

Murrindindi Shire Council

Yea Urban Design Framework

Final Report

August 2003

Prepared for



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Document Information:

Filename: c:\my documents\raphael krelle\yea & eildon udf\final udf
document\final udf\yea udf - final document august 03.doc

Last Saved: 12 August 2003 3:12 PM

Last Printed: 8 May 2006 10:47 AM

File Size: 3790kb

CONTENTS

Section	Page	Section	Page
1	INTRODUCTION	1	
2	METHODOLOGY	3	
3	STRATEGIC PLANNING CONTEXT	6	
3.1	The State Planning Policy Framework	6	
3.2	Municipal Strategic Statement	7	
3.3	Local Planning Policies	9	
3.4	Community Plan 2002-2005	10	
4	EXISTING SITUATION	11	
4.1	Strategic context	11	
4.2	Role of the township	11	
4.3	Population profile	12	
4.4	Population profile of the region	14	
4.5	Land use and development	15	
4.6	Development activity	20	
4.7	Open space and urban design	25	
4.8	Movement patterns	29	
5	ISSUES AND OPPORTUNITIES	31	
5.1	Contextual issues and influences	31	
5.2	Values to protect and enhance	31	
5.3	Land use and development	32	
5.4	Open space and urban design	35	
5.5	Mobility	36	
5.6	Key priorities	39	
6	URBAN DESIGN FRAMEWORK	40	
6.1	Introduction	40	
6.2	The consultation process	40	
6.3	Land use and development	41	
6.4	Open space and urban design	47	
6.5	Mobility	55	
6.6	Summary of recommended strategies and actions	59	
7	URBAN DESIGN FRAMEWORK PLANS	69	
TABLES			
	Table 1.	Population growth (northern metropolitan area)	15
	Table 2.	Household growth (northern metropolitan area)	15
	Table 3.	Lot sizes in the Yea area	20
	Table 4.	Dwelling approvals in Yea Township and immediate area 1997-2001	21
	Table 5.	Supply of broadacre vacant land in the residential zone	22
FIGURES			
	Figure 1.	Zone map and study areas	17
	Figure 2.	Under-utilized land at rear of High Street shops	24
	Figure 3.	Yea shopping precinct showing historic verandahs	26
	Figure 4.	High Street central median	27
	Figure 5.	North Street/Racecourse Road intersection	37
	Figure 6.	High Street eastbound carriageway showing present parking and traffic arrangement	38
APPENDICES			
	Appendix A.	Steering Committee members	
	Appendix B.	Town walk and community workshop attendees	
	Appendix C.	Traffic count data	
	Appendix D.	Public exhibition of Analysis Report	
	Appendix E.	Public exhibition of Draft Urban Design Framework	
	References		

Acknowledgements

The Department of Sustainability and Environment (formerly the Department of Infrastructure) for funding the Project through the Pride of Place Program.

The Project Steering Committee.

Officers at Murrindindi Shire Council. The support of Peter Dudley, Matt Parsons and Grant Scale in particular is acknowledged.

Members of the community who attended the town walk or participated in the community workshop.

Members of the community who made submissions during the public exhibition of the Analysis Report and Draft Urban Design Framework.

Glossary of Terms and Definitions

<i>UDF</i>	Urban Design Framework
<i>DOI</i>	Department of Infrastructure
<i>DNRE</i>	Department of Natural Resources and Environment
<i>NVS</i>	National Visitor Survey
<i>SPPF</i>	State Planning Policy Framework
<i>MSS</i>	Municipal Strategic Statement

1 Introduction

Murrindindi Shire Council commissioned Urban Enterprise Pty Ltd, in conjunction with Chris Dance Land Design and John Piper Traffic, to prepare an Urban Design Framework for the township of Yea. The UDF has been funded through the Department of Infrastructure 'Pride of Place' program.

An Urban Design Framework is a strategic tool for the future vision, land use, and development and protection of an area. The Urban Design Framework for Yea has been prepared in response to the land use, design, tourism, and economic significance of the town and its important strategic location in north eastern Victoria.

The UDF has been developed to function as a key strategic document to guide:

- future design of buildings and streetscapes;
- use and development of land;
- prioritisation of capital works, budget allocations, and external funding bids;
- changes to strategic directions and zoning in the Murrindindi Planning Scheme as applicable to both towns.

The document provides advice that is relevant for the short and longer term, extending to the next 20 years. It is designed to be a flexible document that contains sufficient information for the concepts identified to be tested on a regular basis.

The Methodology section of this report provides detail relating to each stage of work undertaken in the preparation of the UDF.

Project Brief

The overall objective of the Yea Urban Design Framework was to *"provide a strategic framework for future land use decision making in the town"*.

In accordance with the overall objective, the preparation of the UDF followed a set of project objectives and tasks. These objectives formed the basis of the project brief, and are detailed below:

- a) Consider land use and development issues, opportunities and constraints. This includes design, streetscape, essential character, recreation and open space linkages, transport, tourism, environmental, economic, infrastructure and social issues;

- b) Provide demographic analysis, including existing and possible future populations and housing needs;
- c) Protect the essential streetscape and building character, including the main commercial areas, and provide design advice for the town;
- d) Provide traffic and footpath options and solutions for High Street, Yea, to make it an attractive and vibrant area for pedestrians and vehicles and to enhance the town's economic and tourism potential;
- e) Enhance the tourism and economic potential of Yea;
- f) Provide recommendations for land use, economic and social directions and implementation for the township of Yea, covering the range of issues identified in objective (a);
- g) Provide recommendations for changes to the Murrindindi Planning Scheme, including strategic directions, framework plans, policies, zoning and overlay changes.

2 Methodology

There were three key stages in the preparation of the Urban Design Framework for Yea, namely the Analysis Stage, Synthesis Stage and Consolidation Stage. These stages are detailed below.

Analysis Stage

The steps undertaken as part of the analysis stage are summarised as follows:

- review of existing plans, policies, strategies and infrastructure programs;
- identification and analysis of issues and opportunities relating to land use and development, open space and urban design and mobility;
- identification of possible strategic actions.

Community Consultation

A community meeting and a town walk were held in Yea on 2/9/02 to identify the issues and opportunities and possible strategic actions. The town walk was attended by 15 people, and the workshop was attended by 11 people. Councillors and Council staff also attended the workshop and town walk. A list of attendees is provided in Appendix B.

The consultant team prepared an Analysis Report and Analysis Plans based on the outcomes of the community consultation, site visits and a review of background information. The Analysis Report is encompassed in Sections 3 to 4 of this document.

Public Exhibition of the Analysis Report

The Analysis Report for Yea was placed on public exhibition at the Yea, Alexandra and Kinglake offices of the Murrindindi Shire Council, the Alexandra library and at the Eildon Community Centre from the 4th to the 24th of December 2002.

Council received seven submissions from residents and resident groups relating to the exhibition of the Analysis Report for Yea. A list of submitters is provided in Appendix D. Comments raised in the submissions were considered by the consultant team and the appropriate changes were made to the report.

2.1.2 Synthesis Stage

The synthesis stage identified concepts to address the issues and opportunities identified in the Analysis Stage. A draft Urban Design Framework was prepared based on the work undertaken during this stage.

Public Exhibition of the Draft Urban Design Framework

The draft Urban Design Framework was exhibited from 4 March 2003 until 18 April 2003, enabling public feedback through the use of a questionnaire.

Submitters were given the opportunity to complete a structured questionnaire listing each of the proposed actions in the Urban Design Framework. Submitters were asked to indicate whether they approved, disapproved, or were undecided about each action, and were given the opportunity to provide additional comments.

Council received 79 submissions to the exhibition of the draft Yea Urban Design Framework, the majority of which were in the form of the questionnaire. Around half of the submitters provided their names with their submissions.

The results of the survey questionnaire and a list of people who made written submissions are provided in Appendix E.

2.1.3 Consolidation Stage

The consolidation stage involved the preparation of the final Urban Design Framework, after consideration of public comments and review by Councillors and Council officers.

2.1.4 Study Area

Through discussions with Council, primary and secondary study areas for the Urban Design Framework were identified. The proposed study area was refined in discussions with the public at the community workshop held in Yea.

The primary study area was the focus for the Urban Design Framework. Particular attention was given to forming a vision for the primary study area, recognising that it is heavily influenced by both physical and non-physical factors in the secondary study area, and beyond. In a similar way, the way in which the primary study area functions has a significant impact on the secondary study area, and the surrounding land. In this way, all parts of the town, and the surrounding land are integrated, and function together. This was a key theme throughout the preparation of the Urban Design Framework.

The primary study area in Yea 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.

The secondary study area consisted of the remaining non-rural zoned land in the township, including the rural land between Snodgrass Street and the Yea River. The secondary study area also included the highway entrances to town, including the Goulburn Valley Highway east of the town to Killingworth Road.

A map of the study area is included in Section 4.

3 Strategic planning context

This section outlines the strategic planning context in respect of Yea, including:

- Relevant planning policies;
- Planning scheme provisions;
- Infrastructure considerations;
- Population profile;
- Population forecasts; and
- Tourism profile.

This strategic planning context provides a basis to identify strategic planning directions for Yea, and its possible future role.

3.1 THE STATE PLANNING POLICY FRAMEWORK

The State Planning Policy Framework forms part of every planning scheme in Victoria, and applies to all land in the State.

The State Planning Policy Framework (SPPF) provides a context for spatial planning and decision making by planning and responsible authorities. The SPPF seeks to ensure the fair, orderly, economic and sustainable use and development of all land in Victoria.

The SPPF includes seven statements of general principles that describe the factors that influence good decision-making in land use and development planning. The statements relate to the following factors:

- Settlement
- Environment
- Management of Resources
- Infrastructure
- Economic well-being
- Social needs
- Regional co-operation

The SPPF contains the objectives, a statement of general implementation, and the policies and strategies for each of the principles.

3.2 MUNICIPAL STRATEGIC STATEMENT

The Municipal Strategic Statement of the Murrindindi Planning Scheme outlines issues, strategies and policies that are relevant to the consideration of an Urban Design Framework for the townships of Yea and Eildon.

Clause 21.07 of the Municipal Strategic Statement provides guidance on future township development with key points summarised as follows:

3.2.1 Context (Clause 21.07-1)

- Alexandra, Yea, Eildon and Marysville are all serviced by reticulated water, drainage and sewerage systems.
- Alexandra, Yea and Eildon all have in excess of between 25-30 years supply of land available for residential and low-density residential development.
- The projected shire population increase of 2500 by the year 2011 can be accommodated within the serviced townships of Alexandra, Yea and Eildon.
- Between 1990 and 1997, an average of 6 new dwellings were built in Yea Township per annum, ranging from 9 in 1996 to 1 in 1997.
- The serviced towns of the Murrindindi Shire play a significant role in service provision and general vitality of the shire.
- These towns all have excellent community, educational and recreational facilities, with easy access to both regional centres and the Melbourne metropolitan area.
- These significant towns all have distinct commercial, residential, and industrial facilities, and have potential for expansion.

3.2.2 General Issues (Clause 21.07-2)

The following general issues are identified in the MSS for Murrindindi Shire:

- Modest population growth.
- The need for consolidation of urban areas.
- Maximising infrastructure investment.
- Consolidating retail precincts.
- Providing car parking on under-utilized land, located at the rear of each retail precinct.
- Providing tourist information centres.
- Landscaping and beautification of township entrances.
- Preparing future development plans for existing industrial precincts.
- Possible provision of bypass routes for Alexandra and Yea.

3.2.3 Strategies and Objectives (Clause 21.07-3)

General

- Consolidate residential growth within the major townships that can be serviced by reticulated infrastructure.
- Prevent the further extension of serviced urban areas until the residential land supply has been reduced to 10 years.
- Increase the level of infrastructure provision for low-density residential development to reduce environmental impacts associated with effluent disposal, construction of roads, and the provision of water and power.
- Maximise infrastructure use and improve the quality of infrastructure services in the major towns.
- Maximise industrial development opportunities within existing and proposed industrial precincts.

Yea

- Consolidation of the retail core between Snodgrass Street and the Goulburn Valley Highway.
- Provide car parking facilities at the rear of shops on the northern side of High Street accessible from Snodgrass Street.
- Provide for the orderly development of the residential area adjacent to the Yea High School through the outline development plan process.
- Provide for the orderly development of the Yea industrial area through the outline development plan process.
- Provide for the orderly development of the Yea commercial precinct including Whatton Place.

3.2.4 Implementation (Clause 21.07-4)

The strategies and objectives will be implemented by:

- Applying the Business 1 Zone to the retail areas of townships.
- Applying the Business 4 Zone to peripheral business areas located adjacent to highway entrances.
- Utilising the Industrial 1 Zone to replace former industrial zones.
- Using the Industrial 2 Zone for areas comprising major industries.
- Prepare an outline development plan for the residential areas adjacent to the Yea High School.
- Prepare an outline development plan for the Yea industrial estate.
- Preparation of an outline development plan for the northern part of Whatton Place showing how this area may be developed for commercial purposes.

3.3 LOCAL PLANNING POLICIES

The Planning Scheme contains the following Local Planning Policies that are relevant to the development of an Urban Design Framework for Yea.

3.3.1 Development at Station Street, Yea (Clause 22.02-2)

The MSS recognises the importance of Station Street in Yea as a main entrance to the town. The following objectives and policies are included in the Clause 22.02-2 of the MSS.

Objectives

- To provide for the establishment of tourist facilities in the Station Street precinct of Yea.
- To encourage the clustering of tourist facilities to bring the greatest social and economic benefits to the township of Yea.
- To prevent use and development that would be incompatible with tourism-related use and development.

Policy

- Any proposed use or development will enhance the potential for tourism-related uses or development within Station Street precinct of Yea.
- That any proposed use or development will not detrimentally impact upon the character or appearance of the area with regard to tourism.
- That service, safety, and amenity be maintained along the Melba Highway, ensuring that any development does not impede the traffic flow of the highway.

3.3.2 Townships (Clause 22.03-1)

Urban Areas

The MSS contains policy which relates to car parking and design in urban areas. The following policy relates to design:

- Development at township entrances should be designed with respect to the built environment and sited to contribute to the overall appearance and character of the town.
- The presentation of development to the street and how the proposal addresses and assists in streetscape presentation, attracts tourism and demonstrate civic pride.
- Consideration be given to the importance of street trees in creating areas that offer shade and protection from the elements and attract pedestrians. Development located along entrances to all towns should consider how proposed tree species are consistent with the landscape plan for the township.

- Development located on the edge of township area should be landscaped to assist in absorbing the development within the surrounding landscape and provide a delineated edge to the town.

3.4 COMMUNITY PLAN 2002-2005

Council's Community Plan outlines the vision for the future of the Shire, and the goals, objectives and strategies to achieve the vision between 2002 and 2005.

Council's vision for Yea and Surrounds is as a "Gateway to Country Living"

This vision recognises the important role that Yea plays as an urban and strategic transit centre, located at the junction of the Melba and Goulburn Valley Highways, offering access to Melbourne and many parts of the Shire. The town will be a major service centre for its residents and the surrounding rural communities and will cater for tourists to the region, offering unique experiences of country life. The vision also recognises the important role Yea will continue to play both as a commercial centre supporting the rural farming and agriculture sector in the surrounding districts and as a centre for light industrial development (Murrindindi Shire Council Community Plan 2002 –2005).

The Community Plan contains a range of general strategies aimed at improving streetscapes and physical environments in and around the townships within the Shire.

The Community Plan also contains Council's Business Plan, which outlines the specific actions that will be undertaken by Council during the 2002-2003 financial year. Specific actions that apply to Yea include:

- Develop a strategic plan for the future of Yea
- Complete the refurbishment of Yea pool
- Introduce a hard waste collection
- Seek funding for the redevelopment of the main streetscape in Yea
- Pursue provision of safer pedestrian access across High Street in Yea
- Refurbish the Yea Shire Hall
- Develop and implement a bicycle and footpath strategy which links open space, recreation and tourist facilities
- Address traffic management issues and car parking
- Work with the Yea community to complete the staged development of the Yea Railway Reserve Precinct
- Provide support for the refurbishment of the pavilion at the Yea Recreation Reserve
- Replace the Providence Bridge in Craigie Street, Yea

4 Existing situation

4.1 STRATEGIC CONTEXT

Yea is located approximately 100 kilometres north east of Melbourne, on the north fall of the eastern section of the Victorian Highlands. The town is situated on the Yea River, which flows north from the Great Dividing Range. The Goulburn River flows approximately 10 kilometres to the north of the township.

4.2 ROLE OF THE TOWNSHIP

Role within the local area (25km radius)

The role of Yea within the local area is as a service centre for its residents and people who live in the surrounding rural hinterland and settlements such as Flowerdale and Molesworth. Yea is the only town in the area that offers a full range of services, including banking, primary and secondary schools, shops and supermarkets, health facilities, and sporting and recreational facilities.

The town also provides specialist business services to the agricultural sector, which is becoming more diversified due to changes to the rural economy.

In terms of employment, the town provides jobs for residents of the local area in retail, hospitality and other service industries, as well as in the public service. The town also acts as a retirement destination for people who live on farms in the surrounding area.

Role within the Shire of Murrindindi

Yea is the second largest established township in the Shire of Murrindindi in terms of size and population. Alexandra and Kinglake have larger populations than Yea, however Kinglake comprises a number of separate settlements.

Yea acts as a rural service centre for the grazing and timber industries in the Shire. It also provides a number of key services for residents on the western side of the Shire, including secondary schools, Shire offices and library. The location of the town at the junction of the Melba and Goulburn Valley Highways makes it a thoroughfare for residents in the north of the Shire travelling south to Melbourne.

The town has been recognised in the Murrindindi Planning Scheme as one of the growth areas of the Shire due to the availability of land, services and infrastructure.

Role in relation to the Region

The Region includes the adjoining Shires of Mitchell, Delatite, Whittlesea, Nillumbik, Strathbogrie and Yarra Ranges. This area is typified by river floodplains, wetlands, and high quality agricultural soils.

The location of Yea at the junction of the Melba and Goulburn Valley Highways, and Whittlesea-Yea Road, makes the town a key gateway for the tourist industry in the region that has developed around the rivers, lakes, and snowfields. The town acts as a thoroughfare and service point for traffic moving from the northern and eastern suburbs of Melbourne as well as from north eastern Victoria.

Role in relation Melbourne

The role of Yea has traditionally been as a short break stop for people from Melbourne travelling further afield to the rivers, lakes and snowfields in the region. The town acts as a key gateway for these areas, which has encouraged the development of a number of cafes and restaurants.

In addition to its role as a stopping point for travellers, there is evidence to suggest that the rural areas surrounding the town are attracting people from Melbourne, mainly retirees, looking for rural residential allotments with a dwelling for retirement purposes, or for stays during part of the week. It appears that this trend is being driven by the price growth of traditional rural residential markets in Nillumbik, Whittlesea, and Yarra Ranges Shires.

As urban development in the fringe metropolitan municipalities of Maroondah, Nillumbik, Whittlesea, and Yarra Ranges, extends further to the north, these forces are expected to become more significant in shaping the role of the town in the future.

4.3 POPULATION PROFILE

The following is a profile on the population of Yea Township and its outlying Collection Districts, based on 2001 Census data sourced from the Australian Bureau of Statistics. Where relevant, comparisons have been made with 1991 and 1996 Census data to identify demographic trends that will influence the town in the future.

Age sex profile

Yea Township

- At the 2001 census, there were 988 persons living in the township of Yea.
- The population of Yea Township dropped by 1% between the 1991 Census and the 2001 Census.
- 35% of the Yea Township population is aged 55 years or more, significantly higher than the Victorian average of 21%.

- Yea Township's population is ageing, with a 59% drop in the number of residents aged 0-4 years and a 23% drop in people aged 5-17 years between the 1991 Census and the 2001 Census. This is matched by a 65% increase in the number of 50-59 year olds, and a 44% increase in the number of people aged 75 years or more.
- The proportion of young families in Yea Township appears to have grown in the past five years. Between 1996 and 2001 there was a 50% increase in the number of children between the ages of 0 and 4 years, and a 45% increase in the number of 30-34 year olds.
- However, between 1996 and 2001, the proportion of families with older children appears to have declined with declining numbers of children aged between 15 and 19 years of age, and middle-aged people between 35 and 49 years of age.

Outer Yea

- The Collection Districts immediately surrounding Yea had a population of 1475 at the 2001 Census. In comparison to the population of the township itself, which has remained stagnant, the population in these areas has increased by 17% since the 1996 Census.
- The population profile of outer Yea is ageing, with 29% of people aged 55 years or more in 2001, compared with 22% in 1996.
- The number of people of early retirement age (55-59 years) in outer Yea rose by 97% between 1996 and 2001. This is commensurate with increases in the proportion of young adults aged 20-29 years in outer Yea.
- The number of people aged 15-24 years is lower than the Victorian average in both outer Yea and Yea Township.

Industry

- The dominant industries in Yea Township in terms of employment of the working population are Retail (12%), Manufacturing (11%), Accommodation, Cafes and Restaurants (10%), Education (10%), and Health and Community services (10%).
- Yea Township has a higher proportion of its population working in Accommodation, Cafes and Restaurants (10%), compared with the Victorian average of 4%.
- 30% of the working population living in the Collection Districts surrounding Yea are employed in Agriculture, Forestry and Fishing, compared to only 9% living within the township. Only 3% of the working population in outer Yea are employed in Accommodation, Cafes and Restaurants.

Dwelling structure

- There were 508 dwellings in Yea Township during the 2001 census, an increase of 6% or 28 dwellings since the 1996 census.

- There were 813 dwellings in the Collection Districts surrounding Yea during the 2001 Census, an increase of 9% or 68 dwellings since the 1996 census. Around half of this increase, however, can be attributed to a rise in the 'caravan, cabin and houseboats' category.
- 91% of dwellings in Yea Township were classified as separate houses.
- 16% of dwellings within Yea Township were unoccupied during the 2001 Census.
- 97% of dwellings in Collection Districts surrounding Yea were classified as separate houses.
- 27% of dwellings in outer Yea were also unoccupied.

Occupation

- 15% of the working population were employed as tradespersons in the Yea Township. 14% were employed as professionals, 13% as labourers and 13% as clerical, sales and service workers.
- In outer Yea 33% of the working population were employed as managers, and 14% were employed as professionals. The high proportion of managers may be the result of persons who manage their own agricultural property.

4.4 POPULATION PROFILE OF THE REGION

As referred to earlier in this report, as the supply of residential and rural land in the northern and eastern fringes of Melbourne is exhausted, the Yea area is expected to experience a growing demand for affordable residential, and rural residential land. The northern fringes of Melbourne, including the Plenty Valley growth corridor in the City of Whittlesea are approximately 1 hour from Yea by car. Commuting from the Yea area to Melbourne will become a more realistic proposition as these areas are developed.

The tables below show the growth in households and population for four selected municipalities on the northern fringes from 1996 to 2001, and the projected population growth to 2011.

The tables show a need to accommodate 23,000 households and 44,000 people of the next 10 years in these areas.

Table 1. Population growth (northern metropolitan area)

Municipality	1996	2001	Projected 2011	Expected Change 2001-2011	% Change 2001-2011
Hume	120,819	131,585	149,675	18,090	14%
Whittlesea	106,212	114,082	136,099	22,017	19%
Nillumbik	57,219	58,161	61,307	3,146	5%
Yarra Ranges	137,173	137,539	139,081	1,542	1%

Source: ABS Census Data and Towns in Time (DOI)

Table 2. Household growth (northern metropolitan area)

Municipality	1996	2001	Projected 2011	Expected Change 2001-2011	% Change 2001-2011
Hume	37,164	42,723	51,683	8,960	21%
Whittlesea	32,296	36,906	46,745	9,839	27%
Nillumbik	17,643	19,254	21,212	1,958	10%
Yarra Ranges	46,462	50,983	53,571	2,588	5%

Source: ABS Census Data and Towns in Time (DOI)

4.5 LAND USE AND DEVELOPMENT

4.5.1 Land use and settlement patterns

The boundaries of Yea Township are well defined by natural forms in all directions. It is bounded to the north by the Yea River wetlands, to the west by Boundary Creek, to the east by the Yea River, and to the south by the hills to the north of Constitution Hill.

The town has developed around the main road network and former railway line that runs in an east west direction through the town. The growth of the town has led to the development of several distinct precincts:

- the commercial and retail centre in High Street, including the civic precinct on the south side of High Street;
- residential precinct to the west of the retail precinct, on the south side of High Street;
- passive recreation / public open space precinct in the vicinity of Station Street and the Old Railway Station, with some peripheral business uses;
- industrial precinct on the west side of North Street, bounded by Boundary Creek;
- active and passive recreational area extending from the Yea Recreation Reserve in Snodgrass Street to the Cummins Reserve and Yea Wetlands;

4.5.2 Zoning

The majority of the land within the Yea Township is zoned Residential 1. This zone provides for residential development at a range of densities, as well as educational, recreational, religious, community and a limited range of other non-residential uses in appropriate locations.

The retail precinct is zoned Business 1, which provides for retailing and other complementary commercial, entertainment, and community uses. There are portions of land south of Station Street that are zoned Business 4. This zone provides for the development of a mix of bulky goods retailing and manufacturing, and their associated business services.

A large portion of the land along the Station Street is zoned for mixed use, with an existing policy to only have tourist related business uses in the area.

Industrial zoned land is confined to an area of land (approximately 30 hectares) on the west side of North Street, extending west to Boundary Creek.

There are sizeable portions of land to the south of the town of land zoned for Public Uses, including the cemetery and rifle range. In addition, there are sizeable portions of land zoned Public Park & Recreation, including the John Cummins Reserve, Railway Station precinct and the Yea Recreation Reserve.

A Land Subject to Inundation Overlay (LSIO) covers the land adjacent to both the Yea River and the Boundary Creek, which extends along the eastern, western and northern boundaries of the Yea Township.

Figure 1. Zone map and study areas

4.5.3 Activities and events

There are range of activities that are undertaken by residents of Yea and visitors to the area, as well as a number of events that are held in the town on a regular basis.

Key activities and attractions include:

- fishing, canoeing, and camping on the Yea and Goulburn Rivers;
- walking and horse riding along paths and trails;
- cafés, restaurants, hotels.

Key events include:

- Yea Community Market, held in the median strip in High Street (first Saturday of every month);
- Yea Autumn Festival, held in the median strip in High Street (March);
- Yea Artist Easter Exhibition;
- Yea Rotary Art Show
- Yea Horse Races.

4.5.4 Economic drivers

An economic driver is an industry or set of other influences that sustains the local economy in terms of employment, expenditure, and investment.

Broadly, there are two key economic drivers that sustain the town namely, expenditure by residents of the town and surrounding area on goods and services, and expenditure by people passing through the town on the highway network. A large proportion of the traffic that passes through the town consists of visitors to the tourist attractions in the snowfields, high country and rivers and lakes to the north and east.

Statistics on employment by industry indicate that the local economy is driven by a range of industries. For instance, retail trade, manufacturing, accommodation, cafes and restaurants, education, health and community services and agriculture, forestry and fishing each employ between 9% and 12% of the resident population (1996 Census).

Future economic opportunities for Yea could emerge through the further expansion of food and wine producers in the surrounding area. This includes the possibility of developing businesses associated with transport, grape crushing and food production.

The timber industry is important for Murrindindi Shire and is a major employer. State government policies identify a significant increase in production over the next 20 years (MSS). Although there is no significant timber production in the local Yea area, growth in the timber industry further to the east will benefit the local Yea economy through demand for retail goods, support services and retail expenditure from through traffic.

It is difficult to ascertain the relative importance of each of these industries without obtaining information about turnover and business investment within the town. The number of new cafés and restaurants in the town indicates that the hospitality industry has grown in recent years. The potential for the tourism industry to retain visitors for more than a short stop or meal break presents a significant opportunity for the town.

The local economy in Yea has also benefited to some degree from the general strength of the property market and building industry in the past few years. There are indications that Yea is attracting larger numbers of people from Melbourne who are looking for affordable houses or rural residential living. This will continue to provide an extensive range of flow on effects for the local economy through the demand for products and services.

4.5.5 Tourist visitation

As identified previously, the tourism industry to the north and east of Yea is an important driver of the local economy, providing the basis for significant retail expenditure in the town. The following section provides an overview of the profile of visitors to the region and traffic volumes conducted as part of this project. The data highlights the importance of tourism as a key economic driver in Yea's local economy.

Tourist visitation data from the region in which Yea is located indicates that:-

- Most daytrip visitors and overnight visitors come from Melbourne (over 80%).
- NSW was the primary source of interstate visitors to the region (4% of total overnight visitors).
- Most visits are for "holiday and leisure".
- Peak periods for visitation include April (22)%, which coincides with the Easter school holiday period, November (17%) and January, which coincides with the summer school holiday period.
- The most popular activities undertaken by visitors to the region include "visiting national parks" (almost half of all visitors), "general sightseeing" (more than 30% of visitors) and "eating out" (more than one quarter of all visitors).

Traffic Counts

As part of this project John Piper Traffic conducted traffic counts in Yea during the week of 22 August to 28 August 2002. Counts were taken on the four primary entry routes to the town at the town outskirts, and on High Street for eastbound and westbound traffic. The traffic count data is provided in Appendix C.

Based on the traffic count data, it is estimated that the number of visitors that pass through the town is around 1.3 million per annum. It is also estimated that 40% of Melbourne bound traffic passing through Yea during peak times, such as Friday and Sunday nights, does not pass through High Street. Instead, this traffic uses Miller Street as a quick connection between the Melba and Goulburn Valley Highways, therefore by-passing the town centre. It is estimated that this traffic could represent around 100,000 trips, or 300,000 visitors¹ (allowing for some local traffic movement).

4.6 DEVELOPMENT ACTIVITY

4.6.1 Lot sizes

The following table provides data on the size of lots within the Yea area.

Table 3. Lot sizes in the Yea area

Lot Size	Number of Lots	Houses
Under 1ha	696	548
1.01-2ha	54	22
2.01-4ha	30	10
4.01-10ha	40	7
10.01-20ha	43	22
20.01-30ha	29	9
30.01-40ha	16	7
40.01-100ha	22	6
Total	939	637

Source: Murrindindi Shire Council

¹ The estimates were reached by calculating the difference between average midweek traffic volumes (Monday to Thursday) and average traffic volumes on Friday and on Sunday. The midweek volumes were assumed to represent mainly local traffic movements. Traffic volumes on Fridays and Sundays are assumed to include non-local traffic (through traffic and visitors). These figures were extrapolated to provide an estimated figure for the total number of visitors who pass through the town, assuming that, on average, each car was counted 2.5 times by traffic counters, the peak traffic volumes recorded between July and September amount to twice the peak volumes for the rest of the year, there are 3 occupants per car on average.

4.6.2 Dwelling approvals

The following table shows building approvals issued by Council for new dwellings between 1997 and 2001 in Yea Township and the immediate area. The data shows a strong increase in building approvals from 1999 onwards when compared with an average rate of six dwelling approvals per annum between 1990 and 1997.

Census data indicates that there has been similar growth in the number of dwellings in the township and the surrounding areas. Hence, it is estimated that the growth rate for development in the town and outlying areas is 8-9 dwellings per year.

Table 4. Dwelling approvals in Yea Township and immediate area 1997-2001

Year	Approvals
1997	2
1998	4
1999	11
2000	17
2001	18
Total	52

Source: Ellen Hogan & Associates, 2002

4.6.3 Development capacity

Residential

The supply of broadacre residential zoned land in Yea is largely located on the western side of the town, due to topographical and flooding constraints in other areas. There are two parcels of broadacre land on Racecourse Road, approximately one kilometre from town.

The first parcel is approximately 45 hectares in size on the east side of Lawrance Road, south of the High School. A Development Plan Overlay applies to this land and a development plan has been prepared for the site. The development plan does not specify details of lot yield or layout. Part of the land abutting Boundary Creek is subject to inundation and has been set aside for open space.

The second parcel of land is located on the north side of Racecourse Road and is approximately 8 hectares in size.

In addition, there is broadacre residential land on the southern fringe of the town in the vicinity of Hill Street that has been partly developed for housing. A Development Plan Overlay applies to this land.

There are also a number of vacant residential lots within the existing township that could be developed for housing.

Table 5 provides an overview of the supply of land available for residential subdivision.

Table 5. Supply of broadacre vacant land in the residential zone

Area	Hectares	Lots
Racecourse Rd North	8-10	72
Lawrance Road	30-35 (est.)	300-350 (est.)
Total	38-45	372-422

Source: Urban Enterprise Pty Ltd, 2002

The available data relating to existing vacant residential land and the rate of dwelling approvals enables broad estimates to be made on the long-term supply of residential land. Precise estimates are not possible due to the lack of information about the location of new dwelling and are not within the scope of this report.

If it is assumed that half of the building approvals were for new dwellings in the township, the take up rate of residential land in Yea is around 8-9 lots per year. Based on this rate of growth, there is at least 40 years supply of residential land in Yea. As development in metropolitan Melbourne moves towards Murrindindi Shire, it is conceivable that demand could increase. However, even with a doubling of growth rates, there is sufficient land for the next 20 years.

Rural Residential

Existing rural residential land is located predominantly to the east of Yea in the vicinity of Carey and Killingworth Roads and at the southern end of Lawrance Road.

The supply of vacant rural residential allotments of between 0.4 and 4 hectares is confined to an area of land to the east of the town zoned Low Density Residential, as well as individual allotments of this size scattered throughout the Rural Zone. Research undertaken by Ellen Hogan and Associates indicates that there is one allotment in the Low Density Residential Zone that remains unsold and that there are 24 vacant allotments of one to four hectares in area in the Rural Zone that are not currently listed for sale.

Planning scheme amendments that allow for new rural residential land are assessed against Ministerial Direction No.6. This Direction requires that planning scheme amendments that provide for new rural residential land must not increase the supply of such land to more than the amount needed to meet a 10 year demand (including existing vacant lots).

The submission by Ellen Hogan & Associates supports the rezoning of Rural zoned land to the west of Lawrance Road to Low Density Residential Zone. This amendment would provide for 30 new allotments, with an average size of two hectares. If this land is rezoned and developed, the total number of rural residential allotments in the Yea area would amount to 54 lots. Further rezoning of land to Low Density Residential will be investigated as part of the Rural Residential Study that is being undertaken by Murrindindi Shire Council.

As outlined earlier, the available data relating to the existing supply of rural residential land and the rate of dwelling approvals enables broad estimates to be made of the long-term supply of rural residential land. If it is assumed that half of the building approvals were for new dwellings in outer Yea, the take up rate of rural residential land is around 8-9 lots per year. It is, therefore, likely that more rural residential land will be required in the next 10 years.

The land located to the south east of Yea is a possible area that could be rezoned for rural residential development with portions of this land able to utilize existing reticulated water and sewerage systems. The higher areas would however require the installation of high level systems, which could compromise the economic viability of rural residential development in this area.

Commercial

There are few parcels of vacant land in the Business Zone in the township, however demand for new commercial properties appears to be insufficient to warrant expansion of the business precinct in the short to medium term.

Long-term opportunities for new commercial development could include the subdivision of existing commercial properties fronting Snodgrass Street as these areas are largely under-utilized. In addition, there are a number of existing houses within the business zone that could be redeveloped for commercial uses in the longer term if demand exists.

The under-utilized land at the rear of the High Street shops fronting Snodgrass Street offers the most significant opportunity for the development of the commercial precinct. This land has the potential to be developed for car parking or commercial purposes.

The demand for office space and large retail premises appears to be limited, based on the low occupancy rates in the development at the eastern end of the town near Hood Street. Parts of this development, including a supermarket building, have been unoccupied since it was constructed in the late 1980s.

Figure 2. Under-utilized land at rear of High Street shops



Industrial

There is currently approximately 30 hectares of zoned industrial land in Yea, located on the west side of North Road. Approximately 4 hectares of this land has been developed for industrial purposes around Grevillea Street, with a further 1.5 hectares used for housing fronting North Street. The remaining land is vacant.

4.6.4 Development proposals

Council is currently considering a proposal to subdivide the land to the north of Racecourse Road into 80 residential house lots. The proposed lots range from 700-1500m². The land is within close proximity to the commercial precinct on High Street and High School on the south side of Racecourse Road. Pedestrian and bicycle links are provided by the Rail Trail reservation, which runs along the northern boundary of the site.

As mentioned previously, there is a currently a submission before Council to rezone approximately 76 hectares of land on the west side of Lawrance Road to Low Density Residential Zone, with allotments ranging from two to four hectares.

If approved by Council, these developments will increase the importance of east-west connections along High Street for pedestrians and traffic. The development would also increase traffic along Racecourse Road, and at the intersection of North Street / Racecourse Road and the Goulburn Valley Highway.

4.7 OPEN SPACE AND URBAN DESIGN

4.7.1 Topography and landscape

A significant aspect of the urban character of the Yea Township is the surrounding landscape, particularly the topography and the alignment of the Yea River.

Topographically, the land rises dramatically to the south of the town centre, particularly south of the former rail line. While this landform impacts upon the ease of walking around the southern sector of the town, it provides some excellent opportunities to view into and over the town centre, and, importantly, also provides a sense of enclosure and containment to the township. The main commercial precinct itself, along High Street, is generally set at a low point in the landscape, further reinforcing its visually defined character. Topographically, High Street is quite flat, lending a sense of unity to the commercial precinct.

The Yea River, to the north of the town centre, reinforces the enclosure created by the topography to the south. The river crosses, or comes close to, the Goulburn Valley Highway both east and west of the town centre, creating points of definition and arrival in both locations.

4.7.2 Views and vistas

As indicated above, the topographic setting of Yea provides a number of viewing opportunities from the southern half of the township. Most significant of these is the view north along The Parade, over the Pioneer Reserve, to the town centre.

Views along the rail trail, from the station precinct, are also important. The rail trail, by its very nature, is flat, and while vistas are generally enclosed by the landform to the south, the trail provides important opportunities to view a number of prominent elevated buildings such as churches and schools.

A very important point in the town, visually, is the nexus of the rail trail and The Semi Circle, in the centre of the township. From this point, clear views are obtained to the commercial centre, across the High Street median.

Longer views to surrounding mountains and hills, particularly to the north and east, are also important in creating a sense of place for Yea.

4.7.3 Building form

The built form of Yea makes an important contribution to the image of the town, particularly as it presents to visitors. High Street in particular contains a number of buildings that are significant in establishing the character of Yea. These are primarily the prominent older buildings, including the banks and hotels on the northern side of the street, and the Shire Hall on the southern side of the street. While these buildings are most prominent due mainly to their size and style, the secondary commercial buildings on High Street also play an important role in creating an integrated commercial strip, through generally consistent setbacks and verandah heights.

While no two buildings are the same, the commercial strip presents itself as a unit – as a traditional small town shopping strip – and this is an important element in the function and character of the town. The more recent commercial development at the eastern end of High Street is the only significant departure from the consistency of setback and bulk that characterises the rest of the strip, with a corresponding loss of integration.

Yea contains a number of prominent buildings apart from those in High Street. These include a number of churches that are prominent from the rail trail, the railway station building itself, the post office, the showgrounds grandstand, and the Peppercorn and Beaufort Manor Restaurants. These buildings are not significant just due to their age, but also for the visual diversity they provide and the role they have traditionally played in the life of small towns such as Yea. As such they make an important contribution to the character of the town. Similarly, older residential cottages, particularly along the rail trail, make an important contribution.

Figure 3. Yea shopping precinct showing historic verandahs



4.7.4 Streetscape

The streetscape of Yea's major streets is an important and immediately recognisable component of the town's character. These streets (High Street, Melbourne Road and to a lesser extent The Parade) are characterised by wide central medians, allowing for the planting of significant trees. On Melbourne Road and The Parade, these trees are primarily non-indigenous native species, while the High Street median features a mix of deciduous exotic trees, creating a park-like character. Other streetscape elements (lighting, furniture, pavements), while secondary to the impact of the median trees, generally have no consistent theme.

Apart from these major roads, there are no common street tree planting themes, although in many cases, the informal nature of street planting is consistent with the character of residential streets.

Figure 4. High Street central median



The High Street median is a popular area for visitors and festivals

4.7.5 Micro-climate

The High Street precinct is the primary pedestrian focus of the town and therefore the area where micro-climate will be most important. The use of deciduous trees in the central median and the regular presence of verandahs are key features that provide positive micro-climate benefits for High Street. Specifically, deciduous trees allow sun penetration into the central median in winter, (due to the setback of buildings to the north) while providing shade in summer. Verandahs provide both shade in summer and shelter from rain in winter, providing a more comfortable pedestrian environment.

4.7.6 Open space

The key components of the open space system of the Yea Township are the Yea River trails and wetlands, the proposed extension to John Cummins Reserve, the Rail Trail, the Showgrounds, and the Pioneer Reserve. These components are closely connected to each other, with the open space system further strengthened by the relationship between the open space and the commercial centre, and the relatively flat topography of the town centre, meaning that each is easily accessible by foot.

The former rifle range, which is a parcel of largely undeveloped public land, is located to the south of the Yea Township and is currently zoned for public use. The Department of Natural Resources and Environment (DNRE) owns all of this land apart from the privately owned Rifle Range Road area. DNRE is currently in the process of rezoning the land to the west of Rifle Range Road to maintain it as bushland reserve following the recommendations of the Land Conservation Council. The land to the south east of Rifle Range Road is unreserved crown land that is held under a grazing licence. There is no intention to change the use of this land in the near future.

While Yea does have a considerable amount of open space close to the township, a large proportion of this open space is either informal in nature, providing for passive recreation, or provides for organised sport (such as the recreation reserve or bowls club). There appears to be a lack of provision for recreation that falls between these roles, such as non-organised active sports or formalised play opportunities. In summary, while each of the open space components needs some further refinement and development, Yea is blessed with great potential for a strongly connected and easily accessible open space system in the heart of the township.

4.7.7 Conclusion

The combination of enclosing topography, a “natural” town edge (the Yea River), well defined and directed vistas, some strong building form, a “green” town heart, and strong open space components, all produce a town with a strong existing character. The key issues related to urban design are to ensure that these strengths are built upon and drawn together into an integrated and high amenity town centre.

4.8 MOVEMENT PATTERNS

4.8.1 Existing networks

Yea is located at the junction of the Goulburn Valley Highway, Melba Highway and the Whittlesea-Yea Road. It consequently caters for a variety of cross traffic movements between diverse destinations including the eastern and northern suburbs of Melbourne, the Goulburn Valley and Central Victoria, North-eastern Victoria and the recreational areas around Lake Eildon and Mt Buller.

“Yea at the crossroads” and a little over one hour’s travel from Melbourne is consequently well positioned to service this through traffic with its food, developing craft and, to a lesser extent, accommodation outlets.

The Goulburn Valley Highway (or High Street) forms the primary east-west artery through the town along which the commercial businesses are located between Melbourne Road at the western end and Miller Street/Hood Street at the eastern end.

The Melba Highway connects with High Street from the south via Station Street, part way along the shopping strip. An unofficial eastern bypass of the shopping centre is provided via Miller Street and Whatton Place used by travellers seeking the most direct route between Melbourne and the northeast.

Although less used than the highway corridors, the Whittlesea-Yea Road (or North Street within Yea) provides a convenient alternative connection between Melbourne’s northern suburbs and Yea.

4.8.2 Traffic volumes

Average traffic volumes on all three highway approaches are between 1000 and 1200 vehicles per day in each direction, with Whittlesea-Yea Road being well below these traffic levels at around 600 vehicles per day.

Internal and circulating traffic within the town results in volumes in the order of 1500 vehicles per day in each direction along High Street through the shopping centre.

Detailed traffic count data for Yea is provided in Appendix C.

4.8.3 Type of traffic

The traffic on each of the highway approaches contains 20% to 30% truck content, with only about 12% of trucks on the Whittlesea-Yea Road. This commercial traffic is largely generated in the eastern suburbs and travels through the district en route to the Hume Freeway at Benalla or to the Goulburn Valley via Seymour.

4.8.4 Seasonal variations

The above average traffic levels have not increased significantly over the past 10 years on any of the approach routes. However, fluctuations throughout the year create seasonal peaks, particularly during the winter when ski traffic swells the volumes on the Melba Highway and Goulburn Valley Highway east of Yea to twice normal levels, particularly on Friday nights and Saturday mornings for the northbound direction and an even higher concentration on Sunday nights for the return trips.

Similar but lesser peaks would be experienced during the summer vacation and Easter periods attracting visitors to destinations along Lake Eildon and the high country.

4.8.5 Traffic issues

High Street is divided between Nolan Street and Whatton Place, with the two highway carriageways separated by a wide landscaped median. Several of the cross streets connect with High Street at skew angles, the resultant intersection layouts being complex and not well defined. Although accident data indicates a low incidence of injury crashes, there is concern over the safe operation of several of these intersections as well as the congested area in the vicinity of the post office and public toilet block.

The current lane configuration of High Street through the shopping strip comprises two through traffic lanes in each direction, flanked by angle parking along the shop frontages and parallel parking along the median kerb. The cross sectional make-up of High Street has also been the subject of discussion, particularly regarding traffic speeds, safety in relation to vehicle parking and pedestrians.

As well as the abovementioned on-street parking, additional parking storage has been created in the median at each end of the shopping strip. However, provision for parking is still insufficient at peak visitation times for normal car parking as well as long vehicle parking (trailers, boats and caravans) and bus parking in the vicinity of the public toilets.

There is also a recognition that facilities for pedestrians throughout the commercial centre of Yea have not kept pace with current requirements and user demands. There is an urgent need for all pedestrian facilities to cater for the disabled. Upgrading is also required to provide better connectivity of the existing path network and its integration with the new pedestrian areas of the rail trail and the wetlands development.

In order for any provision of off-street parking at the rear of the shopfronts to be successful it will be essential to create convenient and attractive multiple midblock accesses between High Street and Snodgrass Street.

5 Issues and opportunities

5.1 CONTEXTUAL ISSUES AND INFLUENCES

There are a number of broad demographic, economic and social issues and influences that provide the context for the Urban Design Framework:-

- The population of Yea Township is static and is ageing.
- The population in the rural areas close to the township is growing, but ageing.
- The pressure to subdivide rural land in close proximity to the town is increasing due to a strong demand for rural residential style living.
- Traditional family farms in the region are declining, with young people tending to move away from the farm to Melbourne or elsewhere for education and employment.
- The nature of farming industry in the Region is diversifying, with traditional farming activities such as grazing giving way to a broader range of horticultural ventures.
- Highway traffic has experienced static growth, contains a high proportion (20% to 30%) of commercial vehicles and exhibits seasonal peaks in summer and winter.
- Substantial volumes of traffic pass through the town on the highway network, including high numbers of tourists.

5.2 VALUES TO PROTECT AND ENHANCE

There are a number of elements that shape the character of Yea and are worthy of protection and enhancement:-

- unique street layout, including the wide central median along High Street, and angled boulevards of Station Street and Melbourne Road;
- well defined retail, civic and recreational areas in the centre of the town;
- boundaries of the town are well defined by natural features, including Boundary Creek, the Yea River, and hills to the north and south;
- open and spacious feel to the town created by wide road reservations;
- significant public parkland along the Yea River in close proximity to the town;

- large residential blocks and detached housing;
- low rise built form.

5.3 LAND USE AND DEVELOPMENT

5.3.1 General issues

Issues relating to the mix of land uses and development within Yea include the following:

- There is currently a shortage of zoned, vacant residential land *for sale* in the town.
- Demand exceeds supply for rural residential properties of between 5 and 50 hectares in close proximity to town.
- The combination of these factors could explain the lack of population growth within the town compared to areas surrounding Yea. It would be preferable to divert development to those areas where services and infrastructure currently exist (i.e. within the town) rather than to areas where the provision of new services and infrastructure is needed.
- There has been a limited take up of land in the industrial estate, partly due to servicing costs of further development of the estate.
- There is a lack of a wide range of housing types, including medium density housing within walking distance of the town centre suitable for older people.
- There is a lack of attractions and activities that will attract visitors to the town for longer stays.

5.3.2 General opportunities

- Yea has good reticulated services and capacity to support new developments.
- The town has large areas of zoned and serviced residential land with good access to services.
- The role of Yea for the visitor has traditionally been as a toilet, petrol and food stop, but Yea is emerging as a destination for visitors interested in food, wine and heritage.

5.3.3 Specific issues & opportunities

- The capacity for expansion of the retail precinct on the north side of High Street is limited should demand arise in the future. Upgrading or redeveloping some the existing shops or houses along High Street could increase the supply of commercial floor space.

- The land fronting Snodgrass Street at the rear of the High Street shops is under-utilized, and could be redeveloped for other purposes such as car parking to alleviate congestion in High Street. Further investigation is required into the existence of easements and configuration of titles to properly identify the constraints and opportunities presented by this land.
- While the residential areas in Yea are generally close to shops and services, there is a relative lack of medium density housing in close proximity to services and shops that would be suitable for older people. The subdivision of land fronting Whatton Place / Miller Street to create lots fronting Anne Street / Mary Street would be suitable for small multi unit development. There may also be opportunities for multi unit infill developments in Snodgrass Street without impacting on loading / unloading and deliveries to existing shops. It is important to note that some of the lots along the northern edge of Snodgrass Street are covered by a land subject to inundation overlay (LSIO) in the Murrindindi Planning Scheme.
- While many of the heritage buildings and sites in Yea are protected under the Heritage Overlay in the Planning Scheme, there is a need to extend these controls to include views of heritage significance on the hillside between the former Railway Station and The Parade, and the former Butter Factory building. A comprehensive heritage study for the town is required to identify views and sites of heritage significance in the area and assess the relative significance of each site for protection.
- The Station Street precinct has a strong tourism and recreation focus, but needs to be further developed to enhance these strengths. There is also an opportunity to further develop tourist related businesses in Station Street such as visitor accommodation, (B&B, self-contained cottages), cafés, bakeries and arts and craft shops.
- The garage site on the corner of Station Street and Pelissier Street is unattractive and is not consistent with the surrounding land uses. There is an opportunity to explore possible acquisition of this site, for inclusion in the public open space. If not acquired for open space by Council, then redevelopment of the site should be facilitated to remove the existing inappropriate uses. The preferred use of the site should be tourism-related to take advantage of the proximity to the Visitor Information Centre and substantial open space network around the station. Alternatively, a use which is complementary to tourism uses would be preferable to the existing commercial / industrial use. Possible uses could include visitor accommodation or tourist retailing. A Development Plan Overlay should apply to the site.
- The development of an Environmental / Interpretive Centre on the 'police paddock' site opposite the police station would help to raise the profile of the wetlands precinct and Yea River. The capacity of this centre to attract a range of tourist market segments, including eco-tourism groups, and day and overnight visitors to Yea will be a key factor in its success. Visitation to the Centre would also strengthen the retail precinct at the eastern end of High Street.

- There is a difficulty in establishing demand for land in the industrial estate due to the cost and difficulty in servicing the site. There is a need to retain this land in the industrial zone to meet long-term demand particularly for the development of businesses associated with the surrounding agricultural use. Heavier industry could be located around the saleyards.
- There is a high amount of pedestrian and vehicle activity on the corner of Station Street and Goulburn Valley Highway, outside the public toilets and post office.
- Although the public toilets are well used in their present location, there is an opportunity to relocate the toilets to a more appropriate location along High Street. This would reduce congestion outside the Shire Offices and could enable better visitor access to the retail precinct.
- The built form along High Street is relatively consistent, with generally uniform setbacks and heights, and a number of prominent heritage buildings. A Design and Development Overlay should be considered to provide protection for the character of the street including guidance in relation to colour schemes, building materials and building style.
- Yea has sufficient residential land for the next 40 years based on current land take up rates, however there is less than 10 years supply of rural residential land. Future rural residential developments should be consolidated to the south west of the town in the vicinity of Lawrance Road, to ensure that the long-term supply of residential land at normal densities can be provided in close proximity to the town. Rezoning, subdivision and servicing of the land to the south east of the town could provide further opportunities for low-density residential development.

5.4 OPEN SPACE AND URBAN DESIGN

- The connection between the open space network of Yea and the High Street commercial centre could be strengthened through improved signage, pedestrian access and landscape development. This would build upon the existing strengths of both of these town features in terms of visitor attraction.
- The existing recreation reserve appears under-utilized for informal recreation and visitor activity. Additional visitor amenities and removal of the non-transparent perimeter fencing would better integrate the reserve into the street and open space system of the town. The reserve would also be a potential site for a new playground for both resident and visitor use.
- The rail trail and railway station precinct are a great strength of the town, but need further landscape development to realise their potential in attracting visitors from High Street. The railway station precinct presents an opportunity to address the shortage of formalised play activities within Yea, capitalising on the role of the rail trail as an open space connector, and building upon the existing play equipment near the former station.
- While the High Street central median is an essential part of the urban character of Yea, there is an opportunity to improve its role as open space through additional facilities and basic amenities (seats, shelters etc).
- The connection of the rail trail with the commercial strip and the improvement of the central median will require traffic management to ensure pedestrian safety.
- The Pioneer Reserve is an under-utilized and under-developed resource, which has the opportunity to be a visitor destination close to the town centre, as well as an important informal recreation resource for the residential community south of High Street.
- The future of the western portion of the former rifle range land is as a bushland reserve (as recommended by the Land Conservation Council). The south eastern portion of the site will remain unreserved crown land.
- The potential to increase the use of the schools in Yea as open space resources should be explored, particularly for non-organised active sports. This may require the formalisation of pedestrian and cycle trails that connect the schools with the rest of the open space network.
- The further development and connection of Yea River trails with local open space would take advantage of the relatively flat topography north of High Street, and increase the “walkability” of the town. This would further increase the desirability of the town as a short stay destination.
- In addition to the Yea River, Boundary Creek presents the opportunity to develop an informal open space linkage to the west of the township, as well as improve the role of the creek as a landscape buffer between industrial and residential areas.

- The older buildings of Yea are an important aspect of its town character. Guidelines for the presentation of these buildings would ensure that this character is not compromised by inappropriate development.
- While Yea has a strong and defined visual character, the announcement of arrival at formal gateway locations would further strengthen the identity of the town. The interaction of the highway approaches and the Yea River would present an ideal opportunity to make unique gateway statements.
- The protection of key lineal vistas within Yea, particularly those leading to High Street, is important in both maintaining the existing town character, and in developing a unifying and integrated open space system. A Significant Landscape Overlay should be considered as part of the mechanism for ensuring the protection of these views.

5.5 MOBILITY

5.5.1 Traffic management

- There are concerns about safety on Station Street (Melba Highway) in the vicinity of the post office and public toilets. The doctor's surgery adjacent to the post office is also contributing to the congestion in the area. Imminent relocation of this surgery to the Yea hospital should relieve some of the congestion.
- Traffic manoeuvres associated with activity around the bowling club are also of concern, particularly at the intersections of Pechell Street with High Street and Station Street. Closure of the southern connection of Pechell Street with High Street and closure of the High Street median opening opposite Pechell Street north would remove much of the potential traffic hazard. It also provides for a strong pedestrian link between the tourist area at the old railway station via the rail trail and through the shopping centre to the sporting & recreational facilities off Snodgrass Street.

The consequences of the redirection of the traffic from Pechell Street to the intersection of High Street with Station Street would need to be assessed. Should the additional traffic cause serious congestion, a roundabout treatment at this location could offer a suitable solution.

- Several intersections were identified as having operational difficulties resulting in confusion, wrong way movements and minor (property damage) crashes. These intersections are at the following locations:
 - High Street at Melbourne Road/Giffard Street has a layout that does not make priorities or turn directions clear. It has experienced three reported casualty crashes over the past five years and a suggested roundabout at this location would overcome the current confusion, provide a speed reduction measure within the High Street through route and create a suitable western entry to the shopping precinct.

- High Street at Hood Street/Whatton Place is a similarly complex intersection that would benefit from a roundabout treatment at the eastern entrance to the town.
- High Street at North Street and the adjacent intersection of North Street with Racecourse Road/Aldous Ave are poorly defined manoeuvring areas that contain some old island treatments. Racecourse Road now provides access to the Secondary College and the expanding residential fringe of the town. A review of the current layout to introduce improved channelization is needed to address the lack of definition for traffic movements at this location.

Figure 5. North Street/Racecourse Road intersection



- The lane arrangement in High Street through the commercial centre has been the subject of considerable community discussion aimed at addressing the issues of traffic speed, safety (related to parking) and improved pedestrian mobility and safety. A possible arrangement is being developed in consultation with VicRoads that would allow for the following modifications to the present road cross section:
 - reduction to a single through traffic lane in each direction;
 - conversion of the present slow lane to a manoeuvring/bike lane at the rear of the existing kerbside angle parking;
 - introduction of kerb outstands to “protect” the parking and manoeuvring areas as well as to assist pedestrians in crossing the carriageway;
 - removal of the hazardous median-side parking along High Street.

Figure 6. High Street eastbound carriageway showing present parking and traffic arrangement



5.5.2 Parking

Although there is ample parking to cater for normal shopping demands by local residents, it is recognised that peak visitor periods, primarily at weekends, tend to overload the available capacity for both cars and buses. A number of measures are suggested to address these issues:

- Formalisation and development of the large under-utilized capacity for parking at the rear of the shops fronting Snodgrass Street. This will require cooperation and assistance from existing landowners.
- Improvements along Snodgrass Street to create long vehicle (boat, trailer & caravan) parking along the recreation reserve frontage. This long vehicle parking provision could also cater for an identified need to find secure and convenient overnight parking for trucks.
- Development of the laneways as attractive and convenient pedestrian access routes between the off-street parking areas and the High Street retail strip. Again this is required to be achieved in partnership with the owners of the land forming these rights-of-way.
- Improved signing to attract motorists to use this off-street parking.
- Increased enforcement to discourage staff parking and delivery activities in High Street.

Bus parking in close proximity to the public toilet block and fast food outlets is also insufficient at peak times. The redevelopment of some of the parking within the median between Melbourne Road and Station Street is suggested to address this demand. Closure of Pechell Street south of High Street will also increase kerbside parking for buses in this area.

It is noted that there is also scope to further develop the vacant shops at the eastern end of the shopping centre. This complex of shops has good rear parking that is currently unused as well as onsite toilet facilities. Creative layout changes and the right mix of tenants in these premises could assist in addressing several of the above traffic management issues.

5.5.3 Pedestrians

There is a recognition that pedestrians are not well catered for through the shopping centre, with little connectivity of existing pathways and no provision for the disabled. These issues are to be addressed as an integral part of the streetscape planning. In particular provision is to be made for:

- Convenient access to/from disabled parking bays;
- Provision of kerb outstands to improve the safety of pedestrians crossing the street by reducing the cross-walk distance and allowing pedestrians to safely stand beyond parked cars before commencing their crossing. These kerb outstands would also result in reducing the open vista effect for traffic in High Street and lead to lower vehicle speeds through the commercial centre;
- Upgrading of laneways as access to the rear-of-shops-parking and the recreational areas off Snodgrass Street.

Provision of pedestrian improvements should be integrated into the current project to provide pedestrian links between the Police Paddocks and the John Cummings Reserve as part of the Wetlands Development Project. Suitable links between High Street and these attractions will be important for the promotion and utilisation of this area.

5.6 KEY PRIORITIES

Based on the community consultation, the following key priorities were identified for Yea in order of importance:

1. traffic management and control;
2. linking the town's attractions through the development of trails;
3. potential of developing land at the rear of the shops on High Street;
4. upgrading of High Street through streetscape works.

6 Urban Design Framework

6.1 INTRODUCTION

This section of the report identifies concepts to address issues and to realise opportunities for *Land Use and Development*, *Open Space and Urban Design*, and *Mobility* in the Yea Township, as identified in Section 5 of the report.

This section identifies the following:

- Strategic options;
- Recommended strategies and actions;
- Indicative costs;
- Resource allocation priorities; and
- Implications for the Murrindindi Planning Scheme.

6.2 THE CONSULTATION PROCESS

The Yea Urban Design Framework was prepared following the public display of the Analysis Report and Analysis Plans, which were reviewed by the Steering Committee, Councillors and Council officers prior to exhibition.

The draft Urban Design Framework was placed on public display from 4 March 2003 until April 2003. Following consideration of the submissions received, the consultant team prepared a summary of the submissions and a response to the key issues raised (refer to Appendix E). This document was reviewed by Council officers and a briefing session was held with Councillors prior to the finalisation of the Urban Design Framework.

6.3 LAND USE AND DEVELOPMENT

6.3.1 Strategic Options

The High Street Retail Precinct

Based on an analysis of the current demand for commercial premises in the town, it is considered that the extent of the Business 1 Zone is adequate to provide for new commercial developments in the short to medium term.

Furthermore, commercial activity should be consolidated within the existing commercial areas between Hood and Giffard Streets on the northern side, and between Whatton Place and the Crescent on the southern side of High Street.

Preventing the dispersion of commercial activity throughout the town in this way would help to achieve the following:

- strengthen retail activity by providing defined ‘promenades’ on the north and south side of High Street and Station Street;
- prevent potential conflicts arising from the incursion of commercial activities into residential areas;
- confine traffic movements and parking associated with commercial activity to the centre of the town and main road network.

Key actions for the development of the High Street retail precinct include:-

- Retention of the Business 1 Zone in High Street;
- Retention of the Mixed Use Zone on the north side of Station Street;
- Limit the expansion of the existing Business 1 Zone in High Street and Mixed Use Zone in Station Street, until the demand for additional commercial land is established;
- Apply a Design and Development Overlay to the land fronting High Street to achieve the following objectives:
 - Require the use of a range of agreed thematic colours for the exterior of buildings, which are complementary to the existing characteristic elements of Yea.
 - Require developments on street frontages to provide a continuous built edge and zero lot setbacks.
 - Require an assessment of building heights for their impact on adjoining properties and the impact on the overall streetscape.

Additional detail regarding these requirements is provided in Section 6.4.2 of the report, including landscape integration, built form and density. The suggested overlay controls are outlined in Section 6.6.2 of the report.

Re-develop under-utilized land fronting Snodgrass Street

The under-utilized land at the rear of the High Street shops presents a significant opportunity to develop off street car parking in the town. The development of off street parking at this location would help to achieve the following:

- provide long-term parking for shop employees who currently park in High Street, reducing visitor parking in High Street during peak times;
- encourage longer stays in the town centre and greater retail expenditure by visitors;
- increase safety for shoppers by allowing for pedestrian access directly to the shopping centre via a proposed network of walkways.

The opportunity to develop car parking on Snodgrass Street has been previously identified by Council, and is outlined as a strategy in Section 21.07-3 of the Municipal Strategic Statement. The Urban Design Framework takes this strategy to the next step a subdivision concept and implementation strategy for the land at the rear of the High Street shops should be prepared, incorporating potential for development, car parking and pedestrian access to High Street.

Supply of Rural Residential Land

In response to the growing pressure to subdivide land close to the township, Council should prepare a clear rural residential strategy to provide developers, property owners and prospective purchasers with certainty about where this growth should occur. Such a strategy would provide certainty for investors in the town, and a stimulant for growth in the local economy by encouraging building activity.

Key actions:

- Consolidate rural residential development to the south west of Yea in the short term, subject to the findings of a rural residential strategy.
- Investigate the land bounded by Moyle Street, Smith Street, Meadow Street and the Melba Highway, for potential rural residential development potential in the long-term.

These actions have been developed based on the requirements of *Ministerial Direction No.6 and Guidelines for Rural Residential Development*. These include:

- avoiding restricting future planning options through the ‘blighting’ of land;
- providing for the supply of rural residential land to no more than that required to meet a 10 year demand;
- protecting high quality agricultural land;
- ensuring the availability of existing infrastructure (i.e. social facilities and services, schools, public transport, roads, telephone, electricity, gas, water, sewerage and waste disposal).

Diversity of Housing Types

Yea lacks medium density housing stock in the township within close proximity to shops and services. This type of dwelling stock would be suitable for people in older age groups who no longer wish to maintain a large dwelling, or no longer have a need for a large dwelling. Three possible locations have been identified which could be suitable for such development:

- The under-utilized land fronting Snodgrass Street at the rear of the High Street shops.
- Properties on Whatton Place / Miller Street with rear access to Mary Street.
- Land in Snodgrass Street bounded by Recreation Avenue and Nolan Street.

The land fronting Whatton place is suitable due to the residential nature of the surrounding area and close proximity to the medical centre in Miller Street and shops along High Street. The land in Snodgrass Street is also primarily residential, and has good access to the shopping precinct.

The development of housing at the rear of High Street is less suitable due to the proximity of retail uses (noise, deliveries), and potential for this land to be used in ways that will better support the retail precinct such as car parking and other business related uses.

Key actions:

- Facilitate the subdivision of land fronting Whatton Place and Miller Street to allow for the development of medium density housing or elderly persons units with access to Mary Street. Safe ingress and egress for vehicles could be provided via Mary Street.
- Upgrade pedestrian access (footpaths, road crossings) between Mary Street, High Street and the Medical Centre.
- Encourage the development of infill medium density housing or elderly persons units in the vicinity of Snodgrass Street, bounded by Recreation Avenue and Nolan Street.

Heritage Protection

Section 21.06 of the MSS identifies the need for a comprehensive heritage study to protect sites and structures of heritage significance. The results of this study should provide the basis for extending the Heritage Overlay in the town, and modifying the schedule to the overlay.

It is recommended that Murrindindi Planning Scheme be modified accordingly to provide protection for sites, structures and views of heritage significance. Key actions required include:

- Prepare a comprehensive heritage study to identify sites and structures of heritage significance, including the former Butter Factory site.
- Prepare a planning scheme amendment to apply the Heritage Overlay in accordance with the recommendations of the heritage study.

Landscape Protection

The Urban Design Framework has identified an additional need to recognise and protect the importance of significant views and landscapes in Yea, particularly in the vicinity of the proposed Rail Trail reserve. The suggested device to provide protection of these features in the Planning Scheme is through the introduction of a Significant Landscape Overlay (SLO).

The purpose of the Significant Landscape Overlay is to “conserve and enhance the character of significant landscapes”. The Overlay requires town planning approval to construct a building or construct or carry out works. It also requires town planning approval to remove vegetation, as specified in a schedule to the overlay.

Although it is proposed that the overlay apply initially to the ridgeline between The Parade and Lyons Street, the overlay should be extended to other scenic landscapes along the sections of the Rail Trail reserve outside the town.

Key actions:-

- Prepare a schedule to the Significant Landscape Overlay to protect scenic views and vistas from the proposed Rail Trail. The landscape character objective to be achieved should include the following points:-
 - recognise the importance of the scenic landscapes visible from the rail trail
 - ensure that any development of land along the rail trail corridor is appropriately site and designed to have a minimal impact on the immediate corridors and view-lines.
 - protect significant vegetation along, and adjacent to the rail trail;
 - to promote the natural regeneration of vegetation along the rail trail.
- Prepare a planning scheme amendment to include the Significant Landscape Overlay in the Murrindindi Planning Scheme. The suggested overlay controls are outlined in Section 6.6.2 of the report.
- Following the reservation of the rail trail land for public purposes, rezone the trail to Public Purposes and Recreation Zone (PPRZ) to reflect this change.

Tourism Development

The Station Street precinct is located along a key gateway to the town, as the access point from traffic from Melbourne via the Melba Highway with the shops. Station Street is a key area for the development of tourism-related uses in the town, with the Yea Visitor Information Centre located at the former Railway Station. The development of the area as a tourist precinct in accordance with the *Development at Station Street Yea* policy is currently recognised in Section 21.06-4 (Tourism) of the MSS.

As an extension of the existing tourist uses in the area, Council should explore the possible acquisition of former garage site on the corner of Station Street and The Crescent for inclusion in the open space network, or alternatively, facilitate the redevelopment of the land for a more appropriate use. At present, the land is located in a Business 4 Zone, which prohibits accommodation uses (other than a motel or caretakers house), but permits industry as an as-of-right use (subject to conditions). As a first step, Council should seek to rezone to the land to a more appropriate zone.

Council should also encourage the development of an Environmental / Interpretive Centre on the police paddock site on the corner of Hood Street and the Goulburn Valley Highway to strengthen the eastern end of the retail precinct, and raise the profile of the Yea River and Wetlands.

Key actions related to the development of tourism include:

- Retain the existing Mixed Use Zone in Station Street.
- Apply a Design and Development Overlay to the former garage site in Station Street to ensure that the site is developed in accordance with the guidelines outlined below. The suggested overlay controls are outlined in Section 6.6.2 of the report.
 - Responsive site layout that is in keeping with the former Railway Station building on Station Street;
 - Height and building mass that does not obstruct views to the ridgeline to the south;
 - High level of landscaping consistent with the significant public open space in the area.
- Explore possible acquisition of the former garage site by Council for inclusion in the public open space network, or alternatively facilitate redevelopment of the site for a more appropriate use. The land should be rezoned to facilitate tourism-related uses and uses which are complementary to such uses.
- Promote the development of an Environmental / Interpretive centre on the police paddock site.

Supply of Industrial Land

Demand for vacant land in the industrial estate has been slow due to the cost and difficulty in servicing the site. As the only industrial zone in Yea, it is recommended that the existing industrial zone be retained to meet long-term demand for businesses associated with agriculture and freight. This recommendation should be reviewed following the completion of a detailed investigation to be undertaken by Council of the industrial land in Yea. The sale yards to the south of the town offer a possible site for the development of heavy industry.

Key actions:-

- Retain the existing Industrial 1 Zone in Yea subject to the findings of a review of the industrial zone and the demand for industrial land.
- Investigate the sale yards as a possible location for heavy industry.

6.4 OPEN SPACE AND URBAN DESIGN

6.4.1 Strategic options

Open Space - Connections and Amenity

The open space system of Yea is one of its key strengths, providing not only for recreation activities, but also making a considerable contribution to the strong landscape character of the town and providing the potential for an integrated pedestrian cycle network throughout the town.

Key actions and strategies related to open space include:

- Encourage the development of the Police Paddock Reserve, at the corner of the Goulburn Valley Highway and Hood Street, as proposed by the Yea Rotary Club. This will provide an important pedestrian connection between the High Street commercial area and the existing John Cummins Reserve.
- Further develop the Yea River Wetlands Area, including the development of an environmental education centre in accordance with the Sinclair Knight Merz report of 2000. This would provide further leisure diversity within Yea and further encourage the use of the Yea River as a pedestrian and cycle trail.
- Further develop the Rail Trail area as a recreation destination through:
 - additional tree planting;
 - additional seating areas;
 - occasional picnic tables and seats in appropriate locations;
 - future construction of an additional playground, in accordance with the recreation strategy for Yea, as well as a potential skate park. This will be subject to further detailed consultation.
- Ensure that key vistas from the Rail Trail (to prominent buildings, such as churches, and to distant mountains) are protected through the appropriate location of structures and trees.
- Take advantage of the closure of Pechell Street (south of High Street) to make a direct pedestrian and cycle connection from the Rail Trail to High Street, and to increase the amount of “green space” in the centre of Yea, as an adjunct to the existing High Street median.
- Take advantage of the closure of Pechell Street through the High Street median to further develop the median as a linear “Central Park” in the heart of Yea, recognising that it is a point of focus for both vistas and physical trail connections. The space should retain its image as a landscaped open space characterised by specimen trees and a generally grassed understorey.

Elements to be included within this space include:

- provision of visitor / tourist information signage;
- provision of additional park furniture in the form of seating, tables and shelters, allowing removal of the existing shelter south of the High Street verge;
- provision of paths along the edges of the upgraded Central Parkway linking the various park facilities (car parking, shelters, furniture) and providing access to High Street pedestrian crossing points.
- The existing public toilets should be retained in their current location in the medium term. Should consideration be given to re-constructing the public toilets in the medium to longer terms, an alternative location should be considered to provide additional open passive space in the congested area on the southern verge of High Street. This should be the subject of a community consultation program at the appropriate time.
- Undertake a series of landscape improvements to the Recreation Reserve, to make it more accessible and better connected into the town centre. These would include:
 - removal of the existing corrugated fence around the reserve, and replacement with a more transparent timber or mesh fence allowing views into the reserve;
 - provision of a defined pedestrian path into and around the reserve, integrating it with the broader pedestrian and cycle circulation system;
 - upgrading Pechell Street entry to improve its presentation when approached from the High Street. This upgrade would include improved planting, defined pavements and signage;
 - provision of a wider range of recreation facilities including seats and shelters;
 - provision of upgraded toilet facilities, in association with improved recreation facilities referred to above;
 - provision of additional planting around the reserve to complement the existing mature trees around the oval and along part of Snodgrass Street, and to provide a greater range of park spaces.
- As a longer-term strategy, investigate relocation of the bowling club to the recreation reserve. This would further visually and physically open the central area of Yea, and provide additional activity within the Recreation Reserve, which is under-utilized during the week.
- Prepare a landscape masterplan to guide the development of the Pioneers Reserve, at the northern end of The Parade. This area has a potentially important role to play as an integrated part of the Rail Trail, and in providing a connection to the town centre from residential areas to the south. A key part of the landscape masterplan will be to consider an alternative arrangement of car parking in the vicinity of the Yea Pool, to improve pedestrian access and amenity along the Rail Trail.

Urban Landscape Elements

The landscape character of Yea is strongly derived from its physical setting, including its built form and its landscape. The elements of the urban landscape – pavement, furniture, structures, lights etc – should be co-ordinated to support this character, (and not to dominate it), and to make a positive contribution to the visual image of the Town Centre.

Key strategies and actions related to landscape design include:-

- Place existing overhead powerlines underground, or on the facade of buildings or verandahs, along High Street, between Hood and Giffard Streets. While not a high priority this action would build upon the existing character of Yea.
- With the placement of powerlines underground, install thematic street lighting along High Street. These lights should be of simple design, so as to not draw attention to them, but rather support the already strong character of the existing built form.
- Install a co-ordinated suite of street furniture for use within the town centre of Yea.
- Take advantage of the wide footpath space along High Street, by installing a consistent pavement treatment. Such a treatment should be long lasting and be easily replicated in case of damage or maintenance requirements. An appropriate treatment would be a simple concrete pavement, perhaps with some subtle colour, with ruled joints reflecting traditional “flag stone” paver dimensions. This treatment would also respect the period and style of existing buildings along High Street.
- Provide pedestrian crossing points between the shopping edge and the central median. This would have the effect of slowing traffic as well as providing easy access for people of varying abilities and ages.
- Install bike racks adjacent to pedestrian crossing points.
- Install seating (seats with backs preferred) in suitable locations, particularly at high activity nodes. Seats should be located away from poles, crossovers, verandah posts and bins, and face away from the carriageway.
- Define a colour palette for use in all urban design elements within the town centre of Yea. These colours should be muted and “low-key” recognising that it is the buildings and landscape of Yea that give it character and not the street furniture. Furniture should not be in “heritage” colours since its installation is a contemporary, and not an historic action, unless authentic pieces of “period” furniture are being installed.
- Establish clear visual “gateways” into the town centre. In each case, these gateways will consist of a combination of signage, traffic management measures, new landscape features (particularly tree planting) and, importantly views of the surrounding landscape, particularly the crossing of Yea River and of Boundary Creek.

Each of the gateways should be subject to detailed design and should be guided by the following design parameters:

- Whittlesea / Melbourne Road Intersection:
 - retain existing native vegetation representative of the general tree character surrounding Yea;
 - screen adjacent residential property to provide a solid backdrop to the gateway;
 - construct a low wall to contain signage and visually direct visitors into Yea.
- Goulburn Valley Highway crossing of Boundary Creek:
 - reinforce indigenous vegetation along Boundary Creek and Yea River with new upper and lower storey planting leading up to and crossing over the Creek;
 - emphasise the existing road cutting as a key gateway element through geometric planting of indigenous trees at the top of the cutting;
 - provide new thematic signage announcing arrival into Yea;
 - investigate the addition of a textured and coloured surface to the road between Boundary Creek and North Street. This could reflect the colour of the underlying geology of the region exposed at the road cutting.
- Goulburn Valley Highway crossing of Yea River, east of Miller Street:
 - reinforce indigenous vegetation along Yea River with new upper and lower storey planting leading up to and crossing over the Creek, and extending to the intersection with Miller Street. This will create a striking contrast with the deciduous exotic planting characteristic of the central median in High Street;
 - provide open views from the road into the river valley, without removal of significant vegetation. Views to the water should then become a key element of the arrival experience;
 - provide new thematic signage announcing arrival into Yea, consistent with signage at the western gateway;
 - investigate the addition of a textured and coloured surface to the road between Yea River and Miller Street. This could reflect the colour of the underlying geology of the region, consistent with the western gateway.
- Melba Highway / Miller Street intersection:
 - reinforce indigenous vegetation along Yea River with new upper and lower storey planting on the southern verge of Melba Highway, adjacent to the river bend. This will reinforce the native vegetation character to the perimeter of Yea, and again create a contrast with the predominantly deciduous exotic planting characteristic of the town centre, including Miller Street;

- provide open views from the road into the river valley, without the removal of significant vegetation. Views to the water should then become a key element of the arrival experience;
- provide new thematic signage announcing arrival into Yea, consistent with signage at other gateways;
- provide additional deciduous exotic trees in Station Street, on the north-western edge of the Miller Street intersection, extending into the rail trail reserve. This should be a geometric planting which creates a distinct space that is passed through when arriving at Yea.

Vegetation

The character of the Yea is strongly influenced by the vegetation, particularly the trees, within the township. These trees are a mixture of exotic and Australian species, with the deciduous exotic trees concentrated in the central area of the town surrounded by an infirming backdrop of mainly indigenous eucalypts.

The key actions and strategies related to vegetation aim to build upon the relationship between these two tree types including:-

- Reinforce and build upon the existing deciduous character of the central median in High Street through additional plantings where space is available. New planting should be of a single species to provide a greater degree of consistency than currently exists. The suggested species is Claret Ash (*Fraxinus angustifolia* “Raywood”), one of the key existing species. This species should also be used to highlight points of interest within the town, such as the railway station and other heritage buildings.
- Undertake an arboricultural assessment of trees in the central median, and, if advisable, commence a replacement program through the planting of young trees to eventually replace the established trees.
- Develop a tree theme in the streets immediately adjacent the town centre (including Snodgrass Street, Craigie Street, Webster Street, Nolan Street, Gifford Street, Recreation Avenue, Pechell Street, Hood Street, Station Street, The Semi-circle, and The Crescent). This theme should be of deciduous trees, to reflect the dominant character of High Street, but should be of a separate single species so as to not diminish the specific impact of the High Street plantings. Suggested species include *Ulmus parvifolia*, *Aesculus hippocastanum*, *Acer X freemanii* “Autumn Blaze”.
- Apart from the streets mentioned above, street tree plantings should be Australian and primarily indigenous, to reflect the dominant vegetation character of the town periphery. Suggested species include *Eucalyptus viminalis*, *Eucalyptus radiata*, *Corymbia citriodora*, *Angophora costata*, *Eucalyptus scoparia*, *Eucalyptus pauciflora*. Specific selection should be made on a street by street basis, suited to particular street characteristics.

- Encourage the development of the Police Paddock Reserve, at the corner of the Goulburn Valley Highway and Hood Street, as proposed by the Yea Rotary Club. This will provide an important pedestrian connection between the High Street commercial area and the existing John Cummins Reserve.

6.4.2 Public and Private Realm Built Form Design Guidance

The following principles provide guidance for new development, as well as for infill development or redevelopment of existing forms. These principles are based on an analysis of the existing built and urban form, and importantly the existing landscape and aspect of the Yea town centre. The main objective of these principles is to capitalise on the compact nature of the town centre, and to achieve development that responds to the existing character. The importance of these guidelines is that they emphasise a 'whole town' approach, in that the impacts on streetscapes, views and adjoining built forms must be taken into consideration, and built form must not be reviewed in isolation from other elements. In essence these guidelines promote site responsive design.

These proposed guidelines are not intended to determine a consistent 'formulaic' approach to built form, as diversity can be promoted while still responding to the guidelines.

Site Responsive Design - Parameters

The built fabric of Yea is quite diverse in style. However a strong character is still able to be presented due to a degree of consistency in many built form elements of the buildings along the High Street commercial precinct, including:

- modest scale;
- verandahs;
- consistent zero setback from the title boundary;
- single shop frontages with full size windows;
- mostly single storey development, with larger buildings being notable exceptions that contribute to character of the strip.

This existing character is considered appropriate for the majority of the High Street commercial area.

The main exception is the recent development near the corner of Hood Street and High Street. These buildings have been set back from the title boundary, with car parking fronting High Street, so that the buildings face each other rather than the street. These departures from the general approach along the rest of High Street have led to a discontinuity of the High Street streetscape and illustrate the importance of reflecting the prevailing character in future development proposals.

The strength of the existing built form in the Yea town centre and the relationship between these buildings and the central median in High Street, determine that these should form a starting point for built form principles. This will ensure that new development respects and responds to these attributes and does not diminish the visual and spatial character derived from these attributes.

Climatic considerations also generate criteria for built form, in that buildings should respond to solar access, as well as provide shade and wind and weather protection. The presence of verandahs, which are a feature of the town, provide an existing response to these factors.

Yea is also fortunate that the commercial centre is relatively compact and flat and is therefore easily traversed by pedestrians. The consolidation of commercial development, rather than dispersion, should be promoted to build upon this characteristic. Strong pedestrian connection with any future car parking should also be provided.

Inactive building edges should be enlivened to provide a continuity of commercial activity through externalisation (and 'address' of businesses) or through the provision of public areas.

Site Responsive Design - Guidelines

Density and Building Form

1. Encourage the use of vacant land on Snodgrass Street for car parking to service the High Street commercial strip, as well as a mix of higher density non-commercial uses.
2. Prevent the spread of commercial activities on High Street to the existing area, between Hood and Giffard Streets on the northern side, and between Whatton Place and the Crescent on the southern side.
3. Develop a range of agreed thematic colours, in consultation with traders and residents. The colour schemes should be complementary to the existing characteristic elements of Yea, particularly the existing built form, and the mix of exotic deciduous and evergreen Australian vegetation. Encourage the use of this range as the dominant colours used through the town centre. Examples may include:
 - olive green and bottle green, reflecting evergreen vegetation;
 - rust red and brick red, reflecting deciduous trees and older buildings;
 - highlights of cream or beige, as found on polychromatic brick buildings such as the station, post office, and banks;
 - highlights of blue-green reflecting the hue of distant hills.
4. Place business signage on buildings or within built elements, or directly on awnings. Freestanding, sandwich board type signage should be restricted to a defined zone within the footpath space to minimise visual and physical clutter. These signage guidelines should be reviewed in association with the Planning Scheme provisions for advertising signs.
5. Encourage retail shop frontages to provide a greater percentage of window area, promoting window displays that add variety and interest to the street environment, and interaction with passers-by.
6. Require corner blocks to provide two street addresses, and to 'turn the corner' in terms of their frontages and active building edges.

Site Layout, Building Mass

7. Require developments on street frontages to provide a continuous built edge.
8. Generally encourage zero lot setbacks.
9. Ensure building envelopes integrate with the modest scale and form of the existing streetscape.
10. Require larger developments to break down built mass into a series of smaller envelopes reflecting the general existing grain of the High Street strip.
11. Assess building heights for their impact on adjoining properties and the impact on the overall streetscape. Generally new development on High Street should be single storey to emphasise the visual prominence of existing two storey buildings. Two storey development would be more acceptable on Snodgrass Street, between Hood and Pechell Streets, taking advantage of the outlook over the Recreation Reserve.
12. Where car parking is provided on Snodgrass Street, require new commercial buildings to provide a rear building frontage, with access, and preferably a display window for retail purposes.

Landscape Integration

13. Require developments to integrate landscape within their envelopes, particularly responding to the street conditions and ensuring a contribution to the streetscape.

Amenity

14. Require developments to provide public linkages, particularly to adjoining car parking, other businesses and open space.
15. Encourage any large developments to integrate a network of public space, and pedestrian linkages within their envelopes.
16. Encourage design and layouts that responds to microclimate considerations, provide protection from prevailing winds and provide shade and weather protection.
17. Require developments to adhere to all accessibility standards and codes.
18. Require car parking to be provided at the rear of any new development. Car parking fronting High Street, within title boundaries, is not appropriate within the existing streetscape character, and will further add to traffic congestion. The impacts of car parking should be minimised through detailed layout planning and incorporation of buffers and screening.

6.5 MOBILITY

The community consultation clearly identified the key issue for Yea to be the management and control of traffic, including:-

- Improvement of the ambience of the shopping precinct, particularly for pedestrians, by modifying traffic behaviour through the employment of an altered lane arrangement and layout of High Street;
- Treatment of areas of traffic congestion, in particular at the intersection of the Goulburn Valley Highway and Melba Highway near the post office, toilet block and bowling club;
- Intersection modifications to address operational and safety issues at various identified locations;
- Improvements in parking with an emphasis on the provision of better facilities for buses and long or towing vehicles.

6.5.1 Strategic options

High Street Configuration

The two options investigated for addressing the traffic management imperatives through High Street were:

Split Function Carriageways

This involved modifying the current highway westbound lane to a two-way carriageway catering for both directions of through traffic that passes through the town. The remaining eastbound carriageway would be closed at each end and converted to a two-way service road providing localised access to the strip of shops along the road northern boundary.

The disadvantages of this option included the issues listed below and community consensus was that it should not be pursued:

- Isolation of the remnant shops along the southern road boundary from the rest of the retail strip to the north;
- Alienation of the convenience food outlets from the through traffic;
- Further reduction in the level of mobility for pedestrians across the busier two-way carriageway;
- Increased congestion and reduced levels of safety at intersections along the remaining through carriageway.

Lane Reductions

The second option that involves the reduction of each of the current carriageways to a single through lane and a manoeuvring lane at the rear of kerbside angle parking. The advantages of this option are as follows:

- Ability to improve pedestrian mobility by providing kerb outstands at intersections and mid-block locations;
- Reduction in vehicle speeds throughout High Street resulting from a more confined traffic environment;
- Retention of the existing high level of access for through traffic to the convenience shops.

Traffic Diversion

Another issue that was subjected to considerable debate was the downgrading of the current de facto town centre bypass between the Melba and Goulburn Valley Highways via Miller Street and Whatton Place. In an attempt to capitalise on the potential customer-base provided by these travellers, it was suggested that all Melba Highway traffic should be directed along Station Street to travel through the shopping centre.

It is contended that traffic currently using the bypass does so in the knowledge that it does not wish to utilize any of the town facilities. Forcing these travellers to drive down High Street will create unnecessary additional congestion with dubious gains. Apart from modifications to the signing at the Melba Highway/Miller Street intersection to encourage visitors down Station Street, the wholesale diversion of traffic away from the bypass route has not been pursued further in these strategies.

Intersection Improvements

There are various options available for the improvement of intersection layouts. The following are suggested as the most appropriate treatments for the identified problem locations:

- North Street at Goulburn Valley Highway, including the adjacent Racecourse Road/Aldous Ave intersection: channelization to separate, simplify and confine the current multiple overlapping movements;
- High Street at Melbourne Road/Giffard Street: installation of an elongated roundabout to cater for the skew approach angles and wide median at this location. This will also create a distinct change of traffic environment as drivers enter the shopping centre from the west. As noted earlier in the document, this intersection has a history of crashes and is the highest priority intersection project in the strategy. It is also likely to be eligible for funding assistance under the Road Safety Black Spot Program;
- High Street at Whatton Place/Hood Street: a modified roundabout design to cater for the skew approach angles and commencement of the wide median at this eastern entrance to the town and shopping precinct;
- High Street at Station Street: although regarded as a lower priority than the above three sites, this "T" junction of two highways would benefit from having the various traffic movements controlled by a large diameter roundabout.

Concept plans for these intersection treatments are provided in Section 7.

Parking

The layout changes proposed for High Street provide the opportunity to introduce angle parking along the majority of the southern kerb line. This creates a significant increase in single vehicle parking bays through the commercial precinct of Yea.

Offset against these gains is the removal of the hazardous parallel parking along the median edges that is largely used by towing vehicles.

An audit compared existing parking (based on standard car spaces) with the proposals outlined in this report. With the relocation of long vehicle parking into Snodgrass Street along the recreation reserve frontage and into Pechell Street north of High Street, the proposed rearrangement of remaining parking along High Street can be undertaken with no net loss of parking spaces. The long vehicle parking equivalent of 23 standard bays in High Street is to be replaced with 46 bays in Snodgrass Street, augmented by up to 17 additional bays in Pechell Street North.

The truncated southern section of Pechell Street can be utilized to accommodate a minimum of 13 additional parking bays convenient to both the adjacent facilities (bowling green, toilet block and post office) and the shopping centre.

Therefore, the traffic management strategies will result in a substantial increase in the supply of parking for the commercial centre.

Bus parking is to be specifically provided for in the vicinity of the toilet block. It is noted that buses currently also stop across the existing angle bays near the fast food outlets out of normal business hours. The Police have indicated no objection to this practice.

Seen in the context of additional and more attractive parking at the rear of the shops and the new parking in Pechell Street South, there will be a total gain and better distribution of the type of parking for clients to the High Street businesses.

6.5.2 Recommended Strategies, Actions and Indicative Costs

- Implement single lane operation in High Street. This includes the elements of:
 - Kerb extensions at intersections and mid-block locations
 - Removal of parallel parking adjacent to the median
- Address congestion by:
 - Closing the southern connection of Pechell Street with High Street and its associated median opening
- Introduce intersection improvements at the following locations:
 - Channelization at intersections of North Street/Goulburn Valley Highway and Racecourse Road/Aldous Ave

- Roundabout installation at High Street/ Melbourne Road/Gifford Street intersection
- Roundabout installation at High Street/ Whatton Place/Hood Street
- Roundabout installation at High Street/ Station Street intersection
- Upgrading of signing at Melba Highway/Miller Street to indicate priority direction along Station Street
- Improve parking through the following actions:
 - Create additional parking capacity at rear of shops
 - Create long vehicle parking along the north boundary of Snodgrass Street along the recreation reserve frontage
 - Improve signing to maximise use of alternative off-street parking areas
 - Formalise a parking area adjacent to the toilet block for use by buses
 - Increase enforcement of designated parking restrictions in High Street
- Upgrade pedestrian access by:
 - Developing laneways between shops to rear parking in partnership with businesses
 - Ensuring kerb outstands are designed to facilitate pedestrian use and provide good connections to appropriate pedestrian paths
 - Including provision for the disabled as part of all new infrastructure works

6.6 SUMMARY OF RECOMMENDED STRATEGIES AND ACTIONS

Land Use and Development

Strategies in Order of Priority Actions	Estimated Cost	Timeframe
<p>1. Improve the function and appearance of the High Street Retail precinct by:</p> <p>1.1 Applying a Design and Development Overlay to the land fronting High Street.</p> <p>1.2 Preparing a subdivision concept and implementation strategy the land at the rear of the High Street shops, incorporating potential for development, car parking and pedestrian access.</p> <p>1.3 Developing an agreed range of thematic colours for the High Street in consultation with traders and residents.</p>	<p>\$10,000</p>	<p>2003-2005</p> <p>2003-2005</p> <p>2003-2005</p>
<p>2. Increase the supply of rural residential land in designated areas that have adequate infrastructure services by:</p> <p>2.1 Consolidating rural residential development to the south west of Yea, west of Lawrance Road, subject to the findings of a rural residential strategy.</p>	<p>-</p>	<p>Ongoing</p>
<p>3. Provide protection for sites, structures and views of heritage significance by:</p> <p>3.1 Preparing a comprehensive heritage study to identify sites, structures, and views of heritage significance.</p> <p>3.2 Preparing a planning scheme amendment to apply the Heritage Overlay in accordance with the recommendations of a heritage study.</p>	<p>\$10,000</p> <p>Council staff cost</p>	<p>2003-2005</p> <p>2005-2007</p>
<p>4. Provide protection for significant views and landscapes visible from the Rail Trail reserve by:-</p> <p>4.1 Preparing a schedule to the Significant Landscape Overlay.</p> <p>4.2 Preparing a Planning Scheme Amendment to include the Significant Landscape Overlay in the Planning Scheme.</p> <p>4.3 Following the reservation of the rail trail land for public purposes, rezone the trail to Public Park & Recreation Zone.</p>	<p>Council staff cost</p>	<p>2005-2007</p> <p>2005-2007</p> <p>2005-2007</p>

Strategies in Order of Priority Actions	Estimated Cost	Timeframe
<p>5. Further develop tourist related uses in Station Street by:</p> <p>5.1 Retaining the existing Mixed Use Zone in Station Street;</p> <p>5.2 Applying a Design and Development Overlay to the former garage site in Station Street.</p> <p>5.3 Promoting the development of an Environmental / Interpretive Centre on the police paddock site, or alternatively facilitating private redevelopment for appropriate uses.</p> <p>5.4 Exploring possible acquisition of the former garage site in Station Street by Council, or alternatively facilitating private redevelopment for appropriate uses.</p> <p>5.5 Preparing a planning scheme amendment to rezone the garage site to a more appropriate zone.</p>	Council staff cost	2003-2005 2003-2007 2003-2005 2003-2005
<p>6. Ensure that an adequate supply of commercial land is available in Yea Township by:</p> <p>6.1 Retaining the Business 1 Zone in High Street.</p> <p>6.2 Retaining the Mixed Use Zone in on the north side of Station Street.</p> <p>6.3 Consolidating commercial activity in High Street and Station Street.</p>	Ongoing Ongoing Ongoing	
<p>7. Increase the supply of medium density housing / elderly persons units in Yea Township with access to shops and services by:</p> <p>7.1 Facilitating the subdivision of land fronting Whatton Place and Miller Street to allow for the development of medium density housing with access to Mary Street.</p> <p>7.2 Upgrading pedestrian access (footpaths, road crossings) between Mary Street, High Street and the Medical Centre.</p> <p>7.3 Encouraging the development of infill medium density housing or elderly persons units in the vicinity of Snodgrass Street, bounded by Recreation Avenue and Nolan Street.</p>	Council staff cost	2003-2005 2005-2010 2005-2020
<p>8. Retain the existing industrial estate to meet long-term demand by:</p> <p>8.1 Retaining the existing Industrial 1 Zone in Yea subject to the findings of a review of industrial land.</p> <p>8.2 Investigating the sale yards as a possible location for heavy industry.</p>	Council staff cost	Ongoing 2005-2020
Total	\$20,000	

Open Space and Urban Design

Strategies in Order of Priority Actions	Estimated Cost	Timeframe
<p>1. Improve Open Space Connections and Amenity by:</p> <p>1.1 Removal of Pechell Street median opening, and incorporation into the central median open space</p> <p>1.2 Further developing High Street as a linear “Central Park” with additional amenities and facilities.</p> <p>1.3 Undertaking landscape improvements to the Recreation Reserve.</p> <p>1.4 Further developing the Rail Trail as a recreational destination through landscape improvements and developing Pioneers Reserve as an integrated part of the Rail Trail.</p> <p>1.5 Encouraging the development of the Police Paddocks as an important connection between High Street and John Cummins Reserve.</p> <p>1.6 Further developing Yea River & Wetlands for leisure.</p>	<p>\$100,000-\$120,000</p> <p>\$40,000-\$50,000</p> <p>\$50,000-\$80,000</p> <p>\$100,000-\$150,000</p> <p>\$50,000-\$100,000</p> <p>\$30,000-\$40,000</p>	<p>2003-2007</p> <p>2003-2007</p> <p>2005-2010</p> <p>2003-2010</p> <p>2003-2005</p> <p>2005-2010</p>
<p>2. Upgrade elements in the Local Urban Landscape by:</p> <p>2.1 Installing new street furniture (seating, bike racks, bins, lighting etc.) within the primary study area.</p> <p>2.2 Installing consistent pavement treatment (in terms of colour and durability) along High Street.</p> <p>2.3 Placing existing power lines along High Street (between Hood and Giffard Streets) underground and installing thematic lighting along High Street to enhance the character of High Street.</p>	<p>\$15,000-\$20,000</p> <p>\$200,000-\$250,000</p> <p>\$200,000-\$300,000</p>	<p>2005-2010</p> <p>2005-2010</p> <p>2010-2020</p>
<p>3. Upgrade the vegetation by:</p> <p>3.1 Undertaking an arboricultural assessment of the central median trees in High Street and replacement of affected trees.</p> <p>3.2 Reinforcing through additional planting, the existing deciduous character of central planting (suggested species is Claret Ash) and feature tree planting near important institutional buildings.</p> <p>3.3 Developing theme planting for streets adjacent to the Town Centre using deciduous trees to reflect the dominant character of High Street.</p> <p>3.4 Developing theme planting for streets outside the Town Centre and at the town periphery using indigenous tree species.</p>	<p>\$10,000-\$12,000</p> <p>\$20,000-\$30,000</p> <p>\$40,000-\$50,000</p> <p>\$20,000-\$30,000</p>	<p>2003-2010</p> <p>2005-2010</p> <p>2005-2010</p> <p>2005-2010</p>
<p>4. Upgrade Town Gateways:</p> <p>4.1 Whittlesea / Melbourne Road Intersection</p> <p>4.2 Goulburn Valley H'way crossing of Boundary Ck.</p> <p>4.3 GV Highway crossing of Yea River, east of Miller St</p> <p>4.4 Melba Highway / Miller Street intersection</p>	<p>\$50,000-70,000</p> <p>\$40,000-\$50,000</p> <p>\$20,000-\$30,000</p> <p>\$30,000-\$40,000</p>	<p>2005 – 2010</p> <p>2003 – 2005</p> <p>2003 – 2005</p> <p>2003 - 2005</p>
<p>Total</p>	<p>\$1,015,000 – \$1,422,000</p>	

Mobility

Strategies in Order of Priority Actions	Estimated Cost	Timeframe
5. Introduce lane reduction strategy along High Street by installing kerb outstands and removing parallel parking adjacent to the median.	\$460,000	2003-2005
6. Address congestion by:		
6.1 Closure of High Street median and south leg at Pechell Street.	\$80,000	2003-2007
7. Improve intersection operations by:		
7.1 Channelizing the intersection of the Goulburn Valley Highway at North Street, including the adjacent intersections with Racecourse Road and Aldous Street.	\$120,000	2003-2005
7.2 Improving direction signing at the intersection of Melba Highway at Miller Street.	\$20,000	2003-2005
7.3 Installing a roundabout at the intersection of High Street with Melbourne Road and Giffard Street.	\$210,000	2003-2005
7.4 Installing a roundabout at the intersection of High Street with Whatton Place including modifying adjacent Hood Street intersection.	\$300,000	2010-2020
7.5 Installing a roundabout at the intersection of High Street with Station Street (Melba Highway).	\$210,000	2010-2020
7.6 Channelizing the intersection of North Street and Grevillea Street.	\$100,000	2010-2020
8. Improve parking by:		
8.1 Increasing capacity at the rear of the High Street businesses.	\$200,000	2003-2007
8.2 Creating provision for long vehicle parking along the north side of Snodgrass Street.	\$65,000	2003-2005
8.3 Erection of a comprehensive signing scheme for the alternative parking.	\$10,000	2003-2005
8.4 Formal provision for bus parking adjacent to toilet block.	\$15,000	2005-2010
8.5 Increase enforcement of parking time restrictions.	-	Immediate & ongoing
9. Upgrade pedestrian access by:		
9.1 The development of laneways between High Street and the rear-of-shops parking.	\$50,000	2003-2007
9.2 Design kerb extensions for streetscape plan to maximise pedestrian use and create path connectivity.	-	2005-2010
9.3 Include provision for disabled in all new works.	Included in projects	ongoing
Total	\$1,840,000	

6.6.2 Implications for the Murrindindi Planning Scheme

This section outlines the recommended planning scheme changes to the planning scheme based on the strategies and actions detailed in the Yea Urban Design Framework.

The Municipal Strategic Statement

The Municipal Strategic Statement (MSS) of the Murrindindi Planning Scheme outlines the issues, strategies and policies that are relevant to the consideration of an Urban Design Framework for Yea.

The Municipal Strategic Statement provides guidance on the future township development (Section 21.07). The points below outline relevant considerations for the MSS based on the work carried out as part of the Urban Design Framework, and provides a commentary on how the MSS might be amended to reflect the outcomes of the Urban Design Framework.

Section 21.01 Murrindindi Shire Profile

Update the population data to reflect the results of the 2001 Census, including a revised population figure of 988 persons for Yea.

Section 21.06 Tourism Strategies

Add the following statements to Section 21.06-3 (Strategies and Objectives):

- Facilitate recreational and tourism activities that attract tourists year round.
- Implement the recommendations of the Yea Urban Design Framework relating to tourism.
- 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.

Section 21.07 Serviced Township Strategies

- Section 21.07-1 (Context)
 - Modify the second paragraph to read: "Alexandra and Eildon have in excess of 20 years supply of land available for residential and low-density residential development, based on current rates of development. Yea has in excess of 25 years supply of land available for residential development, however, Yea has less than 10 years supply of land available for rural residential development, based on current rates of development."
 - Update Table 2 with building statistics from 1997-2002.
- Section 21.07-2 (Issues) - add the following issues:

- Open spaces in Yea and Eildon are generally under developed and require further improvements to maximise their potential.
- Pressure for rural residential development in the rural areas immediately surrounding Yea.
- Growing population in the rural areas surrounding Yea, and a stagnant population in the town.
- *Remove* the reference to a possible bypass route for Yea. The need for a bypass route was not identified as part of the Urban Design Framework.
- Section 21.07-3 (General) – add the following strategy/objective:
 - Develop under-utilized open spaces and promote the connection of open spaces to encourage pedestrian movements within existing townships.
- Section 21.07-3 (Yea) - add the following strategy/objectives:-
 - Provide protection in the Planning Scheme for sites, structures and views of heritage significance.
 - Provide protection in the Planning Scheme for significant views and landscapes visible from the Rail Trail reserve.
 - Increase the supply of medium density housing and elderly persons units in the town with access to shops and services.
- Section 21.07-4 (Implementation) – add the following actions for Yea:
 - Implement the recommendations of the Yea Urban Design Framework.
 - Apply the Design and Development Overlay to High Street and the former garage site on Station Street.
 - Apply the Significant Landscape Overlay to areas with significant views and landscapes adjacent to the Rail Trail Reserve.
 - Prepare a strategy and subdivision concept for the land at the rear of the High Street shops in Yea that incorporates car parking and pedestrian access to High Street.
 - Prepare a comprehensive heritage study for the municipality.
 - Further develop High Street in Yea as a linear park with additional amenities and facilities, including public toilets.
 - Further developing Yea River and Wetlands for leisure, including the development of the police paddocks land.
 - Install new street furniture and pavement treatments in central Yea.
 - Place existing powerlines along High Street in Yea underground and installing thematic lighting.
 - Undertake additional tree planting in High Street, and in the surrounding street network.

- Upgrade key gateways to Yea including improved signage, traffic management measures and new landscape features (particularly tree planting).
- Introduce a lane reduction strategy along High Street in Yea.
- Closure of High Street median and south leg at Pechell Street in Yea.
- Install roundabouts at key locations along High Street in Yea.
- Create provision for long vehicle parking along the north side of Snodgrass Street in Yea.

Section 41 – Overlays

- Insert Section 43.02 Design and Development Overlay in the Murrindindi Planning Scheme.
- Insert Schedule 3 to the Design and Development Overlay in the Murrindindi Planning relating to the High Street retail precinct. The following design objectives, development controls, and decision guidelines should be included in the Schedule to the Overlay:

1. Design objectives:

- To ensure that building heights, bulk and setbacks are sympathetic to adjoining sites and enhance the appearance and character of the area.
- To ensure that the colours, finishes and materials of new buildings and works complement the character and heritage elements along High Street.
- To maintain the visual prominence of existing two storey buildings in High Street.
- To recognise the significant contribution of the centre median parkland to the amenity of High Street.
- To encourage building layout and siting that allows access to car parking at the rear of the High Street shops.
- To encourage built form that provides for solar access and weather protection along public circulation routes.
- To ensure that shop frontages are pedestrian orientated and add interest and vitality to the streets.
- To reduce visual clutter along High Street by encouraging appropriate forms of outdoor signage.

1. Buildings and works:

- Buildings heights must be consistent with that of adjoining properties.
- Developments should generally have zero lot setbacks.

- Developments on street frontages should have a continuous built edge.
- Developments on corners should provide two active street frontages.
- Developments should integrate landscape within their envelopes by responding to the street conditions and ensuring a contribution to the streetscape.
- Where rear car parking is provided, new commercial buildings should provide a rear building frontage.
- Service delivery and car parking facilities should be provided at the rear of new commercial developments.
- Shops should provide a greater percentage of window area to solid.
- Consideration should be given to the use of balconies, verandahs and architectural features to achieve consistency with the existing built form.
- Design and layout should respond to microclimate considerations and provide shade and protection from weather.
- Exterior colour schemes should be in accordance with a thematic colour scheme for the Yea.
- Signage should be located on buildings, or within built elements.

2. Decision guidelines:

- whether the proposal meets the stated objectives;
 - the heritage qualities of High Street;
 - the impact on open space and pedestrian connections through the town;
 - access and safety requirements of pedestrians and cyclists;
 - compliance with any adopted streetscape policy or plan.
- Insert Schedule 4 to the Design and Development Overlay in the Murrindindi Planning relating to the former garage site on Station Street. The following design objectives, development controls, and decision guidelines should be included in the Schedule to the Overlay:

1. Design objectives:

- To protect and enhance Station Street as a major gateway to Yea.
- To ensure that building height, bulk and setbacks are sympathetic to the adjoining open space and built form in the Station Street precinct.
- To protect views from the Rail Trail reserve.

- To ensure a high degree of connectivity with the adjoining open space in the area.
2. Buildings and works:
- Building height should not exceed 2 storeys in height.
 - Buildings should be setback at least 5 metres from all street frontages, including the Rail Trail Reserve.
 - Existing significant vegetation should be retained.
 - Developments should include a high level of landscaping and tree planting adjacent to areas of public open space.
 - Buildings should be oriented towards the street frontages and rail trail open space.
 - Large sky signs, panel signs and promotional signs are discouraged.
3. Decision guidelines:
- whether the proposal meets the stated objectives;
 - the effect of the development on the Station Street streetscape;
 - the effect of the development on the Rail Trail Reserve and former Railway Station;
 - compliance with any adopted streetscape policy or plan.
- Insert Schedule 3 to the Significant Landscape Overlay to provide protection of important views and landscapes adjacent to the Rail Trail Reserve. The following design objectives and decision guidelines should be included in the Schedule to the Overlay:
 1. Design objectives:
 - Protect and enhance the environmental, scenic, visual and historic values of the former rail reservation.
 - Conserve significant vegetation that contributes to the significance of the former rail reservation.
 - Ensure that any new development is located and designed to avoid inappropriate visual intrusion or other detrimental effects on the key characteristics of the identified landscapes.
 2. Buildings and works:
 - Whether the location, bulk and appearance of any proposed building or works will adversely affect the character or appearance of the corridor.
 - Whether appropriate landscape treatments are proposed for buildings or works in locations that are visually exposed to the railway reservation.

- The impact of any use or development on the quality and character of important view-lines and panoramas from the railway line.
- Whether appropriate measures are proposed to retain and enhance the landscape character and quality of the corridor and, in particular, retain remnant vegetation.

7 Urban Design Framework plans

GATEWAY 1

Goulburn Valley Hwy crossing of Boundary Creek.













- Reinforce indigenous vegetation along Boundary Creek and Yea River with new upper and lower storey planting leading up to and crossing over the Creek
- Emphasise the existing road cutting as a key gateway element through geometric planting of indigenous trees at the top of the cutting
- Provide new thematic signage announcing the arrival into Yea
- Investigate the addition of textured and coloured surfaces to the road between Boundary Creek and Whittlesea Road. This could reflect the colour of the underlying geology of the region exposed at the road cutting

GATEWAY 2

Goulburn Valley Hwy crossing of Yea River, east of Miller Street.

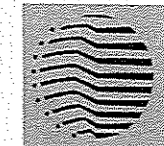
- Reinforce indigenous vegetation along Yea River with new upper and lower storey planting leading up to and crossing over the Creek, and extending to the intersection with Miller Street. This will create a striking contrast with the deciduous exotic planting characteristic of the central median in High Street.
- Provide open views from the road into the river valley and wetlands without removal of significant vegetation. Views to the water should then become a key element on the arrival experience.
- Provide new thematic signage announcing arrival into Yea, consistent with signage at the western gateway.
- Investigate the addition of a textured and coloured surface to the road between Yea River and Miller Street. This could reflect the colour of the underlying geology of the region, consistent with the western gateway.

PLANNING AND OPEN SPACE DIRECTIONS

-  Retain the existing Business 1 Zone in High Street and consolidate retail growth in this area.
-  Retain the existing Mixed Use Zone in Station Street and encourage tourist related development including accommodation
-  Rezone to Mixed Use and encourage tourist-related development
-  Retain the existing Industrial 1 Zone subject to the findings of a review of industrial land.
-  Prepare a strategy and subdivision concept for the land at the rear of the High Street that incorporates car parking and pedestrian access to High Street.
-  Apply a Design and Development overlay to:
 - High Street, with controls relating to building density, setbacks, height, external colours, access, amenity and car parking.
 - the former garage site on Station Street to guide the future redevelopment of the site.
-  Apply Significant Landscape Overlay to protect scenic landscapes visible from the rail trail
-  Rezone the proposed Rail Trail to PPRZ following the reservation of the land for public purposes
-  Facilitate the subdivision of land fronting Whatton Place / Miller Street to allow the development of medium density housing with access to Mary Street.
-  Investigate the potential for rural residential land in the long term.
-  Encourage infill medium density housing or aged accommodation in this area.
- 1** Consolidate rural residential development to the south west of Yea, subject to the findings of a rural residential strategy.
- 2** Investigate the heritage significance of the former Butter Factory as part of a comprehensive heritage study of the town
- 1** ENTRY GATEWAYS
-  OPEN SPACE

YEA URBAN DESIGN FRAMEWORK

URBAN
Enterprise Pty Ltd
389 St Georges Road
North Fitzroy Victoria 3068.
Telephone: 03 9482 3888
Facsimile: 03 9482 3933



CHRIS DANCE
LAND DESIGN
PTY LTD
383 Smith Street Fitzroy
Victoria Australia 3065
PO Box 2079 Fitzroy MDC
Telephone 03 9417 6566
Facsimile 03 417 6499

JPT
JOHN PETER TRIMM
PTY LTD
Suite 1 544 Mitcham Road
Mitcham Victoria
Australia 3132
Telephone 03 9874 6466
Facsimile 03 9874 6422



Scale:



Date : AUG 2003

CONNECTION TO
YEA RIVER TRAIL

GATEWAY 4

Melba Highway / Miller street intersection.

- Reinforce indigenous vegetation along Yea River with new upper and lower storey planting on the southern verge of Melba Highway, adjacent the river bend. This will reinforce the native vegetation character to the perimeter of Yea, and again create a contrast with the predominantly deciduous exotic planting characteristic of the town centre, including Miller Street.
- Provide open views from the road into the river valley, without removal of significant vegetation. Views to the water should then become a key element of the arrival experience.
- Provide new thematic signage announcing arrival into Yea consistent with signage at other gateways.
- Provide additional deciduous exotic trees in Station Street, on the north-western edge of the Miller Street intersection, extending into the rail reserve. This should be a geometric planting which creates a distinct space which is passed through when arriving at Yea

GATEWAY 3

Whittlesea Melbourne Road Intersection

- Retain existing native vegetation representative of the general tree character surrounding Yea
- Screen adjacent residential property to provide solid backdrop to gateway
- Construct low wall to contain signage and Visually direct visitors into Yea



Provide additional planting around the Reserve to complement existing mature trees around oval and along part of Snodgrass St

Further develop the Recreation Reserve through:

- removal of existing corrugated fence around the Reserve & provision of a transparent timber or mesh fence
- provision of a defined pedestrian path into and around the Reserve
- provision of a wider range of Recreation facilities including play areas, seating & shelters
- provision of an upgraded skate park within the Reserve
- provision of additional planting around the Reserve

Encourage the development of the Police Paddocks Reserve as an important pedestrian connection between High Street and John Cummins Reserve

Key strategies for High Street include:

- placing existing overhead powerlines underground between Hood and Giffard Streets and in Pechell St
- Installing thematic street lighting along High Street
- Installing consistent pavement treatment, street furniture, bike racks, seating along High Street
- Providing raised pedestrian crossing points
- Reinforcing existing deciduous character of the central parkway through additional planting. (Suggested species is Canadian Maple)

Improved visual and physical connection from the Recreation Reserve to the Rail Trail

Pechell Street north of High St to remain open

Additional Visitor/ Tourist Information Signage

Existing public toilets to be retained. Consideration to be given to relocation or reconstruction in the future

Maintain clear views to War Memorial

Further develop The Pioneers Reserve through:

- provision of a connection to the town centre from residential areas to the south
- integrate the Rail Trail with the Reserve
- prepare a landscape masterplan to direct the development of the Reserve

Develop a tree theme for surrounding streets reflecting the deciduous tree character of High Street
Suggested species include- *Ulmus parvifolia*, *Aesculus hippocastanum*, *Acer x freemanii* 'Autumn Blaze'

Further develop the Rail Trail in accordance with the Railway Precinct Masterplan

LEGEND

- Existing Vegetation Retained
- Proposed New Native Vegetation
- Proposed New Trees along High Street
Suggested species- *Acer Rubrum* (Canadian Maple)
- Proposed New Street trees
Suggested species- *Ulmus parvifolia*, *Aesculus hippocastanum*, *Acer x freemanii* 'Autumn Blaze'
- Proposed Information Boards & Signage
- Proposed New Paving
- Proposed Shade Structure Locations
- Proposed Pedestrian Crossing Points
- Proposed Picnic Tables
- Proposed Seating
- Proposed Bike Racks
- Proposed New Fence around Recreation Reserve
- Proposed Pedestrian Connection

YEA URBAN DESIGN FRAMEWORK -MASTERPLAN

URBAN
Enterprise Pty Ltd
389 St Georges Road North Fitzroy,
Victoria 3066
PO Box 1007
North Fitzroy 3068
Tel: (03) 9482 3988
Fax: (03) 9482 3933

CHRIS DANCE
LAND DESIGN
PTY LTD
Landscape Architecture
Landscape Planning
Urban Design

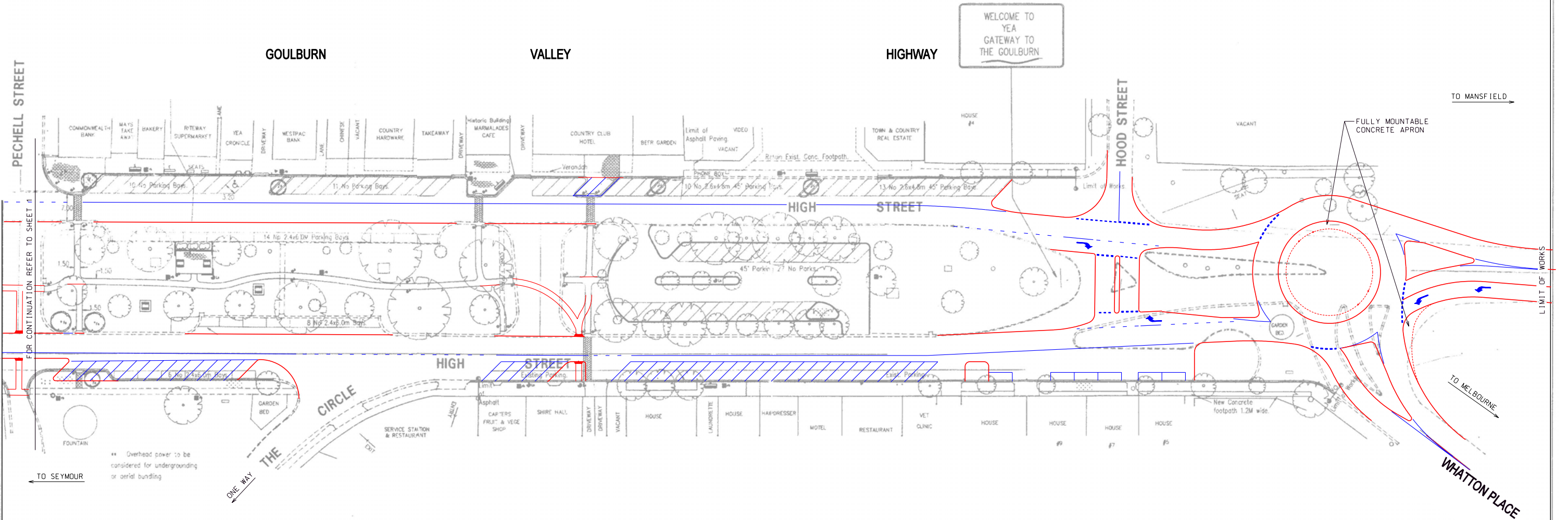
JPT
JOHN PIPER
TRAFFIC
PTY LTD
Suite 1, 544 Mitcham Road
Mitcham Victoria
Australia 3132
Tel: (03) 9474 6466
Fax: (03) 9674 6422

Date: August 2003



Scale:
0 100 M

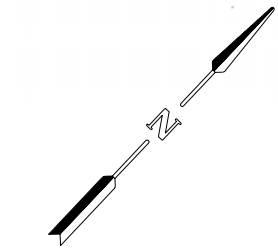
TOWNSHIP OF YEA



** Overhead power to be considered for undergrounding or aerial bundling

NOTE

PROPOSED CHANGES UNDER THE YEA UDF ARE SHOWN IN RED FOR KERB ALTERATIONS AND BLUE FOR LINE MARKING THESE PLANS HAVE USED A BASE MAP THAT MAY NOT ACCURATELY REFLECT THE EXISTING MEDIAN LAYOUT OR PATH LOCATIONS.



VICROAD DIRECTORY 4 PAGE 329

<p>PRELIMINARY PLAN</p> <p>FOR DISCUSSION PURPOSES ONLY SUBJECT TO CHANGE WITHOUT NOTIFICATION DATE OF ISSUE:</p>	<p>WARNING</p> <p>BEWARE OF UNDERGROUND SERVICES THE LOCATIONS OF UNDERGROUND SERVICES SHOWN ARE APPROXIMATE ONLY AND THEIR EXACT POSITION SHOULD BE PROVEN ON SITE.</p>
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E				
D				
C				
B	08.08.03	NOTE ON BASE ACCURACY ADDED		
A	08.01.03	INITIAL ISSUE FOR COMMENT		
ISSUE	APPROVED	DATE	AMENDMENTS	JPT CHECKED

GENERAL NOTES	
SIGNATURE IN THE CHECKED BOX IS EVIDENCE THAT THE DESIGN AND DRAWINGS HAVE BEEN VERIFIED BY J.P.T. AS CONFORMING WITH THE REQUIREMENTS OF THE CLIENT BRIEF	

ACN 066 652 177
Phone: (03) 9874 6466
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JPT CAD REF./DWG No. ...22324-02.dgn
Issue A
PLOTTED 08/08/2003

CLIENT

SHIRE OF MURRINDINDI

JPT DESIGNED	B Citreon	CLIENT ENGINEER	
JPT CHECKED	R Phibbs January 2003	CLIENT APPROVED	

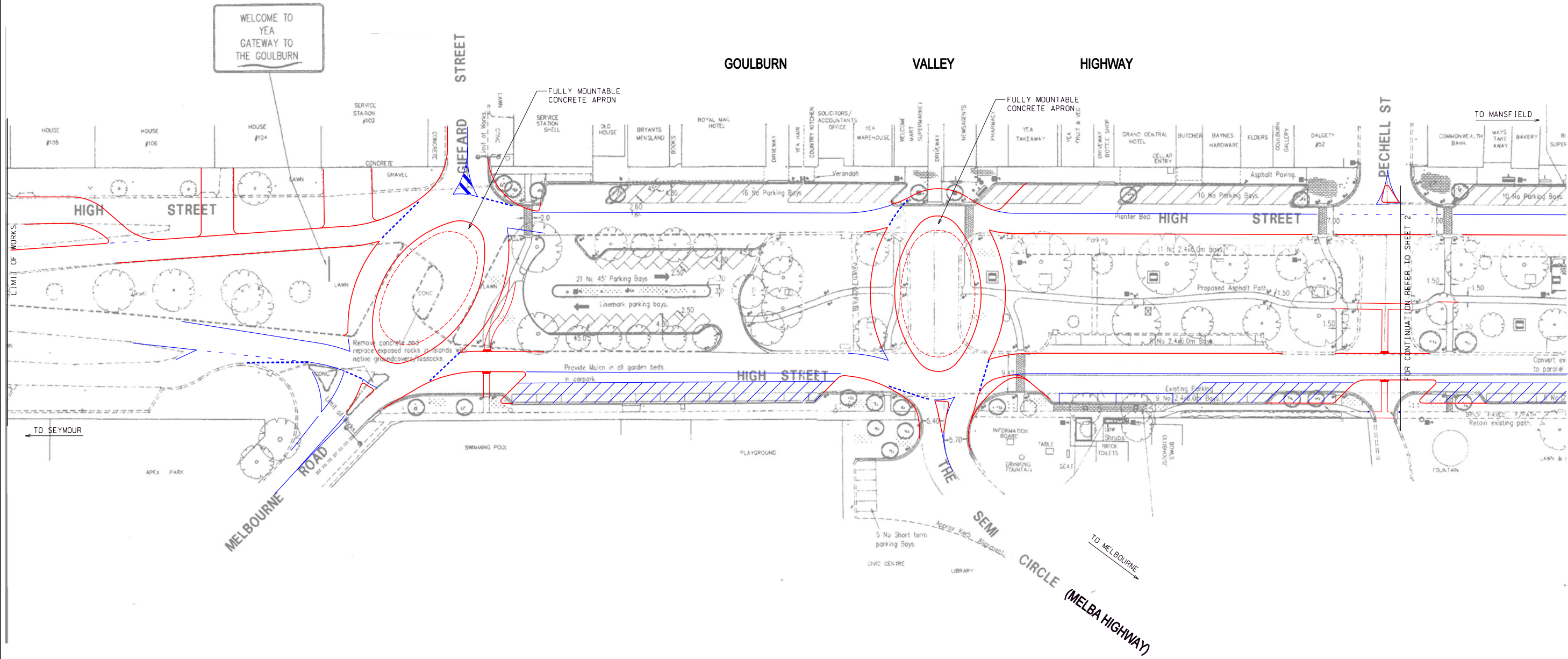
SCALE OF METRES

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Ver. 0

FILE NO. _____ SITE NO. _____

<p>GOULBURN VALLEY HIGHWAY (HIGH STREET) MELBOURNE ROAD TO WHALTON PLACE SHIRE OF MURRINDINDI CONCEPT DESIGN</p>			
CONTRACT NO.	SHEET NO.	DRAWING NO.	ISSUE
	2 of 2	22324-02a	B

TOWNSHIP OF YEA



NOTE
 PROPOSED CHANGES UNDER THE YEA UDF ARE SHOWN IN RED FOR KERB ALTERATIONS AND BLUE FOR LINE MARKING THESE PLANS HAVE USED A BASE MAP THAT MAY NOT ACCURATELY REFLECT THE EXISTING MEDIAN LAYOUT OR PATH LOCATIONS.

PRELIMINARY PLAN
 FOR DISCUSSION PURPOSES ONLY
 SUBJECT TO CHANGE WITHOUT NOTIFICATION
 DATE OF ISSUE:

WARNING
 BEWARE OF UNDERGROUND SERVICES
 THE LOCATIONS OF UNDERGROUND SERVICES SHOWN ARE APPROXIMATE ONLY AND THEIR EXACT POSITION SHOULD BE PROVEN ON SITE.

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B	08.08.03	NOTE ON BASE ACCURACY ADDED		
A	07.01.03	INITIAL ISSUE FOR COMMENT		
ISSUE	APPROVED	DATE	AMENDMENTS	JPT CHECKED

GENERAL NOTES
 1 ALL DIMENSIONS TO FACE OF KERB AND CHANNELL
 2 BASE INFORMATION IK PRUDEN PTY LTD PLAN I47/339
 3 B-DOUBLE VEHICLE ALL MAJOR MOVEMENTS

SIGNATURE IN THE CHECKED BOX IS EVIDENCE THAT THE DESIGN AND DRAWINGS HAVE BEEN VERIFIED BY J.P.T.A.S CONFORMING WITH THE REQUIREMENTS OF THE CLIENT BRIEF

JPT
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SHIRE OF MURRINDINDI

JPT DESIGNED B Citreon R Phibbs January 2003
 JPT CHECKED CLIENT APPROVED

SCALE OF METRES Hor. 0 10 20 Ver.

FILE NO. SITE NO. CONTRACT NO. SHEET NO. 1 of 2 DRAWING NO. 22324-01 ISSUE B

GOULBURN VALLEY HIGHWAY
 (HIGH STREET)
 MELBOURNE ROAD TO WHALTON PLACE
 SHIRE OF MURRINDINDI
 CONCEPT DESIGN

Concept for intersection of North Street at Goulburn Valley Highway, including the adjacent Racecourse Road/Aldous Ave intersection.



Appendices

Appendix A. Steering Committee members

STEERING COMMITTEE MEMBERS

Cr Mike Dalmau

Cr Kim Chadband

Simon Glass (*Department of Infrastructure*)

Ivor Bumbers (*Eildon Action Committee*)

Russell Wealands (*Goulburn Broken Catchment Management Authority*)

John Storen (*Outdoor Education Group*)

John Hannaford

Peter Gray (*Southern Hydro*)

Terry Hubbard (*Yea Rotary Club*)

Elaine White (*Yea and District Historical Society and Yea Heritage Society*)

Betty Wood

Lisa Constantin (*Mitchell Community Health Service*)

Maurie Susnig (*Murrindindi Shire Council*)

Peter Dudley (*Murrindindi Shire Council*)

Matt Parsons (*Murrindindi Shire Council*)

Grant Scale (*Murrindindi Shire Council*)

Matt Ainsaar (*Urban Enterprise*)

Raphael Krelle (*Urban Enterprise*)

Lindsay Fraser (*Chris Dance Land Design*)

Bob Citroen (*John Piper Traffic*)

Appendix B. Town walk and community workshop attendees

YEA TOWN WALK ATTENDEES

Elaine White (Recreation Reserve Committee & Probus Club)

Betty Wood

Peg Lade

Nils Johansson (Yea Garden Club)

Heather Callander

Daryl Callander

Russell Wealands

Mick Freeman

Myrna Patterson (Yea Garden Club)

Lisa Constantin (Rural / Access Project)

Trevor Connell (Victoria Police)

Carol Pollard

Doug Lade (Yea & District Historical Society)

Miranda Gill (Friends of Yea Railway)

Christine Norma (Yea Tourism & Yea Family Caravan Park)

Matt Ainsaar (Urban Enterprise)

Raphael Krelle (Urban Enterprise)

Lindsay Fraser (Chris Dance Land Design)

Bob Citroen (John Piper Traffic)

Grant Scale (Murrindindi Shire Council)

Matt Parsons (Murrindindi Shire Council)

Cr Mike Dalmau (Murrindindi Shire Council)

Lin (Murrindindi Shire Council)

Simon Glass (Department of Infrastructure)

YEA COMMUNITY WORKSHOP ATTENDEES

Elaine White (Recreation Reserve Committee & Probus Club)

Betty Wood

Peg Lade

Heather Callander

Daryl Callander

Trevor Connell (Victoria Police)

Gary Pollard

Doug Lade (Yea & District Historical Society)

Ann Anstey

Ray Hopkins

Ian Findlay

Matt Ainsaar (Urban Enterprise)

Raphael Krelle (Urban Enterprise)

Lindsay Fraser (Chris Dance Land Design)

Bob Citroen (John Piper Traffic)

Cr Kim Chadband (Murrindindi Shire Council)

Grant Scale (Murrindindi Shire Council)

Matt Parsons (Murrindindi Shire Council)

Cr Mike Dalmau (Murrindindi Shire Council)

Appendix C. Traffic count data

Appendix D. Public exhibition of Analysis Report

ANALYSIS REPORT - LIST OF SUBMITTERS

Betty Wood

Yea Supermarket

Baker and Chivers

Residents Group – North Street

Nola Yorsten

Welsh and Parsons

Wendy English

Appendix E. Public exhibition of Draft Urban Design Framework

DRAFT URBAN DESIGN FRAMEWORK - LIST OF SUBMITTERS

The following people prepared submissions (including questionnaire forms) to the Draft Urban Design Framework. Only submitters who provided their full name have been acknowledged.

Mr Mark Bruere

Francis Quinlan

Mary Walker

K. McCracken

S McCracken

Peg Lade

Muriel Perry

Lorrain & Brendon Waller

D.H Lade

Peter Williams

Valarie Borrie

Jennifer Callander

Mona Clark

Lesley Rogers

N.A Rogers

Betty Wood

RT & JB Scott

Heather Brown

Cr Bill Wall

Leanne Pleash

Ian Findlay

The following report was presented to Councillors at a briefing session on 15 July 2003.

Yea Urban Design Framework

Council received 79 submissions to the exhibition of the draft Yea Urban Design Framework, the majority of which were in the form of the questionnaire. Around one third of the submitters provided a name and contact details with their submission.

Key Points

- **38 of the 50 actions (76%) received approval from over 50% of respondents.**
- General support for the introduction of town planning controls to the land fronting High Street (64% approval and 24% disapproval).
- General support for actions relating to upgrading vegetation in the town and upgrading town gateways.
- General support for upgrading elements in the local urban landscape in the town centre such as new street furniture, pavement treatments and underground power lines.
- Mixed response to improving intersections through the installation of roundabouts, ranging from 60% approval a roundabout at the High Street/Whatton Place intersection to 33% approval for a roundabout at High Street/Station Street intersection.
- There was general disapproval of:
 - The removal of Pechell Street and incorporation into the Central Park open space (20% approval, 69% disapproval)
 - Further developing High Street as a linear central park with additional amenities and facilities” (33% approval, 46% disapproval). In addition, there was little support for the provision of new public toilets east of the bowling club (20% approval, 76% disapproval)
 - The proposed lane reduction strategy along High Street involving installing kerb outstands and removing parallel parking adjacent to the median (21% approval, 54% disapproval)

More submitters disapproved, than approved, of some of the traffic management strategies possibly as a result of a lack of explanation / understanding of the basis of the strategies. The strategies include:

- Closure of High Street median and south leg at Pechell Street (16% approval, 64% disapproval)
- Relocation of post office business into High Street (1% approval, 87% disapproval)
- Installing a roundabout at the intersection of High Street and Station Street (33% approval, 56% disapproval)

Key Issues & Comments

The consultant team has provided responses to the key issues raised in the submissions as follows:

Land Use & Development Action 1.1 – Improve the function and appearance of the High Street Retail Precinct

This action recommended the introduction of town planning controls to High Street to ensure the consistency of the built form along high street, implement a uniform colour scheme, and to regulate signage. The controls would be introduced through a Design and Development Overlay (DDO).

Although this action received approval by over half (64%) of survey respondents, 24% of survey respondents disapproved of the action. Few submitters provided additional comments on this action, so it there is little explanation of why these people disapproved.

Two of the submitters were of the opinion that buildings should be setback from the street instead of using public footpath space for business purposes. One submitter clarified this further by using the example of cafes that use footpath space for outdoor eating.

The purpose of the DDO would be to ensure that new development is in keeping with the existing built form. During the analysis phase of the project, it was observed that the relatively uniform setback of buildings in High Street actually helps to define the built form of the street. Developments such as the office and supermarket complex near Hood Street, which is set back from the street, cause a discontinuity of the High Street streetscape that should be avoided in future development proposals.

Overall, this action received a relatively positive response from submitters. It is therefore proposed that this action remain in the Urban Design Framework unchanged.

Open Space & Urban Design Action 1.1 – Removal of Pechell Street and incorporation into Central Park open space

The main purpose for the closure of Pechell Street through the High Street central median was to unite the open space within the median, which functions as informal parkland, and to provide a safer and more direct pedestrian connection across High Street. The improved “walkability” achieved by this action is a key element of the Urban Design Framework and clearly builds upon the existing strengths of Yea as identified in the analysis paper which was placed on public display in October 2002.

When examining the main criticisms of this closure, as expressed in the submissions received, one of the key issues was the perceived loss of emergency vehicle access across the median. This need not be the case if the closure is designed appropriately. Another issue seems to have been the familiarity that residents have with the current system of traffic movement. This response fails to realise the improved accessibility across High Street which will be achieved through the construction of the Station Street roundabout, rendering Pechell Street obsolete.

It is proposed that the action be retained, but clarified to ensure that in the detailed design of the closure, sufficient pavement of appropriate depth, is retained to allow emergency vehicles to cross the median

Open Space & Urban Design Action 1.2 - Further developing High Street as a linear “Central Park” with additional amenities and facilities

The main intent of this action was to recognise the current use of the High Street median for traditional parkland uses, including seating, eating, resting and events, and enhance its setting for these uses. The specific comments do not give much detail, but, in conjunction with comments included in response to Action 1.1, seem to indicate that the community would like to see the median remain visually open, without the introduction of other elements, such as a central path or public toilets.

In response it is proposed that the action be retained, but that it be clarified to emphasise retention of the median’s image as a landscaped open space characterised by specimen trees and a generally grassed understorey. The masterplan drawing would be amended to remove the central path and show paths only at the edge of the median, accessible from adjacent car parking.

Open Space & Urban Design Action 1.7 Provide new public toilets east of bowling club

As identified in the analysis paper, the existing public toilets are a very well used facility. This level of use, however, creates problems on the existing site due to the location of parking adjacent to Station Street, and the impacts of pedestrian traffic. The suggested relocation of the toilet block to the area east of the bowls club, adjacent the closed Pechell Street, was in recognition of these issues. This relocation, however, was not supported by the community response.

It is proposed that the action be removed, and that instead the issues associated with the existing site be re-iterated, a range of principles governing the siting of public toilets be stated, and the recommendation made that a separate consultation process be undertaken specifically to address the public toilet issue, at an appropriate time in the future.

Mobility

The results of the questionnaire indicate that respondents are generally resistant to the more radical changes for High Street, Yea as suggested in the UDF. Nine of the 17 Strategies (1, 2.1, 2.2, 3.4, 3.5, 3.6, 4.4, 4.5 and 5.2) received an approval rating of less than 50%, with four of these (1, 2.1, 2.2 and 3.5) having a higher rate of disapproval than approval. Of the others, three (4.4, 4.5 and 5.2) had an almost even split of support and rejection.

Comment is provided below on all actions that received approval ratings of less than 50% to indicate whether any changes need to be made to the recommended actions or the UDF.

It is considered that there is general agreement to the remaining eight actions, which each received approval from more than 60% of respondents. The only exception was item 3.1 which, although receiving 51% approval, only attracted 23% disapproval. It is proposed that these actions all remain unchanged.

Mobility Action 1 - Introduce lane reduction strategy along High Street by installing kerb outstands and removing parallel parking adjacent to the median (refer to concept maps and report)

This action involves the reduction of the traffic lanes in both High Street carriageways from the existing two in each direction to a single through lane, a manoeuvring lane and left-hand angle parking. Apart from non-specific objections, by far the most common concern expressed by respondents related to loss of parking, particularly for vehicles towing trailers and caravans, that is currently available along the northern edge of median.

It should be understood that the suggested lane reduction places all traffic in the present right hand lane (adjacent to the median). It has been indicated that, for road safety reasons, VicRoads will not agree to the retention of median-side parking with this new traffic lane configuration.

The UDF recommends the provision and promotion of long vehicle parking in Snodgrass Street (Actions 4.2 & 4.3) to accommodate the relocation of these parking facilities from High Street. It is possible to provide total of 46 standard parallel parking bays along the recreation reserve frontage in Snodgrass Street to replace the 23 standard spaces currently located along the northern edge of High Street median. Long vehicle parking could also be provided in Pechell Street north of High Street where there is sufficient space to formalize 17 standard spaces. With these types of vehicles more than compensated for at alternative locations, there is no resultant net loss of remaining single vehicle parking in High Street as a result of the proposal. Moreover, the truncated section of Pechell Street South (adjacent to the bowling club) can be reconfigured to accommodate a minimum of 13 additional angle parking bays to boost parking for the CBD.

The parking proposals developed for the UDF indicate the relocation of bus parking from the southern kerbside near the existing toilet block to the median west of Station Street. As it is now intended to retain use of the current toilet block into the foreseeable future, this parking arrangement can be reversed to retain bus parking near the toilets.

It is intended to insert the parking space calculations in the report to demonstrate that trade in High Street is not compromised. It is also proposed that the proposed bus parking be removed from the median and reinstated adjacent to the toilet block. With these modifications, we consider that the basic strategy of lane reductions throughout High Street should be retained as the principal improvement for traffic through Yea.

Mobility Action 2.1 - Closure of High Street median and south leg at Pechell Street

The proposal to close the median at the Pechell Street intersection also attracted a high disapproval rate (64%) with the main objection being the impact on access to the southern parts of the town from the Fire Station in Pechell Street. The UDF proposals intends to incorporate a paved area through the median and the use of roll-over kerbing to permit continued passage through the median and the closure south of High Street by emergency vehicles.

From the responses it has also become clear that there was confusion about the intended future of the median opening opposite Marmalades. The traffic plan clearly shows this as being retained unaltered. The landscaping plan will be corrected to also include this median opening, thereby addressing the concerns of those who objected to the apparent need to travel to Hood Street to conduct a U turn.

With these modifications to the plans and further explanation in the report with respect to provision for emergency vehicles, it is intended to retain the closure of Pechell Street south of High Street and through the High Street median as an integral part of the UDF for Yea.

It should be noted that there has been no objection from the emergency services to the proposal on the basis of providing for continued access for their vehicles.

Mobility Action 2.2 - Relocation of Post Office into High Street

The 87% disapproval rate for the relocation of the Post Office business from the old Post Office building in Station Street to a shopfront in High Street is noted. This action will be removed.

Mobility Action 3.4 Installing a roundabout at the intersection of High Street with Whatton Place including modifying adjacent Hood Street

From a review of respondent's comments, it is concluded that the 36% disapproval for the installation of a roundabout at Whatton Place was influenced by the inadvertent drafting error on the landscape plan indicating closure of the median at Marmalades (refer item 2.1 above). It is expected that correction of this error will result in a higher level of approval for this action and it is proposed to retain it in the strategy unaltered, albeit at a lower priority to the roundabout for Melbourne Road.

Mobility Action 3.5 - Installing a roundabout at the intersection of High Street with Station Street (Melba Highway).

The lowest priority roundabout for the High Street/Station Street intersection also received the lowest approval rate (33%). The respondents indicated that the imminent relocation of the nearby doctor's surgery, the possible future relocation of the toilet block and a potential for relocation of the bowling club were all factors that would ease the current congestion at this site. These are all valid reasons for retaining upgrading of this intersection as a low priority in the strategy.

Mobility Action 3.6 - Channelizing the intersection of North Street and Grevillea Street.

Upgrading of the point of access to the new industrial area along Grevillea Street received a low level of approval (46%) without any comments to indicate a reason for this reluctance to support infrastructure improvement that accompanies industrial development.

Channelization of the intersection of Grevillea Street with North Street is considered an important action within the framework of Yea's growth and the item is intended to be retained in the UDF.

Mobility Action 4.4 - Conversion of some of the median parking west of Station Street to accommodate bus parking

The relocation of bus parking to the median received equal support and disapproval in the responses. Some of the survey comments indicated a preference for moving the buses to Snodgrass Street (a concept expected to receive resistance from operators and travellers) and an opinion that the indicated parking was too far from the toilets.

As indicated in item 1 above, the traffic proposals will be amended to return bus parking adjacent to the toilets.

Mobility Action 4.5 - Increase enforcement of parking time restrictions

There was also close to an even amount of approval and disapproval for increased enforcement of parking limits through the town. An issue repeatedly raised during the community consultation related to staff from the businesses along High Street parking their vehicles in High Street thereby monopolising the high demand customer parking. This action was primarily intended to address this issue and is intended to be retained in the overall strategy.

Mobility Action 5.2 - Design kerb extensions for streetscape plan to maximize pedestrian use and create path connectivity

There was almost equal approval and disapproval for the installation of kerb extensions to assist pedestrian movements across High Street, objectors stating aesthetic and cost reasons as well as doubt about their effectiveness. As well as offering significant assistance to the less able-bodied pedestrians, kerb extensions have a proven speed amelioration effect on traffic and are necessary to discourage the continued use of the manoeuvring lane as a traffic lane.

Some of the feedback suggested the installation of formal pedestrian facilities such as Zebra crossings or pedestrian signals as an alternative. With the current random nature of pedestrian cross movements along High Street it will be difficult to justify investment in such high-cost installations at this stage. However, the proposed kerb extension could readily be upgraded at a later date when pedestrian demand indicated compliance with the VicRoads warrants for such facilities.

It is intended to retain the kerb extensions as part of the High Street layout design for the reasons stated above and to satisfy the strong call for pedestrian improvements made during the public consultation meeting.

Additional Comment

A wide-ranging submission from Councillor Bill Wall raised numerous issues, some of which are worthy of separate comment as follows:

- It is expected that parking adjacent to the toilet block in Station Street has been oriented as 90° angle parking so as to make it equally accessible from east and west directions of travel. This can be reviewed independent of the UDF to suit the primary direction of demand for these parking bays.
- A roundabout at the Station Street intersection with The Crescent and Pelissier Street is possible but would need to be justified on traffic demand. It is suggested that, if such a high cost traffic management device primarily aims to facilitate U turns by eastbound vehicles, then the current option of using the triangular island at Pelissier Street and Lyons Street extensions is expected to cater for this demand at no cost.

- Catering for disabled pedestrians (which by definition includes wheelchair users) is an integral theme of the mobility strategies and receives specific mention in Action 5.3.
- The proposed conversion of the left lane arrangement through High Street requires kerb modifications to ensure compliance with the single lane operation and new angle parking along the southern carriageway. These kerbing works are difficult to install effectively as a temporary trial and the cost of such temporary works would be difficult to justify in comparison to the implementation of a permanent solution.
- Differential speed limits in the different lanes of a carriageway cannot be accommodated under the Traffic Regulations. However, Council can address the introduction of a general lower speed zone of 50 km/h through the strip shopping centre with a request to VicRoads to bring Yea into line with other similar towns throughout the State.
- Limiting the prevalence of long term parking in High Street is covered in action 4.5 of the Mobility Strategy.
- Staging of the introduction of roundabouts along High Street is supported by the strategy, which notes the Melbourne Road/Giffard Street intersection as the most needy on the basis of crash history, followed by Hood Street/Whatton Place for traffic management and aesthetic reasons and Station Street as a low third priority.
- It is agreed that it is difficult to utilize the southern section of Pechell Street for bus parking and the document will be amended to correct this matter. The other issues relating to Pechell Street have been dealt with in the discussion on the various action items above.

References

Australian Bureau of Statistics, *Australian Census of Population and Housing 1996 & 2001*, Canberra

Delatite Shire & Murrindindi Shire, 2001. *Lake Eildon Tourism Development and Marketing Strategy*, prepared by Essential Economics Pty Ltd in association with Urban Enterprise Pty Ltd.

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Murrindindi Shire Council *Community Plan 2001-2004*

Murrindindi Shire Council, *Recreation, Reserves and Play Strategy*, prepared by Sally Jeavons and @Leisure.

Website: [Lake Eildon.com](http://LakeEildon.com)