacity of the land.



Rural living locations north east of Yea township

7.7 Industry and Business Development

The main industries of employment for Yea residents are accommodation/food services, construction and retail. Accommodation/food services and healthcare/social services both increased by 42% between 2006-11. From 2001-10, the number of residents working in public administration/safety sector more than doubled. The sharpest decline in employment has been seen within the agricultural sector, which dropped by 50% from 2006 to 2010.

In 2011, the unemployment rate in Yea was at 6.2% increasing from 5.3% in 2006. Yea's unemployment rate is high in comparison to the Murrindindi Shire.

The *Murrindindi Shire Economic Development Strategy 2011-16* reports that tourism related employment represents over 20% of employment in the municipality. This Strategy identifies vegetables, nurseries and turf and other niche industries in the municipality as showing employment growth.

Industrial Estate – North Street

Yea's only zoned industrial land is located at North and Melaleuca Streets. A development plan for this industrial area has been adopted by Council. The Plan provides a road layout, a reserve adjacent to Boundary Creek to protect flood prone land and future pedestrian/cyclist access and a landscape buffer along the eastern boundary to protect the character of the town entry. A roundabout to alleviate potential traffic conflict is proposed for the intersection of North Street and Melbourne Road.

All existing lots in stage one of the industrial estate are occupied. The industrial area has met a demand for smaller industrial lots. There is potential to extend the industrial estate south of existing developed lots.

An established residential area is situated to the north of the industrial estate. These properties with frontage to North Street and Boundary Creek are zoned Industrial 1 Zone. Residents from this area met with the project consultants and Council staff during the consultation day in April 01 2014. Existing and future amenity of these properties require protection. This has been a long standing issue and should be resolved by a rezoning to General Residential.

The 7.0ha (approx.) land parcel at the southern end of the industrial zoned land is considered to be suitable for residential subdivision and housing. This parcel has frontage to Whittlesea-Yea Road and Boundary Creek, with an unmade road forming its northern boundary. The Structure Plan proposes a rezoning of this land to General Residential. This

would be the first stage of the longer term southerly township expansion along Whittlesea-Yea Road.

Yea Saleyards

The Yea saleyards is well located at a distance from the township area. Appropriate buffer distances need to be in place to avoid potential land use conflict with the saleyards. The saleyards site requires expansion to provide truckwashing, truck parking and manoeuvring, loading, cattle holding and other associated facilities.

A future industrial area in the vicinity of the saleyards site has been identified as an opportunity in previous studies and was raised in the first round of consultation for the Structure Plan project.

The Structure Plan identifies a large site north and east of the Saleyards site. The saleyards industrial buffer (500 metres) and the future expansion of the saleyards are located within the proposed industrial site.

A large site at this location has the following advantages:

- The site is beyond a future boundary of the township area;
- Good road access adjacent to Whittlesea Yea Road;
- Location on the Melbourne side of Yea thereby minimising the need for industrial traffic through the town;
- The site is capable of being serviced with town sewer and water supply;
- A single large serviced lot could be made available giving Yea a competitive advantage for industries seeking a large serviced site in the region.



Yea saleyards

Business Opportunities

Creating opportunities for new businesses will be essential if Yea is to achieve the growth rates proposed in the Structure Plan report or the moderate growth rates proposed by the Hume Region Growth Plan.

Opportunities that could be investigated include:

- Better use of land and buildings in and adjacent to the town centre to encourage new businesses in the food and wine industries, tourist accommodation and retailing.
- Establishing an enterprise centre for small businesses in an existing building. In addition to creating opportunities for Yea's younger population, this facility would provide an additional incentive to attract new residents from Melbourne seeking a lifestyle change and opportunities to start up a business or relocate an existing business.
- Identifying sites for new retail and office development and tourism retailing in the Snodgrass Street precinct and tourism accommodation and retail development in Station Street.

Objective

- Encourage new industrial development with the staged provision of a range of industrial lot sizes to meet the different industrial land requirements of industry and business.
- Provide opportunities for new retail, commercial and tourism uses and development.

Strategies

- Review existing and future land requirements for industry.
- Encourage opportunities for startup small businesses and development of existing businesses.
- Encourage new tourism retailing and services, particularly in the accommodation/food services sector.
- Encourage the establishment of home based businesses.
- Ensure sufficient land is made available for expansion of the Yea Saleyards site and provision of appropriate buffers are in place to avoid potential land use conflicts.

Actions

IBD1. Rezone residential properties north of the developed industrial estate and south of

Racecourse Road from Industrial 1 to General Residential.

IBD2. Rezone the parcel of land at southern end of Industrial Zoned land on east side of Whittlesea Road, shown on the Structure Plan, from Industrial to General Residential.

IBD3. Facilitate the expansion of the current Yea saleyards site.

IBD4. Plan for the longer term establishment of a serviced industrial area north and west of the Saleyards site, as indicated on the Structure Plan.

IBD5. Commence a process to identify a suitable building or site for a small business enterprise centre.

IBD6. Rezone the Butter Factory site to Mixed Use.

IBD7. Activate the Snodgrass Street frontage (southside) with new retail/business uses between Giffard and Hood Streets.

7.8 Transport and Infrastructure

Transport

Yea township is located on the Goulburn Valley Highway at the junction of Melba Highway and Whittlesea – Yea Road. The Goulburn Valley Highway is the main transport corridor and High Street is Yea’s activity precinct.

The Yea Urban Design Framework (UDF) 2003 identified safety issues and operational difficulties at the following intersections:

- High Street at Melbourne Road/Giffard Street (roundabout proposed);
- High Street at Hood Street/Whatton Place (roundabout proposed);
- High Street at North Street and North Street at Racecourse Road (improved channelization recommended).

Lane reduction, one-way traffic flow and kerb extensions along High Street (northern side) between Giffard Street and Whatton Place was a key traffic recommendation of Yea UDF. This proposal was recommended to reduce traffic speeds and improve pedestrian safety and amenity.

For the High Street commercial area, the following key issues have been identified in previous studies and during consultation on the structure plan project:

- Traffic safety issues at intersections of High Street with the commercial strip;
- Traffic and pedestrian safety through the High Street shopping strip;
- Inadequate parking for long vehicle parking (trailers, boats and caravans) and buses;
- Pedestrian access and amenity needs improvement;
- Better connectivity between the rail trail, shopping precinct and the wetlands development;
- Off-street parking could be provided at the rear of the High Street shops with midblock pedestrian links through to High Street.

Town Gateways

Town gateways and entrances are important welcoming locations that convey messages to visitors and tourists. Their appearance and presentation can express civic pride and leave visitors with lasting impressions of the town.

The gateways, shown on the Structure Plan, are at the following town entrance points:

- Goulburn Valley Highway crossings of Boundary Creek and Yea River;
- Melba Highway at Miller Street intersection;
- Whittlesea-Yea and Melbourne Road intersection.

The Yea UDF proposed various treatments for these gateways including vegetation plantings, landscaping works, signage and addition of road surface textures and colours.

The gateway proposals should be progressively implemented to ease the financial impost. The less expensive improvements such as plantings and signage should be the first priority.



Goulburn Valley Highway (west) Gateway



Whittlesea –Yea Road Gateway

Sewerage and water Infrastructure

The township area is serviced with town water supply and an urban wastewater system. Goulburn Valley Water presently supplies water for urban development up to 200 metres altitude. Development above 200 metres requires augmentation of the network. A high level zone has been created for the higher altitude locations in Lawrances Road low density residential area. Network upgrading is required in this area.

Based on the gravity fed system to the pump station, extension of the sewerage network to service the township is not an issue. There may be a need to upgrade the pump station at Racecourse Road.

The proposed longer term expansion of Yea to the south along the Whittlesea-Yea Road, shown on the Structure Plan, is capable of being serviced with town water supply and reticulated sewerage. Additional infrastructure may be required to service this area with sewer and water.

The sewerage treatment plant is located on the north side of the Goulburn Valley Highway. Goulburn Valley Water recommends a buffer distance of 440 metres from the edge of the facultative lagoons. Land use plans for the town must ensure that dwellings are located outside of this buffer area.

Objectives

- Encourage efficient, coordinated and sustainable provision of infrastructure and services.
- Encourage development of a transport and access network that provides safe and convenient movement for vehicles, pedestrians and cyclists.

Strategies

- Promote and plan for the southerly expansion of Yea along the Whittlesea –Yea Road.
- Encourage infill housing development.
- Optimise the potential of underutilised land and spaces e.g. Snodgrass precinct.
- Develop High Street shopping precinct as a vibrant, safe, convenient and welcoming activity centre.

Actions

- T11. Facilitate discussion with VicRoads regarding the preparation of a traffic management strategy for High Street (between Giffard and Hood Streets).
- T12. Facilitate discussions with Vicroads to review the need for intersection design treatments to

improve traffic movements and safety at High Street/ Goulburn Valley Highway intersections at Melbourne Road, Whatton Place and North Street/Racecourse Road.

- T13. Progressively implement the recommendations of the Yea Urban Design Framework to improve the appearance and presentation of town gateways with priority to planting themes and signage.
- T14. Commence discussions with service agencies, Yea saleyards committee and landowners regarding assessment, planning and timing of a proposal for development in the Whittlesea-Yea Road corridor.
- T15. Investigate a heavy vehicle bypass route to the south of the township connecting Whittlesea-Yea Road with Melba Highway with access to the proposed new industrial area adjacent to saleyards.

7.9 Tourism Development

Yea's tourism potential is linked to the attractiveness of the town and setting and its proximity to Melbourne and regional attractions (rivers, lakes and snowfields). Tourism has positive economic benefits in other business activities in the accommodation, food and retail sectors.

Yea has developed its role as a stopover for visitors. The potential of this role can be further supported by high quality food and dining and the promotion of local food production, art and craft industries and events and festivals.

Improvements to the appearance and presentation of town gateways and entrances at the Goulburn Valley and Melba Highways and Whittlesea-Yea Road will enhance the promotion of Yea as a tourist destination.

The Goulburn River Valley Destination Management Plan 2014 (DMP) provides a strategic approach to growing tourism in the Goulburn River Valley (GRV) region. The DMP highlights the importance of the Y Water Centre and an emerging food and wine area to the future of tourism in Yea.

The DMP identifies stopover visitation as the key opportunity for tourism in Yea with longer stays enhanced by Yea's strategic position on the Great Victorian Rail Trail.

Opportunities and initiatives to capture passing trade and increase visitation and length of stay include:

- Development of Y Water Discovery Centre as a hub for tourist experiences - wetlands, wineries and rail trail;
- Expansion and promotion of food and wine production in surrounding area;
- Promotion of Yea as the key destination on the Great Victorian Rail Trail;
- Development of the local and regional events calendar particularly major events such as the Autumn Festival monthly country market and twilight market;
- Identifying opportunities for a range of tourist accommodation options including B & B and self contained accommodation, low cost and nature based backpacker accommodation;
- Improvements to streetscape and public spaces in the High Street precinct to enhance ambience and shopping and leisure experiences.

Objective

- Enhance and expand the tourism industry.
- Encourage tourism opportunities based on Yea's distinctive themes - Rail Trail, wetlands, food and wine, events and festivals, heritage and rural township character.
- Maximise day tripper expenditure and encourage longer stays and increased visitation.

Strategies

- Promote Yea as a key destination on the Great Victorian Rail Trail.
- Further develop the link between the Rail Trail and tourism and local food production.
- Develop and promote Yea as an events and festival destination.
- Enhance the appearance and presentation of Yea's town gateways and entrances to encourage visitors to stop over.
- Identify sites for tourism accommodation including of bed and breakfast, self contained and backpacker accommodation.
- Identify locations for events to enhance the capacity of Yea to host events.

Actions

T1.

Prepare a Snodgrass Street Precinct Plan for the area between Marshbank Street and Webster Street to create a mixed use precinct including tourism use and development. (see Action TCSP1, page 21).



Former railway station, Station Street

7.10 Town Centre and Station Street Precinct

Town Centre

The High Street shopping precinct is zoned Commercial 1 Zone. The Heritage Overlay applies to the precinct affecting sites from Marshbank Street and Mary Street to Nolan Street. There are several heritage buildings that are important elements of Yea's heritage character, including the Shire Hall and some of the bank and hotel buildings.

Future demand for retail and business can be accommodated through consolidation within the existing Commercial Zone in the Hood and Giffard streetblock and between Whatton Place and the Crescent on the south side.

Enhancing the overall character, appearance and atmosphere of the High Street Activity Centre will positively influence Yea's growth prospects and the town's tourism role.

Future opportunities in the town centre and environs include development of vacant sites, particularly in Snodgrass Street precinct, and potential redevelopment of residential properties when demand is justified. Land fronting Snodgrass Street at the rear of High Street shops is underutilised, presenting some redevelopment opportunities for new shops and carparking with pedestrian access through to High Street.

Traffic management of High Street has been raised as a concern during community consultation for the Structure Plan and Yea Urban Design Framework (UDF, 2003).

The UDF recommended a single lane strategy along High Street (northern side) with installation of kerb outstands and changes to parking adjacent to the median.

Pedestrian crossing points between High Street shopping precinct and the central High Street median were also recommended.



Figure 3. Yea Urban Design Framework, 2003

The single lane one way proposal for the northern side of High Street would have several advantages:

- Improved pedestrian mobility;
- Reduction in vehicle speeds;
- Prospects of increased trade;
- Creation on new public spaces and better use of existing spaces;
- Improved links to the Snodgrass Street precinct, Y Water Centre and the Rail Trail.

Station Street Precinct

The Station Street Precinct is a central town gateway for traffic and visitors travelling from Melbourne via the Melba Highway. The Precinct has developed a strong focus for tourism and recreation and is now a hub for community facilities. The Mixed Use and Commercial zoning have achieved good planning and development outcomes for the precinct. Consolidation of these roles with additional complementary uses such as visitor accommodation, cafes and art/craft stores is recommended.

The railway precinct and Rail Trail are valuable assets for residents and tourists alike. The Rail Trail forms an important central open space link and its promotion as a key rail trail destination could attract greater visitor numbers to Yea.

Connection of the rail trail with the High Street shopping strip can be enhanced with traffic management directed at improving pedestrian safety.

Objectives

- Encourage a compact town centre that is vibrant, promotes walking, improves vehicle access and parking, protects heritage and provides opportunities for new development.
- Continue to promote the recreation, tourism and community roles of Station Street precinct.

Strategies

- Improve the pedestrian connection between the rail trail, commercial strip and the Y Water Discovery Centre.
- Develop a street tree theme in streets immediately adjacent to the town centre.
- Realise the mixed use and development potential of the Snodgrass Street precinct.
- Enhance the ambience, streetscape and pedestrian amenity of High Street shopping precinct.

Actions

TCSP1.

Prepare a Snodgrass Street Precinct Plan for the area between Marshbank Street and Webster Street to:

- Create a mixed use precinct with links to High Street that provides for medium density and retirement housing, retail and tourism development.
- Identify locations for long vehicle parking;
- Develop proposals to activate the Snodgrass Street frontage (southside) with new retail/business uses between Giffard and Hood Streets;
- Identify opportunities for off-street car parking at rear of High Street shops;
- Identify opportunities to create through walkways to High Street.

TCSP2.

Facilitate discussion with VicRoads regarding the preparation of a traffic management strategy for High Street (between Giffard and Hood Streets) based on a single lane proposal.



Existing link and walk through to High St



View of Shire hall building from Snodgrass St

7.11 Heritage and Town Character

The features of Yea that define its character include:

- Yea River and floodplain forming the northern boundary and hillslopes rising to the south offering attractive scenic landscape views to the north, most notably from The Parade.
- Heritage buildings and streetscape and the wide median in High Street;
- A modified street grid pattern with streets intersecting at an angle at High Street (Melbourne and Station Street) and curved alignments of The Crescent and Semi Circle;
- A predominantly low density and low rise town with wide road reservations and larger residential lots;
- Recreation areas, open space and parkland adjacent to town centre;
- A spread of vegetation across the town on public and private land blending the urban and natural environments.

Yea's heritage is fundamental to its sense of identity. Protecting the town's heritage allows residents and visitors to learn about the past and appreciate its potential role in the town's future.

Protection and presentation of the town's heritage will have positive economic impacts by attracting visitors and residents and supporting the tourist industry and events.

The High Street heritage precinct is described in the Yea High Street Heritage Guidelines, 2008:

"The area covered by the Yea High Street heritage precinct can be divided into a number of diverse 'sub-precincts' which differ in their use and built form, but the whole precinct is unified by High Street itself, which is very broad and features a wide treed median in the middle. This distinctive street creates a relaxed 'country town' feeling in Yea's central commercial district."

The High Street commercial area is protected by a heritage overlay in the Planning Scheme. The adopted Amendment C43 to the Murrindindi Planning Scheme proposes to implement the *Murrindindi Shire Heritage Study, 2011* and apply heritage overlays for buildings in the Station Street Precinct, (HO105) and The Parade, (HO 106). Amendment C43 proposes new policies to ensure that heritage significance of places are not diminished by contributory fabric or inappropriate new development. The proposed policies also encourage high quality contemporary design that becomes a valued addition to heritage places.

Objective

- Protect and enhance the heritage and townscape character of the High Street and Station Street Precincts.
- Encourage new development in the Parade that respects heritage and town character and retains significant vistas and views.
- Protect buildings, streetscapes and places of heritage significance.

Strategies

- Ensure that new development in High Street, Station Street and The Parade precincts do not adversely impact on the heritage and townscape character of the precincts.

Actions

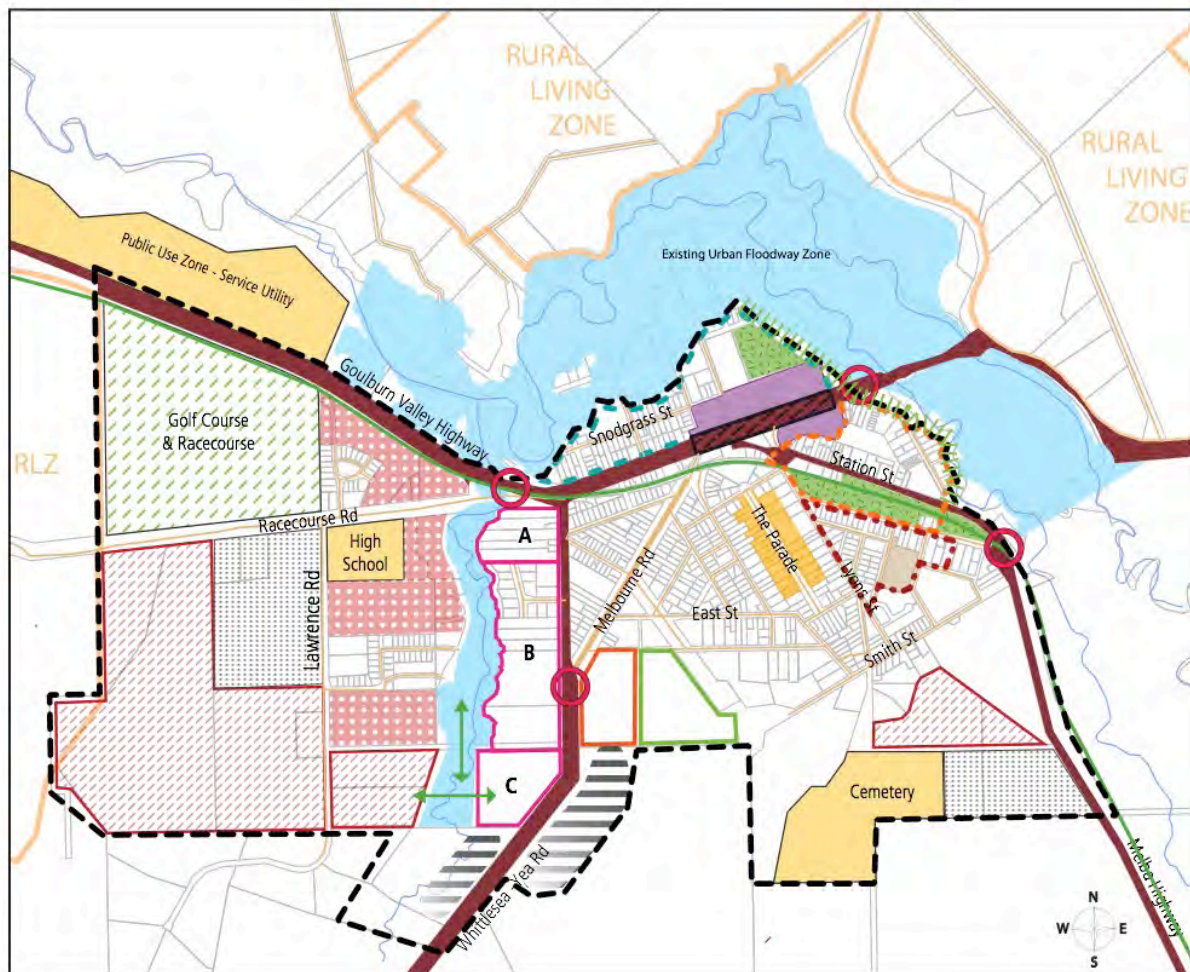
HTC1.

Implement Planning Scheme Amendment C43 (implementation of Murrindindi Heritage Study).





















Historical photo of High Street, Yea Shire Hall and former Commonwealth Bank of Australasia, Context, Yea High Street Heritage Guidelines, Context, 2008.

8. YEa STRUCTURE PLAN: A Development Framework

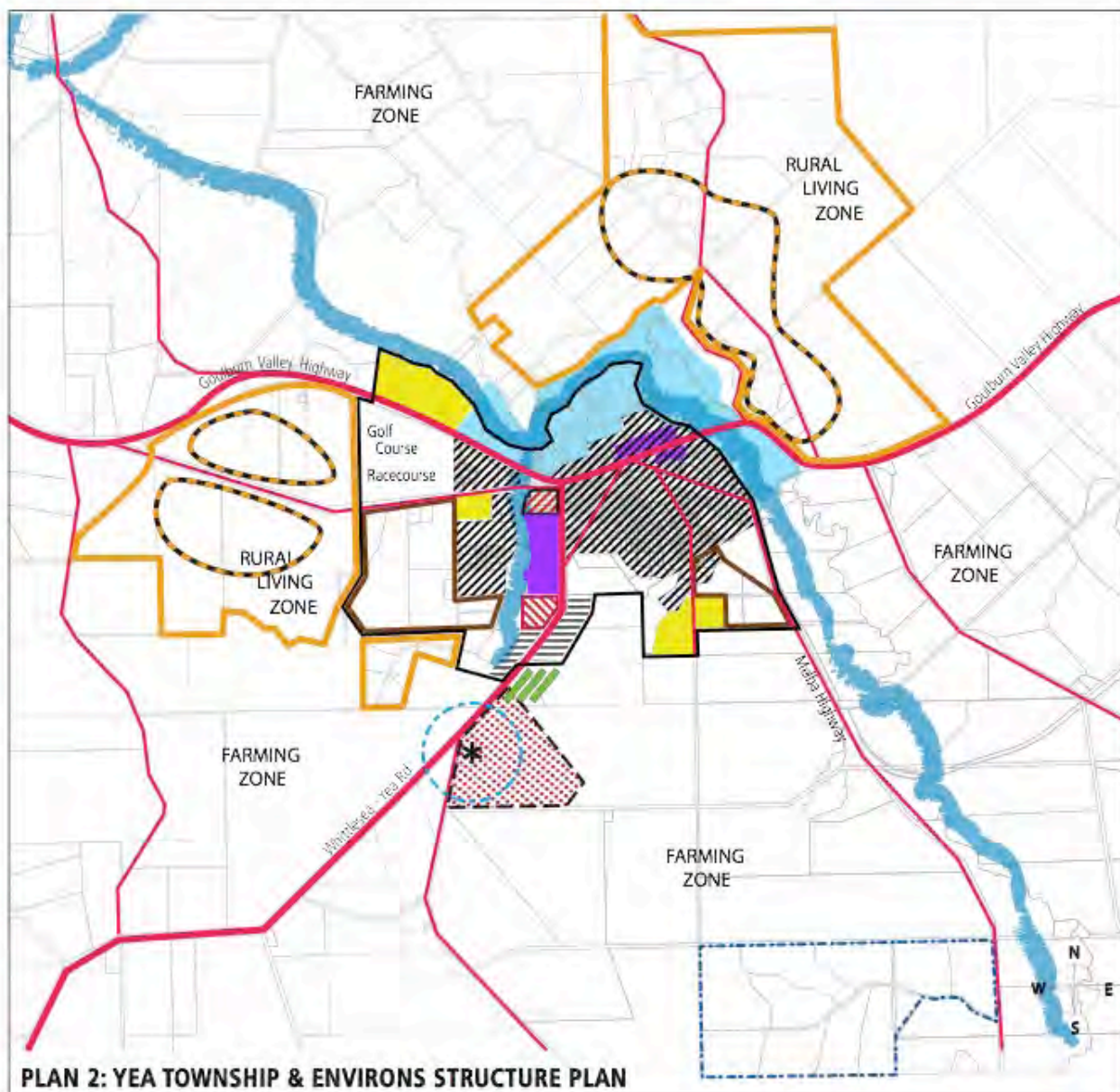


PLAN 1: YEa TOWNSHIP STRUCTURE PLAN



-  **Township boundary** - Boundary flexible where proposals for serviced urban development are strategically justified
-  **Serviced residential development (GRZ)** - Encourage sustainable subdivision design and lot size diversity in new residential areas
-  **Low density residential infill (LDRZ)** - Potential for 2000m² (min) lots subject to landform constraints & DPO requirements
-  **Town Centre** – existing Commercial 1 Zone (C1Z)
-  **Prepare traffic management plan** for High Street (between Giffard & Hood Streets) to implement single lane proposal and address car parking, pedestrian movement and public spaces. Facilitate discussion with Vic Roads
-  **Snodgrass Street** - Prepare Snodgrass St Precinct Plan
-  **The Parade precinct** - Encourage new development that respects heritage and town character and retains significant vistas
-  **Existing recreation land** - Public Park and Recreation Zone
-  **Future residential development** - Investigate potential to develop western part of Rifle Range for residential development
-  **Nature park** - Investigate potential for Nature Park on vegetated slopes of Rifle Range
-  **Yea industrial area:**
A: Rezone from Industrial 1 to General Residential
B: Retain Industrial Zone
C: Rezone from Industrial to General Residential
-  **Residential expansion** - Longer term residential expansion opportunities along Whittlesea - Yea Road
-  **Oliver/Lyon Streets Precinct** - Encourage medium density housing and high design standards for new housing. Rezone Butter Factory site to Mixed Use
-  **Station Street Precinct** - Consolidate precinct's role with tourism recreation and community focus. Encourage tourism, retail & accommodation
-  **River and floodplain interface** - Create access links from urban environment to river and floodplain
-  **Open space network** - Integrate open space (walking/cycling) paths links with residential opportunities for land adjacent to Whittlesea-Yea Road
-  **Rail trail** - Promote Yea as a key destination on the Rail Trail
-  **Town Gateways** - Progressively implement Yea UDF recommendations with priority on planting themes

Disclaimer: Title boundaries are indicative only. Zone boundaries are not precise. Refer to Murrindindi Planning Scheme. Date: June 2014

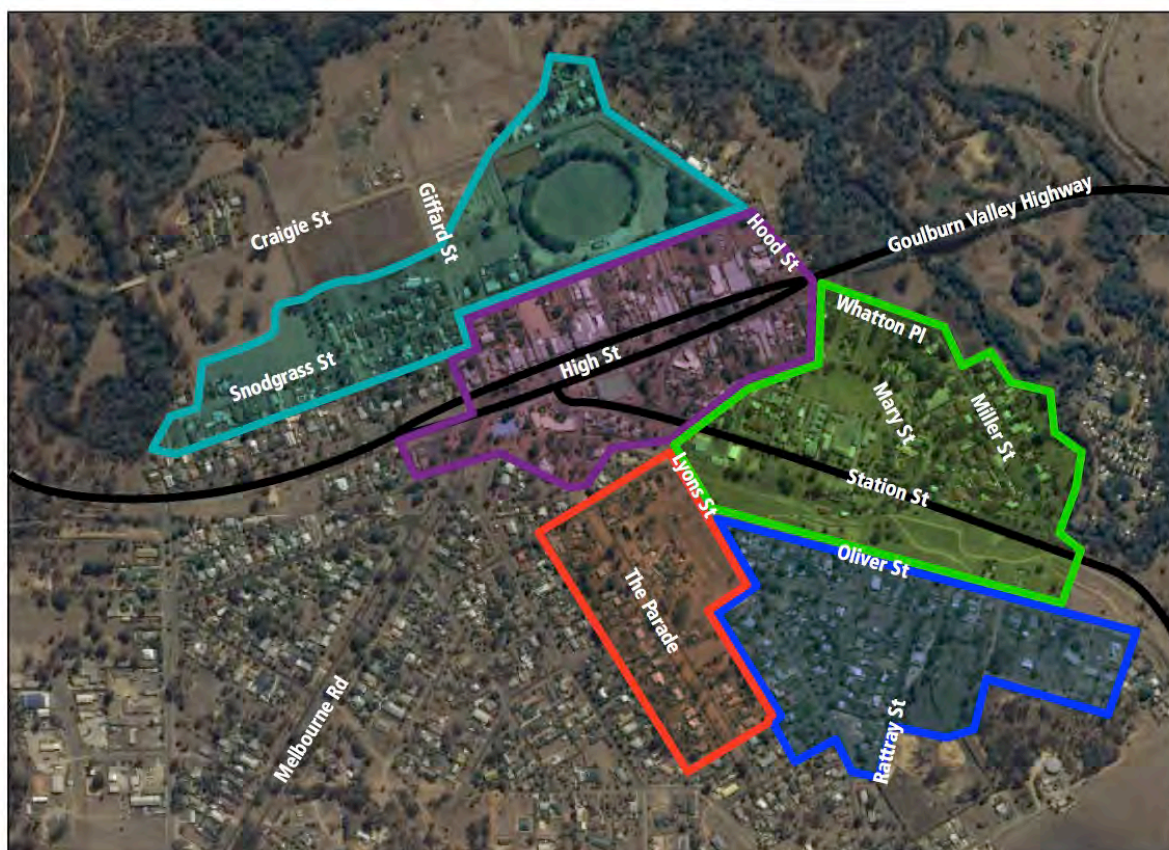


PLAN 2: YEA TOWNSHIP & ENVIRONS STRUCTURE PLAN

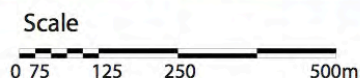
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| <p> YEA TOWNSHIP BOUNDARY:
Boundary flexible where proposals for serviced urban development are strategically justified.</p> <p> YEA URBAN AREA
Encourage further residential infill within township</p> <p> TOWN EXPANSION
Potential residential expansion opportunities either side of Whittlesea-Yea Rd.</p> <p> NEW INDUSTRIAL AREA</p> <ul style="list-style-type: none"> • Investigate establishment of new industrial area north & east of saleyards. * Provide for expansion of saleyards site • 500m saleyards buffer from sensitive areas | <p> Ensure 'green break' between longer term future residential and proposed industrial area</p> <p> PROPOSED RESIDENTIAL</p> <ul style="list-style-type: none"> • Rezone residential properties to General Residential • Rezone parcel of industrial zoned land to General Residential <p> EXISTING LOW DENSITY RESIDENTIAL ZONE
Substantial opportunities for new subdivision and housing within existing LDR Zoned land. Opportunities for subdivision of LDR lots to create 2000m² lots (min.) subject to physical constraints and satisfying DPO requirements</p> | <p> RURAL LIVING OPPORTUNITIES
Potential for rural living subdivision and housing.</p> <p> Indicative areas suitable for smaller rural living lots (2.0ha min). Amendment to Rural Living Zone Schedule required.</p> <p> TOWN CENTRE:
Existing Commercial1 Zone</p> <p> URBAN FLOODWAY ZONE</p> <p> PUBLIC USE ZONE:
Cemetery, Sewerage Treatment Works, High School</p> <p> RURAL LIVING STRATEGIC INVESTIGATION AREA - Refer to Structure Plan Report</p> |
|--|---|---|

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PLAN 3 YEA STRUCTURE PLAN: PRECINCTS PLAN



TOWN CENTRE PRECINCT

- Facilitate discussion with VicRoads regarding preparation of traffic management plan for High Street (between Giffard and Hood Streets) to investigate traffic circulation options on both sides of High Street, kerb outstands and roundabouts with reference to the Yea Urban Design Framework
- Enhance streetscape and pedestrian amenity of High Street shopping precinct
- Improve the pedestrian connection between the rail trail, commercial strip and the Y Water Discovery Centre
- Develop a street tree theme in streets immediately adjacent to the town centre



SNODGRASS STREET PRECINCT

- Prepare Snodgrass Street Precinct Plan to identify opportunities for:
- medium density and retirement housing
 - new retail
 - off-street parking and long vehicle parking
 - active frontages along Snodgrass Street between Giffard and Hope Streets
 - walk-throughs to High Street shops



STATION STREET PRECINCT

- Retain Mixed Use Zone
- Consolidate precinct's role with tourism, recreation and community focus
- Encourage tourism retail and accommodation
- Protect and enhance distant landscape view to north of town



THE PARADE PRECINCT

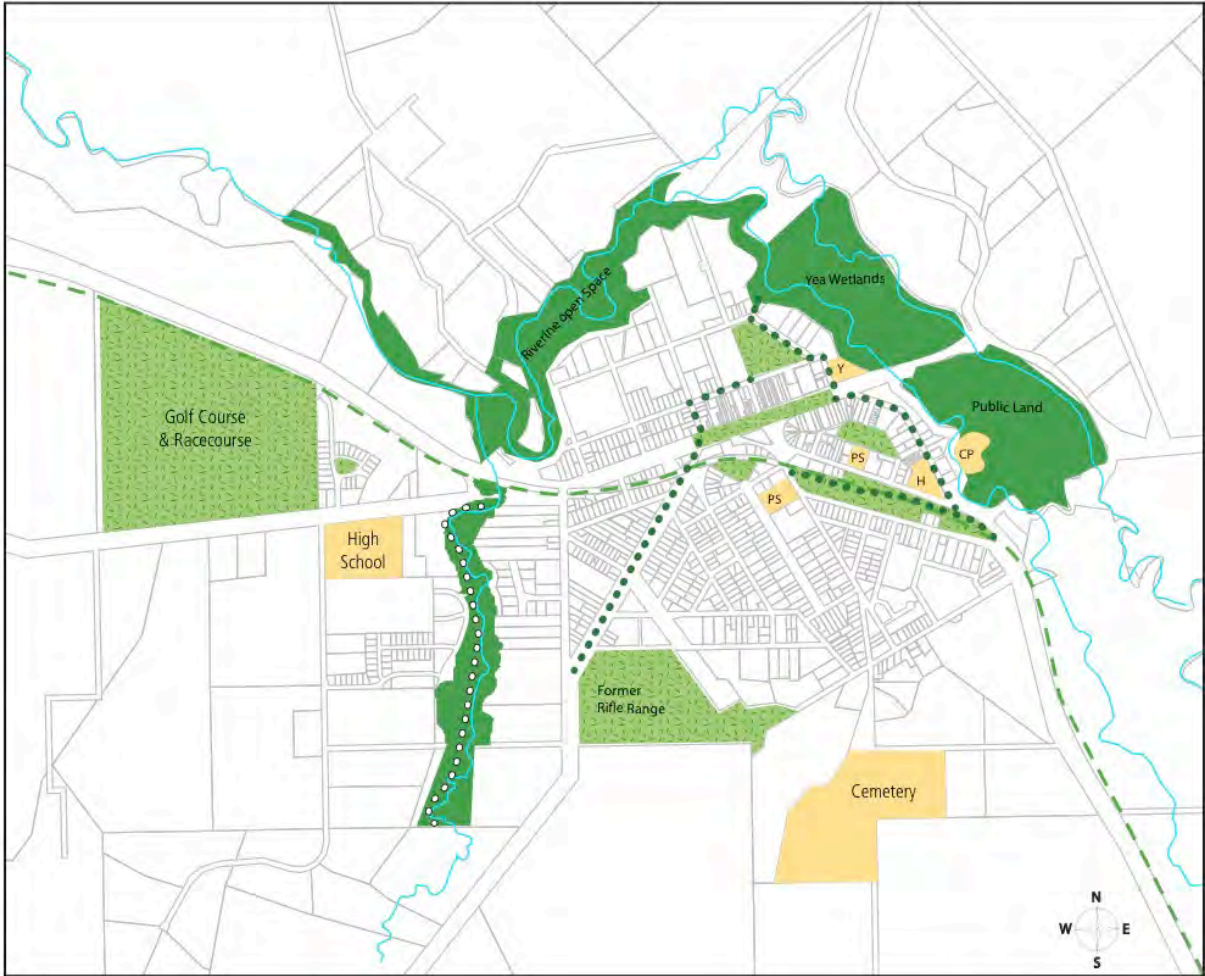
- Encourage new development that respects heritage and town character and retains significant vistas and views



OLIVER/LYON STREETS PRECINCT

- Promote the Precinct's accessibility to Station Street Precinct and Town Centre Precinct
- Encourage medium density housing and high design standards for new housing
- Rezone Butter Factory site to Mixed Use to facilitate flexible use options for Butter Factory building and residential use and development of vacant land
- Rezone Commercial 2 zoned properties in Oliver Street to General Residential Zone

Disclaimer: Title boundaries are indicative only. Zone boundaries are not precise. Refer to Murrindindi Planning Scheme. Date: June 2014



**PLAN 4: YEA STRUCTURE PLAN
Community Facilities, Recreation and Open Space**



- 
Recreation Space
 - Recreation Reserve, Pioneer Reserve, golfcourse/racecourse, Station Street recreation reserve, bowling club, High Street central median Strip.
- 
Community Facilities
 - Schools, hospital, caravan park, Y centre, cemetery
 Maintain and develop pedestrian/cycle paths with connections to community facilities.
- 
Great Victorian Rail Trail
 Promote Yea Rail trail as key destination on Great Victorian Rail Trail.
- 
Pedestrian/Cycle links
 Maintain and improve 'spine' of town pedestrian/cycling network linking key facilities and sites e.g. town centre, Y Discovery Centre, rail trail, Station Street, wetlands.
- 
 Proposed Extension to town pedestrian/cycling network
- 
Riverine open space
 Develop continuous open space network based on Yea River, Boundary Creek and Yea Wetlands.

Disclaimer: Title boundaries are indicative only. Zone boundaries are not precise. Refer to Murrindindi Planning Scheme. Date: June 2014

9. IMPLEMENTATION OF STRUCTURE PLAN

Murrindindi Planning Scheme:

Following consideration and review of submissions to the draft Yea Structure Plan, Council will prepare a planning scheme amendment to implement the Structure Plan.

The planning scheme amendment will be placed on public exhibition and submissions will be invited.

The planning scheme amendment will include the following:

- Listing of the Yea Structure Plan document as a reference document in the Planning Scheme. Council must consider the document in decision making for land use and development proposals.
- Zoning changes, including North Street properties currently zone Industrial, butter factory site and industrial zoned site at Whittlesea-Yea Road gateway.

- Insert new policies into Municipal Strategic Statement to provide a policy foundation for Yea Structure Plan and development and growth of the town and environs.
- Identify further strategic work required to implement the Structure Plan.

Further Strategic Work:

The recommended priorities for further strategic work are:

- Snodgrass Street Precinct Plan.
- Facilitate discussions with VicRoads regarding High Street traffic management study.

YEA STRUCTURE PLAN: IMPLEMENTATION ACTIONS AND PRIORITIES

	Action	Priority	Start Date	Lead Agencies	Stakeholder & Community Engagement
	Murrindindi Planning Scheme:				
RE1 IBD1 IBD2 IBD5	Planning scheme amendment to: <ul style="list-style-type: none"> • list Yea SP as Reference Document • insert new policies into MSS to provide strategic foundation for Yea SP • amend Rural Living Zone Schedule and relevant maps • rezone residential properties in North St to General Residential Zone • rezone parcel of land at southern end of Industrial Zone to General Residential Zone • rezone Butter factory site to Mixed Use Zone 	high	2014	Council	yes
	Further strategic work:				
RE1	Snodgrass St Precinct Plan	high	2015	Council	yes
TI1	Facilitate discussions with VicRoads re High Street traffic management study	medium	2015	VicRoads Council	no
TI3	Facilitate discussions with VicRoads re design treatments High Street/GV Highway intersections	medium	2015		
TI2	Prepare concept designs for planting themes and signage at gateways (Yea UDF 2003)	medium	2016	Council VicRoads	yes
IBD4	Identify site for a Yea Enterprise Centre	medium	2015	Council	yes
TE1	Landscape Assessment Study Assessment for Yea landscape part of municipal wide study	medium	2016	Council DEPI	yes

Attachment A

Community Planning Workshop Summary

A summary of the key issues and opportunities raised at the community planning workshop held on April 1 2014 is as follows:

- Yea is a good place to live and visit.
- The town's character and rural landscape setting are significant assets that need to be protected.
- These significant assets are key attractions for new residents, businesses and visitors to the town.
- Opportunities for growth are strongly linked to Yea's accessibility and good road connections to Melbourne metropolitan area and Seymour
- Yea's good road connections and location to the snowfields, lakes and rivers is a strategic advantage.
- Most tourist trips to Yea are day visits. The length of stay could be increased by more tourist accommodation options e.g. backpackers and better facilities particularly in High Street precinct.
- There are few limitations to future development in terms of land availability and physical infrastructure. High-speed broadband and natural gas supply are infrastructure issues.
- For a town of its size Yea has good range and quality of recreation facilities, schools, health and facilities for retirees. There is a lack of some health and ancillary services.
- Vacant sites and underutilized land and buildings in the town represent opportunities for new development
- The town needs more diverse housing options, including medium density and retirement housing and smaller rural living lots.
- Public transport to and from Yea could be improved. The frequency and quality of bus services to Seymour is an important transport issue.
- Yea cannot rely on lifestyle and tourism for growth. New employment and business opportunities will need to be created, food and wine
- The potential for a new industrial area adjacent to the regional saleyards site should be investigated.
- Development and land use change in the township area has the potential to create amenity issues. This is an existing issue in North Street.
- New shops and improved car parking would be possible with better use of land in Snodgrass Street at the rear of High Street shops.

- Traffic management, car parking and pedestrian spaces could be improved in the High Street precinct.

A full summary of the discussion at the community workshop is included in the Background Report.

MURRINDINDI SHIRE COUNCIL

Yea Structure Plan

A plan for the future growth and development of Yea township and environs

BACKGROUND REPORT

Draft Report

Prepared by

PLANIT urban design and planning



July 2014

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David Robb	Project Manager	YSPBRV05	July 30 2014

1. INTRODUCTION

Murrindindi Shire Council has commissioned Planit Urban Design and Planning to prepare a structure plan for Yea town and environs. Two draft reports have been prepared for public consultation; the Structure Plan report and this Background Report. The purpose of the Background Report is outlined below.

The Structure Plan Study Area includes the township area and its environs within a 6 km radius of Yea. This includes Rural Living and Farming zoned land beyond the periphery of the township.

The community and stakeholder stage of the project was undertaken in March and April 2014. Meetings and discussions were held with Councillors, staff and representatives of relevant government departments and services agencies. A public workshop was held on the evening of April 01 2014. Meetings, arranged by appointment, were held between the project consultant and members of the community during the day of April 01.

The draft Structure Plan reports will be placed on public exhibition to seek views of the community and interested persons and organisations. Council will consider and review submissions received prior to finalising the documents. Once adopted by Council the Yea structure plan document will be implemented by an amendment to the Murrindindi Planning Scheme. This amendment, which will include new policies, zones and overlays, will be placed on formal exhibition and submissions will be invited on the Structure Plan and the planning scheme amendment.

1.1 Yea Structure Plan Project Aims

The aims of the Yea Structure Plan include to:

- Outline a strategic framework for the future land use, development and servicing of the Yea township and environs.
- Allow for the future expansion and diversification of the Yea township, including the provision of a range of residential and rural living lifestyle options and developments.
- Consider land capability and the availability of services in the development of future strategies for land use and development in the Yea township and environs.
- Assess, maintain and enhance the role, functions and character of the Yea township.
- Provide the strategic justification for any changes to policy directions and planning controls in the Murrindindi Planning Scheme in accordance with Minister's Direction No 11, *Strategic Assessment of Amendments* and Practice Note 46, *Strategic Assessment Guidelines*.

The Structure Plan will provide guidance to the community, government, business and development industry about the directions and opportunities for growth and change.

1.2 Purpose of the Background Report

The Background Report has informed the formulation of the Yea Structure Plan and the content of the Structure Plan report. The Report includes:

- A summary of community and stakeholder consultation
- A review of relevant State and local planning policies
- A demographic, employment and housing profile
- A demand and supply assessment for residential, low density residential and rural living development
- A review of relevant background studies and reports.

A main purpose of the Background Report has been to identify and synthesise the planning issues, opportunities and trends. This process has been important in shaping the Yea Structure Plan.

Relevant background reports and studies have been reviewed and summarized in Chapter 4.

1.3 Summary of Key Issues

A summary of the key issues from the background and analysis stage of the structure plan project that are relevant to the future planning and development of Yea township and environs include:

Regional growth opportunities

- Growth potential of Yea is linked to its location in Melbourne's peri urban area and to the regional centre of Seymour.
- Seymour is identified as a transit gateway between Melbourne and the Hume Region and is proposed as a significant employment centre in the Hume Regional Growth Plan.
- Higher and sustained population growth could be achieved based on lifestyle advantage, less expensive house and land prices, an enhanced commuting role and increased access to employment and services at Seymour.

Infrastructure and services

- Yea has available land and infrastructure networks to accommodate growth in the future.
- Yea is serviced with an urban water supply and sewerage system.
- Yea has good accessibility to other areas of the State, particularly good road connections to all parts of Melbourne and the snowfields.
- Yea has a good range and quality of facilities. Public transport to and from Yea, high speed broadband are considered to be inadequate. The lack of natural gas is an impediment to future growth and attraction of new industry.

Land supply

- There is approximately 10 years supply of residential land (General Residential Zone) within the township.
- There is sufficient land in existing Low Density Residential Zone to meet future demand for this form of residential development to 2030.
- There is estimated to be a 10 year supply of lots with a Rural Living zoning. There is however substantial potential to add to this supply by subdivision in the Rural Living Zone in the Killingworth Road and Racecourse Road rural living areas.

Physical and environmental constraints

- The majority of land in the environs of the town is of low or moderate agricultural quality.
- The hilly terrain in the environs of the Yea is generally susceptible to high erosion.
- Significant ridgelines and viewsapes surround the township.
- A 440 metre buffer distance surrounds the sewerage treatment plant. There should be no encroachment of residential development within this buffer.

Population and Employment

- In 2011 the population of the town of Yea was 1089, an increase of 7.7 percent from 2006, at an average annual growth rate of 1.5%.
- Yea has a large proportion of older residents with over 41% of Yea's population aged over 55.
- A significant proportion of the working population commute to other centres, including Melbourne.
- Main industries of employment for Yea residents are accommodation/food services, construction and retail. There was employment growth in accommodation/food services and healthcare/social services in recent years.

Housing

- In 2011, 72% of households were one and two person households.
- Housing is relatively affordable. In 2012, the median house price in Yea was \$255,000.

- More medium density housing is needed in the township, particularly at locations close to shops and services.
- There are real and perceived gaps in the housing market including medium density housing, retirement accommodation and smaller 2.0ha rural living lots in the environs of Yea.
- Infill development sites for housing are available in the township.

Tourism

- Yea has the potential to capitalise on its strategic location to capture passing trade.
- Significant visitation to Yea arises from passing touring routes and snowfield visitation.
- Maximising stopover visitation is a key tourism opportunity.
- Yea's strategic location on the Great Victorian Rail Trail presents opportunities to increase visitation and encourage longer stays.
- Yea Y Water Discovery Centre could become a hub for events, information and tours.
- A range of tourism accommodation options could be explored for different groups including low cost family market, backpackers and nature based groups. There are also opportunities for B&B and self-contained accommodation.

Industry and Business

- Food and wine culture is an important emerging industry in Yea area and region.
- Take up of industrial lots at the industrial estate has been slow. The industrial estate has satisfied demand for smaller industrial lots.
- Previous studies and consultation have identified the potential for a new industrial area adjacent to the Yea Saleyards.
- Growing Yea's tourism industry will provide new opportunities for local businesses and employment.
- Underutilised land in Snodgrass Street precinct presents opportunities for new retail and tourism development, car parking and better connections through to High Street.
- Improvements to streetscape, public spaces, traffic management and pedestrian flows in the High Street shopping precinct would enhance local trade and tourism.
- There are amenity issues for residential properties in North Street, south of Racecourse Road. A rezoning of these properties to General Residential Zone should be investigated.

Heritage, character and urban design

- Yea's character and lifestyle are attributes that will attract new visitors. These are also attributes that need to be protected.
- The hilly landscapes surrounding Yea are integral to the town's character. These landscapes which have high scenic value do not have any effective protection in the planning scheme.
- A streetscape plan of High Street and environs would facilitate civic improvement and better manage traffic, parking and pedestrian flows.
- Heritage character of High Street is afforded protection in the Planning Scheme. The proposed planning scheme amendment C43 will strengthen heritage protection in High Street and introduce new controls for The Parade.
- The Yea Urban Design Framework, a reference document in the Planning Scheme, contains a suite of recommendation and actions to improve the function, traffic management and appearance of High Street and Station Street precincts.

2. POLICY CONTEXT

This section summarises the relevant clauses on the state and local planning policy frameworks of the Murrindindi Planning Scheme.

2.1 State Planning Policy

Settlement

Supply Of Urban Land - 11.02-1

This policy requires plans to accommodate projected population growth over at least a 15 year period and provide clear direction on locations where growth should occur. Residential land supply is to be considered on a municipal basis, rather than a town-by-town basis.

The Yea Structure Plan should consider the following strategies:

- opportunities for the consolidation, redevelopment and intensification of existing urban areas.
- neighbourhood character and landscape considerations.
- the limits of land capability and natural hazards and environmental quality.
- service limitations and the costs of providing infrastructure.
- maintain access to productive natural resources and an adequate supply of well-located land for energy generation, infrastructure and industry.
- restrict low-density rural residential development that would compromise future development at higher densities.

Structure Planning - 11.02-3

In accordance with this policy, the Yea Structure Plan should consider:

- Yea's strategic and physical context.
- a broad planning framework for more detailed planning
- the development of sustainable and liveable urban areas in an integrated manner.
- assist the development of walkable neighbourhoods.
- facilitate the logical and efficient use provision of infrastructure and services.

11.05-2 Melbourne's Hinterland Areas

The objective of this policy is:

To manage growth in Melbourne's hinterland, the area immediately beyond Metropolitan Melbourne and within 100 kilometres of the Melbourne's Central City.

The strategies to implement this objective that are relevant to the Yea Structure Plan include:

- Provide for development in selected discrete settlements within the hinterland of Metropolitan Melbourne having regard to complex ecosystems, landscapes, agricultural and recreational activities in the area.
- Maintain the attractiveness and amenity of hinterland towns.
- Prevent dispersed settlement.
- Site and design new development to minimise risk to life, property, the natural environment and community infrastructure from natural hazards such as bushfire and flooding.
- Manage growth of settlements to ensure development is linked to timely and viable provision of physical and social infrastructure and employment.
- Strengthen and enhance the character and identities of towns.

- Improve connections to regional and metropolitan transport services.

11.10 Hume regional growth - 11.10-3 Planning for growth

The objective of this policy is:

To focus growth and development to maximise the strengths of existing settlements.

Relevant strategies include:

- Facilitate and strengthen the economic role of Seymour, while supporting population growth.
- Support growth and development in Yea.
- Maintain and enhance the distinctive and valued characteristics of Yea.
- Support improved access to employment and education opportunities in Seymour.

Draft Planning Policy Framework: Planning Schemes

Victoria's State Planning Policy Framework (SPPF) is being reformed as part of ongoing review and improvement of the planning system. A new Planning Policy Framework for Victoria has been released for consultation.

Draft policies that are relevant to the development of a Structure Plan for Yea are summarised below:

Planning For Peri Urban Areas and Greenwedge areas - 03.07

Yea is situated in Melbourne's peri urban area. *Peri urban regions and areas* are the areas of land surrounding the built up urban areas of regional cities and centres. Peri urban regions and areas include townships that have become popular places offering residents lifestyle choice within commuting distance to jobs and services in Melbourne.

The objective for peri urban regions and areas is:

To conserve the values of peri-urban regions and areas and Melbourne's green wedges.

Peri Urban Area: Regional Policy: Melbourne's Peri-Urban Area 03.07-A06-01

The objective of this policy is:

To improve the management of Melbourne's peri-urban region.

A strategy to implement the policy is to:

- Support development in selected discrete settlements within Melbourne's peri-urban region having regard to complex ecosystems, landscapes, environmental risks, agricultural and recreational activities in the area.

Strategic planning guidelines include to:

- Identify settlement growth boundaries to existing settlements in peri urban areas.
- Prepare peri-urban town plans to increase the supply of land for housing and attract population growth out of Melbourne.

2.2 Hume Regional Growth Plan

The draft Hume Regional Growth Plan provides a regional approach to land use planning in the Hume Region. The plan identifies opportunities to encourage and accommodate growth and to manage change in the region over the next 30 years.

Yea is located in the Lower Hume sub-region, is close to Melbourne and has strong transport links to the metropolitan area. Seymour is identified as a transit gateway between Melbourne and the Hume Region serviced with regular passenger train services to and from Melbourne. Under the Plan, this role will be reinforced in the future.

Seymour has been identified as having the potential to accommodate significant change and develop into a significant employment centre over the next 30 years.

Future growth of Seymour is expected to support growth in Yea and could attract growth due to the town’s proximity and access to Melbourne and Seymour, and the availability of developable land and existing infrastructure.

Seymour will be important to provide access to employment and services and will also be a public transport access point to Melbourne for these communities. Strengthening linkages between these urban locations will enhance these relationships.

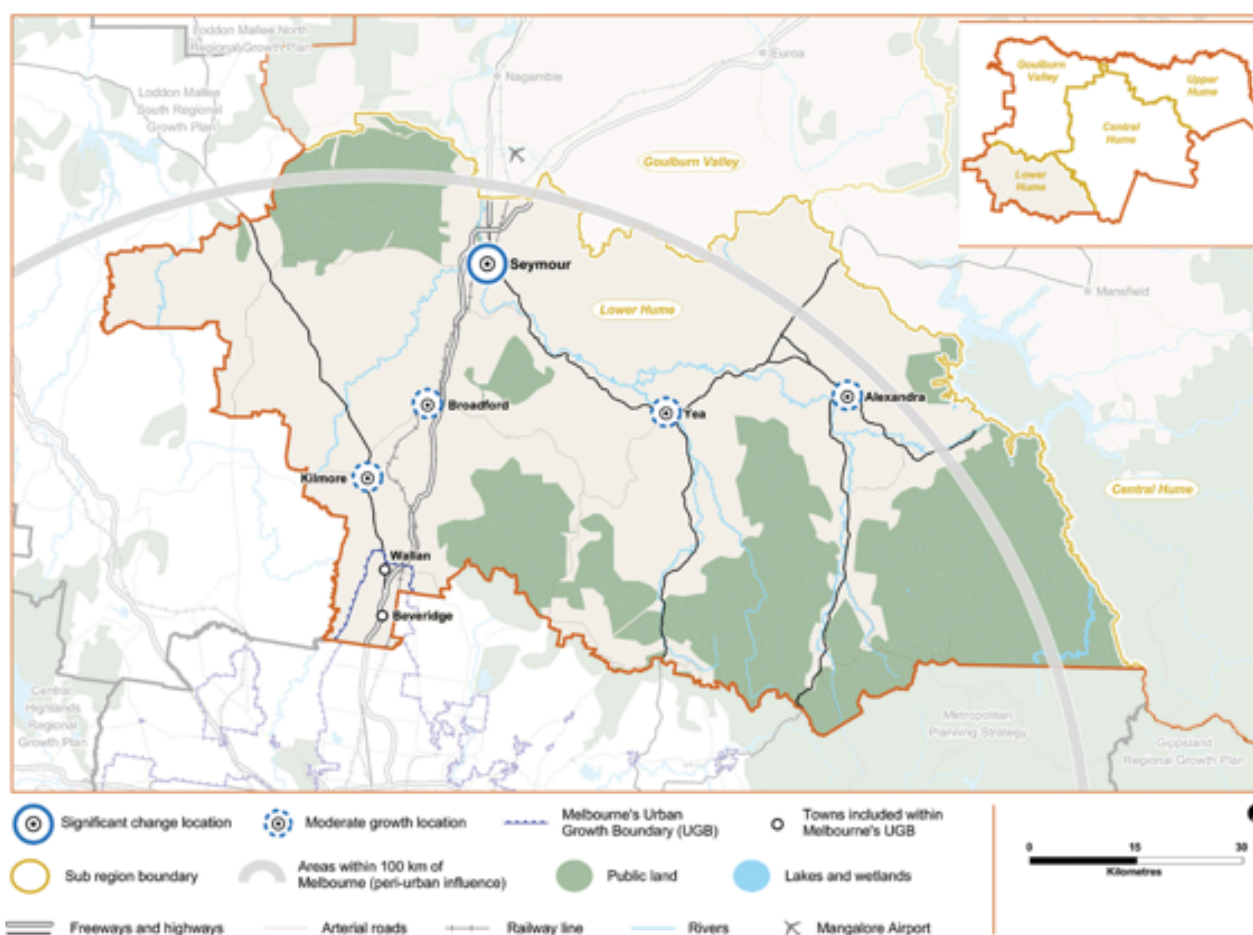
Draft Planning Policy Framework: Planning Schemes

The new Planning Policy Framework for Victoria released for consultation includes the policies for the Hume region highlighting the need to develop stronger links with the Seymour regional centre.

Planning for the Hume Region 03.03-RO5-01

Relevant strategies for the Yea Structure Plan include, to:

- facilitate and strengthen the economic role of Seymour, while supporting population growth
- prepare a detailed framework plan for Seymour and surrounds to guide the development of this area as a sub-regional employment hub.



2.3 Local Planning Policy Framework

Municipal Strategic Statement

Vision 21.02

The vision for Murrindindi Shire over the next 15 years is to:

- Ensure that the environmental attributes are protected and enhanced.
- Ensure that sustainable resource management is achieved.
- Protect the future of the agriculture, timber and tourism based industries.
- Ensure that threat to life and property from bushfire is not increased through inappropriately located, designed and managed use and development.
- Ensure that relevant environmental issues are addressed.
- Ensure that water quality is not compromised by impacts associated with such development.

This vision will be assisted by a suite of strategic directions. Directions that are particularly relevant for the Yea Structure Plan project include:

- Sustainable land management and resource utilisation practices.
- Land use and development of land based on the capability of the land.
- Prioritising the protection of human life and minimising the risk to life and property from bushfire.
- Supporting agricultural and timber industries.
- Retaining and protecting of prime quality agricultural land.
- Consolidating development within and in proximity to townships.

Agricultural and Rural Land Strategies- 21.04

The Study Area for the Yea Structure Plan project includes land within a 6 km radius of the township. Agricultural and rural land strategies therefore need to be considered. The following strategies in Clause 21.04 are relevant to consideration about future land use and development within the 6 km environs of the town.

- Ensure that the use and development of rural land is both compatible with and complementary to agricultural activities and protect agricultural potential.
- Ensure that agricultural land is not developed for primarily residential purposes.
- Encourage agricultural diversity and promote opportunities for new farming enterprises.
- Identify and protect high quality agricultural land.
- Develop the agricultural economic base through the attraction of value adding agricultural industries.
- Facilitate more intensive use and diversified use of rural land for higher value products, including horticulture, intensive animal husbandry, timber production and agroforestry.

Tourism Strategies - 21.06

Strategies relevant to the Yea Structure Plan are to:

- Implement the tourism recommendations of the Yea Urban Design Framework, August 2003.
- Capitalise on the significant tourism and economic benefits provided by visitors to the municipality, including the potential for Yea to capitalise on its strategic location to capture passing trade.

Serviced Township Strategies 21.07

Yea has existing land and potential reticulated services to accommodate further residential growth in the medium term. Yea have experienced demand for low density residential and rural living

development and has the service capacity to allow an expansion of these forms of development. Strategies of relevance to the Yea Structure Plan include:

- Implement strategic directions and recommendations of the Yea Urban Design Framework, 2003.
- Consolidate the retail core between Snodgrass Street and the Goulburn Valley Highway.
- Provide car parking facilities at the rear of shops in High Street accessible from Snodgrass Street.
- Provides pedestrian and vehicular linkages between High and Snodgrass Streets.
- Provide for the orderly development of the residential area adjacent to the Yea High School.
- Provide for the orderly development of the Yea industrial area.
- Provide mix of residential, commercial and tourism developments in Station Street area.
- Protect sites, structures and views of heritage significance.
- Protect significant views and landscapes visible from the rail trail reserve.
- Increase medium density housing and elderly persons units with access to shops services.
- Protect the existing built design, siting and character of the High Street retail precinct.
- Further develop High Street, Yea as a linear park with additional amenities and facilities.
- Improve the function and appearance of the High Street retail precinct.

Local Policy: Yea Township: 22.03-4

This policy applies to the use and development of land in the High Street retail precinct and the Station Street and rail reserve precincts. It is a detailed policy with objectives and policy concerned with:

- Siting and design of buildings to enhance appearance and character.
- Significant contribution of the centre median parkland to the amenity of High Street.
- Encouraging access to car parking at the rear of the High Street shops.
- Protect and enhance Station Street as a gateway to Yea.
- Allow views from the rail trail reserve.
- Potential for the establishment of tourist facilities in the Station Street precinct of Yea.
- Protect and enhance the environmental, scenic, visual and historic values of the former rail reservation.

2.4 Murrindindi Shire Council Plan 2013-2017

Council has identified the following four goals for its focus over the 2013-17 period.

Our Community support and promote health and wellbeing, social connectedness and community involvement.

Our Environment manage our natural and built environment in a responsible manner.

Our Economy support the sustainable growth of Murrindindi Shire's businesses and the local economy.

Our Council provide strategic leadership and effective governance that supports the aspirations of our community.

The key strategies that are more relevant to Yea and to the structure plan process include:

Community

- Ensure access and social connectedness is considered in the planning and development of facilities and infrastructure.
- Advocate for better access to public and social housing options.

Our Environment

- Reduce corporate footprint by using energy, water and materials more responsibly.

- Ensure Council operations are managed in a way that minimises impact on the natural environment.
- Conserve high value sites on Council controlled land and roadside reserves by reducing environmental threats.
- Encourage property development across the Shire that protects and enhances environmental values.
- Improve the Planning Scheme's capacity to be flexible in responding to growth in a way that balances environmental values and improves the level of safety of our community.
- Ensure that Council's emergency management planning responds to community safety needs.
- Improve Council and community capacity to respond to the impacts of extreme weather events and longer term climate change.
- Promote environmentally sustainable design in future developments to achieve more energy and water efficient outcomes in our built environment.
- Review and progress implementation of Urban Design Frameworks for settlements within the Shire.

Our Economy

- Support further growth and development of the Yea Saleyards subject to the availability of grant and reserve funds.
- Facilitate opportunities to increase utilisation of available industrial land in Shire.
- In partnership with Mitchell and Mansfield Shire Councils, support initiatives to maximise the economic benefits of the Goulburn River High Country Rail Trail (Great Victorian Rail Trail).
- Investigate opportunities to attract investment in residential facilities for retiree and aged sectors.
- Identify and promote opportunities for growth in housing and business development in and around the Shire's main townships.
- Support development of the Y Water Centre at Yea Wetlands as a tourism attraction.
- Develop tourism markets that align with the product strengths of the region (e.g., cycle tourism, equine and picnic racing, nature based tourism).

3. DEMOGRAPHIC , HOUSING & ECONOMIC PROFILE

3.1 Population

The population of the town of Yea, in 2011, was 1089, an increase of 7.7 % or 78 people, from 2006, at an average annual growth rate of 1.5%. In the previous census period, from 2001 to 2006, Yea did not see any growth. In comparison the Shire of Murrindindi LGA had a decline in population between 2006 and 2011 losing 4.99 % of its population, this may have been, in part, due to the Black Saturday bushfires of 2009.

Yea has a large proportion of older residents. Over 41% of the population in Yea are aged over 55, there was an increase of 80 residents aged 55 and over in the period between 2006 and 2011. There is an unusually large proportion of school aged children, aged between 5-17, however, there is also a continual decrease in young adults (aged between 18-34), there has been a decrease of 36.5% between 2001 and 2011.

Table 1 Yea Age distribution 2011

Age Group	2001	2006	2011
0-4	55	40	68
5-17	155	176	157
18-24	63	64	69
25-34	126	103	80
35-44	128	138	120
45-54	126	123	149
55-64	127	129	151
65-74	109	122	158
75+	120	112	134

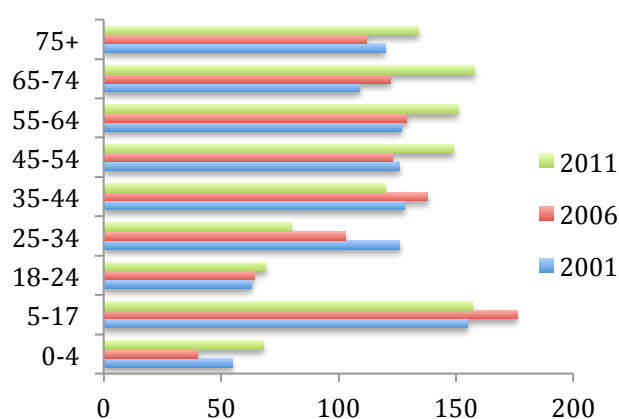


Table 2 Yea age structure 2011

The majority of Yea's residents were born in Australia (84%). Of the residents not born in Australia the top three birth countries in 2011 were the United Kingdom, New Zealand and the Philippines.

3.2 Households

In 2011 there were 479 households in Yea, the majority of which were one and two person households - 41 % lone person, and 31 % two person households – the percentage of one person and three person households has slightly increased, whilst two person households has slightly decreased in the period between 2006 and 2011.

There were a total number of 603 dwellings in Yea in 2011, an increase of 56 dwellings between 2006 and 2011, being an annual increase of 14 new dwellings per year. Separate detached dwellings make up 87 % of houses in Yea.

In 2011, 49 % of dwellings were fully owned, 25 % being mortgaged and 22 % of dwellings, were being rented by residents.

Though there is a large number of low income households in Yea (see below), housing in the area is relatively affordable, only 5.3% of mortgagees and 7.6% of renters had payments greater than 30% of their household income. In comparison in Murrindindi as a whole 10.4% of mortgagees and 4.8% renters are paying more than 30% of their income towards housing.

Weekly Repayments	Yea	Murrindindi (LGA)	Victoria
Mortgage			
Median mortgage repayments	1118	1400	1700
Repayments less than 30% of income	94.7%	89.6%	89.9%
Repayments more than 30% of income	5.3%	10.4%	10.1%
Rent			
Median rental payment	200	170	277
Payments less than 30% of income	92.4%	95.2%	90.9%
Payments more than 30% of income	7.6%	4.8%	9.1%

ABS 2011 Quickstats
http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/quickstat/UCL215095?opendocument&navpos=220

The median house price has increased by 93 % over the 10 year period between 2002 and 2012. In 2012 the median house price in Yea was \$255,000, this was slightly higher than the median house price in the Shire, which was \$250,000, but lower than the country Victoria median of \$275,000.

Comparison median house prices

Median House Price	2006 (,000)	2007 (,000)	2008 (,000)	2009 (,000)	2010 (,000)	2011 (,000)	2012 (,000)	2013 (,000) #	% +/- 11-12	% +/-	% +/- pa 06-12
Yea	220	206	220	220	240	270	255	255	-6	16	2.27
Murrindindi	208	220	230	230	230	255	250	252.5	-2	20	2.86
Country Vic	222	230	235	243	272	280	280	275	0	26	3.73
Victoria	300	325	336	360	420	420	412	370	-2	37	5.33

Guide to Property Values 2012- Department of Sustainability and Environment 2013# Based on a small number of sales and are preliminary only (Figures for 2013 will only be released mid 2014)

3.3 Employment

The 2011 census indicated that income distribution in Yea is uneven with 75 % of the population in the lowest two income quartiles. 241 households earn less than \$800 per week, classifying them as low-income households.

Comparison median weekly income

Median Weekly Income	Yea	Victoria	Australia
Personal	\$420	\$561	\$577
Family	\$939	\$1460	\$1481
Household	\$719	\$1216	\$1234

ABS 2011 Quickstats
http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/quickstat/UCL215095?opendocument&navpos=220

The main industries of employment for residents are accommodation/food services, construction and retail. The growing industries of employment for residents between 2006 and 2011, were accommodation/food services and healthcare/social services, both increasing by 42 %. Over the ten years from 2001 the largest growth area of employment for Yea residents has been the public administration/safety sector, the number of residents working in this area has more than doubled. The sharpest decline in employment has been seen within the agricultural sector, which dropped by 50 % from 2006, with only 22 residents working in the sector in 2011.

In 2011 the unemployment rate in Yea was at 6.2% this is an increase from the 2006 rate of 5.3%, Yea’s unemployment rate is high in comparison to the Shire of Murrindindi where the unemployment rate in 2011 was 4.5%, and the Victorian rate of 5.4% at the same time.

3.4 Population Projections

Three alternative population growth scenarios have been considered for the Yea Structure Plan project.

- Extrapolated Projection based on historical trends (lower)
- Projections based on Victoria In Future (VIF) assumptions for Murrindindi Shire (medium)
- Projections assuming Yea directly benefits from its proximity to Melbourne and Seymour (higher).

Extrapolated projections

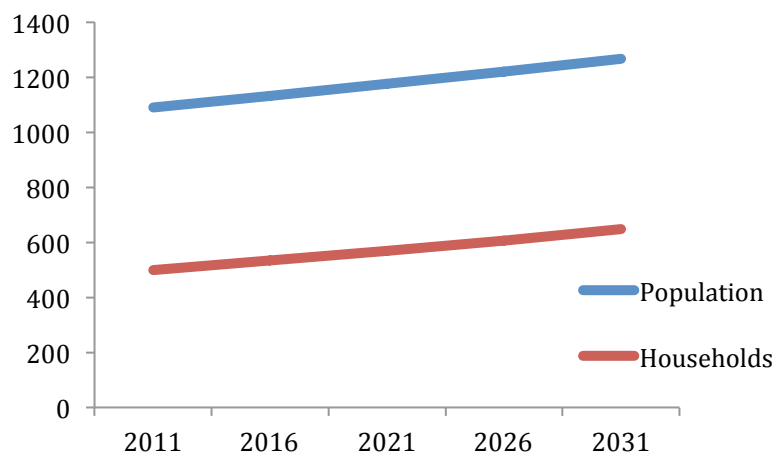
Projections created using historical growth data for Yea, demonstrate the additional population and dwellings if Yea was to continue growing in the way it has been over the last 10 to 20 years.

The population would grow minimally with an additional 178 residents, or 149 households.

Projected population and households 2011-2031

	2011	2016	2021	2026	2031	Total Additional
Population	1089	1131	1175	1220	1267	178
Households/ dwellings	499	533	569	607	648	149

Population extrapolated on av. % growth between 2001-2011 (ABS Time Series Yea UCL215095)/ Housing extrapolated on av. % growth between 1991-2011 (ABS Time Series Yea UCL215095)

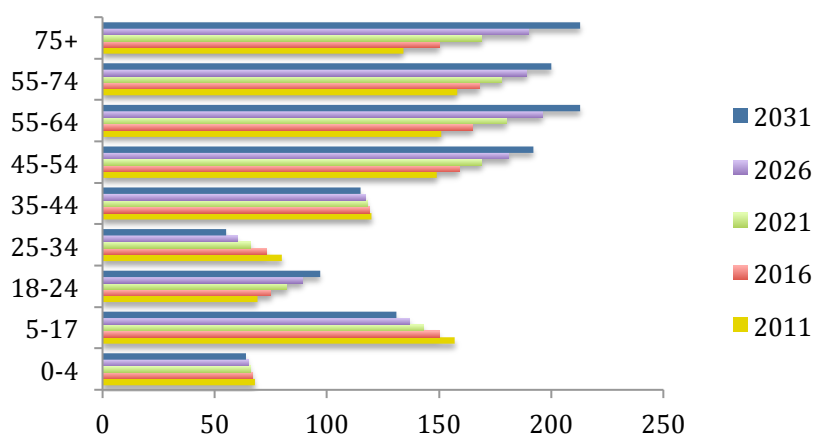


The age structure would continue to move to an older population, with a gradual decrease in the younger population, particularly young adults between the ages of 25-34.

Projected age structure 2011-2031

Age Structure	2011	2016	2021	2026	2031
0-4	68	67	66	65	64
5-17	157	150	143	137	131
18-24	69	75	82	89	97
25-34	80	73	66	60	55
35-44	120	119	118	117	115
45-54	149	159	169	181	192
55-64	151	165	180	196	213
55-74	158	168	178	189	200
75+	134	150	169	190	213
Total	1086	1125	1170	1222	1280

Extrapolated from data from ABS Times Series Yea (UCL215095)



Projections based on Victoria In Future (VIF) assumptions for Murrindindi Shire

Based on the Victoria In Future (VIF) growth projections for the Murrindindi region, as a whole, a modest growth estimate prepared by the former Department of Planning and Community Development in 2012; and assuming that the growth of Yea will be consistent with the growth of the Shire as a whole, the growth of Yea can be estimated below.

It should be noted, that the projections are only a guide, and provide an estimate of the potential order and magnitude of growth that the area will need to plan for over the next 20 years. Ultimately, growth levels will depend on numerous external factors including State planning policy, immigration levels, economic conditions and possibly, to a certain extent, the impacts of climate change on the natural environment and conditions within the Murrindindi region as a whole, and Yea in particular.

Population

It is projected that Yea would see an increase of 341 residents and 163 households over the 20-year period between 2011 and 2031. That is an annual average increase of approximately 8 dwellings per year.

Projected population and household growth for Yea 2011-2031

	Population			Households/Occupied Dwellings		
	Av. Annual % growth#	Net increase	Total Pop'n	Av. Annual % growth#	Net Increase	Total H'holds
2011	-	-	1089	-	-	479
2011-2016	2.7	155	1244	2.3	58	537
2016-2021	1.1	70	1314	1.5	41	578
2021-2026	.9	60	1374	1.1	33	611
2026-2031	.8	56	1430	1.0	31	642

#Average annual growth rate taken from VIF projection for Murrindindi Shire – Victoria In Future 2012 Department of Planning and Community Development

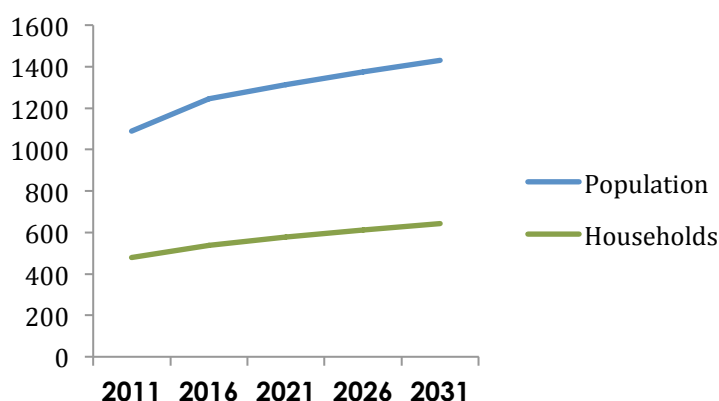


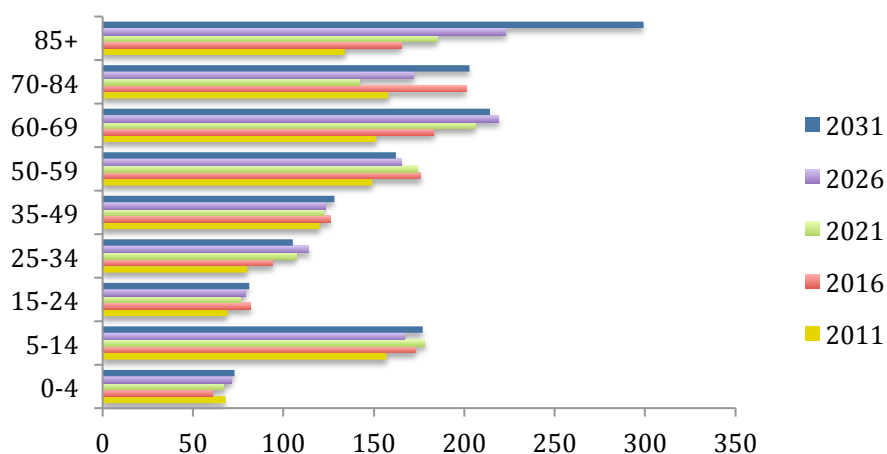
Figure 1 Projected population and household growth

Age Structure

The age structure of Yea would continue to age, which is the trend across Victoria, with a dramatic increase in residents aged above 70, this is important to note as there will need to be particular housing and health service needs available in Yea to cater to this particular demographic. The decline of young adults in the town is consistent with many rural and regional areas where they move away to access work and education opportunities.

Projected age structure for Yea 2011-2031

Age	2011 Total	Av. % growth	2016 Total	Av. % growth	2021 Total	Av. % growth	2026 Total	Av. % growth	2031 Total
0-4	68	-10	61	9	67	6	71	3	73
5-14	157	10	173	3	178	-6	167	6	177
15-24	69	19	82	-8	76	5	79	2	81
25-34	80	18	94	13	107	7	114	-8	105
35-49	120	5	126	-3	122	1	123	4	128
50-59	149	18	176	-1	174	-5	165	-2	162
60-69	151	21	183	13	206	6	219	-2	214
70-84	158	27	201	29	142	21	172	18	203
85+	134	23	165	12	185	21	223	34	299



#Average % growth rate taken from VIF projection for Murrindindi Shire – Victoria In Future 2012
Department of Planning and Community Development

Higher population growth projection

The higher population and household growth projection assumes Yea will realise the potential of its strategic location in Melbourne's peri urban region and its proximity to Seymour which will take on an upgraded regional status. The higher projection also assumes that Yea will become more popular as an attractive place to live within commuting distance of Melbourne and Seymour with comparatively less expensive house and land prices and quality of lifestyle.

With these projections, Yea would see an increase of 513 residents and 226 households over the 20-year period between 2011 and 2031.

Projected population and household growth for Yea 2011-2031

	Population			Households/Occupied Dwellings		
	Av. Annual % growth	Net increase	Total Population	Av. Annual % growth	Net Increase	Total Households
2011	-	-	1089	-	-	479
2011-2016	1.5	84	1173	1.2	29	508
2016-2021	2.1	129	1302	2	59	567
2021-2026	2.4	164	1466	2.5	74	641
2026-2031	1.8	136	1602	1.9	64	705

3.5 Demand and Supply of Land: Residential and Rural Living

State planning policy 11.02-1 requires plans to accommodate projected population growth over at least a 15 year period and to provide clear direction on locations where growth should occur. The Yea Structure Plan should ensure that there is an adequate supply of various forms of residential development to meet demand over a 15 year period.

The following demand and supply data for residential land has been provided by Council from their records on subdivision activity for land in the General Residential Zone, Low Density Residential Zone and the Rural Living Zone. Residential demand has also been estimated from records of building permits issued for dwellings in each of these three zones.

Some caution needs to be exercised in the use of this demand and supply data and its application for making decisions about the additional rezonings. For instance there may be a latent demand for certain lot sizes that are not available on the market. During consultation the view was expressed that there is a need for smaller 2.0 ha rural living lots, however Council records indicate that are few if any 2.0ha currently available. A conclusion cannot be drawn that there is not a demand for these sized lots when there is no available supply. This would be the case for other forms of housing such as medium density housing.

The reliability of demand and supply assessments can also be influenced by landowner intentions to postpone subdivision of their land for speculative reasons or due to lack of funds to bring lots onto the market.

Yea like other towns in Melbourne's peri urban region needs to provide housing and lifestyle choice. This choice needs to be available not only in density and housing style but also in location. A future supply of residential lots ought to be provided at several locations or fronts.

General Residential Zoned (GRZ) Land

There is a potential supply of approximately 170 lots on land currently zoned General Residential. This comprises 45 vacant lots and approved new lots and subdivisions in Mulqueeny Lane area, Yea Springs and Prospect Rise area.

Over the period 2006-13 there has been an average of 15 lots in the General Residential Zone created per year. Over the same period, an average of 16 building permits were issued for dwellings within the General Residential Zone.

Current Supply of R1Z Land

Existing and potential lots	Total RL Lots	
Existing Vacant R1Z lots	45	
Mulqueeny Lane Issued Permits	17	currently being subdivided (Stage 3, 4.9ha)
Yea Springs Issued Permits	17	(3.8ha)
Habitat for Humanity Issued Permits	20	Affordable housing
Other	35	3 larger lots (0.7 – 1.7ha)
TOTAL potential	174	

Demand for R1Z lots

	no. of lots	Average per year
2006	41	
2007	10	
2008	10	
2009	10	
2010	2	
2011	12	
2012	20	
2013	8	
TOTAL	127	15 lots

Based on these supply and demand figures there is approximately 11 years potential supply of lots within the General Residential Zone. This potential supply does not account for all vacant undeveloped land in the General Residential Zone e.g. Snodgrass Street area and Butter Factory site, or potential for 2 and 3 lot subdivisions on township lots currently developed with a single dwelling.

Building Permits issued for Dwellings in General Residential, Rural living and Farming Zones 2004-2014

	Gen Res Zone	Low Density Res Zone	Rural Living Zone	Farming Zone
2004	5		1	
2005	12			1
2006	17			1
2007	11		1	
2008	4			1
2009	14			1
2010	14			
2011	8			
2012	13			
2013	17			1
2014	2			
	117	-	2	5

Low Density Residential Zoned (LDRZ) Land

Yea has two locations at the fringe of the town that are zoned Low Density Residential Zone; Meadow Road and Lawrances Road/Racecourse Road.

Within LDR zoned land there are currently 40 vacant lots and 22 occupied lots, including large lots capable of further subdivision. The 2 larger lots of 19ha and 38ha could potentially yield an additional 100 lots.

In the period 2010-14 there were 35 lots created by subdivision within the LDR Zone, an average of 7 lots per year.

The potential supply of LDR zoned lots and land could meet demand for the next 20 plus years. Given the significant potential for further subdivision within existing LDR zoned land there is no need to rezone new areas for this form of residential development in the short, medium term.

Supply of LDRZ lots

	Occupied	Vacant	Total LDR Lots
Lots less than 8,000m²	16	1	17
Lots greater than 8,000m²	6 (2 large lots -19 & 38 ha)	-	6 (100 potential lots from 2 larger lots)
Permits Issued		39	39
TOTAL	22	40	62 (162)

Demand for LDRZ lots

	no. of lots	Average per year
2010	1	
2011	3	
2014	31	
TOTAL	35	8.75 lots

Rural Living

There are currently 38 developed Rural Living lots within the rural environs of Yea. Nine of these lots are greater than 12 hectares and therefore potentially capable of further subdivision for rural living purposes.

There is an immediate supply of 46 vacant or undeveloped rural living lots within the rural environs. Seven of these lots are of a size greater than 12 hectares and therefore have potential for further subdivision. It is quite possible that several of the 20 vacant lots less than 12 hectares are capable of further subdivision subject to meeting the requirements of the Rural Living Zone and schedule.

On the demand side, a total of 35 rural living lots have been created by subdivision between the years 2010-14 or at an average 7 lots per year.

It is difficult to draw conclusions from the available demand and supply data for rural living lots. There are two large tracts of land zoned Rural Living to the north east and west of Yea township. There is potential for lot development and further rural living subdivision, subject to permit, in the area to the north east i.e Killingworth Road/Carey Road area.

Rural living opportunities have not been taken up in the area to the west on both sides of Racecourse Road with land still held in large farming lots. There is approximately 150 hectares of land in this area that is potentially available for rural living subdivision, excluding land in the buffer area for the sewerage treatment works and hillslope land.

Rural Living Lot Supply

	Occupied	Vacant	Total RL Lots
Lots less than 12 ha.	29	20	49
Lots greater than 12 ha.	9	7	6
Permits Issued		19 (undeveloped)	19
TOTAL	38	46	84

Rural Living Land Demand

	no. of lots	Average per year
2010	1	
2011	3	
2014	31	
TOTAL	35	8.75 lots

4. BACKGROUND STUDIES & REPORTS

4.1 Murrindindi Rural Residential Study

Murrindindi Shire has appeal for rural residential development. This form of residential development has occurred predominantly due its natural beauty associated with the sub-alpine and water features.

This *Murrindindi Rural Residential Study 2006* was prepared in response to a lack of a strategic framework for rural residential development in the Shire. The overall objective of the study was to investigate and make recommendations for changes to the planning scheme relating to the application of the Low Density Residential Zone (LDRZ) and the Rural Living Zone (RLZ).

The pressure for rural residential development experienced in the Shire has arisen due to:

- the proximity of the Shire to the northeast of Melbourne;
- the Shire's naturally attractive foothills, valleys and landscapes;
- the Shire being a gateway to major recreation and tourism assets such as Lake Eildon, Mount Buller and the Victorian Alps;
- the presence of attractive towns with significant character that provide a range of physical and community services.

The Study suggested a number of rural residential areas including the western and southern fringe (for LDRZ) and areas to the northeast (Killingworth Road), west (Racecourse Road) and to the east (Limestone Road) for a combination of the RLZ1 and RLZ2.

The Study made recommendations for the following rezonings which have subsequently been implemented by a planning scheme amendment:

- Re-zone land west of Lawrances Road from RUZ to LDRZ
- Re-zone land surrounding the Yea Cemetery from RUZ to LDRZ.
- Re-zone three parcels of land between the Goulburn Valley Highway and Carey Road from LDRZ to RLZ1.
- Re-zone land in Killingworth and McLeish's Roads from RUZ to RLZ1 and RLZ2.
- Re-zone land between Racecourse Road and the Goulburn Valley Highway from RUZ to RLZ1.
- Re-zone land south of Racecourse Road from RUZ to RLZ2.
- Re-zone land south of the proposed LDRZ land from RUZ to RLZ1.

4.2 Murrindindi Shire Land Capability Analysis and Environmental Values, Centre for Land Protection Research, 2002.

This Report considered natural resources in the Shire and identified environmental constraints and opportunities throughout the Shire.

The Report was an important resource for the review and update of the Murrindindi Planning Scheme. Land capability data and a range of other environmental datasets were prepared to support the development of strategic directions, policy, zones and overlays.

The objectives of the Report included :

- To undertake a detailed land capability assessment of the Murrindindi Shire, including land characteristics (land systems, landform and soil types).
- To identify areas of high quality agricultural land.
- To identify natural resource areas and environmental constraints, including environmentally significant areas, and areas with hazards (or limitations) and erosion potential.
- To assist the Murrindindi Shire in the development of their zones, overlays and planning policies, other digital map products were generated in the preparation of this report.

A series of useful digital maps were prepared and included in the Report.

Remnant vegetation – tree cover (NRE Geospatial Data Library 2002)

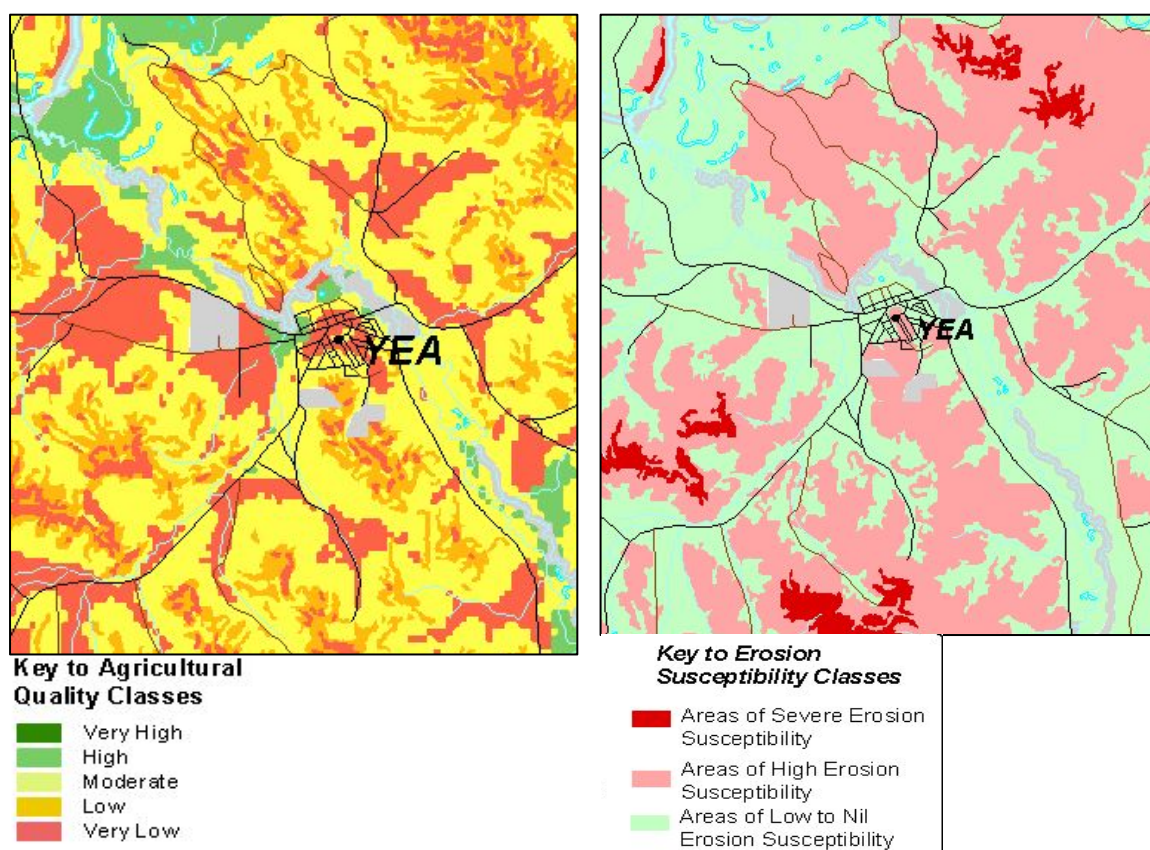
Ecological Vegetation Classes (EVCs) (NRE Geospatial Data Library 2002)

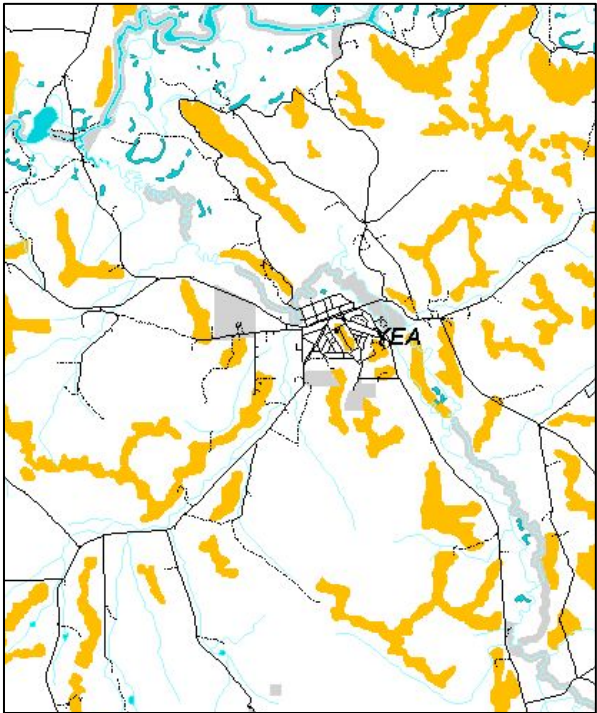
Wetlands (NRE Geospatial Data Library 2002)

Streams buffers (CLPR 2002)

Erosion susceptibility (CLPR 2002)

Significant Ridgelines and Viewscapes





**Key to Remnant
Vegetation Classes**

- Dense Vegetation
- Moderate Vegetation
- Sparse Vegetation

- Significant Ridge
Lines and View
Scapes

4.3 Yea High Street Heritage Guidelines, 2008.

These heritage policy guidelines were prepared for the High Street heritage precinct in Yea, which is included in Heritage Overlay (HO9) of the Murrindindi Planning Scheme. The purpose of the guidelines was to assist applicants and the community to understand how a proposal will be considered and what will influence decision making.

Included are policy guidelines for conserving heritage significance and for new development, signage and advertising, demolition, subdivision and trees. The Report states that these guidelines may be adapted in the future for inclusion in the Murrindindi Planning Scheme.

The guidelines also apply to the places within the High Street precinct that are individually listed in the Heritage Overlay, with the exception of Marmalades, which is on the Victorian Heritage Register and therefore subject to the Heritage Act 1995.

Heritage guidelines were provided for the following key management issues:

- Signage
- Alterations and additions to Significant and Contributory buildings
- New development
- Subdivision

4.4 Yea Urban Design Framework (UDF) 2003

The UDF is a key strategic document to guide future design of buildings and streetscapes; use and development of land and prioritisation of capital works.

The primary study area consisted of the commercial and civic precinct along High Street, including Snodgrass Street and the Recreation Reserve, and the land abutting Station Street and Miller Street/Whatton Place extending to the Yea River.

Some of the key recommendations and actions are:

High Street retail precinct

- Limit expansion of existing Business 1 Zone in High Street.
- Mixed Use Zone in Station Street, until the demand is established.
- Apply a Design and Development Overlay to land fronting High Street to achieve objectives for external colours, zero lot setbacks and buildings.

Traffic management

- Single lane proposal for High Street (northern side) between Giffard Street and Whatton Place with kerb extensions and improved car parking and pedestrian amenity.
- Intersection design treatments at main intersections with Goulburn Valley Highway and High Street to improve traffic channeling and safety.

Snodgrass Street

- Provision of car parking and pedestrian links to High Street at the rear of shops

Diversity of housing types Key actions

- Facilitate development opportunities for medium density housing or elderly persons units of land fronting Whatton Place and Miller Street
- Upgrade pedestrian access (footpaths, road crossings) between Mary Street, High Street and the Medical Centre.
- Identify infill medium density housing or elderly persons units in the vicinity of Snodgrass Street

Landscape

- Prepare a schedule to the Significant Landscape Overlay to protect scenic views and vistas from the proposed Rail Trail.
- Rezone the trail to Public Purposes and Recreation Zone (PPRZ) following reservation of trail land.

Tourism

- Retain the existing Mixed Use Zone in Station Street.
- Apply a Design and Development Overlay to former garage site in Station Street to ensure development in accordance with guidelines.

Open space

- Encourage development of the Police Paddock Reserve.
- Further develop the Yea River Wetlands Area, including development of an environmental education centre.
- Further develop the Rail Trail area as a recreation destination with additional tree planting, seating and picnic areas, an additional playground and potential skate park.

Gateways

- Improvement to appearance of four town gateway locations with theme planting, signage and road surface treatments.

4.5 Economic Development Strategy, Murrindindi Shire, 2011-2016

The key directions of the Economic Development Strategy are:

- Strengthen and grow existing business.
- Create employment and training opportunities, particularly for young people.
- Improve lifestyle and prosperity whilst sustaining the built and natural environment.

Economic Development Vision

To encourage economic growth which enhances the liveability and quality of life in the Murrindindi Shire.

Recommended areas of focus

The recommended areas of focus particularly relevant for Yea include the following opportunities and actions:

Agriculture, Forestry and Fishing

- Increase linkage to local products, through the Goulburn River High Country Rail Trail (Great Victorian Rail Trail), and the promotion of produce through a stronger link with tourism.
- Saleyards consolidation with future investment in the Yea saleyards roofing/infrastructure.
- Explore opportunities for value adding.

Small Business

- Provide stimulus and incentive packages to support private sector rebuilds that focus on maximizing “day tripper expenditure” in the short term and accommodation businesses for the longer term.

Tourism

- Build the Goulburn River High Country Rail Trail (Great Victorian Rail Trail) and various bike events to establish the Shire as a destination for the growing cycling market.
- Investigate the potential link to the Toolangi Forest, Snobs Creek Freshwater and the Yea Wetlands Discovery Centre.
- Attract investment for shared self contained accommodation/retirement village style living options.

Shared Infrastructure

- Actively seek test case opportunities for the National Broadband Network.
- Investigate the potential of a new model of delivery for broadband services (e.g. Towong initiative).

4.6 Goulburn River Valley Destination Management Plan, 2014

The Goulburn River Valley Destination Management Plan (DMP) was prepared on behalf of Goulburn River Valley Tourism (GRVT) to provide a strategic approach to growing tourism in the Goulburn River Valley (GRV) region; aligning with key visitor needs and building on the region's existing strengths. The DMP was prepared in close consultation with the four members Councils of Goulburn River Valley Tourism: Greater Shepparton, Mitchell, Murrindindi and Strathbogie.

The key target markets for the Goulburn River Valley region are families, older travellers / couples, socially aware and experience seeking/ self-drive international visitors. Other niche markets for the GRV region include, sports and backpacker markets.

Primary research into visitor preferences highlighted the importance of food, wine and the availability of local produce, and the importance of an accessible and well recognised nature based tourism product. Key gaps identified by visitors include specific events, equine product, music/arts/culture and history and heritage product.

A detailed product audit highlighted the GRV region's strengths as food and wine, equine, history/heritage and arts/culture. Common tourism product gaps identified across the region include self-contained accommodation, large contemporary accommodation facilities, noteworthy dining experiences and accessible local produce and farm gate attractions.

Destination Development Opportunities - Yea and Surrounds

Significant visitation to Yea arises from passing touring routes and snowfields visitation. The product experienced by stopover visitors in Yea is primarily food and beverage and retail product supported by accessible stopover facilities for coach and car visitors. The surrounding area is also an emerging food and wine area, with a number of wineries within proximity to Yea.

The new Y Water Centre will also become an important facility for visitors to Yea and a gateway to the surrounding wetlands.

A key opportunity for Yea exists in maximising the yield achievable from stopover visitation, rather than competing with other destinations in the region for significant overnight visitation. A major opportunity to increase visitation and encourage longer stays in Yea lies in its strategic position on the Great Victorian Rail Trail.

Positioning the town as a key rail trail destination and providing the product to support this role will be critical in attracting visitors and encouraging them to stay longer in Yea.

Yea also has the infrastructure to host major events, with existing events based activities including the Autumn Festival, a monthly Country Market and a Twilight Market which is part of the new Yea Arts Carnival. There is the potential to build on this existing offer and seek to promote Yea as a key events destination in the region.

Key opportunities identified for the Yea and Surrounds sub-region in the Management Plan are:

Promoting Yea as a key destination on the Rail Trail

- Market Yea as a key destination on the Great Victorian Rail Trail, in particular capitalising on the proximity to iconic attractions such as the Cheviot Tunnel.

Yea Music Festival and Events capacity

- Investigate the development and implementation of annual events that are themed around the arts, culture and music.
- Investigate event locations in Yea to increase capacity.

Yea Group Accommodation

- Investigate opportunities to provide group accommodation to service the low cost family market and large nature based groups (i.e. rail trail).

Yea Y Water Discovery Centre

- Investigate the potential of the new Y Water Centre as a hub for events, information and tours.

Horse Friendly Accommodation

Support the promotion of horse friendly accommodation establishments in Yea to cater for rail trail visitation and usage by adult horse riders.

Yea Streetscape improvements

Investigate opportunities to improve the Yea streetscape, including:

Signage/wayfinding at key gateways into the town;
Visual amenity at key gateways; and
Landscaping and public realm improvements

Yea RV Friendly Facilities

Support the RV friendly facilities in Yea, including the provision of an RV dump point and RV parking.

Self Contained Accommodation in Yea

Provide a new B&B and/or self-contained accommodation opportunity in Yea.

Diversify the Dining Product in Yea

Diversify the dining product and extend opening hours of food establishments to meet market need.

4.7 Industrial Development Plan, North Street

Yea's only zoned industrial land is located at North and Melaleuca Streets. A Development Plan for this industrial area has been adopted by Council.

The currently developed part of the North Street Industrial Estate is already occupied, and recent applications indicate there is demand for smaller industrial development opportunities within this estate. The Development Plan layout maintains flexibility to provide a variety of lot sizes that will cater for a mix of potential developments.

The Development Plan provides access from Melaleuca Street in the north and more centrally via an access road fed by a proposed roundabout intended to address the difficult traffic condition at the intersection of North Street and Melbourne Road. North – south access will terminate in a court bowl at the southern end of the subdivision.

To the west, the development plan protects flood prone land by creating a reserve that extends the existing reserve along the Boundary Creek alignment, allowing future pedestrian/cyclist oriented recreational development. This also protects existing native vegetation in the creek corridor, and maintains a minimum 30 metre setback to development.

A landscape buffer prevents access south of the proposed new access road and along the southern road reserve (unmade) to maintain the attractive entry to the town along the Yea-Whittlesea Road.

North of the proposed access road, lot access is located to service existing industrial lots and reduce any impact upon adjacent residential lots.

Given the location of the development on the edge of the Yea Township, careful treatment of the landscape interface must address the Murrindindi Planning Scheme's Urban Areas Design policy to ensure the site's development will contribute to the character of the town entry.

Landscape buffers along the southern and eastern borders will reduce the visual impact of the industrial precinct upon the surrounding areas and allow the creation of a visual gateway to Yea. The theme of native and indigenous planting should be continued in these buffers.

4.8 Residential Development Plans

Draft Development Plan, Lawrances Road Yea

This Development Plan is to replace the Development Plan for Lawrances Road Yea which was approved by Murrindindi Shire Council in December 2001. The previous Plan included the land to the immediate south in the Low Density Residential Zone. This land is not included in this replacement Development Plan.

This Development Plan applies to approximately 34 ha of land in the Residential 1 Zone on the western side of the township of Yea. The subject land is within the existing water supply district for Yea. Existing water mains are located in Racecourse Road and also part of the way along Lawrances Road. New development on the subject land has water and sewerage connections.

A reticulated sewer main is located at the northern end of the site within the grounds of the Secondary College. As the subject land generally rises to the south from this point, the existing sewer would be extended to service development of the site.

This Development Plan envisages the land being used for fully serviced residential development with a range of lot sizes, achieving an average of 8-10 lots/ha. Development will take into consideration the need to protect existing vegetation within and abutting the creek environs, and the natural landscape features and views available from the site to the hill slopes and ridgelines of the locality.

The Development Plan includes a transitioning of lot sizes from the densities of 10 lots/ha to lower densities towards the southern end, where the slope increases and the site approaches the abutting vegetated land in the Low Density Residential Zone. Lot sizes for the area south of Alison Way (excluding lots directly abutting Alison Way) will be in the range of 1000m² to 2000m². The area north of Alison Way on Lawrances Road is earmarked for a future community facility or local park.

Any use and development of land must be generally in accordance with the plan forming part of an approved Development Plan.

Racecourse Road and Lawrances Road Development Plan, 2008

This Development Plan covers 89.6 hectares of land with frontage to the western side of Lawrances Road and the south side of racecourse Road. The subject land is zoned Low Density Residential Zone. Residential subdivision has been approved in accordance with the Development Plan.

Key elements of the Development Plan include:

- Land on the east side of the central ridgeline to accommodate lots with a minimum lot size of 0.4ha connected to reticulated sewerage.
- Land on the west side of the ridgeline will accommodate larger lots in the order of 2ha with on site effluent disposal.
- Lots will increase on steep slopes particularly on land with average grades in excess of 15% around the hilltops at south-western corner of the subject land.

An indicative Layout Plan for land on the east of the ridgeline is included as part of the Development Plan. A lot layout has not been provided for land to the west of the ridgeline. The size of these lots is to be determined by a land capability assessment to demonstrate the capacity of the land to contain on site effluent disposal.

The Development Plan includes an internal road layout designed to ensure connectivity throughout the development plan area minimising the need for earthworks and loss of native vegetation.

Before deciding on an application for subdivision Council must consider a set of development guidelines relating to:

- building and driveway envelope coverage on a lot,
- location of buildings and works on land with slopes less than 20%,
- siting building and works parallel with contours on land with an average slope greater than 10%,
- the need for building colours and materials to be non reflective, and
- the need to include specific controls by way of a Section 173 agreement.

Development Plan Meadow Road, Yea, 2011

This Development Plan applies to land located on the southern and northern side of Meadow Road, Yea. The land is zoned Low Density Residential Zone.

Objectives of the Development Plan are to:

- Facilitate a low density residential subdivision that will provide a sensitive and appropriate interface with the Yea township.
- Provide a range of low density residential lots and development that responds to the characteristics and capability of the land.

The Development Plan outlines a set of performance measures for any proposed use or development of the land for low density residential purposes. These performance measures relate to site and building design; provision of urban services; assessment of land capability, landscape features and views; protection of waterway; riparian planting; and traffic impact assessment for Melba Highway, Meadow Road and Moyle Street.

5. COMMUNITY ENGAGEMENT & CONSULTATION

5.1 Community Planning Workshop

The workshop was held in Yea on Tuesday, 1 April 2014. The public workshop was organised by Murrindindi Shire Council and facilitated by consultants from Planit Urban Design and Planning. The workshop was attended by 17 residents as well as Murrindindi Shire Council representatives.

The workshop was structured around 3 main sessions.

Identification and Sorting of Issues

Issues and opportunities considered to be important to the town were identified in brainstorming and informal discussion sessions. The issues and opportunities were recorded and then sorted into themes or categories. Three broad themes were identified which became the focus for the next stage; group work.

Business, industry & tourism

Land use planning and town character

Infrastructure, services and roads

Group Work

Participants working in groups discussed the issues, expanded on them, identified more issues under the theme and in some cases offered solutions or responses to the issues. Maps of the township were provided allowing ideas and issues to be illustrated visually.

Presentation from groups

A representative from the groups then reported back to the larger group summarising their discussions and ideas.

Business, Industry and Tourism

Issues and opportunities

- Lack of industry and employment with loss of traditional jobs and industries.
- Agricultural returns are low. Farming land does not have high carrying capacity.
- Industrial area at North Street is disjointed with industry in close proximity to existing residential.
- Other sites for industry could be investigated e.g. industrial extension near the Saleyards.
- Promotion of small local businesses is required – discourage large chain businesses.
- New employment opportunities should be created instead of relying too much on tourism. More employment opportunities will attract young people to the town.
- Most residents work out of town e.g. Melbourne, Seymour.
- Food and wine culture is an important emerging industry in Yea area and region.
- Yea is a 'through town' – many people go through Yea on their way to somewhere else, but there is little to attract them to stop and stay. Most tourist trips to Yea are day visits.

- Need more tourism and tourism retail services to sell as a tourist town.
- Promotion of town needs to be broader than just tourism.
- Potential to increase the role of tourism however tourism is only the cream on top. It is not the answer.
- Attraction of industry would be assisted by creation of government jobs in Yea and incentives for manufacturing and small enterprises.
- Commercial operating hours are limited.
- No large fast food outlets e.g. McDonalds.

Possible strategies

- Development of an industrial precinct adjacent to Yea saleyards surrounded by a buffer area to protect nearby land uses.
- Residential properties (zoned Industrial) adjacent to the North Street industrial area should be rezoned to Residential. Residents in the area would prefer a rezoning to a residential zone.
- Review of the North Street industrial area to examine the best future options. Suggestions included converting the industrial area into a mix of housing and business park or as a future residential area with the future industry focus around the saleyards site.
- Make better use of Snodgrass Street for car parking, new businesses and better connections though to High Street.

Land Use Planning and Character

Issues

- The character, appeal, tone and friendliness of Yea are all positive issues.
- There is a lack of diversity in the housing market including smaller lifestyle blocks (e.g. 2.0 ha lots). The minimum lot size for subdivision in Rural Living Zone could be reduced.
- Subdivision of marginal land, which is not good for farming, should be encouraged.
- More high density housing is needed in the township.
- Yea is ideal for babyboomers. Should not impose too many restrictive regulations that will discourage them.
- Yea needs a retirement village. A site should be selected for the village.
- Wetlands area is a natural asset.
- Improved streetscapes and urban agriculture (roadside and nature strip planting of food trees) should be encouraged.
- Potential of butter factory building and site needs to be fully realized. Funding and incentives may need to be explored to encourage appropriate development.

Possible strategies

- Yea-Whittlesea Road corridor has potential for new housing development including smaller house lots.
- Infill development sites for housing are available in the township. These sites need to be identified.
- A streetscape plan of High Street and environs is required to bring about civic improvement and better manage traffic and pedestrian flows.
- A works programs for parking, trees and gardens is required with improvements to street planting and urban agriculture (food gardens, fruit trees). A modest program of beautification is needed, gradually, and completed year to year.
- Rezoning of the butter factory site from Business Zone to a to Mixed Use Zone or a different business zone to allow potential development of the site should be investigated. It was noted that the butter factory should be rezoned to either a mixed-use or commercial zone.

Infrastructure, Services and Transport

Issues

- Yea is generally well provided with infrastructure and services.
- Yea's accessibility to other areas of the State, particularly good road connections to all parts of Melbourne and the snowfields.
- Good facilities - including the swimming pool, schools and services for retirees.
- There is a lack of some health and ancillary services.
- Need to maintain and extend level of services as Yea grows.
- Opportunities exist to create new business and attract people to Yea if underused facilities are maintained, linked and promoted properly - particularly the oval parking and camping facilities, the rail trail, and the butter factory.
- The lack of quality public transport to and from Yea.
- Footpaths and pedestrian links could be improved.
- The lack of infrastructure such as high speed broadband and natural gas. Increase in broadband speed is vital to attract business and new families. Natural gas is needed to attract industry.
- Sewerage network will need to be extended to service some new areas.
- Parking issues in High Street need to be addressed.
- Slow down traffic in High Street, maybe reduce number of lanes.
- Rail Trail is a major tourist attraction.
- Oval has power and parking for campers which is underutilised.
- Rivers have inconsistent flows that need to be fixed – then there would be potential to create a fishing industry.
- Yea lacks street improvements - if it's developed with street planting and urban agriculture it could be a counterpoint for children to meet and neighbours to get to know each other.

Possible strategies

- Potential to create an adventure training facility/rock climbing etc. for schools, tourists and backpackers.
- Potential to move the Bowling Club to the Railway Precinct.
- Recycling of stormwater in new residential areas suggested as a way to support sustainable growth.
- Transport plan needed through the town particularly along High Street.
- Southern end of Industrial zoned land at Whittlesea-Yea Road would be a good site for retirement village.
- There is potential to provide additional car parking in Snodgrass Street.
- Median strip opposite RACV at Beaufort Manor could be used for parking.

5.2 Ewing Wynd Submission

Ewing Wynd is located on the west side of Melba Highway approximately 5 km from Yea township. The land is zoned Farming Zone and was subdivided into ten 20 hectare lots pursuant to the former Yea Planning Scheme. All lots in the subdivision are serviced with a sealed road and electricity.

The submission requests a rezoning to Rural Living Zone.

The reasons advanced in the submission in support of a rezoning to Rural Living are:

- There is strong demand for rural living in the Yea environs.
- The land comprises 20 hectare lots with sealed road, power and telecommunications and direct access to Melba Highway.

- The land is located 5 km from Yea, a similar distance to existing Rural Living areas to the north east and west of the township.
- Agricultural quality of the land has been identified as low or very low.
- A rural living rezoning would provide a greater supply of rural living lots and will relieve pressure for rural living rezoning of broadacre farming land elsewhere in environs of Yea.
- The land is located in a 'hidden valley' and cannot be viewed from the Melba Highway.
 - The land is attractive, undulating and suited to rural living.
 - Considerable revegetation could be achieved as part of an application to subdivide the land into smaller rural living lots.

Consultant Response

Demand for rural living lots

Data supplied by Council's planning department does not suggest that demand is strong for rural living in Yea. There has been an average of 7 lots created per year in the period 2010-14. The reliability of this demand figure could be tested, as there may be a demand for lots that are smaller in size than permitted in the schedule to the Rural Living Zone.

Choice in rural living location is a demand consideration. Current supply of rural living lots is really only available at one location to the north east of the township. While the Racecourse Road area is very suited to rural living, there are no lots currently available.

Supply of rural living lots

There is substantial supply of rural living zoned land including the vast tracts of land on both sides of Racecourse Road which remain in large farming lots. Realistic supply should however be limited to available lots. There is an immediate supply of 46 'ready to go' rural living lots. Seven of these 46 lots are greater than 12 hectares in size with potential for further subdivision.

Agricultural quality

The subject land comprises land that has been classified as low and very low agricultural quality (*Murrindindi Shire Land Capability Analysis and Environmental Values, 2002*). The land capability analysis is shire wide and therefore more general in nature. If Council decided to consider a proposal to rezone the land then a detailed land capability assessment should be prepared at the landowner's expense. This would be important in determining the productive capacity and potential of all of the land and its suitability for agriculture which may include small lot agriculture.

Proximity to Yea township

Rural living areas need to be planned and integrated with the township to ensure good access to urban services. Ewing Wynd is located approximately 5 km from the township. The existing Rural Living zoned area to the north east (Killingworth Road area) with an available lot supply is closer to the township. The rural living area in the Racecourse Road area is a lot closer however lots are not currently available. Ewing Wynd does have direct and good access to the town via Melba Highway.

Existing serviced subdivision

The existing rural subdivision is serviced with a sealed road constructed to a good standard. Power and telecommunications are available to all lots in the subdivision. While Ewing Wynd is located further from the township than existing rural living areas, it does have convenient vehicle access via Melba Highway. Existing infrastructure and good road access to Yea are favourable aspects of the rezoning request.

Other considerations such as the land's hidden location and attractive landscape are not critical to an assessment of the suitability of the subject land for rural living. Environmental gain should be a prerequisite of any rural living rezoning. Revegetation and rehabilitation of the creek and environs would enhance the environmental and biodiversity values.

In conclusion, further information and justification is required before Council could comprehensively consider a request to rezone Ewing Wynd to Rural Living. In particular, the landowner needs to address in greater detail the demand and supply of rural living lots in Yea environs, agricultural quality of the land, relative proximity to urban services and consistency with state and local planning policies and relevant Planning Practice Notes 42 and 37.

A final response to the rezoning request will be developed through the process of preparing the Yea Structure Plan.