



# MARYSVILLE & TRIANGLE URBAN DESIGN FRAMEWORK

Victorian Bushfire Reconstruction and Recovery Authority | NOVEMBER 2009



Victorian Bushfire  
Reconstruction and  
Recovery Authority



## MARYSVILLE AND TRIANGLE URBAN DESIGN FRAMEWORK REPORT

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Marysville and Triangle Community

FOR

**VICTORIAN BUSHFIRE RECONSTRUCTION & RECOVERY AUTHORITY**

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# INTRODUCTION

The bushfires that hit many areas of Victoria in February 2009 killed 173 people, damaged and destroyed over 2,000 homes and many businesses. The townships in the Marysville and Triangle region were particularly devastated. Marysville lost 34 people and over 50 local businesses were destroyed or damaged. Granton, Narbethong, Buxton and Taggerty were also hit hard losing both people and property to the fires.

Marysville's reputation as an historic, sub-alpine village community and tourist destination underpinned its economy and to an extent the economic health of the nearby settlements that make up the Triangle. The challenge for the people who live and work there is to build a new township that will ensure the community's social, environmental and economic future.

There is a unique opportunity to rebuild Marysville as a safer, more sustainable town; a town with a distinctive character and a high quality environment, creating a memorable place to visit.

The Marysville and Triangle Urban Design Framework (UDF) has been prepared to guide reconstruction, priorities for funding and attracting investment to the Marysville and the Triangle communities.

The Victorian Bushfire Reconstruction and Recovery Authority (VBRRA), the Murrindindi Shire Council and the community have worked in partnership to develop the Marysville and Triangle Urban Design Framework.

An existing Marysville UDF was produced in 2001 and has formed part of the base documentation reviewed in the preparation of this UDF.

This report draws on the economic analysis and recommendations of The Boston Consulting Group report, "Marysville and Triangle Economic Recovery Strategy, Final recommendations, 30 June 2009" and extensive discussions and consultations with community, government, business and stakeholders including:

- The Celebration Day of 3 May 2009
- Preparation of a draft vision and values document
- The Phoenix Workshop of 25-28 June 2009
- Community meetings providing feedback on the Phoenix Workshop on 28 June 2009, 8 July 2009 and 12 July 2009
- Information and feedback sessions with:
  - Marysville Community Recovery Committee
  - Marysville and Triangle Development Group Incorporated (MATDG)
  - Marysville One Community Association (MOCA)
  - Local businesses
  - Government Stakeholders
- Formal public consultation on the Draft Urban Design Framework including community group briefings, information booths and feedback from written submissions.



# 1.0 BACKGROUND

The development of the Marysville and Triangle Urban Design Framework has been the result of an analysis and understanding of the pre-fire towns, the economy, the environment and the aspiration and values of Marysville and the Triangle communities.

## MARYSVILLE AND THE TRIANGLE COMMUNITIES

Marysville is located 97 kilometres to the north-east of Melbourne in the northern foothills to the Great Dividing Range. The town is located within the context of the triangle of townships of Narbethong, Granton, Buxton and Taggerty. Together these settlements provide a broader community network, range of services and an economic unit.

Prior to the February 2009 fires Marysville had a population of approximately 520. The town provided services to the Triangle communities and was the major provider of tourist accommodation and employment to the area. In addition to the permanent population, a significant amount of housing in the area was occupied on a part-time basis by weekenders, the semi-retired and tourists. The fires destroyed the majority of the commercial centre of Marysville and the majority of dwellings.

Narbethong, at the northern end of the Black Spur/ Maroondah Highway crossing of the Great Dividing Range, had an estimated population of approximately 280, largely spread along the Highway. Several businesses, including the two timber mills, were destroyed in the fire, together with approximately 68 of the 166 dwellings.

Between Narbethong and Marysville is the small hamlet of Granton. This settlement was a collective of dwellings on the edge of the forest and farming land. The majority of homes in Granton were destroyed by the fires.

Buxton and Taggerty are located on the Maroondah Highway approximately 102 kilometres and 114 kilometres respectively to the north-east of Melbourne. Pre-fires, the population of Buxton was approximately 396. The population of 612 for the Taggerty Statistical Division is a larger figure than the actual occupants of the town itself.

Each of these towns provides a mix of tourism and agricultural support activities. Business properties were destroyed in the fires, including the petrol station and Trout and Salmon Farm at Buxton.

Within the cleared valleys between the towns are agricultural areas that are a feature of the Triangle community. These areas were also significantly impacted upon by the fires.

Each of the towns contained a level of services and facilities and there is a strong functional relationship between the settlements. Encouraging the growth of this relationship and the strengthening of the integrated Triangle community is important to the future sustainability of the region.

Given the extent of destruction and the reliance on Marysville for tourism, accommodation and employment, Marysville is the focus of design efforts. Nevertheless engagement with the broader Triangle community has been important in informing the content of the UDF and the requirements for rebuilding of Marysville.

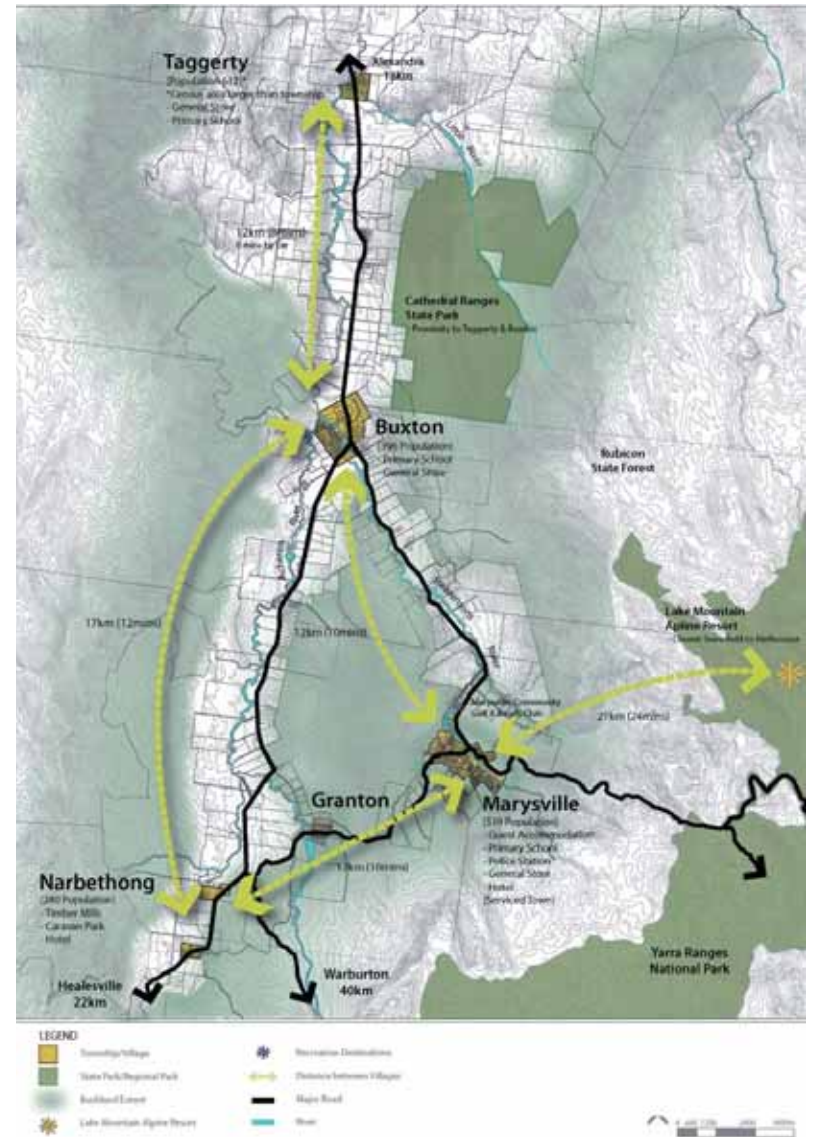


Fig. 1.0 Triangle Analysis



## ECONOMIC ANALYSIS

The Boston Consulting Group (BCG) undertook an economic analysis for Marysville and the Triangle, identifying a number of issues important to the pre-fire Marysville and Triangle economy. These included:

- Tourism, agriculture and forestry underpinned the Marysville and Triangle economy
- Traditional agriculture had declined in the last decade, but niche agricultural products are emerging
- Forestry in the region was expected to be a major source of ash species for VicForest
- Tourism was centred on the accommodation hub in Marysville and a range of natural attractions in the region, with Lake Mountain visitors contributing up to 40% of the spend in Marysville.

The economic vision for the future of Marysville and the Triangle is as a desirable nature-based tourist destination. The future of the regional economy will rely on a new Marysville providing an enticing tourist experience and supporting a prosperous local community.

The Boston Consulting Group recommended five core actions to rebuild the local economy:

1. Rebuild the tourism experience and a broad range of infrastructure and amenities, and develop a multi-faceted events calendar. At least one conference centre in Marysville and positioning Lake Mountain for success is considered critical in conjunction with re-establishing the falls and trails
2. Create an identifiable brand for Marysville and the Triangle, supported by consistent marketing and promotion, and a co-ordinated approach to tourism.
3. Build a strong economic leadership team, involving key members of the local business community
4. Provide incentives to stimulate private sector rebuild
5. Implement a phased recovery approach to drive a tourism-led recovery.

The Boston Consulting Group recommended that a broad range of infrastructure and amenities must return to support Marysville's economy over and above the required utilities such as water, electricity, telecommunications, sewerage and roads, transport and parking. These include:

### COMMUNITY

- Shared cultural/religious facilities
- Emergency Services
- Sporting/recreation including golf club
- Community centre
- Primary School
- Swimming Pool
- Kindergarten and childcare
- Gardens and Parks
- Walking and cycling tracks
- Others (eg. mobile library, maternal health centre etc)

### TOWN

- General Store
- Post Office
- Banking facilities
- Bakery/Patisserie
- Pub
- Medical services
- Petrol station
- Restaurants
- Cafes
- Retail mix

### VISITOR

- Lake Mountain ski fields and facilities, ski hire, cafes
- Accommodation
- Parking and public rest facilities
- Visitor centre and tourist signs
- Visitor attractions
- National Parks and natural attractions
- Art and Culture facility
- Conference facilities including conference centre and restaurant, day spa, supported by quality food and wine experience.

The return of Lake Mountain, a major conference centre and retailing, along with the restoration of natural assets, is considered critical to the economic future of Marysville and the Triangle. The short term targets are as follows:

ITEM	DESCRIPTION
Lake Mountain	<ul style="list-style-type: none"> <li>• Rebuild lost infrastructure</li> <li>• Address winter traffic congestion</li> <li>• Invest in making it a year round attraction</li> </ul>
Conference Centre	<ul style="list-style-type: none"> <li>• Rebuild at least one conference centre</li> <li>• Provide complementary amenities including restaurant, café, bar, day spa</li> </ul>
Retail Strip/Town Centre	<ul style="list-style-type: none"> <li>• Rebuild main street for local services and tourism</li> </ul>
Natural attractions	<ul style="list-style-type: none"> <li>• Rebuild Steavenson's Falls, and other visitor sites and infrastructure</li> <li>• Rebuild walking tracks around Marysville including Trestle Track, Keppel Track and Tree Fern Gully Track</li> </ul>



### KEY MILESTONES

The following milestones have been identified for economic success. In an ideal scenario these milestones would be achieved in the 2-4 year timeframe (2011-2013)

- Vibrant main street open (more than 15 shops)
- Accommodation rebuilt (more than 400 beds)
- Strong events calendar (more than 20 events per year)
- Competitive year round visitation and spend

The Boston Consulting Group report - Marysville and Triangle Economic Recovery Strategy June 2009, has guided the content of the Urban Design Framework and the recommendations for catalyst projects.

## ENVIRONMENT

The natural environment, quality water sources and the aesthetic values of the Marysville township are amongst the prime attractions of the Triangle.

The indigenous and planted bushland mountain topography is the most influential element of the landscape. It determines the location of access routes, sets the natural limits for the towns and is a backdrop for the entire area. The bushland is also a source of employment, through the timber industry and recreational tourism.

The key natural attractors within the forest include the Lake Mountain Alpine Resort, Cathedral Range and a series of other State and National Parks, waterfalls, beauty spots and trail networks. Building on these natural assets is a key opportunity.

Marysville is located within a flatter river confluence, providing a natural amphitheatre within the relatively narrow valley setting. The surrounding mountains and forest envelop and contain the town and are important to the character of Marysville, visually and as an economic driver. Importantly, the environment also provides a place of sanctuary, spirituality and revitalisation for residents and visitors alike. The retention of the forest setting is imperative. Enhancing and rebuilding the forest assets, such as Steavensons Falls, is vital to the tourism economy and general rebuilding of the area.

Within the town and at its entrances, Marysville has developed an enchanting exotic planting detail. The oak trees through the main street and the poplars on the entry from Buxton are the more obvious elements. The significant private gardens and plantings within public spaces are major contributors to this landscape.

This smaller scale landscape layer has been a significant influence in the character of Marysville. The exotic trees have established a greater seasonal variation and colour, enveloped the buildings and added to the intricate detail of the town environment.

As the seasons progress it will become clear whether trees within Marysville have survived the bushfires. Maintaining the mixed exotic and indigenous character of planting is important to rebuilding the character of Marysville.

Water and water quality have also been crucial to the character of Marysville. Steavenson River, including the hydro generated lighting of the Falls, Wilkes Creek and the surrounding waterfalls, all provide key attractions. Marysville has been traditionally known for high rainfall, tree ferns, a fresh, lush environment and more recently for the bioswale treatment of drains in the main street. The capture and use of water will be a continuing feature of the town. This includes protecting water quality through reducing erosion and further development of a stormwater system.



## COMMUNITY VALUES AND IDENTITY

Through the Celebration Day and subsequent community sessions an understanding of the community vision for the future has emerged.

The community is described as diverse and proud, strong and positive, respectful of differences, authentic, active, creative and sustainable.

What is valued about Marysville includes:

- Our water – its freshness and the life it brings*
- Our landscape – indigenous and exotic*
- Our seasons – the changing experience of nature*
- Our history – past, present and future*
- Our villages – the way they enchant the hearts of residents and visitors*
- Our sanctuary – calm and tranquil*
- Our community – spirit, diversity and resilience*
- Our culture – authentic, strong, quirky and creative*



## SENSE OF PLACE

The Phoenix Workshop and the subsequent community feedback sessions sought to distill the qualities and features that contribute to Marysville's unique sense of place. These include:

### The influence of the natural environment

Marysville's unique natural setting is a key element that has influenced most facets of everyday life in the town, – from limiting the physical extent of the township by virtue of topography and vegetation, to inspiring resident gardeners and artists.

Both native and exotic landscaping within the township will continue to predominate as the unifying element of the town's identity. As reconstruction occurs, proposals should consider opportunities to reflect the natural environment at every scale and incorporate landscape treatment.

### Modest development scale

The modest size of Marysville is mirrored in the scale of its buildings and spaces. Dealing with varying topography and significant vegetation has generally contained the scale of individual buildings and reinforced the perception of small or human scale.

Buildings will maintain the modesty of scale that previously existed. Larger buildings can be accommodated, however efforts to reduce their perceived size should be made. Public buildings may be larger in form to differentiate their role in the urban fabric.

### The focus on people

Spaces and buildings in Marysville have evolved over time into a network of special places that have layered meanings and specific functions for different groups. These spaces were not always 'purpose built' but found gaps in which to occur.

As reconstruction begins, opportunities to re-establish the unique features of these places will emerge and will require both public and individual actions to create them. This focus on people has particular emphasis on places that are comfortable for the aged and the young.

### The value of local heritage

Marysville's development has been closely tied to the forest resources that the region has to offer, both as timber and more recently as a tourist destination. The era in which the township was settled will be difficult to replicate.

Reconstruction and new buildings should reference heritage and sub-alpine character rather than reproduce styles that may appear artificial. There will be an important role for the historical society to inform and create awareness of the past.

### Personality and sense of identity

As the town re-establishes itself, opportunities should be encouraged for idiosyncratic and individual expression in the way that spaces are embellished and detailed.

The detail of the built environment, the activities and community events will continue to be influenced by the unconventional and off-beat influences within the community that made for a more unique experience in Marysville.

### The role of art

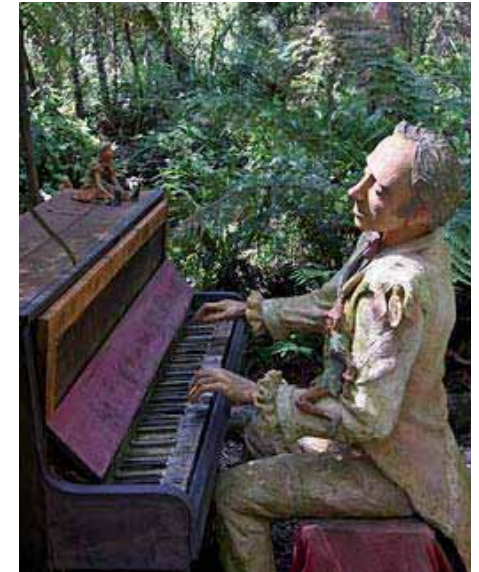
Members of the community have been involved in artistic pursuits which also draw visitors to Marysville. Inspired by the surrounding environment, local artists have made valued contributions to detailing the public environment.

A continued curiosity in artistic pursuits will ensure that places (re) develop their unique qualities and are an expression of the local community in the intimate details that are most visible and immediate to residents and visitors.

### The aspiration for sustainability

The imposing natural setting of Marysville has also engendered a deep sense of environmental responsibility among the community and attracted others who have this interest to the town.

This will continue to be one of the driving forces for both individual projects as well as the reconstruction and future functioning of the township as a whole. It offers opportunities for the town's economy new development and events programs.





## OPPORTUNITIES AND CONSTRAINTS

The UDF process has identified opportunities and constraints in relation to the operation, appearance and functioning of the Marysville. These include:

### MARYSVILLE

#### Opportunities

- Build on key entry or gateway locations into town
- Open up access and views to Steavenson's River
- Enhance the exotic landscape and emphasise the garden character of Marysville
- Re-evaluate traffic movements and parking provision, particularly in response to the impacts of logging truck movements and peak snow activities
- Enhance and connect the existing network of pedestrian trails in and around Marysville
- Utilise the existing reticulated sewer allows for urban development
- Utilise the orientation of a majority of allotments for solar orientation of new buildings
- Provide and share services and facilities across the Triangle
- Provide sustainable access and tourist connections between the Triangle communities.

#### Constraints

- Limited access points into Marysville, including only one river crossing
- A lack of experience with rebuilding
- Bushfire building regulations and the potential impact they may have on the built form
- Bushfire management techniques and their potential influence on landscape character.



FIG. 1.1  
MARYSVILLE  
ANALYSIS

LEGEND

- LAND USE AND ACTIVITIES**
- COMMUNITY FACILITIES
  - VILLAGE CENTRE FOCUS OF COMMERCIAL ACTIVITIES
  - EXTENT OF LOW DENSITY RESIDENTIAL AREA
  - EXTENT OF URBAN AREA
  - AGRICULTURAL OR CLEARED LAND
  - COMMUNITY AND OPEN SPACE
  - CAMP SITES
  - LARGE STRATEGIC SITES
  - RIVER CORRIDOR/CIVIC SPINE
  - FORMER/POTENTIAL ENTRY LANDMARK/PUBLIC BUILDING
- MOVEMENT**
- ARTERIAL ROADS
  - KEY VIEW LINE
  - EXISTING TRAIL/TRACK NETWORK
- LANDSCAPE**
- FORMAL OAK AVENUES
  - INFORMAL PLANTING CHARACTER DERIVED FROM ADJOINING LANDSCAPE
  - FORMAL PLANTING AS TRANSITION BETWEEN TOWN APPROACH AND TOWN CENTRE
  - BUSHLAND/EXTENSIVE VEGETATION
  - RIVER/CREEK
  - HILLSIDE/LAND STEEPER THAN 1:10
  - HILLTOP





## OPPORTUNITIES AND CONSTRAINTS

### MARYSVILLE TOWN CENTRE

#### Opportunities

- Create new options for areas of Marysville which did not work optimally. For instance the former kindergarten was located apart from the other early childhood services such as the primary school; the former police station blocked views into Gallipoli Park and beyond; the poor connection of Darwin Street with the balance of the commercial precinct
- Build on the survival of the street trees as the main unifying element in the main street
- Re-establish the Anglican Church at the termination of a key view along Murchison Street and the Catholic Church at the gateway to the town
- Increase mid block pedestrian connections in Murchison Street
- Create a new public heart, public spaces and improved accessibility
- Re-establish a mix of residential options including housing for retirees and older persons, and affordable rental options



FIG. 1.2  
MARYSVILLE TOWN  
CENTRE ANALYSIS

LEGEND

- PROPERTY AND LAND USE**
- LARGE STRATEGIC SITES FOR EMPLOYMENT, TOURIST ACCOMMODATION USES
  - COUNCIL OWNED/MANAGED PROPERTY
  - PUBLIC OPEN SPACE
  - LAND IN ROAD RESERVE NOT USED FOR ROAD PURPOSES
  - OFF STREET CARPARK
  - OTHER PUBLIC LAND
- BUILDING**
- REMAINING BUILDING
  - FORMER BUILDING FRONT SETBACK
- MOVEMENT**
- 20M WIDE ROAD RESERVE
  - KEY VIEW LINE
  - EXISTING FOOTPATHS
  - EXISTING ON STREET CARPARKING
  - EXISTING BRIDGE
- LANDSCAPE**
- EXISTING FORMAL DATE
- OPPORTUNITIES AND CONSTRAINTS**
- 1 GALLIPOLI PARK MURCHISON ST FRONTAGE FORMERLY LINED WITH BUILDINGS (POOR VISIBILITY)
  - 2 DARWIN ST POOR ACCESS + UNLAGE
  - 3 KEY VISTA NOT FORMALLY CAPITALISED
  - 4 UNDER UTILISED AND NON-RETAIL FRONTAGE TO MAIN STREET
  - 5 FOOTPATH NETWORK INCOMPLETE
  - 6 SMALL SCALED INDIVIDUAL BUILDINGS IN MAIN STREET WITH VARYING FRONT SETBACKS
  - 7 SURVIVING POOL
  - 8 FORMER HINDERGARTH SITE
  - 9 FORMER POLICE STATION SITE
  - 10 EVIDENCE OF CADASTRAL MIS-ALIGNMENT
  - 11 UNLAGE PROXIMITY OF DARWIN STREET INTERSECTION AND ROUNDABOUT
  - 12 FORMER PETROL STATION POTENTIAL LAND CONTAMINATION







## 2.0 URBAN DESIGN FRAMEWORK

The Urban Design Framework (UDF) provides direction to the physical growth, character and accessibility of Marysville. It will form part of the Murrindindi Planning Scheme to assist in decision making for rebuilding in the wake of 7 February 2009 bushfires.

The activity of urban design seeks to establish a desired direction for human systems within the natural and built form. An UDF is used to guide future development by improving the relationships between people and the environment, with the aim of creating attractive and desirable places.

Urban design typically addresses site arrangements (the size and location of buildings, access points, carparking, entries etc), public realm (including streetscapes), site interfaces (such as fences, setbacks), pedestrian amenity, building forms (scale, bulk, roof form, articulation) and public infrastructure.

The UDF is a strategic planning tool or guide to the desired future form of development and land use.

The focus of the UDF is on the public and commercial areas that set the character of Marysville.

It is based on the landform, natural environment, views and vistas, subdivision patterns, remaining built form, functional arrangements and other local factors. The UDF seeks to apply community values that have been identified through the consultation process to establish vision, objectives and framework for future development.

The UDF be included in the Murrindindi Planning Scheme as a reference document, as the basis for local planning policy and statutory controls.

The UDF is intended to assist in investment and design decisions for private and public development.

### VISION

Rebuild Marysville as a safer, more sustainable town with a distinct character, a high quality environment and as a memorable place to visit.

### OBJECTIVES

- Strengthen the economic, social and environmental sustainability of Marysville and Triangle communities
- Support the rebuilding of Marysville as an attractive, memorable place with a distinctive character
- Facilitate a viable business and community services core in Marysville to underpin a vibrant local economy
- Improve accessibility and connections within the Triangle and within Marysville
- Protect and enhance the natural beauty of the environment and the high quality of water
- Build resilience to bushfire threat
- Facilitate a mix of housing options.

### DESIGN PRINCIPLES

The following design principles will guide the assessment of new development proposals in Marysville. This extends to new development requiring a planning permit, streetscapes, public buildings, parks and public art.

#### General principles

- Buildings should be human scaled in a form that acknowledges the mountain village character of Marysville
- Buildings should reinstate the simple forms, modest scale and rustic detailing that characterise Marysville
- Building setbacks from street boundaries should be varied to create front courtyards, gardens and walkways through sites
- Roof forms should provide visual interest in the streetscape and provide opportunity for the capture of rainwater
- New development should incorporate landscaping and garden settings which have been so important to defining the character of Marysville
- Buildings should be designed to optimise solar orientation and environmental sustainability should be sought through the use of water tanks, water sensitive urban design, water harvesting, renewable energy sources, energy efficiency and the promotion of walking and cycling
- Accessible design to allow for all ages and for the mobility impaired.

#### Commercial and Core Activity Area

The commercial and core activity areas are within the Business 1 Zone.

- Encourage a variety of building setbacks and use of setbacks for publicly accessible courtyards and gardens
- Encourage a variety of building forms in Murchison Street, Darwin Street, Sedgwick Street, Pack Road and Falls Road as a reflection of the diverse character of the community
- Encourage car parking provision behind properties

- with frontage to Murchison Street, to facilitate a continuous, active commercial frontage
- Facilitate the re-establishment of the bio-swale, landscape treatment along Murchison Street/Pack Road and continue the treatment into Falls Road along the core activities area
- Increase pedestrian accessibility, comfort and connection
- Improve and designate road crossings for pedestrians
- Minimise the number of vehicle crossovers on to Murchison Street
- Support development of at least one tourism accommodation and conference venue on Murchison Street.

#### Residential Area

These design guidelines are for development requiring a planning permit within the Residential 1 Zone and the Low Density Residential Zone. They are also a useful guide for the residential redevelopment in general.

- Maintain the garden and landscape character of residential areas
- Minimise the use of solid fences
- Encourage the development of environmental sustainable and energy efficient dwellings
- Encourage innovative architecture
- Encourage architecture that reflects mountain village character of Marysville
- Encourage dwellings that are distinctive in design
- Ensure that buildings constructed on properties abutting or containing watercourses are setback at least 20 metres and the riparian vegetation retained and enhanced
- Support residential development that provides for self catering visitor accommodation
- Support residential development that provides for art/craft or workshop accommodation in keeping with the scale of the dwelling
- Support residential development for older persons and a range of other housing options.

## THE URBAN DESIGN FRAMEWORK

Two plans illustrate the Urban Design Framework of Marysville. One provides for the town and surrounds as a whole, while the second details potential changes to the key public spaces and commercial areas within the centre of Marysville.

### MARYSVILLE TOWNSHIP

Measures for Marysville, illustrated in Plan 2.1 include:

#### Town entry/gateway opportunities

The approaches to Marysville along Marysville Road, both from Narbethong and Buxton directions provide opportunities to create gateway landmarks that add to the identity and character of Marysville.

The approaches from Narbethong and Buxton are rural in form with minimal buildings, grassed valley floors and indigenous treed mountain sides. These features provide town entries which epitomize the rural village set in the mountains. It is important to retain this character and avoid development which would erode it.

#### Stevensons River open space spine

Gallipoli Park and the Lions Park currently provide public access to the Stevensons River. This natural asset can be enhanced by improvements to pedestrian paths, increased viewlines into the park and river area, increased park use and accessibility to the north of Murchison Street. Art works and a trail from Bruno's Sculpture Garden through to the main street and beyond, could enhance the trail network. New public spaces and gardens could encourage greater public use of the area around the main street. This could include a memorial / reflective garden, outdoor event spaces and children's play space.

As a part of the upgrading of Gallipoli Park, existing bridges should be reinstated and more pedestrian connections built across the river between the Murchison Street bridge and the confluence of Steavenson River and Wilkes Creek.

#### Creation of an iconic heart

The centre of town and the focus of activity have been around Murchison Street, its commercial and public spaces and informal meeting places. The creation of a unified iconic heart that frames the viewlines to Steavenson River and the mountains from the Murchison Street approach is proposed. This place is envisaged as being a more formal gathering point or town square and focus for the start of visits to Marysville. It is intended that the space open up to the east and encourage movement into Gallipoli Park and its enhanced features, including the Garden and play space. The open space could be edged with a Community / Cultural and commercial uses that offer benefits to the local community as well as attract visitors to Marysville.

#### Better-connected streets, paths and trails

Encouraging increased walking and cycling within Marysville, rather than short car journeys, promotes increased environmental sustainability. New and improved pedestrian/cycling links are proposed, particularly within the centre of Marysville to encourage more walking and cycling.

There is an existing network of walking trails to local natural features around Marysville. This network is not interlinked and the entry points to these trails are not highly visible or known. Linking and enhancing the pedestrian and cycling network, including providing a central starting point in the new town heart, supports and extends as the experience for visitors to the town.

#### Future industrial land and building materials storage area

There is a need for land for employment and light industrial uses in the Triangle region.

In the short term a site should be identified for temporary storage for building materials to assist reconstruction. Council should investigate the most appropriate options for both short term and longer term, light industrial uses in consultation with local communities.

#### An additional vehicle bridge at the end of Lyell Street or Racecourse Road

A suitable location for a second vehicle crossing of Steavenson River could improve emergency access and provide an alternative route for local residents during the busy time. Further investigation is needed to determine the most feasible location for the bridge, ensuring that existing residential amenity is maintained and avoiding detrimental traffic impacts.

#### Bushfire safety

Bushfire safety, should be considered within the context of housing, building design, gardens, landscape management and the edge of town interface. The findings of the Royal Commission will need to be considered in terms of their application within Marysville and Triangle communities.

#### Future town development

The extensive opportunity for rebuilding within the current town boundaries of Marysville should be the emphasis of reconstruction in order to build a critical mass of activity to support re-establishment of local businesses in the town centre. Development proposals outside of the town will need to demonstrate how they support the economic revitalisation of Murchison Street and not undermine or detract from the town centre.

The area to the north of Steavenson River is contained within a Low Density Residential Zone. This area should remain low density by minimising subdivision in order to maintain its hillside bush character and minimise stormwater issues.

#### Design with the older and younger persons

Marysville has a sizeable aged population and as such accommodating this part of the community is an important aspect of the town's reconstruction. To ensure that this community is adequately catered for, footpaths, public spaces and pedestrian access ways will need to consider to needs of those less mobile. The accommodation needs of this part of the community should be located as close to the town centre as possible to maintain high levels access to services.

Young families are also important to the town's future services and facilities for families and children, are essential to attracting and keeping families in the area.

#### Reestablishment of a wide range of visitor accommodation

Marysville offered a range of visitor accommodation options which underpinned the local economy. Large sites that can accommodate conference facilities and hotel-styled accommodation should be retained for re-investment in these types of facilities. Of equal importance is the return of small-scaled bed and breakfast accommodation, the caravan park and the introduction of other more affordable options such as backpacker accommodation.

#### Consolidated services in a community hub

The loss of community buildings provides the opportunity to bring related facilities together at a single well-being and education location. Multi-purpose buildings are more sustainable in a community with limited numbers and volunteers. With the co-operation of the various community groups and government agencies, including the Gallipoli Park Committee of Management and DEECD, a community hub that includes the primary school, children's centre, multi purpose meeting space, community health and recreation hall is being planned.

#### Core commercial and public activities retained within Oak Tree streetscapes

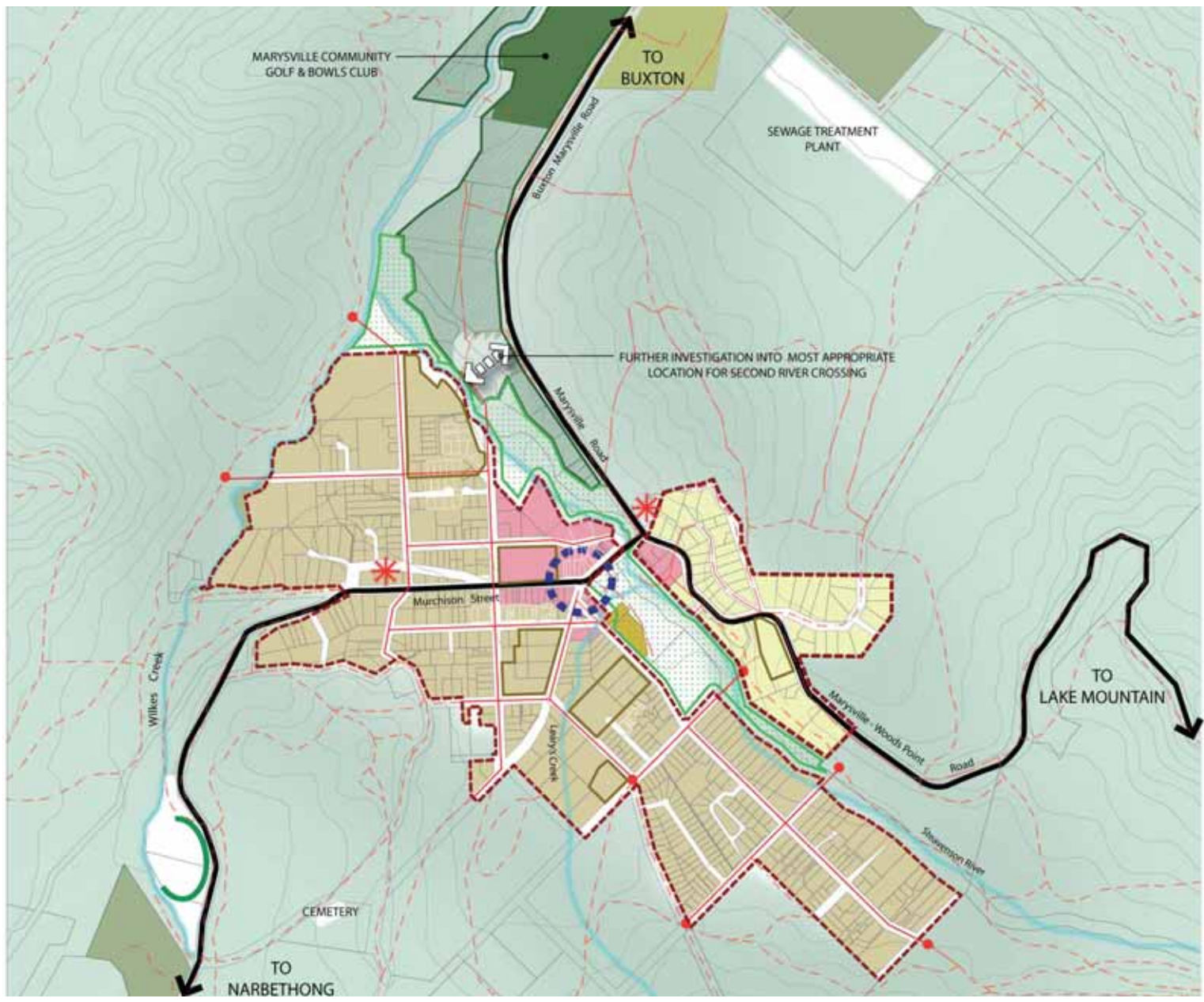
The oak trees of Murchison Street and Falls Road, provide a strong historic link and a wonderful canvas within which to re-establish the public areas of Marysville. These trees bring together commercial and public land uses and provide a high visual amenity in Marysville. They continue to be an iconic feature of Marysville. Protecting the existing trees and enhancing the planting by introducing semi-mature replacement trees for those that did not survive the fire and filling in existing gaps should be a priority. Additional use of the trees in Darwin Street and Sedgwick Street should be undertaken to complete the commercial centre.

Further planting of semi-mature exotic street trees should be encouraged to continue the planting theme of Marysville.

FIG. 2.1  
 MARYSVILLE  
 TOWNSHIP  
 FRAMEWORK

LEGEND

- LAND USE AND ACTIVITIES**
- COMMUNITY HUB
  - COMMERCIAL/BUSINESS ACTIVITIES
  - EXTENT OF LOW DENSITY RESIDENTIAL AREA
  - EXTENT OF URBAN AREA
  - CAMP SITES
  - AGRICULTURAL OR CLEARED LAND
  - RIVER/OPEN SPACE/COMMUNITY SPIRE
  - LANDSCAPE/RURAL CHARACTER
  - CONTAINMENT OF TOWNSHIP WITHIN NATURAL BOUNDARIES
  - LARGE LAND HOLDINGS TO BE PROTECTED FOR LARGER TOURISM OPPORTUNITIES
- MOVEMENT**
- MAIN ROAD/VEHICLE MOVEMENT
  - EXISTING TRAIL NETWORK
  - EXTEND PEDESTRIAN/CYCLING NETWORK THROUGH KEY CROSS TOWN STREETS TO TRAIL NETWORK
  - TOWNSHIP PEDESTRIAN NETWORK CONNECTIONS TO EXISTING TRAIL NETWORK
- LANDMARK**
- ICONIC HEART OPPORTUNITY
  - VILLAGE ENTRY LAND MARK OPPORTUNITIES - EMERGENCY SERVICES HUB - ANGLICAN CHURCH
- LANDSCAPE**
- RUSHLAND/EXTENSIVE VEGETATION
  - POTENTIAL LANDSCAPED APPROACH FEATURE





## MARYSVILLE TOWN CENTRE

The Urban Design Framework for the main street and community activity area is illustrated in Figure 2.2. Measures include:

### **Retain and enhance oak tree plantings**

The character feature of Marysville is the street tree planting of Oak trees, especially in Murchison Street. This remnant of the past should be embraced and enhanced with a comprehensive streetscape planting scheme integrated with well-landscaped front yards and courtyards.

### **Improved traffic circulation to cater for peak snow season demand**

The snow season currently brings with it significant peaks in traffic through Marysville. Sometimes this prevents movement down the main street and in and out of town. Creating alternatives from the main street, by the upgrading of Darwin Street, and potentially providing a further vehicle bridge over Steavenson River, has the potential to disperse the traffic wider, relieving congestion on the vehicular bridge and through the main street. This would have the additional benefit of providing an alternative route through town in the event of emergencies.

### **Identify opportunities for on and off street car parking**

Car parking has been focussed in the main street. This infrastructure should continue but needs to be supplemented in peak times by additional off-street parking. Including designated areas within Gallipoli Park and in Darwin Street to the west of the former car museum site. Development on the frontage of the Council car park on Murchison Street is encouraged to extend active frontages along the main street.

### **Creation of a bus pick up/drop off with car park in Darwin Street for Lake Mountain traffic**

Car parking at Lake Mountain can be at capacity during peak ski season, necessitating alternative arrangements or holding traffic back in Marysville. The provision of an option to take a shuttle bus to Lake Mountain will be appealing to many and could assist in relieving congestion on the mountain. Locating this facility in Darwin Street on an existing road reserve enables some traffic to be diverted from Murchison Street at the western roundabout. Advisory signs through town for Lake Mountain would assist the functioning of this arrangement. Additional pedestrian links from Darwin Street to Murchison Street would bring visitors close to the commercial facilities and the town heart.

### **Creation of an iconic heart**

The new Marysville heart should be created as focus for the life of the community and a gateway to visitor experience. It should comprise a new public space and a mix of community / cultural and commercial uses to generate activity.

This space should be designed with viewlines to the areas of natural beauty including the treed mountains and the Steavenson River. The space is centrally located with accessibility to Gallipoli Park and the main street and provides an opportunity for new visitor attractions (such as a pub, restaurant and art gallery) to help rebuild the local economy.

**Connected pedestrian network through town and increased permeability of the grid street network**  
Improvements to the pedestrian network are important for encouraging sustainable transport options but also for connecting car parking locations outside of the main street to the key commercial sites and public spaces.

### **Connecting the main street to Gallipoli Park**

The loss of the kindergarten provides the opportunity to relocate this facility with like uses in the form of the Community hub, comprising school, children's centre and health and recreation facilities in Falls Road.

There is now an opportunity to extend Gallipoli Park to Murchison Street and create new gardens that express the Marysville identity and offer an attractive area for reflection. The park also provides excellent access to the Steavenson River.

### **Children's playground and outdoor performance and event space**

The town's outdoor values, and open space environments provide opportunity to create facilities for children, including an adventure playground. Outdoor performance and event spaces, particularly in Gallipoli Park, for both residents and visitors have the potential to enhance the tourism offer and events calendar for Marysville.

### **Reinstate and enhance landscaping of drainage in community activity areas**

The landscape treatment or bioswales in Murchison Street and Pack Road, enhanced the oak lined streets and removed the relatively unsightly and erosive rural drains from the commercial area. The treatment provided a higher level of visual amenity and assisted in reducing erosion. The reinstatement of the landscaping and increased use of the treatment for all areas within the community activity area will help to create a consistency and linking of features in addition to the environmental benefits. Pedestrian connection over the drainage features should be enhanced. Further use of this treatment throughout the town centre should be investigated.

### **The re-establishment of a major accommodation and conference centre**

Keppells Hotel and the Cumberland were located on the north side of Murchison Street, to the east of Lyell Street and extending to Darwin Street. These developments each housed a significant number of accommodation units and were key attractors at the western end of the commercial strip. Their role was significant in terms of the tourism offer in Marysville and also as anchoring the western end of the main street. The return of large accommodation facilities on these sites is supported.

Design new developments should provide the opportunity for commercial or more active uses next to the street to enable an active street engagement along the length of the commercial section. In the interim, well-maintained landscaping should be developed on these sites to create an attractive main street environment.

### **Rebuilding a vibrant mix of small businesses**

Small and micro business have been a mainstay of the Marysville local economy, complementing the large conference and accommodation businesses. The re-establishment of this sector is critical to the town's recovery and its ability to provide for local employment.

### **Encourage active interfaces through building and activity in front of the telecommunications tower, on the Murchison Street abuttal of the Council car park and the former medical centre**

The success of Murchison Street as a commercial strip was hampered by the number of gaps in the street, particularly on the south side. These gaps included the Telstra site, the Council car park and the hall and medical facilities. There is the potential to reinforce the activity along the main street by relocating the police station to one or more of these sites and providing for longer term commercial activities at these locations through land transfer or swap.

**FIG. 2.2**  
**MARYSVILLE**  
**TOWN CENTRE**  
**FRAMEWORK**

**LEGEND**

- PROPERTY AND LAND USE**
- STRATEGIC DEVELOPMENT LAND PARCELS
  - FUTURE KEY CIVIC SPACE
  - EXISTING PUBLIC OPEN SPACE
  - FUTURE POTENTIAL PUBLIC OPEN SPACE
  - UNDERUTILISED PUBLIC LAND
  - POTENTIAL LAND ACQUISITION FOR DARWIN STREET INTERSECTION IMPROVEMENT
  - EXISTING POOL
  - TELSTRA SITE
  - CADASTRAL / ROAD RESERVE RE-ALIGNMENT
- BUILDINGS**
- POTENTIAL LANDMARK BUILDINGS
  - INDICATIVE BUILDING FOOTPRINTS
  - REMAINING BUILDING
  - POTENTIAL TO IMPROVE FRONTAGE AND INCREASE ACTIVITY TO THE STREET
- MOVEMENT**
- EXISTING FOOTPATH
  - FUTURE FOOTPATH
  - PEDESTRIAN AND VEHICLE SHARED PATH
  - EXISTING ON-STREET CAR PARKING
  - FUTURE ON-STREET CAR PARKING
  - POTENTIAL FUTURE LOCATION FOR PEDESTRIAN CONNECTION ON PRIVATE LAND, NEGOTIATED WITH LAND OWNERS
  - KEY VIEW LINE / VIEW CORRIDOR
  - EXISTING BRIDGE
  - KEY PEDESTRIAN CROSSING POINTS
- LANDSCAPE**
- REINSTATE AND STRENGTHEN LANDSCAPE IN FRONT AND SIDE SETBACKS
  - EXISTING FORMAL OAK TREES
  - REPAIR / REPLACEMENT AND ADDITION TO STREET TREES



**Link(s) to Darwin Street**

Darwin street properties including the car museum site have previously been underutilised due to their limited visibility and access. While key retail activities should be encouraged firstly in the main street, there is potential to create a stronger link to Darwin Street and parkland along Steavenson River through midblock pedestrian connections.

This is potentially best achieved on the former petrol station site where a visible link can be created from Gallipoli Park through to the former car museum building. Reinstating the petrol station as part of a retail development could also provide vehicular access to parking in Darwin Street.

Additional links through private property along the length of the main street should be encouraged as part of redevelopment of larger sites.

**Improved link through the Village Walk to the car park to the south**

The existing link through the arcade adjoining the bakery should be made a more comfortable and attractive pedestrian experience. As a part of rebuilding the arcade this link should be upgraded through reduction of the landscaping and other obstacles and improved grading and surface treatment.

**Improve the interface between the commercial activities and Steavenson River**

The river interface at the eastern end of the main street provides the opportunity for improvements including outdoor picnic or dining spaces along the river parkland. This space would be improved by increasing the distance between the river and the buildings to the west, and by providing passive recreational areas.

The connection of Darwin Street to Murchison Street requires further design development to ensure it functions in a safe and effective manner.

The acquisition of the former general store/supermarket site, to realign the eastern end of Darwin Street to create a safer intersection with the Murchison Street, is recommended.







### 3.0 CATALYST PROJECTS

Catalyst Projects are projects that could assist the regeneration of Marysville by providing a stimulus to its economic recovery. These projects should be a focus for government and private sector investment in the early stages of the rebuilding process.

The Catalyst Projects include:

- Triangle Trail - A shared path connecting the townships of the triangle;
- Gallipoli Park - including a Memorial garden, playground, lake and sporting facilities;
- The Community Education, Health and Recreation Hub;
- General Store and Petrol Station;
- Tourism Accommodation and Convention Facility;
- Marysville Heart;
- Police Station Relocation; and
- Murchison Street - Public Realm.

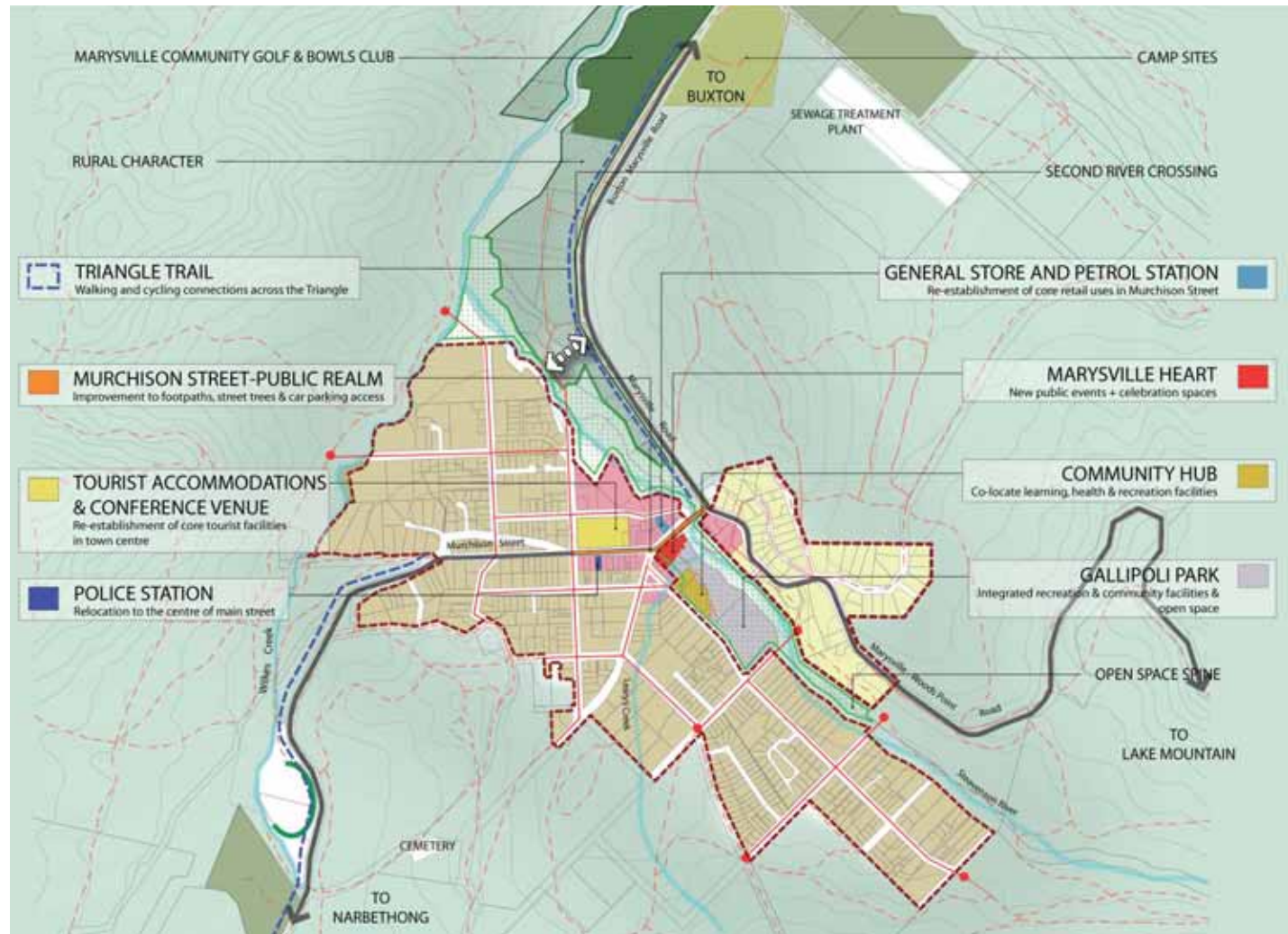


Fig. 3.1 Catalyst Projects Reference Plan

## TRIANGLE TRAIL – A PATH NETWORK CONNECTING THE TOWNSHIPS OF THE TRIANGLE

### PROJECT

Create a network of walking/cycling paths connecting the towns in the Triangle.

### BENEFITS

- Provides an alternative means of sustainable transport between the towns
- Provides a wider tourism offer
- Provides summer natural and outdoor activities that complement winter ski activities

### ACTION STEPS

- Seek government commitment to the project, in particular VicRoads, DSE, Tourism Vic, Bicycle Victoria, Parks Victoria and Murrindindi Shire Council
- Conduct a feasibility study to determine the alignment of the trail to optimise visitor experience and local connectivity within funding parameters
- Consider longer term staging arrangements to realise the complete project

### DESIGN GUIDELINES

- Ensure safe continuous trails that remain on one side of the road, preferably along river courses, and minimise road crossings
- Seek opportunities to connect to river banks, existing trails and local destinations
- Integrate seamlessly with township walking and cycling trails and connect into local parks, community facilities and hospitality and retail businesses
- Provide clear directional signage that includes distance and destination information
- Provide opportunities for rest stops and shelters between townships
- Investigate the establishment of a bicycle-share system that would promote the use of the network by both residents and visitors
- Connect to existing and future regional rail trail networks

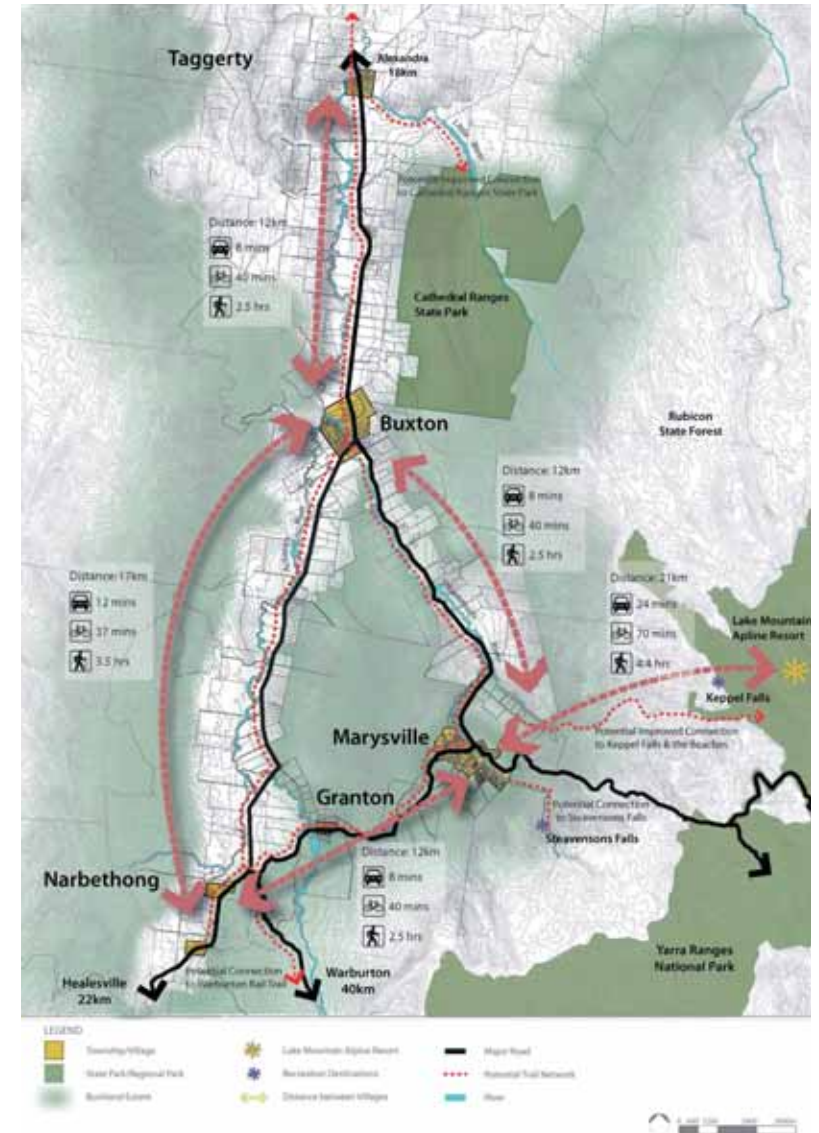


Fig. 3.2 Triangle Connection





LOCALITY PLAN

### GALLIPOLI PARK (MEMORIAL GARDEN, ADVENTURE PLAYGROUND, LAKE AND SPORTING FACILITIES)

#### PROJECT

Develop an attractive, well integrated network of public spaces and facilities for residents and visitors that strengthen the natural setting and recreational opportunities offered in Gallipoli Park.

This includes:

- Enhancing the relationship between Gallipoli Park and the main street by creating new public spaces
- Developing a memorial / reflective garden around the War Memorial
- Enhancing the lake in Gallipoli Park and surrounds with picnic facilities
- Providing an adventure playground for children.
- Assisting the return of sporting facilities
- Opening up the frontage to the main street from the Heart to Steavenson’s River and beyond and enhancing the path network and pedestrian crossing points to the north
- Provide a venue for outdoor performances

#### BENEFITS

- Provides a place of reflection and remembrance for the community and visitors
- Enhances the public realm and the overall network of path networks
- Makes better provision for children in Marysville.
- Serves as an early visual indicator of rebuilding of Marysville
- Provides venues for events

#### ACTION STEPS

- Allocate area of public land
- Develop landscape masterplan to guide the siting of park projects
- Earthworks and planting program
- Community involvement

#### DESIGN GUIDELINES

- Develop an overall structure for the development

of Gallipoli Park that considers the broader river and town context

- Generally provide for smaller and more frequently used spaces closer to Murchison Street and Falls Road and larger and frequently used spaces further from these
- Locate built forms closer to Murchison Street and Falls Road and away from Steavenson’s River
- Maintain visibility along the key vista down Murchison Street into Gallipoli Park
- Maintain and extend connection and visibility along the Steavenson River corridor including north of Murchison Street
- Ensure the fire refuge and emergency evacuation role is maintained.
- Develop additional parking as an extension of the walking track network
- Provide safe and accessible design of pathways throughout the park.

**ILLUSTRATIVE EXAMPLES**

This collection of current examples illustrate the variety of potential outcomes that could be realized with this project.





LOCALITY PLAN

## THE COMMUNITY LEARNING, HEALTH AND RECREATION HUB

### PROJECT

Redevelopment of the primary school, children’s centre, community health/medical services, community meeting space and indoor recreation and upgrading existing swimming pool facilities.

### BENEFITS

- Replaces and enhances the community facilities in a manner that is more sustainable and integrated
- Caters for the recent higher birth rate in the area
- Re-establishes confidence in Marysville

### ACTION STEPS

- Establish infrastructure and building requirements
- Develop design concept in conjunction with community stakeholders
- Detail design development
- Commence construction

### DESIGN GUIDELINES

- Develop a shared facility that co-locates education, health and recreational facilities that makes more efficient use of community assets
- Design for flexible use and capacity to adapt to other functions in the future
- Apply similar built form principles as with town centre buildings to allow for visual connections between Gallipoli Park and Falls Road
- Explore the use of innovative systems and passive solar design to demonstrate best practice sustainability in buildings
- Ensure entries are clearly defined and visible from Falls Road and that the street elevation is activated and overlooked by windows
- Consider connections to an improved future pool complex



**ILLUSTRATIVE EXAMPLES**

This collection of current examples illustrate the variety of potential outcomes that could be realised with this project.





LOCALITY PLAN

## TOURISM ACCOMMODATION AND CONFERENCE VENUE

### PROJECT

Develop a major quality accommodation and conference centre with a minimum number of 60 rooms as a core element of tourism infrastructure for the Marysville Triangle.

### BENEFITS

- Identified by The Boston Consulting Group as essential for the economic return of Marysville
- Provides employment
- Provides stimulus to tourism

### ACTION STEPS

- Promote and facilitate with potential investors

### DESIGN GUIDELINES

- Ensure that the first large accommodation and convention facility that returns to Marysville is located in Murchison Street to inspire the re-establishment of main street businesses
- Provide for pedestrian connections between Murchison and Darwin streets on these large sites and consider other related uses that could be located along these walkways
- Any on-site carparking should not be visible from surrounding streets but rather screened by building mass
- Cabin or hotel-styled accommodation types could be considered, and larger building footprints should address streets in a way to minimise their scale
- Use the topography inventively to accommodate two and three-storey building envelopes
- Locate convention, reception and restaurant facilities along Murchison Street to provide for street activity and improved connection to other main street businesses

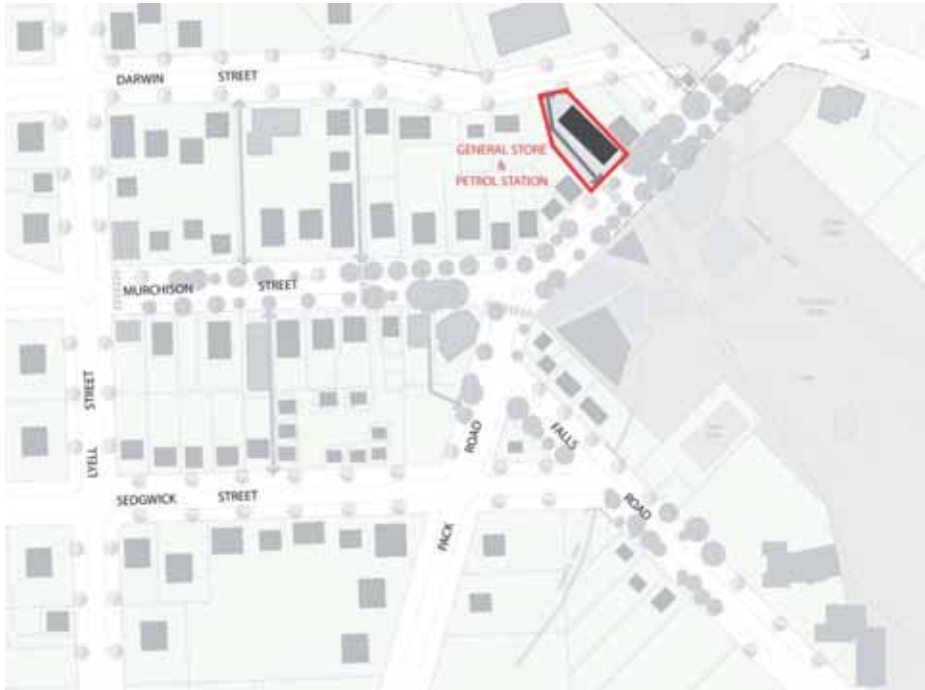


**ILLUSTRATIVE EXAMPLES**

This collection of current examples illustrate the variety of potential outcomes that could be realised with this project.







LOCALITY PLAN

### GENERAL STORE AND PETROL STATION

#### PROJECT

Re-establish a general store/supermarket and petrol station on Murchison Street.

#### BENEFITS

- Return of retail supplies to Marysville
- Return of critical petrol supplies
- Reduces travel by residents
- Services basic tourism needs
- Provides a key attractor at the eastern end of the main street
- Assists in re-establishing confidence in Marysville

#### ACTION STEPS

- Identify the most likely site as early as possible
- Provide design assistance

#### DESIGN GUIDELINES

- Provide for a pedestrian connection between

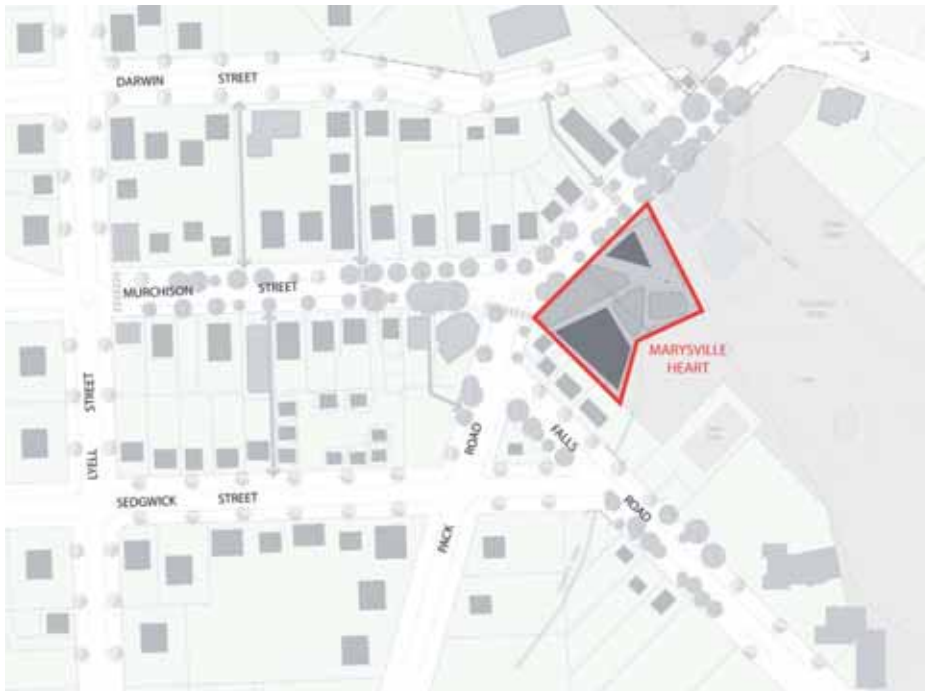
Murchison and Darwin Streets and explore opportunities to integrate vehicle and pedestrian and movements

- Locate petrol bowsers to the side of the general store to allow visibility from Murchison Street but limit their visual dominance
- Provide only limited on-site carparking – predominantly disabled spaces – to maximise site efficiency and limit the visual dominance of large paved areas
- Provide covered verandah spaces for pedestrian shelter and allow for social interaction protected from the elements

**ILLUSTRATIVE EXAMPLES**

This collection of current examples illustrate the variety of potential outcomes that could be realised with this project.





LOCALITY PLAN

## MARYSVILLE HEART AND ASSOCIATED ANCHOR PROJECTS

### PROJECT

#### Marysville Heart

Create a heart to Marysville that comprises a public space framed by an iconic building that house both commercial and cultural activities. This could include cultural facilities a replacement venue for the pub or local watering hole and the Rebuilding Advisory Centre (RAC). There is potential to use the RAC in the longer term as the Visitor Information Centre (VIC), given its central location as a departure point visits to Marysville.

#### Anchor Projects

New spaces for cultural activities that could benefit the Triangle communities and attract visitors to Marysville have been proposed by potential benefactors and community organisations these include:

- Performing arts centre
- Bushfire museum
- Lifelong learning facility

These proposals need to be assessed in terms of their long term viability and benefit to the triangle communities. Community and cultural spaces could be co-located with commercial activities to create a vibrant, albeit small scale, Marysville heart that benefits locals and attracts visitors to the town.

### BENEFITS

- Facilitates the return of pub/community gathering point
- Provides activity in the heart of Marysville
- Create confidence in the return to Marysville

### ACTION STEPS

- Land consolidation
- Assistance to ensure the public spaces are appropriately edged and views into Gallipoli Park and beyond provided
- Assistance in financing
- Ensuring buildings are accompanied by public realm and landscaping improvements including potential art works

### DESIGN GUIDELINES

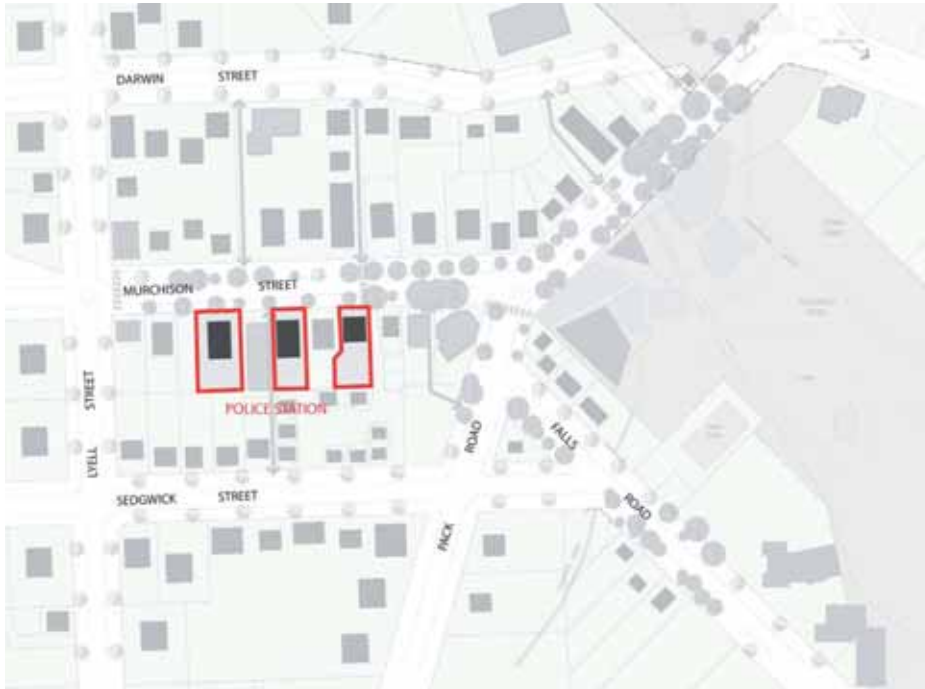
- Ensure all buildings and spaces are designed to be as functionally flexible and adaptable to enable a range of uses
- Ensure that the key vista down Murchison Street through to Gallipoli Park is maintained
- Consider the method of procurement of architectural services for this high-profile project to ensure an exemplary architectural result
- Accommodate a mix of community, arts, tourism, recreation and hospitality functions in these facilities to ensure activation during most of the day, week and year
- Ensure that the selection and location of activities provides for a broad range of users and their needs, for example, residents, visitors, the elderly and children
- Ensure an integrated approach to the design of the buildings and the public spaces around and between these buildings. Functional relationships between indoor and outdoor activities are critical considerations in the design development.
- Engage with local artists to develop a public art strategy that integrates art into the surrounding parks and spaces
- Explore the use of innovative systems and passive solar design to demonstrate best practice sustainability in building design
- Ensure back of house service areas are discretely located and accessed
- Develop a car parking strategy that minimises the provision of dedicated spaces for individual uses but shares car space provision and maximises on-street parking opportunities



**ILLUSTRATIVE EXAMPLES**

This collection of current examples illustrate the variety of potential outcomes that could be realised with this project.





LOCALITY PLAN

## POLICE STATION RELOCATION

### PROJECT

Relocation of the police station to the front of the Telstra site, former medical clinic site or Council car park in Murchison Street.

### BENEFITS

- Releases land for the creation of a heart to Marysville
- Retains visual presence of Police in the main street
- Assists return of confidence in security and safety of Marysville

### ACTION STEPS

- Further discussions with Victoria Police
- Secure land for station and home for sergeant

### DESIGN GUIDELINES

- Relocate the police station from its previous site to enable the development of the Marysville Heart
- Utilise a Council-owned site or the front of the telecommunication tower site (if available) to accommodate the police station within the town centre
- Explore the use of innovative systems and passive solar design to demonstrate best practice sustainability in building design
- Use this public building as an opportunity to demonstrate the expected qualities of new buildings in Murchison Street
- Ensure the building is orientated to the street and provides an active frontage to the street
- Ensure that vehicle access minimises obstruction to pedestrian paths, on street car parking and street trees
- Consider providing police staff living quarters on this site only if located in a second floor above the station, otherwise locate a nearby residential property residential accommodation



**ILLUSTRATIVE EXAMPLES**

This collection of current examples illustrate the variety of potential outcomes that could be realised with this project.





## MURCHISON STREET - PUBLIC REALM

### PROJECT

Re-establish the detailing of the public space of Murchison Street as the key identifiable Marysville street supported with enhanced surrounding streets and improved access to them.

### BENEFITS

- Improves the visual appearance of the main street
- Supports the local economy by encouraging visitors to stop and extend their visit to Marysville
- Improves traffic and parking during peak snow season
- Improves traffic movements for large vehicles
- Provides alternative routes through Marysville

### ACTION STEPS

- Identify key land parcels for parking
- Upgrade Darwin Street as an alternative route through town
- Reinstate the landscape treatment of the drains in the main street of Marysville as a feature planting and water quality treatment
- Public realm improvements, including potential for art works, tourism signage. Provide car parking facilities and bus pick up locations that improve traffic circulation and parking provision
- Develop a tourism signage strategy that assist visitors identifying movement through town and routes to Lake Mountain
- Extend footpaths through key cross-town streets and connect to existing trail network
- Strengthen public realm landscaping within key cross-town streets

### DESIGN GUIDELINES

- Ensure a coordinated approach to the public realm of Murchison, Darwin and Sedgwick Streets which continues to support Murchison Street as the core activity street
- Seamlessly extend the public realm treatment into pedestrian links and other publicly accessible areas including those that may be on private land
- Add to the mature oak trees in Murchison Street and consider the longer term strategy for these assets once they need replacement
- Reinstate and extend the on-street parking, footpath and drainage treatment on Murchison and Sedgwick Streets
- Stage construction of on-street parking in Darwin and Sedgwick Street with that of pedestrian access link construction between these streets and Murchison Street
- Consider construction staging to minimise costs and reflect reconstruction of buildings in the town centre
- Consider development of small retail facilities on Council properties in Murchison Street that are available (such as the former medical centre site) to demonstrate a new benchmark for sustainable buildings in Murchison Street and assist in revitalising the town centre
- Consider the required directional signage for visitors to Marysville and those proceeding to Lake Mountain



## 4.0 IMMEDIATE NEEDS

The UDF process identified needs that should be addressed immediately to build local confidence in the recovery of Marysville.

- Provide a temporary building material store and industrial activity site
- Accommodate basic shopping needs in the museum building to provide for general store, postal, news agency and banking services as an interim measure until permanent Murchison Street locations for these (and other) shops are found and rebuilt
- Ensure that shopping activities return to Murchison Street and the use of the museum building is not extended to undermine 'main street' shopping
- Establish an appropriate location for a future petrol station as soon as possible to provide immediate economic activity.
- Secure and make good existing children's playground on Murchison Street for safety of use whilst long term design and layout for Gallipoli Park is considered
- Find secure temporary storage for art and heritage items being donated to the community for inclusion and incorporation into future public facilities and spaces
- Fast-track the return of community services including the school, kindergarten and police facilities to encourage more residents to return to Marysville
- Provide information to streamline the permit process for residents and business operators to rebuild
- Provide rebuilding information to the community in the form of a Rebuilding Advisory Centre (RAC) and ensure the location does not cut off longer-term opportunities for the town centre and its development. Continue to consult the community in considering the long-term use of the RAC
- Identify opportunities to accommodate construction workers locally through the reconstruction phase

## 5.0 FURTHER ACTIONS AND IDEAS

### INTRODUCTION

As a part of the preparation of the Urban Design Framework the community consultation, The Boston Consulting Group work and other contributors have raised a number of matters that could be part of the long term rebuilding of Marysville. These actions and ideas could be the basis for guiding the use of funding, philanthropy, private investment and government grants.

### ECONOMIC DEVELOPMENT

#### Appoint leader for economic recovery

The Boston Consulting Group have recommended appointing a leader for the economic recovery in order to co-ordinate and link the future growth and re-establishment of the economic and employment base. This could be under the guidance and governance of Council or the State Government.

#### Enable forestry salvage

The importance of forestry to the local economy was based on the long term growth and harvesting of mountain ash plantations. There is economic value in salvaging these plantations that needs further investigation and investment.

#### Improve telecommunications capacity including high speed internet access

The provision of high speed internet access would enable an increased opportunity for home-based businesses to develop and part-time residents to become more permanent, which would be of benefit to the town.

#### Assist return of Post Office

The owners of the privately run Post Office have expressed a strong desire to rebuild. There is strong support for assisting this business operator to re-establish.

#### Assist return of banking facilities

Marysville has relied largely on cash machines in the past with a visiting banking facility and post office facilities. The provision of at least two of these services is important to the economy of Marysville.

#### Secure anchor businesses

The return of one large accommodation and conference facility has been identified as critical to the initiation of the town's economy, whilst additional venues and facilities are needed for its long-term viability. A diverse and comprehensive conference and accommodation offering will underpin Marysville's economic success. A key indicator of this includes the provision of at least 400 beds within the town.

#### Facilitate a short term retail facility

Returning core retail functions to Murchison Street is a core element of a successful recovery of Marysville, though a temporary retailing facility can be accommodated in the car museum. In the longer term a viable future community use for the car museum building will need to be identified by the community.

### REBUILDING THE COMMUNITY

#### Review and integrate Royal Commission recommendations on Bushfire protection

Specific measures for bushfire protection have not been developed as a part of the UDF. In terms of the built form and landscape of Marysville, the recommendations of the Royal Commission may have an influence on the management of the surrounding bush, access arrangements and building controls. A review of the impact of the measures proposed is likely to be required following their release.

#### Upgrade the emergency services hub

The Emergency Services Hub in Marysville, located at the western entry to town in Murchison Street, has largely survived the bushfires. Upgrading the existing CFA and SES facilities (including communications facilities) should be considered following the Royal Commission report. Investment in these facilities is important to the confidence of Marysville in the event of future as well as providing an opportunity to create a town entry landmark.

#### Assist the return of Church at end of Main Street

The Anglican Church at the end of the main street attractively terminated a viewline and provided a significant contribution to the character of Marysville. The return of the church would not only assist the return of religious services but would assist in re-establishing a characteristic element to the town. The location proximate a memorial garden area would complement the spiritual support of residents and visitors.

#### Facilitate multi-purpose buildings

The community has expressed concerns about the number of volunteers available to manage, insure and maintain the buildings available for various facilities. This issue has raised the concept of providing multi-purpose and/or co-located community buildings so that the management of these facilities can be undertaken in a viable and efficient manner, particularly early in the rebuilding of Marysville.

#### Assist redevelopment of the "retirement village"

The retirement village, or privately owned medium density unit development in Sedgwick Street, has provided a housing option for seniors that is more manageable whilst also conveniently located adjacent to Murchison Street.

Council's long-term ownership of some of this development should be reviewed immediately to remove uncertainty to the remaining residents and allow rebuilding. The 'community hall' previously part of this development may be reconstructed in an alternative form and location (within the village) which could free some land for commercial activity along Murchison Street.



## TOURISM AND EMPLOYMENT

### Reinstate and enhance natural assets, including the trail networks and floodlighting of Steavenson Falls

Natural assets provide the basis for a significant component of Marysville's tourism attraction. They serve to attract visitors and are enjoyed by locals residing in the area. The return of the walking trails, enhancement of the bush and the rehabilitation of the floodlighting and the environment of Steavenson Falls should be a key activity that can provide employment and assist in attracting visitors.

### Commitment to Lake Mountain

The growth and enhancement of Lake Mountain has in the past been hampered by the lack of commitment to the long term lease of the Alpine Reserve. Lake Mountain is an essential component to the Marysville and Triangle economy and its survival requires a long term commitment by Government.

### Expand Lake Mountain offerings particularly for non-ski period

Commitment to Lake Mountain will assist in encouraging investment in bushwalking and mountain bike riding infrastructure which would increase off-peak visitors.

### Expand tourism offer including bike trails and regional touring routes

If a regional access trail is created between the towns in the Triangle, encouragement should be given to activities and businesses along these routes. Niche agricultural activity could further promote use of the trail and provision of community and bike hire outlets in towns within the Triangle could be supported.

### Improve visitor service and marketing capabilities, develop a branding and tourism recovery strategy

Marysville's reliance on tourism needs to be supported by a comprehensive visitor centre service, a branding and recovery strategy and experienced marketing resources. Education to assist these roles and technological support in the development of a new Visitor Information Centre (VIC) is critical to economic success.

### Expand the food and wine tourism experience

The Triangle provides local produce that should be built upon for both sustainability and an increased tourism offer. The hospitality industry provide expanded employment opportunities to residents by promoting the food and wine experience at a number of levels (eg local produce, organic, farmgate, cellar door, restaurant, cafes, farmers market, destination dining, harvest trails, cooking classes, hospitality training). One of the established key industries was the trout farming which should be encouraged and assisted to return and could be developed further.

### Develop a historical society/museum site

The former historical society museum was completely destroyed in the fire. Efforts are underway to provide a new historical collection, with exhibits donated from throughout the World. A new home for the historical society should be encouraged to locate in a central location a within walking distance of the VIC.

### Strengthen art and culture

Bruno's Art and Sculpture Garden was already a key tourist destination and had an international reputation. In addition, the growing number of local artists in the Triangle provide the basis for expanding cultural activities in Marysville. Multi-purpose buildings and the potential for an art space in the Marysville Heart can allow these artists and those beyond the Triangle to exhibit work and add to the tourism offer. Public art has been present in the main street and public realm which should be further expanded to add interest and detail to public spaces.

### Expand the events calendar (including relaunch/reopening of Marysville)

Increasing the number and frequency of events is an effective way of increasing tourism to Marysville and Triangle. This could include cycling events, similar to that held as part of the bushfire recovery, or arts and entertainment events to use the Marysville Heart. Human resourcing of the events has been an issue in the past which could be addressed through outsourcing some of the management.

A relaunch or reopening event is considered one of the more important events that could occur to inform the wider population that Marysville is back. An annual visit in memory of the fires could also be considered.

The following list of attractions and potential events has emerged from the workshop and community consultation sessions. Although not exhaustive, it does outline some of the key directions.

#### Attractions (existing and potential)

- Natural attractions
- Entertainment/amphitheatre
- Fishing
- Horse riding
- Golf
- Lawn Bowls
- Bushwalking
- Agri-tourism – niche agriculture
- Spa/wellness
- Sculpture
- Art retreats
- Cooking retreat
- Gardens
- Motor bikes/car clubs

#### Events (existing and potential)

- Wirreander Festival
- Australia Day
- ANZAC Day
- Ski season opening
- Ski Calendar
- Half marathon/Marathon
- Cycling calendar
- Garden openings/planting days

## SUSTAINABILITY

### Program for environmental sustainability

Environmental sustainability measures are encouraged as part of the rebuilding of Marysville. This includes water tanks, landscaping to reduce erosion, treatment of stormwater, solar panels, increased pedestrian and cycling facilities and solar orientation of buildings.

Investigation into the viability of alternate sources of power, including wind generation and biogeneration, could be sponsored in an effort to provide demonstration projects and provide an overall improvement in the environmental sustainability of Marysville. Further use of the hydro generation used at Steavenson Falls could be contemplated for other tourism facilities. Sustainability practices should be a core part of the township's tourism marketing as well as improve its long term resilience.

### Develop beyond 5 star housing

Existing building regulations enforce a level of sustainability in the development of housing. Those building in Marysville should be encouraged to move beyond these levels by having access to environmental sustainability products and education available through the RAC.

Public buildings should demonstrate best practice sustainability measures to further inspire better sustainability performance for all new buildings.

### Initiate nature based tourism - ecotourism

Using the existing settlements and natural attractions as a base, opportunities for ecotourism should be investigated. The encouragement of environmentally sustainable development within the town boundaries would expand on this and present a logical step for further development of the Triangle tourism offer.

### Introduce a strong waste management policy

Towns such as Coles Bay in Tasmania have introduced points of difference that have complemented the tourism offer. They have introduced a no plastic bags policy and in their place developed more durable and reusable bag products that add to the branding of the town. Similar strategies could be introduced in Marysville and Triangle to reinforce the environmentally conscience image of town and significantly reduce waste and increase sustainability.

## 6.0 IMPLEMENTATION OF THE URBAN DESIGN FRAMEWORK

### PLANNING

Achieving the principles and ideas contained within the UDF requires commitment to the vision and the implementation.

Commitment to the vision has been sought through the process of developing the UDF and will continue through further consultation with the community and agencies prior to finalisation and adoption.

Implementation is proposed through a series of measures including a planning scheme amendment. As a statutory document it will guide decisions of the responsible authority for administering the Planning and Environment Act and the Murrindindi Planning Scheme.

While inclusion in the Planning Scheme does not guarantee implementation, it assists in the decision making process by guiding the design development by individuals and agencies rebuilding and by establishing the parameters for decisions by Council.

The following recommendations are made in relation to incorporating the Urban Design Framework into the Murrindindi Planning Scheme:

- Inclusion of the Urban Design Framework in the Local Planning Policy Framework of the Murrindindi Planning Scheme.
- Inclusion of the Urban Design Framework as a Reference Document, incorporating key objectives & strategies
- Retention of the existing zones within and around Marysville.
- Introduction of a Design Development Overlay over the Business 1 Zone to be considered for new buildings and works applications and to guide decisions.
- Review of the Vegetation Protection Overlay.

It is proposed that following a detailed community consultation process and refinement of both the UDF and associated controls, that the Minister for Planning would be requested to undertake a Section 20(4) amendment to the Murrindindi Planning Scheme to formally insert the provisions.

To assist Council with the task of managing the planning process the following is recommended:

- Encourage early discussions with those rebuilding or initiating new development
- Provide design assistance in the development of plans
- Provide assistance in the review of application material
- Assist in the administration of planning applications
- Facilitate timely decisions by providing delegate authority

This document will be used to guide the decisions of government agencies, VBRRRA and the Shire of Murrindindi, including priorities for funding, rebuilding and guiding philanthropic contributions. It has also been prepared to aid, encourage and guide investment in Marysville and the Triangle for a strong, prosperous and resilient future.

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## 7.0 REFERENCE

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### REFERENCE DOCUMENTS

*Marysville and Triangle Economic Recovery Strategy, Final recommendations, 30 June 2009, The Boston Consulting Group*

*Murrindindi Planning Scheme*

*Murrindindi Shire Small Towns Urban Design Framework, February 2005, prepared by Urban Enterprise, Land Design Partnership and John Piper Traffic*

*Marysville Urban Design Framework – Draft Framework, 4D Form Pty Ltd Urbanism and Architecture, 18 December 2001*

*Marysville and Triangle Celebration Day Report, May 2009, prepared by ECO Design Architects*

*Marysville and Triangle Phoenix Workshop Report, July 2009, prepared by Roberts Day*

*The Highway to Heaven - A Story of Marysville and District, 2006, authored by Mary Kenealy*



