

Mansfield Township Structure Plan 2015



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1.0 Introduction

INTRODUCTION

Mansfield Shire Council has prepared a Structure Plan for the town of Mansfield.

The Structure Plan will guide future use and development in the town for the next 20 years. The preparation of a Structure Plan is an opportunity to improve conditions in the community, ensure the sustainability of the town and enhance the quality of life for both current and future generations.

The Structure Plan (including the background reports) provides the strategic basis for any future rezoning or additional planning controls identified therein.

The Structure Plan has regard to growth needs, community needs, transport and accessibility, heritage and local identity and infrastructure requirements.

It will also provide key principles and directions in relation to:

- Settlement and Housing
- Economic Development and Employment
- Open Space and Recreation Community Services and Facilities
- Town Centre Urban Design Framework
- Overall Plan



Photograph: High Street median

BACKGROUND

The Structure Plan has been informed by the following documents:

- Mansfield Structure Plan Consultation Report
- Mansfield Structure Plan Background Report, July 2014
- Mansfield Structure Plan Infrastructure Assessment, July 2014
- Mansfield Structure Plan Traffic Assessment Report, July 2014
- Mansfield Township Economic Report May 2014

The background reports have been prepared specifically for the purposes of the Structure Plan. Other reports and strategies prepared for or by Council have been reviewed to gain an understanding of the relevant issues affecting Mansfield. These include:

- Mansfield Shire Economic Profile 2011, updated February 2013
- Mansfield Shire Economic Development Strategy
- Mansfield Townscape Study, 2002
- Mansfield Urban Design Framework, June 2005 (Urban Enterprises)
- Mansfield Town Centre Strategy, March 2009 (Coomes Consulting)
- Mansfield Architectural Co-ordination Study Interim Report, October 2008 (Coomes Consulting)
- Sport and Recreation Strategy, 2014-2019 (MSC)
- Mansfield Car Parking Study, 2008 (Coomes Planning & John Piper Traffic)
- Mansfield Heavy Vehicle - Alternative Routes Planning Study, November 2010 (CPG)
- Mansfield Highton Lane Development Plan, draft February 2013 (Planisphere)

2.0 Methodology

HOW HAS IT BEEN PREPARED?

The following outlines the process undertaken in the preparation of the Structure Plan.



Figure 1 : Program Chart

STAKEHOLDER INPUT

The Structure Plan has been prepared through engagement with the community and key stakeholders.

The aim of the engagement has been to inform the community about the project, gather information to guide the development of the Structure Plan and to gain feedback on the future form, function, use and appearance of Mansfield.

Initial consultation consisted of a range of activities commencing in January 2014 and concluding in March 2014.

Consultation Activities were:

- Surveys (on-line, hard copy flyer, email)
- Interviews (one-on-one or telephone)
- Stakeholder group workshops – various
- Mansfield Shire Councillor Workshop
- Community workshop

The draft Structure Plan was released for comment during November-December 2014. Thirty-four submissions were received and these have been considered in the final drafting of the Strategy.

The possibility of ultra-processed food outlets in Mansfield has been highlighted as a community issue based on their health impacts on the community. This however is not an issue that can be specifically addressed via a structure planning exercise. Matters of built form, design and signage are issues that can be considered in a structure plan at a higher level and this will be considered in the formulation of the Structure Plan.

Refer to the Mansfield Township Structure Plan Consultation Report for further details of the consultation program undertaken to date.



3.0 Mansfield Area

REGIONAL CONTEXT

Mansfield is located in the Mansfield Shire and approximately 180kms north east of Melbourne. Mansfield Shire covers an area of approximately 3,843 sq kms with Mansfield being the major population centre of the Shire. There are a number of smaller centres including Merton, Bonnie Doon, Tolmie, Merrijig, Jamieson and Woods Point.

The Mansfield is a strategic service centre and the largest town in the Shire. The town provides civic, business, retail, educational and community services to the community.

The township of Mansfield was surveyed in 1851, following the squatting boom of the late 1830's and the establishment of large runs for grazing stock. The two main streets were laid out to allow the turning for horse and bullock wagons.

Mansfield has a unique and colourful character with the early settlers of Devil's River Country, the bushrangers, timber mills, grazing properties and the magnificent landscape of the high country.

Mansfield is also the centre of a large primary production area including beef cattle, lamb and timber.

Tourism is a major contributor to the local economy and the township's proximity to Mt Buller, Alpine National Park and Lake Eildon make it an attractive place to visit all year round. It is estimated that the Shire attracts over 1.2 million visitor days per annum.

Mansfield Shire has a significant population of 'non-resident' landowners with many holiday homes and hobby farms established throughout the Shire.

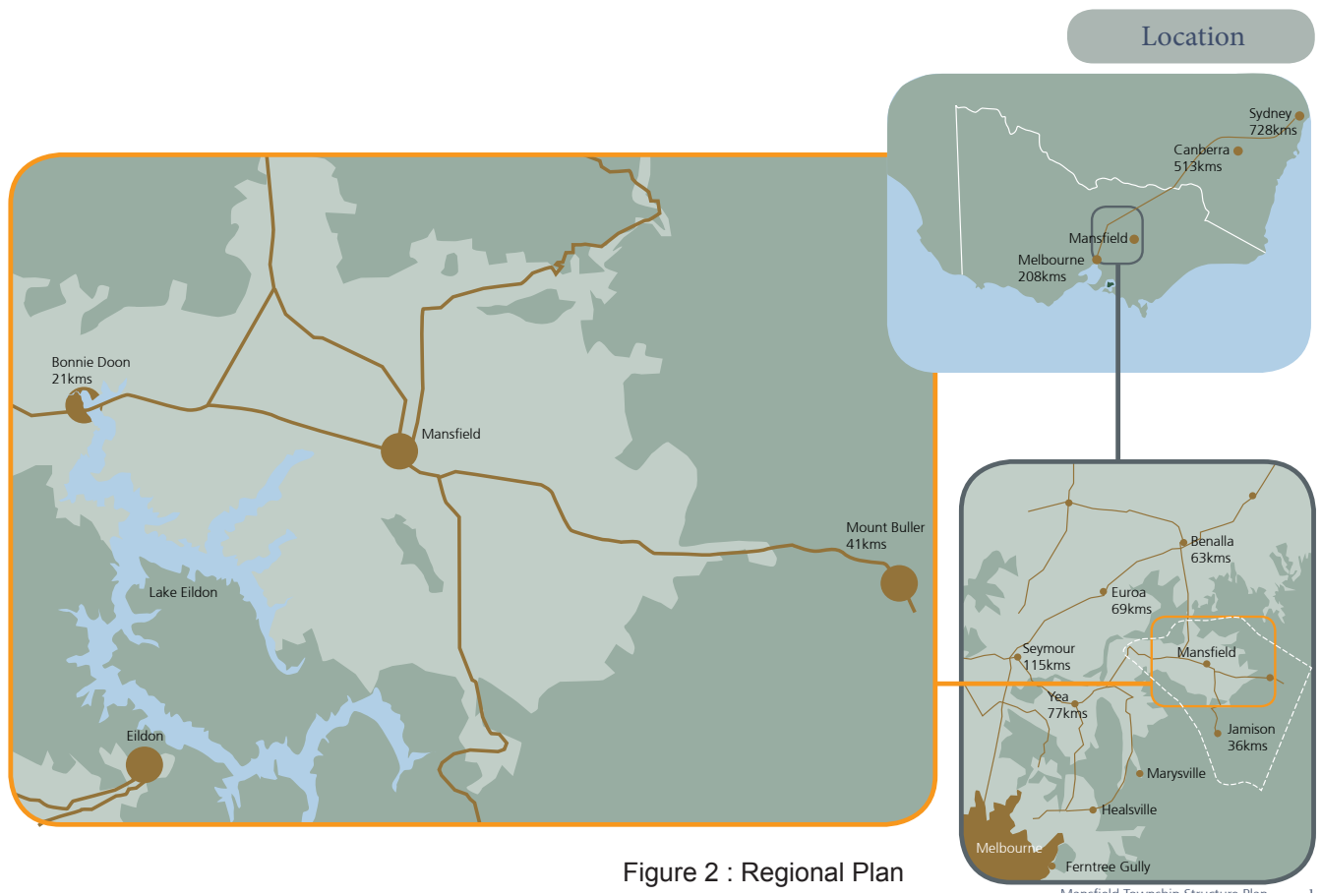


Figure 2 : Regional Plan

3.0 Mansfield Area

STUDY AREA

The general study area is shown in the map below.

The primary part of this study area is the existing urban area as outlined in the plan below. Structure Plan recommendations will be focused primarily on the existing urban area and will guide future decisions relating to use and development within Mansfield.

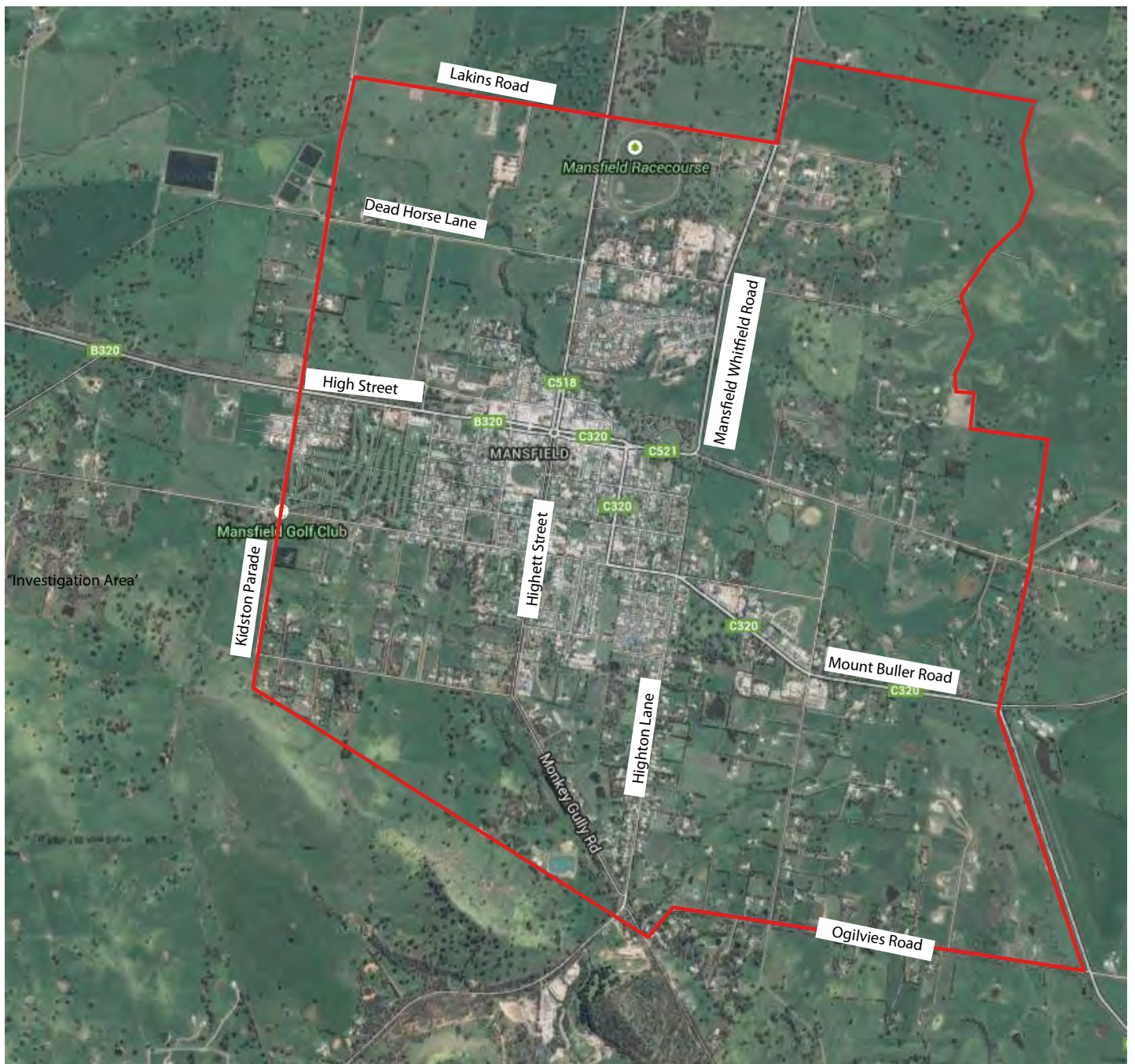


Figure 3: Study Area Plan

3.0 Mansfield Area

There are a number of key trends influencing the Shire's growth which have been considered as part of this Structure Plan.

SHIRE & TOWNSHIP PROFILE

- The population of Mansfield Shire in 2011 was estimated to be 7,850 people.
- The most recent ABS estimates the total residential population in the Shire will increase to 8,335 in 2016, rising thereafter to 8,900 in 2021 and reaching 10,040 by 2031. Overall, an additional 2,190 residents are predicted to live in Mansfield Shire by 2031.
- Approximately 40% of the Shire's population, or 3,120 residents in 2011 were living in Mansfield with another 700 to 800 residents that live within approximately 5km of the town centre.
- Annual population growth for the Shire has been an average of 1.7% since 2001, equating to approximately 120 new residents per year, with approximately 30 new residents in Mansfield per year.
- Mansfield Shire has a relatively older age profile, with an average age of 42.3 years compared with 40.7 years for regional Victoria. Mansfield's population is slightly older again, at 42.5 years.
- Over the period 2011-31, the percentage of residents in Mansfield aged 65 and over is projected to increase from 17% to 31%, or an additional 1,740 people in that age group.
- Compared to the household composition profile for regional Victoria, Mansfield Township has a relatively significant proportion of lone person households (34% compared with 28% for regional Victoria). A correspondingly lower proportion of couple households (50% compared with 58%) is evident. This is also consistent with a relatively large retirement population.
- The Shire residents are relatively highly educated, with 45% having a post-school qualification, compared with an average of 41% for regional Victoria.
- According to Place of Work data from the 2011 Census, a total of 3,035 jobs are located in Mansfield Shire, for a total employed resident workforce of 3,716 persons, indicating that there is a net outflow of approximately 680 jobs to other regions.

- Approximately 1,640 jobs are located in Mansfield with the main sectors being:
 1. Retail trade (18%)
 2. Health care & social assistance (16%)
 3. Accommodation & food services (13%)
 4. Education & training (11%).

DWELLING TRENDS AND PROJECTIONS

- According to the latest Census data there were a total of 5,497 private dwellings located within Mansfield Shire in 2011, including approximately 1,485 private dwellings (or 27%) located in Mansfield.
- Occupied private dwellings (ie permanent homes for local residents) represented 54% of all dwellings across the Shire in 2011, but 84% of dwellings in Mansfield.
- The establishment of the Beolite Retirement Village has contributed to a recent growth in dwelling construction in Mansfield.
- Dwelling growth has been occurring at an average of approximately 1.3% pa across the Shire, but at a higher rate of 2.0% pa in Mansfield.
- Mansfield is forecast to experience dwelling growth of approximately 45 new homes per year over the next 20 years accounting for an increasing share of total dwelling growth in the Shire.
- A total of **900 new dwellings** are projected to be required within Mansfield over the period 2011 to 2031 to accommodate the anticipated population growth and having regard for non-permanent residences.

DWELLING CHARACTERISTICS

- Mansfield has a relatively high rate of rented private dwellings, at 31% compared with an average of 22% for Mansfield Shire and the regional Victorian average of 26%.
- Mansfield is a focus for higher density residential development. For example, apartments account for 17% of all dwellings in Mansfield, compared with just 6% in the Shire as a whole and 10% for regional Victoria.

3.0 Mansfield Area

- A total of 138 new dwellings were constructed in Mansfield over the five year period, at an average of a little under 30 dwellings per year. Again, this figure is influenced by the recent development of the Belotite Village which has resulted in an increase in dwelling constructions.
- Occupied dwellings account for 65% of the growth in dwelling numbers.
- Between 2006 and 2011 an additional 57 separate houses were constructed, and 81 semi-detached homes, flats, units and apartments.
- Of the 91 additional occupied dwellings between 2006 and 2011, an additional 70 (77%) were semi-detached houses, flats, units and apartments, with just 22 (24%) comprising separate houses.

RETAIL DEMAND

- Total retail floorspace provision in Mansfield is estimated at approximately 16,410sqm as at July 2013, based on a detailed land use and floorspace survey of 370 properties.
- Overall approximately 44% of retail floorspace is associated with food retailers.
- The opportunity for new retail floorspace in Mansfield is forecast to be approximately up to 7,400sqm over the period 2013 to 2031, representing expanded floorspace provision of 45% over the period.

INDUSTRIAL DEMAND

- There are five individual precincts within the study area, located at Dead Horse Lane, Lakins Road, Sawmill site, Mt Buller Road and Monkey Gully Road.
- Very little recent activity in Mansfield's industrial land sector has occurred, reflecting the existing situation in which any latent demand cannot be realised because of the lack of available land for sale or lease.

4.0 Policy Context

PLANNING POLICY FRAMEWORK

State Planning Policy Framework

The State Planning Policy Framework (SPPF) identifies the State Government's policies and objectives and strategies for planning in Victoria. Relevant Clauses include:

- Clause 11 - Settlement
- Clause 12 - Environmental and Landscape Values
- Clause 13 - Environmental Risks
- Clause 14 - Natural Resource Management
- Clause 15 - Built Environment and Management
- Clause 16 - Housing
- Clause 17 - Economic Development
- Clause 18 - Transport
- Clause 19 - Infrastructure

Municipal Strategic Statement

The 2015 Planning Scheme Review has been completed and will introduce a restructured Municipal Strategic Statement (MSS). The recommendations of this Structure Plan will inform the Mansfield local area statement of the revised MSS.

The current MSS at Clause 21.01 recognises the role of Mansfield as the largest settlement in the municipality and as a service centre for tourism visitors to the region. Predicted population growth is likely to be driven primarily by people seeking a rural lifestyle and retirement migration generated partly through the conversion of existing holiday properties to permanent residences.

Relevant MSS and Local Planning Policy include:

- Clause 21.01 - Profile - Mansfield Shire
- Clause 21.03 - Settlement
- Clause 21.03-5 - Mansfield Township
- Clause 21.06 - Tourism
- Clause 21.07 - Economic Development

ZONES

The following zones apply in Mansfield:

The **General Residential Zone** (GRZ) applies to land generally within proximity to the town centre. There is also an isolated parcel located to the north-east of the town within the Kareen Hills Estate.

The **Mixed Use Zone** (MUZ) applies to land in the vicinity of the commercial areas.

The **Rural Living Zone Schedule 1** (RLZ1) applies to rural living development to the east, south-east and south-west periphery of Mansfield. Schedule 1 to the zone provides for a minimum 2 hectare subdivision area with an average lot size of 4 hectares. This provides the framework for future subdivision of these areas and provides a cap on the total number of new subdivisions in these areas.

The **Low Density Residential Zone** (LDRZ) applies to three pockets of the study area, with the largest located in the south-west. There is no local content in the schedule so the default standard applies: land can be subdivided into a minimum 0.4 hectares for each lot where reticulated sewerage is not connected and 0.2 hectares for each lot with connected reticulated sewerage.

The **Farming Zone (FZ)** applies to portions of the study area to the north and the south of the town centre. The schedule has a 40 hectare minimum subdivision lot size.

The **Public Park and Recreation Zone** (PPRZ) applies to Mansfield's public recreation and open space areas.

The **Public Use Zone - Schedules 1, 2, 5 and 6** applies to land in public ownership and used for public purposes.

The **Industrial 1 Zone** (IN1Z) applies to various parcels of land with the largest being the Council owned land south of Lakins Road. There is no local content in the associated schedule.

The **Commercial 1 Zone** (C1Z) applies to the retail centre fronting High Street and sections of Highett Street and Chenery Street. There is no local content in the associated schedule.

The **Urban Floodway Zone** (UFZ) applies to land covering Fords Creek being land that is subject to flooding.

4.0 Policy Context

The **Road Zone (RDZ1)** applies to main roads in the township, being High Street, Maroondah Highway, Mansfield-Whitfield Road and Mt Buller Road.

OVERLAYS

The following overlays apply to Mansfield.

There are a number of **Development Plan Overlays (DPO)** that affect parts of Mansfield, being DPO1, DPO2 and DPO3. The DPO requires that a Development Plan is prepared prior to the issue of a planning permit for residential subdivision and development. The DPO areas are:

- DPO1 - General Residential and Mixed Use Zone
- DPO2 - Low Density Residential Zone
- DPO3 - Rural Living Zones

There is a **Design and Development Overlay (DDO1)** that applies to the east and west of the town being the Alpine approaches and township gateways.

The **Significant Landscape Overlay (SLO2)** applies to the Alpine approaches along Mansfield-Mt Buller Road to the east. The purpose of the overlay is to ensure that building siting, design, form, height, appearance, scale and materials that are compatible with the role of land as an alpine approach or gateway to and from Mansfield.

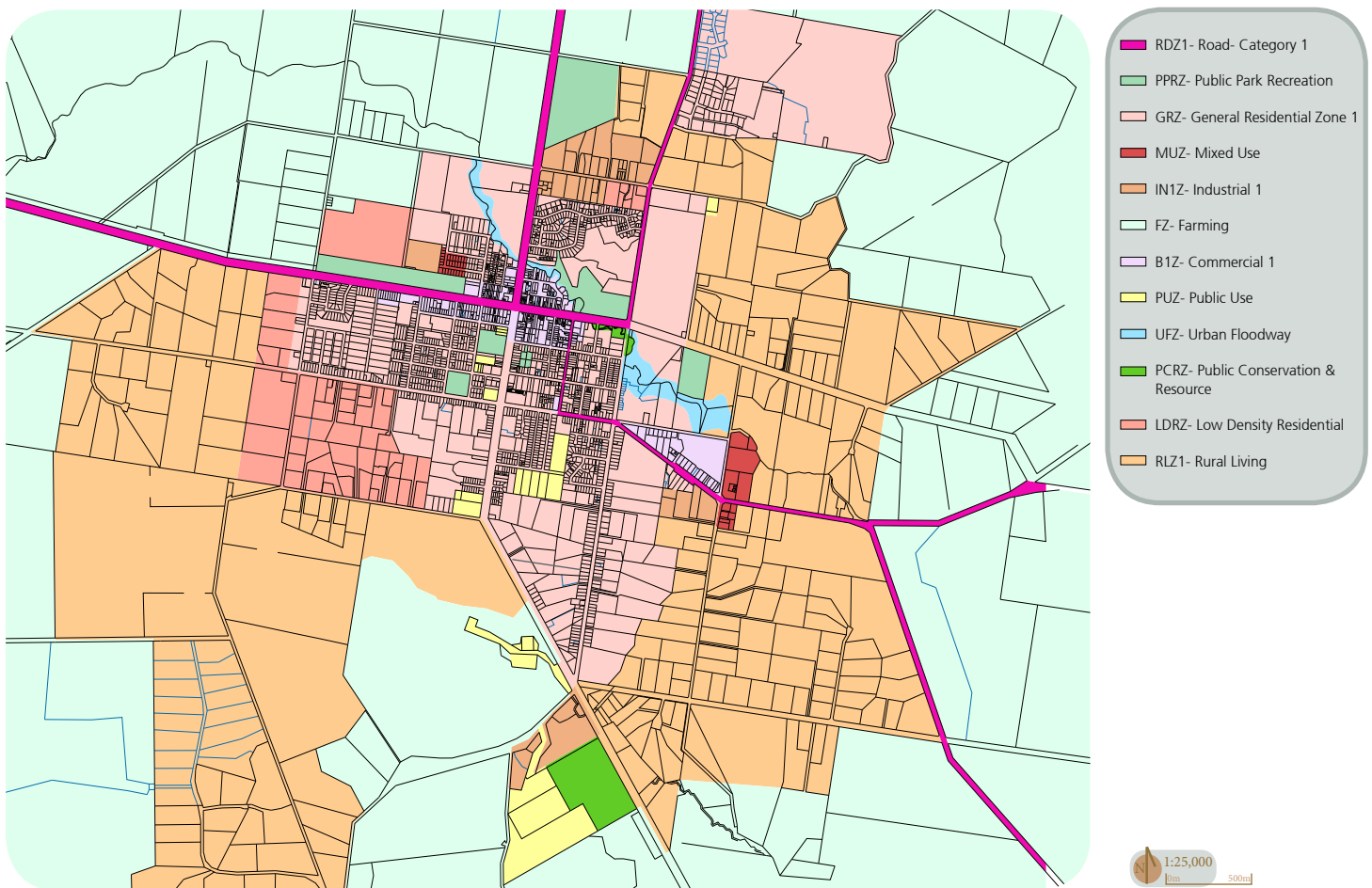
The **Environmental Significance Overlay (ESO1)** applies to land in the LDRZ. Its purpose is to ensure that land use and development in the Lake Eildon catchment is not detrimental to the catchment.

The **Heritage Overlay (HO)** applies to a number of specific sites in the township including:

- HO30 – former Police Stables and Lock Up
- HO31 – Former Railway Station
- HO32 – Police Memorial
- HO33 – Court House

The Mansfield Township Structure Plan Background Report, July 2014 provides further details on the overlay controls.

Figure 4 : Zoning Map



Planning Zones

- RDZ1- Road- Category 1
- PPRZ- Public Park Recreation
- GRZ- General Residential Zone 1
- MUZ- Mixed Use
- IN1Z- Industrial 1
- FZ- Farming
- B1Z- Commercial 1
- PUZ- Public Use
- UFZ- Urban Floodway
- PCRZ- Public Conservation & Resource
- LDRZ- Low Density Residential
- RLZ- Rural Living

Mansfield's future must be environmentally, socially and economically sustainable. The Council plan includes that the Mansfield Shire will:

“work with our community to continue to build a Shire that is recognised for its balanced economic, social and environmental development that, in turn, acknowledges the diverse needs and values of our communities”

The Structure Plan is formatted under each of the following themes:

- **Economic Development and Employment**
- **Open Space & Recreation**
- **Community Services and Facilities**
- **Town Centre Urban Design Framework**
- **Access and Movement**
- **Infrastructure**
- **Overall Plan**

Maps, objectives and strategies are developed under each theme.



Photograph : War Memorial

6.0 Settlement and Housing

To determine the current and future demand and supply for residential land, an analysis was undertaken to forecast future demand, current supply and the ability of existing zoned land within the study area to accommodate the future growth of Mansfield.

A base was established for future capacity for new residential development by estimating the number of dwellings still to be developed in existing residential estates, plus the potential for additional development in areas including infill opportunities and larger parcels that have development potential that have not yet been developed (ie. land to the east of Mansfield-Whitfield Road). This analysis was reconciled to align with population projections, average household size and current planning permit approvals yet to be activated.

The analysis shows:

- Mansfield currently has a population of approximately 3,120 persons
- The population of Mansfield is forecast to experience population growth of approximately 1.7% per annum to reach a population of 4,385 by 2031, an increase of 1,200 people.
- Based on this projected population growth, a total of approximately 900 new dwellings are projected to be required in Mansfield over the period 2011 to 2031.
- The demographic and household structure is affected by an ageing population and decreasing household size.
- There are large parcels of vacant General Residential Zone (GRZ) land that are capable of accommodating a large supply of conventional housing (ie. large vacant parcel on the east side of Mansfield Whitfield Road) and there remain a large number of vacant lots to be developed in the Kareen Hills Estate and River Gum Estate.
- Land in the Highton Lane Development Plan area is capable of accommodating up to 40% of the future dwelling requirements.
- The supply of vacant or underutilised Low Density zoned land is capable of meeting short to medium term demand.
- The supply of Rural Living Zoned land that is vacant, or capable of being further subdivided provides approximately 40 years supply for Rural Living lots.

On the basis of this analysis, immediate rezoning of residential land is considered unnecessary given the supply of existing residentially zoned land available in Mansfield, including General Residential, Low Density Residential and Rural Living Zone, presenting existing development opportunities.

However, the development opportunities of land are subject to planning processes, development aspirations of land owners, infrastructure delivery and other factors. In this regard, the overall supply of residentially zoned land should be monitored so as to ensure that there remains a minimum 15 years supply.

A 5 year review of land supply/demand should be undertaken. Where appropriate as recommended in the Structure Plan, Council should investigate increasing housing opportunities on well located sites that are already under development, are in the process of planning or that are suitable for housing development. This however needs to consider the context of the land and its constraints, including the basis for larger lot sizes at the time of approval.

Council should avoid the intensification of residential development at the periphery of Mansfield.

6.0 Settlement and Housing

OBJECTIVE 1

To provide an adequate land supply to meet current and future housing needs

Strategy 1.1

Contain and intensify residential development within existing residentially zoned land.

Strategy 1.2

Prioritise the subdivision of existing vacant or underutilised land in preference to rezoning new areas. Refer to Figure 3.

Strategy 1.3

Encourage the redevelopment of strategic sites, infill sites and currently vacant General Residential land.

Strategy 1.4

Maintain current supply of General Residential zoned land in the short to medium term (0-10 years).

Strategy 1.5

Maintain the current supply of Low Density Residential zoned land in the short term (0-5 years)

Strategy 1.6

Retain the current supply of Rural Living zoned land in the medium to long term (10-20 years).

Strategy 1.7

Provide a long term (20+ years) residential growth corridor south of Stoneleigh Road.

OBJECTIVE 2

To maintain housing affordability and increase the range and variety of housing choices

Strategy 2.1

Encourage higher density development in areas that can capitalise on existing physical and social infrastructure, predominantly in proximity to the town centre, including a range of smaller dwelling sizes.

Strategy 2.2

Encourage a range of lot sizes within new subdivisions to provide for a variety of dwelling sizes.

Strategy 2.3

Support smaller housing options and retirement and aged care accommodation within proximity to existing social and physical infrastructure close to the town centre.

Strategy 2.4

Encourage opportunities to increase the supply of affordable housing within the private and public sector to cater for lower income households, older people and young people who wish to remain in the town.

Strategy 2.5

Support facilities for temporary housing to provide accommodation for workers during peak summer and winter periods.

OBJECTIVE 3

To encourage development that respects the unique character and location of Mansfield and protects areas of natural, environmental, architectural and cultural significance

Strategy 3.1

Complete the heritage study and provide appropriate statutory protection for places of heritage significance.

Strategy 3.2

Ensure that new residential development does not disrupt or restrict existing or future viable agricultural, industrial or rural activities through the use of DPO, DDO and buffer areas.

Strategy 3.3

Ensure that new residential development protects existing environmental features, including: large stands of trees, remnant River Red Gums, native vegetation, native animal habitat and movement corridors, high points, watercourses and drainage lines.

Strategy 3.4

Ensure new development achieves high standards of urban design, architecture and landscape architecture.

Strategy 3.5

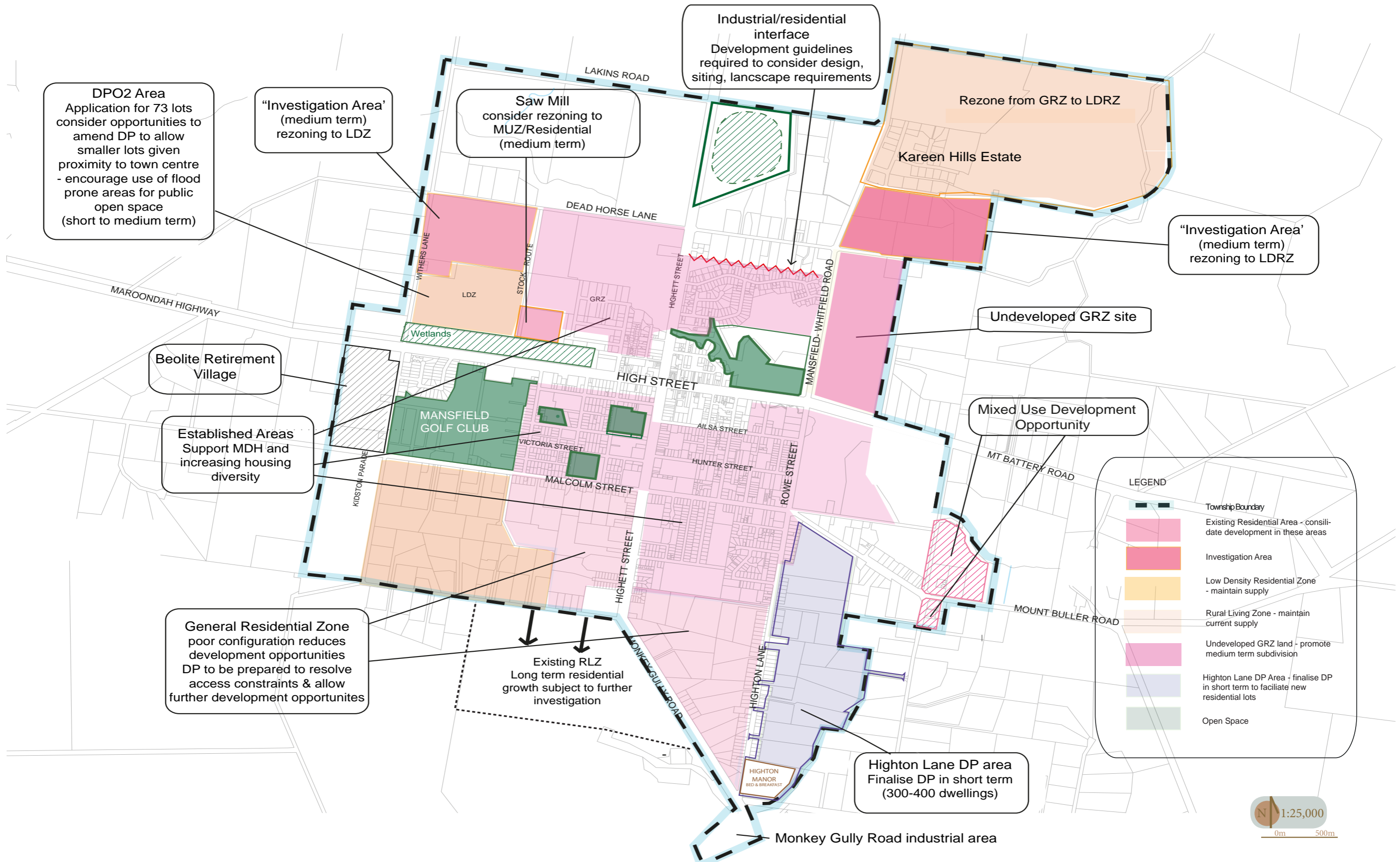
Encourage new subdivisions to adopt best practice in relation to walkable neighbourhoods, water sensitive urban design and other energy efficiency/sustainability initiatives.

6.0 Settlement and Housing

ACTIONS

1. Introduce the Mansfield Structure Plan as a reference document to the Mansfield Planning Scheme as part of the planning scheme review amendment.
2. Require development and subdivision applications in the study area to provide a response to the Mansfield Structure Plan.
3. In the short to medium term (0-10 years) no further rezoning of land to General Residential is required.
4. In the short term (0-5 years) finalise the Highton Lane Development Plan to allow for additional residential dwellings to be developed.
5. In the medium term (10-15 years) consider rezoning the land located south of Kareen Court and north of Dead Horse Lane from Rural Living Zone to Low Density Residential Zone, with a lot size to reflect a transition between the General Residential Zone to the south and the Kareen Hills Estate. Apply the DPO2 over the land and update the DPO2 schedule to provide specific design, siting and minimum lot size requirements.
6. Rezone Kareen Hills Estate to the Low Density Residential Zone to reflect existing development and the fully serviced low density character of the estate.
7. Maintain the supply of Low Density Residential zoned land in the short to medium term (0-10 years).
8. Facilitate the subdivision of the General Residential zoned land east of Mansfield Whitfield Road and south of Dead Horse Lane.
9. In the short to medium term (0-10 years), review the future lot size provisions of the Low Density Residential Zone area east of Withers Lane and north of the rail trail to accommodate smaller lot sizes to maintain supply of Low Density Residential zoned land.
10. Nominate the land south of Dead Horse Lane, between Stock Route and Withers Lane as an 'Investigation Area' for future Low Density Residential zone growth from the Farming Zone, subject to environmental, infrastructure, flooding and access assessments (short to medium term, 0-10 years).
11. Subject to supply and demand, in the long term consider the potential to amend the Schedule to the Rural Living Zone to allow for an average 2 ha subdivision size, particularly for land closer to the town centre.
12. In the medium term consider rezoning the Saw Mill site to Mixed Use Zone/Residential zone.
13. In the short term (0-5 years) complete the Heritage Study and provide appropriate statutory protection for places of heritage significance.
14. Monitor population growth and dwelling approvals in line with forecasts within the Study Area through a review of land-supply and demand every 5 years.

6.0 Settlement and Housing Plan



7.0 Economic Development & Employment

Mansfield's local economy has historically been based around agriculture, timber and tourism. Mansfield Shire's economy is currently diversifying towards a service-based economy, unique to rural areas of Victoria; this trend is expected to sustain continued economic growth and revitalisation of the Shire. This is evident in the growth of employment in professional services, education and health in Mansfield Shire.

Retail/commercial

Retail land uses in Mansfield are generally located in the Commercial 1 Zone, including High Street and sections of Highett Street and Chenery Street. There is a triangular shaped parcel of land located along Mt Buller Road to the south-east of the town centre. There are a large number of residential properties located in the Commercial 1 Zone along High Street between Ultimo Street and Apollo Street and in Collopy Street.

The total retail floor space provision in Mansfield is estimated at approximately 16,410sqm as at July 2013, based on a detailed land use and floor space survey of 370 properties. With expected population growth, there will be a demand for an additional 7,400sqm of retail floor space over the period 2013 to 2031.

This level of retail development can be accommodated within existing zoned land, having regard for existing vacant sites, opportunities for more intensive use of land and the replacement of some serviced industry uses by retailing and other town centre activities. Additionally, existing residential properties located in the Commercial 1 Zone may be displaced by mixed use opportunities. With an increase in demand for retail and commercial floor space, there will also be an increase in car parking and traffic. It is therefore important that new retail developments provide the required car parking on site where possible.

Mansfield has two supermarkets operated by IGA and Foodworks located in the High Street shopping centre. Council should have the ability to consider a new supermarket entrant outside of the Mansfield town centre. Currently this could locate in the commercially zoned land on Mt Buller Road without the need for a permit for the use. This area should be rezoned to Commercial 2 Zone to provide Council and the community with the opportunity to review the appropriateness of a new supermarket in this location.

The Structure Plan recommends that no further rezoning of land to Commercial 1 is required within the next long term period (20 years).

Industrial

There are five distinct industrially zoned areas in Mansfield, being Dead Horse Lane, Monkey Gully Road, Lakins Road, Sawmill and Mt Buller Road. Of these, Dead Horse Lane is the primary industrial area which accommodates a range of business types set on large lots, including construction services, automotive services, transport and storage. The Sawmill site is an isolated 4.9ha site surrounded by Mixed Use and residentially zoned land and given this it is recommended the land be rezoned to the Mixed Use Zone. There remain a number of vacant lots in Mt Buller Road.

Mansfield has experienced a shortfall of vacant and serviced zoned Industrial land. With regard to the population growth expected during the study period (20 years) the delivery of serviced industrial land is critical. Any future subdivision of industrial land at Lakins Road would increase land supply. The short term delivery of this site for small and medium sized lots is important for the long term sustainability of the industrial sector in Mansfield.

Tourism

A substantial share of tourism activity occurs in Mansfield, either through people staying locally during holiday periods, or because of the service role it plays as a location for retailing, equipment hire and accommodation booking.

A variety of different accommodation facilities are available within the Mansfield region. Facilities range from camp sites and cabins in caravan parks, holiday resorts, boutique hotels, and rental property including houses and apartments.

A lack of choice in respect to budget accommodation was identified during consultation. During winter peaks, the lack of suitable long term affordable accommodation for temporary staff has also been identified.

7.0 Economic Development & Employment

OBJECTIVE 1

To provide a sustainable business environment for retail and commercial businesses.

Strategy 1.1

Retain the current supply of Commercial 1 zoned land.

Strategy 1.2

Encourage more intensive use of existing retail establishments through renovations and redevelopments.

Strategy 1.3

Encourage a range of retail and commercial opportunities in the town centre.

Strategy 1.4

Encourage larger-format retailing (eg homemaker) to occur within the Commercial zoned land on Mt Buller Road.

Strategy 1.5

Encourage supermarket uses to locate in the core High Street shopping centre.

Strategy 1.6

Encourage redevelopment of existing residential properties within the Commercial zoned land in the town centre, for example, mixed use development, and at the rear of properties fronting High Street that are compatible with surrounding land uses.

Strategy 1.7

Encourage the redevelopment of currently vacant or underutilised land/sites including retail and/or mixed use with possible car parking opportunities to the rear where possible.

Strategy 1.8

Encourage the redevelopment of strategic sites nominated in the Economic Development and Employment Plan.

OBJECTIVE 2

To support viable industrial business opportunities in Mansfield.

Strategy 2.1

Investigate the creation of an industrial/business park subdivision on the Lakins Road site.

Strategy 2.2

Encourage relocation of service industries, light industrial, rural supplies, automotive repair, etc, away from the town centre to new industrial areas, including Mt Buller Road and Lakins Road once subdivided.

Strategy 2.3

Require new developments in Dead Horse Lane to maintain a suitable landscape and acoustic buffer to the residential properties to the south to reduce amenity conflicts.

Strategy 2.4

Rezone the Sawmill site from Industrial 1 to Mixed Use Zone or a residential zone to reduce amenity conflict and encourage suitable mixed use development opportunities.

OBJECTIVE 3

To continue to promote tourism based activities, accommodation and complimentary land uses

Strategy 3.1

Encourage the development of quality affordable short and long term accommodation for visitors and temporary staff.

Strategy 3.2

Encourage a mix of tourist related uses, including cafes, restaurants, accommodation and tourist related retail within High Street and the town centre.

Strategy 3.3

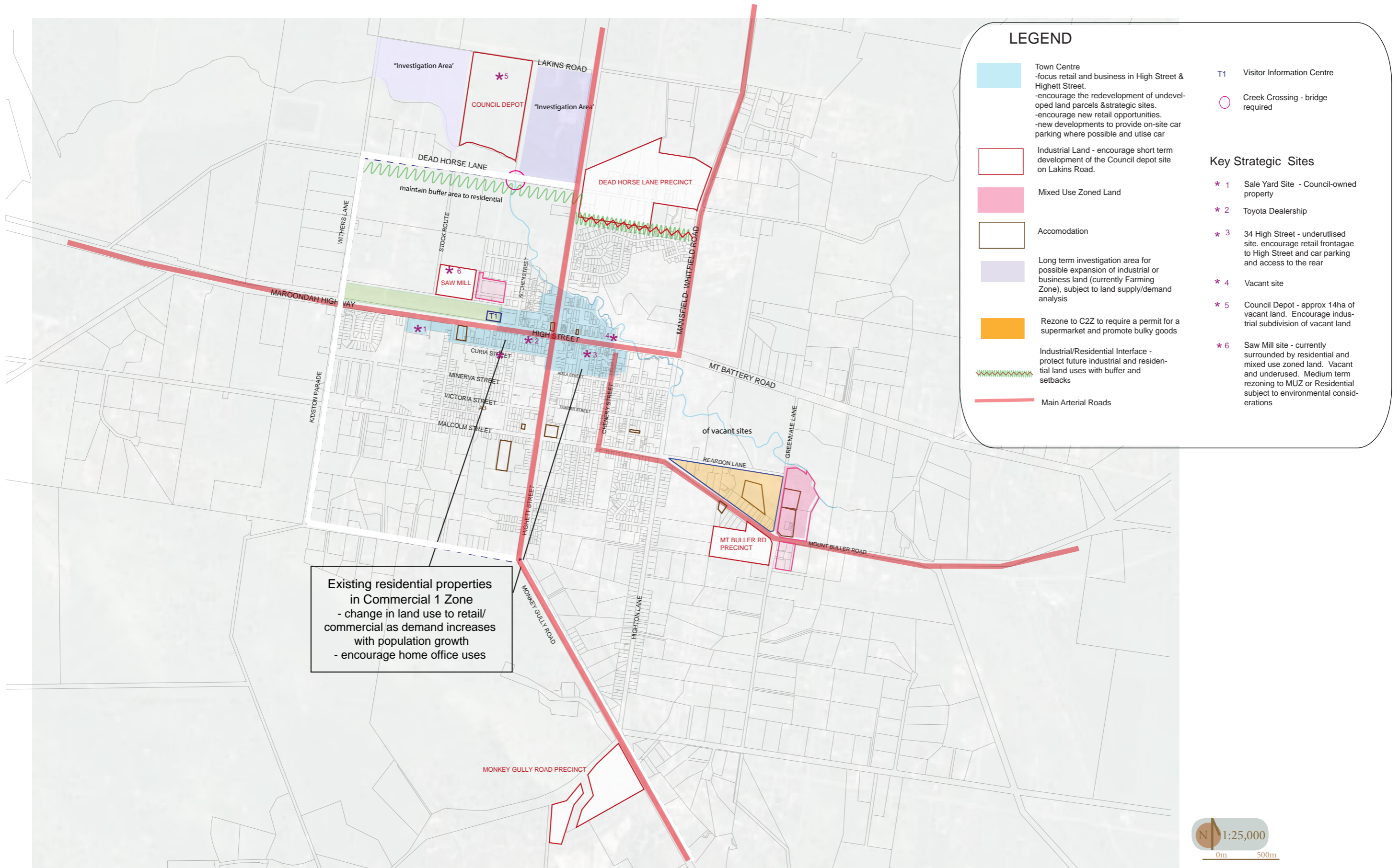
Facilitate the appropriate development of the Sale Yard site.

7.0 Economic Development & Employment

ACTIONS

1. In the medium to long term no additional commercial land supply is required.
2. Rezone the Commercial 1 zoned land on Mt Buller Road to Commercial 2 Zone.
3. Facilitate the subdivision of land at Lakins Road to small to medium sized industrial and warehouse lots and undertake necessary upgrades to Lakins Road.
4. In the short term (0-5 years) consider rezoning the Sawmill site from Industrial 1 to the Mixed Use Zone or a residential zone once potential contamination issues have been addressed.
5. In the medium term (5-10 years) investigate the relocation of light industries to an industrial estate in Lakins Road (subject to action 3 being realised).
6. Nominate the land to the east and west of the Lakins Road depot site as an 'Investigation Area' for future long term industrial zone, subject to land supply/demand analysis, environmental and infrastructure assessments (long term 10-20 years).
7. Continue assistance from Council's Tourism and Economic Development Unit to industry seeking to establish business in Mansfield.
8. In the short term (0-5 years) develop design and siting guidelines for land along the interface of Dead Horse Lane industrial area and the existing residential properties to the south. Require planning permit applications to provide a response to the design guidelines.
9. Monitor the Mansfield industrial land supply/demand every 5 years.
10. Develop a signage strategy that provides a suite of coordinated signs for information, direction and promotion.
11. Investigate land to the east and west of the Lakins Road depot site for long term future industrial zone.

7.0 Economic Development & Employment Plan



8.0 Open Space & Recreation

Sport plays an important part of the social structure of Mansfield and with increases in the population, there has been extra pressure placed for additional facilities to cater for increased demand. Mansfield's location at the foot of the high country and Lake Eildon also influences the role of the town as a gateway to these highly utilised recreational areas.

Current active and passive/recreational facilities provided in the town include:

Active:

- Mansfield Recreation Reserve
- Mansfield Sporting Complex
- Lords Reserve
- Mansfield Swimming Pool
- Mansfield Golf Club
- Mansfield Bowls Club
- Mansfield Tennis Courts
- Skatepark
- Additional multi-purpose playing field at Mansfield Secondary College

Passive:

- Mansfield Botanic Gardens
- Walking Tracks
- Rail Trail
- Mullum Mullum Wetlands
- High Street median

There are also other facilities that are used for events including:

- Mansfield Show Grounds
- Mansfield Race Track
- High & Highett Street medians

There are a number of underutilised facilities that are capable of accommodating additional recreational facilities. Sites such as the Showgrounds and Racecourse are existing facilities that are largely underutilised and are capable of accommodating additional sporting and club facilities. The co-location of facilities on existing and future recreation sites is

recommended to maximise land that becomes available for sporting and recreational purposes.

The rail trail, while being highly used, ends at the Visitor Information Centre and there is no clear connection through into the town centre. Generally, the footpath and bicycle path network is disconnected and opportunities exist to improve the network through the town and to link facilities.

Council has undertaken the Mansfield Shire Sport and Recreation Strategy 2014-2019. Themes and actions that have emerged from consultation on the Strategy have closely aligned with the background assessment and consultation undertaken for the Structure Plan.

The key themes that are present in Mansfield in respect to sport and recreation are:

- Current facilities are lacking or inadequate due to lack of space.
- Sports and Recreation complex often booked out.
- Lack of available car parking at recreation reserves.
- Additional playing fields – particularly a 3rd playing field.
- Desire for a year round aquatic centre.
- Improvements to the bicycle and walking network.
- Show Grounds underutilised.
- Footpath and bicycle network not well connected and there are many gaps in the network requiring improvement.

With the forecast growth in population over the next 20 years, there will be increasing pressure and demand on existing facilities. New facilities, including a third active playing field, additional walking tracks and stadiums will be required to meet the increase in demand associated with increase in the population.

Opportunities exist, in addition to updating current facilities, to work with land owners as part of future subdivision proposals to incorporate active and passive recreational areas. In particular, there are opportunities to utilise flood prone land along Fords Creek for a linear park and playing fields.

8.0 Open Space & Recreation

OBJECTIVE 1

To meet the current and future recreational and sporting requirements of Mansfield.

Strategy 1.1

Investigate the use of private and under-utilised public land within Mansfield for additional sports facilities and the location of events.

Strategy 1.2

Ensure that any residential development/subdivision comply with open space provision guidelines.

Strategy 1.3

Require developers to contribute towards recreational infrastructure through developer contributions.

Strategy 1.4

Seek opportunities for provision of additional playing areas on private land as part of subdivision proposals, including utilising flood prone land that cannot be developed for urban purposes.

Strategy 1.5

Identify a preferred site for the development of one additional full sized playing field.

Strategy 1.6

Investigate alternative and complementary uses in association with the Racecourse and Showgrounds.

Strategy 1.7

Prepare master plans for key open space areas including the co-location of facilities where possible.

Strategy 1.8

Support the ongoing role of the Mansfield Golf Course in providing sport and recreational opportunities.

Strategy 1.9

Continue to support the use of High and Highett Street medians for public use and events.

Strategy 1.10

Explore options for an additional indoor recreational facility.

OBJECTIVE 2

To provide a connected pedestrian and bicycle network through Mansfield.

Strategy 2.1

Improve linkages between open space reserves and

key community facilities, such as schools, through improved paths and trails, development of landscape themes and directional and information signage.

Strategy 2.2

Create a linear passive park along Fords Creek connecting to existing and future planned paths.

Strategy 2.3

Encourage new developments adjacent to Fords Creek to provide landscape and connections to and along the Creek.

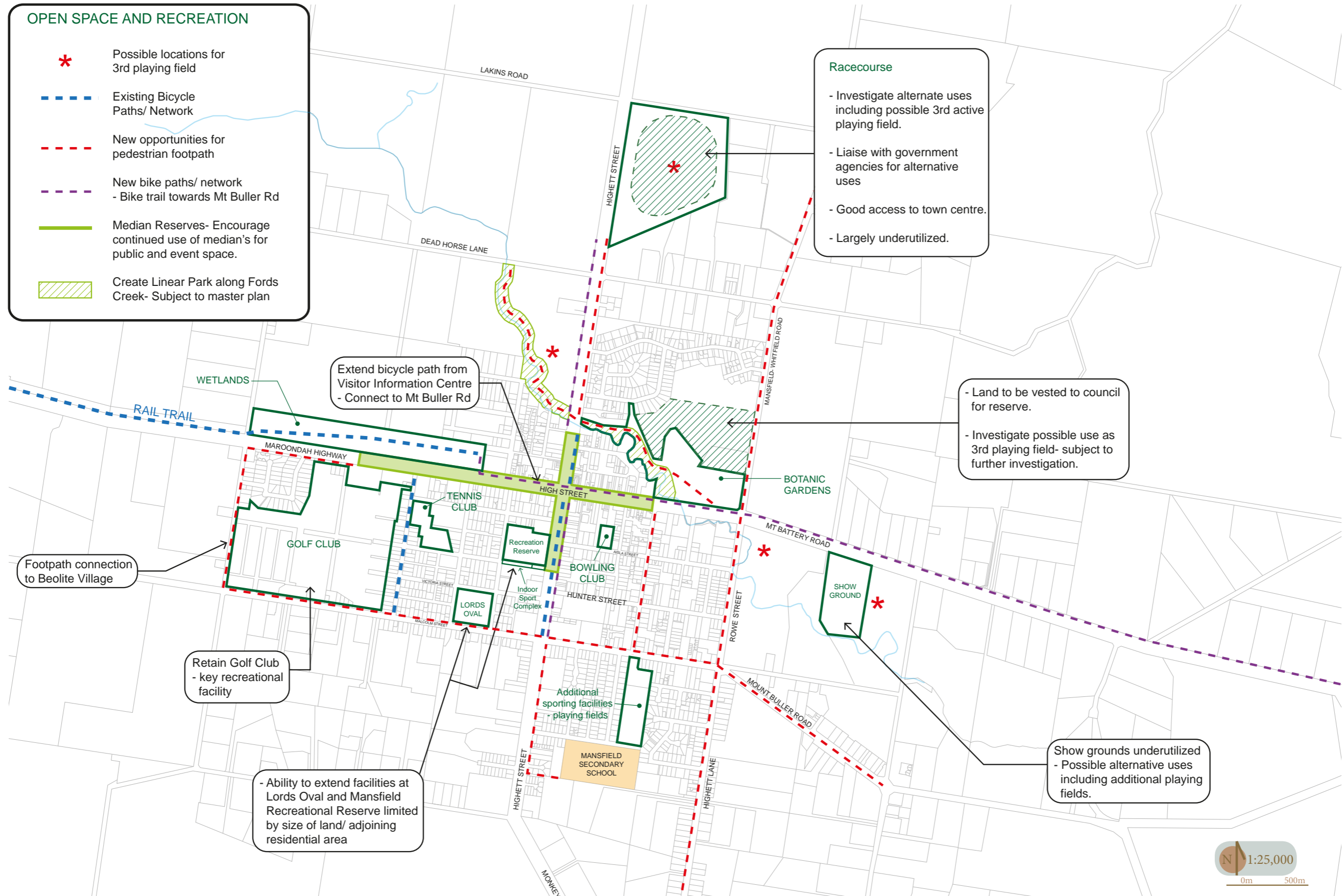
Strategy 2.4

Work with communities to strategically plan for and develop outdoor exercise opportunities such as walking tracks and paths.

ACTIONS

1. In the short to medium term (0-10 years) implement the actions of the Mansfield Shire Sport and Recreation Strategy 2014-2019, including preparing master plans for recreational reserves.
2. In the short to medium term (0-10 years) prepare a Developer Contributions Plan for Mansfield to ensure that developers of new residential estates and subdivisions make appropriate contributions toward the provision of enhanced open space.
3. In the short term (0-5 years) investigate locations for a third playing field in Mansfield.
4. In the short term review the Future Improved Aquatic Facility Options Assessment Report 2011 and the Mansfield Aquatic Facility Community Engagement Final Report 2011 and refer to any past investigations and consultations to inform an investigation for feasible financial models for provision of indoor aquatic facilities.
5. In the short term Identify opportunities for local schools to partner with the Shire and sporting organisations to enhance facilities and programs within the community.

8.0 Open Space & Recreation Plan



9.0 Community Services and Facilities

Mansfield currently provides a wide range of social infrastructure and is the primary centre for social, health and education services for the Shire. The provision of social infrastructure and services was regularly cited as a positive attribute of Mansfield and reinforced the town's sense of community.

The area surrounding the Council office supports a range of community and civic uses including the CFA, Ambulance, Council offices and sporting facilities. A large number of properties are in government ownership. Further south of this civic precinct is a health precinct that includes the Mansfield District Hospital (MDH) and complementary medical suites. MDH has identified a need to expand its current facilities including the future development of facilities on land it owns on the opposite corner of the Highett Street and Malcolm Street intersection.

Education also plays a large role in Mansfield with the primary and secondary college, catholic school, pre-school kindergarten, Steiner school, Mansfield Adult Continuing Education. These facilities are largely provided south of the civic precinct. The current location of the primary school is constrained and further expansion of facilities is limited.

The area east of Bank Place supports a Council car park, Men's shed and bowling club. Council retains ownership of a number of properties in this precinct and opportunities exist for strategic planning of this area to improve pedestrian circulation, signage and establishment of complementary community uses.

Car parking and vehicular and pedestrian access are key issues that need to be addressed to best utilise community facilities.

While Mansfield currently supports a number of social services and infrastructure, the range of facilities will need to be maintained and adapt to meet changing community needs and expectations as it grows and its population ages.

Objective 1

To provide a range of community and cultural facilities that are well connected and easily accessed by all members of the community.

Strategy 1.1

Support and consolidate health related services in the precinct surrounding Mansfield District Hospital.

Strategy 1.2

Encourage the development of retirement and aged care accommodation with walkable access to the town centre and social infrastructure.

Strategy 1.3

Encourage the co-location of social infrastructure.

Strategy 1.4

Support the expansion of education facilities including adult education and training opportunities.

Strategy 1.5

Support the sharing of facilities between education facilities.

Strategy 1.6

Provide opportunities throughout the study area for informal social interaction and meeting places.

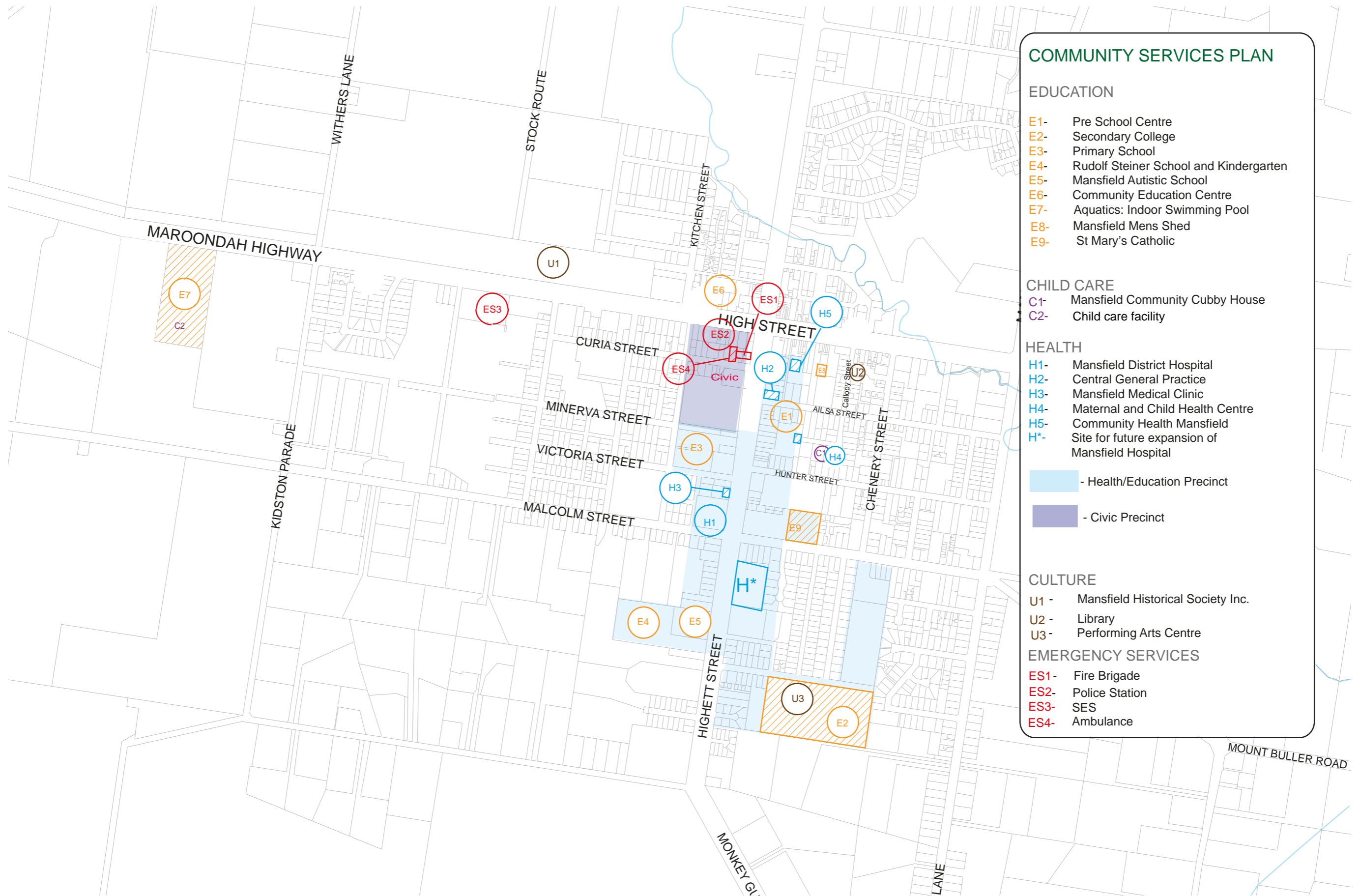
Strategy 1.7

Support the use of land for allied medical health uses in the Health and Education Precinct.

ACTIONS

1. Undertake ongoing assessment of community needs and services, particularly in relation to community infrastructure.
2. Identify the Health/Education precinct and Civic precinct on the Mansfield Framework Plan in the MSS.
3. Undertake ongoing assessment of community needs and services in relation to health.
4. Undertake ongoing assessment of community needs particularly in relation to education.

9.0 Community Services and Facilities Plan



COMMUNITY SERVICES PLAN

EDUCATION

- E1- Pre School Centre
- E2- Secondary College
- E3- Primary School
- E4- Rudolf Steiner School and Kindergarten
- E5- Mansfield Autistic School
- E6- Community Education Centre
- E7- Aquatics: Indoor Swimming Pool
- E8- Mansfield Mens Shed
- E9- St Mary's Catholic

CHILD CARE

- C1- Mansfield Community Cubby House
- C2- Child care facility

HEALTH

- H1- Mansfield District Hospital
- H2- Central General Practice
- H3- Mansfield Medical Clinic
- H4- Maternal and Child Health Centre
- H5- Community Health Mansfield
- H*- Site for future expansion of Mansfield Hospital

- Health/Education Precinct
 - Civic Precinct

CULTURE

- U1 - Mansfield Historical Society Inc.
- U2 - Library
- U3 - Performing Arts Centre

EMERGENCY SERVICES

- ES1 - Fire Brigade
- ES2 - Police Station
- ES3 - SES
- ES4 - Ambulance

10.0 Town Centre Urban Design Framework

The purpose of the Urban Design Framework in this Structure Plan is to provide guidance to Council, developers and landowners on planning related considerations in the town centre.

The town centre is Mansfield's primary retail and commercial area and is focused on the streetscapes of High Street, Highett Street and Chenery Street (Refer to figure 5). The central streetscape of High Street and immediate sections of Highett Street provide the primary centre of the town. The streets have very wide medians and avenues of deciduous trees that form a strong visual character.

The central medians also provide an important open space element in the township and are the venue for events and public use.

The grid pattern and axis of High and Highett Street create long view corridors to the surrounding natural environment with these views contributing to Mansfield's connection with its surrounds.

The built form character of High Street and Highett Street is of predominantly single storey commercial and retail buildings with many original Victorian heritage buildings still present.

Much of the original building stock remains including verandahs extending to the kerb and parapets above.

The primary approaches to the town Maroondah Highway (west), Mt Buller Road (east), Midland Highway (north) and Mansfield Whitfield Road (north), form the main gateways to Mansfield. The approaches currently lack coordination from a landscape perspective and would benefit from a coordinated approach and streetscape treatment.

Land uses in the town centre vary and there are also numerous examples of residential dwellings located within the core retail zoned land.

The Structure Plan recommends that a schedule to the Design and Development Overlay be applied to the shopping centre to ensure there is appropriate development.

Heritage

Mansfield contains a large number of original buildings that are fairly intact and make a positive contribution to the character of the town. Most prominently, the intersection of Highett and High Street is surrounded by four significant buildings, being the Court House, Delatite Hotel, Tavistock House and the Mansfield Hotel. Only a handful of these properties are formally

acknowledged and protected in the Heritage Overlay.

The Shire has undertaken a Heritage Survey which has identified a number of other properties that are of heritage significance to the town.

Without formal heritage protection there is a risk that the buildings could be replaced with contemporary buildings. The introduction of a Heritage Overlay over the nominated sites will provide protection of the buildings from demolition and will require any redevelopment of these sites to have regard for their heritage significance, both from an individual heritage perspective and also from a township character perspective.

The Structure Plan recommends that in the short term (0-5 years) Council adopts the heritage survey and introduces appropriate heritage controls over the sites nominated in the heritage survey.

Signage

The current pattern of signage in Mansfield is generally of a varied style and predominantly located on shop verandahs and parapets. The general style of signage varies considerably in terms of size, quality and approach to colour. The proliferation of signage can result in unreasonable clutter of signage and begin to negatively impact on the High Street and Highett Street streetscape character.

The emergence of franchise stores in Mansfield can potentially further detract from the visual quality of the town as such stores usually include high levels of advertising and seek to have illuminated signage

The Structure Plan recommends that in the short term (0-5 years) a local planning policy be developed and incorporated into the Local Planning Policy Framework of the Planning Scheme specifically to guide advertising in Mansfield.

Car Parking

As stated under Traffic, Access and Car Parking, with the anticipated growth in population and the related new retail and commercial development that is expected to accompany it, the current supply of car parking within Mansfield will not be able to meet demand.

The ability for the majority of sites in High Street and Highett Street to accommodate on-site car parking to meet the statutory requirements is limited due to size and access constraints. It is therefore important that sites for additional public parking be investigated to assist in meeting future parking demands. This investigation should also include a review of suitable

10.0 Town Centre Urban Design Framework

sites to establish a designated large vehicle and long term car park to cater for peak summer and winter peak periods.

In the medium term, a Parking Overlay and associated schedule should be investigated to assist in collecting financial contributions towards the delivery of public car parking spaces where on-site car parking is not able to be provided. The overlay should cover the retail area of Mansfield and sites that are expected to experience increased retail growth. The overlay and schedule can specify the number of car parking spaces to be provided, and the amount of financial contribution to be made in lieu of car parking.

There are opportunities in the short term to improve current car parking spaces in Mansfield, in particular the current car parks at Erril Street and Nolan Street. These car parks are generally underutilised due to poor line marking, construction and directional signage for visitors.



Mansfield Hotel



High Street Median



Figure 5: Town Centre Area.

10.0 Town Centre Urban Design Framework

OBJECTIVE 1

Consolidate High Street, Highett Street and the southern section of Chenery Street as the core retail centre.

Strategy 1.1

Encourage a range of commercial and retail uses to establish in the Commercial 1 Zone.

Strategy 1.2

Encourage the development of strategic infill sites.

Strategy 1.3

Protect and reinforce the High Street and Highett Street medians

Strategy 1.4

Continue to support the use of the High Street and Highett Street medians for public events.

Strategy 1.5

Improve connectivity in the town's centre through the use of existing mid block connections (Bank Place/ Eisners Lane) as pedestrian through ways.

OBJECTIVE 2

To ensure new retail and commercial development responds to the existing character of the town centre.

Strategy 2.1

Retain the predominant single storey built form and structure of High Street and Highett Street by limiting development to 2 storeys, with the upper level to be setback from the kerb.

Strategy 2.2

New commercial development to include the use of verandahs extending to the kerb to maintain sense of character and provide pedestrian amenity.

Strategy 2.3

Protect heritage buildings that contribute to Mansfield's character by applying the Heritage Overlay.

OBJECTIVE 3

To ensure signage responds to the character of the town centre.

Strategy 3.1

Encourage signage to be designed to be proportionate to the building facade and directed to the verandah and below verandah.

Strategy 3.2

Develop an advertising signage policy to provide guidelines in relation to sign locations (preferably located below verandah), signage types, dimensions, coordinated styles/themes/colours.

ACTIONS

1. Require applications for new retail and commercial developments in the town centre to demonstrate how the proposal responds to the Mansfield Structure Plan.
2. In the short term (0-5 years) complete the heritage survey and provide appropriate statutory protection for places of heritage significance through the introduction of the Heritage Overlay to appropriate sites.
3. In the short term (0-5 years) develop an advertising signage policy and introduce it into the planning scheme to provide clear direction on signage design.

10.0 Town Centre Urban Design Framework Plan

NOTES:

- Maintain Landscape Median
* Encourage parking at rear with pedestrian access to High Street.
- Upgrade Nolan Street car parking.
* Needs identification and improved connectivity to High Street.
- Roundabout completed at High Street and Chenery Street intersection.
- Bank place- consider improvements to pedestrian amenity/ connectivity
- Retain historic buildings

1. Toyota Dealership

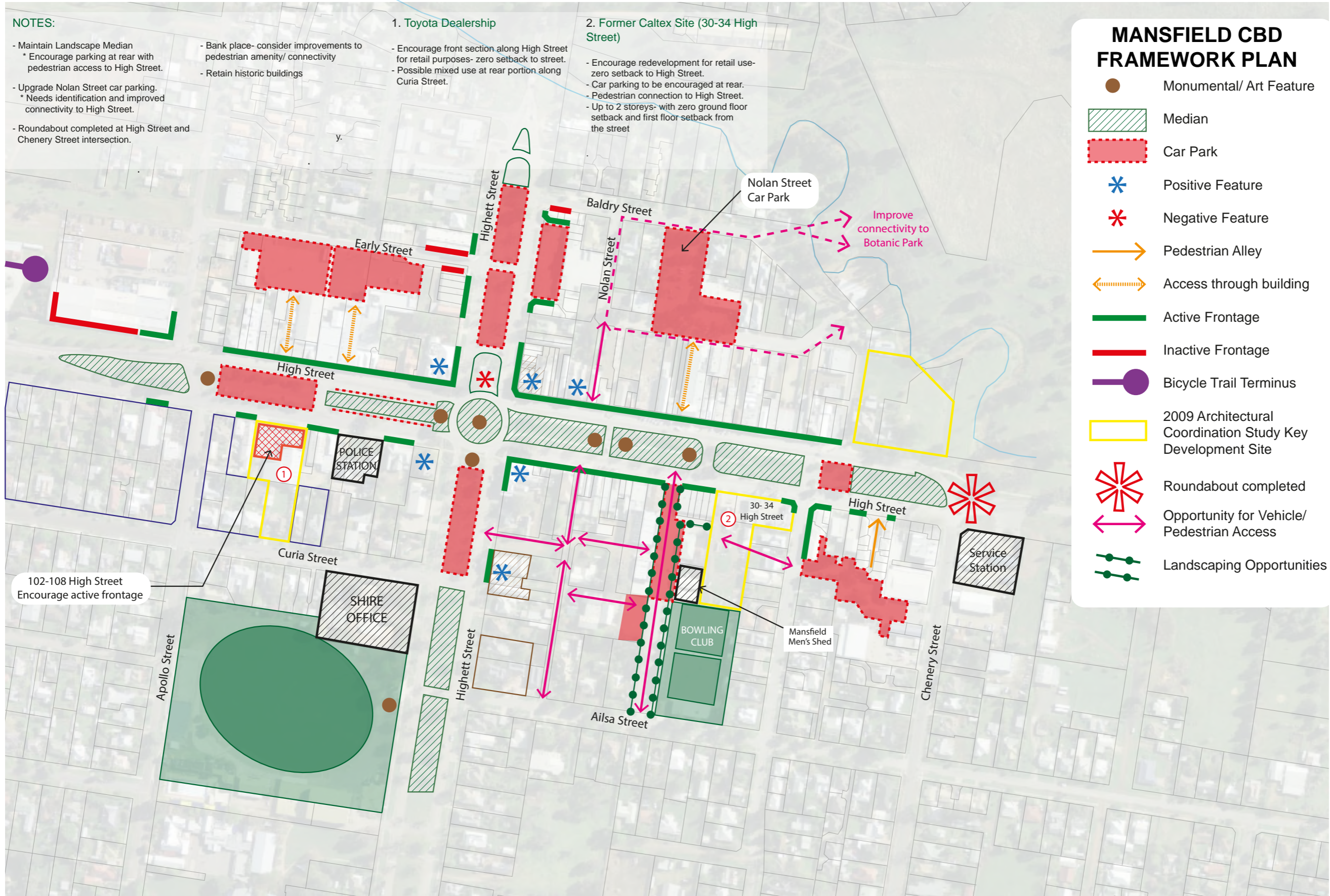
- Encourage front section along High Street for retail purposes- zero setback to street.
- Possible mixed use at rear portion along Curia Street.

2. Former Caltex Site (30-34 High Street)

- Encourage redevelopment for retail use- zero setback to High Street.
- Car parking to be encouraged at rear.
- Pedestrian connection to High Street.
- Up to 2 storeys- with zero ground floor setback and first floor setback from the street

MANSFIELD CBD FRAMEWORK PLAN

- Monumental/ Art Feature
- ▨ Median
- ▭ Car Park
- ✦ Positive Feature
- ✦ Negative Feature
- Pedestrian Alley
- ↔ Access through building
- Active Frontage
- Inactive Frontage
- Bicycle Trail Terminus
- ▭ 2009 Architectural Coordination Study Key Development Site
- ✦ Roundabout completed
- ↔ Opportunity for Vehicle/ Pedestrian Access
- Landscaping Opportunities



102-108 High Street
Encourage active frontage

Nolan Street
Car Park

Improve connectivity to Botanic Park

POLICE STATION

SHIRE OFFICE

BOWLING CLUB

Mansfield Men's Shed

Service Station

11.0 Transport, Access and Parking

A key feature in Mansfield's future will be how easily people can move around and through the town. A growing and more active place will generate more trips increasing the need to manage transport demand. Planning should ensure that people can easily travel by vehicle, bicycle and by foot to work, shopping, places of recreation and community services and appropriate plans for future parking demands.

From a traffic perspective, there are a number of roads and intersections that are currently underperforming from a safety and functionality perspective and require short, medium and long term solutions. In particular, the intersections of Malcolm Street and Highton Lane and Malcolm Street and Highett Street require short to medium term rectification works to improve safety and function. Planned future residential growth in the land around these intersections will place additional pressure on their function and upgrades will be required to be accommodated to match growth in population.

The intersection of High Street and Chenery Street has recently been upgraded to address poor design issues.

Council supports an interim southern and northern route for a heavy vehicle bypass. The southern route runs along Kidston Lane and Malcolm Street. The northern route along High Street, Benalla Road, Dead Horse Lane, Whitfield Road, Mt Battery Road and Greenvale Lane.

The ultimate route will be Withers Lane/Dead Horse Lane/Mansfield-Whitfield Road/Mount Battery Road and Greenvale Lane to avoid large vehicles utilising High Street and Highett Street. A number of key intersections will need to be upgraded. The Structure Plan recommends that the implementation of the heavy vehicle bypass is promoted as a medium term project. The current route along Malcolm Street will be retained in the interim.

The Structure Plan makes a number of recommendations in regard to road and traffic upgrades that will be required during the next 20 years to cater for anticipated growth. The pedestrian and bicycle network is currently disconnected and the Structure Plan includes a number of strategies to improve connectivity throughout the town.

Parking in Mansfield, while generally meeting current demand, becomes overly utilised during key events and peak holiday periods. Pressure on parking will significantly increase as population grows and additional retail opportunities are developed during the next 20 years. The current provision of car parking will not be able to accommodate the parking requirements associated with the increase in population and retail growth that is anticipated. The ability for sites in the town centre to accommodate large areas of on-site car parking is limited due to the relatively small retail lot sizes.

There are a number of larger strategic sites that are capable of providing sufficient on-site car parking and the Structure Plan recommends that new retail developments provide sufficient on-site car parking to meet staff and customer parking demands where possible.

A Parking Overlay and associated schedule should be investigated in the medium term to assist in collecting financial contributions toward the delivery of public car parking spaces where on-site car parking is not able to be provided. The overlay should cover the retail area and sites that are expected to experience increased retail growth. The overlay and schedule can specify the number of car parking spaces to be provided, and the amount of financial contribution to be made in lieu of car parking.

In the short term, there are opportunities to improve current parking areas. The Erril Street and Nolan Street car parks are poorly defined and constructed and are underutilised. The Structure Plan recommends that in the short term these car parks are upgraded and properly line marked, with way finding and directional signage provided to improve the utilisation of these spaces.

The need for suitable long term parking for staff and visitors associated with Mt Buller during the winter peak period is also identified as a priority for Mansfield. A designated area will relieve pressure on the road network surrounding the retail centre.

In general, a high parking demand was not observed for trailers or caravans within Mansfield. However, with expected population and visitor growth, a medium to long term solution for large vehicle parking should be investigated. This area could potentially be used to provide for long term parking in addition to large vehicles as a way of maximising investment. A short term solution to large vehicle parking is the use of the tourist information centre parking or in the longer term the eastern end of Mullum Mullum wetlands next door.

The introduction of a Parking Overlay will assist in providing the financial contributions towards establishing these areas.

11.0 Transport, Access and Parking

OBJECTIVE 1

To provide an efficient movement network for vehicles, pedestrians and cyclists

Strategy 1.1

Identify key roads that require upgrading to facilitate a high level of accessibility and cater for future traffic volumes.

Strategy 1.2

Investigate improvements to key intersections of Malcolm Street/Highton Lane, Malcolm Street/ Hightett Street in consultation with VicRoads.

Strategy 1.3

Identify future on-road and off-road cycle networks and pedestrian infrastructure requirements within the town centre and connections to key services and recreational areas.

Strategy 1.4

Investigate long term opportunities to develop key heavy vehicular route alternatives to re-route large vehicle trips out of the town centre.

Strategy 1.5

Require new residential subdivisions to fund footpath and shared path upgrades along road frontages to improve connectivity.

Strategy 1.6

Require new residential subdivisions adjacent to Fords Creek to set aside land along the creek for the creation of a liner shared path.

OBJECTIVE 2

To ensure that car parking can accommodate existing conditions and future growth.

Strategy 2.1

Require new retail and commercial developments to provide on-site car parking in accordance with the planning scheme requirements, wherever possible.

Strategy 2.2

In the short to medium term upgrade the Erril Street and Nolan Street car parking areas to improve utilisation through construction, line marking and way finding signage.

Strategy 2.3

In the medium term (5-10 years) investigate the application of the Parking Overlay and schedule to the

town centre to meet future car parking demand generated by new retail, tourism and commercial development.

Strategy 2.4

In the short term (0-5 years) investigate long/large vehicle parking along Maroondah Highway adjacent to the tourist information centre and Mullum Mullum Wetlands.

Strategy 2.5

In the short to medium term (0-10 years) investigate locations for a long term secure car parking area within close proximity of the town centre to accommodate parking demand generated by traders, temporary staff associated with Mt Buller and visitors.

OBJECTIVE 3

To ensure that there is sufficient car parking provided in the town centre to cater for existing and future demands.

Strategy 3.1

Provide sufficient off street parking for new commercial developments to meet the needs of staff and customers, where possible.

Strategy 3.2

Encourage new development to provide car parking at the rear of sites (where possible) and provide pedestrian connectivity to the kerbs.

Strategy 3.3

Access to parking areas is to be via secondary streets, laneways or adjoining parking areas, wherever possible.

Strategy 3.4

Access to parking areas should minimise impacts on activated frontages of new development.

Strategy 3.5

In the short term (0-5 years) upgrade the Erril Street and Nolan Street car parking areas to improve utilisation through construction, line marking and way finding signage.

Strategy 3.6

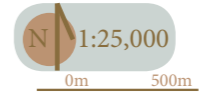
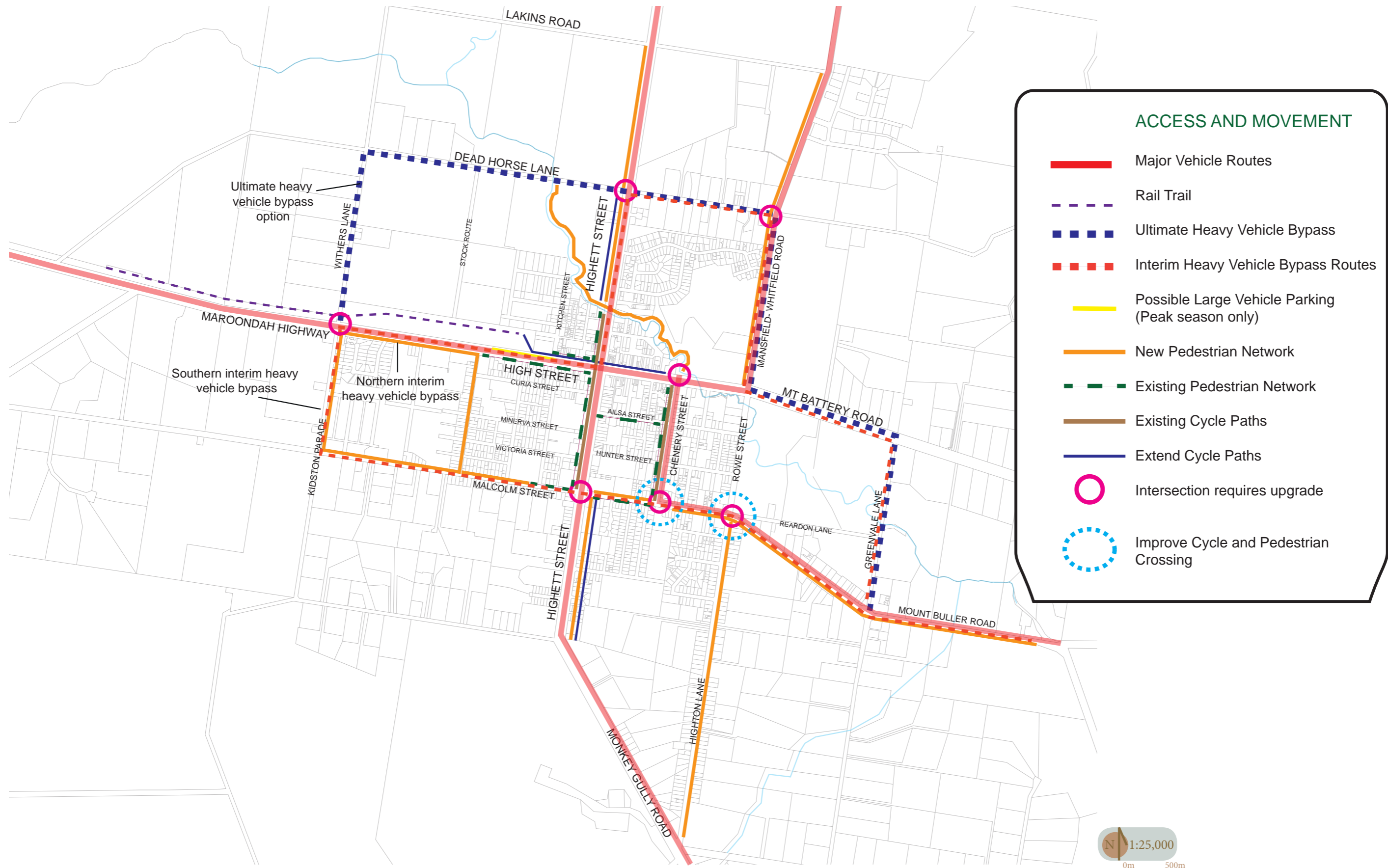
In the short to medium term (0-10 years) investigate sites for the provision of long term parking for staff and visitors.

11.0 Transport, Access and Parking

ACTIONS

1. In the short to medium term (0-10 years) investigate the application of the Parking Overlay and schedule over the town centre area to guide the allocation of parking provision for new retail and commercial development and to assist in collecting financial contributions towards the delivery of public car parking spaces where on-site car parking is not able to be provided.
2. In the short to medium term (0-10 years) investigate sites for the provision of long term parking for staff and visitors.
3. In the short term (0-5 years) prioritise the upgrade of the Erril Street and Nolan Street car parks through proper construction, line marking and way finding measures including signage.
4. Advocate to VicRoads for traffic improvement works to the intersections of High Street and Chenery Street, Malcolm Street and Highett Street and Malcolm Street and Highton Lane.
5. In the short term (0-5 years) provide way finding signage to large vehicle parking at the tourist information centre and in the medium term (5-10 years) additional large vehicle parking to the west of the tourist information centre in the Mullum Mullum wetlands.
6. Provide improved pedestrian paths along Highett Street to Dead Horse Lane, High Street and Maroondah Highway and along Kidston Parade, Malcolm Street and Stoneleigh Road.
7. Investigate opportunities to extend bicycle facilities along Highett Street to Dead Horse Lane and from the Rail Trail to Mt Buller Road.
8. Continue the off-street shared path along Fords Creek to Dead Horse Lane.
9. Provide school and other pedestrian crossings along Malcolm Street in the vicinity of Highett Street, Chenery Street and Highton Lane.
10. Progressively implement the heavy vehicle bypass.

11.0 Transport, Access and Parking Plan



12.0 Infrastructure

INFRASTRUCTURE ASSESSMENT

Mansfield, like many regional towns faces a number of challenges in providing and maintaining infrastructure services. The Structure Plan seeks to ensure that reasonable expectations are met having regard to basic infrastructure services and amenities.

A key focus of the Structure Plan is to focus the future delivery and maintenance of infrastructure to existing and future planned areas. It is important that new urban areas are not cost prohibitive to development occurring and therefore new urban development must be designed with the sequential provision of sewerage and water infrastructure to ensure there is equitable and efficient delivery of infrastructure.

STORMWATER/ DRAINAGE

Council refers to the Infrastructure Design Manual (IDM) in regards to setting criteria and design of drainage works within its boundary. This manual, which has been adopted by many local Victorian Councils, provides the basic design criteria for drainage works by developers.

POTABLE WATER

Goulburn Valley Water (GVW) is the authority responsible for the provision of water supply. Potable water is available in various areas of Mansfield, predominantly within the established residential and industrial areas.

All new development areas will require construction and connection to new mains services.

SEWERAGE

Generally sewerage associated with development within new urban areas will be assessed and approved by Goulburn Valley Water, in conjunction with Council. The authority's 'Land Development and Reticulation Construction manual' will guide development within the areas and define the standards required to be met for connection to the authorities existing system.

PEDESTRIAN PATHS

There is a need to considerably upgrade the current pedestrian network throughout the town. The Structure Plan identifies the priority for future upgrades along key pedestrian and bicycle movement routes that will need to be provided over the next 20 years.

There are a number of infrastructure upgrades that will need to occur to facilitate new urban areas or redevelopment of under-utilised areas as identified in the Structure Plan.

Refer to the Mansfield Township Structure Plan Background Report for greater detail on specific development areas and infrastructure requirements.

OBJECTIVES

OBJECTIVE 1

To ensure the provision of infrastructure services meets current and future needs.

Strategy 1.1

Require development proponents to fund infrastructure upgrades through developer contributions.

Strategy 1.2

Ensure new urban development is connected to town infrastructure.

Strategy 1.3

Develop a stormwater and drainage management plan for Mansfield to guide requirements for future development.

Strategy 1.4

Advocate for improved telecommunications and broadband.

ACTIONS

1. In the short term (0-5 years) develop a stormwater strategy to be applied to new developments and subdivisions.
2. Include infrastructure upgrades as part of Development Contribution Plans.

13.0 Overall Plan

Each of the above themes is combined into an Overall Structure Plan. It is intended that the Structure Plan will be used to update relevant sections of the Mansfield Planning Scheme including the MSS.

The Plan contains a summary of the key initiatives identified in the Structure Plan.

For background information refer to:

- Mansfield Township Structure Plan Background Report
- Mansfield Township Structure Plan Infrastructure Assessment
- Mansfield Township Structure Plan Traffic Assessment Report
- Mansfield Township Economic Report

